

The Danish Model:

Organic NGO mobilization +
National and local organic policies

driving organic breakthroughs

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Who we are. What we do

- Strategic work with all retailers & food service
- Innovation on farms; advisory service
- All consumer info, PR, presse
- Exports, Exp. academy
- Policy and lobby
- Consulting



Organic
Farmers

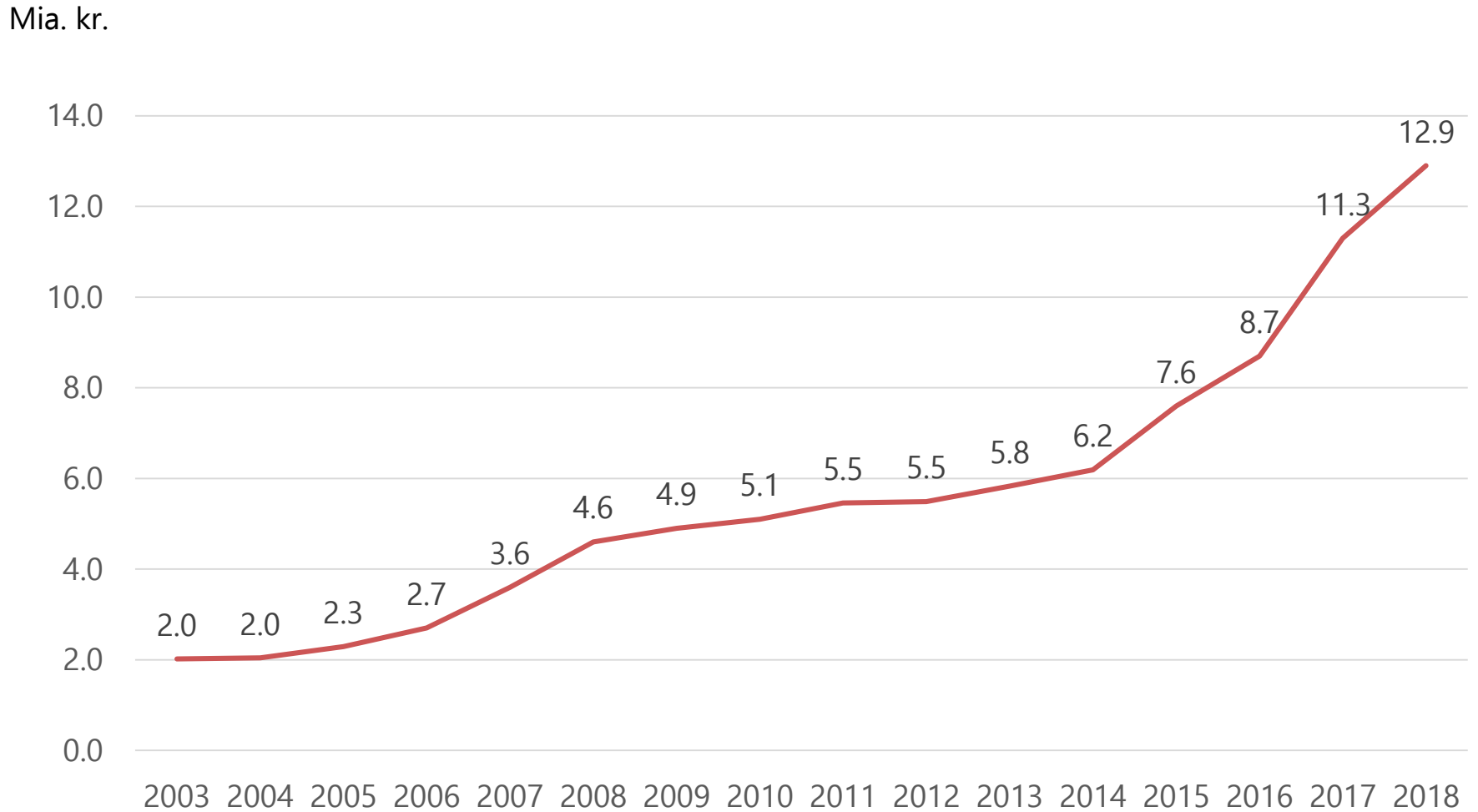
Food
Companies

Food Pro-
fessionals

Consumers
and
people with
know-how



Danmark is going organic: Organic retail sales in Denmark



