

PAVING THE WAY FOR ORGANIC GROWTH



DID YOU KNOW THAT | **ORGANIC CREATE BETTER ANIMAL WELFARE?**

ORGANICS ARE A SUSTAINABLE CHOICE BECAUSE

ORGANICS CONTRIBUTE TO ENSURING CLEAN DRINKING WATER?

ORGANICS ARE A SUSTAINABLE CHOICE BECAUSE

YOU SAY GOODBYE TO 343 E-NUMBERS WHEN CHOOSING ORGANICS



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

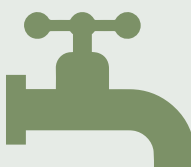
DID YOU KNOW THAT

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?

ABOUT ORGANIC DENMARK

Organic Denmark (Økologisk Landsforening) is an association of Danish companies, farmers, professional kitchens, and consumers which makes us the largest representative of the organic food industry in Denmark.

Our aim is to inspire new ways of growing the organic market share and for more than 40 years, we have been paving the way for more and better organics both in Denmark and abroad.



BRINGING TOGETHER THE ORGANIC SECTOR

Since 1981, Organic Denmark has been the driving force of the organic development. We have successfully brought together the entire organic food sector in Denmark comprising companies, organic farmers, the food service sector as well as all the Danish retail chains. The extensive cooperation between the organic players in Denmark has encouraged a partnership that creates success for organics in retail, from discount retailers to premium stores, and the food service sector.

In fact, Organic Denmark has built close partnerships with all Danish retail chains over the past 30 years, and we get close to the individual chain to tailor strategies and product lines that match the individual chain's customer base, profile, and market position.



INNOVATIVE POLICY AS CATALYST FOR GROWING THE ORGANIC FOOD SECTOR

Organic Denmark also works as a lobbyist for the organic sector. We have teamed up with both national and municipal policy makers to design policy that drives market growth, supports innovation, increases farm conversion, and has turned the organic food sector into a motor for green growth. The organic policy approach has contributed to making Denmark an organic world leader and recipient of the UN Future Policy Award 2018 as well as the prestigious One World Award 2021, that is awarded by IFOAM – Organics International and Rapunzel Naturkost.

