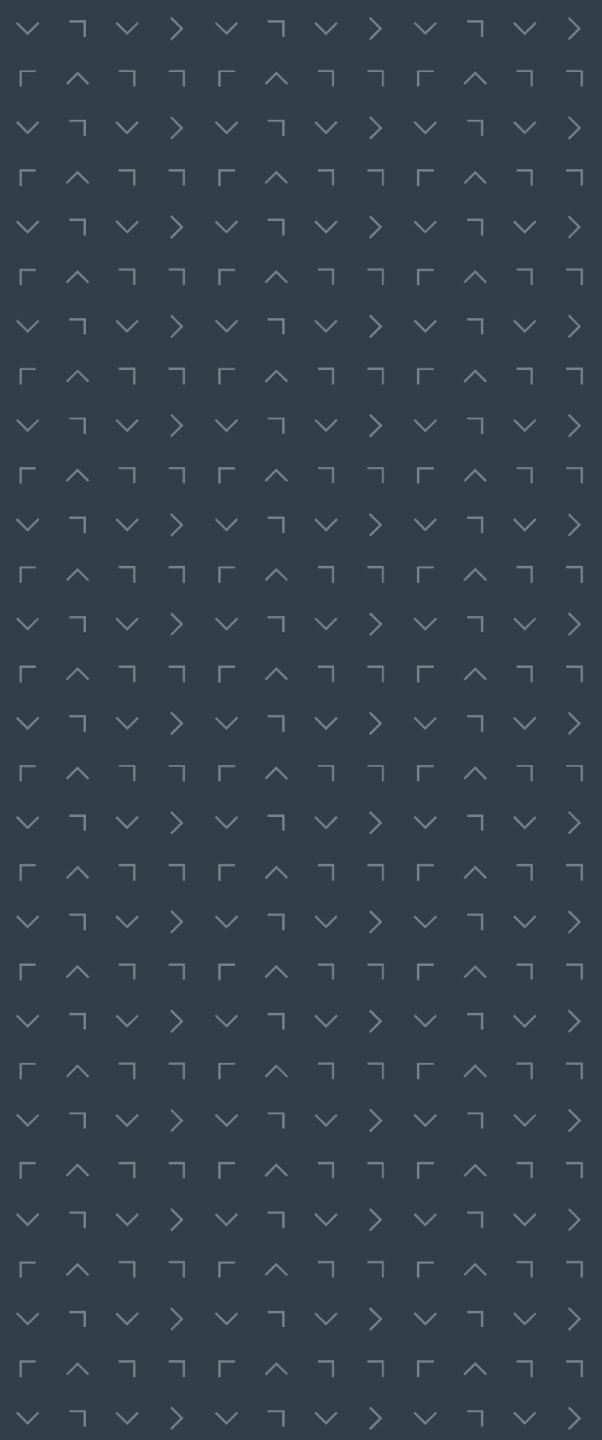




IMAGE BRIEF

*International B2B-insights on Denmark as
food export nation 2025*

INNOVATIVE TECHNOLOGY AS A SYSTAINABLE KEY EXPORT DRIVER



About the respondents

California = 
Germany = 

Region



200
California

200
Germany

Gender

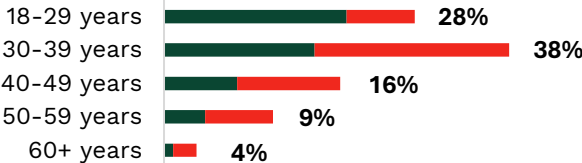


64%

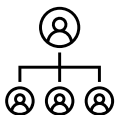


36%

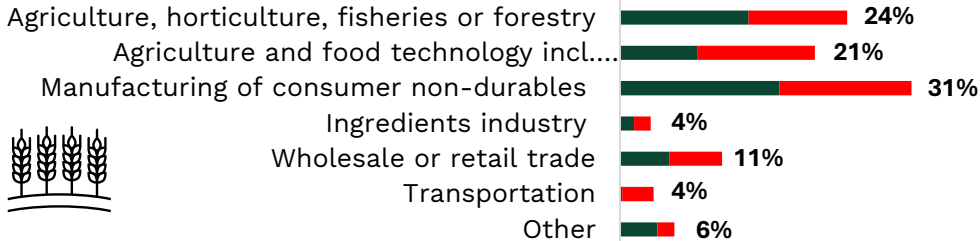
Age group



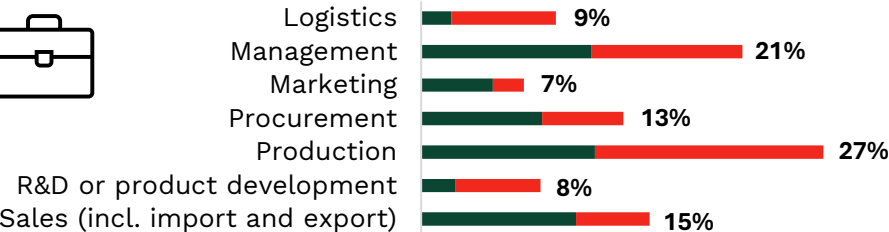
Decision making power (producing, purchasing, selling or handling agriculture and food products and solutions relevant to your company and industry)



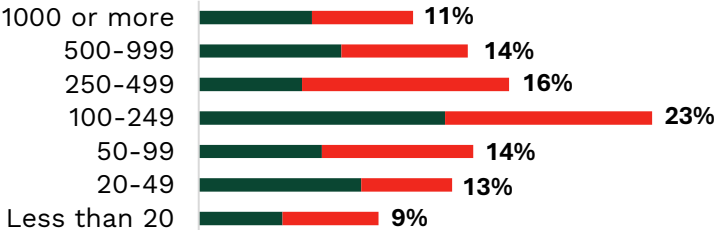
Sector of work



Department at work



Size of organisation



General questions
regarding agriculture and food
production and solutions
overall

Potential to raise awareness of Denmark's national brand further

General questions regarding agriculture and food production and solutions

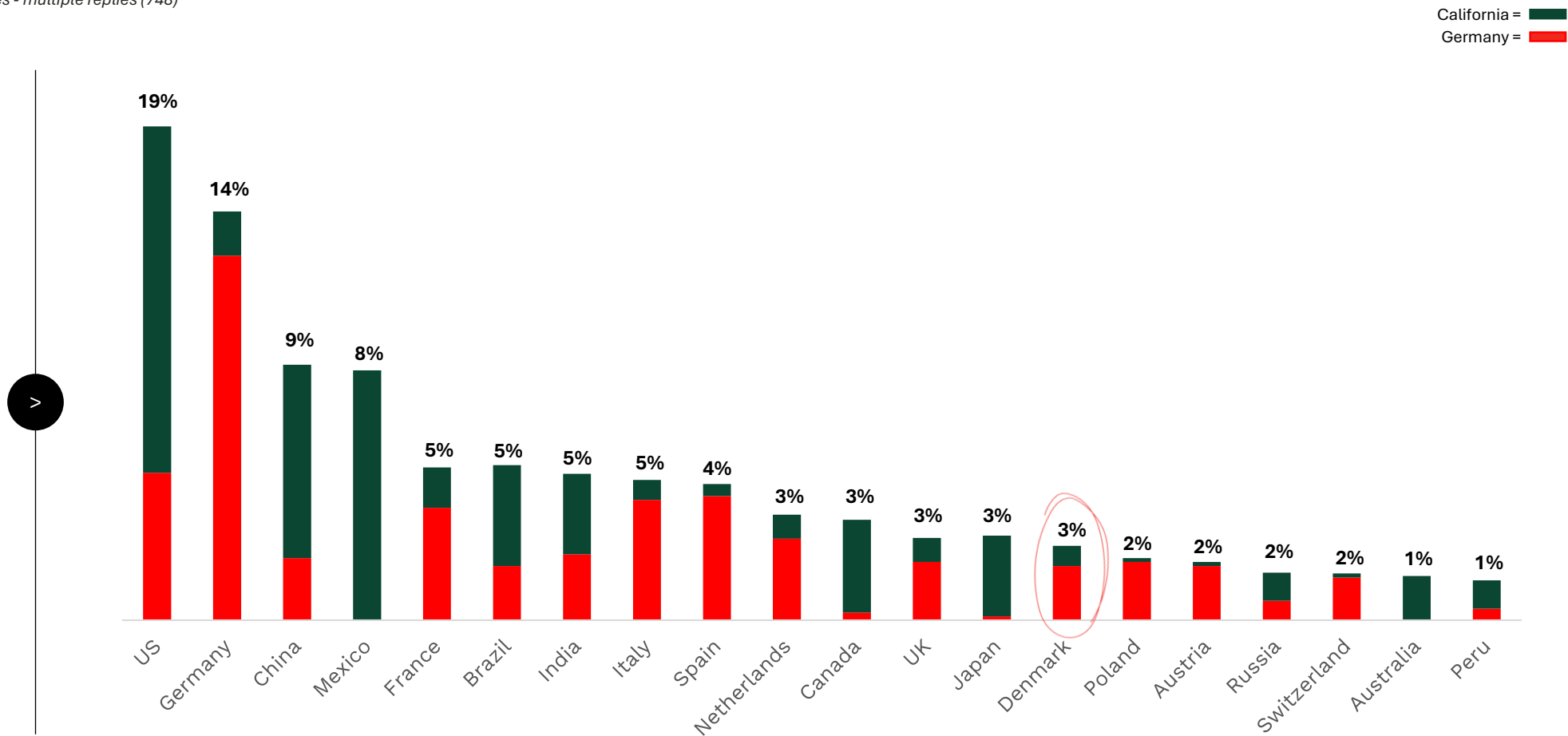
Which countries comes to mind when you think about agriculture and food production and solutions?

