

The Danish Organic Cuisine Label

How Denmark is pushing organic produce into professional kitchens

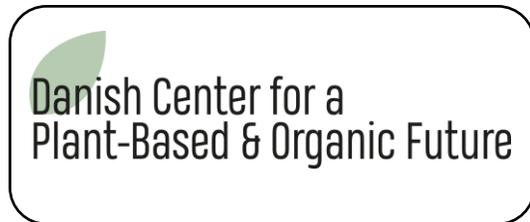


LEADING ORGANIC FOOD CLUSTER



- 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

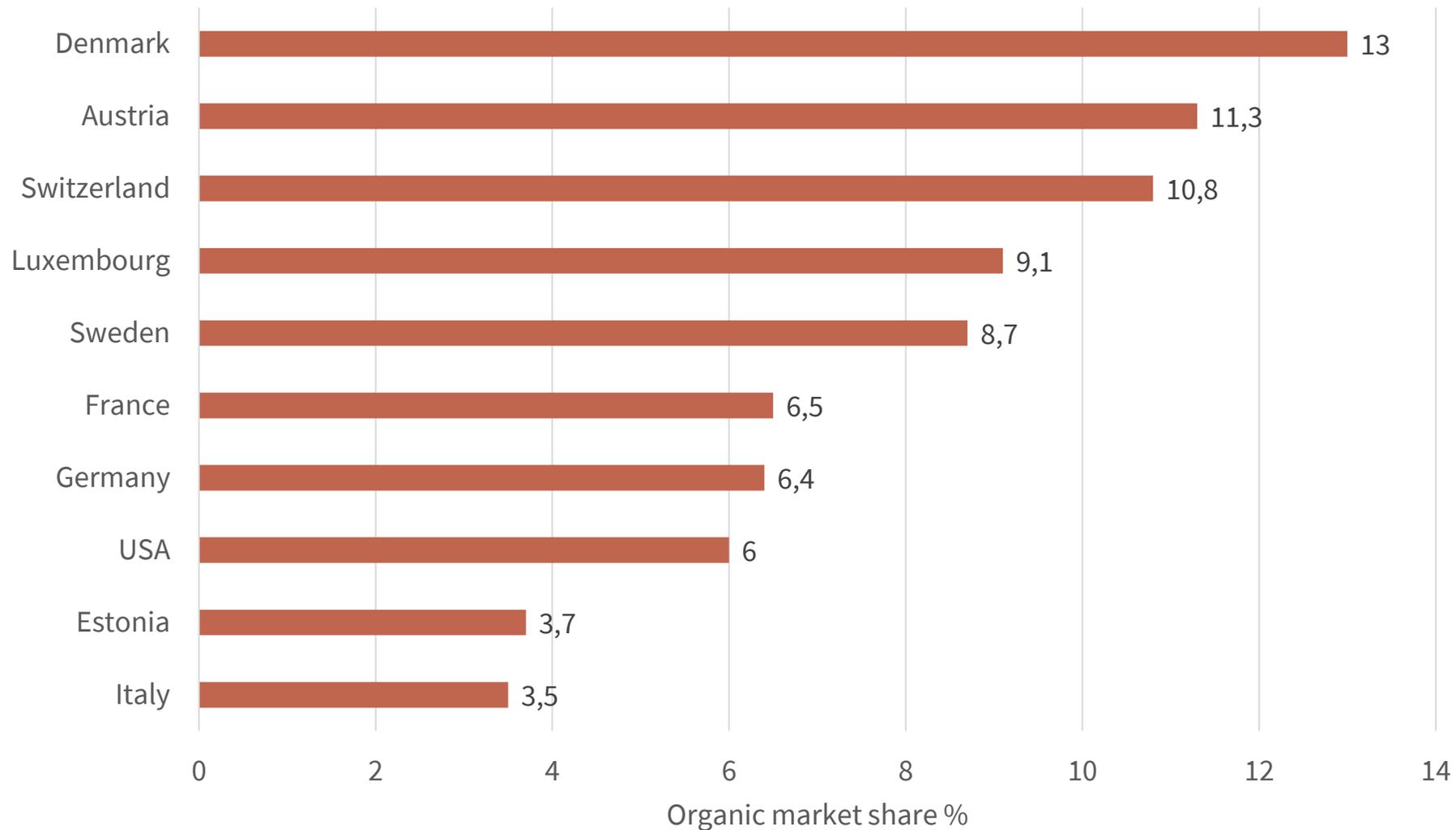
30% of agricultural farmland is organic
30% of food consumption is organic