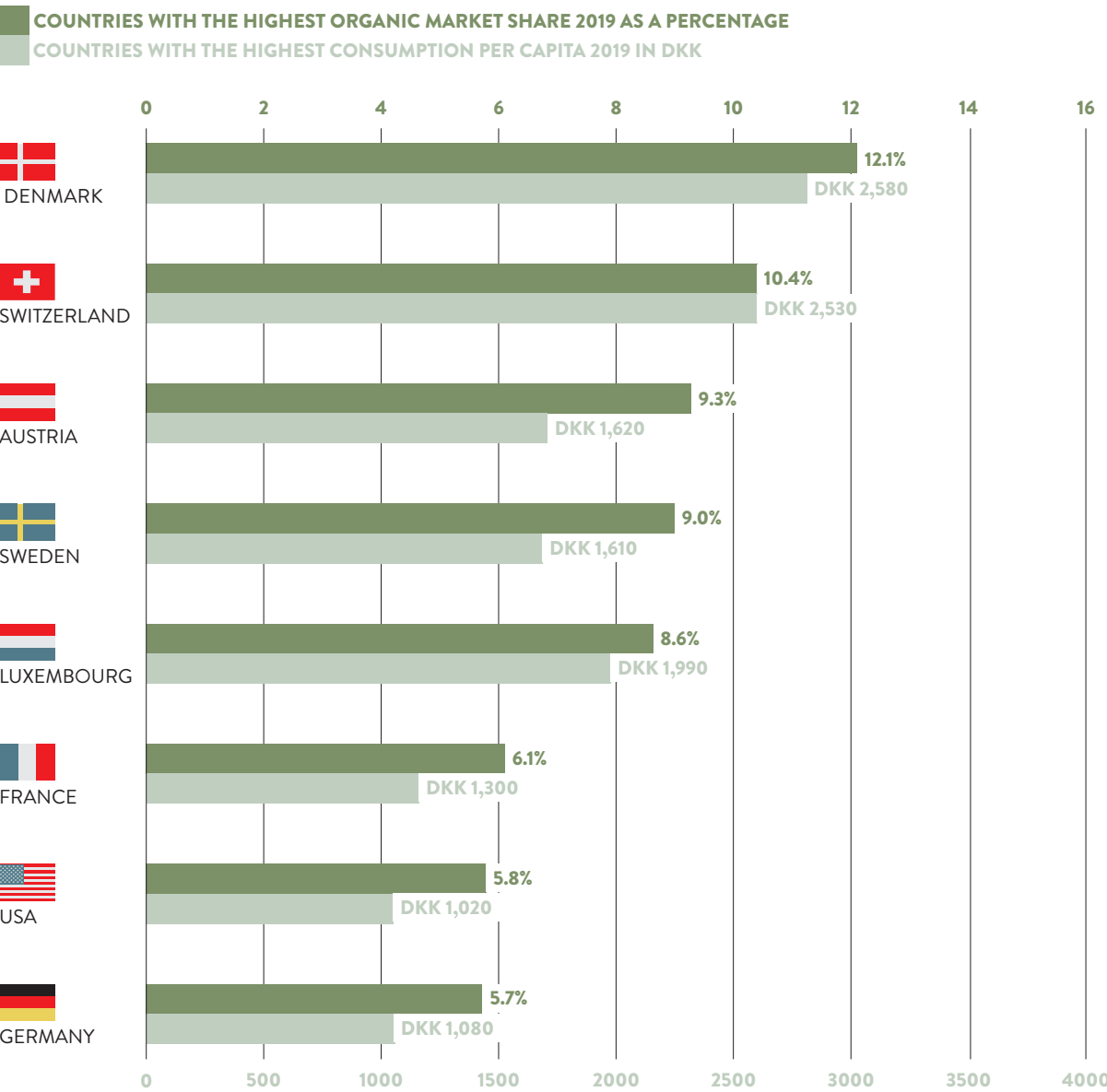


PRODUCTS THAT BEAR THE STATE CONTROLLED ORGANIC LABEL ARE KNOWN FOR:

- Strict regulation of all organic products
- State control from farm to fork
- High standards of food safety
- Reliability of delivery
- High credibility, 98% of the Danish consumers trust the red label

DOUBLE ORGANIC WORLD CHAMPION

Denmark is a country which has high ambitions for organic food production and farming. That is why, Denmark today can boast a double world championship because not only does Denmark have the largest organic market share, but now Danes also spend the most on organic food per capita. In practice, this means that the Danes spend six times as much money on organics than the average European consumer.



Source: FiBL 2020. The reason why we use figures from 2019 is that this is the last year in which we have comparable figures across the countries.


A UNIQUE INSPECTION SYSTEM FROM FARM TO TABLE

In 1987, Denmark was the first country in the world to introduce a state control of organic products. The Danish control system is a proof of a unique cooperation between the farmers and companies that produce and process organic products and the state, which ensures control and approval.

Organic production takes the greatest possible account of nature, the environment and animal welfare all the way from farm to fork. The Danish red Ø label as well as EU's green organic logo are your guarantee of organic quality.

The unique and governmentally certified Ø-label has been very important for the widespread success organic food products have achieved in Denmark, and today organic products that bear the red Ø-label are highly respected.





Organic Denmark has high ambitions for organics, and we believe organic is an important part of the solution to several of the world's sustainability challenges. Therefore, we work hard to develop and deliver organic solutions to the climate and biodiversity challenges the world is facing.

Our goal is that in 2030, organics will make up 30 percent of the Danish farming area and 30 percent of the Danish food consumption.



**ORGANIC
A PART OF
THE SOLUTION**



The new official dietary advice, that the Ministry of Food, Agriculture and Fisheries of Denmark published in early 2021, also recommends more greens on the plate in the name of sustainability. Today, many professional food creators are already implementing the new dietary advice which gives professional kitchens a unique opportunity to innovate meals, elevate their food craft and be a source of inspiration for guests and customers to seek a new direction in our food culture with an emphasis on more greens, better meat, and organics.




ORGANICS IN PUBLIC KITCHENS

Besides having the world's highest organic market share in the supermarkets, Denmark also has a great momentum in the professional kitchens, both public and private. In recent years, there has been an unstoppable force for change calling for a more sustainable agenda with less meat, more greens, buying in season, reducing waste and of course organics.

YOUR PARTNER TO CREATE ORGANIC GROWTH

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