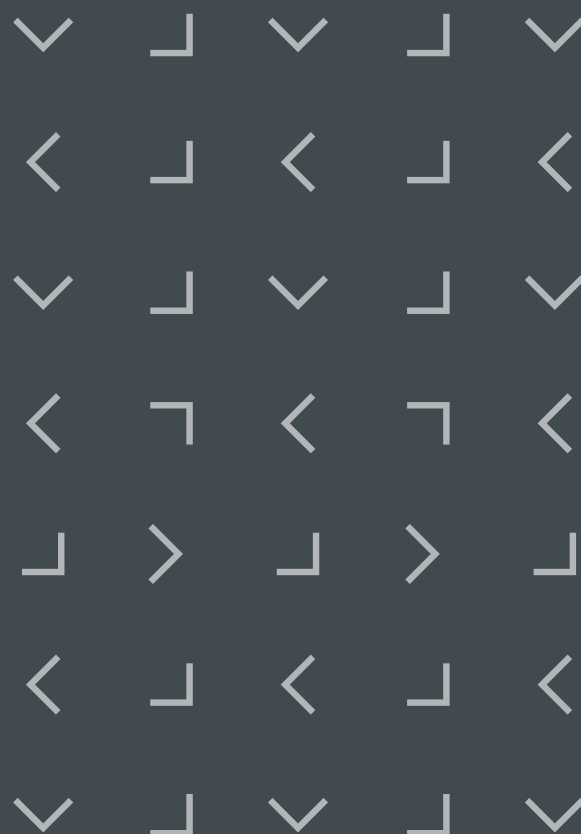




INSIGHT REPORT

DENMARK AS A FOOD NATION 2022

*Health and sustainability:
co-drivers of export growth*



Solutions of tomorrow
By Denmark

Insight report on Denmark as a food nation 2022

Health and sustainability: co-drivers of export growth

Version 1.0 2022

Editor in Chief

Food Nation

Editor

Cath Mersh Communications, InVirke

Contributors

Martin Roll, global business and brand strategist

Lisbeth Henriksen, executive director, SEGES Innovation

Jens Munk Ebbesen, director of food safety and veterinary issues,
Danish Agriculture and Food Council

Marianne Thomsen, professor of sustainability assessment

– sustainable food processing and production, University of Copenhagen

Ole Wehlast, president, Food workers' Union - NNF Denmark

Survey and data

Epinion

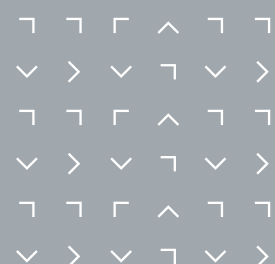
Graphics and layout

Modpol

Download and further information

Download this report and other related publications
at www.foodnationdenmark.com/toolbox/

To order copies of this report or request information about
other related publications, please contact Food Nation
at foodnation@foodnationdenmark.dk



CONTENTS



FOREWORD

HEALTHY FOOD RELIES ON A SUSTAINABLE FOUNDATION	4
-------------------------------------------------------	---

EXECUTIVE SUMMARY

KEY RECOMMENDATIONS & OPPORTUNITIES	6
-------------------------------------------	---

ABOUT THE SURVEY	8
-------------------------------	---

BRAND AWARENESS & UNIQUE SELLING POINTS

A DANISH BRAND FULL OF GROWTH POTENTIAL	11
CASE: BLUE SUSTAINABILITY LABEL OPENS DOORS TO SEAFOOD MARKETS	20
CASE: THE UK'S NEXT HOUSEHOLD NAME FOR DAIRY NUTRITION	21

HEALTH & SUSTAINABILITY

SUSTAINABLE FOOD SYSTEMS AND THE LINK TO HEALTH	23
CASE: ENZYMES TURN SHRIMP WASTE INTO HIGH-QUALITY INGREDIENTS	36
CASE: READY FOR A CHANGING MEAT AGENDA IN SOUTH KOREA	37
CASE: A SUSTAINABLE DAIRY BUSINESS STARTS WITH HEALTHY COWS	38
CASE: MILLING KNOWHOW GETS TO WORK IN SOUTH-EAST ASIA	39

MARKET DEEP DIVES	40
--------------------------------	----

JAPAN	42
SOUTH KOREA	46
UNITED KINGDOM	50
VIETNAM	54

DANISH STRONGHOLDS	59
---------------------------------	----

ABOUT FOOD NATION	61
--------------------------------	----



FOR EVO

FOREWORD

Healthy food relies on a sustainable foundation

What do export markets focus on when meeting needs for healthy food products and solutions? The survey for this 2022 insight report found that priorities vary from one market to another. But one thing is certain: the connection between health and sustainable food and agriculture is strongly and widely understood.

For export and export-ready companies within the Danish food and agriculture sector, the combination of these two strongholds may benefit brand positioning. The intention with this report is to provide new insights that can be incorporated in export sales tools to strengthen your brand in chosen markets.

Seen in the context of recent world events, the perceived close link between health and sustainability is not so surprising. Markets continue to recover from the COVID-19 pandemic, which interrupted supply chains and underlined the huge inequality in public health.

According to the Global Nutrition Report from 2021¹, the past decade has brought little improvement in the world's extensive malnutrition problem. Around 800 million people worldwide are still underweight, and around 40% of adults – 2.2 billion people – are overweight or obese. At the same time, global food demand is responsible for 35% of greenhouse gas emissions.

There is, in other words, a real need for sustainable, healthy diets that promote all aspects of individual health and wellbeing while protecting the environment.

In February, the invasion of Ukraine put further pressure on the already strained global food supply chain. Apart from the catastrophic humanitarian situation it has caused, the invasion has created huge uncertainty about supplies of grain from the country known as the world's breadbasket. Prices of wheat, barley, rapeseed and sunflower oil, already driven up by the pandemic, have hit record highs.

Such events highlight the need for universal access to a safe, healthy and sustainable food supply. This is where Denmark as a leading nation for food and agriculture can make a difference on markets around the world.

Since the mid-1800s, the Danish tradition for collaborative innovation has solved many difficult challenges – from developing technology for optimum yields in agriculture to establishing national control systems for regulating quality and food safety.

Today, modern farming systems are making it possible to grow high-quality, sustainable crops with a minimum of pesticides and fertilisers and raise healthy, productive livestock with minimal antibiotics. Food and ingredient companies are developing products and solutions that both support healthier diets for consumers and make the best possible use of all raw materials. Innovative technology suppliers equip food manufacturers to maintain the highest standards of food safety and quality through production, distribution and storage.

This report illustrates how Denmark's efforts in all these areas have a positive impact, focusing on the connection between global health and sustainable food systems and including case stories from companies with successful branding experiences in the four focus markets of this year's survey: Japan, South Korea, the United Kingdom and Vietnam.

Based on the survey's findings, the report provides a series of recommendations for strengthening branding and marketing strategies in these export markets, where there is considerable potential for further growth.

This 2022 insight report is the fourth published by Food Nation for established and emerging export companies operating within the Danish food and agriculture sector.

We hope you enjoy the read.
Lise Walbom, CEO, Food Nation

¹ Global Nutrition Report (2021), The State of Global Nutrition
Available from: <https://globalnutritionreport.org/reports/2021-global-nutrition-report/executive-summary/>

EXECUTIVE SUMMARY

The fourth annual insight report from Food Nation provides detailed insights into how Denmark is perceived as a food and agriculture nation in international markets. Based on the findings of a quantitative survey conducted by Epinion, the report covers the awareness and unique selling points of the Danish food and agriculture sector and perceptions of Danish exporters' capabilities and performance in relation to health and sustainability.

Relevant decision-makers from across the value chain in four key export markets – Japan, South Korea, the United Kingdom and Vietnam – participated in the survey. The market deep dives section of the report presents the collated input from decision-makers in each country, including key findings and business opportunities for Danish exporting and export-ready companies.

> **High brand awareness with strong potential for growth**

Denmark ranks sixth among the 24 countries that decision-makers mention as top-of-mind food and agriculture nations. This reveals a relatively high level of awareness of the Danish food and agriculture sector relative to the country's size, but still with great potential to increase awareness further. A long history of trading with food and agricultural products and solutions, cultural connections and geographical proximity are likely explanations why Denmark is best known in Japan and the UK.

Compared to awareness, actual exports are low to all four of the surveyed markets, indicating significant potential to grow sales by taking advantage of Denmark's strong image. Domestic products and solutions are the primary competitors to Danish exports.

> **Unique selling points are recognised across markets**

The Danish food and agriculture sector is associated with many positive attributes across the four markets. Quality, sustainability, organic products and food safety stand out as particular strengths, closely followed by being reliable, innovative and healthy.

When decision-makers compare food and agriculture exports from Denmark with domestic products and solutions, views on Danish performance vary. This underlines the possibilities to raise awareness of Danish attributes and the need for companies to adapt their marketing approach to the needs and context of each export market.

> **Health and sustainability are closely linked**

A large majority of decision-makers acknowledge the connection between health and sustainability, and they widely recognise Denmark as a world leader for healthy food and agriculture exports. When asked about what they associate with health, the decision-makers' top three are food safety, organic and sustainability. Nutrition is perceived as comparatively less important. Decision-makers also state issues related to sustainability, food safety and food security as the key health challenges in their country. Although health definitions and agendas vary from country to country, health throughout the value chain is becoming increasingly important everywhere.

To improve health throughout the value chain, there is wide acceptance of the need for investments in new technology. Strengths within precision agriculture, blockchain technology and Internet of Things can make an important contribution here.



Although decision-makers agree that responsibility for ensuring the healthiness of the food value chain starts with governments, politicians and food authorities, food processors, primary producers and ingredient suppliers also have an important role to play.

On that basis, Danish exporters will benefit from consulting national sustainability and health strategies and dietary guidelines when positioning themselves in a specific market, for example via branding campaigns and interactions with stakeholders. The established collaborations between authorities in Denmark and abroad are a major advantage in this regard.

Key recommendations & opportunities

This year's report identifies a series of recommendations and opportunities for building awareness of Denmark as a food and agriculture nation and strengthening exports from the value chain. They can be summarised as follows:

> Strengthen awareness further

Use market-adapted messages about the Danish strongholds to drive awareness of Danish products and solutions and their ability to overcome current and future hurdles. Increased brand awareness will improve opportunities for sales growth.

> Promote products and solutions as healthy, sustainable and organic

Support global business partners in developing and producing products that are healthy and sustainable. Highlight Danish strengths within healthy, sustainable and organic food production and farming methods but be aware that definitions of organic may vary between markets.

> Focus on cooperating with local partners

Be aware of each market's national sustainability and health strategies and establish strong local ties. Cooperation across nations and across the value chain is necessary to solve global challenges – this is an important Danish stronghold, according to decision-makers.

> Develop local marketing strategies

Seek out a local partner to support and speed up marketing efforts. Take time to understand how each market perceives health throughout the value chain, including the relationship with climate change, food safety and security, and human and labour rights in the workplace.

> Guide business partners towards technologies that benefit health and sustainability

Use Denmark's leading position within technology to guide business partners on how to invest in technology that enhances health and sustainability. Technology is a key enabler of the green transition and better health, and most decision-makers agree that new investments are necessary.



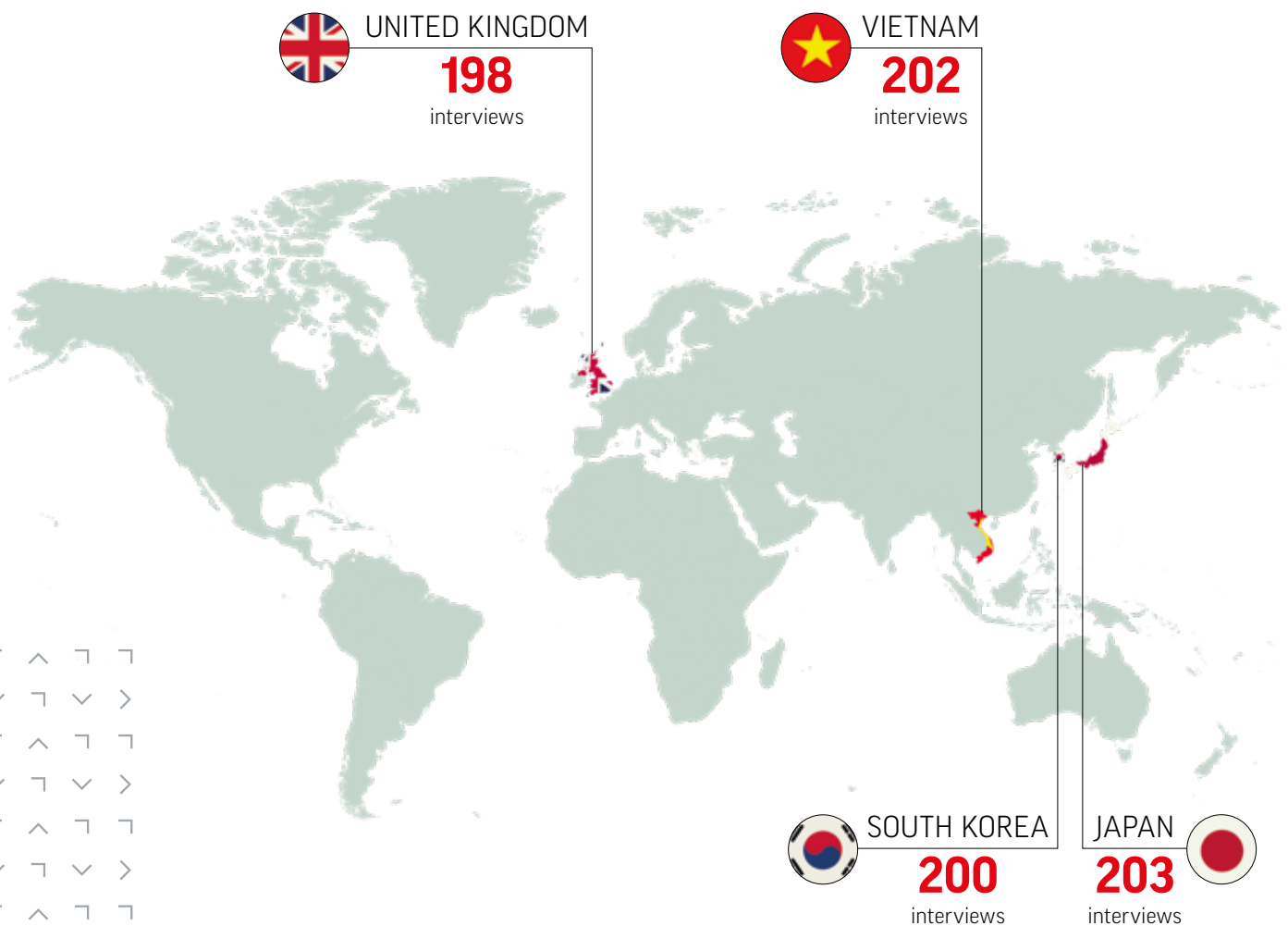
ABOUT

ABOUT THE SURVEY

The 2022 insight report on Denmark as a food and agriculture nation is based on a quantitative survey of decision-makers in Japan, South Korea, the United Kingdom and Vietnam. The survey was conducted by Epinion for Food Nation in March 2022.

The survey examined Denmark's image as a food and agriculture nation among decision-makers working with food and agricultural products and solutions in the four markets.

A total of 803 decision-makers participated in the survey, representing a broad range of companies, including small and medium-sized enterprises and large multinational companies from every part of the food supply chain.





BRAND

BRAND AWARENESS & UNIQUE SELLING POINTS

A Danish brand full of growth potential

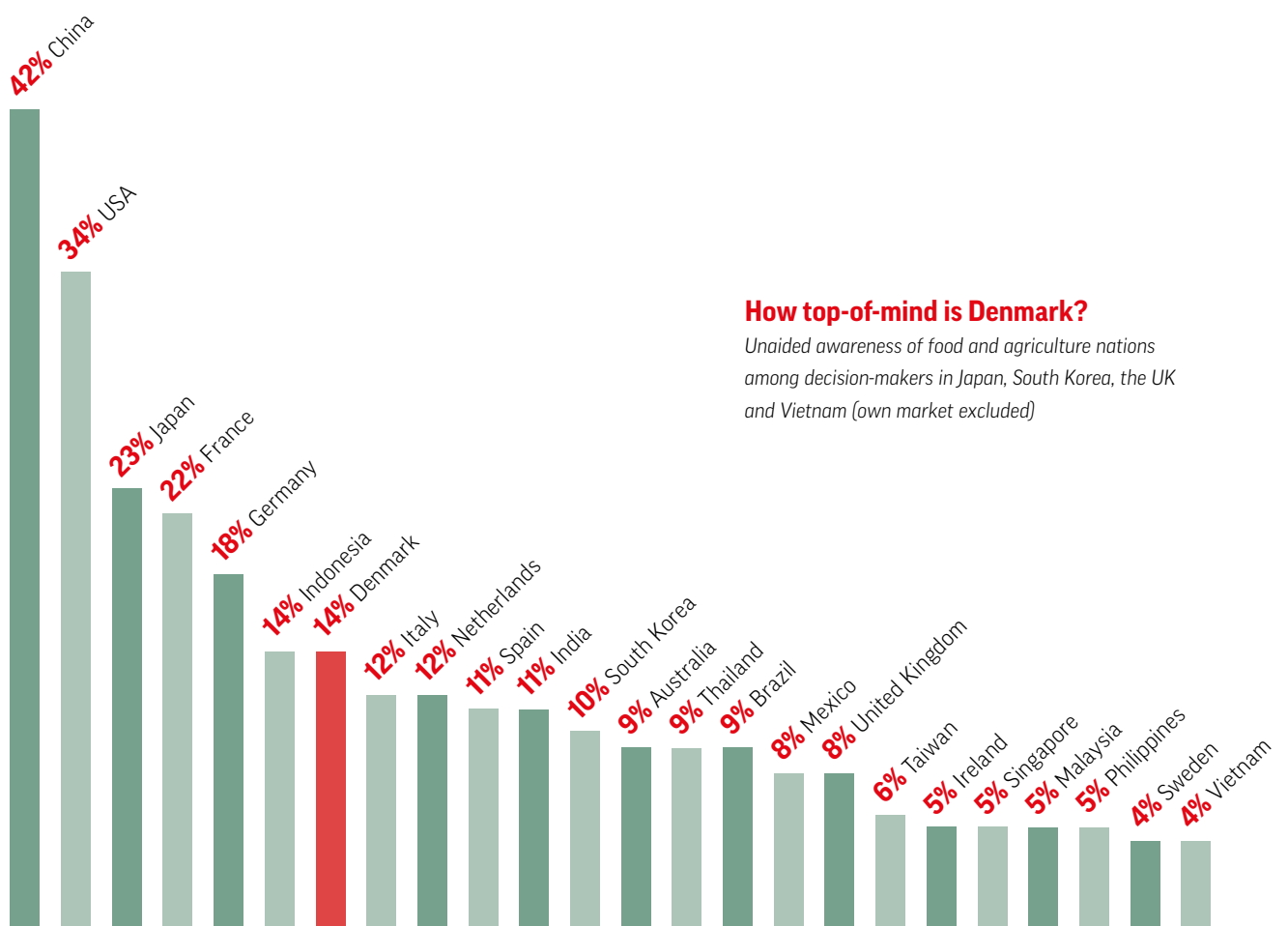
Denmark may be small in size, but it holds a relatively big place in the minds of decision-makers in Japan, South Korea, the UK and Vietnam. The findings from this year's survey are confirmation that there is much to build on for Danish exporting or export-ready companies in the food and agriculture sector. High standards of quality and food safety, sustainable production practices and organic products and farming methods are named as defining characteristics of Denmark's reputation in these countries. Other positive attributes include reliability, innovation and health.

