

The Danish Organic Cuisine Label

How Denmark is pushing organic produce into professional kitchens



LEADING ORGANIC FOOD CLUSTER



- Organic Denmark represents the whole value chain and cooperate on the development of the organic production and consumption
- Organic Denmark is the only independent professional voice for organic production in Denmark

ORGANIC DENMARK REPRESENTED IN



- Counseling office for organic farmers



- Fund to support organic farmers

VISION AND MISSION

VISION

A world that thinks and acts organically – to the delight of human beings, animals and our earth.

MISSION

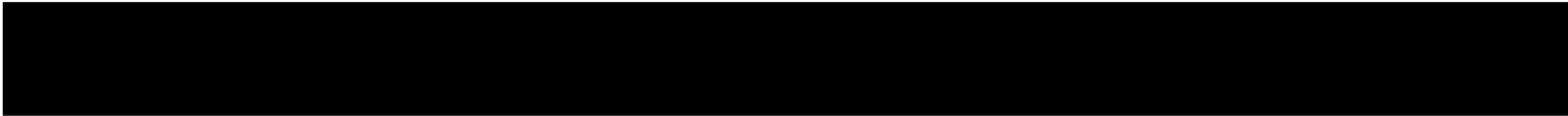
We pave the way for more and better organics – using new solutions, cooperation and a significant safeguarding of interests.

