

# The organic market in Denmark A1

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Danish Agriculture & Food Council



## Slaid 1

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**A1** Kald det titel på oplæg  
Autor, 30/10/2019

- 
- Organic dairy farmer
  - Vice President – Danish Agricultural Food Council
  - Chairman – COPA Cogeca Working Party Organic

Noget at leve af. Noget at leve for.



# Danish Agriculture & Food Council

Policy and trade association representing farmers and food-companies - organic as well as conventional

**Trade activities**, including:

- Visits by ministers
- Business meetings
- Trade exhibitions
- Retail promotion
- Help to certification in accordance with organic regulations in 3<sup>rd</sup> countries



Danish Agriculture & Food Council





# Organic farming and production

Danish Agriculture & Food Council



# The organic farmland in Denmark



Source: Statistics Denmark.  
Best estimates for 2019



# Organic milk production

432 farm units and 690 million kg in 2018 ~ about 12% of total milk production

Organic premium paid by Arla is EUR 0.11 per kg milk as per 1<sup>st</sup> May 2019.

32% of drinking milk sold in retail stores is organic.

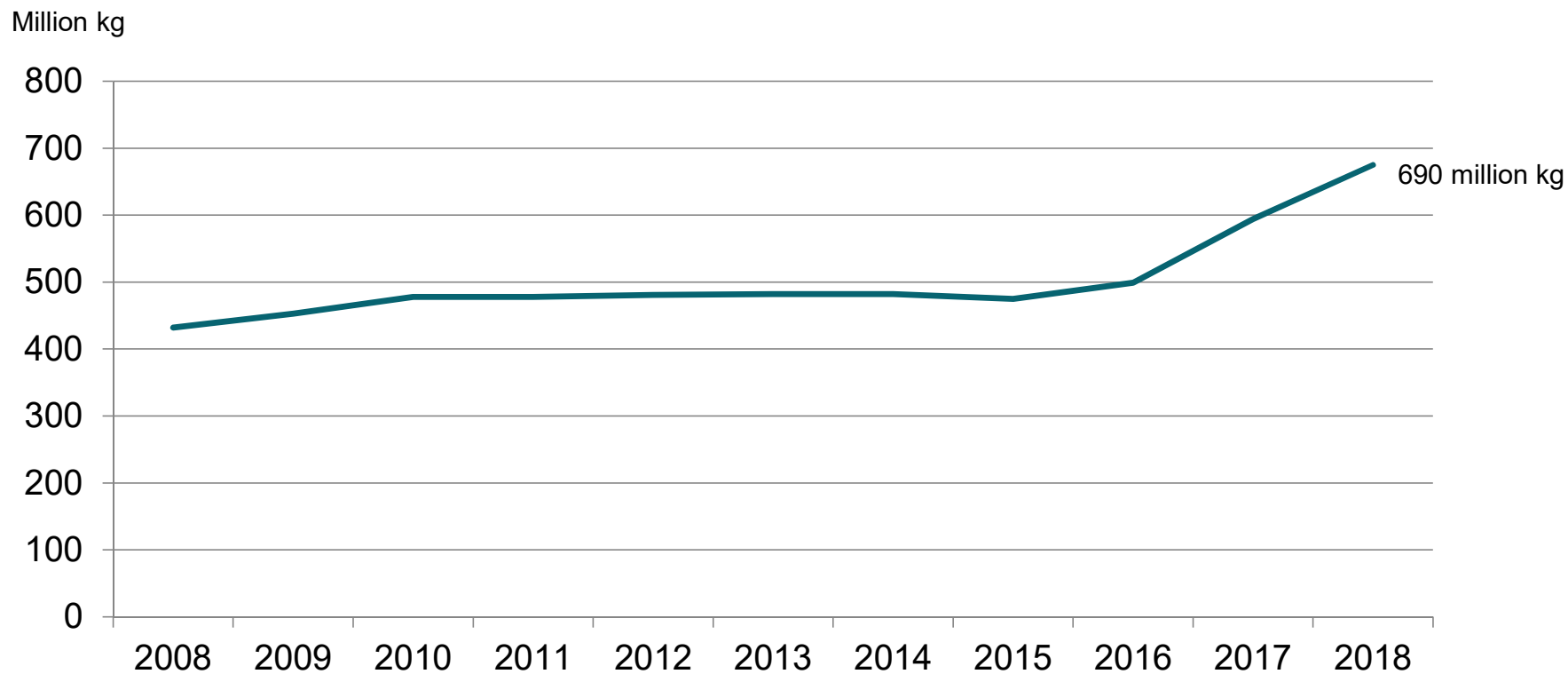
Danish Agriculture & Food Council

2019-05-02 / EP



Foto: SEGES

## Production of organic milk







# Organic pig production

- In 2018 were slaughtered 226,000 pigs ~ up with 33% from 2017
- Market share for organic pork in retail was 3.5% in 2017
- Sale in retail increased by 22% in 2017

