

DENMARK,
DANISH FOOD AND GASTRONOMY





PREFACE

Denmark has a long history of exporting agricultural products of the very highest quality. However, it is only recently that Denmark has become known internationally for its cuisine. We owe this development not least to a new generation of chefs who have developed a beautiful new gastronomic culture, proudly based on regional and seasonal raw materials in the Nordic tradition.

Much has changed in Danish gastronomy as well as food production in recent years. New trends have stimulated people's interest in gastronomy and provided incentives for farmers and food companies to refine our products.

One of our secret ingredients is the unique conditioning that the bright but relatively cool Danish summer season adds to raw materials. Another is our agricultural tradition based on careful, sustainable management of natural resources, respect for ethical farming methods and – of course – competitiveness.

Chefs, gourmets and consumers around the globe are enjoying Danish agricultural and food products like never before, and it is my sincere hope that this positive development will continue in the future. This folder will give you a taste of what Danish food and gastronomy represents today.





FACTS AND FIGURES

ABOUT DANISH FOOD AND GASTRONOMY

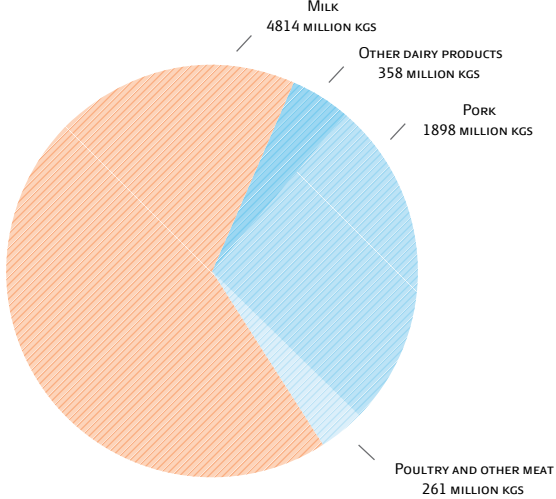
The Danish landscape was formed by glaciers and most geological features of the flat landscape can be attributed to the movements and melting of the ice. Today, the climate and landscape are suited for agriculture and more than 60 % of the land is cultivated. Grain, such as wheat, barley, oats and rye, along with grass, make up most of the crops. About 80 % of the production of grain and plants is used for animal feed.

Complementing consolidation in the co-operative dairy sector, new specialty dairies have emerged. While small dairies benefit from the unsurpassed quality control and food safety systems developed due to full value-chain integration, the largest co-operative companies benefit from the niche products and entrepreneurship which small dairies represent.

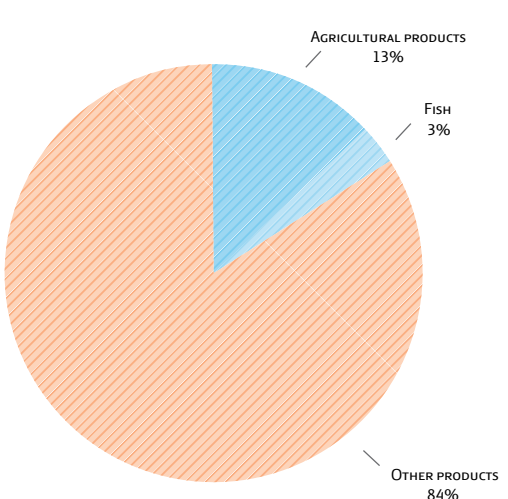
Although the unique taste and cooking properties of Lurpak butter, the traditional flagship of Danish dairy, are preferred by consumers and chefs around the world, the largest dairy export item today is cheese. With the revival of the Nordic Cuisine new types of cheese, such as the award-winning organic North Sea cheese, have been added to the palette.

Pork is the cornerstone of Danish meat production. While conventional Danish pig meat is enjoyed around the globe, organic pork is mainly exported to France, Germany and the UK. Danish animal production also includes poultry and eggs, veal and lamb.

