



ROYAL DANISH EMBASSY
Tokyo

ORGANIC INDUSTRY FORUM

ORGANIC GROWTH THE DANISH WAY

Minister Counsellor, Royal Danish Embassy

Marie Louise Flach de Neergaard

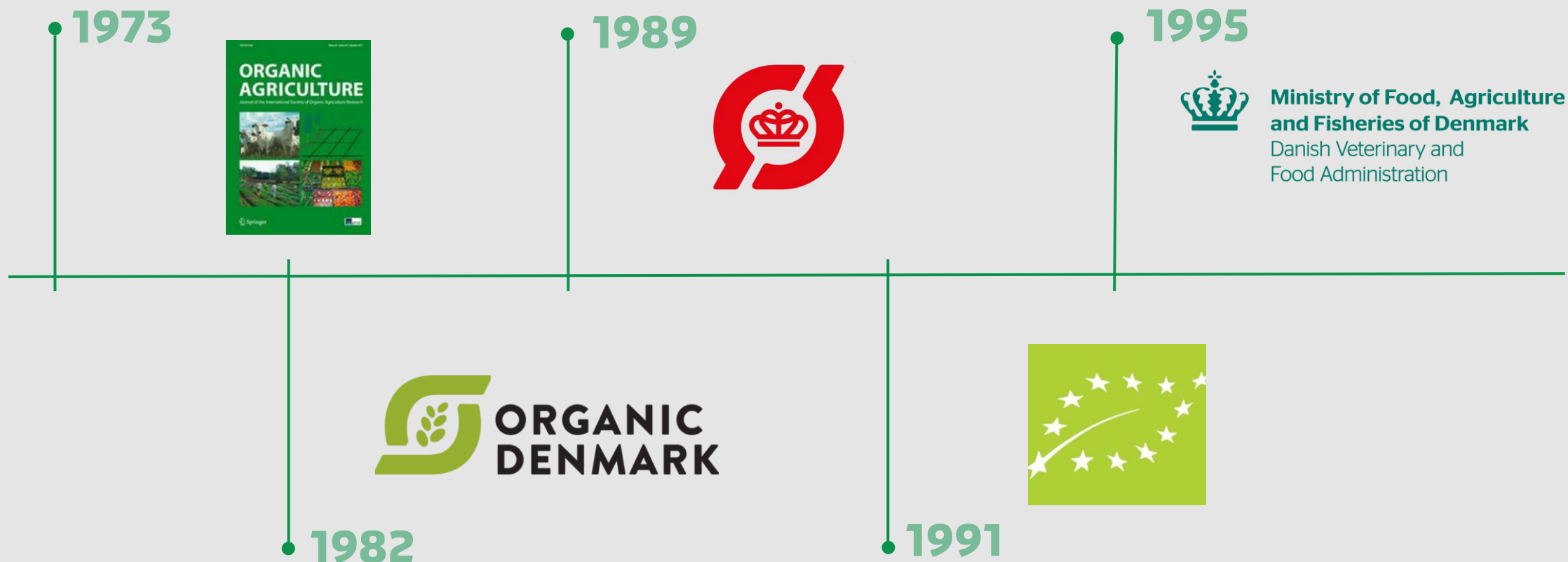
INTRODUCTION TO MARIE LOUISE



- Since 1995 within the Ministry of Food, Agriculture & Fisheries.
- Posted to the EU Commission (2001-2003), and as Minister Counsellor (Food, Agriculture & Fisheries) to China (2011-15 and 2018-21) and from 2024 in Japan
- Since 2008 Head of Unit in the Danish Ministry of Food, Agriculture and Fisheries, Danish Veterinary and Food Administration and in the Danish Fisheries Agency.
- Founded the Organic Cuisine Label in Denmark
- 2011 Decorated by H.M. The Queen of Denmark with The Knight of the Order of Dannebrog