Kilde: Danmarks Statistik

Organic market share for selected products in Denmark

High
Market share

CARROTS
47,6%



OATMEAL
42,6



COOKING OIL
34,0%



MILK
32,5%



BANANAS
32,5%



Moderate
Market share

APPLES
18,3%



BUTTER
16,1%



JUICE
13,8%



VEGETABLES,
FROZEN - 13,4%



MUESLI
11,2%



Lower
Market share

COFFEE
8,8%



BEEF
8,6%



RYE BREAD
5,1%



BEER
4,2%



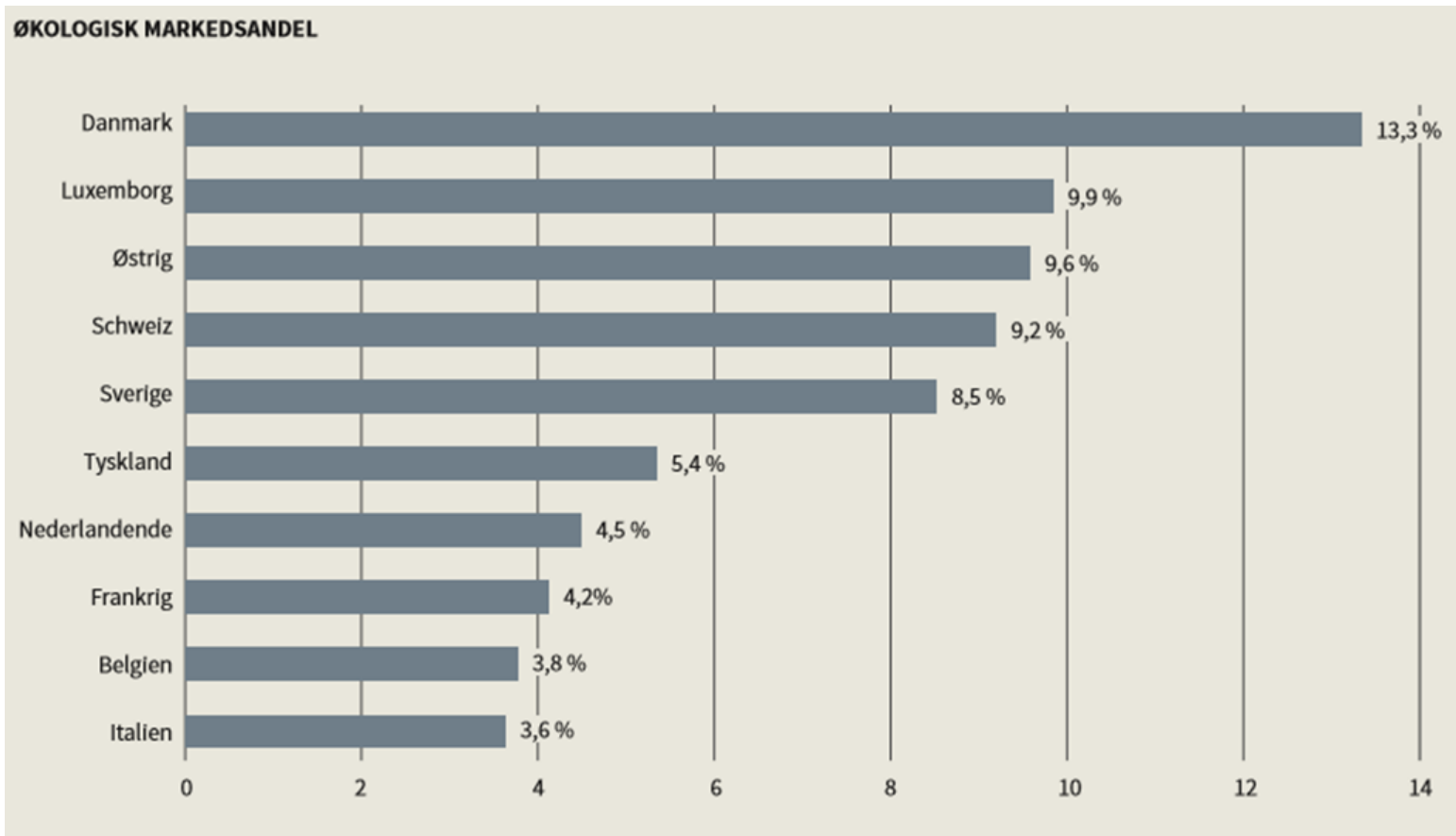
PORK
2,9%



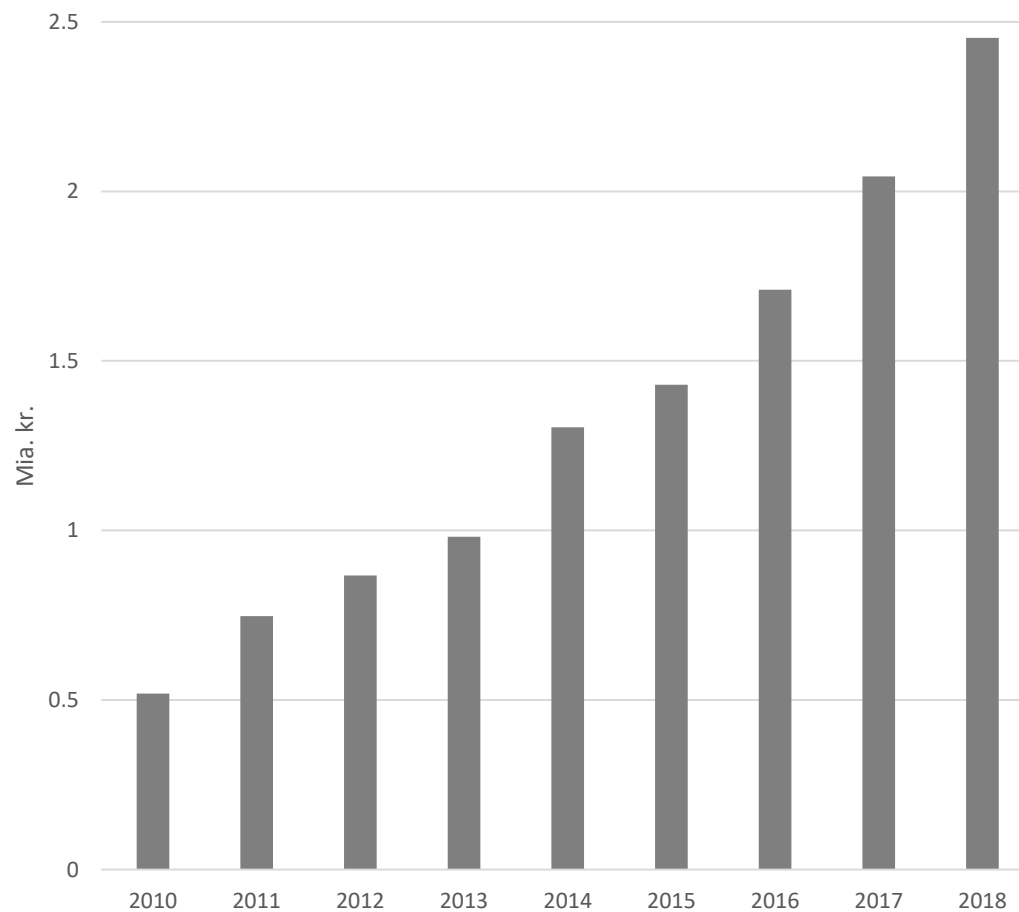
Source: GfK scan



Worlds highest organic market share (DK)



Organic sales in Food Service (DKK)



Source: Statistic Denmark 2010-2017.
Organic Denmark estimate for 2018.



This did not happen on its own!

NGO mobilization +
National and local political policy

drives market growth, farm conversion
and organic sector development

Danish Organic Action Plans:

1987 (Organic law, standards/logo, council)

1995 (Primary focus: production, research)

1999 (Primary focus: market, research)

2008 (Research-based plan/vision)

2011 x2 (Export, Public kitchens)

2012 (RDP, Public kitchens)

2015 (Embedding, kitchens, RDP)

2017 (All fronts)

2018 (All fronts)