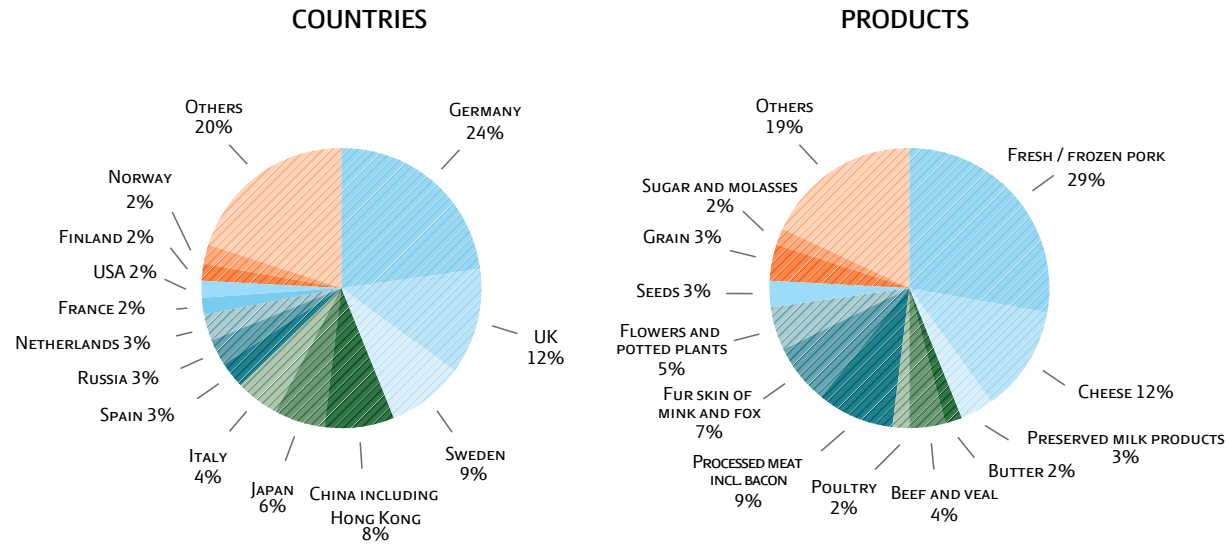
ANIMAL PRODUCTION IN MILLION KGS (2009):



DANISH EXPORTS (2009):



1: DISTRIBUTION OF AGRICULTURE AND FOOD EXPORTS BY MARKETS AND PRODUCT CATEGORIES :



DANISH

MICHELIN STARS

Copenhagen has more Michelin stars than any other Nordic capital. While there is still no Michelin guide covering all of Denmark, Copenhagen's appearance in the Michelin

guide Main Cities of Europe 1983 marked the year when Copenhagen became internationally renowned as a city of gastronomic interest.

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La Cocotte																	
Kong Hans Kælder	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Herman																	*



DANISH GASTRONOMIC HISTORY

Denmark has several internationally recognised specialties such as marinated herring, Lurpak butter, Havarti cheese and "smørrebrød" - open rye bread sandwiches. Although Denmark has always enjoyed a good reputation as producer of high quality food, Danish cuisine has not been perceived as having its own particular characteristics on a par with the French, Italian or Japanese cuisines. Not until recently, that is.

Danish cuisine is rooted in the pre-industrial farmer's kitchen, governed by the need for nutrition and the use of products available from nature. The main ingredients were potatoes, bread and salted meat. Growing affluence after the industrial revolution led to an increased consumption of meat and vegetables, but rye bread and potatoes were still at the centre of most meals.

The sixties and seventies brought an increased focus on quantity and efficiency; frozen food was introduced and the first wave of fast food invaded the country. During this period, a nascent interest in foreign cuisines such as the Mediterranean, and later Thai, began to show.

In the eighties and the nineties, focus shifted again, this time towards higher quality. Initially, this trend mainly benefited imported products from the Mediterranean region, but in the mid-nineties, Danish high quality products started to appear, and the seeds for a revived Danish cuisine were sewn.

These developments were to some extent consumer-driven, but also influenced by a new attitude among chefs. With Danes showing an increasing appetite for dining outside their homes in the sixties and the seventies, a wave of Danish chefs inspired by foreign cuisines took off. The first source of inspiration was the French cuisine, with television programmes teaching ordinary Danes to prepare canard à l'orange or sauce béarnaise. Increasing globalisation also brought other foreign gastronomic trends to Denmark.

This internationalisation among chefs has strongly influenced the young Danes currently representing Danish gastronomy. Several of them have worked abroad and have been inspired by leading chefs in France, Spain and other countries. They have come back full of new ideas about how to make not only similar food in Denmark, but also food with its own Nordic characteristics, in terms of taste, choice of produce and look. Many have been inspired by the New Nordic Cuisine Manifesto which cherishes the use of local organic produce reflecting the season, while maintaining a basic focus on nutritional value. Today's Danish gastronomy incorporates a growing consciousness that a good meal is not necessarily a heavy one.