Base: All respondents (400), Top 20 countries - multiple replies (748)

The findings show that top of mind, respondents mainly mentioned their own country and somewhat nearby countries. This highlights a clear opportunity to increase awareness of Denmark's national brand - as Denmark was only top of mind for 3% of all decision-makers asked - ranking 14 out of 20.

Awareness of Denmark varies significantly. Top of mind awareness is 4% among decision-makers in Germany, but only 1% in California.

It is, however, remarkable that not many Germans mentioned Denmark, despite the proximity of the two countries. This indicates considerable potential to strengthen Denmark's international profile.



Country of origin in an important factor, but not necessarily decisive

General questions regarding agriculture and food production and solutions

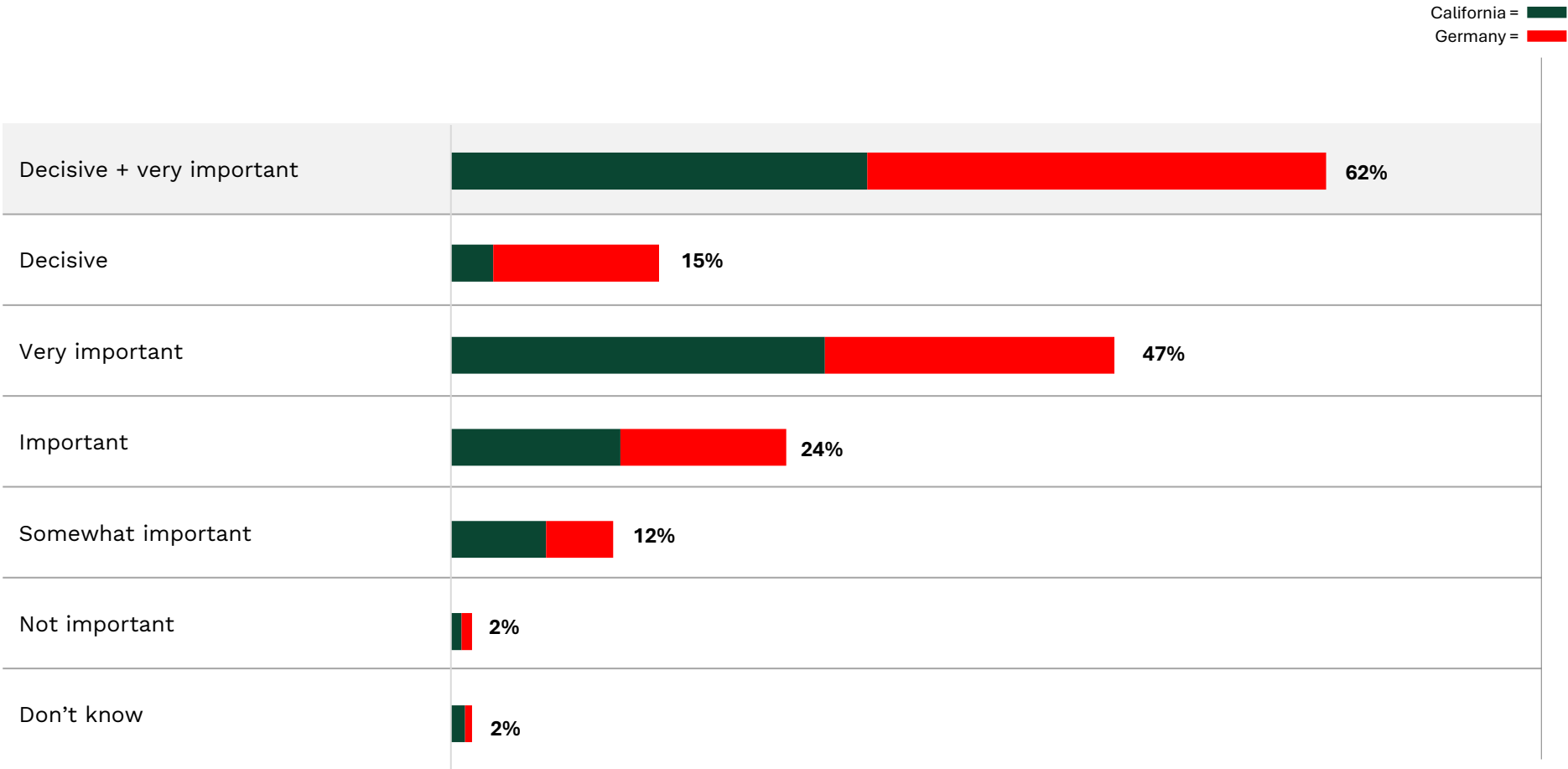
According to your company, how important is the country of origin, when choosing a supplier/source of agriculture and food products or solutions?

Base: All respondents (400)

Country of origin is seen as an important factor by most decision-makers when choosing a supplier or source of food products and solutions.

While attitudes are generally similar across markets, 24% of German respondents view it as decisive, compared to just 6% in California.

The overall high importance regarding country of origin emphasizes the importance of a strong Danish brand. This can be particularly relevant in the food system, where consumers and businesses alike prioritize the origin of their products due to concerns about health criteria, safety standards, sustainability and production ethics.



According to your company, how important is the country of origin, when choosing a supplier/source of agriculture and food products or solutions?