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

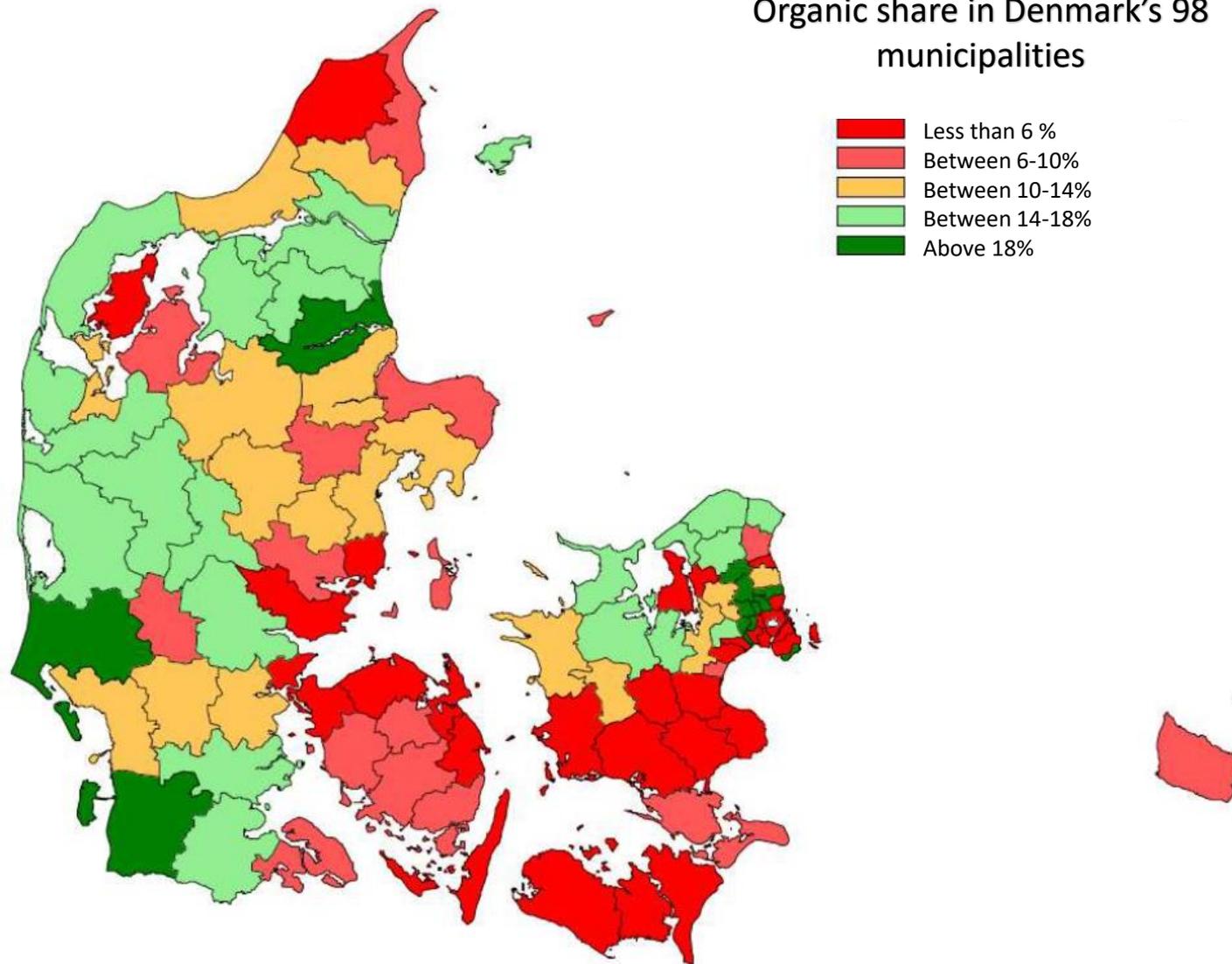
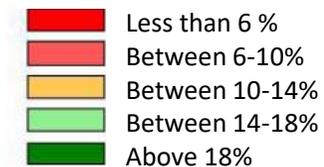
Equals