OUR 2030 TARGET

30% of agricultural farmland is organic

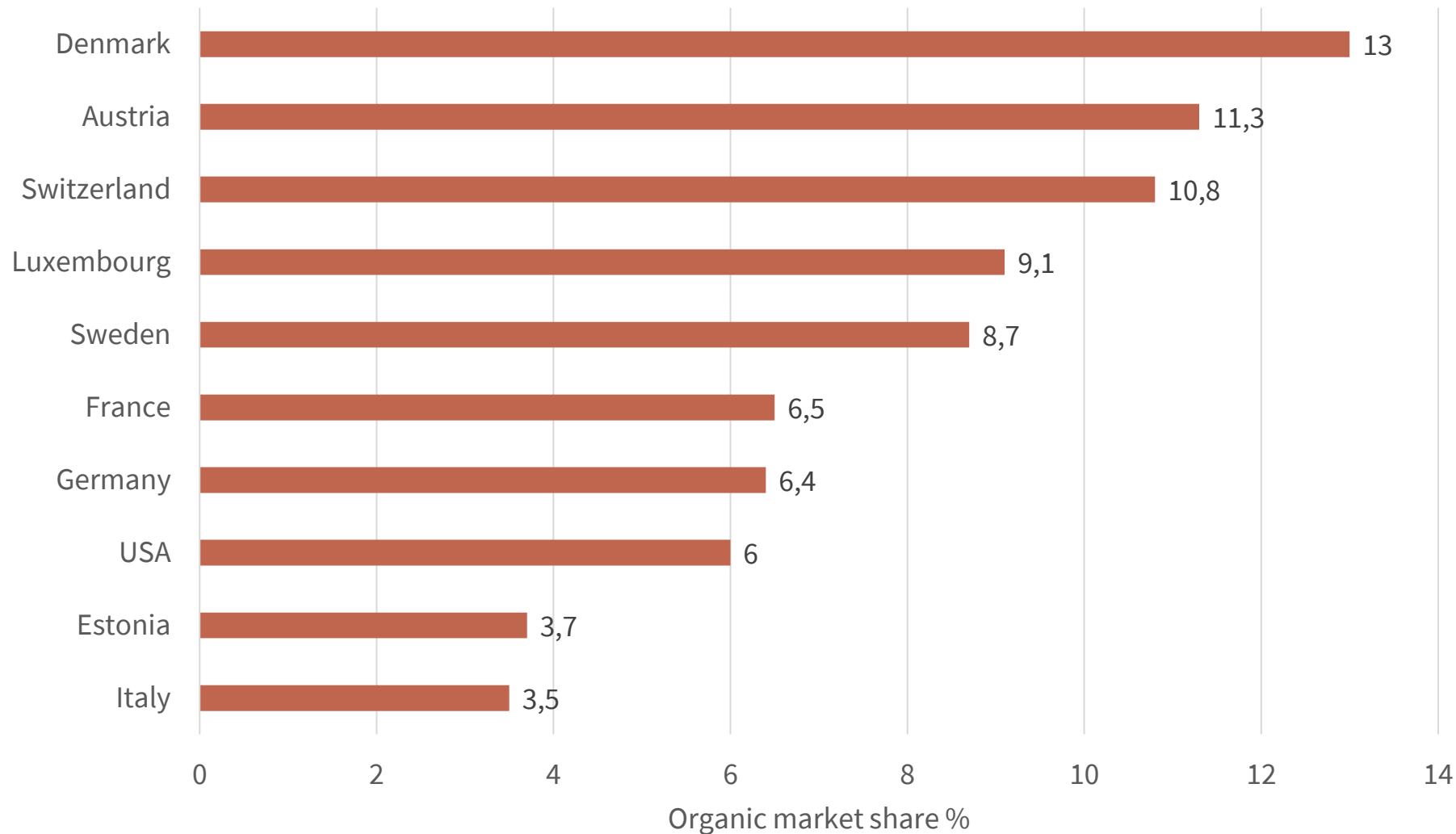
30% of food consumption is organic





WORLD LEADING ORGANIC NATION

Top 10 organic
market share 2020



11,7% OF DENMARK'S AGRICULTURAL AREA IS FARMED ORGANIC

Total organic area: 310.210 acres

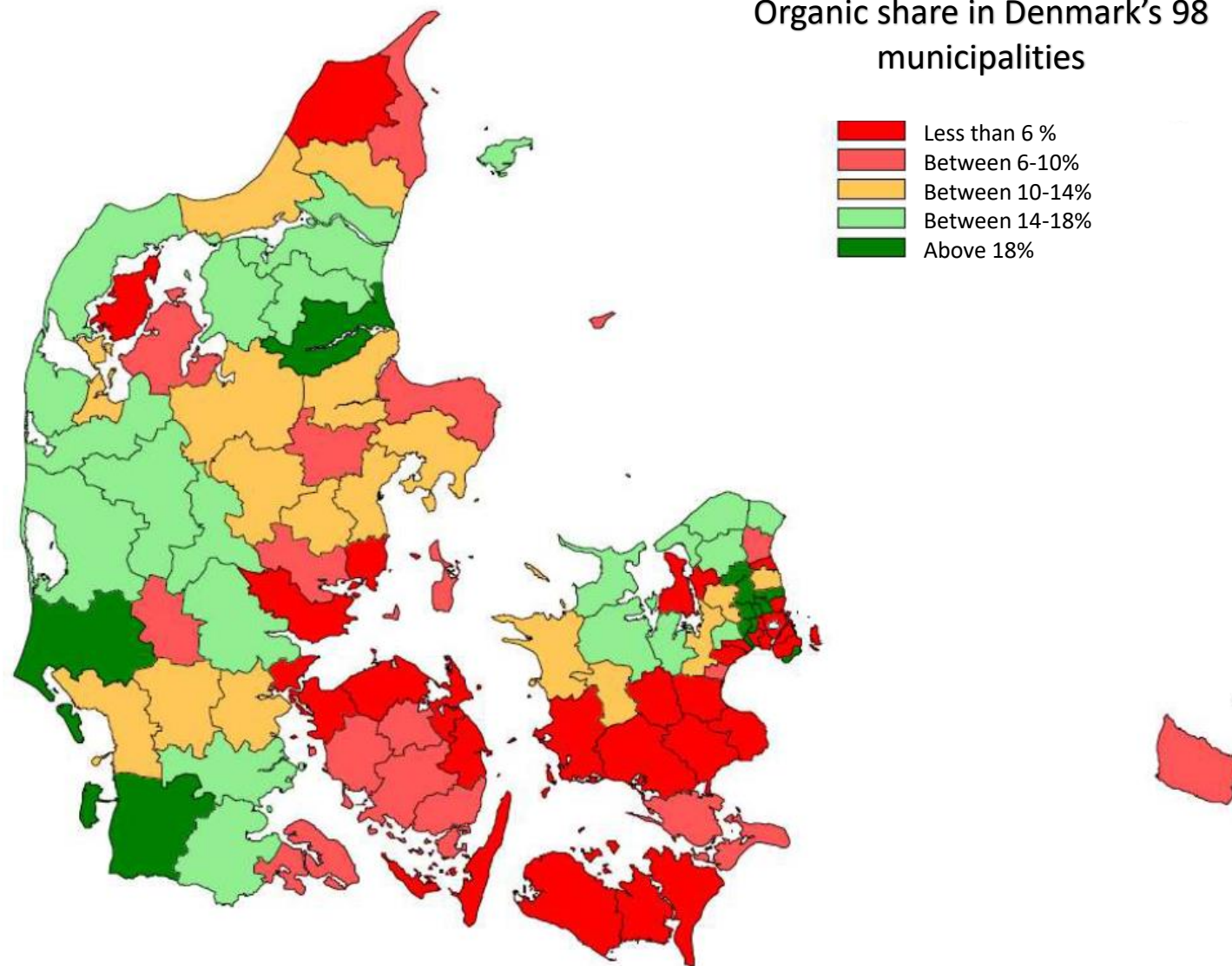
Equals

11,7 % of the total
agricultural area

Increase from 2020- 2021

Ca. 9.000 acres
Equivalent to 3%

Organic share in Denmark's 98 municipalities



THE ORGANIC CUISINE LABEL

- A state guaranteed label indicating that a kitchen is serious about organics – owned by Ministry of Food, Agriculture, and Fisheries
- Measures the total percentage of organic raw ingredients and beverages in an eatery
- Available in three versions; **Gold** (90-100%), **Silver** (60-90%) and **Bronze** (30-60%)
- Encompasses all types of professional kitchens in Denmark: Hospitals, schools, daycares, cafeterias, cafés, restaurants, and catering.





**Ministry of Environment
and Food of Denmark**

Danish Veterinary and
Food Administration

THE ORGANIZATION OF THE LABEL

- Housed in The Ministry of Food, Agriculture and Fisheries, driven and controlled by the Danish Veterinary and Food Administration (DVFA)
- A voluntary labeling system – designed to push more organic products into the food service sector