Embedding organic policy as a tool in broader policies

State policy capacity, high level ministry leadership + administrative set-up

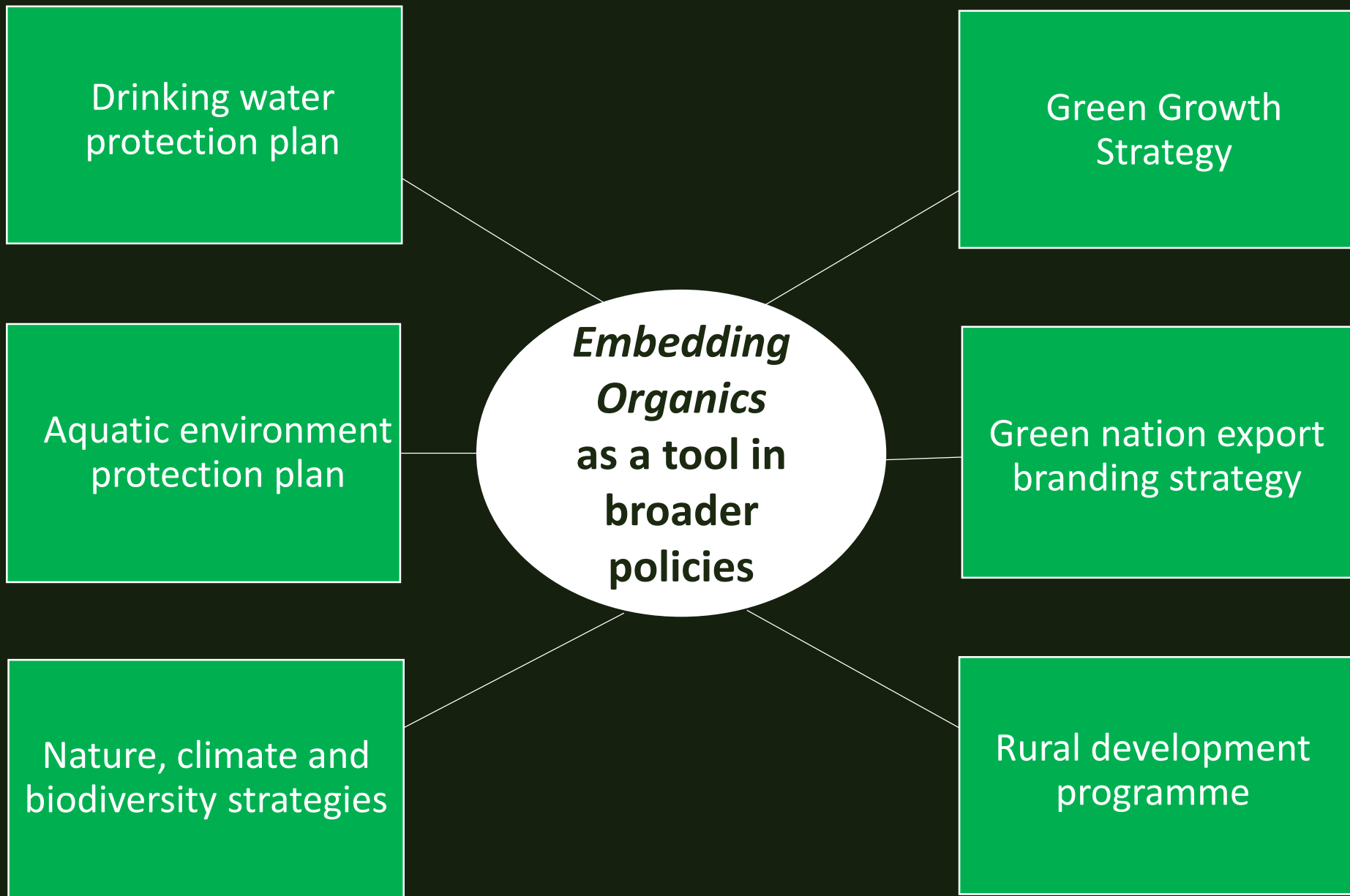
Policy as catalyst: key elements for success in Dk

Balanced push-pull. But *primary* focus on ***market and sector development.***

Active use of Action Plans

Capacity building in organic NGO drives innovation and market dev.

Close collaboration with Organic NGO on policy development and implementation





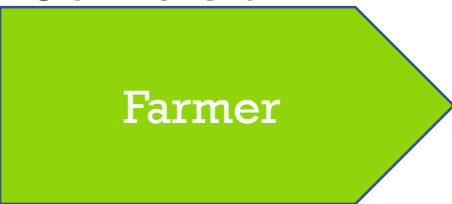
RDP: Market development!