HOW THE ORGANIC MOVEMENT BEGAN





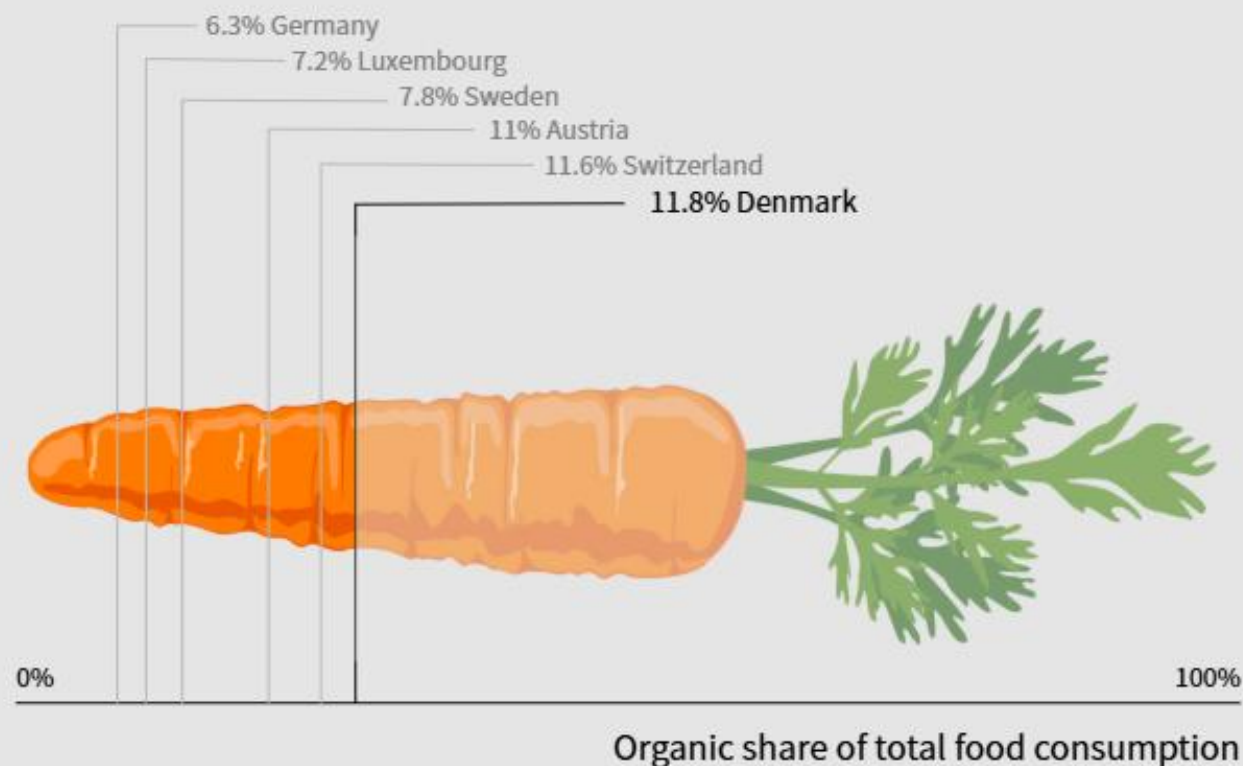
35 YEARS AND STILL GOING STRONG

We are celebrating 35 years with the red Ø-label with 100% consumer recognition

- The product is state-controlled organic
- No artificial sweeteners or artificial flavours.
- Fewer additives compared to conventionally produced foods
- No use of synthetic pesticides, GMO or fertilizers
- Animal welfare and natural living conditions → all-year access to outside areas for organic animals.
- Animals grow at their natural rate and with less antibiotics
- Traceability and regular inspections to ensure compliance