- All food establishments are inspected by DVFA-controllers **yearly** (hygiene, produce handling and storage, etc.) and are awarded *smileys*. 😊😊😊😊😊
- The DVFA also inspects all organic kitchens, their organic accounting and the stated organic percentage/carat to ensure transparency through **yearly in-house inspections**.
- Sanctions and fines are given out for not meeting the mediated label/organic percentage


GARANTI FOR ØKOLOGI
PÅ MENUEN



COMPANY PoV – COSTS, TIME AND COMMITMENT

- **Free!** No initial or ongoing costs related to the Organic Cuisine Label for companies and kitchens
- Apply for The Organic Cuisine Label by presenting the organic accounting from the past three months
- One formal application – internal accounting afterwards to be inspected yearly by the DVFA
- When approved, kitchens receive a marketing starter package with materials, posters and online visibility

The latest recipients of The Organic Cuisine Label

 Jendan, Dampfærgvej. Bistro KØBENHAVN Ø	 Jendan, Bredgade. Bistro KØBENHAVN K	 The Social ! FREDERIKSBERG	 Hotel Christiansminde SVENDSBORG
---	--	--	--

[MAP OF ALL RECIPIENTS OF THE ORGANIC CUISINE LABEL \(IN DANISH\)](#) 

[illegible]

The organic accounting sheet is filled out by the kitchen either monthly or quarterly

