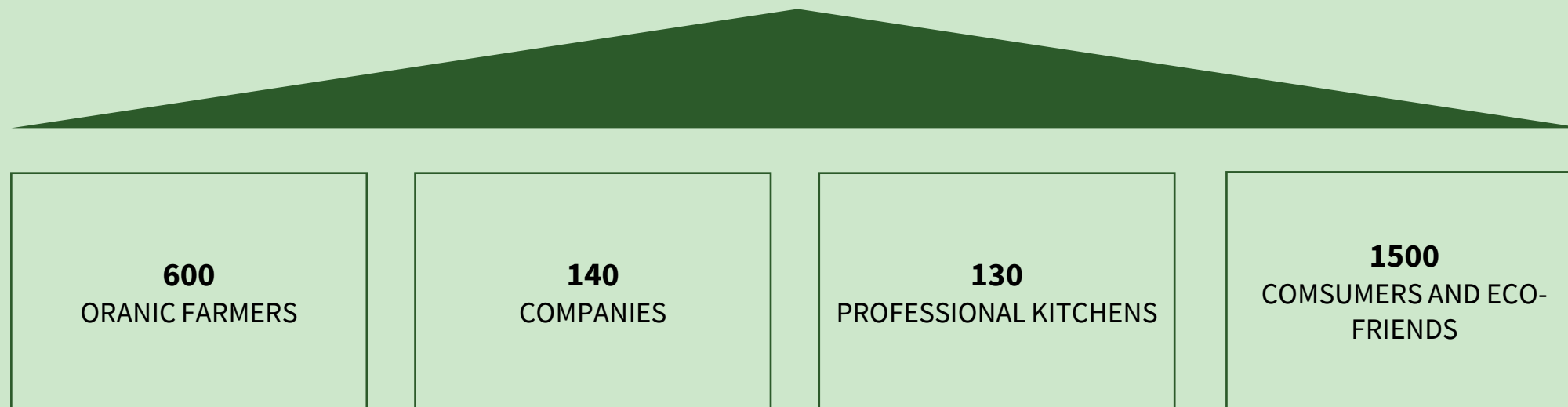




ORGANIC DENMARK

# WHO ARE WE?

# WHO ARE WE?



- Denmark's only independent organic association
- Established in 1981 → more than 40 years experience
- Four types of members → represents the entire valuechain from farm to fork
- Works for handling and promoting organic interest through different channels

# OUR VISION

# 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

25% of agricultural farmland in DK is organic  
25% of food consumption in DK is organic



# THE ORGANIC WORLD CHAMPIONS

A LOOK AT THE ORGANIC SECTOR IN DENMARK

## FACTS ABOUT THE ORGANIC SECTOR IN DENMARK

**11,4%**  
of total  
farmland

**365 EUR**  
Organic pr.  
capita\*  
consumption

**12%**  
Of total  
retail\*\*

**2.16 bil.  
EUR**  
In total  
organic retail



\*: Second highest in the world after Switzerland

\*\* : Highest in the world

# THE STORY BEHIND



# THE DANISH ORGANIC LABEL

A TURNING POINT IN THE DEVELOPMENT OF  
THE DANISH ORGANIC SECTOR

## THE DANISH ORGANIC LABEL

- Introduced in 1987 → The world's first state-controlled label
- Strict state-regulation: governmental control and approval of organic products
- Crucial in convincing Danish consumers about organics
- Highly trusted → 98% of Danish consumers trust the label



Stats-  
kontrolleret  
økologisk



# STATE SUBSIDIES FOR CONVERSION

## SUPPORT FOR CONVERSION TO ORGANIC FARMING

- Decade-long tradition of state subsidies to organic farmers
- Economic support:
  - In the preliminary years after the conversion to organic farming
  - Support for research development for the primary organic sector
- Crucial for the expansion of organic agriculture



# THE IMPACT OF THE RETAIL SECTOR

THE RETAIL SECTOR'S KEY ROLE IN ORGANIC SALE

## NUDGING AND ORGANIC CAMPAIGNS

- Strategic partnerships → more than **40 years of experience**
- Ex: Netto, REMA 1000, Coop and more retail chains



