

Organics in Denmark



The organic development The Danish model to organic success - From niche to mainstream

Partnership and collaboration between government, retailers and consumers, farmers, and food companies – with DAFC / NGO's as catalyst

- ❑ Creating a government policy for organic innovation & research and growth
- ❑ Organic strategy and Action Plans
- ❑ A trusted national label, representing all organic values



- ❑ Making organic visible, expanding product assortment, positioning organics in stores and positive communicating
- ❑ Making organic mainstream. Communicating strong organic values by ambitious farmers, food companies and retailers – high supermarkets & discount
- ❑ Drive transition to organic in public sector kitchens (foodservice)

Policy to develop/promote organic farming

Organic Action Plans with a push and pull strategy. Funding from Danish Governments:

- Organic conversion checks for farmers
- Conversion of public kitchens to organic food, including education of kitchen staff
- Marketing and information campaigns in Denmark
- Export promotion
- Research & new development
- Plant-based foods



The Danish Government's organic goals for 2030:

- Doubling the organic land ~ 20% of all agricultural land in Denmark is organic
- Doubling the organic consumption in Denmark
- Doubling the organic exports

Organic consumption in Denmark

Organic food labels in Denmark



- Organic state-authorized label certifying that the product has been controlled by the Danish food authorities



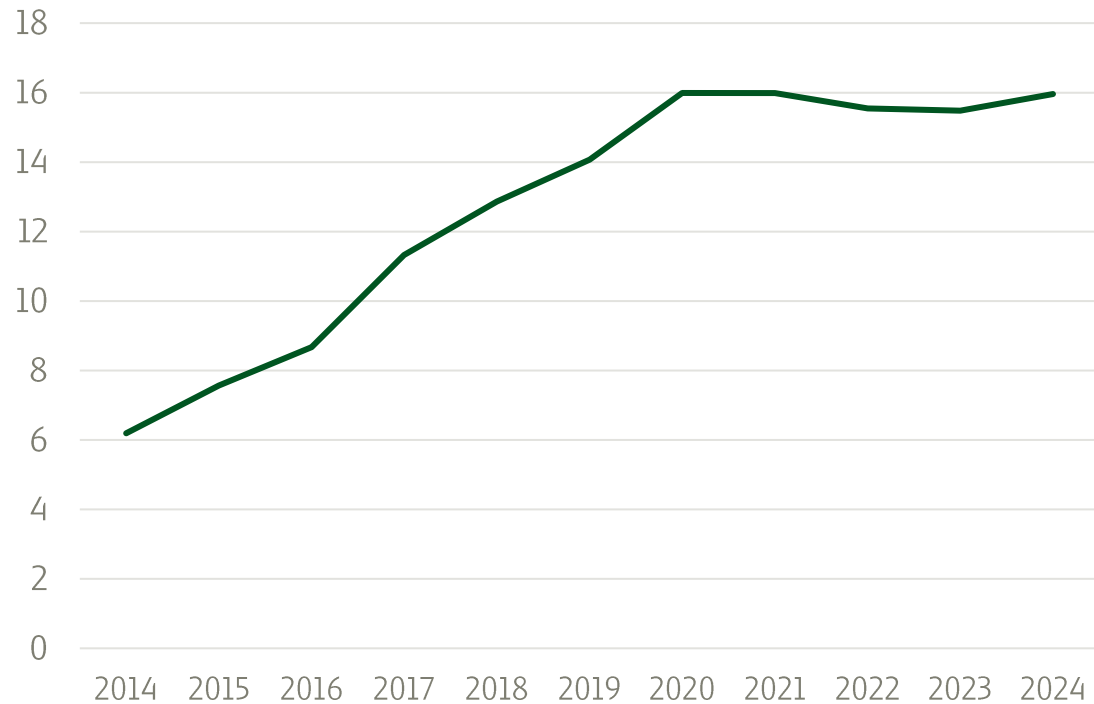
- Mandatory label on all organic products sold in the European Union



- Danish certification system for large-scale kitchens (restaurants, school kitchens, catering etc.) indicating the percentage of organic raw material used in the kitchen