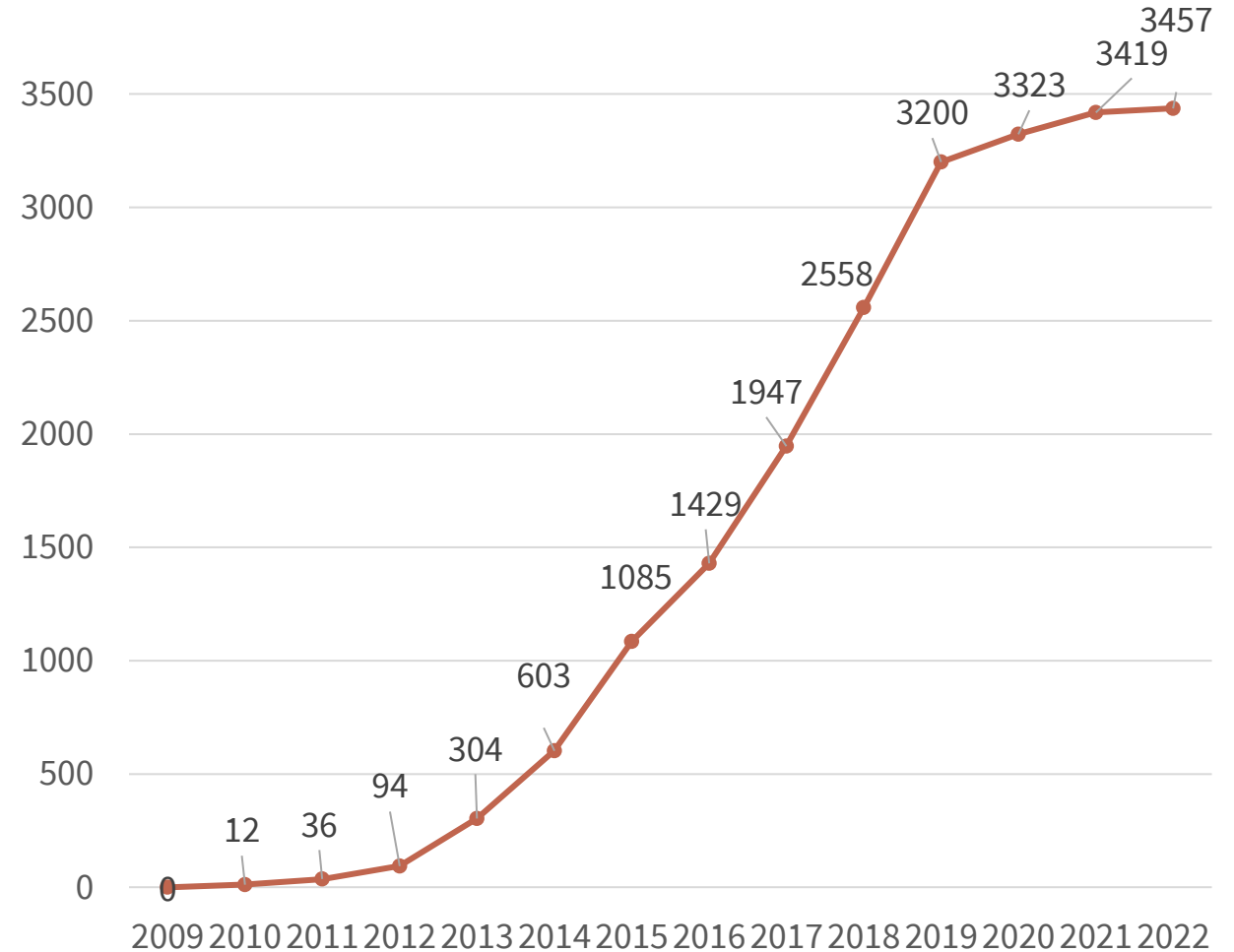
GROWTH AND DEVELOPMENT

3.457 eateries



Distribution by types of eateries:

- Public institutions, cafeterias, and hospitals: **3.035**
- Hotels, restaurants, cafes, and catering: **413**



Source: Ministry of Food, Agriculture, and Fisheries of Denmark

PUBLIC KITCHENS AS ORGANIC FRONTRUNNERS

- Public institutions, cafeterias, and hospitals are organic frontrunners (**88%**)
- Organic catering as a (partly) a political decision – municipal organic minimum requirements
 - 30% of Denmark's 98 municipalities have an organic catering policy.
 - 93 % of Denmark's 98 municipalities have at least 5 organic public kitchens (Copenhagen has +700)
- No financial government support is given for incorporating the Organic Cuisine Label in public kitchens
- No increase in budget forces organic kitchens to be more creative and re-develop menus, take food waste seriously and think *greener*



The Organic Cuisine Label

Ministry of Food, Agriculture and Fisheries of Denmark

ØKOLOGISK LANDSFØRNING

Site på Dansk

Hotel & restaurant UK

Organic accounting sheet, application and control Design marketing materials Materials FAQ

Du er her: English splashpage (unused) > Hotel & restaurant UK

THE ORGANIC CUISINE LABEL IS MY GUARANTEE

"I am serious about organics"

What is the Organic Cuisine Label?