A big opportunity for Danish exporters of food and agricultural products and solutions is to convert this strong brand image into increased exports. As the survey shows on next page, the gap between awareness and actual sales is wide, indicating huge unexploited potential.

High ranking on unaided awareness

Unaided awareness of Denmark is among the most remarkable findings of the 2022 survey. This was revealed by asking decision-makers to list countries that spontaneously come to mind as established food and agriculture nations. With an unaided awareness of 14%, Denmark takes a joint sixth place out of the 24 countries mentioned, on a par with Indonesia and slightly ahead of Italy, the Netherlands and Spain. Sweden, ranking number 23, is the only other Scandinavian country named on the list.

Perhaps unsurprisingly in view of the geographical proximity, UK decision-makers have, at 25%, the highest unaided awareness of Denmark.

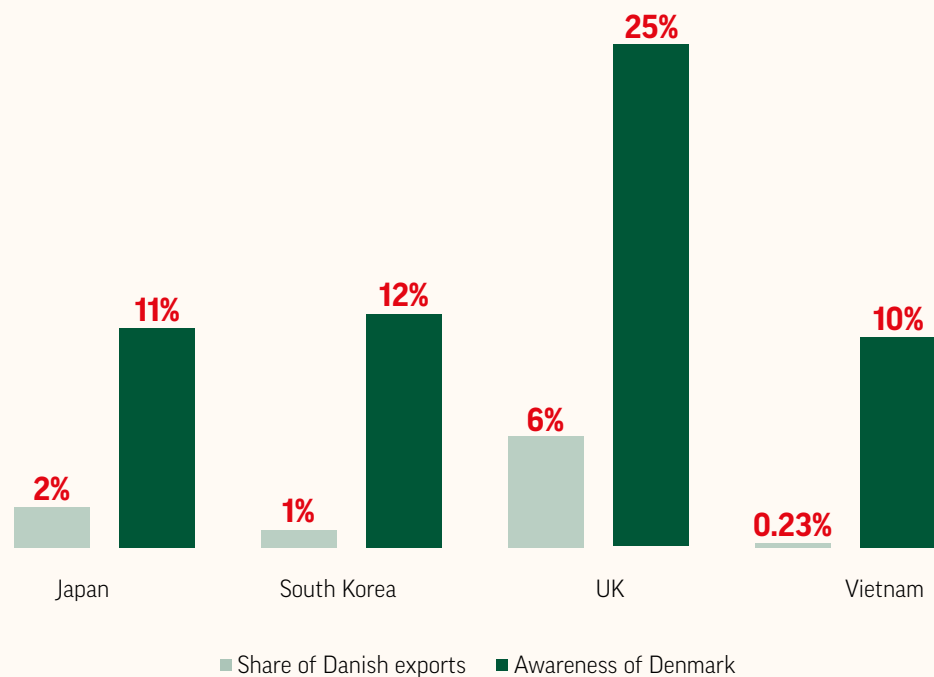


How top-of-mind is Denmark?

Unaided awareness of food and agriculture nations among decision-makers in Japan, South Korea, the UK and Vietnam (own market excluded)

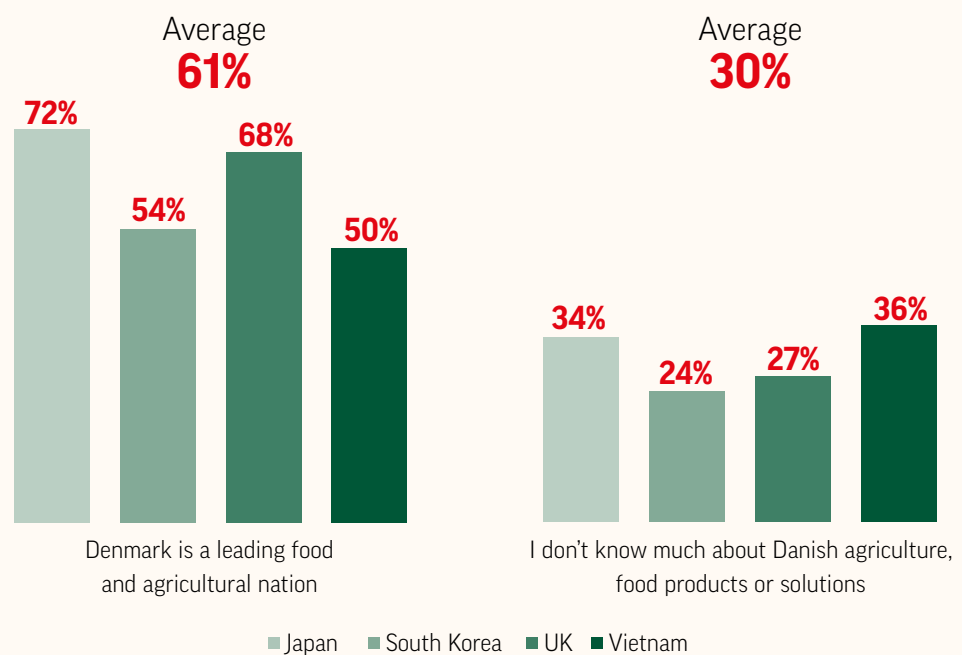
Awareness of Denmark versus share of Danish food and agricultural exports

Total share of decision-makers that mention Denmark as a top-of-mind nation (own market excluded) versus the total share of exports (Statistics Denmark 2021)



Nearly two out of three decision-makers see Denmark as a leading food and agricultural nation

Attitudes towards the Danish food and agriculture industry by market (% agree or strongly agree)



Trade flow with potential

Awareness of Denmark as a food and agriculture nation is higher than the actual trade flows across all four countries. The indication is that there is big potential to close the sales gap by taking advantage of Denmark's strong brand in these markets.

Global business and brand strategist and Fortune 500 advisor, Martin Roll shares his advice on this opportunity. Danish food and agriculture companies, he says, should step up and communicate not only about traditional Danish virtues like high quality and reliability. They should also make more noise about why 'Made by Denmark' is different. That could be leadership in science-based innovation, the strong focus on climate mitigation and Transparency International's ranking of Denmark as one of the least corrupt nations in the world². Roll calls this 'acting as a challenger brand' – a brand that does not aspire to be number one for the volume of its exports but for its reputation.

“*Being a challenger brand fits with being small. It's about being more agile, being bolder and taking more risks. There's a lot of empathy in that.*

Martin Roll, global business and brand strategist

Another point for consideration is that international impressions of the Danish brand may be rooted in other industries outside food and agriculture. As Roll remarks, it is likely that potential customers in

Asia are already aware that Denmark is the home of companies such as Lego, Grundfos and Novo Nordisk. Innovation, technology and high quality are core competences for these Danish companies as well as those in the food and agriculture sector. This is why marketeers could benefit from the existing wider knowledge of these strongholds across industries.

In the UK, where popular exports like bacon and butter have driven the traditional 'Made by Denmark' story, Roll recommends the renewal of brand strategies. More emphasis on modern innovation strengths and social values is important to stay ahead of the curve.

“*There's a need to shift Denmark's reputation in the UK from traditional agriculture to food innovation. By mixing history with modernity, companies can brand themselves as super edgy. There is also a Nordic "premium" to capture.*

Martin Roll, global business and brand strategist

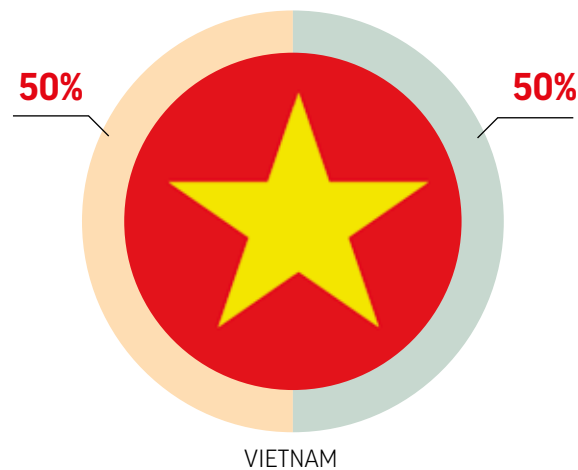
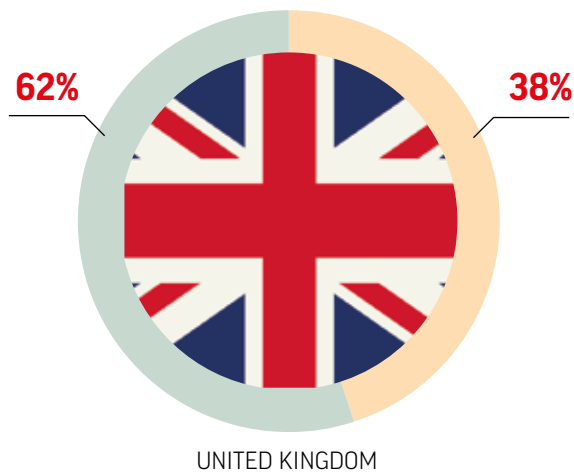
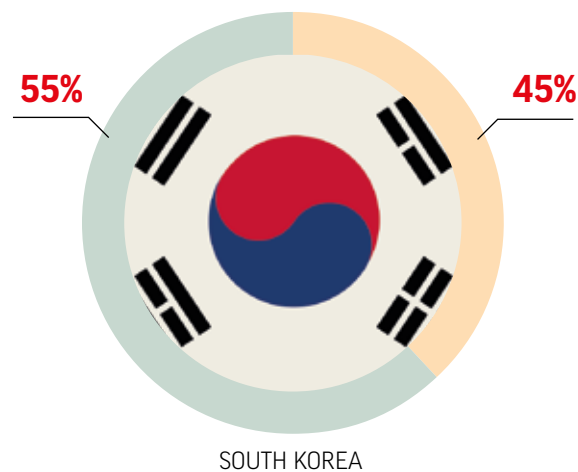
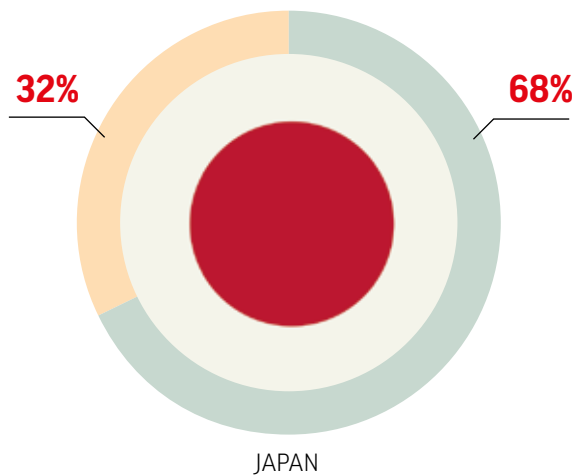
This last point is critical. Strengths like high food safety, reliability and resource efficiency have brought Danish exports a long way. But, as the international competition toughens, continuous renewal is necessary to maintain a distinctive edge amid new market expectations. Success is no longer all about delivering excellent products and solutions but about securing excellence through a sustainable value chain in its entirety.

² Transparency International (2021), Corruption Perceptions Index
Available from: <https://www.transparency.org/en/cpi/2021>

Home markets are a main competitor to Danish food and agricultural exports

Unaided awareness of food and agricultural production countries. Which countries pop up when you think about agriculture and food production and solutions relevant to your industry?

Decision makers mentioning their own country Decision makers only mentioning other countries



Perceptions of Denmark versus home markets

When asked specifically about their perception of Denmark, most decision-makers across the four countries – 61% overall – agree that Denmark is a leading food and agriculture nation. Japan, at 72%, and the UK, at 68%, are most positive on this question, while decision-makers in South Korea and Vietnam are more reserved, with just 54% and 50% agreeing respectively.

Reflecting this outcome, 36% of Vietnamese decision-makers also say they know little about Danish food and agriculture products and solutions. The surprise is that South Korea is the country where the fewest decision-makers – 24% – have little or no knowledge about Denmark in this regard. The respective figures for Japan and the UK are 34% and 27%.

Decision-makers tend to regard their own country as a top contender on the global food and agriculture scene. Domestic markets are, as such, a primary competitor to Danish exports. According to the 2022 findings, this is most likely in Japan, where 68% mention their own country as a leading supplier of food and agricultural products and solutions. The same applies to 62% of UK decision-makers.

Decision-makers in South Korea and Vietnam are less convinced of their home market's capabilities, with just 55% and 50% naming their own country respectively.

Benefits of proximity and cultural connections

Commenting on why Denmark is best known in Japan and the UK, business and brand strategist Martin Roll points to Denmark's long history of exporting a diverse range of goods and services to both countries. While the UK market has the advantage of proximity, Japan has what Roll calls a cultural connection with Denmark in relation to design, science-based innovation and infrastructure. An emphasis on these shared values in marketing could benefit Danish sales.

South Korea and Vietnam, by comparison, are still emerging markets from a Danish perspective. Despite their interest in innovative and trendy Western brands, Roll remarks that South Korean consumers are more likely to look to the USA than to Europe. However, Danish exports to South Korea have grown since the signing of the free trade agreement with the EU in 2011³. Another advantage is that Denmark is on the South Korean Animal and Plant Quarantine Agency's list⁴ of approved exporting countries for specified animal-based products – a status that recognises high biological safety.

Of the four countries surveyed, Vietnam represents the biggest awareness hurdle for Danish food and agriculture companies. Here, the comparatively young average age of the population – 32 years versus 48.6 in Japan – could favour Denmark moving forward, says Roll. Many young Vietnamese spend time in the USA, he remarks, and return home with an appetite for enterprise and modern technology. Denmark's technological strengths and use of public-private partnerships to drive innovation are positive attributes to emphasise. Exports are also likely to benefit from the free trade agreement that Vietnam signed with the EU in 2019.

“*Danish food and agriculture companies have every opportunity for success in Vietnam, if they draw on the best experiences from Japan, South Korea and the UK. Vietnam is young, agile and curious.*”

Martin Roll, global business and brand strategist

³ EUR-Lex (2011), Official Journal of the European Union, L 127, 14 May 2011
Available from: <https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=OJ%3AL%3A2011%3A127%3ATOC>

⁴ Animal and Plant Quarantine Agency (2022), List of Countries eligible for export to Korea
Available from: https://www.qia.go.kr/english/html/Animal_livestock/02AnimalLivestock_quar_ins_info_eng.jsp

Unique selling points stand out abroad

Denmark has an overall positive reputation on all four markets, but which specific strengths stand out? The findings of the 2022 survey resemble the findings of previous years on this point. Quality, sustainability, organic and food safety are the top four characteristics mentioned across all countries, closely followed by reliable, innovative and healthy.

When decision-makers compare Danish food and agricultural exports with products and solutions from their home market, the picture is slightly different. Here, they rank Denmark highest on quality and sustainability, followed by animal welfare and cooperation.

These are strongholds that Lisbeth Henriksen recognises from her role as executive director of SEGES Innovation, which is dedicated to developing solutions for on-farm sustainability and transparency. Well-established practices within data gathering and documentation are, from her perspective, a big part of the explanation why Denmark is seen to perform better than home markets in the survey. Henriksen also highlights the Danish primary sector as a frontrunner within carbon emission and environmental footprint reduction and minimal antibiotic and pesticide use. To maintain this leading status, continuous development of sustainable, low-carbon products and solutions is essential.

“*Climate-neutral products will be a Danish export opportunity in the future. We expect ryebread, oats and beer to be among the first ready for market within a couple of years.*

Lisbeth Henriksen, executive director, SEGES Innovation

Varied perceptions country by country

Behind the survey's overall findings, there are considerable country-by-country variations when decision-makers compare Danish food and agriculture exports with the products and solutions available on their home market. While decision-makers in Vietnam regard Denmark as superior on innovation, decision-makers in South Korea are more impressed by their home country's innovative prowess. And, while South Korean decision-makers are highly positive about Danish quality, the Japanese are positive to a lesser extent and more likely to prefer the quality of domestic products and solutions.

Compared to the other countries surveyed, the UK stands out with a less favourable view of Danish cooperation. This could reflect the fact that the UK and Denmark are strong export competitors. However, according to Lisbeth Henriksen, it could also be due to differing opinions on what cooperation should achieve. The UK has, for example, a strong custom for collaborative political lobbying via organisations such as the National Farmers' Union and the Soil Association. In Denmark, on the other hand, cooperation is more focused on research and innovation than lobbying work.