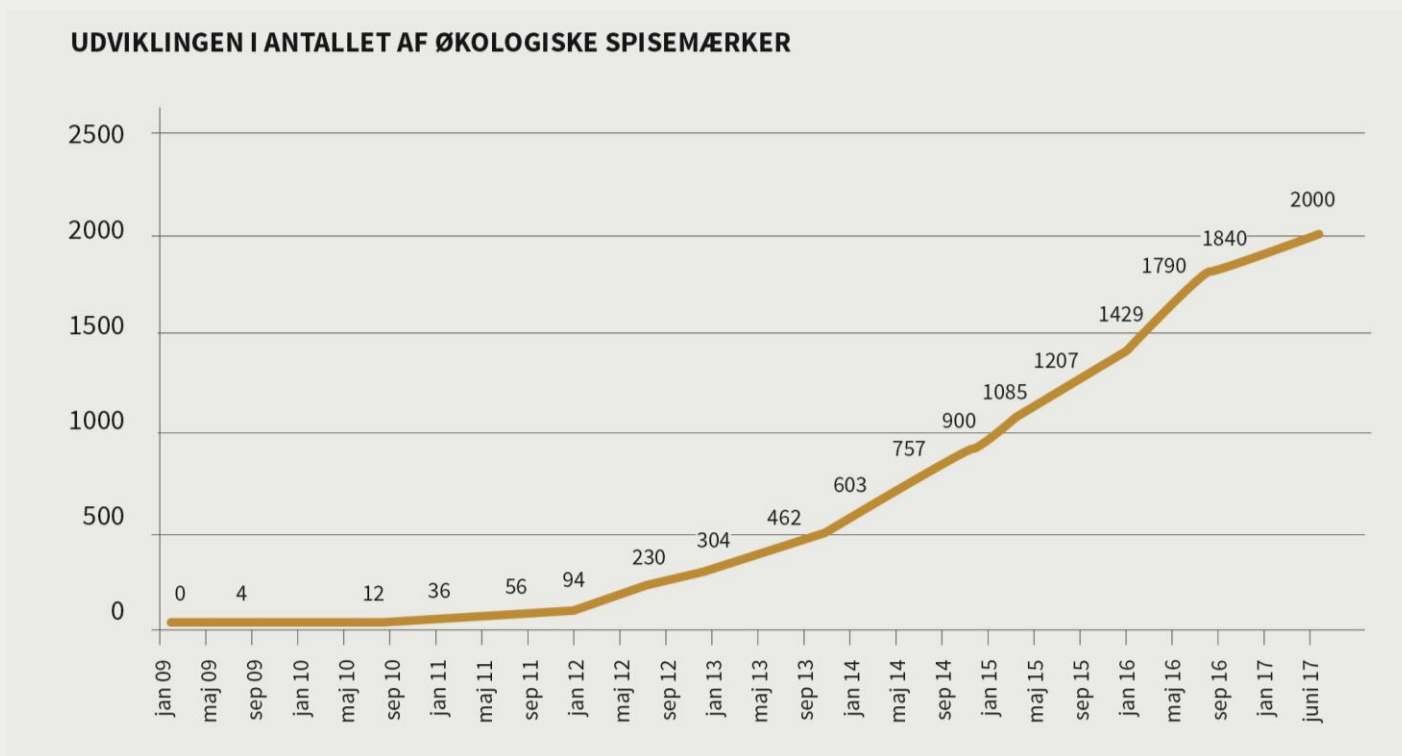
DENMARK IS A WORLD LEADER IN ORGANIC FOODS



With 11.8% of retail food sales coming from organic products, Denmark has the highest market share globally