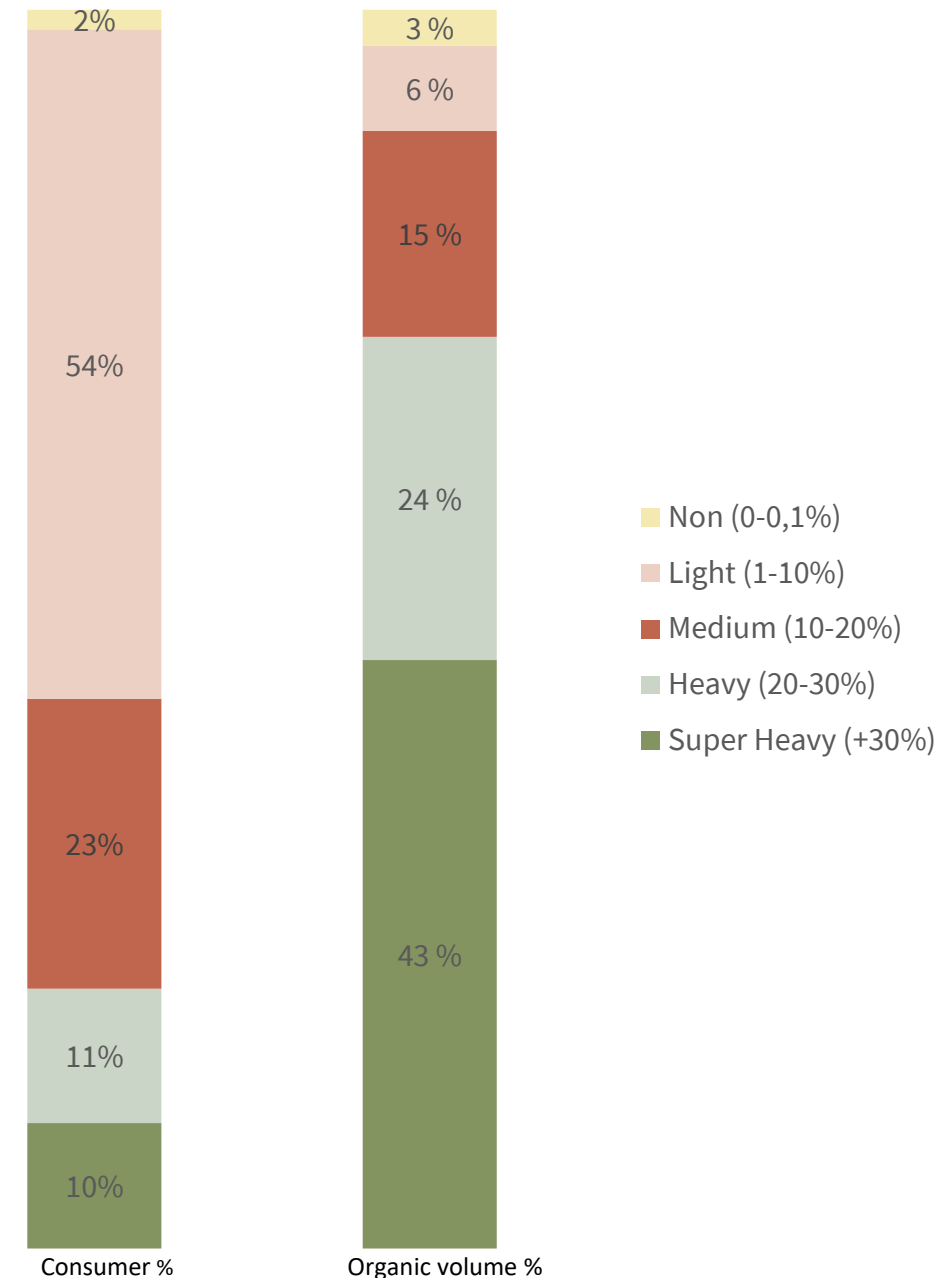
3457
organic eateries

Organic Cuisine Label's website – www.Oekologisk-spisemaerke.dk

ORGANIC PUSH AND/OR PULL

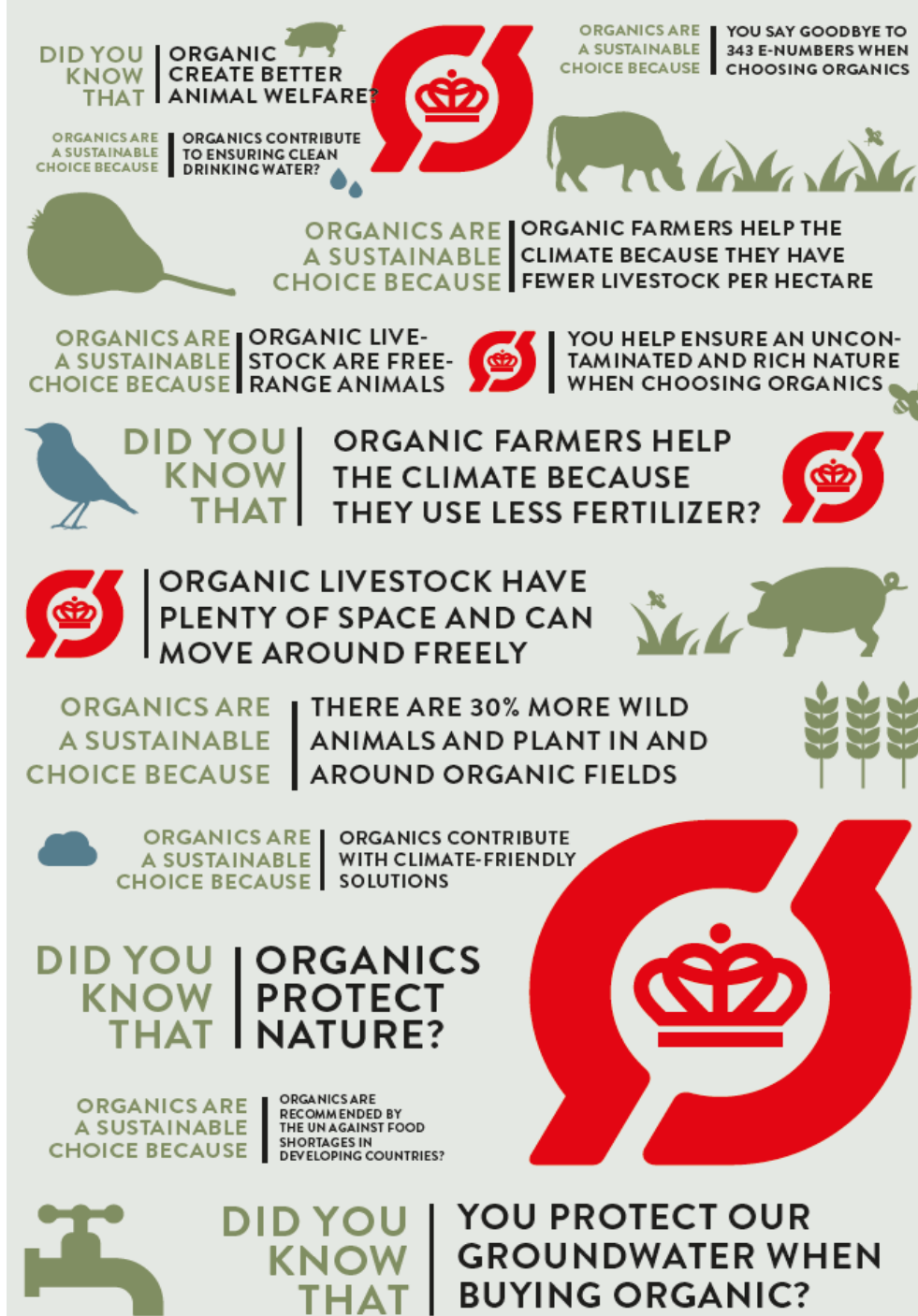
- Only 12 % of The Organic Cuisine Labels are found in HoReCa (**413**)
- Increasing consumer demand for organic meals when eating out is the main driver for restaurants, cafés and hotels *to turn* organic
- Lack of awareness and knowledge about the label - and therefore a lack demand from the majority customers and consumers is major barrier for restaurants and cafés
- Campaigns by both **Organic Denmark** and **The Danish Veterinary and Food Administration (DVFA)** are designed to inform consumers about the organic possibilities within HoReCa
- An ongoing **push/pull-strategy** ensures the further development of the Organic Cuisine Label

High-Medium-Low organic shoppers – January-June 2022



INICIAL AND PRESENT BARRIERS

- A slow start – *only* 94 organic eateries the first 4 years
- Still underrepresented in the private foodservice sector
- Organic visions and goals are politically driven in Denmark's 98 municipals - not all have organic minimum requirements
- Many kitchens opt for conventional Danish products as a more sustainable solution
- Organic food is considered too expensive
- Lack the professional skills that an organic restructuring requires
- “We choose to be sustainable instead of organic...” – A lack of knowledge about the sustainable benefits related to The Organic Cuisine Label



A TOOL FOR A MORE CLIMATE-FRIENDLY AND SUSTAINABLE KITCHEN PROFILE

Scenario:

Organic produce is more expensive – no increase in budget in kitchens



Forces kitchen to cut down on animal protein – smaller quantities and better quality