59%

Of Californian decision-makers say country of origin is either decisive or highly important



65%

of German decision-makers say country of origin is either decisive or highly important

When choosing supplier, quality, price and sustainability are the most important attributed

General questions regarding agriculture and food production and solutions

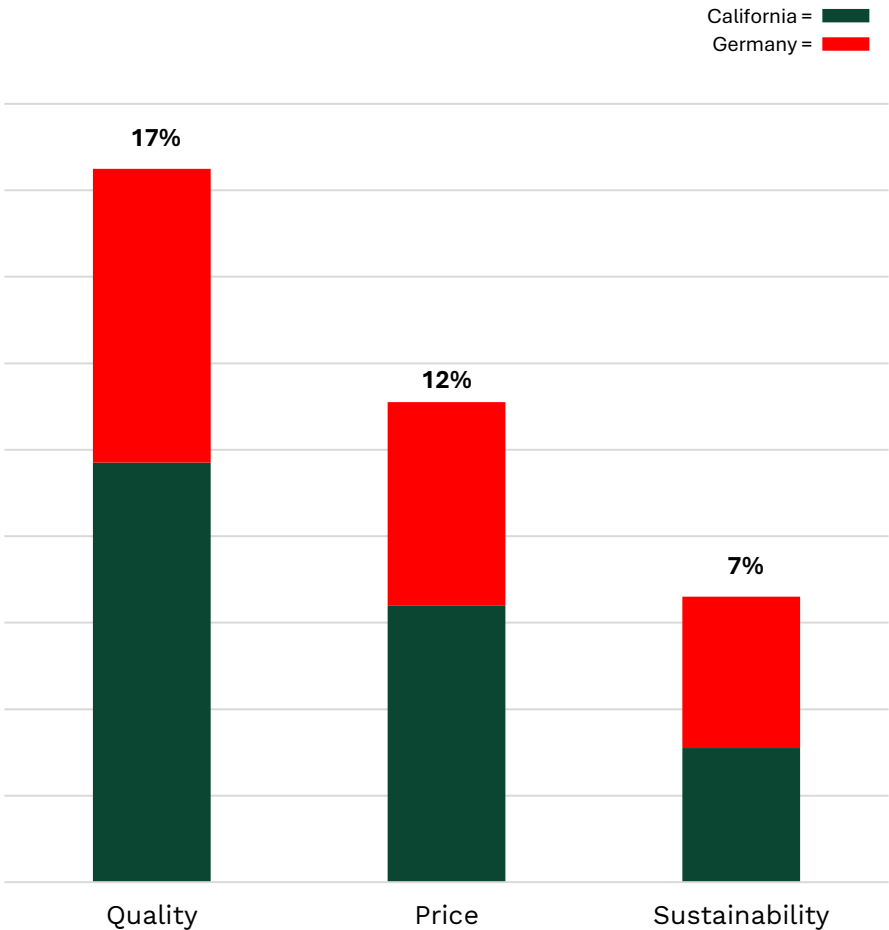
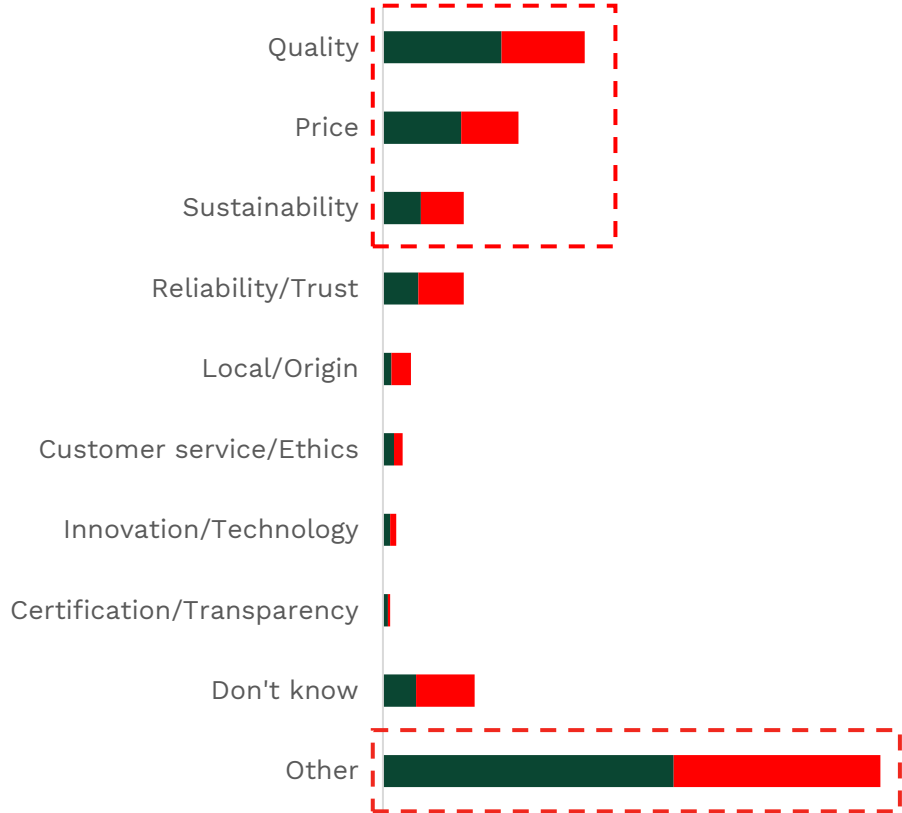
What are the top three most important attributes when choosing a supplier/source of agriculture and food products or solutions?

Base: All respondents (400), multiple replies (946)

Quality, price and sustainability are the most important attributes top of mind for decision-makers when choosing supplier/source of agriculture and food products or solutions.

Notably, technology is rarely top of mind. This doesn't mean technology is unimportant - but rather that it tends to be seen as an enabler, not a primary decision factor.

For suppliers and partners, this means it's essential to lead with the value delivered through high quality and competitive pricing. Only then should the conversation turn to how technology supports and enhances that value.



Quality, organic and food safety rank among the top business priorities

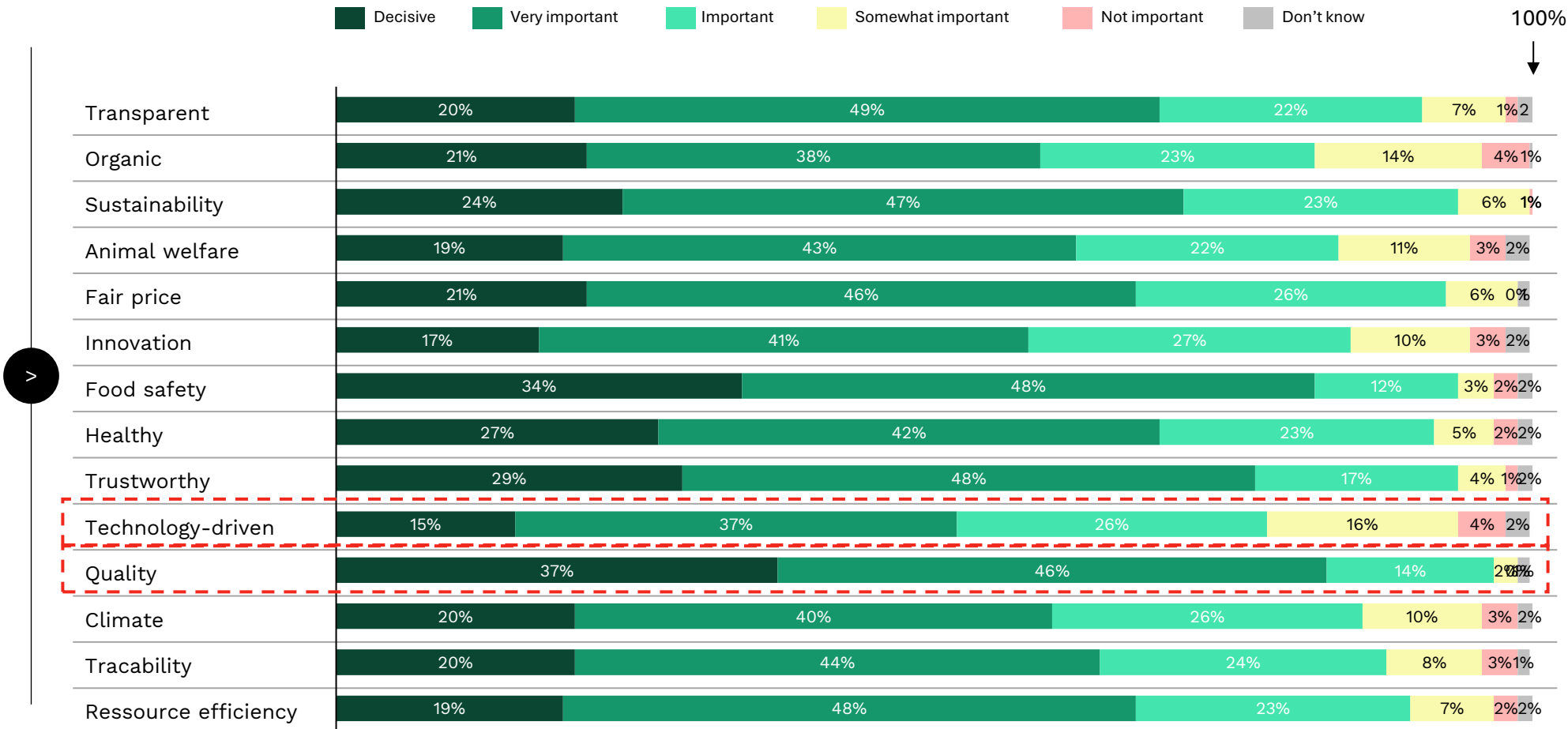
General questions regarding agriculture and food production and solutions

According to you, how important are the following values or aspects to your company when producing, purchasing, selling or handling agriculture and food products and solutions?