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**



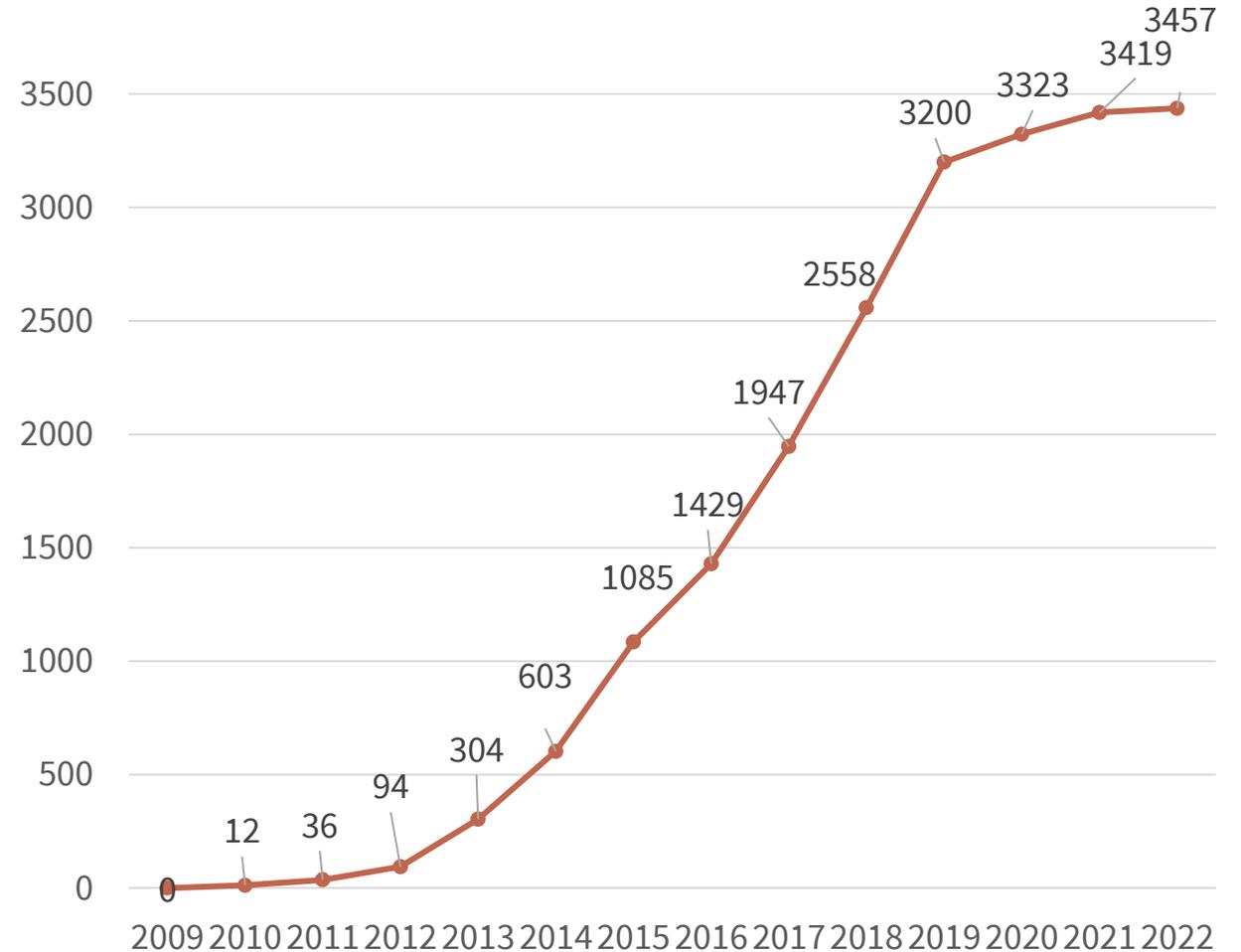
GROWTH AND DEVELOPMENT

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 municipals have an organic catering policy.
 - 93 % of Denmark's 98 municipals 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*



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](#)



What is the Organic Cuisine Label?