“*Denmark has a setup where everyone puts all their eggs in the same basket and drives innovation together. This has been the biggest factor in the development of Danish agri-food – and will continue to be so in the future.*

Lisbeth Henriksen, executive director, SEGES Innovation

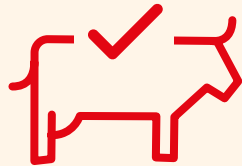
Top 4 Danish attributes that win over home markets

Decision-makers in Japan, South Korea, the UK and Vietnam rank Denmark higher than their domestic market for:



1. Quality

2. Sustainability



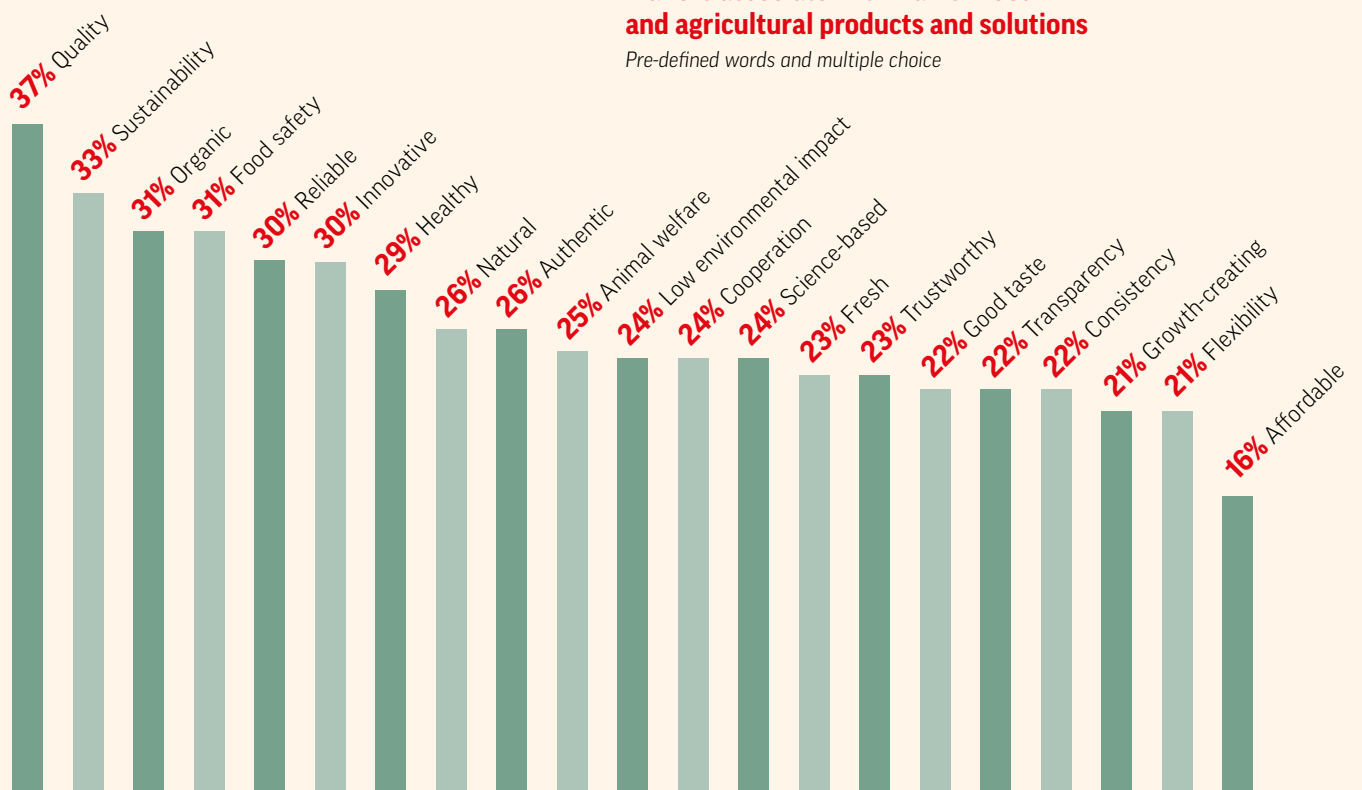
3. Animal welfare

4. Cooperation



Attributes that international decision-makers associate with Danish food and agricultural products and solutions

Pre-defined words and multiple choice



It is possible that new post-Brexit checks on EU food imports, which are scheduled to replace on-going EU regulations in 2023⁵, will have a further negative impact on UK perceptions of Denmark as a cooperation partner in the future. Along with the rapid rise of global inflation and alarming tremors in the food supply chain – largely caused by COVID-19 and the war in Ukraine – this is likely to call for an increased focus on collaborative partnerships.

The varying perceptions of decision-makers underline the need for companies to adapt to fast-changing conditions in each export market. The difference between success and failure could rest on such adaptability.

“*The food supply crisis and rising prices have made it more important than ever that we can sustainably produce more with less by having norms for using fewer resources such as pesticides and antibiotics. We must highlight these strengths globally.*”

Lisbeth Henriksen, executive director, SEGES Innovation

Brand strengths that could do better

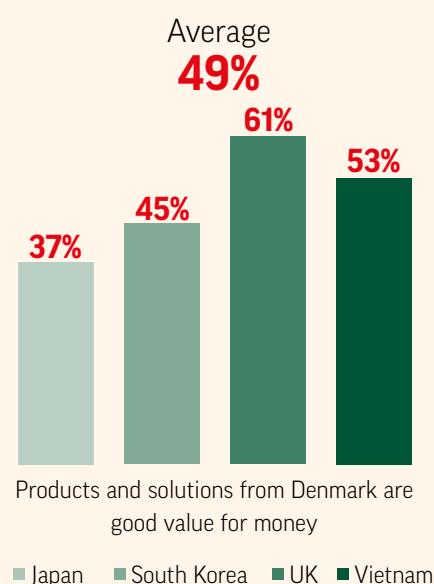
Bearing in mind that decision-makers are typically most loyal to their home markets, it is interesting to note their views on Danish reliability and organic products. These are both strengths that they strongly associate with Denmark. Yet, when decision-makers compare Danish attributes with their home market's performance, reliability and organic products get two of the lowest ratings – indicating a clear need for stronger communications about Denmark's capabilities as a reliable partner and organic frontrunner.

Good taste and freshness are close to the bottom of the comparative performance board. This is perhaps less unexpected in view of the challenges posed by geographical and cultural distance when exporting further afield. Lisbeth Henriksen suggests local production and, above all, local partnerships as possible solutions. Well-established export companies such as Royal Greenland, for example, have long benefited from having own sales offices in Japan, where direct market input enables them to tailor North Atlantic seafood products to Japanese requirements and tastes.

⁵ Politico (2022) UK delays post-Brexit food checks on EU imports until end of 2023
Available from: <https://www.politico.eu/article/uk-to-delay-post-brexit-food-checks-on-eu-imports-until-end-of-2023/>

Food and agricultural exports from Denmark are good value for money

Attitudes towards the Danish food and agriculture industry by market (% agree or strongly agree)



For the majority of Danish companies, local production on export markets is beyond reach. According to Lisbeth Henriksen, partnerships can then be a way to transfer knowledge, technology and raw materials to local food processors, who have a strong sense for local market preferences. Issues with freshness and taste may then be overcome, and there may be long-term reputational benefits as consumers come to expect more sustainable, climate-neutral foods.

“*Satellite production with local partners can resolve freshness and taste challenges and improve the legitimacy of Danish exporters. From a sustainability and social perspective, there is also much to gain.*”

Lisbeth Henriksen, executive director, SEGES Innovation

Positive view on value for money

Affordability is the attribute that decision-makers associate least with Danish food and agriculture exports – a view backed by the latest figures from Statistics Denmark, which show Danish food products cost 18% more than the EU average⁶. They are much more positive, on the other hand, when asked if Danish suppliers provide good value for money, with 49% agreeing overall. At country level, UK decision-makers are most positive, with 61% rating Denmark favourably on this question, followed by 53% of decision-makers in Vietnam.

By comparison, Danish value for money is recognised by just 37% of decision-makers in Japan and 45% in South Korea. According to Jens Bech, senior director at Danish Crown, which has been present in Japan and South Korea for several decades, price is the key sales driver in both these markets.

Summary: building brand awareness in export markets

➤ Think and act as a challenger brand

Coming from a small country, Danish exporters have an opportunity to position themselves as daring challengers with key competences for overcoming current and future hurdles.

➤ Use 'Made by Denmark' in a new, modern way

Danish marketing has a traditional focus on history. Companies need to go beyond that and mix in modern, differentiating messages about innovation and social values.

➤ Shout louder and renew the contract

Geopolitical uncertainty is making a reliable food supply chain even more critical. It's time to make more noise about what Denmark can offer and renew social contracts with international markets.

➤ Collaborate on solving key challenges

Rising prices and supply chain disruptions are making collaboration more important than ever. International, cross-sector cooperation can speed up the development of sustainable solutions and build trust.

➤ Team up with local branding and marketing partners

Local branding and marketing partnerships can help open the door to new export destinations by overcoming geographical and cultural barriers and adapting marketing strategies to local conditions.

⁶ Danmarks Statistik (2021), Danske fødevarerpriser blandt de dyreste i EU
Available from: <https://www.dst.dk/da/Statistik/nyheder-analyser-publ/nyt/NytHtml?cid=27202>

CASE: ROYAL GREENLAND

Blue sustainability label opens doors to seafood markets

Certification by the Marine Stewardship Council (MSC) is an important part of the sustainable fishing agenda at Royal Greenland. As customers and consumers show growing interest in where and how fishing takes place, the blue MSC label is opening doors to new markets for the leading supplier of wild-caught seafood from the North Atlantic and Arctic Ocean.

Royal Greenland gained its first MSC certification for prawns in 2013. By 2021, almost 60% of the company's raw materials were MSC-certified. Each certification results from a lengthy evaluation of the sustainability of fish stocks, the environmental impact of fishing activity and effective fisheries management in compliance with relevant laws.

Top export advice

- » *Choose your market and do your research before trying to enter. Avoid broad campaigns aimed at too many markets.*
- » *Understand food safety and other requirements before going into complex markets like Japan. Prior experience from other export markets is important.*
- » *Build trust and have a person on the ground to represent you. This takes time, so be patient.*

Long-term perspectives

The blue label is particularly sought after in European markets such as the UK. Though customers in Japan and other parts of Asia are less concerned for the moment, MSC is likely to attract more attention in the future, says Hanne Kvist, Royal Greenland's market development and marketing director.

"Sustainability is important because it's about what the next generation is going to live on. Quota levels are based on the ability of each fish species to regenerate itself. It's very much about our responsibility as a company and as part of local society in Greenland, where our fishing trawler division is based."

"From a business perspective, the more species we have certified the better, because we can sell them to more markets."

Marketing sustainability

Royal Greenland makes active use of its sustainability programme in campaigns and dialogue with individual markets. These include Japan and the UK, where the company has sales organisations and a presence that goes back several decades. As Kvist comments, it's important to adapt the message to local priorities, avoiding greenwashing at all costs.

"We prefer to communicate broadly about sustainability challenges and how we improve. In Japan, for example, we mainly focus on how we assure food safety, which is the key sustainability priority there. Because we can document our quality control systems, which are approved by the Danish food authorities, this helps to build trust."

"In the UK, we talk more about our contribution to the UN Sustainable Development Goals. That includes our MSC certification goals in relation to goal no. 14 – Life below water."

Local sales organisations ensure Royal Greenland always has a finger on the pulse. So when a market's priorities change, the dialogue changes with them.

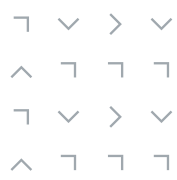
Case based on an interview with Hanne Kvist, director of market development and marketing, Royal Greenland.

Core business

North Atlantic fish and shellfish

Primary export markets

USA, Japan, China and UK



CASE: ARLA FOODS

The UK's next household name for dairy nutrition

UK retailers can increasingly rely on Arla Foods to help them make a healthy, varied diet accessible to consumers. The dairy cooperative's latest five-year strategy is taking nutritional product development to the next level – strengthening Arla products in its biggest single market.

"In the UK, retailers expect us to have more than a mission. They expect a clear plan of action – for improving health, countering climate change and securing sustainability through the value chain," says Lars Dalsgaard, senior vice president for products and innovation.

"Our dairy products are consumed by all groups across society. That gives us both a responsibility and an opportunity."

Branding beyond the products

Arla is the company behind Cravendale milk and Lurpak butter – both popular brands all over the UK. One of the goals of the Future26 strategy is to make the Arla brand a household name as well.

It's a branding ambition that extends way beyond the products. Arla already has a long tradition for demonstrating its commitment to health and the environment. One initiative in collaboration with the Magic Breakfast charity is helping to provide breakfast for thousands of UK schoolchildren who would otherwise go without. Another is about providing recipes and advice for reducing food waste.

Nutrition criteria for innovation

Now the Future26 strategy has taken that social responsibility a step further by setting targets for the nutritional composition of the product portfolio. The targets are based on the Arla nutrition criteria – the company's guiding principles for product innovation. With its requirements for calcium and protein and limitations on fat, added sugar and salt content, the criteria are stricter than most regulatory requirements.

Nutrition scientist Lea Brader explains, "Our nutrition criteria were initially introduced as our own internal principles for developing new Arla brand products and formulating recipes.

Today, they set the direction for the whole company. We track how many of our products meet the criteria and set goals for improvement."

Some Arla products also respond to specific nutritional needs in the population.

"Our Arla LactoFREE range, for example, is for consumers that have either temporary or permanent problems tolerating lactose. The range includes lactose-free versions of yoghurts, cheese, butter and milk drinks, providing the same dairy nutrients as the standard version just without the lactose," Brader adds.

The goal is that 80% of Arla branded and Arla endorsed products should meet the nutrition criteria by 2028. That will give retailers even better reason to put Arla on store shelves and promote them to health-conscious consumers.

Case based on an interview with Lars Dalsgaard, senior vice president for products and innovation, and Lea Brader, nutrition scientist, Arla Foods.

Top export advice

- » Make sure you are represented locally in the market.
- » Always be able to document quality and food safety performance.
- » Understand that UK consumers respect farmers and react if they think they are suffering.



Core business

Dairy products

Primary export markets

Germany, Sweden and UK



HEALTHY SUSTAIN

HEALTH & SUSTAINABILITY

Sustainable food systems and the link to health

Food systems all over the world stand out for their diversity, shaped over time by their social, cultural and economic contexts. The same is true of community perceptions of a healthy diet. Beyond official guidelines for adequate nutrient intake, dietary habits are inevitably formed by local customs and traditions.

This is important to remember when conducting a survey across Danish export markets. Even though decision-makers may respond in a similar way, the background for their response may often be quite different.

That said, the 2022 survey reveals that health is high on the agenda for decision-makers from all four markets. As an export nation, Denmark has a strong reputation in this regard, with 63% agreeing that products and solutions from the Danish food and agriculture sector are among the healthiest in the world.

But how is health defined and how do priorities differ from market to market? Interesting findings emphasise the need for a keen understanding of local trends and conditions to do well in export markets. When it comes to hardcore business

choices, for example, price may still win over other considerations – a competitive parameter that may become even more crucial in view of today's rising global inflation.

The special focus of this year's report is the interconnection between health and sustainability in relation to the food and agriculture value chain. The UN Food and Agriculture Organization and World Health Organization crystallise this link in their joint guidelines for sustainable healthy diets from 2019. Sustainable healthy diets, they say, should secure the health and wellbeing of present and future generations with the lowest possible environmental impact. The point is that tomorrow's global food supply depends on our ability to build resilient food systems that regenerate soil, protect natural resources and eliminate greenhouse gas emissions.

Most of the decision-makers who took part in this year's survey recognise the health and sustainability connection. A large majority agree that a more sustainable food system would contribute to better global health. Danish technological solutions can play a major role here, in particular.

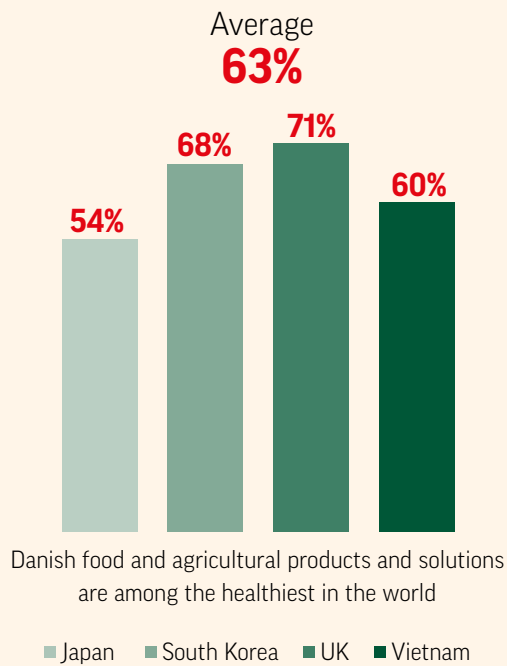
What are sustainable, healthy diets?

Sustainable, healthy diets are dietary patterns that promote all dimensions of individuals' health and wellbeing; have low environmental pressure and impact; are accessible, affordable, safe and equitable; and are culturally acceptable.

Sustainable Healthy Diets Guiding Principles, published by the Food and Agriculture Organization of the United Nations and World Health Organization in 2019

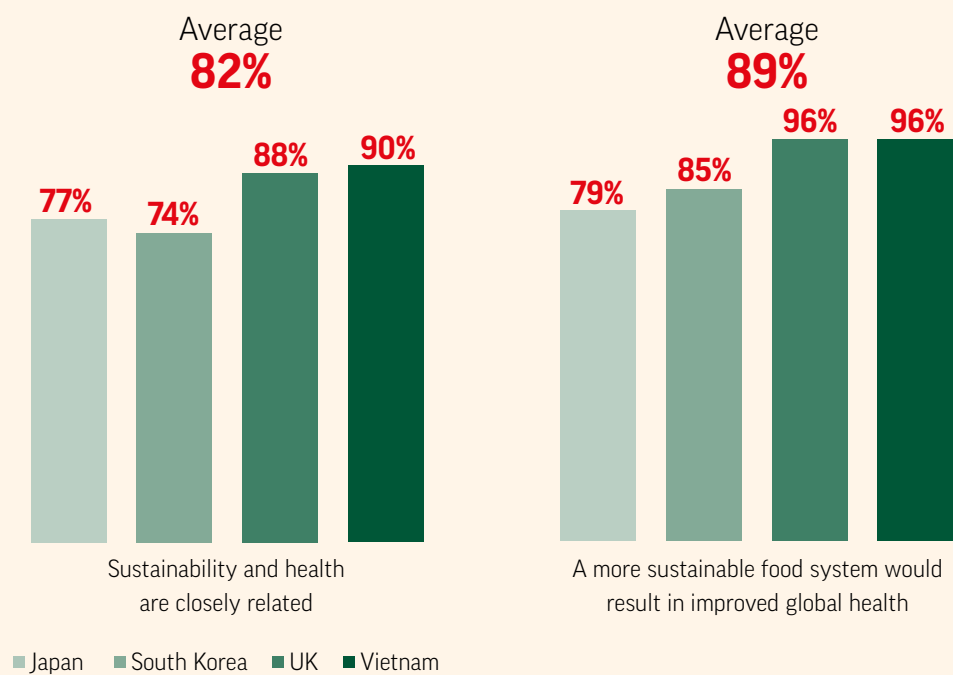
Danish food and agriculture products and solutions are among the world's healthiest

Attitudes towards Danish food and agriculture industry by market (% agree or strongly agree)



Sustainability and health are closely related

Attitudes towards the link between health and sustainability by market (% agree or strongly agree)



A world leader on health

Nearly two-thirds of decision-makers – 63% overall – regard Denmark as a world leader for healthy food and agricultural exports. Of the four countries, the UK and South Korea have the most positive perceptions at 71% and 68% respectively. Vietnam and Japan land on 60% and 54%.