Organic sales in retail market

Billion DKK

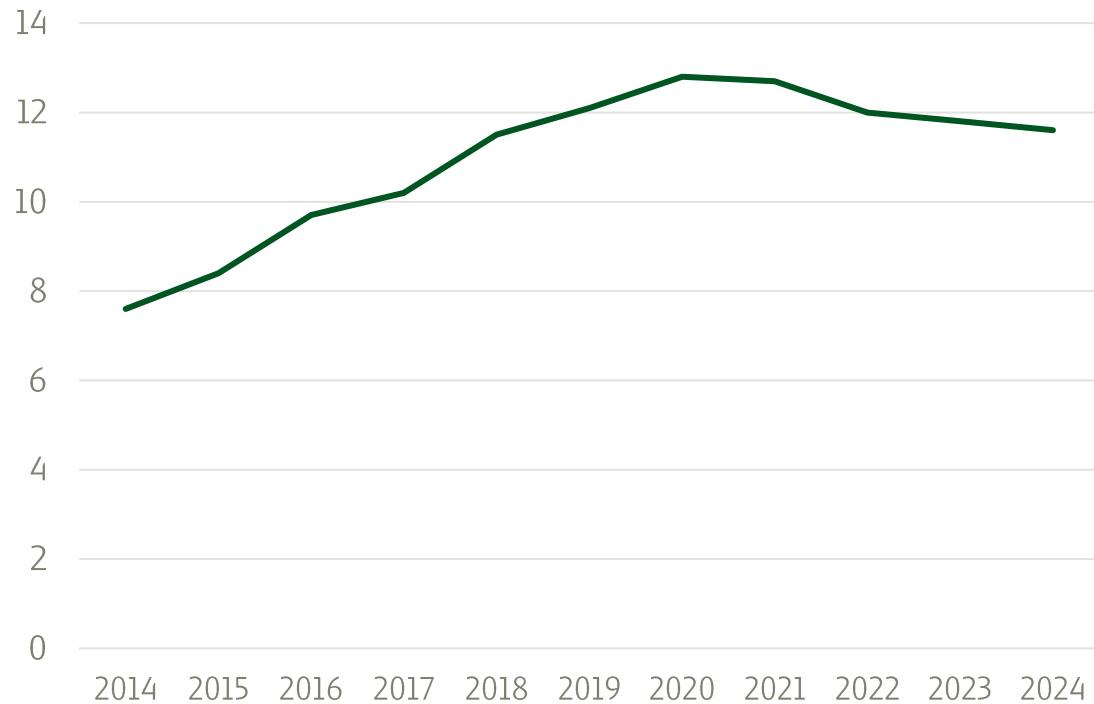


Source: Statistics Denmark



Organic share of the retail market

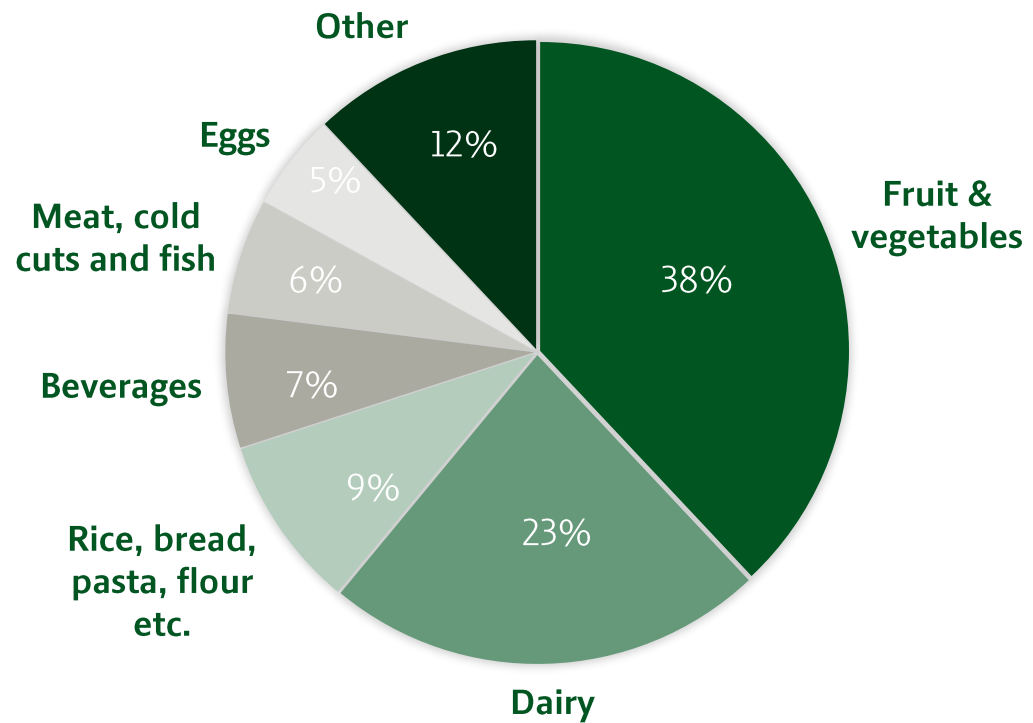
Market share %



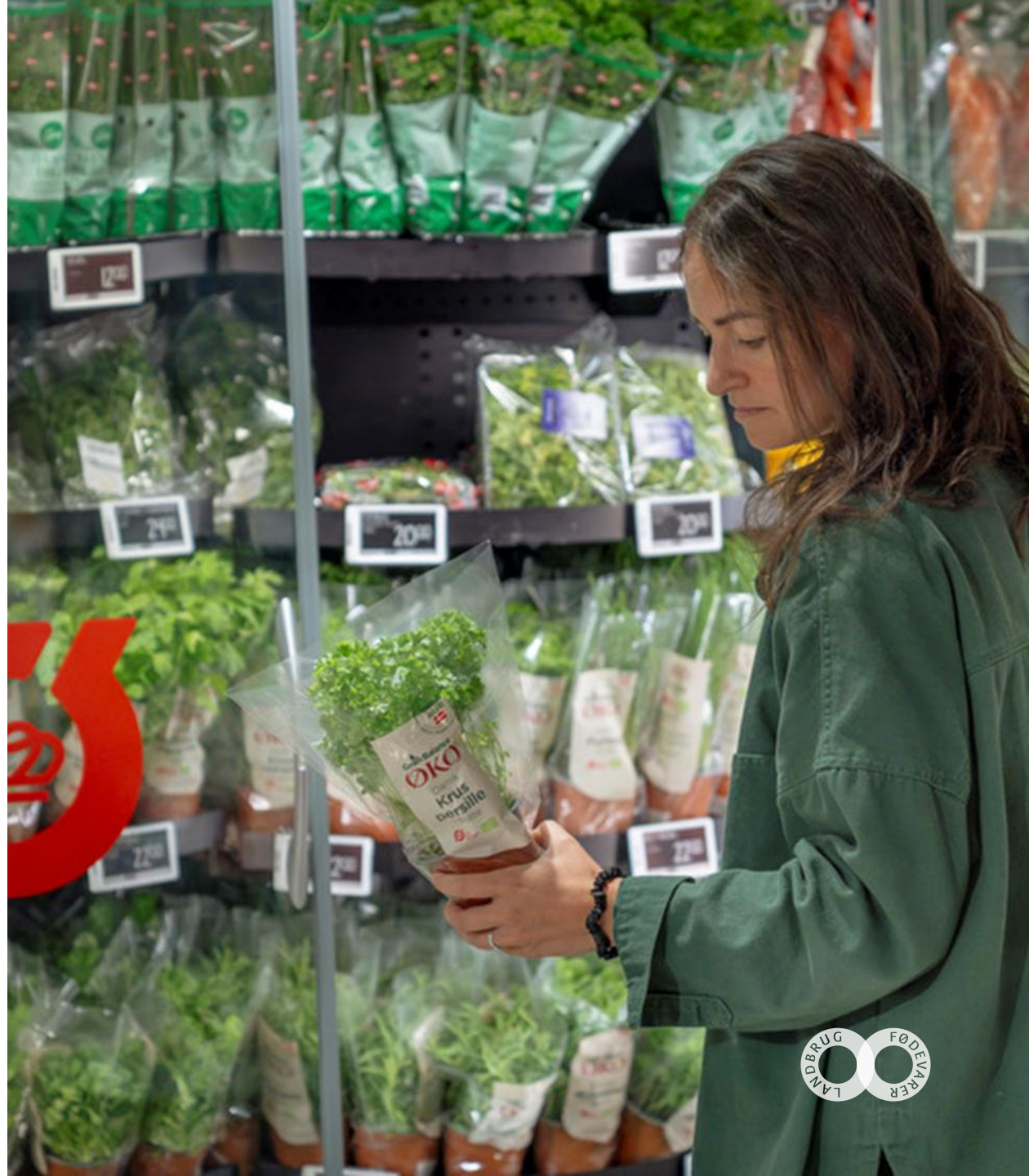
Source: Statistics Denmark



Organic sales in 2024 – by product groups



Source: Statistics Denmark



Danes love organic food



- Denmark has the second highest market share in retail in the world of organic food and beverages (11.6% in 2024). Switzerland is in front with 12.3%
- Organic food is growing very fast in foodservice in the past years – now 14% in market share
- Total organic sale reached 2.7 billion Euro in 2024
- Per capita consumption of organic food was about 460 Euro in 2024
- Very high organic market share in retail for foods like milk, eggs, oatmeal, carrots, bananas etc.
- Nearly all Danes (95%) buy organic products from time to time

