



Consumer confidence and the story of the Danish organic logo

Consumer confidence

Consumer confidence is an important reason for the success and development of the organic sector in Denmark, which has placed the country as one of the leaders in terms of organic consumption per capita. Of all food products sold in Denmark, around 6.5% is organic.

The consumer confidence has been built up through a public organic control system from “farm to fork”, carried out by the Danish authorities, and by a credible organic sector. The Danish state’s authority and independence of economic interests has great importance for the high confidence that consumers have in the organic control system.

It is vital to maintain consumers’ confidence through greater knowledge of the organic values and through what the Danish organic logo and the EU logo mean, and not least the knowledge of the production methods and their advantages. Consumer confidence in the organic system is vital for the success of organic products. It is a Danish perception that such confidence arises through a continued close involvement and serious collaboration on organic products between consumers, the authorities, producers and businesses. To ensure that the consumer confidence is maintained, any problems should be dealt with in this forum and not ignored.

National logo

The Danish authorities published the first organic legislation in 1987 and launched a logo as a national organic control logo in 1989.



The logo is “famous” in Denmark as it is known by 98% of all Danish consumers. 90% are confident that the products carrying this logo actually are organic. Although these figures are almost self-explanatory, they

also tell the story of a long-term involvement and serious collaboration between the sector and the authorities.

The organic products that are sold in Denmark are today often labelled with both the Danish state-controlled logo and the EU logo, and there is great confidence in the logos.

Trade – EU logo

The Danish state actually supports initiatives that can increase trade in organic products. Since 2002 it has been a Danish wish that the EU logo becomes mandatory in order to strengthen the trade with products in the EU. When the EU logo becomes mandatory from July 2010 it will pave the way for new opportunities – also for trade with organic products from third countries.



Exports to Denmark

Exporting organic products to Denmark is possible if the products meet EU requirements.

Danish businesses import organic products from all over the world. They are often raw materials for further processing, but it can also be already processed or pre-packed organic products. Collaboration with a Danish business may open the door for the imported products subsequently being awarded the Danish organic logo. More information is available at www.organicdenmark.dk.



Danish Ministry of Food,
Agriculture and Fisheries

Slotsholmsgade 12
DK-1216 København K
Tel: +45 33 92 33 01
Fax: +45 33 12 37 61
fvm@fvm.dk
www.fvm.dk