These findings may be partially explained by the markets' geographical distance from Denmark along with individual health priorities. Decision-makers in the UK, the closest market, are most likely to have a similar understanding of health, reflecting a shared northern European culture. In South Korea, Denmark's good health credentials could partly rest on its status as an approved exporter.

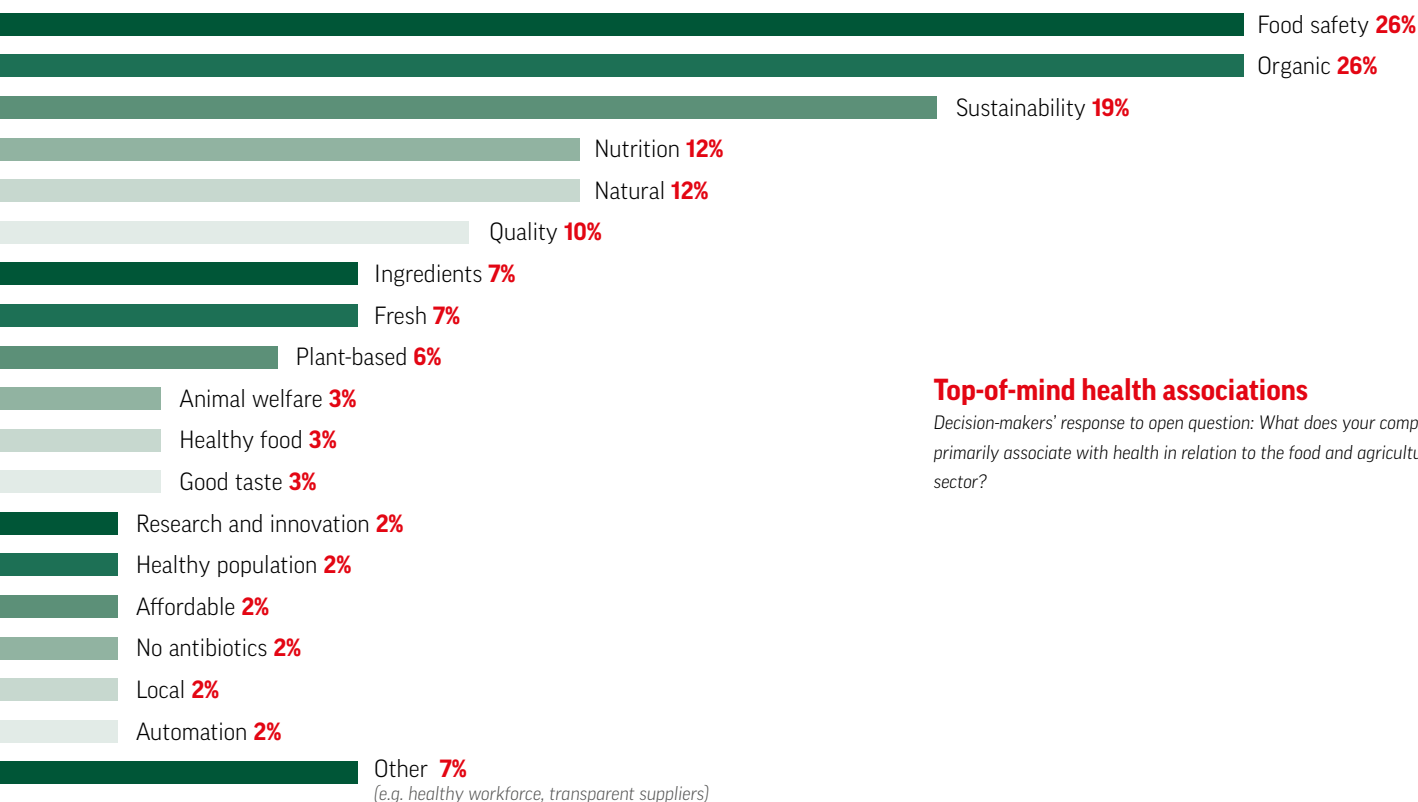
Although Vietnam has also approved exports from a number of Danish meat producers⁷, the current limited trade flow may follow on from the country's early decision to stop all incoming trade and visits due to the COVID-19 pandemic. This may account for the comparatively lower opinion of Denmark's health performance. Finally, for decision-makers in Japan, health is a hygiene factor that simply does not warrant a higher ranking – a view based on an understanding of health as pri-

marily being about food safety, according to the Japanese office of Danish Crown.

Decision-makers are more closely aligned when asked about the general link between health and sustainability. A large majority – 82% – acknowledge this connection. On the question of whether global health would benefit from a more sustainable food system, the findings are even more striking. While 89% agree with this statement overall, it strikes a chord with as many as 96% of decision-makers in Vietnam and the UK. This is interesting indeed, particularly as all four countries have pledged to achieve climate neutrality by 2050 and can be expected to focus on more sustainable food systems in the process. According to the International Panel on Climate Change, Vietnam is among the nations that are most vulnerable to climate change around the world, with negative implications for domestic food production.

For a more precise indication of how decision-makers perceive the link between health and sustainability, it is necessary to take a look at their top-of-mind associations with health and their view on the biggest national health challenges in their country.

⁷ The Danish Veterinary and Food Administration (2022), The list of registered establishments eligible to export meat and meat product from Denmark to Vietnam. Available from: https://www.foedevarestyrelsen.dk/SiteCollectionDocuments/International%20handel/Eksport/Lande/Vietnam/Denmark_k%C3%B8d_280318.pdf



Top-of-mind health associations

Decision-makers' response to open question: What does your company primarily associate with health in relation to the food and agriculture sector?

Varying definitions of health

Across all four markets, there is general agreement on the food and agricultural parameters most important to health. Food safety (26%), organic (26%) and sustainability (19%) stand out as the top three. Nutrition, on the other hand, is top of mind for only 12% of decision-makers.

These findings speak loudly about how health is defined on key export markets. Jens Munk Ebbesen, director of food safety and veterinary issues at the Danish Agriculture and Food Council, advises export-ready companies to research the health agenda of individual markets before launching a sales and marketing effort. If potential export customers are mainly concerned about health from a food safety or even a food security perspective, then a typical Danish focus on nutrition is unlikely to succeed. The emphasis on organic foods, he adds, also follows a general perception that they are safer – the actual organic markets in the four countries surveyed are, however, still very much niche.

One of the Danish Agriculture and Food Council's most important roles is to work with the Danish Veterinary and Food Administration and Danish foreign embassies to open the door to export markets. Denmark's collaborative control systems are frequently put on display to demonstrate how high standards of food safety and quality are assured and maintained.



We talk a lot about Danish control systems on our visits to other countries. It's about raising awareness abroad of the high food safety level in Denmark and building trust.

Jens Munk Ebbesen, director of food safety and veterinary issues, Danish Agriculture and Food Council



Asian countries see Danish food products as healthy because they see them as safe. Health must be defined in the right way in discussions with export markets.

Jens Munk Ebbesen, director of food safety and veterinary issues, Danish Agriculture and Food Council

Key national health challenges

On the question of top-of-mind health challenges, decision-makers name a wide range of issues. Being sustainable (18%), climate change (15%) and food safety (14%) feature at the top of the list, closely followed by meeting demand (13%), production costs (13%) and affordable food (12%).

A deeper dive reveals considerable differences at country level. South Korean decision-makers, for example, do not include being sustainable among their country's top three health challenges – to them, food safety is a greater concern – and decision-makers from Vietnam prioritise climate change over sustainability.

While meeting demand is a top-three health challenge for decision-makers in Japan and South Korea, UK decision-makers rank affordable food and production costs as the two key issues that come after being sustainable. The focus on cost reflects the current global concern about rising inflation due to the geopolitical situation.

For Marianne Thomsen, professor of sustainability assessment at University of Copenhagen, these findings present a recognisable picture of a globe under pressure, where health is increasingly a matter of food security. Based on her own research findings, she emphasises the need for

Denmark to continue phasing out the use of pesticides in farming and demonstrate how Danish technology can optimise the production of safe and healthy, high-yield crops and help to regenerate the soil.



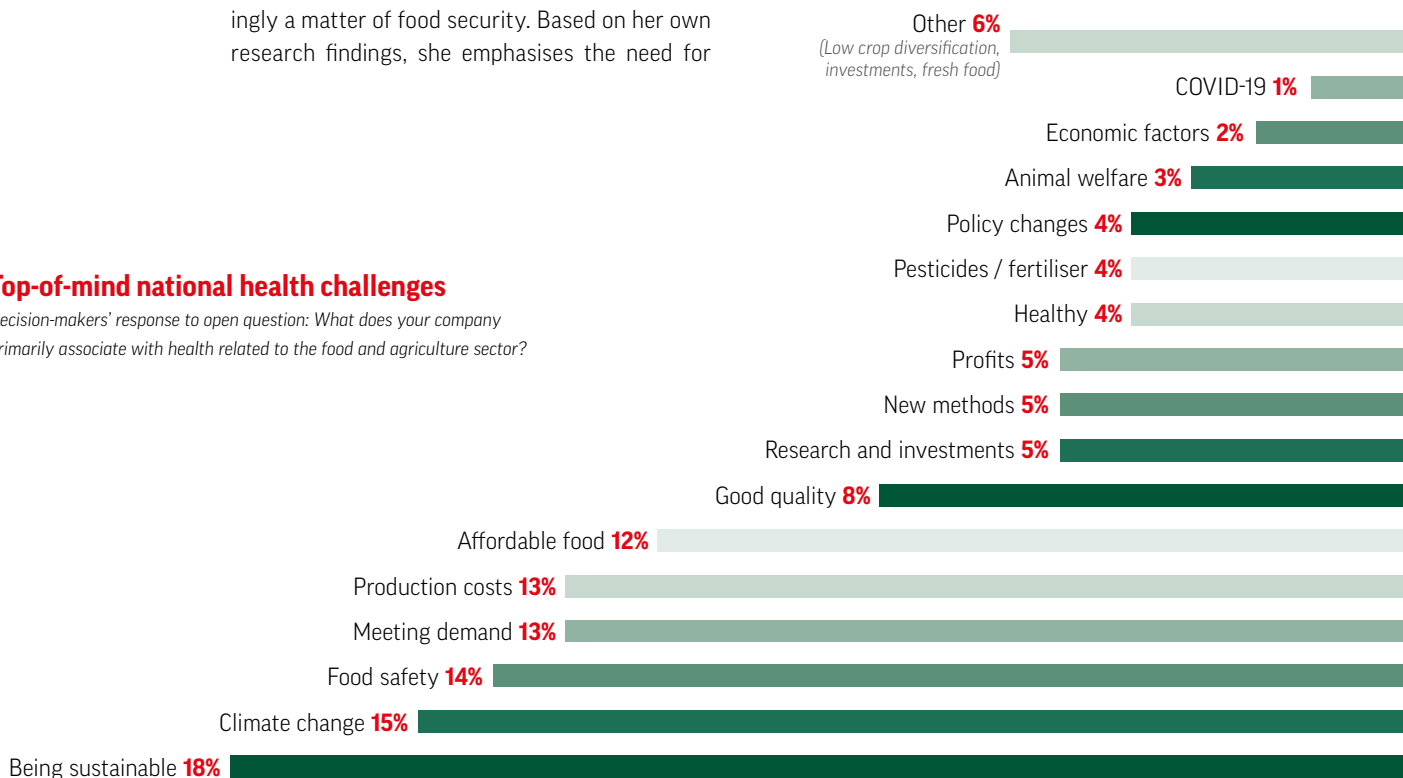
We're having to recognise that the health of the planet is vital to healthy crops for people. It's about being able to produce enough safe food by restoring the climate balance and biodiversity.

Marianne Thomsen, professor of sustainability assessment – sustainable food processing and production, University of Copenhagen

Other noteworthy findings with regard to top-of-mind health challenges are that policy changes are a concern for some UK and South Korean decision-makers and that Vietnamese decision-makers are most likely to worry about profits. At the time of the survey, COVID-19 was, however, no longer a major issue for decision-makers in the four markets.

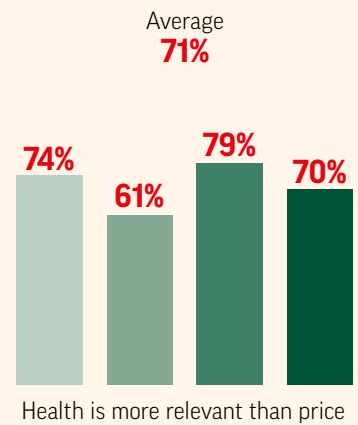
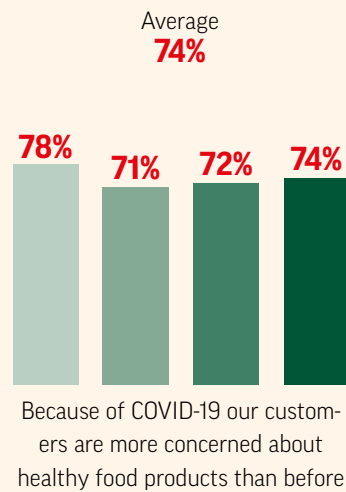
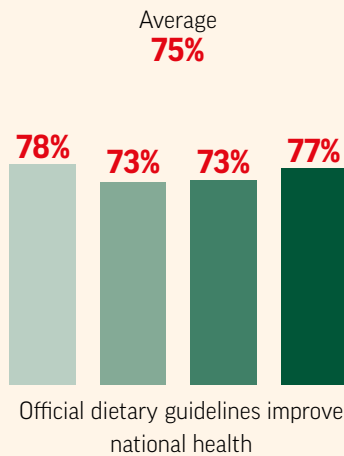
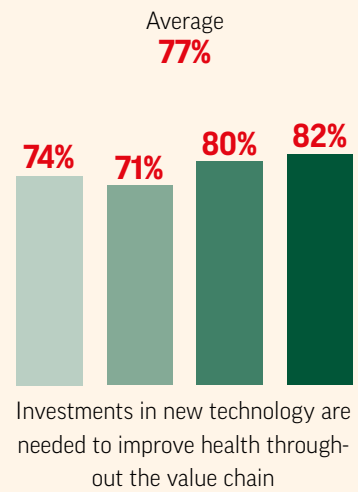
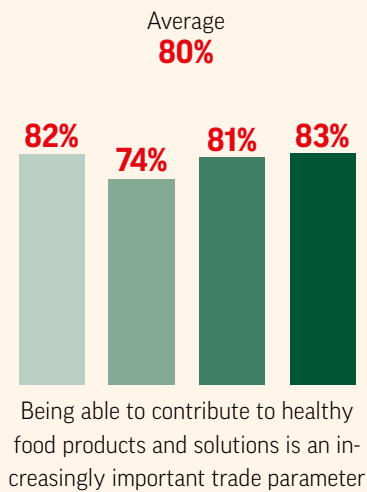
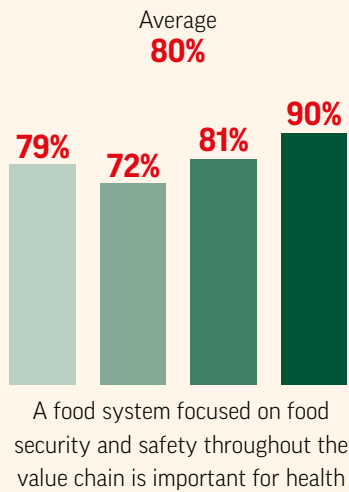
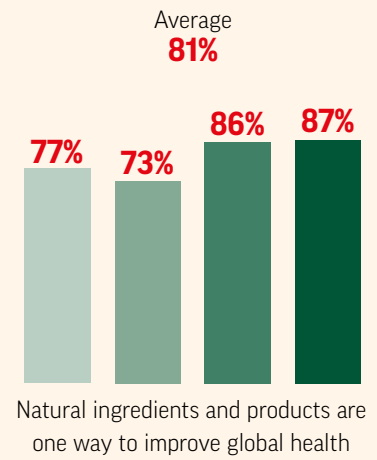
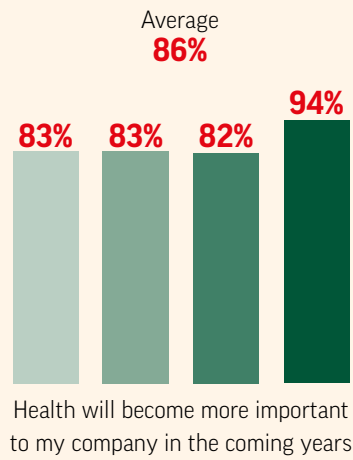
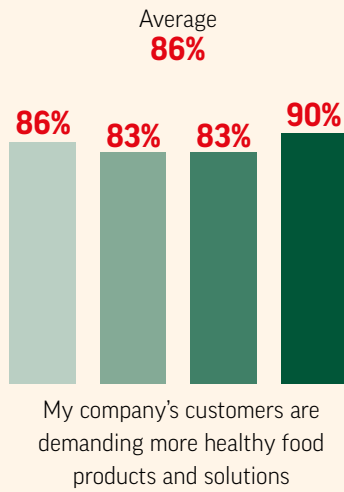
Top-of-mind national health challenges

Decision-makers' response to open question: What does your company primarily associate with health related to the food and agriculture sector?



How international decision-makers view health

The share of decision-makers in each country who strongly agree or agree with the given statements



■ Japan ■ South Korea ■ UK ■ Vietnam

Health as a business parameter

Regardless of how it is defined, health is becoming increasingly important to businesses on all four markets. This is especially true in Vietnam, where 94% of decision-makers see health as a growing business driver – eight percentage points higher than the average score of 86%. Similarly, 86% of decision-makers say their company's customers are demanding more healthy food products and solutions, again led by Vietnam. Slightly fewer – 80% – agree that the ability to contribute to healthy food products and solutions will become more important to trade.

The figures reaffirm some of the findings already discussed. The Vietnamese health focus is likely to stem from continuing concerns about food security and an average life expectancy which, at 75 years, is considerably lower than that of the two other Asian markets in the survey – 84 years in Japan and 83 years in South Korea⁸. Against that background, it is hardly surprising that 90% of Vietnamese decision-makers consider a food system focused on food security and safety to be key to health. Note, though, that four in five decision-makers agree with this view overall.

Three in four decision-makers further agree that the publication of official dietary guidelines holds benefits for national health.