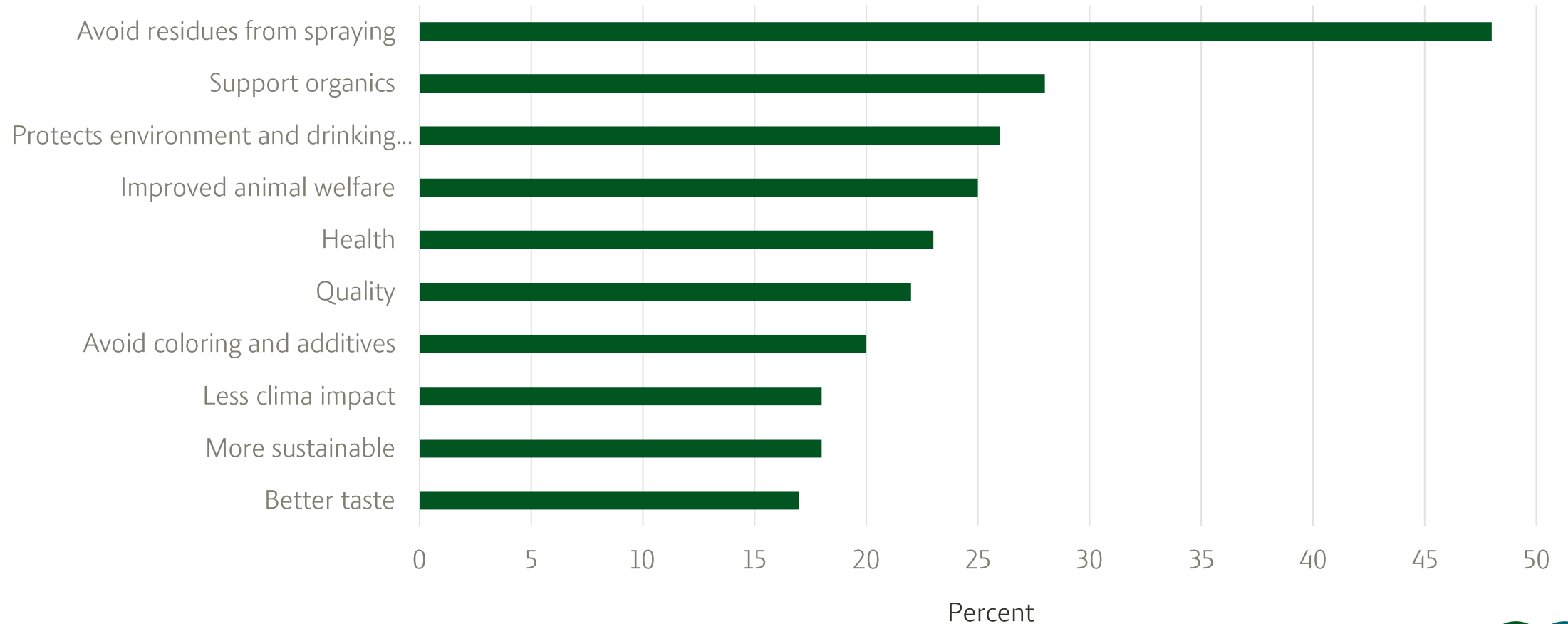


The organic in foodservice

- Foodservice includes serving food from kitchens in institutions, restaurant, canteens, cafes, take-away etc.
- Organic sales in foodservice reached 0.5 billion Euros in 2024 and 14.2% organic marked share in foodservice
- Organic 'eating-out-label' in gold, silver and bronze – controlled by the Danish state (Veterinary Food Administration)
- The eating-out-label shows the share of organic raw material used in the kitchen, measured by cost or weight: 30-60%, 60-90% and 90-100%