All these chefs – the first who laid the foundations in the seventies, as well as the new generation – have contributed to putting Danish gastronomy on the world map to such an extent that today Copenhagen boasts the world's best restaurant, the world's best chef, and more Michelin stars than any other Nordic capital. Outside the capital the level is just as impressive, sparking a spectacular growth in gastronomic tourism.





NEW **NORDIC CUISINE**

In November 2004, the chefs René Redzepi and Claus Meyer, the duo behind the newly opened Danish restaurant Noma in Copenhagen, invited the movers and shakers of the region's food world to a symposium on new Nordic cuisine. This event witnessed the launch of the New Nordic Cuisine Manifesto, which was drawn up by some of the region's top chefs and food professionals. Its ten points expressed the values on which a new Nordic cuisine must be based if it is to make its mark in the world by virtue of its flavours and identity.

The event in Copenhagen marked an important step in what is now known as the New Nordic Cuisine movement. The manifesto promotes a cuisine based on purity, simplicity and freshness, one that reflects the changing seasons. Menus are inspired by traditional dishes and the use of ingredients that benefit from the Nordic region's climate, waters and soil. Far from an elitist dogma, the manifesto serves as a reference point for a movement which is open, democratic and accessible to everyone.







DANISH FOOD PRODUCTS

Food and gastronomy begins with the landscape. Out of Denmark's fertile soil and rough weather, Danes have developed a taste for simplicity, tempered by inspiration from the more refined cuisines of milder climates. Long winters and a taste for seafaring made way for various methods of preservation - salting, smoking or pickling - as well as a preference for the coarse black bread made of rye. Today, the open rye bread sandwich with fresh butter and pickled herring remains a cornerstone of the Danish lunch tradition.

Until recently, many local ingredients from the Nordic tradition of cooking were dismissed as being unworthy of the attention of leading chefs. This all changed, however, when a new generation of ambitious chefs reinvented the concept of Nordic terroir and embarked on a journey of rediscovery of herbs, berries, root vegetables etc. These products have come to symbolise the commitment to quality, purity and ethics which is the basis for the New Nordic Cuisine movement.

The insistence of the new breed of Danish gastronomes on using only the very best of local raw materials has boosted high-end production in all categories: dairy, meat, fish, fruits and vegetables. Thus complementing the mainstream products, New Nordic Cuisine has catalysed a renewed interest in local specialties such as lamb from the marshes or cod roe from the Baltic Sea.