When asked about natural ingredients and products and investments in new technology, more than 80% of decision-makers in Vietnam and the UK acknowledge their health contribution

– somewhat more than in Japan and South Korea. UK decision-makers are also most insistent that health is more important than price – a view that echoes their positive rating of Danish products and solutions as good value for money.

Marianne Thomsen from University of Copenhagen comments on the potential conflict of interest between health and cost. This is where Danish value for money can show its worth. She sees great opportunities for Danish companies to start new export adventures that revolve around utilising food production side streams and other raw materials that often are lost.

“40% of food gets lost before it even reaches the consumer. Using today's innovative technology, there are many possibilities to upcycle side streams and produce nutritious, high-value ingredients.

Marianne Thomsen, professor of sustainability assessment – sustainable food processing and production, University of Copenhagen

The final noteworthy finding about health perceptions relates to COVID-19. Although most decision-makers say COVID-19 is no longer a major concern, 74% overall – led by 78% in Japan – agree the pandemic has contributed to a growing interest in healthy food among their customers. In other words, health has gained traction over the past two years.



⁸ World Data (2020), Life expectancy for men and women
Available from: <https://www.worlddata.info/life-expectancy.php>

Danish companies support the development and production of healthy food

Attitudes towards the Danish food and agriculture industry by market (% agree or strongly agree)

Danish companies can offer technological solutions that can improve the development of healthy products in my company

Average
72%

67%
69%
82%

71%

Denmark is a strong contributor of products and solutions that support global health

Average
54%

46%

48%

66%

58%

Danish companies can offer products and solutions across the value chain that support the production of healthy food

Average
71%

75%

64%

73%

75%

■ Japan ■ South Korea ■ UK ■ Vietnam

How well does Denmark support the health agenda?

Decision-makers across the four markets have clear business priorities in relation to health. The question is: how well do Danish food and agriculture companies already contribute, and what are the key opportunities for export?

The figures portray a favourable impression of Denmark as a whole. More than 70% of decision-makers recognise Danish companies as suppliers of technology, products and solutions that support the development and production of healthy food across the value chain. UK respondents are, at 82%, particularly positive with regard to Danish technological solutions that can improve the development of healthy products in companies.

On the matter of whether Denmark contributes products and solutions that support global health, the responses are mixed. Here, the average score is a much lower 54%, with decision-makers most positive in the UK (66%) and Vietnam (58%), while the South Koreans (48%) and Japanese (46%) are more in doubt.

The majority of decision-makers agree on the need for investments in new technology to improve health throughout the value chain. In this light, Danish companies have much to gain from more targeted, market-specific branding in this arena.

Executive director at SEGES Innovation, Lisbeth Henriksen highlights the latest developments in precision agriculture as an example of Denmark's technological strengths that contribute to a sustainable supply of safe, healthy and high-quality food. This includes technology that matches the application of pesticides and fertilisers to actual crop needs, reducing their use. Marianne Thomsen, professor of sustainability assessment at University of Copenhagen, refers to the contribution of blockchain technology and Internet of Things to traceable supply chains and the circular bioeconomy – optimising trust in food safety, minimising footprints and supporting food security. These are all key to global health.

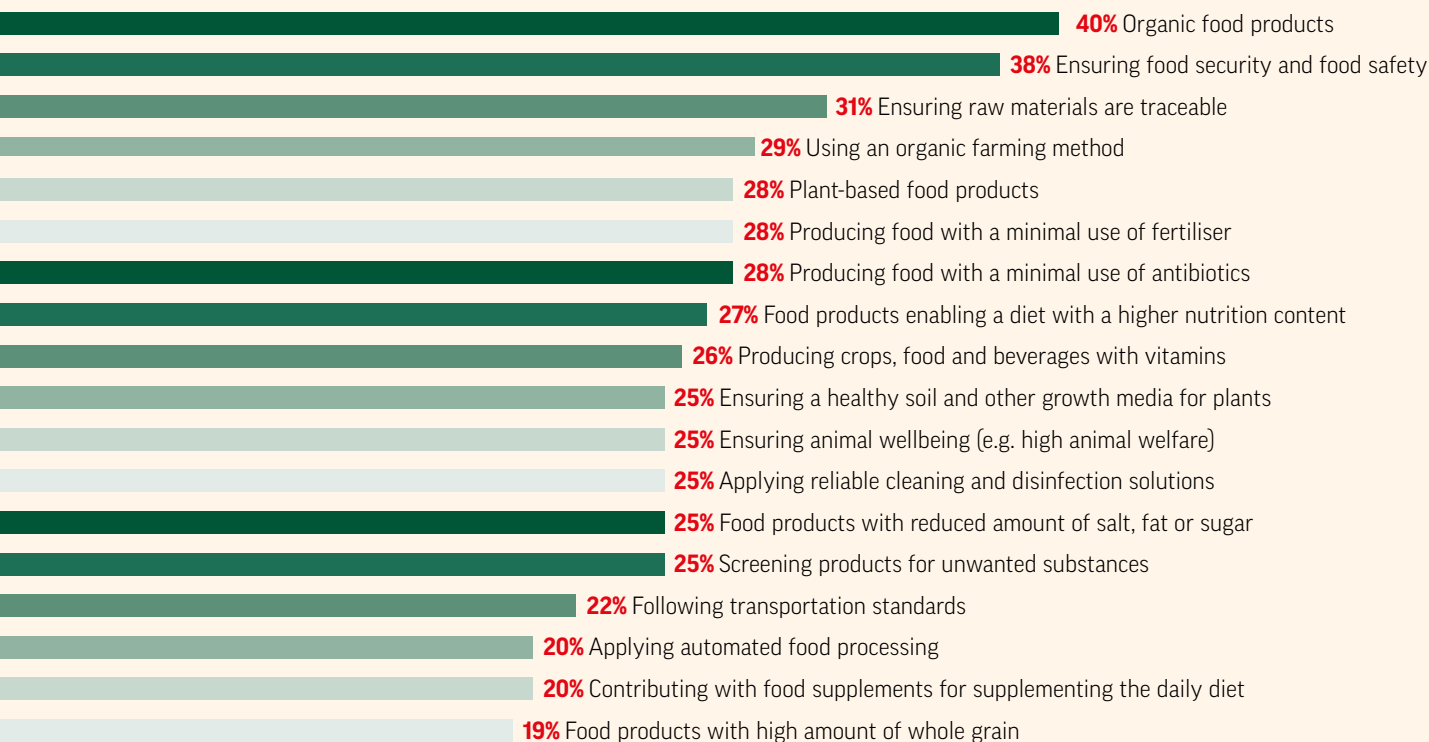
President of the Food workers' Union - NNF Denmark, Ole Wehlast sees another key opportunity for Danish exporters to build their business in markets with an increasing health and sustainability focus. It starts at home with the working conditions they provide for their own people. As Wehlast says, human and labour rights are already on the agenda when international companies audit their suppliers. Healthy workplaces and decent work – as outlined by the United Nations sustainable development goal no. 8 – will become an increasingly important trade parameter in the future.

“Companies must be healthy and sustainable places to work to achieve their goals for growth. Human rights are an integrated part of the global value chain.”

Ole Wehlast, president,
Food workers' Union - NNF Denmark

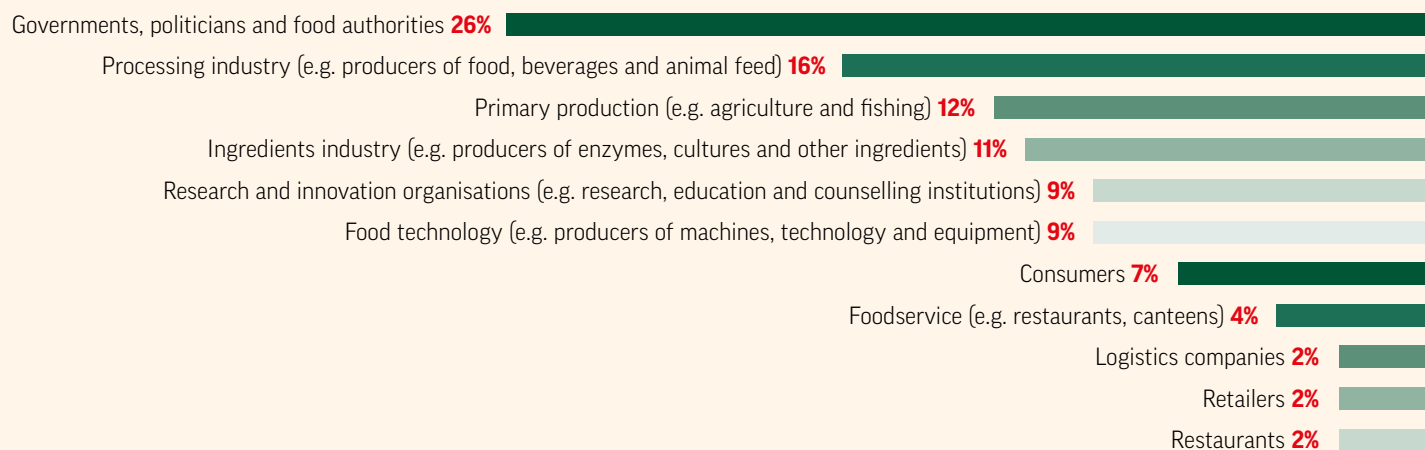
Priority actions for ensuring health in the value chain

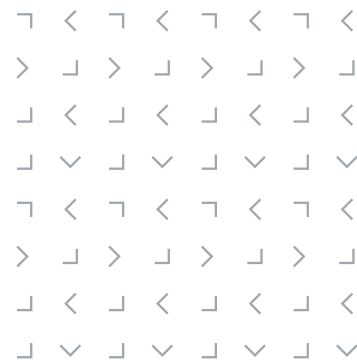
Initiatives with the greatest impact on ensuring improved health throughout the value chain (pre-defined categories). Decision-makers response to question: For your company, which of the following would have the biggest impact in terms of contributing to improved health throughout the value chain?



Responsibility for ensuring healthy food and agricultural products

Stakeholders with the main responsibility in terms of ensuring healthy food and agricultural products throughout the value chain (pre-defined categories)





Responsibility starts at national level

According to the decision-makers in this survey, a broad range of stakeholders are responsible for ensuring the healthiness of food and agricultural products through the value chain. However, across all four markets, governments, politicians and food authorities are seen to have by far the biggest responsibility. The overall finding is well aligned with the widely held belief that official dietary guidelines benefit national health.

After government, politicians and authorities, decision-makers agree that industry stakeholders are next in the line of responsibility, listing food processors, primary producers and ingredient suppliers in that order. Along with research and development organisations, technology providers and others, all have a role to play in securing a healthy food value chain.

An important take-home message to Danish exporters and export-ready companies is that national health strategies and dietary guidelines should be consulted before they develop a health-oriented branding campaign for a specific market. The established collaborations between authorities in Denmark and abroad are a major advantage in this regard. The Danish Veterinary and Food Administration, for example, supports companies in meeting the requirements of export markets and achieving approved exporter status. Participation in official trade promotions also facilitates networking with new business partners.

Jens Munk Ebbesen, director of food safety and veterinary issues at the Danish Agriculture and Food Council, remarks that Denmark's reputation for high food safety standards is a major benefit when seeking the approval of countries like Japan, South Korea and Vietnam. In the UK, where the government health agenda focuses on issues such as obesity and type 2 diabetes, Denmark is also known for having relevant expertise.



We help make sure Danish companies satisfy the requirements of export markets. The right contact at the right authority ensures we are always one step ahead of new demands and regulations.

Jens Munk Ebbesen, director of food safety and veterinary issues, Danish Agriculture and Food Council

Priority actions for the value chain

That brings us to the last critical point – the priority actions for ensuring a healthy value chain. Despite the fact that organic sales are not well established in any of the four markets, organic food products top the list and are especially important to decision-makers in Japan, the UK and Vietnam, though perceptions of organic may differ.

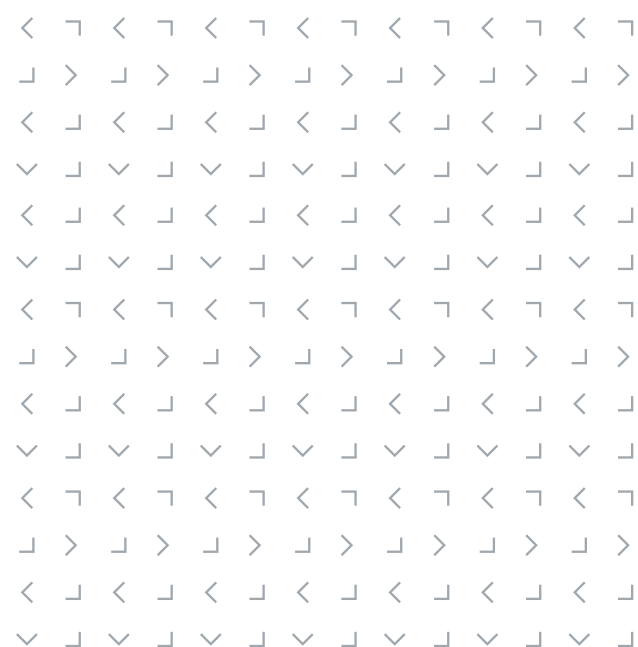
Food security and food safety are the top priority for decision-makers in South Korea and the second-most important priority for decision-makers overall. This is another confirmation of the strong perceived link between health and the need to ensure enough safe food for the population.

From the traceability of raw materials to the nutritional content of food products, the list of priority actions is long.



Denmark is a strong partner in relation to many of these priority actions. Within organic production, pesticide and antibiotic reduction and food safety, Danish companies are ahead of the curve.

Lisbeth Henriksen, executive director, SEGES Innovation



Summary: branding health and sustainability in export markets



Understand definitions of health

Health means different things on different markets, including organic, food safety and food security. Take a close look and understand local differences before approaching a market.



Sustainability is inseparable from health

The connection between a sustainable food system and global health is well understood. Integrate this connection in your branding to raise awareness of how your solutions contribute.



Upcycling is a business adventure

Focus on creating value for money. Explore all opportunities to unfold relevant stories about how you incorporate side streams and unutilised raw materials in your production.



Remember the workplace in the value chain

Support your branding and marketing activities with important messages about your initiatives within human and labour rights. At supplier audits, highlight how creating decent jobs and healthy working conditions are key to your company's growth.



Draw on the relevant authorities

When in doubt about marketing regulations, health and sustainability guidelines on export markets, seek support from the Danish Veterinary and Food Administration and local authorities, for example.



CASE: NOVOZYMES

Enzymes turn shrimp waste into high-quality ingredients

Novozymes has teamed up with local partners to tackle a historic sustainability challenge for the Vietnamese shrimp processing industry. As the world's second largest shrimp exporter, producing around 850,000 tons of shrimps a year, the industry has long struggled to cut waste from a high 40%. Now a new enzyme solution is helping to turn the problem around, transforming shrimp heads, shells and other unwanted side streams into nutritious and functional ingredients.

From waste to value

The issue of shrimp waste has attracted growing attention in the Vietnamese market over the past decade. A number of companies today specialise in processing shrimp side streams into biopolymers such as chitosan, food ingredients such as shrimp seasoning and palatants for animal feed.

Top export advice

- » *Understand the market – do not underestimate differences in culture and how business is done.*
- » *Find local partners and expect to have a long-term presence before introductory sales bring success.*
- » *Makes efforts to appeal to a local talent mass to build your business.*

"Processing of shrimp waste typically relies on the use of acid. Although this method is widely accepted, it is not so environmentally friendly," says Farhana Mohd. Nasir, head of marketing for Novozymes in South-East Asia.

"So what we talk about in Vietnam is how biotechnology can reduce the use of chemicals and secure safer, more sustainable production of food and feed ingredients."

A sustainable alternative

In partnership with a local company, Novozymes has developed an enzymatic solution for replacing acid in the production of shrimp extract hydrolysate – a nutritious protein source. Pilot trials with the enzyme recently validated the efficiency and quality of the process.

"This allows our partner to deliver a natural, shrimp-based food ingredient of the highest quality in terms of flavour, aroma and peptide composition," Nasir explains.

"We are now working with them to improve their process in other applications and find new ways to utilise shrimp side streams using the power of enzymes."

Novozymes aims to be a driving force for sustainable enzyme solutions that target processors of seafood waste. To support this ambition, the company has launched a 'Sea Waste Differently' campaign in Vietnam, with strong messaging about how enzyme technology reduces waste and enables business growth.

Case based on input from Farhana Mohd. Nasir, head of marketing SEA; Thomas Steenbech Bomhoff, regional president APAC & MEA; Adam Vestergaard Diggle, marketing director, Novozymes.

Core business

Enzymes and microbes

Primary export markets

USA, China, Germany, Brazil and India

CASE: DANISH CROWN

Ready for a changing meat agenda in South Korea

Price is the top-of-mind question for most of Danish Crown's customers in South Korea. Yet they are still willing to pay a premium. High volumes, good quality and on-time deliveries make the difference. And, if current trends continue, the meat processing company's record on sustainability could be a strong competitive factor in the near future.

Danish Crown began exporting frozen meat products from Denmark to the South Korean market back in the 1970s. Today, the company is the no. 2 brand, selling products to ham and sausage manufacturers, wholesalers and food service.

Sales account for 5% of South Korea's total pork imports – good business in a country ranked as the world's fifth biggest pork importer in value terms⁹.

"If you supply the right quality and deliver on time, you'll be successful. That's the way we have always done it," says Jiyoung Youn, senior country manager at Danish Crown in South Korea.

Attention on new strengths

Just like Japan, where Danish Crown has also been present for half a century, food safety is more a basic expectation than a selling point in South Korea. But, Youn notes, other strengths related to climate change and sustainability are starting to attract attention.

"We offer an antibiotic-free concept with good animal welfare and sustainable packaging. This is something we must keep telling our customers. Young people are increasingly aware that climate change and sustainability are important. So, slowly over time, the focus of our customers will change."

Climate roadmaps are the future

In 2020, South Korea announced its 2050 commitment to carbon neutrality. The Carbon Neutrality and Green Growth Act followed in 2021.

Morten Pedersen, sustainability vice-president at Danish Crown, believes that companies who fail to implement their own climate roadmap could face trade barriers in the future.

As a farmer-owned cooperative, Danish Crown is prepared. All farmer owners in Denmark have signed up to the company's Climate Track towards sustainable meat production. Farmers in Sweden, Poland and Germany will join from 2024.

"Our integrated farm-to-fork production gives us a total overview of our value chain. Because we use third-party validation of all the performance data provided by our farmers, we can also help our customers reach their sustainability targets," Pedersen says.