Base: All respondents (400)

The results indicate that all aspects are considered important, very important, or decisive by respondents when it comes to producing, purchasing, selling, or handling agricultural and food products and solutions. Overall, German decision-makers rated the aspects as more decisive (32%) compared to their Californian counterparts (14%).

Notably, technology was the lowest rated aspect, which is somewhat surprising given its growing relevance in the sector. In contrast, and unsurprisingly, quality emerged as the top priority for both groups.



Different priorities in different markets

General questions regarding agriculture and food production and solutions

According to you, how important are the following values or aspects to your company when producing, purchasing, selling or handling agriculture and food products and solutions?

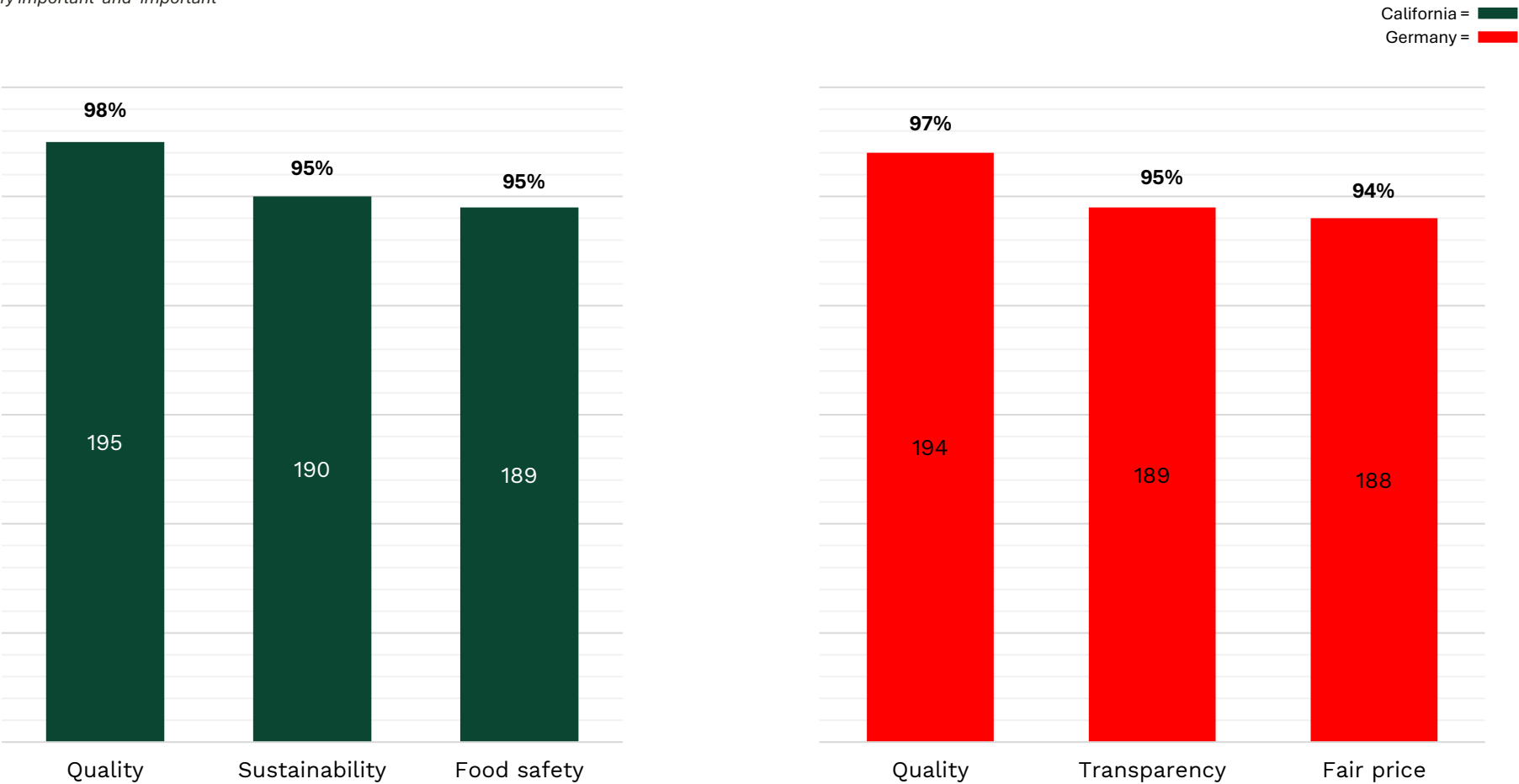
Base: All respondents (200 + 200) – responses of ‘decisive’ ‘very important’ and ‘important’

While both German and Californian decision-makers rank quality as a top priority, their other top values and aspects differ.

In California, the top three are quality, sustainability, and food safety. This reflects demand for ethical and health-conscious choices.

In Germany, it is quality, transparency, and fair pricing. This points towards a more pragmatic, value-driven approach with an emphasis on accountability.

As such, to succeed across markets, it’s essential to adapt to regional priorities.





General questions
regarding agriculture and food
production and solutions
in Denmark

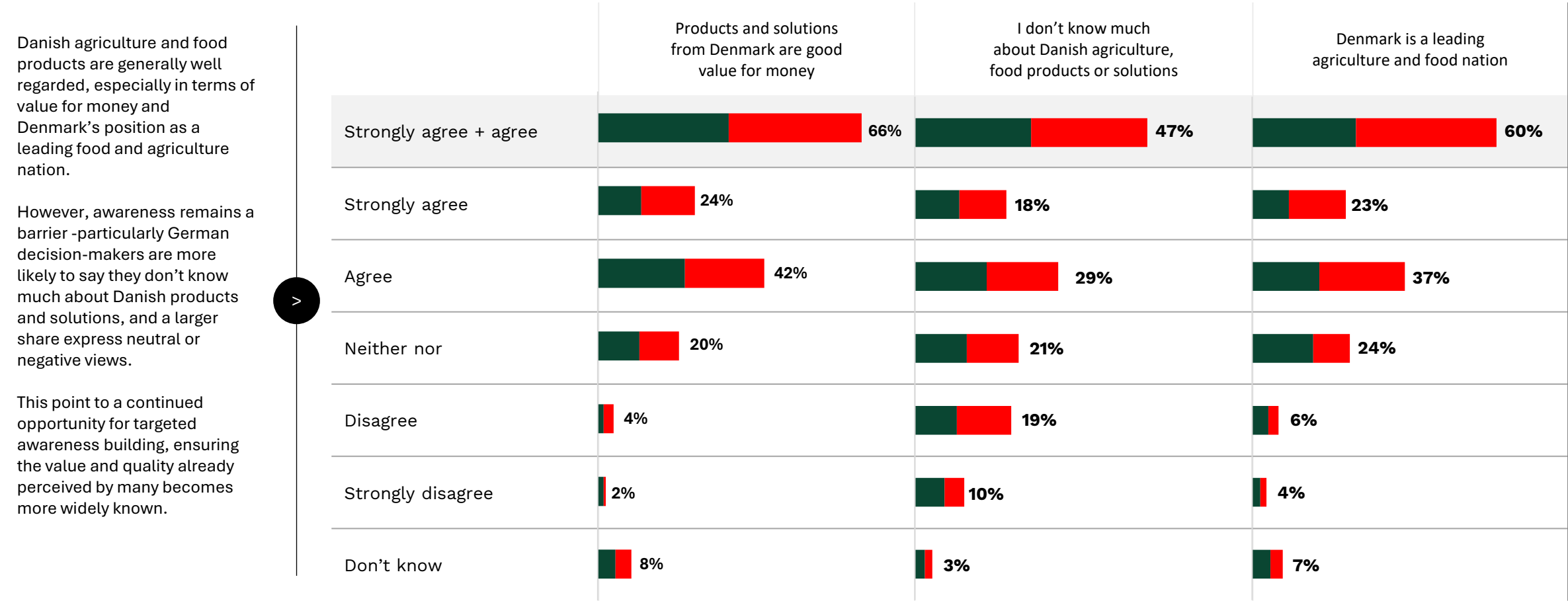
Most decision-makers view Denmark as leading agriculture and food nation

General questions regarding agriculture and food production and solutions in Denmark

To which extent do you agree or disagree with the following statements?