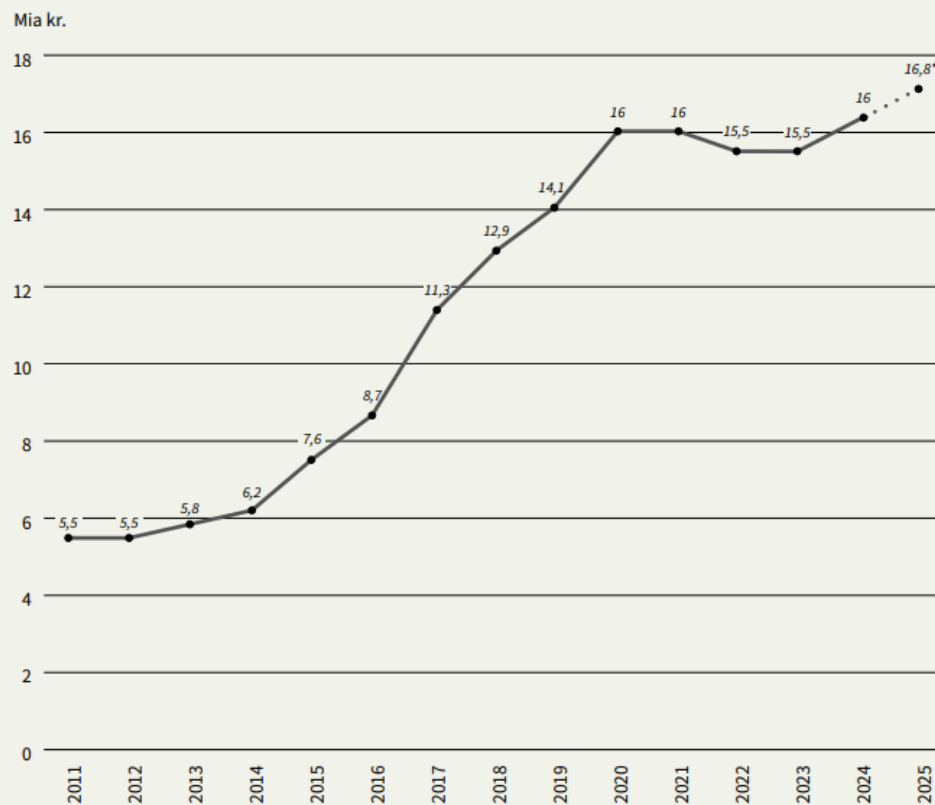
THE ORGANIC CUISINE LABEL

Over 3,500 professional kitchens have joined the program since 2019 - strengthening Denmark's organic transition.



ORGANIC PRODUCE HAS HAD A STEADY GROWTH IN POPULARITY

ORGANIC FOOD SALES 2011-2025 (BILLION DKK)



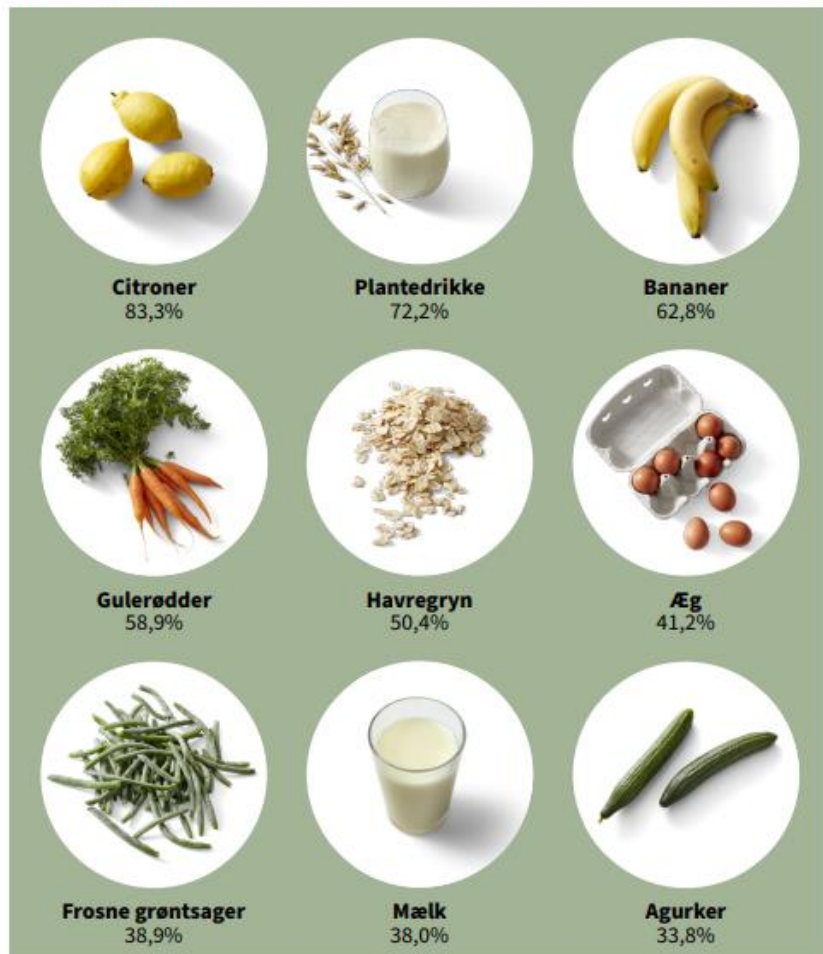
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Today, the organic industry is worth around 16 billion DKK annually, making it a billion-dollar sector.