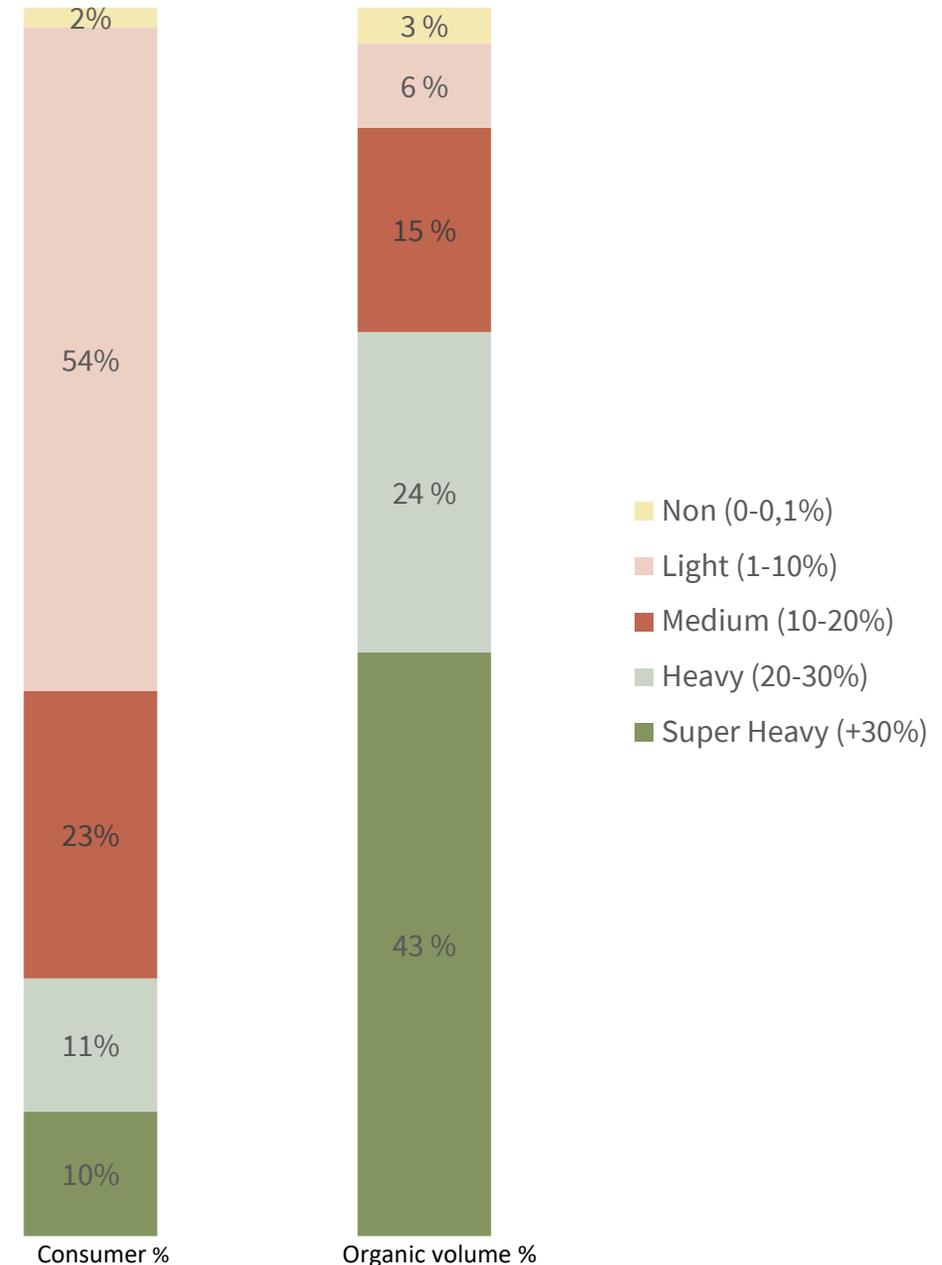
3457
organic eateries

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



DID YOU KNOW THAT | **ORGANIC CREATE BETTER ANIMAL WELFARE?** | **ORGANICS ARE A SUSTAINABLE CHOICE BECAUSE** | **YOU SAY GOODBYE TO 343 E-NUMBERS WHEN CHOOSING ORGANICS**

ORGANICS ARE A SUSTAINABLE CHOICE BECAUSE | **ORGANICS CONTRIBUTE TO ENSURING CLEAN DRINKING WATER?** | **ORGANICS ARE A SUSTAINABLE CHOICE BECAUSE** | **ORGANIC FARMERS HELP THE CLIMATE BECAUSE THEY HAVE FEWER LIVESTOCK PER HECTARE**

ORGANICS ARE A SUSTAINABLE CHOICE BECAUSE | **ORGANIC LIVESTOCK ARE FREE-RANGE ANIMALS** | **YOU HELP ENSURE AN UNCONTAMINATED AND RICH NATURE WHEN CHOOSING ORGANICS**