California = 
Germany = 

Base: All respondents (400)



Denmark is renowned for quality, trust and food safety

General questions regarding agriculture and food production and solutions in Denmark

Which of the following words do you associate with Danish agriculture and food products and solutions?

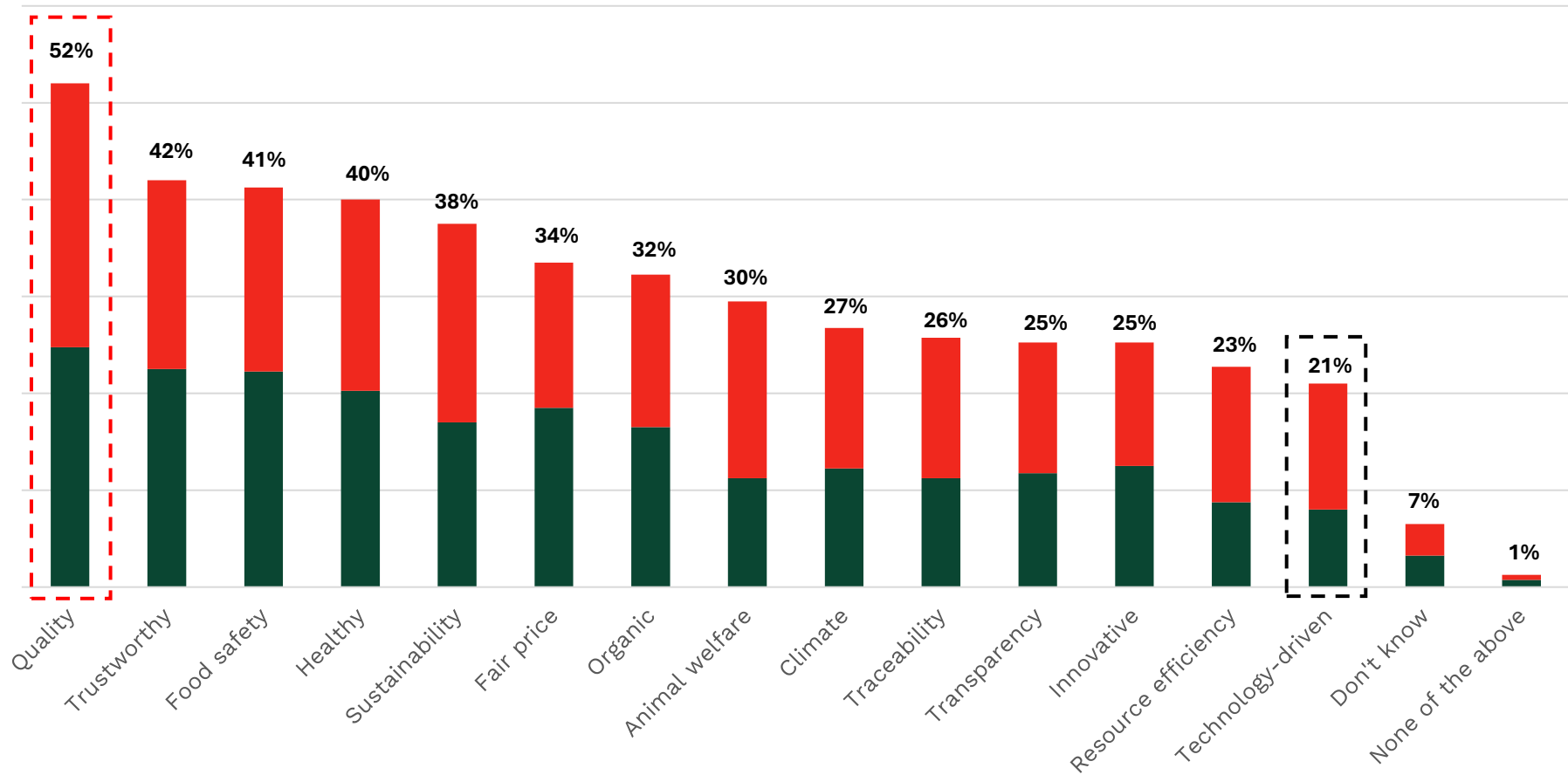
Base: All respondents (400)

California = █
Germany = █

Across both Germany and California, decision-makers consistently associate Denmark with strong and positive attributes. The top perceptions remain stable - quality ranks first, followed by trustworthiness, food safety, healthy and sustainability.

In contrast, technology-driven aspect, resource efficiency and innovative score the lowest among business priorities, highlighting a gap between innovation efforts and perceived importance.

This leaves a strong foundation for growth and clear opportunities to reinforce Denmark's position and explore new approaches.



Innovative technology
in the agriculture and food
sector overall

Strong potential, but weak priority of innovative technology in the sector

Questions about innovative technology in the agriculture and food sector

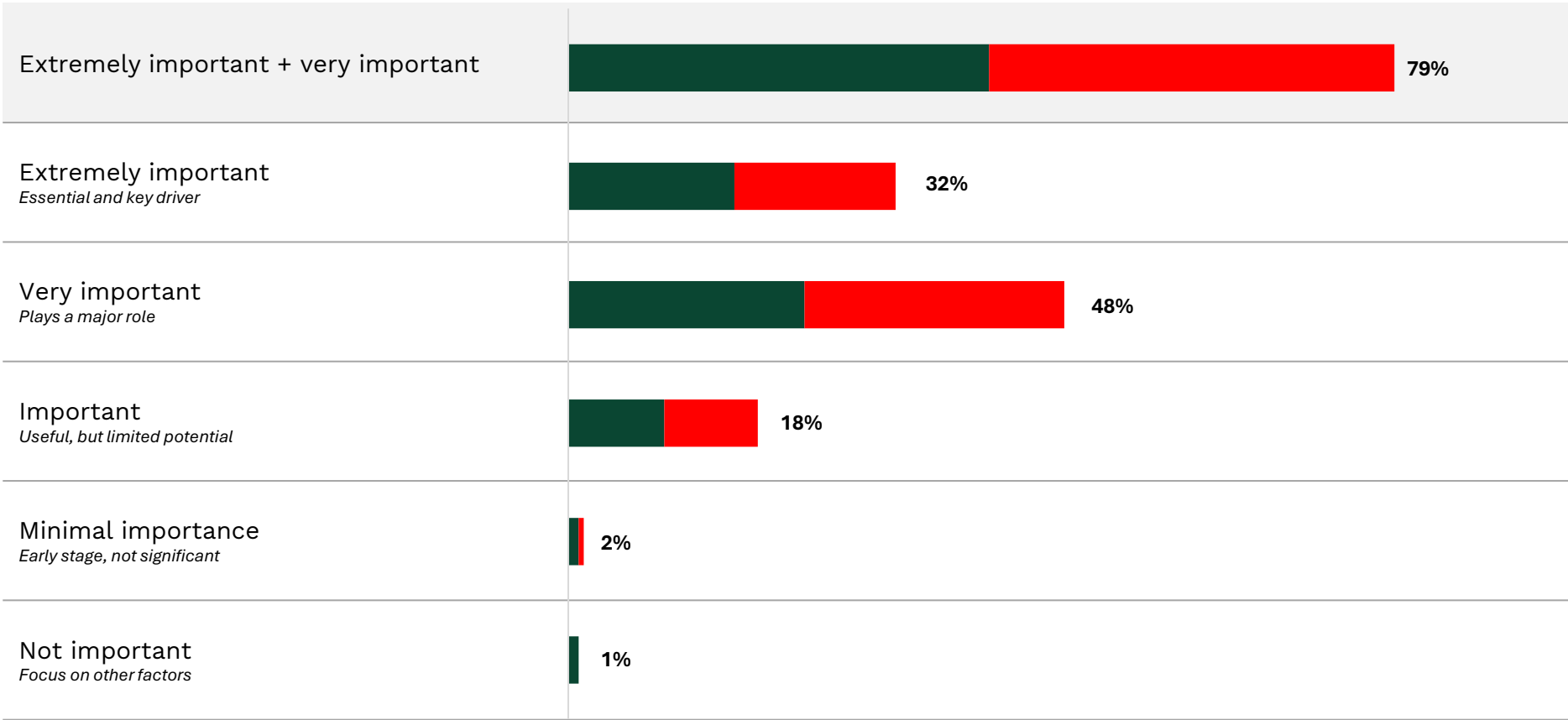
How do you generally assess the potential of innovative technology in the agriculture and food sector?