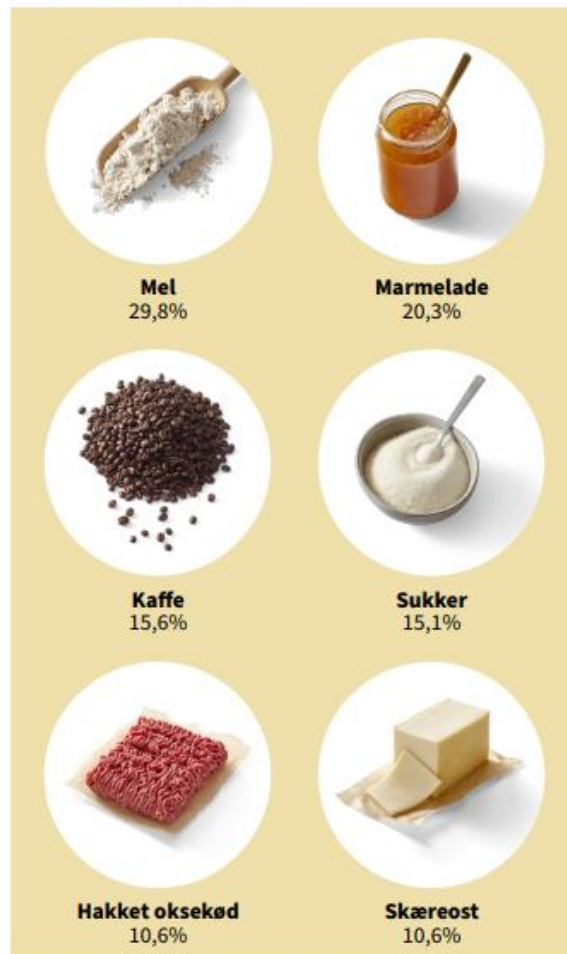
Kilde: 2011-2024 Danmarks Statistik. *2025 estimat Økologisk Landsforening

NOT ALL ORGANIC PRODUCTS ARE EQUALLY POPULAR

HØJ > 30 PCT.



MELLEM 10-30 PCT.



LAV < 10 PCT.

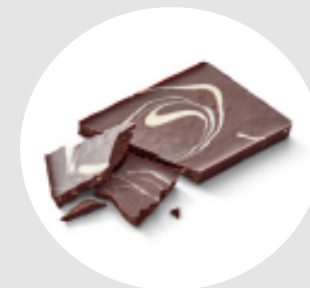


CONSUMPTION BEHAVIOUR CHANGES WITH PRICES

The market's share of organic food is declining with price

In season, location and the freshness of the produce is of great concern to the Danish

Vegetables, fruit and dairy is the dominating categories within organic food
→ 60% of organic food sale



THE ORGANIC STAIRCASE

The organic staircase is a model, which highlights which organic food consumers will buy first and which they will move onto later

HOW DID THE IMPLEMENTATION OF ORGANIC FOOD BECOME SO SUCCESSFUL IN DENMARK?

PUBLIC-PRIVATE PARTNERSHIP

A close collaboration between government, NGOs, and industry is a success driver

In Denmark the red Ø-label created credibility for the consumer and incentive for the farmers



CREATE INITIATIVES FOR FARMERS

Farmers will not convert without financial viability. Support structures like guaranteed sales, advisory services, and consumer-facing initiatives.

The Danish "Organic Day" is an example of a consumer facing initiative



POLITICAL SUPPORT FOR BREACHING GAP

Is organic food "*too expensive*" or conventional "*too cheap*"?

Shifting the benchmark so organic is the standard requires both political support and consumer communication.

Denmark's animal welfare label guides consumers toward ethically produced food.



CONNECT EMOTIONS AND IMMEDIACY

Organic farming is often marketed through long-term arguments about health, environment, or climate.

Connecting organics to everyday feelings and visible benefits makes the choice more relatable



THE DANISH ORGANIC DAY

**AN EXAMPLE OF CONSUMER INITIATIVES AND
EMOTIONAL MARKETING – “HAPPY COWS”**

CREATE INITIATIVES FOR FARMERS

The Danish Organic Day celebrates the moment when organic cows are let out onto grass after winter.

Families and children can enjoy a festive day on the farm, learning about agriculture through a range of activities.



A WORLD OF A DIFFERENCE

AN EXAMPLE OF ORGANIC CAMPAIGNS IN DENMARK

CONNECT EMOTIONS
AND IMMEDIACY



ORGANIC DELEGATION VISIT TO DENMARK

In August the official MAFF delegation visited Denmark with a focus on organic agriculture and sustainability



The delegation visited Danish organic producers, Danish Ministry of Agriculture, and business organizations. Their program included meetings

with the Minister of the Green Tripartite Cooperation and participation in the 2025 Organic Summit



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THANK YOU FOR YOUR ATTENTION

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