# ORGANIC CAMPAIGNS



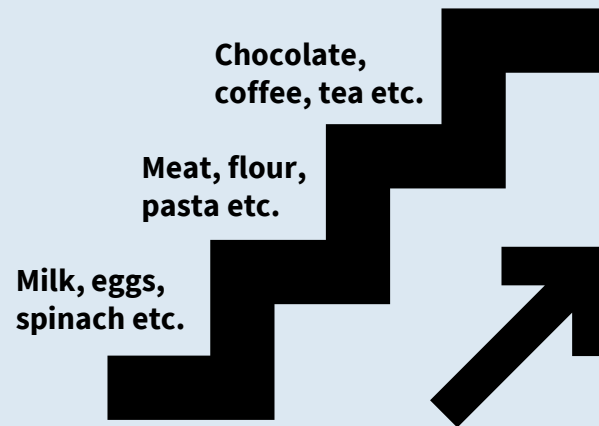


# NUDGING EXPERIMENTS

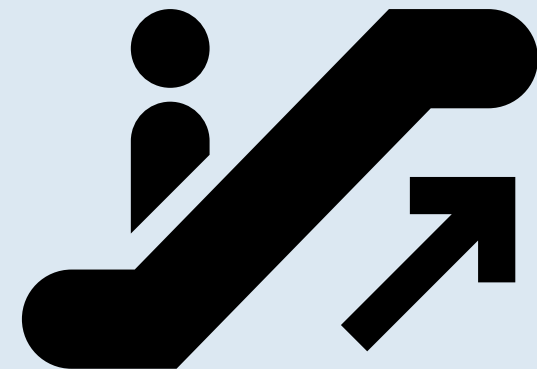


# THE ORGANIC STAIRWAY

EVERYONE WANTS TO BUY ORGANIC

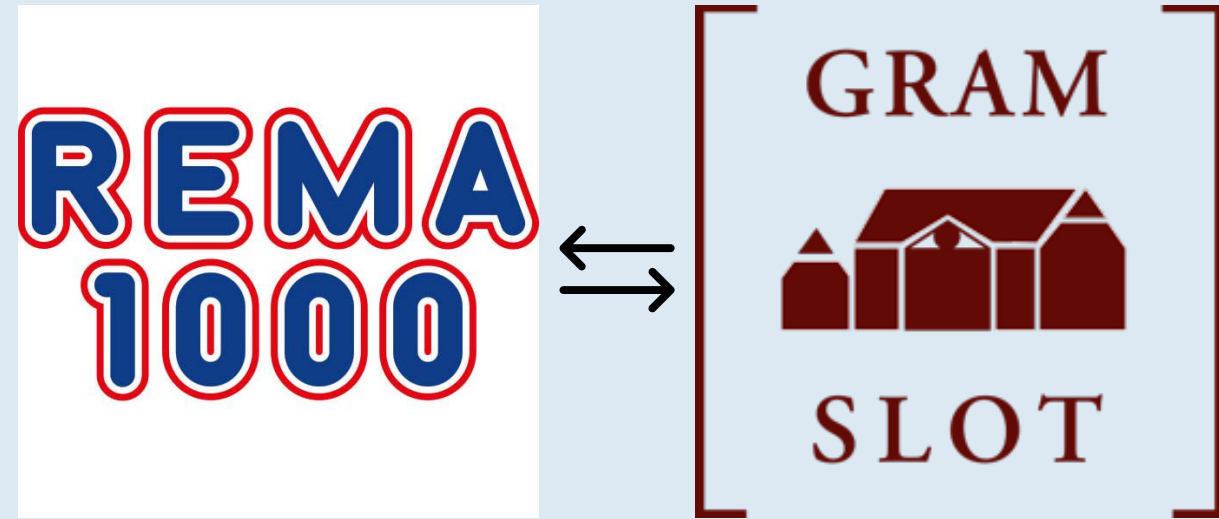


Once you are onboard the organic stairway,  
it becomes like an escalator...



# THE CASE OF REMA 1000

ORGANIC DENMARK AS A FACILITATOR  
BETWEEN FARMERS AND SUPERMARKETS



# THE STORY OF GRAM CASTLE

- FARMER SVEND BRODERSEN → ORGANIC MILK PRODUCER
- HIS VISION: PROMOTE LOCAL ORGANIC PRODUCTS
- PARTNERSHIP WITH REMA 1000 → DANISH RETAIL CHAIN
- ORGANIC DENMARK AS THE FOUNDER OF THE CONCEPT
- FACILITATING ROLE BETWEEN FARMER AND SUPERMARKET
- TODAY: REMA 1000 IS ONE OF THE ORGANIC MARKET LEADERS
- SIMILAR PARTNERSHIP FACILITATED BETWEEN COOP AND THISE DAIRY

”SHOULD WE BUY A CASTLE, HONEY?”





# THE ORGANIC CUISINE LABEL

A LANDMARK BEACON FOR PROFESSIONAL KITCHENS, RESTAURANTS AND CANTEENS

## FACTS ABOUT THE ORGANIC CUISINE LABEL

- The Organic Cuisine Label is a free state-controlled labelling scheme for eateries → Introduced in 2009
- Shows the total share (in %) of organic raw ingredients and beverages used in preparing the entire **menu**.
- Three versions → 1) Gold, 2) silver and 3) bronze
- **Today:** Displayed by more than 3250 eating places in DK



# STRATEGIC PARTNERSHIPS

# STRATEGIC PARTNERSHIPS IN NORTHERN EUROPE

## STRATEGIC PARTNERSHIPS

- GERMANY AND POLAND → RETAIL
- SWEDEN → ORGANISATIONAL

## OUR VISION

- Strengthen cooperation between Lithuania and DK → partnerships, projects, sales channels etc.
- Contributing to expansion of the marketshare of organic products in Europe
- Support the development of the organic sector

## OUR COMPETENCES

- 40 years of experience on developing the organic sector
- 40 years of experience of working/advising with farmers
- 40 years of experience with the organic market
- Experience with Strategic organisational partnerships
- Large-scale partnerships → countries and organisations

# CONTACT INFORMATION



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THE SOLUTION**

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**THANK YOU  
FOR YOUR TIME!**