Main reasons for buying organic food

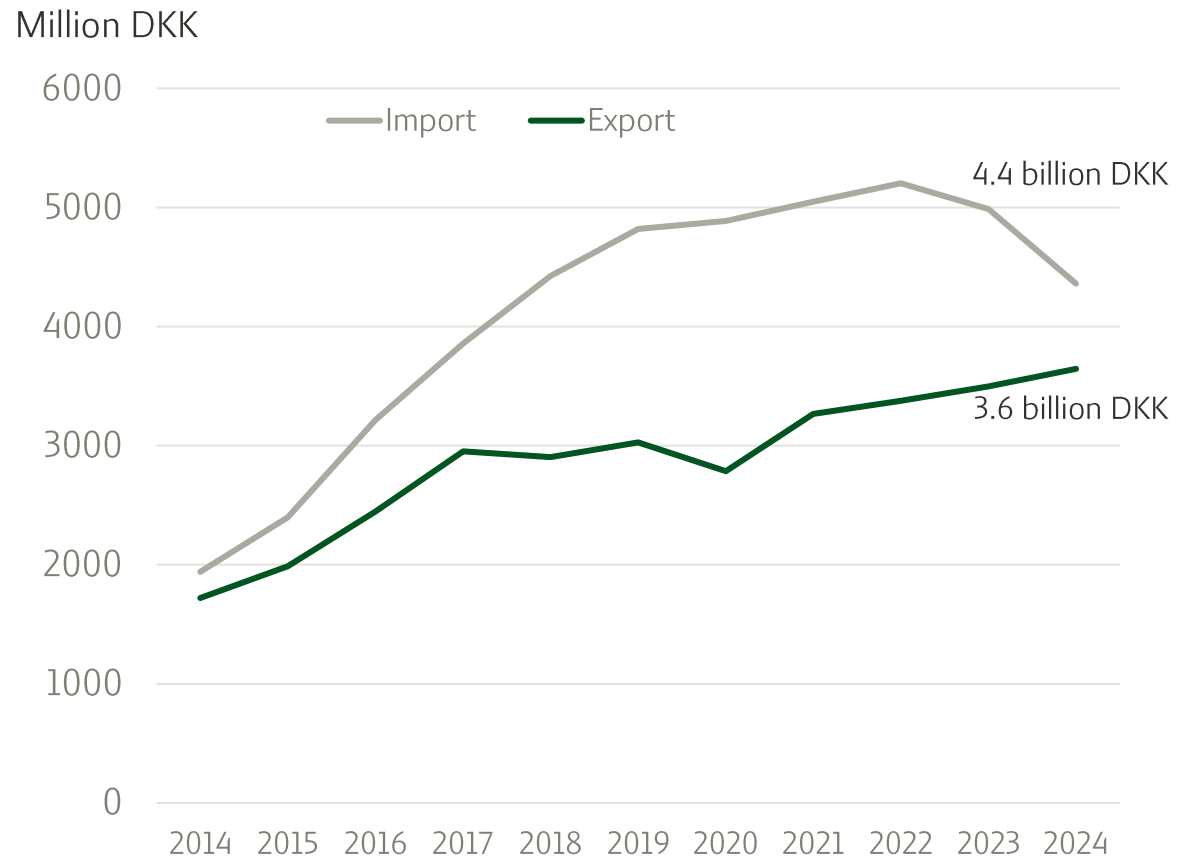


Source: Norstat Interviews and analyses, May 2025

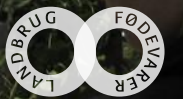


Foreign trades in organic goods

Organic foreign trade

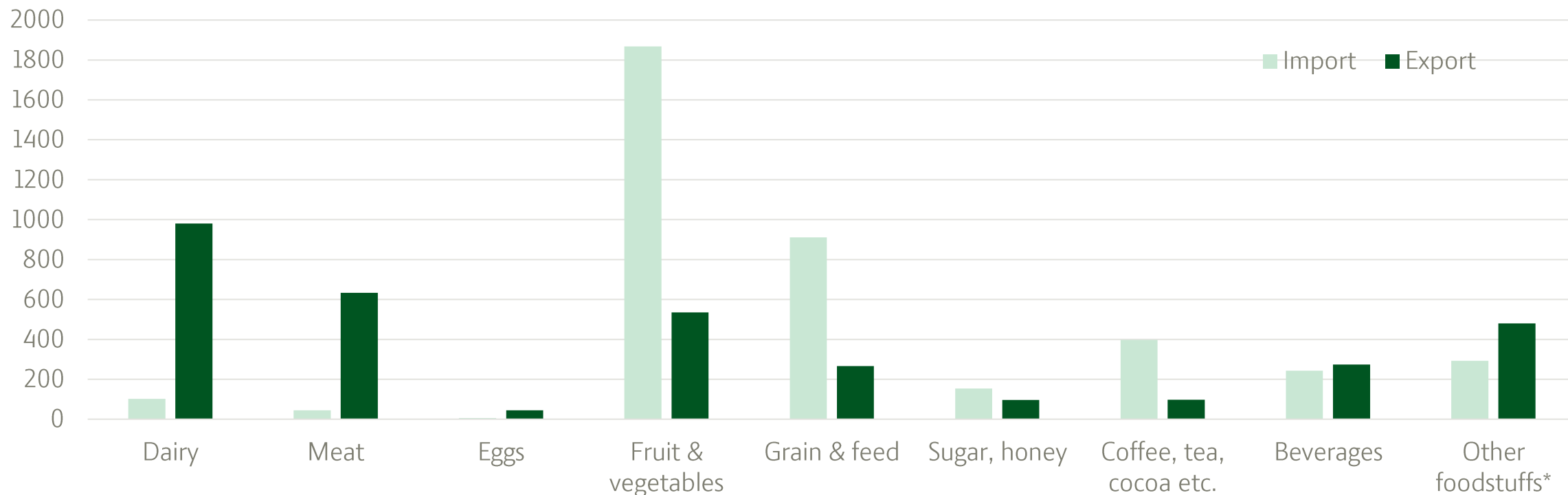


Source: Statistics Denmark



Organic foreign trade in 2024 – by product groups

Million DKK



Source: Statistics Denmark

*Includes milk powder, baby food, rice, pasta etc.