Important markets like South Korea and Japan may not have sustainability at the top of their agenda yet. But Danish Crown will be ready when they do.

Case based on interviews with Jiyoung Youn, senior country manager, South Korea; Kurahara Hiroyuki, senior country manager, Japan; Jens Bech, senior director and Morten Pedersen, sustainability vice-president, Danish Crown.

Top export advice

- » Build on Denmark's strong reputation for sustainable production. This will become increasingly important.
- » Document your supply chain and share this data with customers, so they can see you have a plan.
- » Make sure your commitments match the commitments of your customers. Then you have a good starting point for collaboration.

Core business

Pork and beef processing

Primary export markets

China, Poland, Sweden, Germany, and UK

⁹World's Top Exports (2021), Pork Imports by Country
Available from: www.worldstopexports.com/international-markets-for-imported-pork-by-country/



CASE: VIKINGGENETICS

A sustainable dairy business starts with healthy cows

Many dairy farmers in the UK have come to rely on VikingGenetics for their herd management strategy. One reason is that the company's genetic solutions enable them to breed healthy, robust and more productive cows. Another is even more business critical. Faced with rising concerns about animal welfare and the environment, the dairy industry has a fundamental need to protect its social licence.

"Dairy products are good from a nutritional perspective, but they are challenged on sustainability. Our task is to support dairy producers in staying acceptable to society," says David Stenkær Ravnkilde, chief sales and marketing officer at VikingGenetics.

According to a recent consumer study by the UK's Agriculture and Horticulture Development Board, animal welfare ranks among the top societal concerns, along with the environment and rising energy costs. Institute of Grocery Distribution research has similarly found that 86% of Brits see animal welfare as important¹⁰.

Top export advice

- » *Establish a local presence to understand the market and adjust your product offering.*
- » *Spend time on building partnerships and collaborations through the value chain. They're important to building trust.*
- » *Be bold and trust the value you create.*

Traits for health and performance

VikingGenetics addresses these concerns through a pioneering breeding programme, which began when cattle breeders in Denmark, Finland and Sweden founded the company as a cooperative. Their registration of individual animal traits has built the database at the heart of the programme.

"We have bred for better health and robustness for the last 40 years and currently have registered traits on 850,000 cows. Healthy cows produce more milk and do not need antibiotics. That's good for business and animal welfare and has been a key sales argument for us in the UK," Ravnkilde states.

Today, cows are bred for more than 60 traits that maximise their health and performance – from hoof and udder health to the protein and fat content of the milk to feed efficiency.

Sustainability through crossbreeding

Three dairy breeds are in focus – Holstein, Jersey and VikingRed. As farmers step up their sustainability targets, Ravnkilde expects crossbreeding will set the direction.

VikingGenetics' crossbreeding programme is already showing good results that are making it popular with UK farmers. Benefits include reductions in greenhouse gas emissions and better feed efficiency.

"Around 40% of the emissions from dairy production come from the methane in cow burps," Ravnkilde explains. "Luckily, feed efficiency and methane emissions are linked. As the genetic level of our solutions continues to improve, we expect to reduce methane emissions by around 10% over the next 10 years."

By then, VikingGenetics aims to have cemented its position as a global leader in sustainable cattle breeding. In the UK, it's well on the way.

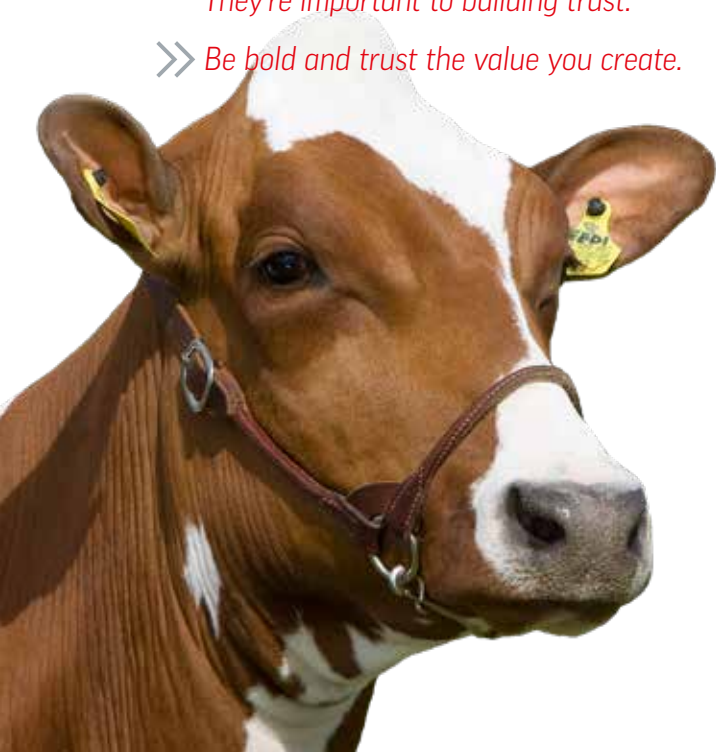
Case based on an interview with David Stenkær Ravnkilde, chief sales and marketing officer, VikingGenetics.

Core business

Science-based bovine genetic products and solutions

Primary export markets

USA, UK, France, the Netherlands, Australia, Germany and New Zealand



¹⁰ Agriculture and Horticulture Development Board (2022). Monitoring consumer attitudes to welfare is crucial. Available from: <https://ahdb.org.uk>

CASE: SKIOLD

Milling knowhow gets to work in South-East Asia

What started as a conversation at a trade fair has developed into a true export adventure for SKIOLD in Vietnam. The end of 2021 marked the biggest milestone to date, when the President of Vietnam attended the opening of the region's largest and most modern facility for paddy rice handling and storage. The Danish agricultural machinery company was the sole supplier.

"Personal relations make a difference in most countries, especially when you are getting established. As we've learned, a chance meeting at a trade fair can be the start of something major," says Erik Petersen, sales director at SKIOLD.

Local collaboration

The Vietnamese venture began in 2015 with the start-up of a sales organisation in collaboration with a local partner.

Initial sales were of feed mills to dairy farms, including the largest dairy farm in South-East Asia. Produced at SKIOLD's manufacturing sites in Denmark, Poland and Spain, the mills equip farmers to produce feed from local raw materials and quickly adjust the feed's composition to the changing nutritional needs of the herd.

Nutritious and sustainable

All grain ingredients are mechanically cleaned, minimising the risk of harmful mycotoxins in the feed due to Vietnam's humid tropical climate.

"Sustainability is our main priority. We export machines that enable local production of safe and nutritious feed, reducing the need to transport feed from other parts of the world and creating jobs for local people," Petersen comments.

Competent team, intelligent technology

Today SKIOLD has established a subsidiary in Vietnam to manage its growing business in the South-East Asia region. This local presence and a highly competent team were key when SKIOLD bid for the project to build the new Hanh Phuc Rice Mill in the Mekong River Delta – the heart of the rice fields in the southern provinces.

Designed to process several hundred thousand tons of paddy rice a year, the plant has a total silo storage capacity of 240,000 tonnes. An intelligent control system manages the temperature, humidity and CO₂ in the silos and ensures high-level traceability for the stored rice.

The plant also includes a first-of-a-kind continuous mixed flow dryer for maximum rice quality – a solution based on decades of grain handling knowhow and adapted to specific needs and conditions in Vietnam.

Now a new business area is looming for SKIOLD's Vietnamese operation. The company has just delivered a big mill for fish feed. Expectations are high that this will be the next business area in an already impressive export journey.

Case based on an interview with Erik Petersen, sales director at SKIOLD.

Top export advice

- » *Always consider local factors when the aim is to sell 'pure origin' Danish technologies.*
- » *Have a strong local support team in place that is close to customers.*
- » *Make sure your products and solutions consistently stand out for their good Scandinavian quality.*

Core business

Products and solutions for grain and seed processing, feed milling and animal farming

Primary export markets

Global



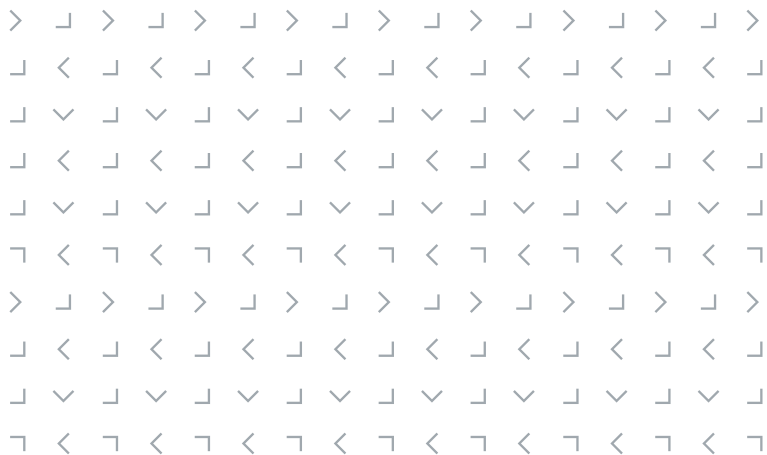


MARKET

MARKET DEEP DIVES

Decision-makers in Japan, South Korea, the UK and Vietnam have a range of beliefs and perceptions about Denmark as a food and agriculture nation. This chapter gives a country-by-country overview of key survey findings and export development figures.

Four top business opportunities have been identified for Danish companies to strengthen their sales dialogue and Denmark's overall position in each market.



Key findings and business opportunities

1. Drive efforts to increase awareness of the Danish brand

Japanese decision-makers have a relatively high awareness of Danish food and agricultural products and solutions compared to the actual trade flow, and most agree that Denmark is a leading food and agriculture nation. This points to high potential to increase sales using the Danish strongholds as a lever.

2. Highlight Denmark as a frontrunner for organic food production

Organic food products have high health potential, according to Japanese decision-makers. Against this backdrop, there is much to gain from highlighting Denmark's position as an organic leader when promoting products and solutions. However, it is important to be aware that organic is understood differently in Japan than in Denmark.

3. Emphasis sustainability, cooperation, animal welfare and quality as Danish strongholds

Japanese decision-makers see sustainability and climate change as the top health challenges in their country. Danish food and agriculture companies should build on their capabilities within sustainability while emphasising their reputation for quality, cooperation and animal welfare.

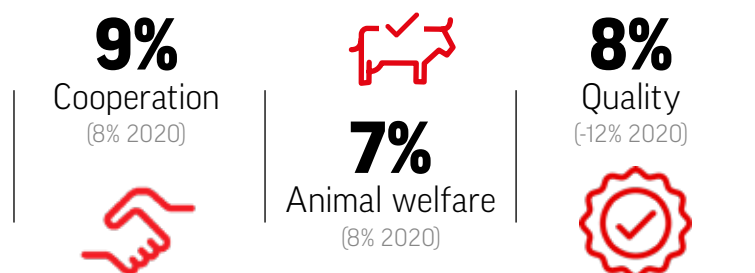
4. Focus on Denmark's high food safety and hygiene standards in market communications

Japanese decision-makers widely regard Denmark as source of technological solutions that can support the development of healthy food products. Stronger communication is recommended about Denmark's leading food safety standards and innovative technology and products for safe and sustainable foods.

Brand awareness & unique selling points

Unaided awareness of Denmark as food and agriculture nation is relatively high (11%), given the geographical distance and the low export flow from Denmark to Japan. Denmark ranks 10th when Japanese decision-makers are asked to name countries that supply food and agricultural products and solutions relevant to their industry. The top five countries for awareness are China (51%), the USA (36%), South Korea (25%), France (21%) and Indonesia (18%).

Top 3 attributes associated with Danish food and agricultural products and solutions



Japanese decision-makers rank Danish products and solutions higher on cooperation, animal welfare and quality than products and solutions from their own country. Compared to 2020, when Japan was last included in the survey, this year's study shows that perceptions of cooperation and animal welfare remain stable, with only slight changes from 8% to 9% and 8% to 7% respectively. Perceptions of quality, however, have improved significantly from -12% to 8%.

On the other hand, Japanese decision-makers have a considerably higher opinion of their own products and solutions with regard to freshness, taste, reliability and organic sourcing. Danish products and solutions are considered 12% less affordable than Japanese products, and only 37% of decision-makers find them good value for money.

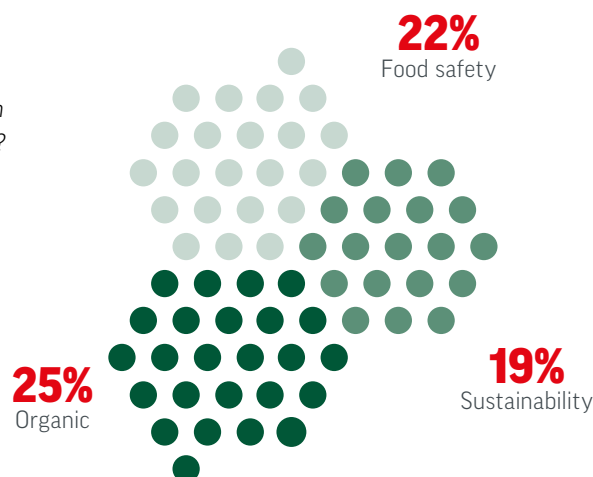
Health and sustainability

Japanese decision-makers link health with organic food, food safety and sustainability. Of these, Denmark only performs better on sustainability, in their view. Organic food, food safety and reliable cleaning and disinfection solutions are their top three when it comes to improving health.

A large majority of Japanese decision-makers – 86% – experience a growing demand from their company’s customers for more healthy food products and solutions. Around two-thirds – 67% – agree that Danish companies offer technological solutions and products that can support the development of healthy food products, while 75% believe that Danish companies can support healthy food production across the value chain.

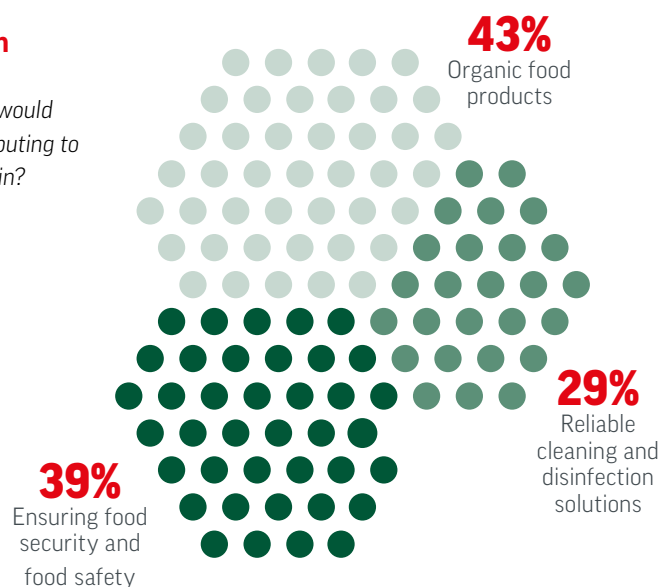
Top 3 health associations related to the food and agriculture sector

What does your company primarily associate with health related to the food and agricultured sector? (open-ended)



Top 3 contributors to better health through the value chain

For your company, which of the following would have the biggest impact in terms of contributing to improved health throughout the value chain?



What Japanese decision-makers say about Danish products and solutions

% who agree or strongly agree with the following statements

67% agree that Danish companies offer technological solutions that can improve the development of healthy products

86% agree that their company's customers demand more healthy food products and solutions

75% agree that Danish companies can offer products and solutions that support healthy food production across the value chain

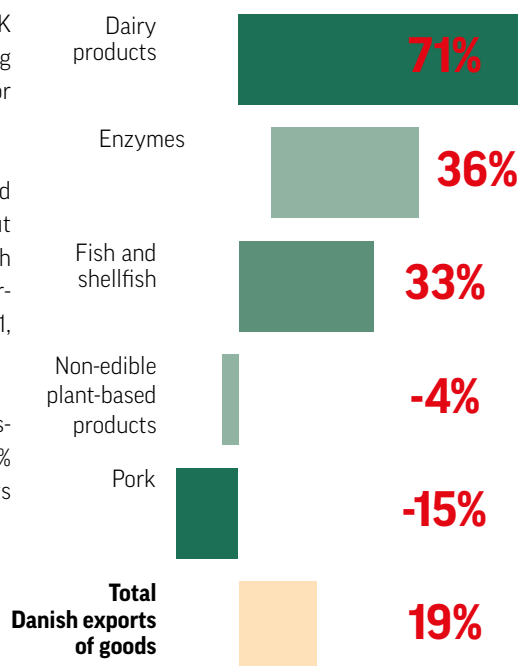
Trading with Japan

Japan is one of Denmark's largest trade partners outside the EU, with exports in continuous growth. In 2021, total goods exports reached DKK 14.7 billion. Food and agricultural goods, including bio-based products and machinery, accounted for 32% of Danish exports to the Japanese market.

Among the top five export categories for food and agricultural goods, dairy products stand out with a 71% increase since 2015. Fish and shellfish and enzymes have also attracted growing interest from the Japanese market from 2015 to 2021, while pork exports have declined in the period.

Food and agricultural machinery is an increasingly important export category, showing 23% growth since 2015. In 2021, machine exports reached DKK 168 million.

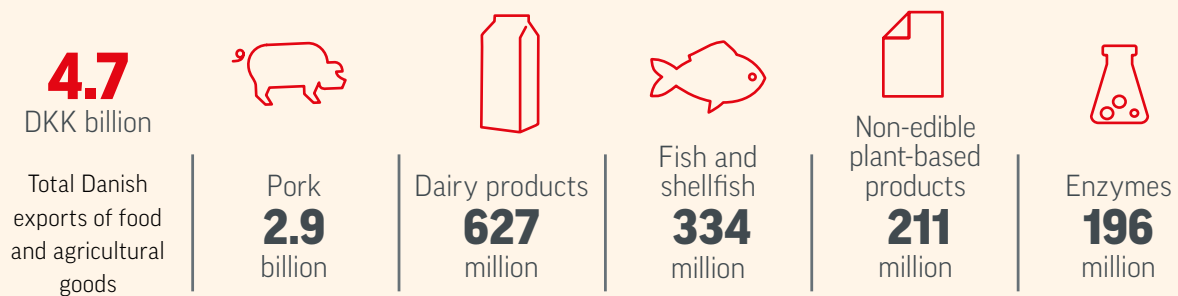
Export development in top 5 categories, 2015-2021



(Statistics Denmark 2021)

Export of food and agricultural goods, 2021

Exports in top 5 export categories



(Statistics Denmark 2021)

GDP per capita

Per capita GDP is a prosperity measure that indicates the value of a country's economic output per citizen. In 2021, per capita GDP in Japan was USD 35,278, which is the same level (0.9% higher) as in 2015. By comparison, per capita GDP in Denmark was 66.1% higher (USD 58,586) in 2021 and has grown 10% since 2015.

