

Organic food advisory service "flying squad"

The Ministry of Food, Agriculture and Fisheries has given almost 1 million Euros over three years as a subsidy to setting up a "flying squad" to advise small and medium-sized organic food producers like farm-based dairies, millers, juice pressers, breweries and other producers in local and

regional markets. Among other things, the "flying squad" shall help the small farms with good concepts of turning organic raw materials into organic products – but who does not have the means to marketing the products effectively.

Focus on research

Research in organics has generated and must generate dynamics and innovation in other sectors, including conventional agriculture. The Danish Ministry of Food, Agriculture and Fisheries would like to strengthen the organic research so that it:

The Danish Ministry of Food, Agriculture and Fisheries has established the International Centre for Research in Organic Food Systems (ICROFS). With the foundation of ICROFS it is the Ministry of Food, Agriculture and Fisheries' ambition that Denmark shall be in the forefront of an increased international collaboration in research in organic systems. A strong international collaboration is vital to a more effective utilisation of the research resources and for development of the organic sector's contribution to solving the large global challenges such as climate change and food product risks.

The Danish Ministry of Food, Agriculture and Fisheries and ICROFS are also at the forefront of the European research collaboration Core Organic. The new programme, Core Organic II, will soon start and this will be a collaboration between 20 countries. The collaboration will increase quality and the use of resources in research into organic farming and food production. The target is to establish a joint research programme in Europe.

- contributes to the development of new technologies (e.g. in packaging and processing) and cultivation techniques that can contribute to increasing the positive effects of organic farming on the environment, nature and the climate.
- contributes to continued development of productivity in the organic sector.
- contributes to innovation and product development of organic quality food in the sector.



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Denmark
- Organic Country
of the Year
BioFach 2009





Organic products are popular in Denmark!

Denmark has, for a long period of time, been at the forefront when it comes to production of organic foods. Over the years Denmark has developed good organic raw materials and a large selection of organic specialities. Danish consumers are among the European consumers who buy most organic products. Therefore, as Danish Minister for Food, Agriculture and Fisheries, I am naturally pleased and proud that Denmark has now been named Organic Country of the Year at BioFach 2009.

organic production must develop all the time and that organic producers and businesses must meet the challenges facing new products and growth. It is my hope that Danish organic products will become even better known in the world.

In Denmark there is a high degree of consumer confidence in the Danish organic logo, which is controlled by the state. This consumer confidence gives a good basis for creating knowledge of and confidence in the joint European organic logo, which will become obligatory in 2010.

In 2009, the Danish government will prepare a green growth vision for Denmark. The target is to unite a high level of protection of nature and the environment with a modern and competitive agricultural production. I hope that Denmark's experiences may be used continuously in the negotiations for the EU's common agricultural policy. In this way organic farming can also help here to safeguard the environment through sustainable production.

Eva Kjer Hansen
Minister for Food, Agriculture and Fisheries, Denmark



For organic products to be a competitive alternative to conventional farming it will require a continuous increase of the productivity and product innovation without compromising the principles of organic farming.

The potential for Danish organic production is great. This means that



Eva Kjer Hansen

Consumer confidence gives growth in organic production



The latest food market trends in Denmark have, to a great extent, moved the focus from consumption towards more value-based purchasing. This is moving away from quantity of food and towards the concept of food as a healthy and sustainable product. Many consumers couple their demand for organic foods with a fundamental confidence in organic producers and global responsibility.

Consumer confidence is an important reason for the success of organic products and development in Denmark, where about 6.5% of all food products sold are now organic.

The organic sector in Denmark has a very high credibility with a large degree of self-regulation. In addition, organic control from farm to fork is a public matter and is conducted by the Danish authorities. This contributes to Danish consumers' great confidence in the organic control system.



Denmark's national organic label is known by 98% of all Danish consumers – and 90% of consumers are confident that the labelled products actually are organic. The high degree

of knowledge of the Danish organic logo is the result of a long-lasting involvement and serious collaboration between consumers, the farmers and the government in the field of organic production.

The state-controlled logo can be used on both Danish and foreign organic products that receive their final treatment at an authorised business in Denmark. But the EU's organic logo is also often used. It is a well-founded hope that the consumers' confidence in the Danish state-controlled system can be transferred to the joint EU logo without any problems.



Some numbers about organic farming

- The area in Denmark cultivated by organic farms amounted in 2008 to almost 7% of the aggregate agricultural area in Denmark.
- The dairy sector is the largest organic sector in Denmark and organic dairy products account for about 38% of the total sales of organic products in Denmark.

Growth in retail

Many retail chains in Denmark use "organic" as part of their strategic profile because consumers of organic products are among the trend-setters. Today it is therefore possible to buy organic food at discount shops as well as at hypermarkets and supermarkets.

The market potential for organic products is very good today. The growth in retail trade was 18% in Danish kroner and 11% in quantity in 2006, and the most recent figures show that sales rose by a further 33% and quantities by 13% in 2007. The explanation for the difference in the rise between sales and quantity is that consumers buy more refined products and more special products, and that prices are rising on standard organic products in particular.

Fruit and meat have had the greatest relative market growth in recent years, but from a low starting point. Individual products such as organic apples, tomatoes, pork and sliced meat have manifested themselves on the market; similarly, rye bread has again become an organic standard product in demand. However, it is still dairy products and eggs that are the most sold organic products in Denmark.



Targeted effort for the future

Supporting a market-driven development and ensuring a sustainable food production are political targets in Denmark. Among other things, this occurs by giving priority to research in organic agriculture, both nationally and internationally. At the same time, the target is that the development of the organic production form should give a considerable contribution to our ability to meet the stringent future environmental demands to agriculture in general.