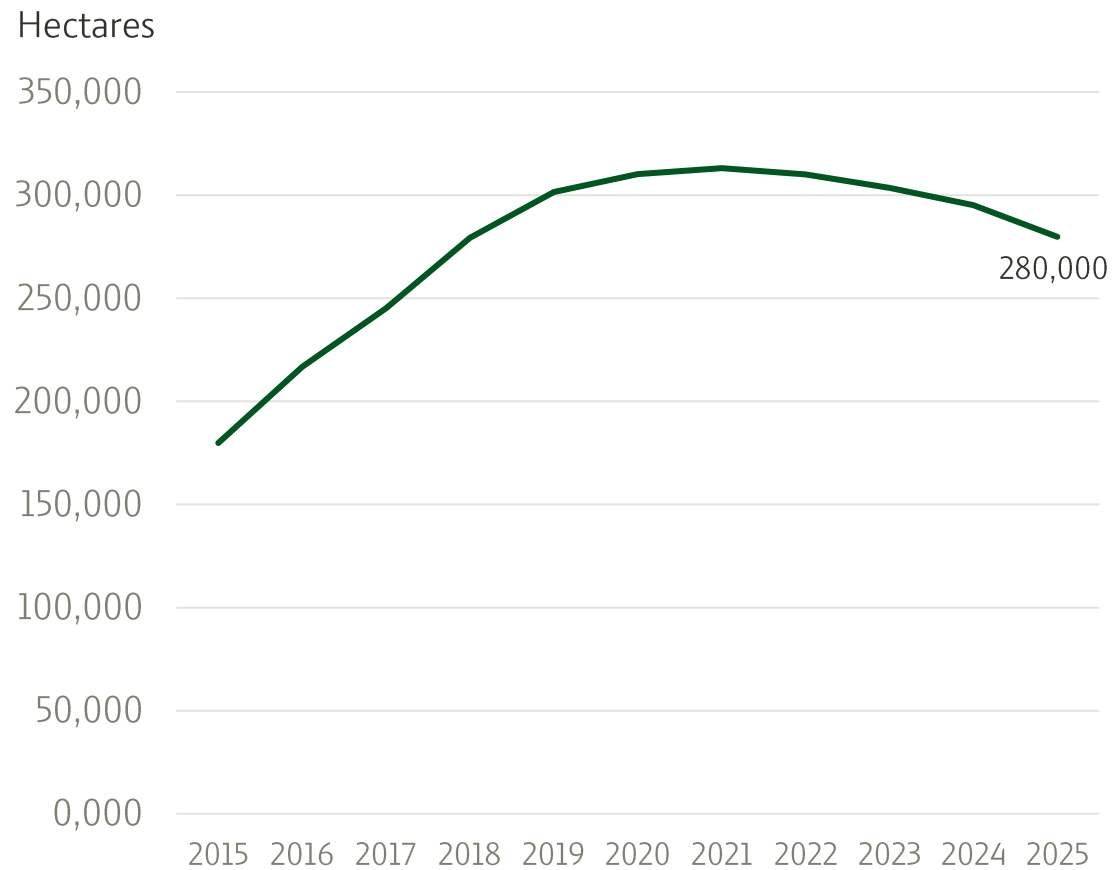


Organic production

Landbrug & Fødevarer



Organic agricultural land in Denmark

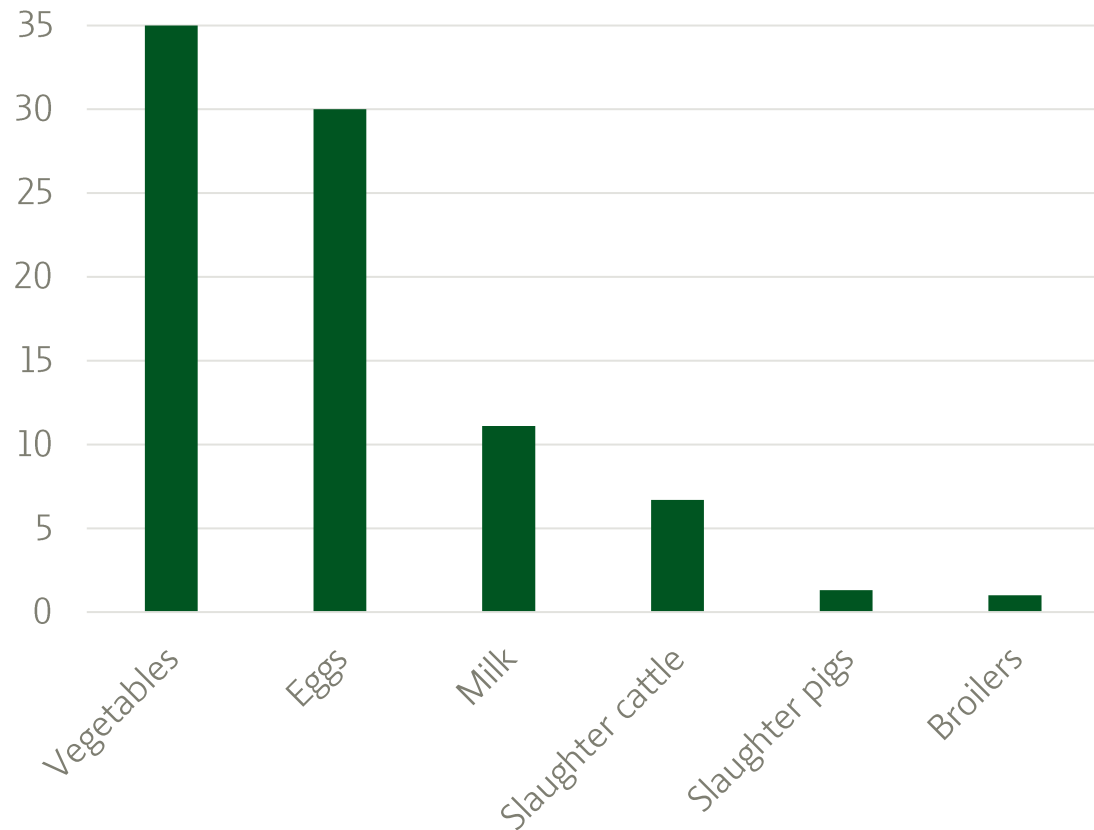


Source: Statistics Denmark



The organic share of total agricultural production in 2025

Percent



Source: Statistics Denmark and DAFC-calculations



Organic farming in Denmark in 2025



- 11% of all agricultural land was cultivated organically
- 35% of all vegetables production was organic