- Supermarkets
- Food service
- Export
- Local markets
- Consumer awareness



Advice/training
Innovation
Conversion

Product dev
New crops



**Our organic sector strategy became:
The Organic Sector Development Scheme under RDP**





National logo,
inspection and
certifying = trust

Farm levy funds
support market
development

PULL:
**Policy fokus
on Market
and Sector
development**

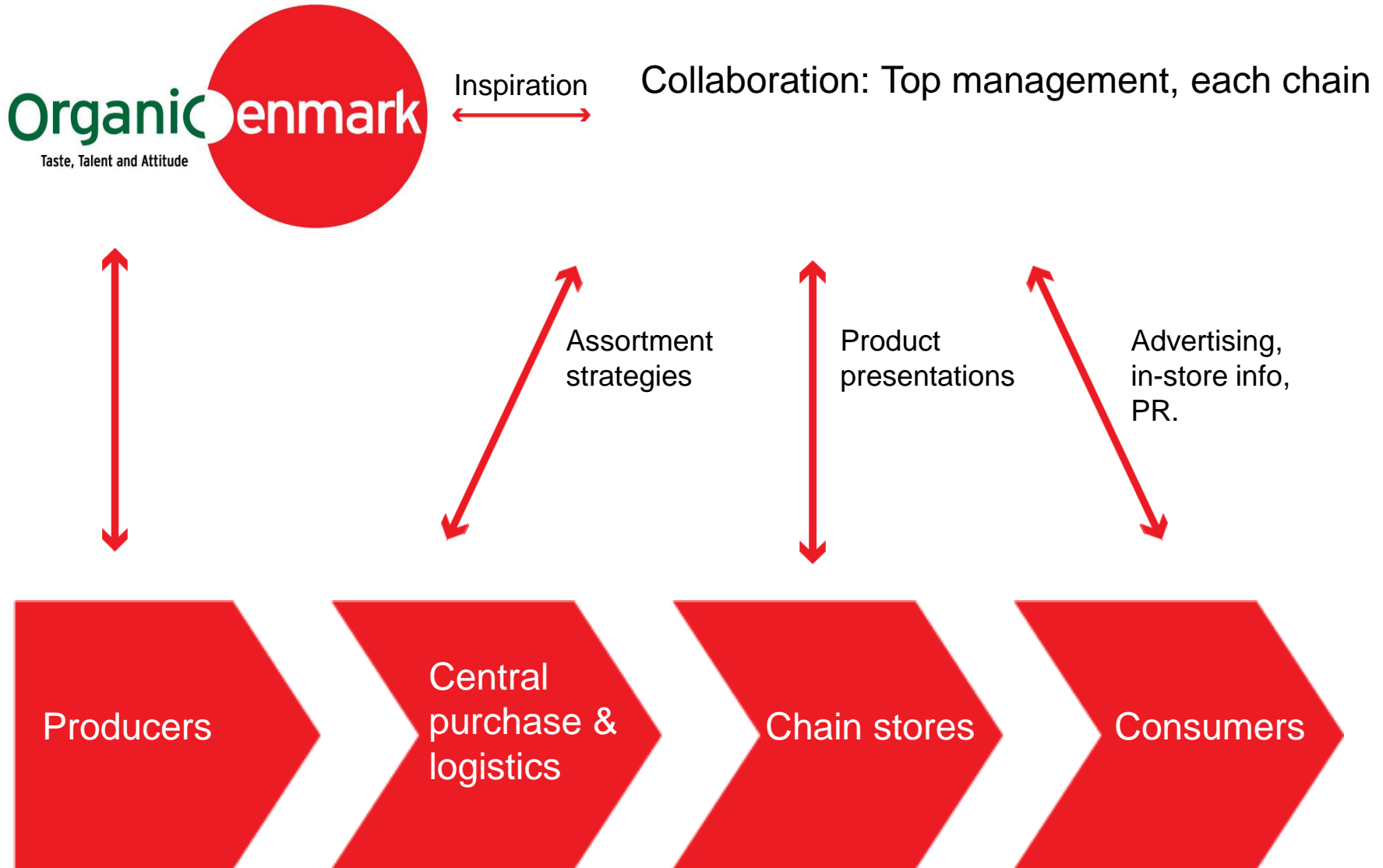
Consumer
information on
organics

Export promotion

Public procurement
goals, resources,
mobile advisory team

Capacity
development in
organic NGO = market
development

PULL: Support strategic collaboration with retail



PULL: Support for consumer awareness. Organic Day!



250.000 Danes go to the countryside to help welcome the organic cows out onto fresh grass for the first time after a long winter in the stable.