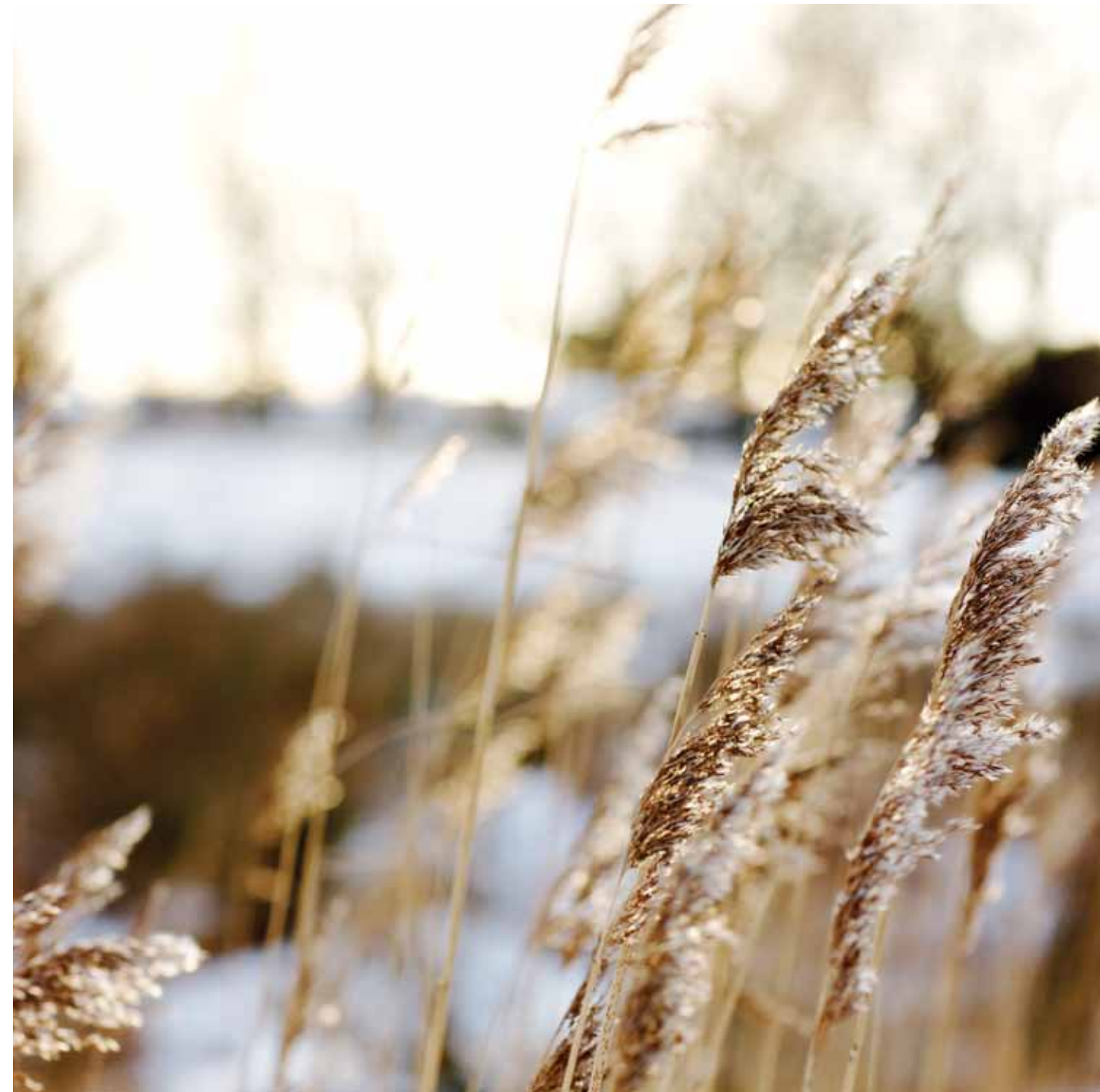
The secret behind the successful transformation of a gastronomic trend into mainstream product development for global consumers may lie in the unique structure of Danish agriculture and food production. In major categories such as meat and dairy, more than 90 % of the total production is from farmer-owned co-operatives. This traditional integration of the value chain from stable to table ensures consistent supply and quality, allowing food companies to devote full attention to meeting global consumer demands.

A FOOD CLUSTER OF INTERNATIONAL DIMENSIONS

According to Monitor Group's Global Cluster Database, Denmark has the third largest food and agricultural cluster in the world with more than 175,000 people employed by private and public companies, government and educational institutions. But the importance of a cluster is not just a question of size. Based on a combination of innovation, cost competitiveness and significance to the local economy, the European Cluster Observatory has named the Danish food cluster to be one of the three strongest clusters in Europe.

The Danish cluster is particularly strong in two areas of food production: production of pork and poultry and production of dairy products. Denmark also holds a leading position in areas such as fish and fish production and chocolate and beer production.

Close vertical integration in the cluster, not least attributable to its roots in the farmers' cooperative movement, has facilitated the growth of Danish food companies into European industry leaders. Denmark also holds strong market positions in supporting industries for agriculture, e.g. machinery or feedstuffs, and with an increased focus on environmentally friendly solutions to the many challenges of agriculture and food production, the Danish cluster is now taking the lead in sustainable energy and environmental areas such as organic farming, biomass, enzymes, slurry handling and water treatment.





ORGANIC PRODUCTS

Every Dane spends about €139 each year on organic food. By comparison, consumption per consumer in Switzerland is €132, in Austria €104 and in Germany €71. The extensive home market has created almost ideal conditions for the development of new products, giving Danish organic producers a competitive edge in relation to international markets. However, basic foods like oatmeal, milk and eggs remain the most popular organic products. Thus, 36 % of all oatmeal, 35 % of all milk and 26 % of all eggs sold in Denmark are organic.

So why do Danes consume more organic products per capita than any other country in the world? One reason is that organic production has been given priority by Danish authorities. Denmark was the first country in the world to establish governmental rules for organic production as well

as official inspections of organic foodstuffs and producers. The authorities also support the organic sector by purchasing organic products for public sector institutions such as schools.

Organic products also play a key role in the success story of the New Nordic Cuisine. This is no coincidence, as the basic organic principles of purity, animal welfare and sustainability go hand in hand with the guidelines of the movement. With more Nordic ingredients in everyday cooking, hitherto neglected vegetables, grain and berries are increasingly in demand. This contributes further to the development of a mature, sustainable market for organic products, as these simple, seasonal ingredients are very often supplied by organic producers.



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