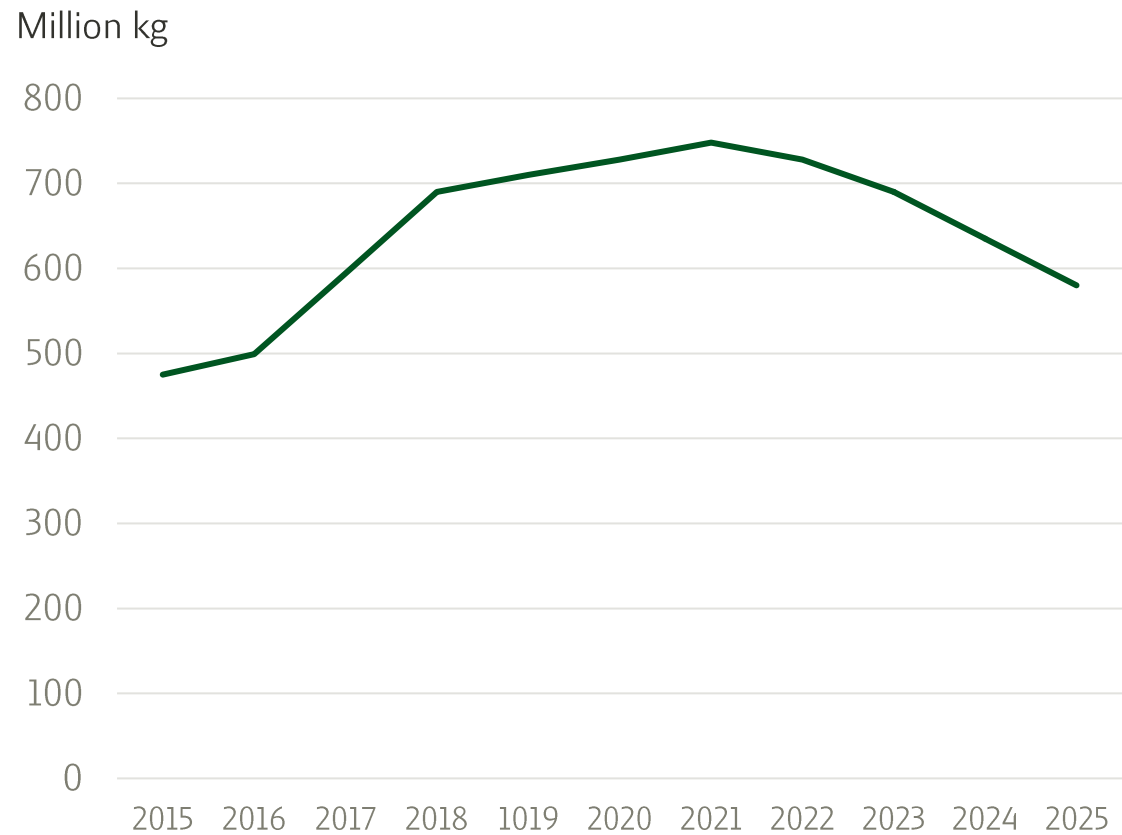
- 11% of all cow's milk production was organic
- 1.3% of all pig production was organic