California = █
Germany = █

Base: All respondents (400)

While 79% of respondents rate innovative technology as extremely or very important when asked directly, it does not stand out as a top priority when respondents assess specific decision-making factors.

This suggests that although innovative technology is widely acknowledged as having potential, it is not yet a decisive driver in practice. It may be seen as a long-term enabler rather than a key selection criterion, highlighting a gap between perceived importance and actual influence on decisions.



Technology is seen as a potential catalyst for change in agriculture and food sector

Questions about innovative technology in the agriculture and food sector

Which resources or processes do you see as the biggest opportunity to optimize with innovative technology in your business/operations?

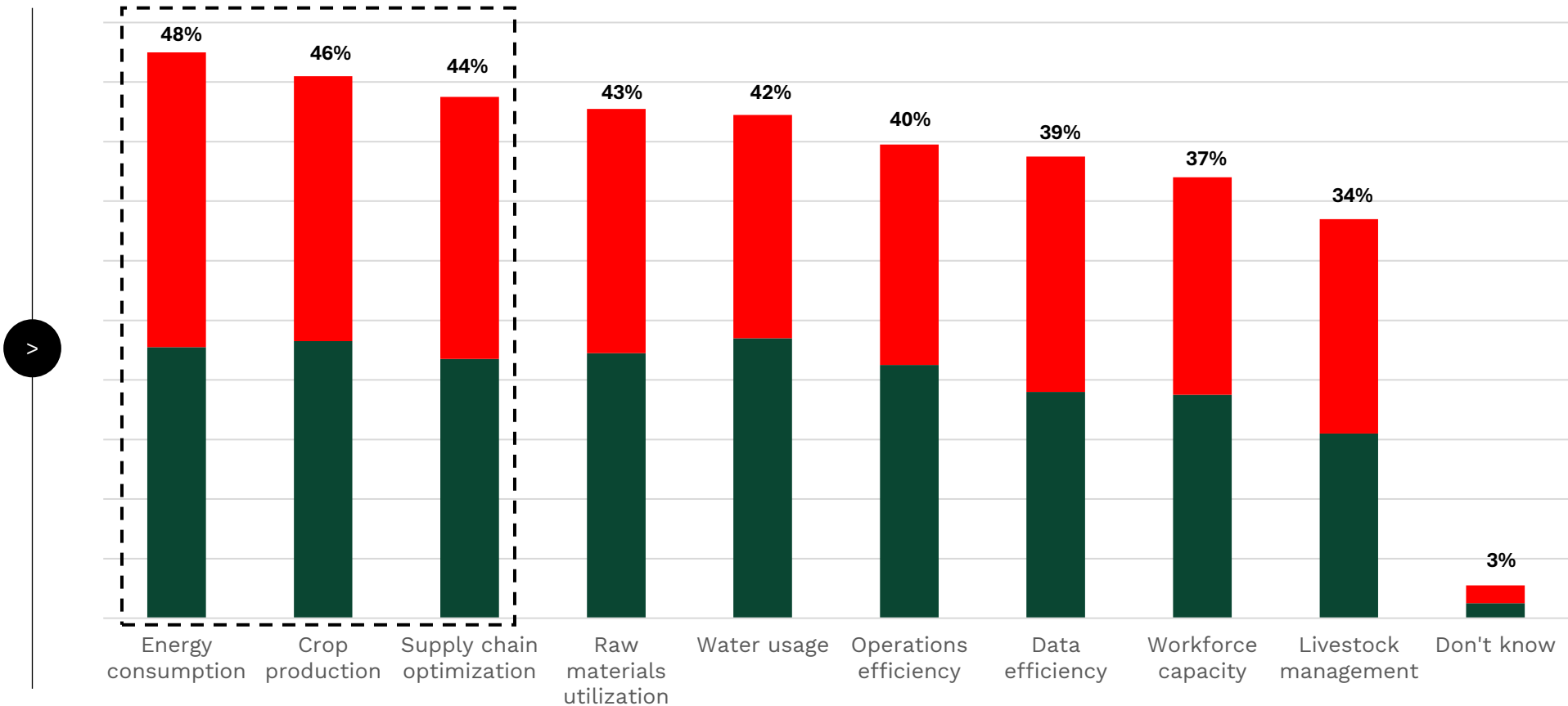
Base: All respondents (400).

California = █
Germany = █

There is widespread consensus that innovative technologies hold significant potential to enhance efficiency and effectiveness across the agriculture and food sector.

While the overall recognition of potential is high, the areas where innovative technologies are believed to have the greatest potential are energy consumption, crop production and supply chain optimization.



This strong belief in the potential of innovative technologies points to a sector that is ready - or preparing - to embrace change.



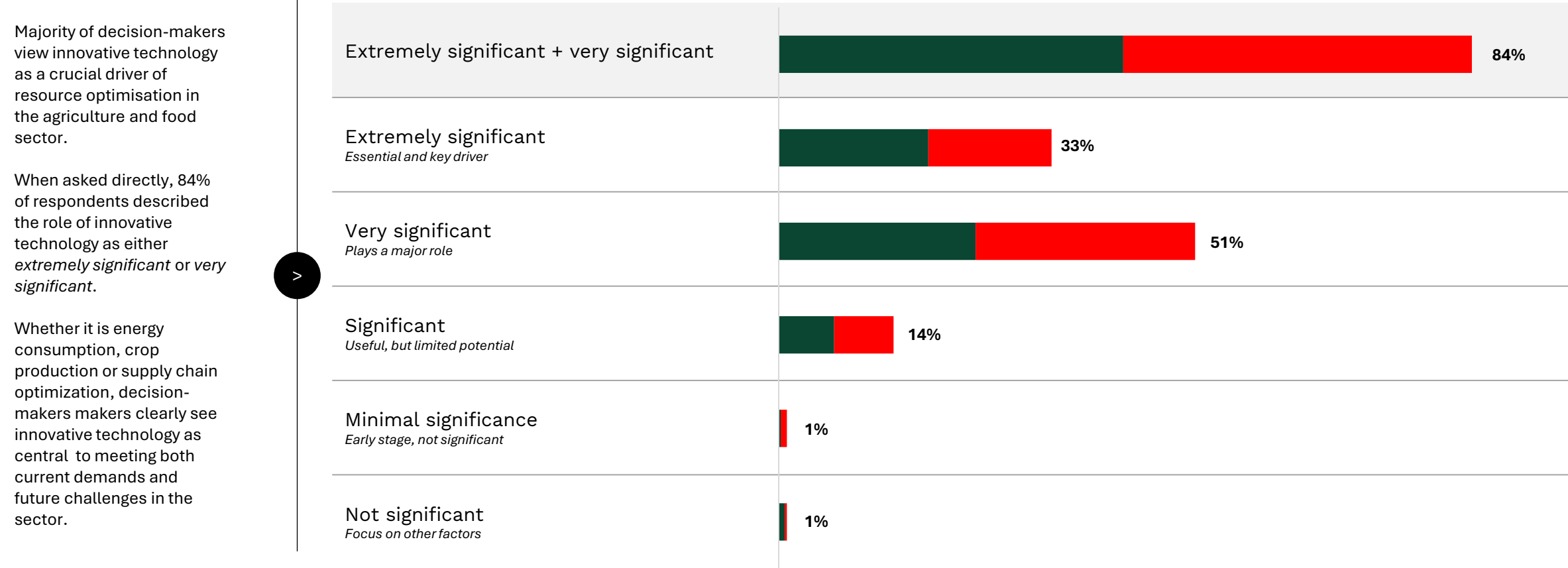
Decision-makers see innovative technology as key to resource optimization

Questions about innovative technology in the agriculture and food sector

How significant do you believe the role of innovative technology in the agriculture and food sector, is in optimizing resources?