Business-relevant consumer insights, 2021

According to a survey conducted by the Danish Agriculture and Food Council, Japanese consumers are concerned about global warming and pandemics, but the most important parameters for them are good taste and food waste. Their main reasons for eating less meat are related to health.

47% find meat and vegetables equally important when planning meals, 32% say meat, poultry or fish are the main part of the meal, and 10% that they start their meal planning with the vegetables.

19% say they eat more vegetables today than two years ago, and 12% say they eat less meat. 73% and 77% say they eat the same amount of vegetables and meat, respectively.

23% of those who have opted out of meat mention health and well-being and 22% high cost as main reasons for doing so.

48% find it important or very important that their food is produced organically.

39% state it is important that food tastes good and that they are concerned about food waste.

32% worry about pandemics.

53% are concerned about global warming.

47% point to virus pandemics as challenges over the next 10-15 years (unlike decision-makers in the survey who expressed much less concern).

37% say they consider climate and sustainability to a large or moderate extent when buying food and drink.

Kantar & Wilke for Danish Agriculture and Food Council, September 2021 (n=2002)



SOUTH KOREA

Market deep dive

Key findings and business opportunities

1. Drive efforts to increase awareness of the Danish brand

Unaided awareness of Denmark as a supplier of relevant food and agricultural products and solutions is relatively high compared to the actual trade flow. With more than half of South Korean decision-makers agreeing that Denmark is a leading food and agriculture nation, there is huge potential to boost exports. This points to high potential to increase sales using the Danish strongholds as a lever.

2. Highlight Denmark as a frontrunner for organic food production

South Korean decision-makers associate health with organic foods but Danish products and solutions do not stand out compared to their own products. Exporting companies could gain from highlighting Denmark's position as an organic leader but should be aware that definitions of organic may vary between markets.

3. Emphasise quality, sustainability and animal welfare as Danish strongholds

Marketing initiatives should emphasise Danish quality, sustainability and animal welfare. Extra efforts are recommended to improve perceptions of Danish products and solutions as good value for money.

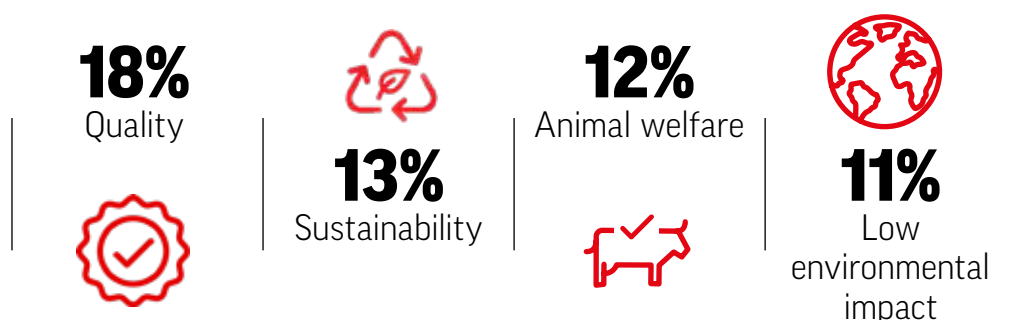
4. Communicate Danish strengths within food safety and organic farming methods

South Korean decision-makers list food safety, minimal antibiotic use and organic farming methods as the primary contributors to better health. They also see food safety as their top health challenge. Danish companies could benefit from highlighting Denmark's best practice organic farming methods and communicating about how their control systems and certifications secure the highest food safety standards.

Brand awareness & unique selling points

South Korean decision-makers have, at 12%, a relatively high unaided awareness of Denmark as a food and agriculture nation, given the geographical distance and low export flow from Denmark to South Korea. This puts Denmark in 10th place on their list of top-of-mind countries for relevant food and agriculture products and solutions. The top five countries for awareness are China (54%), Japan (49%), the USA (46%), Germany (21%) and Indonesia (17%).

Top 4 attributes associated with Danish food and agricultural products and solutions



The decision-makers believe Danish products and solutions are much higher in quality than South Korean products and solutions, also ranking them favourably on sustainability, animal welfare and low environmental impact.

On the other hand, they rank their own products and solutions significantly higher for attributes such as food safety, taste, freshness, transparency and reliability. Danish products and solutions are not seen to be significantly more expensive than domestic products. Nevertheless, just 45% consider them good value for money, despite their perceived higher quality.

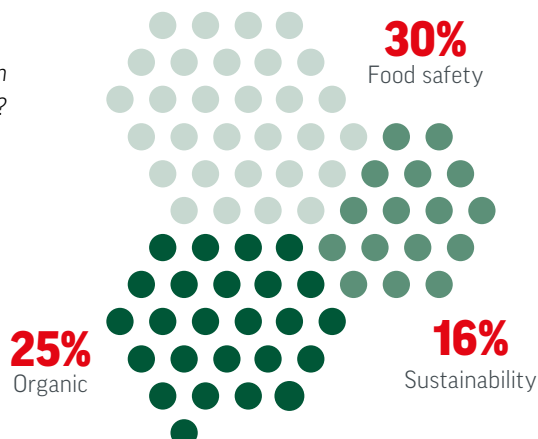
Health and sustainability

South Korean decision-makers associate health with food safety, organic foods and sustainability. In their opinion, Danish exporting companies only perform better than domestic suppliers on sustainability. They see food safety and security, minimal antibiotic use and organic farming methods as the top contributors to health. It is also worth noting that the South Korean government recently upgraded its meat-related food safety requirements in response to a series of import-related incidents.

Most South Korean decision-makers – 83% – experience that their company's customers increasingly demand more healthy food products and solutions. About two-thirds believe that Danish companies offer technological solutions and products that can support the development and production of healthy food products.

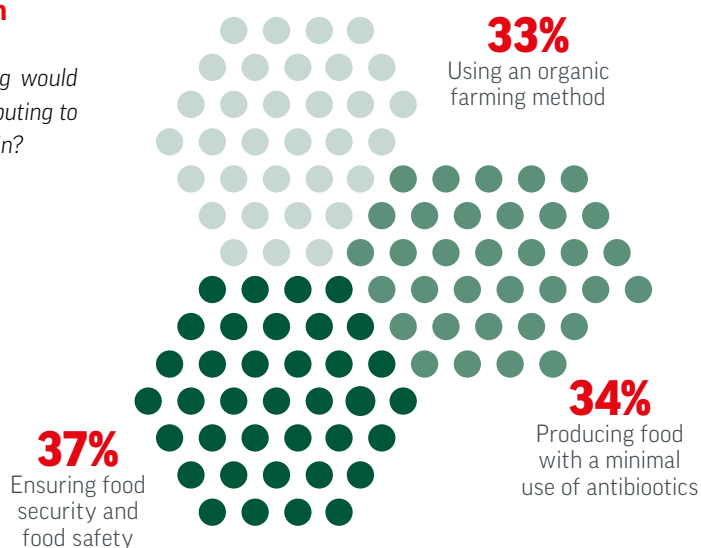
Top 3 health associations related to the food and agriculture sector

What does your company primarily associate with health related to the food and agriculture sector? (open-ended)



Top 3 contributors to better health through the value chain

For your company, which of the following would have the biggest impact in terms of contributing to improved health throughout the value chain?





SOUTH KOREA

What South Korean decision-makers say about Danish products and solutions

% who agree or strongly agree with the following statements

69% agree that Danish companies offer technological solutions that can improve the development of healthy products

83% agree that their company's customers demand more healthy food products and solutions

64% agree that Danish companies can offer products and solutions that support healthy food production across the value chain

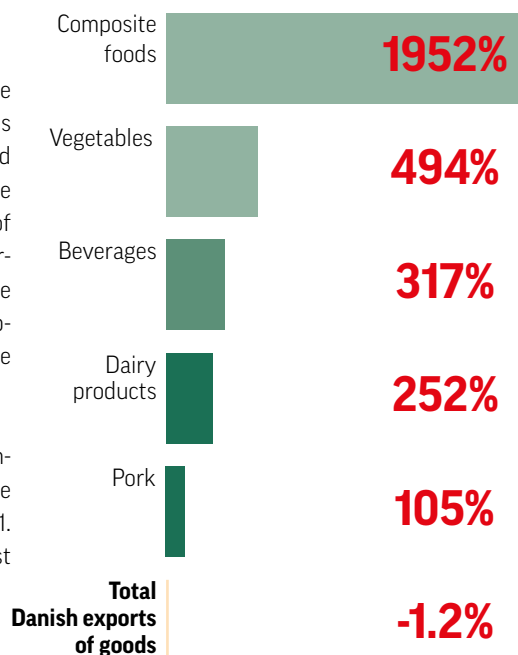
Trading with South Korea

In 2021, Denmark exported goods worth DKK 6.3 billion to South Korea, 30% of which were food and agricultural goods.

Since 2015, all top five export categories have undergone dramatic increases. Composite foods stand out in particular with more than 20-fold growth. Much of this growth is likely to come from sales of products with a high content of dairy fat, such as spreads. Vegetables, beverages and dairy products have also undergone considerable growth. Pork exports, which represent the largest category, have doubled in the period.

Compared to other categories, exports of machinery for the South Korean food and agriculture sector remain small at DKK 66 million in 2021. Nevertheless, they have grown 12% over the past six years.

Export development in top 5 categories, 2015-2021



(Statistics Denmark 2021)

Export of food and agricultural goods, 2021

Exports in top 5 export categories



(Statistics Denmark 2021)

GDP per capita

Per capita GDP is a prosperity measure that indicates the value of a country's economic output per citizen. In 2021, per capita GDP in South Korea was USD 32,645, which is 13.6% higher than in 2015. By comparison, per capita GDP in Denmark was 79.5% higher (USD 58,586) in 2021 and has grown 10% since 2015.

Business-relevant consumer insights, 2022

According to a survey conducted by the Danish Agriculture and Food Council, health and good taste are the most important parameters for South Korean consumers when planning meals, but they also consider climate and sustainability when buying food and drink. Furthermore, food prices are a concern.

43% find meat and vegetables equally important when planning meals, 31% say meat, poultry or fish are the main part of the meal, and 9% that they start their meal planning with the vegetables.

25% say they eat more vegetables today than two years ago, and 13% say they eat less meat. 67% say they eat the same amount of vegetables and meat.

34% of those who have opted out of meat mention high cost and 28% better for health as main reasons for doing so.

45% find it important or very important that their food is produced organically.

51% state that it is important food tastes good, and 39% say they try to follow a varied diet and avoid eating too much.

65% are concerned about global warming and 57% point to pollution as challenges over the next 10-15 years.

69% say they consider climate and sustainability to a large or moderate extent when buying food and drink.

Kantar for Danish Agriculture and Food Council, May/June 2022 (n=2047)



UNITED KINGDOM

Market deep dive

Key findings and business opportunities

1. Use the high awareness of Denmark as a platform for boosting sales

Unaided awareness of Denmark as a food and agriculture nation is relatively high among UK decision-makers. Most agree that Denmark is a leading food and agriculture nation. Active use of this high awareness and Denmark's image as a reliable and innovative country of origin may give sales a boost.

2. Highlight Denmark as a frontrunner for organic food production

UK decision-makers believe that organic food products have the greatest positive impact on health. On this basis, it makes sense to highlight Denmark's position as an organic leader when promoting Danish products. Danish products and solutions are still rated favourably on sustainability and animal welfare compared to UK products and solutions but have lost terrain. This points to a need to showcase Danish products and solutions within these areas.

3. Emphasise quality and value for money as Danish strongholds

Danish products and solutions receive a favourable rating for their quality and value for money. These are strengths that can accommodate the need for reliable and affordable food through the UK's current cost of living crisis, which is a major concern for consumers.

4. Communicate Danish capabilities within sustainable food systems

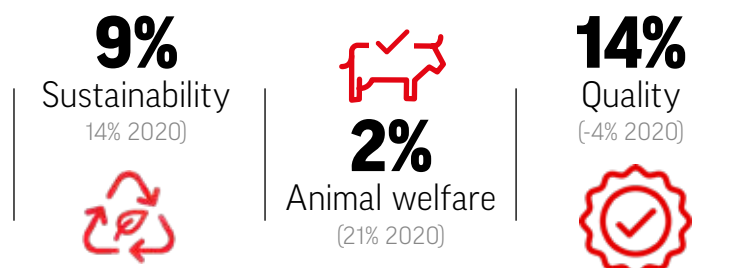
UK decision-makers list sustainability, affordable food and production costs as the top health challenges in their country, and they see Danish companies as strong suppliers of technological solutions. Danish food and agricultural companies have an opportunity to build on this foundation by communicating their ability to support decision-makers with cost-effective investments in a more sustainable food system.

Brand awareness & unique selling points

At 25%, unaided awareness of Denmark as a food and agriculture nation is relatively high. Denmark comes fifth when UK decision-makers are asked to name countries that are leading suppliers of food and agricultural products and solutions relevant to their industry. They are more aware of France (38%), Germany (32%), the USA (29%) and Spain (27%).

The last time the UK was included in the Food Nation annual survey was in 2020. Then, unaided awareness of Denmark as a food and agriculture nation was relatively low (7%). The relative significant improvement in awareness among UK decision-makers may be due to a strong branding effort. Another explanation could be that inflation and the supply chain disturbances caused by COVID-19 have forced decision-makers to seek new business partners in other markets, including Denmark. The UK's departure from the EU has led to changes in import-export regulations. As these are still not entirely in place, the full impact on Danish exports to the UK has yet to be seen.

Top 3 attributes associated with Danish food and agricultural products and solutions



UK decision-makers rate Danish products and solutions more favourably for sustainability, animal welfare and quality compared to products and solutions from the UK. However, since 2020, their positive view has declined from 14% to 9% for sustainability and, even more sharply, from 21% to 2% for animal welfare. Their perception of Danish versus UK quality, on the other hand, has risen from -4% to 14%.

UK decision-makers regard domestic products and solutions as more authentic, affordable and reliable than those from Denmark and believe that the UK delivers higher flexibility and food safety and is significantly better at cooperation. Even though Danish products and solutions are rated as 13% less affordable than UK products, 61% of decision-makers find they are good value for money.

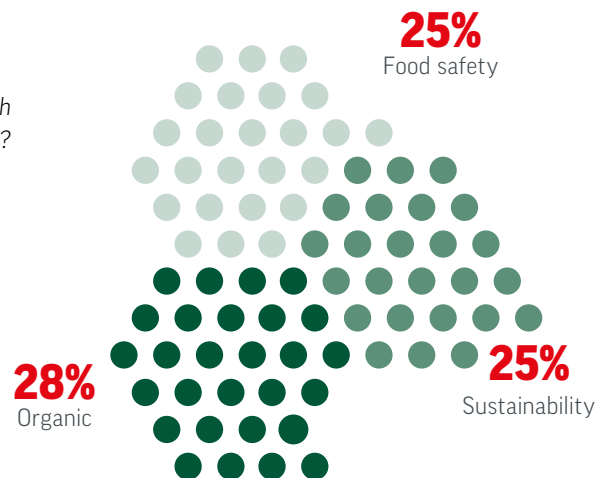
Health and sustainability

UK decision-makers connect health with organic, sustainability and food safety. Of the three, they only regard Denmark as a better performer on sustainability. Organic food, food safety and plant-based food products, they believe, have the greatest impact on health overall.

Most UK decision-makers (83%) experience that their customers are demanding more healthy food products and solutions. As many as 82% regard Danish companies as strong suppliers of technological solutions and products that can support their company's development of healthy products, while 73% say Danish products and solutions can support healthy food production across the value chain.

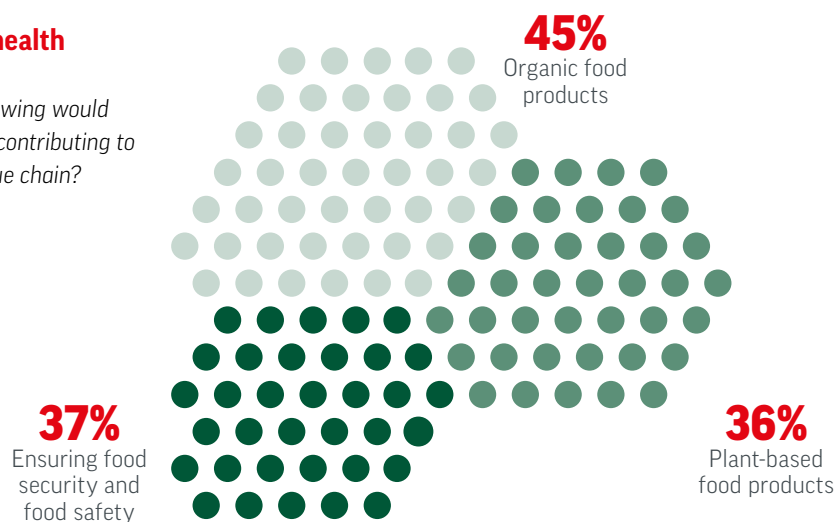
Top 3 health associations within the food and agriculture sector

What does your company primarily associate with health related to the food and agriculture sector? (open-ended)



Top 3 contributors to better health through the value chain

For your company, which of the following would have the biggest impact in terms of contributing to improved health throughout the value chain?





What UK decision-makers say about Danish products and solutions

% who agree or strongly agree with the following statements

82% agree that Danish companies offer technological solutions that can improve the development of healthy products

83% agree that their company's customers demand more healthy food products and solutions

73% agree that Danish companies can offer products and solutions that support healthy food production across the value chain

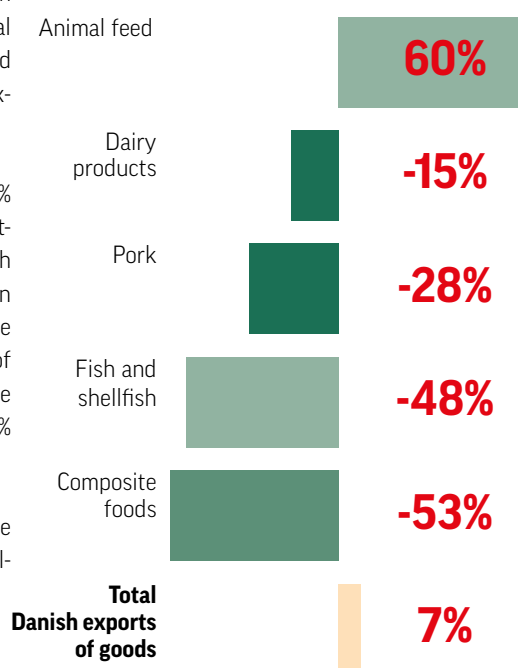
Trading with the UK

The UK is one of Denmark's long-standing key trading partners, importing Danish goods worth DKK 42.1 billion in 2021. Food and agricultural goods, which include bio-based products and machinery, accounted for 23% of total Danish exports to the UK in 2021.