Politics create pull from market

Push/Pull from organic sector

National goal:
60 percent organic in
all public kitchens

Guarantee for supply:
Collaboration in
supply chain on
product development
& supply to kitchens

Financing:
Support for cities,
hospitals etc for
education in kitchens

**Political
support and
sector action
create "push
and pull" for
organic public
kitchens**

*Education, motivation
in the kitchens:*
Total conversion to
healthier, organic and
climate friendly food

*National Organic
Cuisine Label:*
For 30, 60, 90 %
organic in public &
private kitchens



Education, motivation
in food service
companies:
Organic schools

Education and motivation in the kitchens!



- ✓ Massive educational effort focussing on leaders and workers in the public kitchens; collaboration with their trade unions.
- ✓ Mobile conversion trainers: Copenhagen House of Food; Øko + +
- ✓ Reinforcement through celebrations.



Healthy, climate friendly, 60 % Organic



- ✓ More greens; root veggies
- ✓ Less meat
- ✓ Food in season
- ✓ Reduced waste
- ✓ Better food
- ✓ Organic *within* the same budget



Its about the people: motivation!



Organic policy at the local level

Partnerships with 40 cities and counties, using organic farming and food as a strategic tool for achieving *many* sustainability goals.

At the local level – as with the national level—it all starts with “the why”

The organic sector helps politicians achieve UN sustainability goals!



Cities team up with Organic Denmark to promote conversion locally to ensure clean drinking water



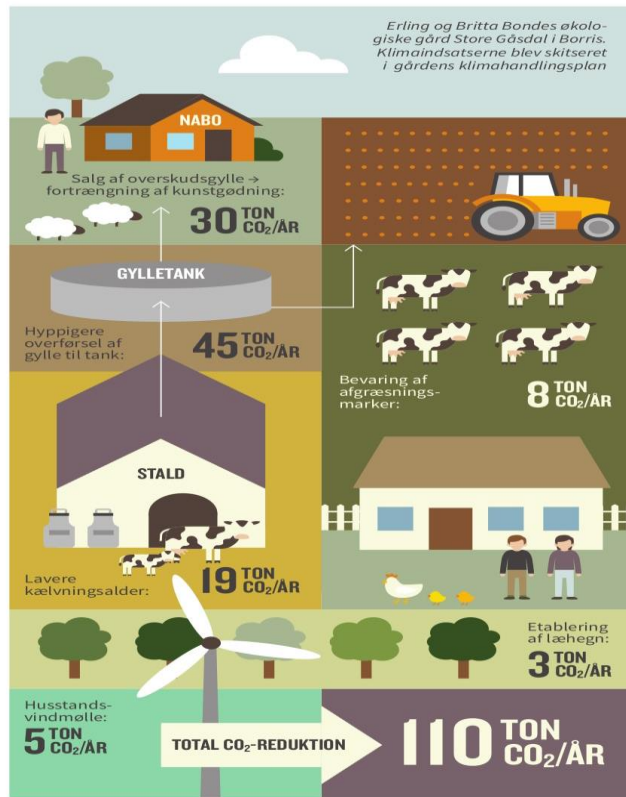
- ✓ Partnerships with 32 municipalities on conversion to organic farming in areas where local drinking water supplies must be protected.
- ✓ "Conversion checks" motivate farmers for organics.



City/Organic collaboration on climate



SÅ MEGET CO₂ SPARES DER PÅ STORE GÅSDAL



- ✓ Reduce climate impacts, by improving climate performance among suppliers.
- ✓ Paying for Climate Schools and Farm Action plans locally
- ✓ Reducing waste in kitchens



Cities and organic farmers maintain natural ecosystems close to town

15 LIFE ON LAND



- ✓ Ensuring grazing of natural meadows and walking areas close to cities
- ✓ Involvement of organic farmers and citizen volunteers in city efforts.
- ✓ Production of local organic food.





Getting your hands dirty: bringing city children close to the soil

- ✓ Kids as farmers
- ✓ School curriculums integrate work in organic gardens in 40 percent of cities
- ✓ Everyone is learning about food, nature, and farming.



Cities use the organic sector as a growth and jobs creator

8 DECENT WORK AND ECONOMIC GROWTH



✓ Product development team creates new companies, new products and 25% job growth in small-medium organic companies.

✓ Cooperation along product chains – new products, new markets, value added.



Thanks for listening!

And for your efforts!

Contact us for help with
policy or market development

www.organicdenmark.com