Requires minimum food waste and new creative ways to use everything



More organic and local greens in season

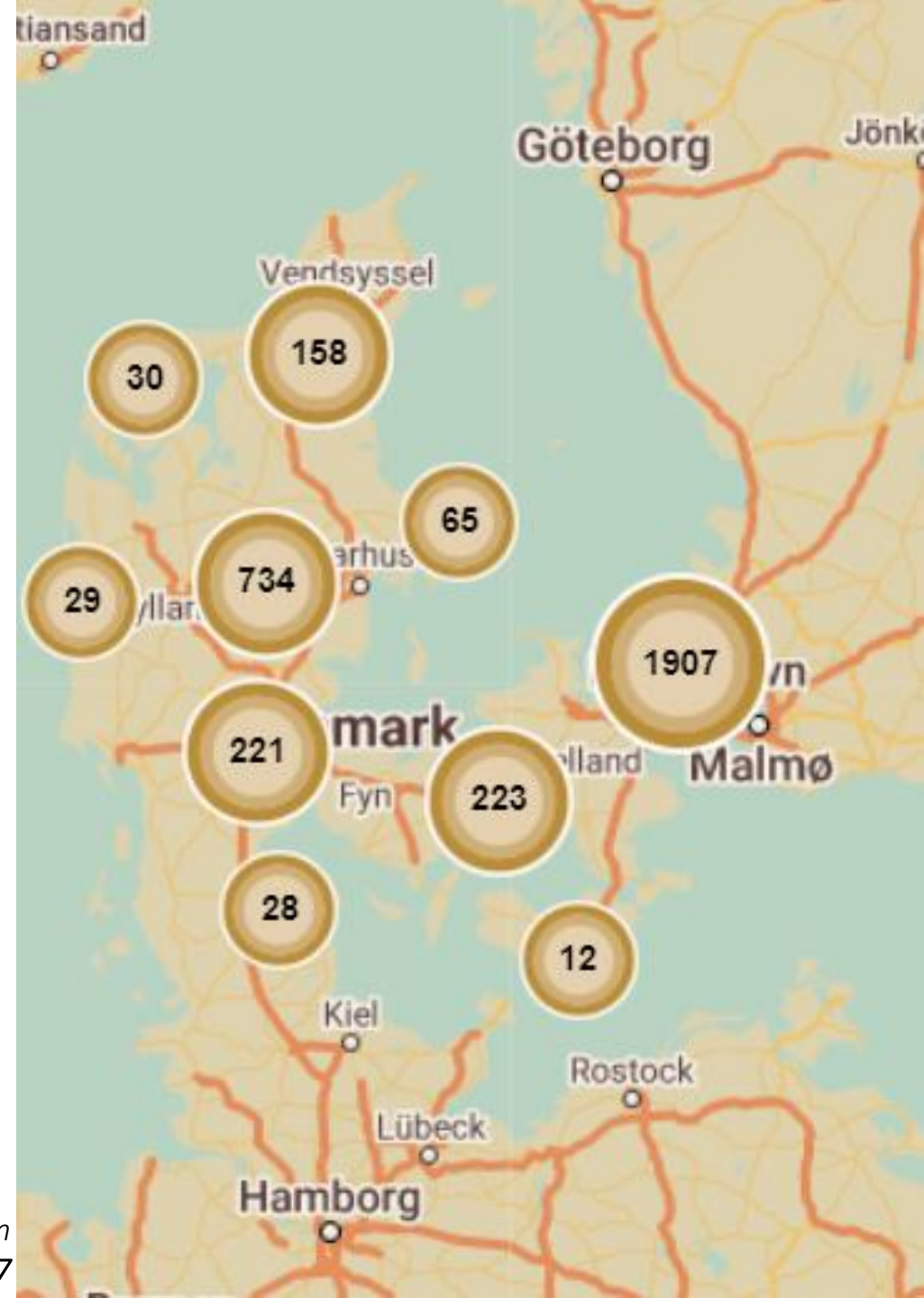


A more climate-friendly and sustainable kitchen



STATUS 2022

- Mostly clustered around major cities (Copenhagen, Aarhus, Aalborg, and Odense)
- A slow, but positive organic development within the private foodservice sector – **51% increase since 2019**
- A new sign of excellence among Denmark's larger hotel chains. Scandic Hotels (bronze), Comwell Hotels (bronze), Sinatur Hotels (silver), Guldsmeden Hotels (gold)
- The Organic Cuisine Label is being incorporated in **CSR-strategies** in several large Danish companies
- Denmark's larger privately operated cafeteria- and canteen chains are implementing organics in their kitchens
- The DVFA is launching a new organic digital consumer-targeted campaign in Q4 2022