DID YOU KNOW THAT | **ORGANIC FARMERS HELP THE CLIMATE BECAUSE THEY USE LESS FERTILIZER?**

ORGANIC LIVESTOCK HAVE PLENTY OF SPACE AND CAN MOVE AROUND FREELY

ORGANICS ARE A SUSTAINABLE CHOICE BECAUSE | **THERE ARE 30% MORE WILD ANIMALS AND PLANT IN AND AROUND ORGANIC FIELDS**

ORGANICS ARE A SUSTAINABLE CHOICE BECAUSE | **ORGANICS CONTRIBUTE WITH CLIMATE-FRIENDLY SOLUTIONS**

DID YOU KNOW THAT | **ORGANICS PROTECT NATURE?**

ORGANICS ARE A SUSTAINABLE CHOICE BECAUSE | **ORGANICS ARE RECOMMENDED BY THE UN AGAINST FOOD SHORTAGES IN DEVELOPING COUNTRIES?**

DID YOU KNOW THAT | **YOU PROTECT OUR GROUNDWATER WHEN BUYING ORGANIC?**

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

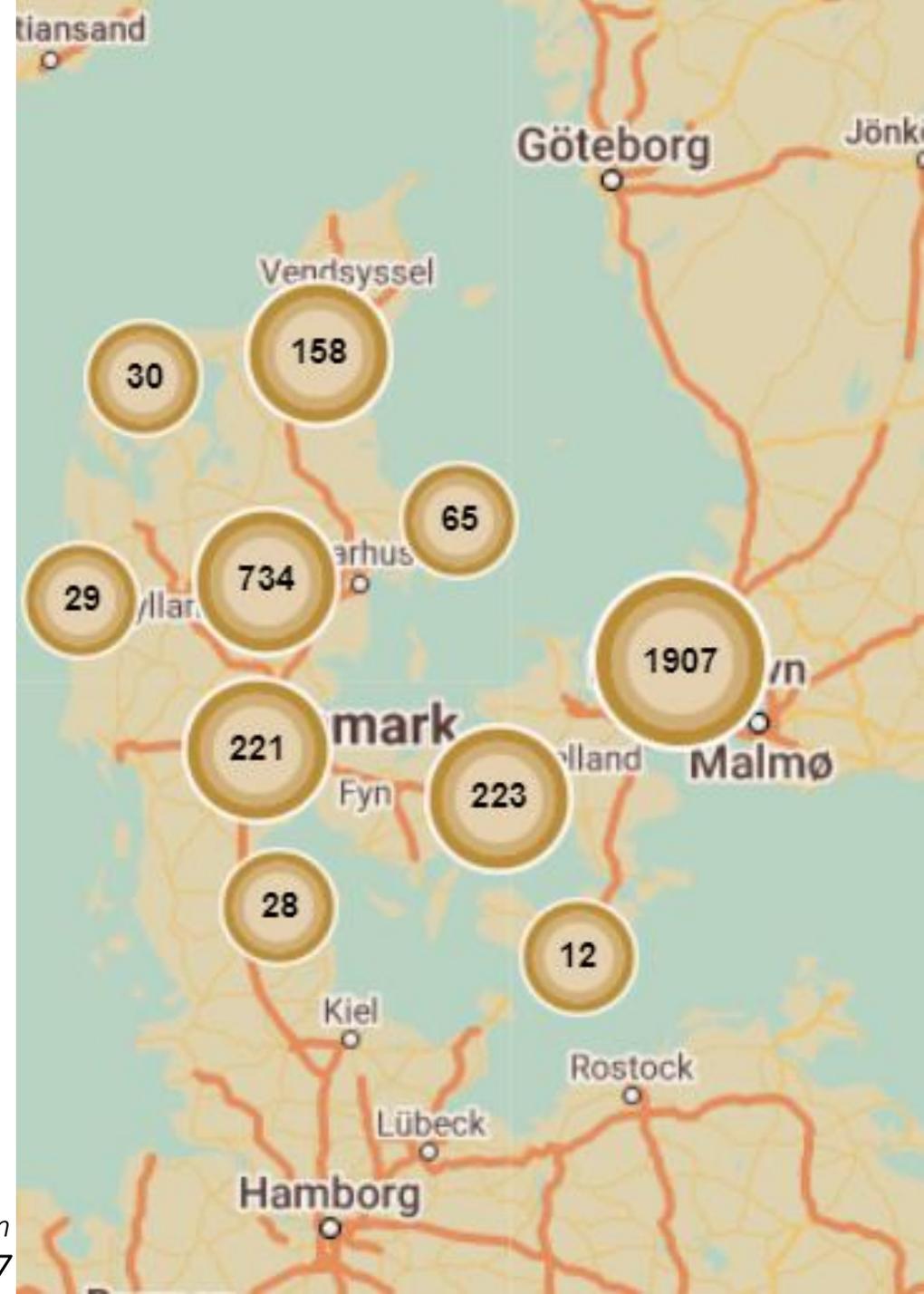


A more climate-friendly and sustainable kitchen



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



Økologiske spisesteder

Den officielle guide

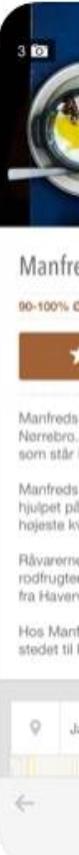
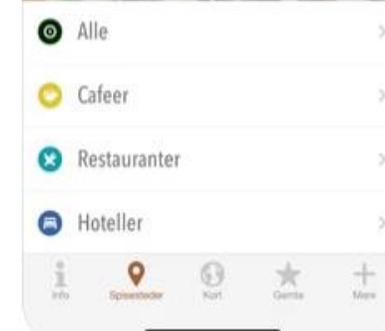
[Triptale ApS](#)

Designet til iPhone

★★★★☆ 3,5 • 2 vurderinger

Gratis

iPhone-skærbilleder



FOLLOW US ON LINKEDIN

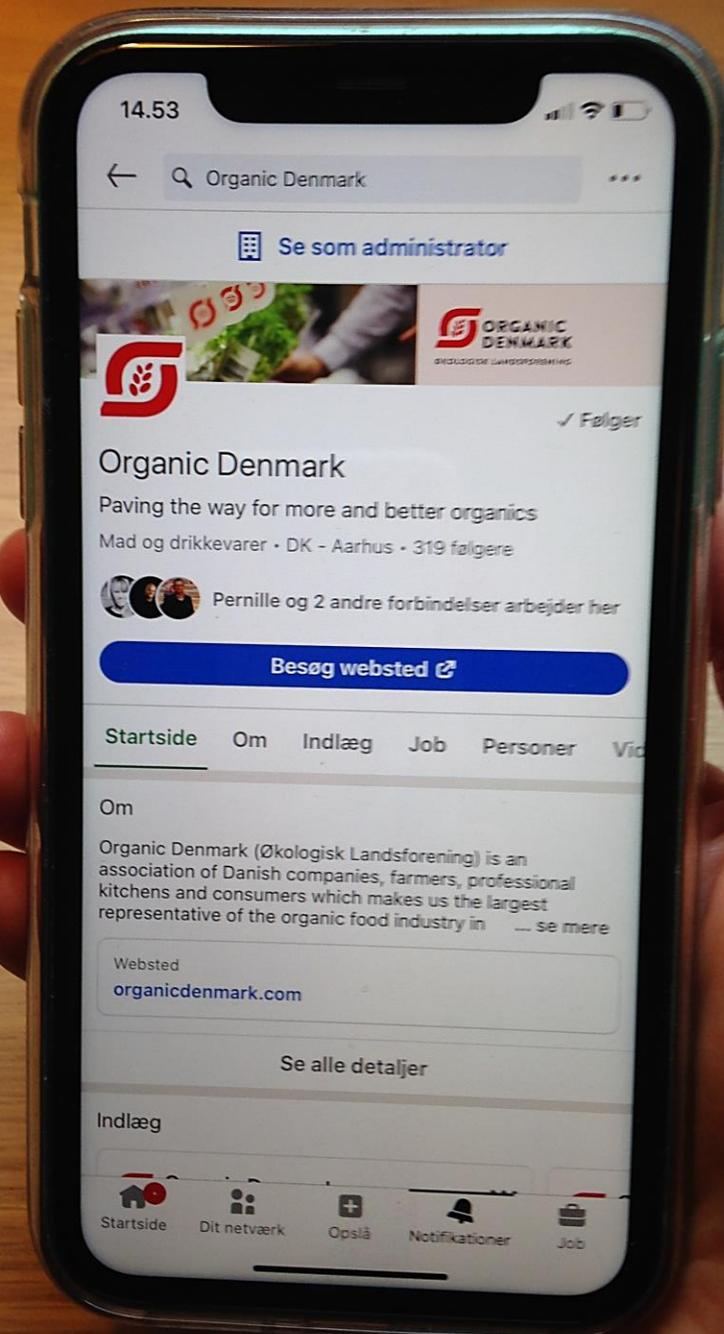


@ OrganicDenmark

#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