Although total Danish exports have increased 7% since 2015, food exports have fallen significantly in the top five export categories. Pork, which represents the largest export category, is down 28%. Most of this decline (20%) has taken place since 2020 due to the combined effects of COVID-19 and Brexit¹¹. Among the top five export categories, animal feed stands out for 60% growth from 2015 to 2021.

In 2021, total exports of machinery for use by the food and agriculture sector reached DKK 507 million, which is a 7% increase since 2015.

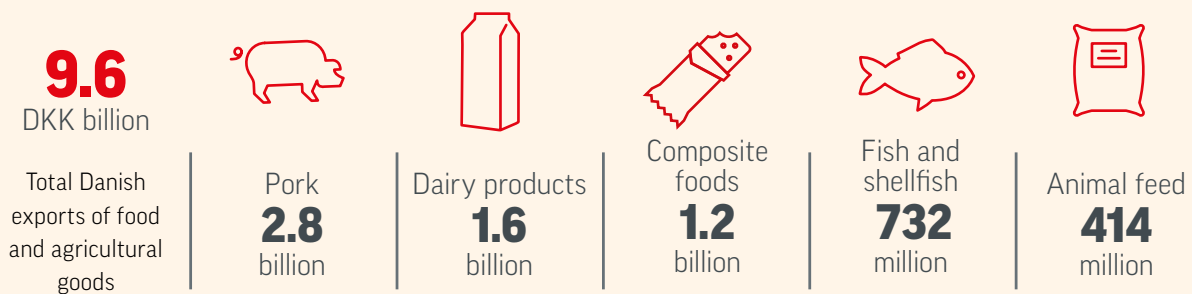
Export development in top 5 categories, 2015-2021



(Statistics Denmark 2021)

Export of food and agricultural goods, 2021

Exports in top 5 export categories



(Statistics Denmark 2021)

GDP per capita

Per capita GDP is a prosperity measure that indicates the value of a country's economic output per citizen. In 2021, per capita GDP in the UK was USD 46,209, which is 1.8% higher than in 2015. By comparison, per capita GDP in Denmark was 26.8% higher (USD 58,586) in 2021 and has grown 10% since 2015.

Business-relevant consumer insights, 2021

According to a survey conducted by the Danish Agriculture and Food Council, consumers in the UK are concerned about environmental pollution and food waste. Their main reasons for eating less meat are, however, related to health and animal welfare and not climate considerations.

35% find meat and vegetables equally important when planning meals, 41% say meat, poultry or fish are the main part of the meal, and 10% that they start their meal planning with the vegetables.

33% say they eat more vegetables today than two years ago, and 23% say they eat less meat. 60% and 62% say they eat the same amount of vegetables and meat, respectively.

46% of those who have opted out of meat mention health and 36% animal welfare as main reasons for doing so.

41% find it important or very important that their food is produced organically.

48% are concerned about food waste, and 44% state that it is important food tastes good.

41% are concerned about climate change.

54% point to the accumulation of plastic in nature and the clearing of rainforest as primary challenges over the next 10-15 years.

41% say they consider climate and sustainability to a large or moderate extent when buying food and drink.



Key findings and business opportunities

1. Drive efforts to increase awareness of the Danish brand

Vietnamese decision-makers have a relatively high unaided awareness of Denmark compared to the actual trade flow. Half perceive Denmark as a leading food and agriculture nation. This suggests a huge potential for increasing sales.

2. Highlight Denmark as a frontrunner for organic food production

Denmark ranks significantly lower for organic products and solutions than Vietnam's own domestic suppliers, decision-makers say. On this basis, there is much to be gained from highlighting Denmark's capabilities as a global organic leader, while bearing in mind that the Vietnamese market has a different understanding of organic.

3. Emphasise innovation, science, quality and cooperation as Danish strongholds

Denmark has built a strong reputation among Vietnamese decision-makers for innovation, science-based products and solutions, quality and cooperation – all recognised Danish strongholds. More than half of decision-makers also recognise Danish food and agricultural products and solutions as good value for money. Increased emphasis on the strongholds in marketing strategies may build on this competitive advantage.

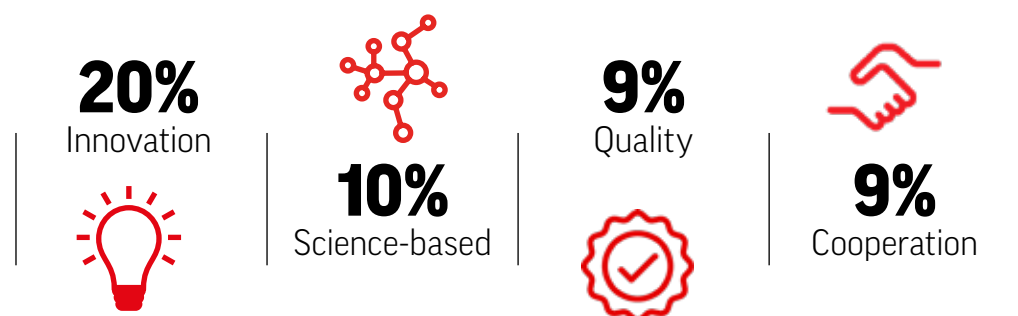
4. Enable the implementation of Danish organic farming methods and food safety standards

Vietnamese decision-makers draw strong links between health and food safety, organic and sustainability. Organic farming methods are, consequently, seen as important contributors to healthy foods. Danish companies have an excellent opportunity to support the implementation of organic farming and raise awareness of Denmark's high food safety standards, which are an important stronghold.

Brand awareness & unique selling points

Unaided awareness of Denmark as a food and agriculture nation is a relatively high 10%, given the geographical distance and low export flow from Denmark to Vietnam. When Vietnamese decision-makers are asked to name top-of-mind countries for relevant food and agricultural products and solutions, Denmark comes in 12th place. The top five countries for awareness are China (48%), Japan (35%), the USA (24%), France (15%) and Indonesia (15%).

Top 4 attributes associated with Danish food and agricultural products and solutions



Vietnamese decision-makers perceive Danish food and agricultural products and solutions as significantly more innovative than products and solutions from their own country. Compared to domestic competitors, they also give a higher rating to the science-based nature of Danish products and solutions along with quality and cooperation.

However, they regard Vietnamese companies as better performers when it comes to organic foods, freshness and taste.

Although Danish products and solutions are not seen as affordable, 53% of Vietnamese decision-makers still find they are good value for money.

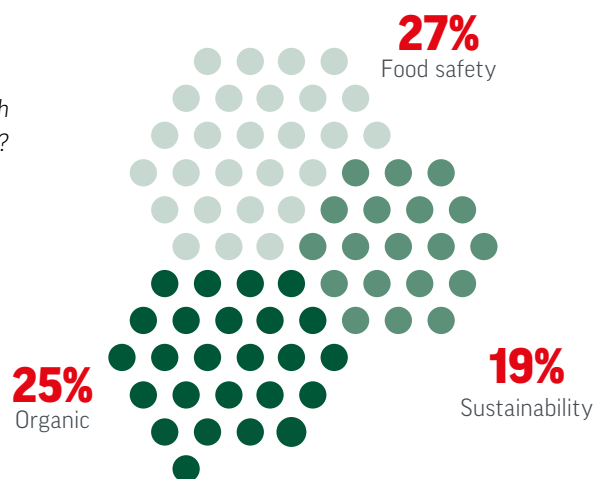
Health and sustainability

Vietnamese decision-makers link health with food safety, organic and sustainability. Of these, they only regard Danish exporters as better performers than domestic companies on sustainability. Organic food, food safety and organic farming methods have the greatest impact on health, in their opinion.

As many as 90% of Vietnamese decision-makers experience that their company's customers continue to demand more healthy food products and solutions. The majority – 71% – also believe that Danish companies can offer technological solutions that can improve the development of healthy foods, while 75% agree that Danish products and solutions benefit the production of healthy foods across the value chain.

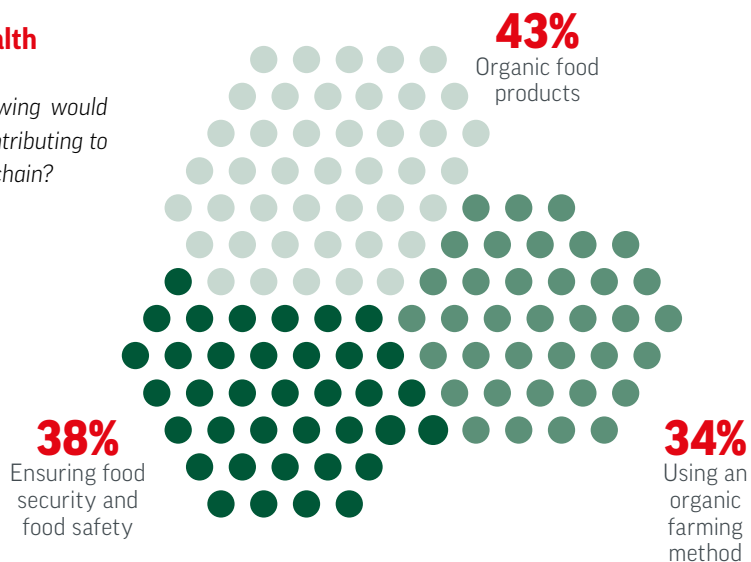
Top 3 health associations related to the food and agriculture sector

What does your company primarily associate with health related to the agriculture and food sector? (open-ended)



Top 3 contributors to better health through the value chain

For your company, which of the following would have the biggest impact in terms of contributing to improved health throughout the value chain?





What Vietnamese decision-makers say about Danish products and solutions

% who agree or strongly agree with the following statements

71% agree that Danish companies offer technological solutions that can improve the development of healthy products

90% agree that their company's customers demand more healthy food products and solutions

75% agree that Danish companies can offer products and solutions that support healthy food production across the value chain

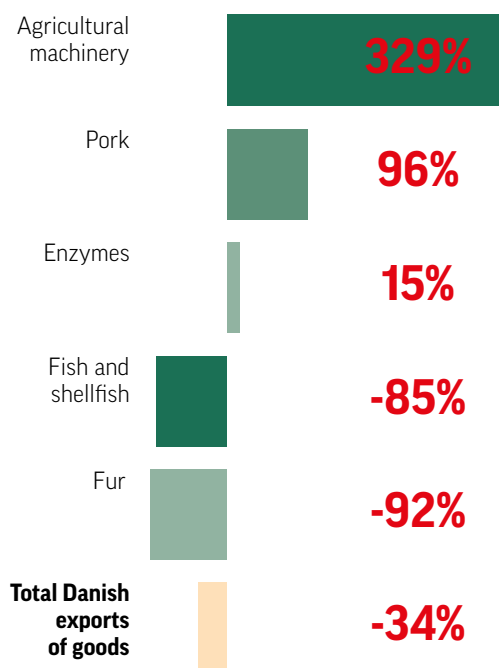
Trading with Vietnam

Vietnam is a small trading partner for Denmark. Goods exports totalled DKK 1.8 billion in 2021, 34% of them food and agricultural goods.

Total Danish exports to Vietnam have fallen 34% since 2015. Among the top five export categories for food and agricultural goods, fish, shellfish and fur exports have undergone the most dramatic decline. Exports of fish and shellfish have declined 85%, while fur exports have fallen 92% following Denmark's mass mink cull in response to COVID-19 outbreaks at mink farms.

Food and agricultural machinery is an increasingly important export category, growing 166% since 2015. In 2021, total machine exports reached DKK 90 million, primarily exports of agricultural machinery, which have quadrupled since 2015. These sales include a wide range of machinery and components for farming, forestry, feed production and seed/grain processing. Pork is also attracting increasing interest from the Vietnamese market, with exports almost doubling in the period.

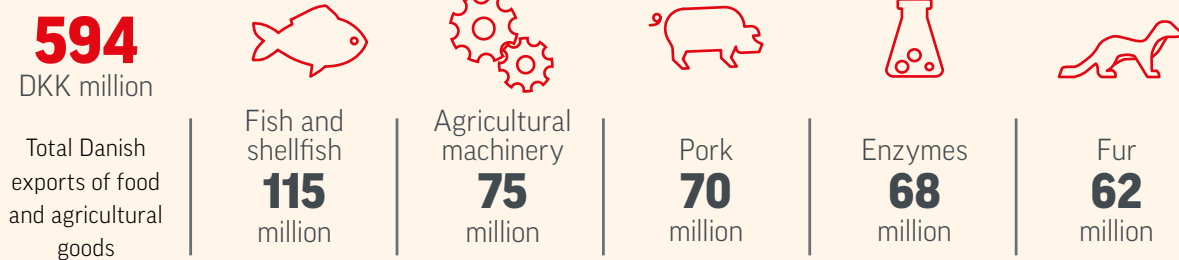
Export development in top 5 categories, 2015-2021



(Statistics Denmark 2021)

Export of food and agricultural goods, 2021

Exports in top 5 export categories



(Statistics Denmark 2021)

GDP per capita

Per capita GDP is a prosperity measure that indicates the value of a country's economic output per citizen. In 2021, per capita GDP in Vietnam was USD 3,373. This is 30.7% higher than in 2015. By comparison, per capita GDP in Denmark was more than 16 times higher (USD 58,586) in 2021 and has grown 10% since 2015.

Business-relevant consumer insights, 2022

According to a survey conducted by the Danish Agriculture and Food Council, Vietnamese consumers consider climate and sustainability when buying food and drink. However, they state health and well-being as the primary reasons for eating less meat.

48% find meat and vegetables equally important when planning meals, 25% say meat, poultry or fish are the main part of the meal, and 16% that they start their meal planning with the vegetables.

66% say they eat more vegetables today than two years ago, and 25% say they eat less meat. 27% and 53% say they eat the same amount of vegetables and meat, respectively.

54% of those who have opted out of meat believe it is better for the body, while 48% mention that more and better plant-based dishes have become available.

88% consider it important or very important that their food is produced organically.

51% worry about antibiotics/pesticides and chemical residues in their food, while 47% are concerned about climate change.

74% are concerned about pollution and 67% point to global warming as challenges over the next 10-15 years.

89% say they consider climate and sustainability to a large or moderate extent when buying food and drink.

Kantar for Danish Agriculture and Food Council, May/June 2022 (n=1036)



STRONG

DANISH STRONGHOLDS

Food Nation creates awareness of Denmark as a frontrunner for innovative, sustainable and effective food products and solutions. This includes highlighting the following strongholds, which Danish food and agricultural companies can use to advantage – both to boost their own exports and branding and to strengthen Denmark's international brand.

HEALTH

Denmark is a source of extensive experience and know-how for solving global health challenges. Through partnerships between knowledge institutions, public authorities and the Danish food and agriculture sector, Denmark can deliver natural, healthy and highly nutritious food products and solutions.

SUSTAINABILITY

Denmark is globally recognised for sustainable food and agriculture production and has led the world in producing solutions with minimal emissions, high resource efficiency and a small carbon footprint. We strive constantly to do better.

QUALITY & SAFETY

Around the world, Danish food products are synonymous with high quality, reliability and excellent hygiene. Our stringent production methods and innovative solutions ensure Danish food products stand out for their impeccable quality and food safety standards.

ORGANIC

Denmark has been on the world map as an organic frontrunner since the introduction of the state-controlled organic Ø-label in 1987. Today, consumers demand more natural and organic food products than ever – an area in which Danish food and agriculture companies excel.

INGREDIENTS

Denmark's high concentration of ingredient companies and expertise represents an ecosystem of knowledge and innovation. The ingredient industry is skilled in developing solutions that enable feed and food manufacturers to make better use of resources, improve access to nutrition and support the health and wellbeing of livestock and consumers.

INNOVATIVE TECHNOLOGY

The green transition of the food and agriculture sector depends on innovative technology. New smart solutions support the world's rising demand for safe and nutritious food by making it possible to produce more with less, increase efficiency and minimise energy consumption.

COLLABORATION

Denmark's collaborative culture is at the heart of the Danish food cluster's reputation for ground-breaking innovation, high productivity and trustworthiness. Public-private partnerships are common. Collaborative efforts have raised Danish food quality and safety to world-leading standards.

GASTRONOMY

Denmark has achieved worldwide fame for its New Nordic Cuisine and a new generation of chefs, who continue to develop Danish food culture. The objective is to make the most of seasonal raw materials at every step of the food value chain. Danish cuisine is a role model for dynamic development in line with global trends.

*Interested in reading more about the strongholds in the Danish food and agriculture cluster?
Download our white papers at www.foodnationindenmark.com/toolbox*



ABOUT

ABOUT FOOD NATION

Food Nation is a non-profit partnership established by the Danish government and leading private organisations and companies. As a branding consortium, Food Nation exists to create awareness of Denmark as a frontrunner within innovative, sustainable and efficient food production and to provide a gateway for international stakeholders who seek information about food and agricultural products and solutions that are 'Made by Denmark'.

Food Nation welcomes international delegations to its visitor centres in Copenhagen and Aarhus. By joining a interactive tour, you and your business partners will be introduced to the Danish food and agricultural strongholds.

Find out more about Food Nation's services and arrange a visit to the visitor centres at www.foodnationdenmark.com.

THE FOOD NATION VIRTUAL UNIVERSE

Enter the Food Nation Virtual Universe where you can explore and experience the strongholds of the Danish food and agriculture sector right across the value chain. Inspirational webinars, digital publications, videos and on-line talks will introduce you to how Denmark is contributing to the green transition.

Start exploring here:
<https://live.foodnationdenmark.com/>

FREE MARKETING MATERIAL

Food Nation provides Danish companies with insights and marketing materials to support their export journey. Visit www.foodnationdenmark.com/toolbox to download:

- Insight reports
- Publications, including white papers and cases
- Fact sheets and food facts
- On-demand webinars

ABOUT THE REPORT

This insight report is the fourth annual report on Denmark's image as a food and agriculture nation.

If you are interested in obtaining the data behind this report, feel free to contact Food Nation at foodnation@foodnationdenmark.dk.



Follow us on social media





CONTACT

Food Nation
Vesterbrogade 4A, 4th floor
1620 Copenhagen V
foodnation@foodnationdenmark.dk
+45 2491 4050

www.foodnationdenmark.com



Solutions of tomorrow
By Denmark



Solutions of tomorrow
By Denmark