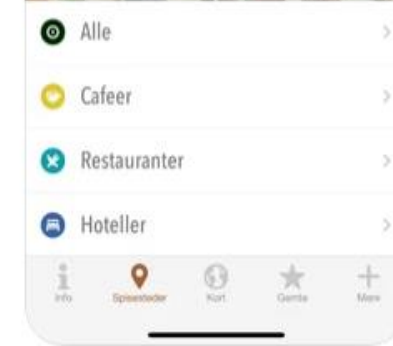
Total number of Organic Cuisine Labels in
Denmark: 3.457

FURTHER DEVELOPMENT

- Increasing demand for sustainability in food service from consumers
- The organic movement is mobilizing from cities to rural regions with focus on organic products, produced locally in Denmark
- On the political agenda – both in the Danish Parliament and within the municipals
- State-funded campaigns to create awareness of The Organic Cuisine Label among consumers and organizations
- The Danish Government is investing **7,3 million euros** in project funding over the next 3 years to support the organic change in the foodservice sector – both private and public
- Organic Denmark estimates a **7-10%** increase in organic kitchens by 2022



iPhone-skærmbilleder



FOLLOW US ON LINKEDIN

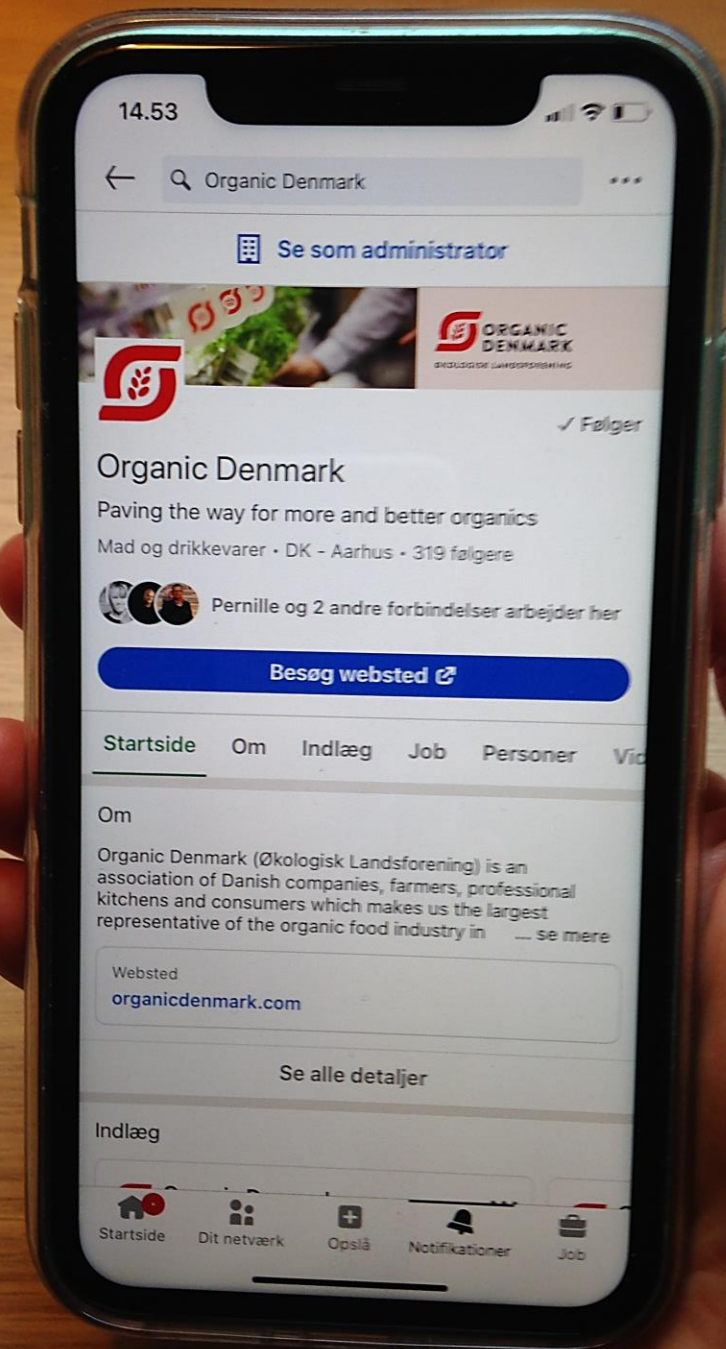


@ OrganicDenmark

#OrganicDenmark

#DanishOrganics

#WorldLeadingOrganicNation



CONTACT INFORMATION



Niclas Klixbüll

Project Manager and Food Service Consultant

nbk@okologi.dk

+45 2163 0361

www.organicdenmark.com



Follow Organic Denmark on LinkedIn