California = 
Germany = 



Base: All respondents (400)



Innovative technology it key to competitiveness, productivity, and sustainability across markets

Questions about innovative technology in the agriculture and food sector

To which extent do you agree or disagree with the following statements?

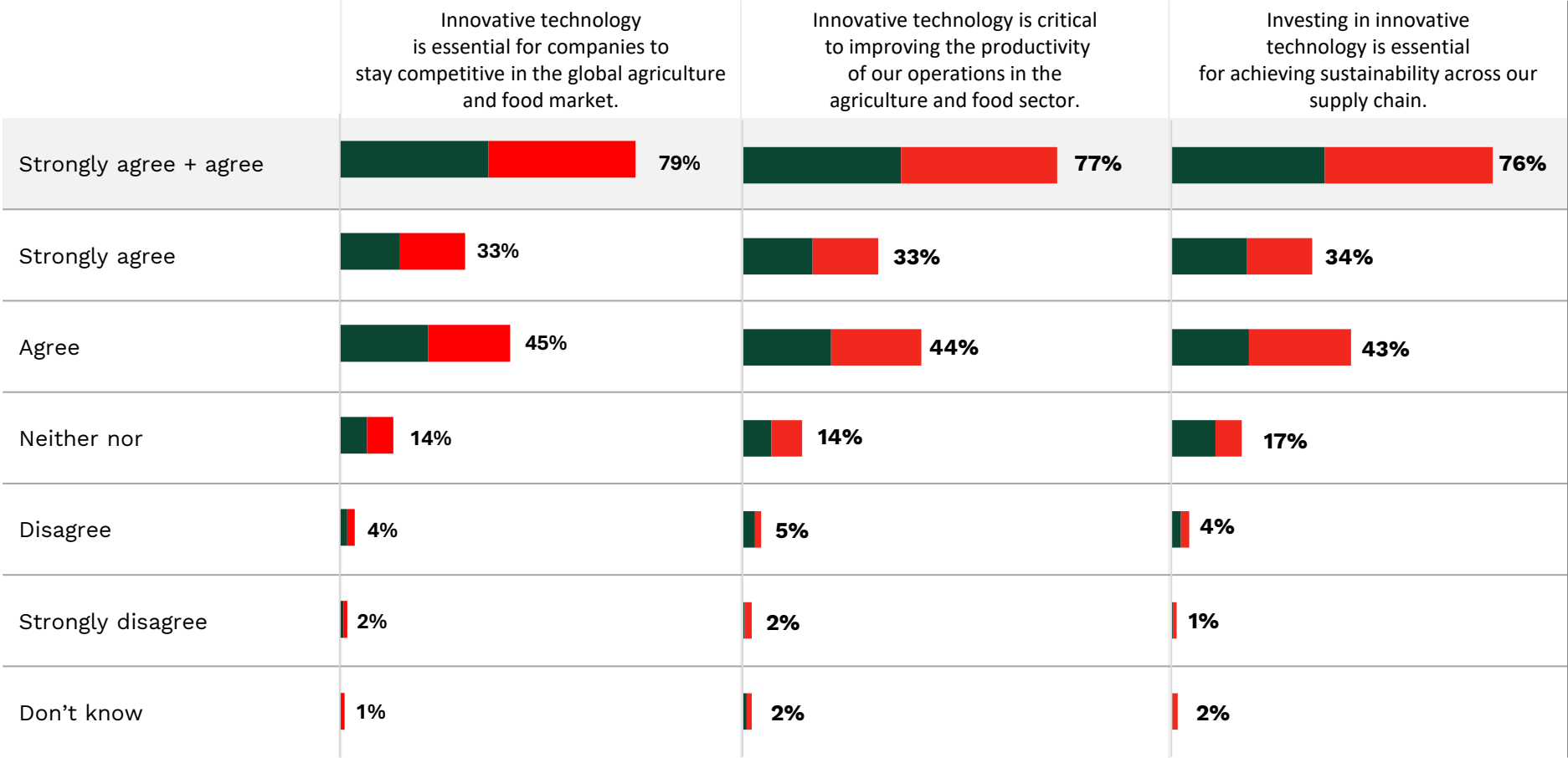
California = 
Germany = 

Base: All respondents (400)

Decision-makers across markets generally believe that innovative technology is essential for staying competitive (79%), improving productivity (77%), and achieving sustainability goals (76%).

Notably, German decision-makers tend to express stronger agreement with these statements compared to Californian.



This suggests that German stakeholders may be more actively seeking or valuing advanced technological solutions.



Innovative technology and sustainability drive supplier choice, with willingness to pay more

Questions about innovative technology in the agriculture and food sector

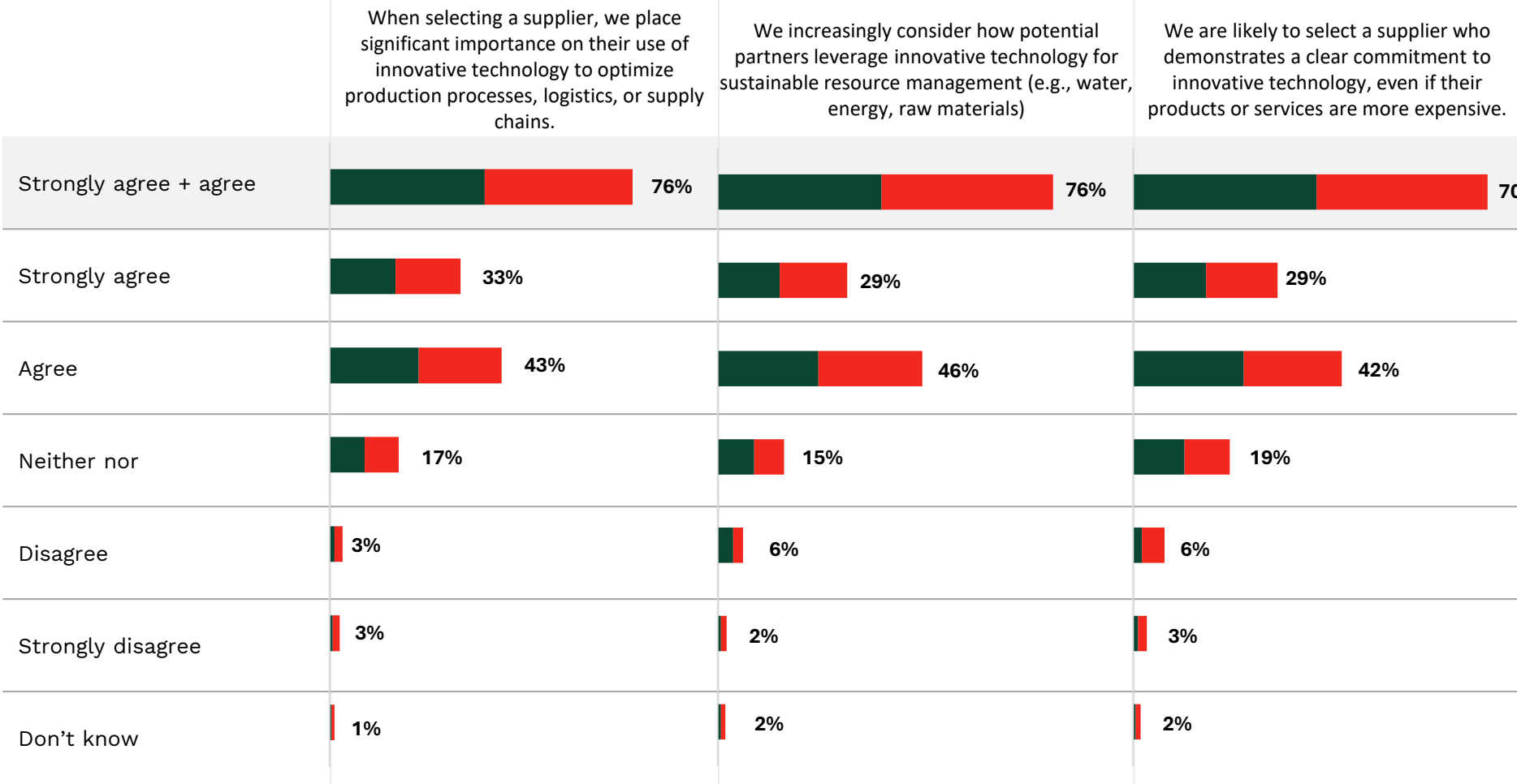
To which extent do you agree or disagree with the following statements?