- 30% of all egg production was organic
- 1.0% of all broilers were organic



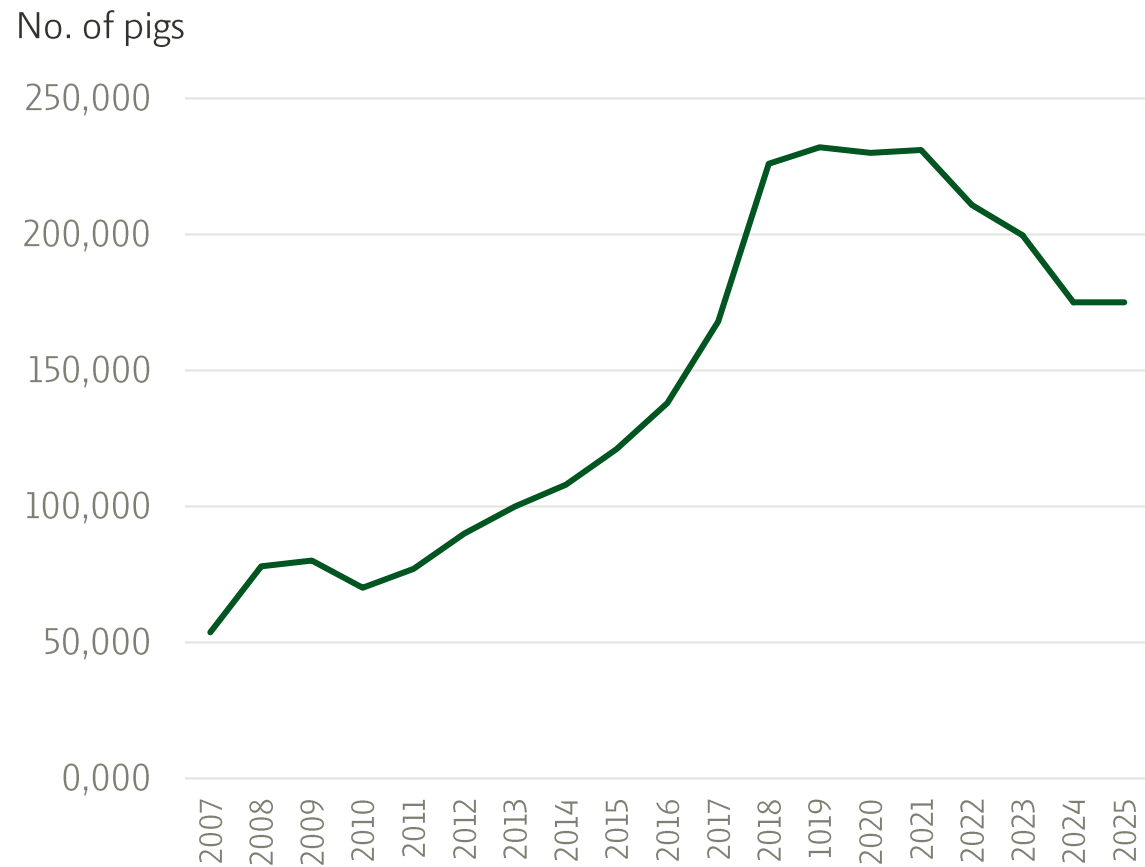
Organic milk production in Denmark



Source: Statistics Denmark



Organic pig production



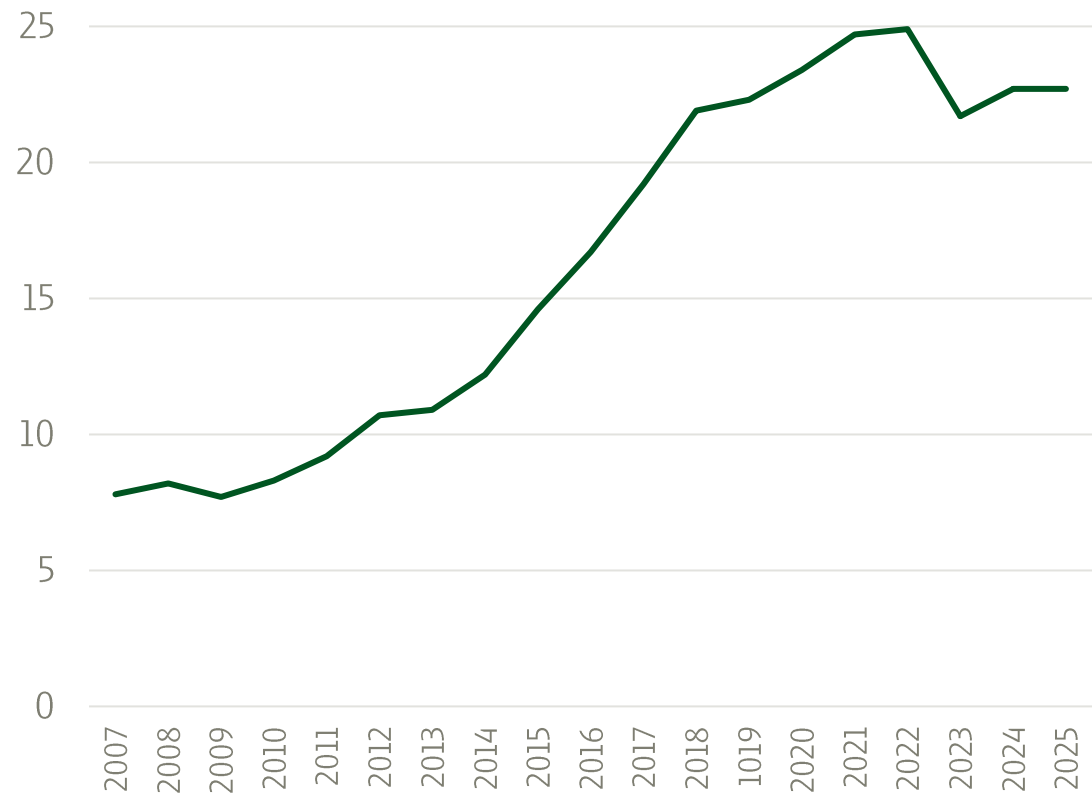
Source: Statistics Denmark



Production of organic eggs



Million kg



Source: Statistics Denmark