California = 
Germany = 

Base: All respondents (400)

Decision-makers across markets generally agree that innovative technology is a key factor when choosing a supplier, with 76% placing significant importance on it - even when it means higher costs, as 70% acknowledge they are willing to pay more for such solutions.

Furthermore, 76% of decision-makers increasingly consider how potential partners use innovative technology to support sustainable resource management.





Innovative technology in the agriculture and food sector in Denmark

Broad recognition of Danish strengths within innovative technology

Questions about innovative technology in the agriculture and food sector in Denmark

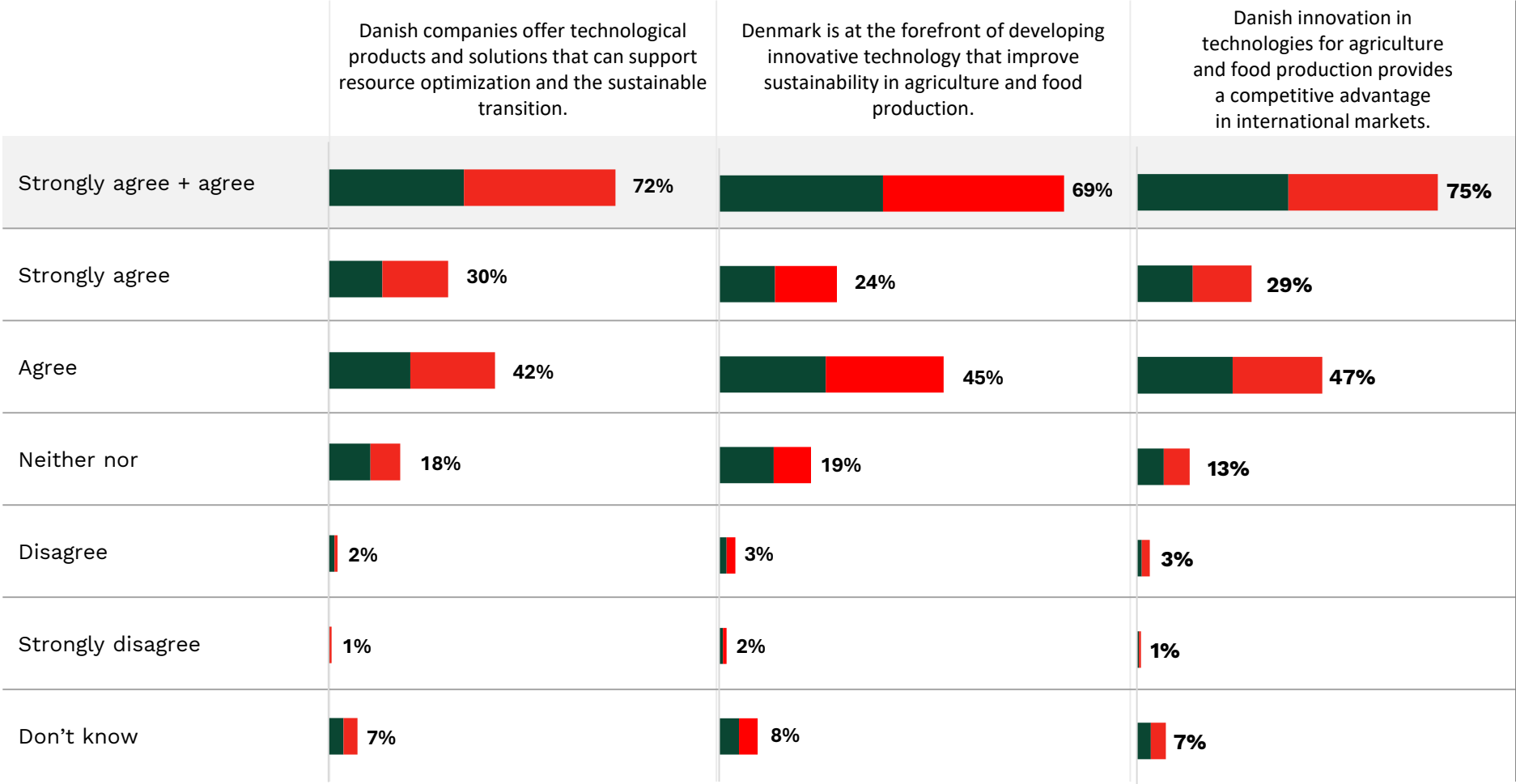
To which extent do you agree or disagree with the following statements?

California = 
Germany = 

Base: All respondents (400)

The majority perceive Denmark as a frontrunner in developing innovative technology for the sector, which is seen as a clear competitive advantage in international markets. Moreover, most agree that Danish companies deliver solutions that support resource optimization and the sustainable transition.

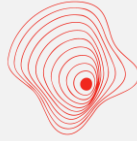
Interestingly, German decision-makers show greater awareness and more positive perceptions of Denmark's strengths in this area. This is notable given that German decision-makers were more likely than Californians to say they don't know much about Danish products and solutions in general -highlighting a contrast between general perception and specific familiarity.



Five key takeaways
for Danish SME's to integrate into their export
efforts

Key recommendations and business opportunities

This analysis presents a series of recommendations and business opportunities for Danish export and export-ready companies. Each of these highlights how exports from the food and agriculture sector can be strengthened by increasing awareness of Denmark as a leading food and agriculture nation. The five most important points are summarized to the right.



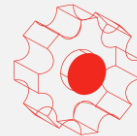
Leverage Danish strengths to win in international markets

Draw on Denmark's well-established reputation for quality, trustworthiness and food safety. Danish companies should actively use these strengths to enhance brand appeal in international markets. At the same time, highlight the strong value for money and competitive prices, especially considering their the high-quality.



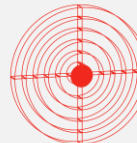
Highlight the long-term value of innovative technology

While innovative technology is widely seen as important, it is not yet a decisive factor in purchasing and partnership decisions. Danish companies should more actively communicate the long-term value of innovation by showing how it supports future-proof, sustainable, and resilient solutions.



Showcase examples of resource or process optimization

Decision-makers are more willing to pay more for suppliers that demonstrate a clear commitment to innovative technology. As such, it is essential to highlight how innovative technologies can significantly improve efficiency and effectiveness in the agriculture and food sector. Use concrete examples, such as energy savings, increased crop production, or optimized supply chains.



Capitalize on Denmark's position as sector tech frontrunner

Build on the strong recognition and perception of Denmark as an innovative technology frontrunner in the agriculture and food sector - particularly among decision-makers in California - to position Danish companies as preferred partners for cutting-edge solutions.



Understand and adapt to local markets

Research local perceptions and preferences of aspects such as 'quality' and 'technology-driven' to adapt brand strategies effectively. Success depends on aligning with regional priorities - for instance, German stakeholders may tend to more actively seek advanced tech solutions.



**Solutions of tomorrow
By Denmark**

Food Nation

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