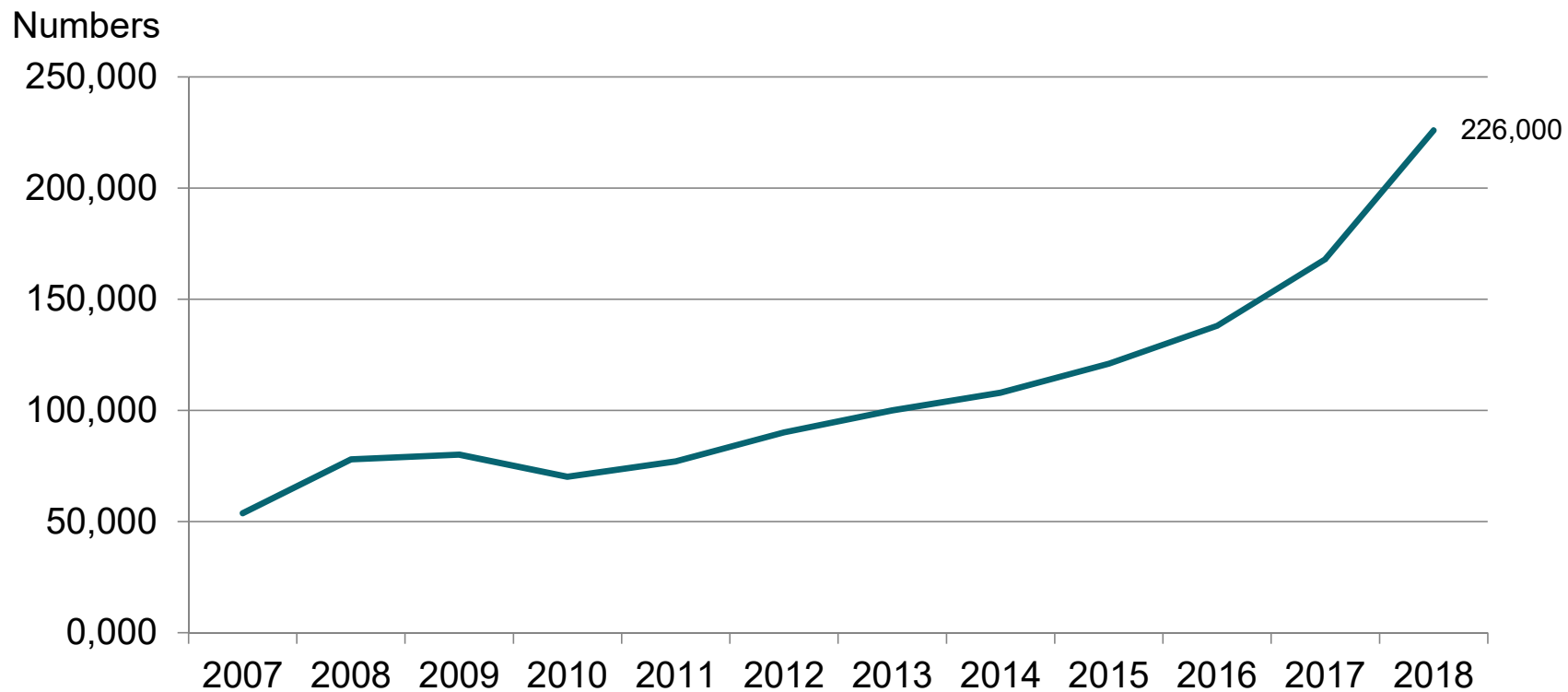
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Foto: Tomas Fibiger Nørfelt

## Production of organic pork



# Organic egg production

- Sale of organic eggs has grown tremendously in recent years
- In 2018, the number of collected organic eggs was 21.9 million kg or 32.0% of all eggs collected at packing facilities
- In 2017, organic eggs accounted for 32% of the total number of table eggs sold in retail stores
- Animal welfare is the main reason why consumers buy organic eggs

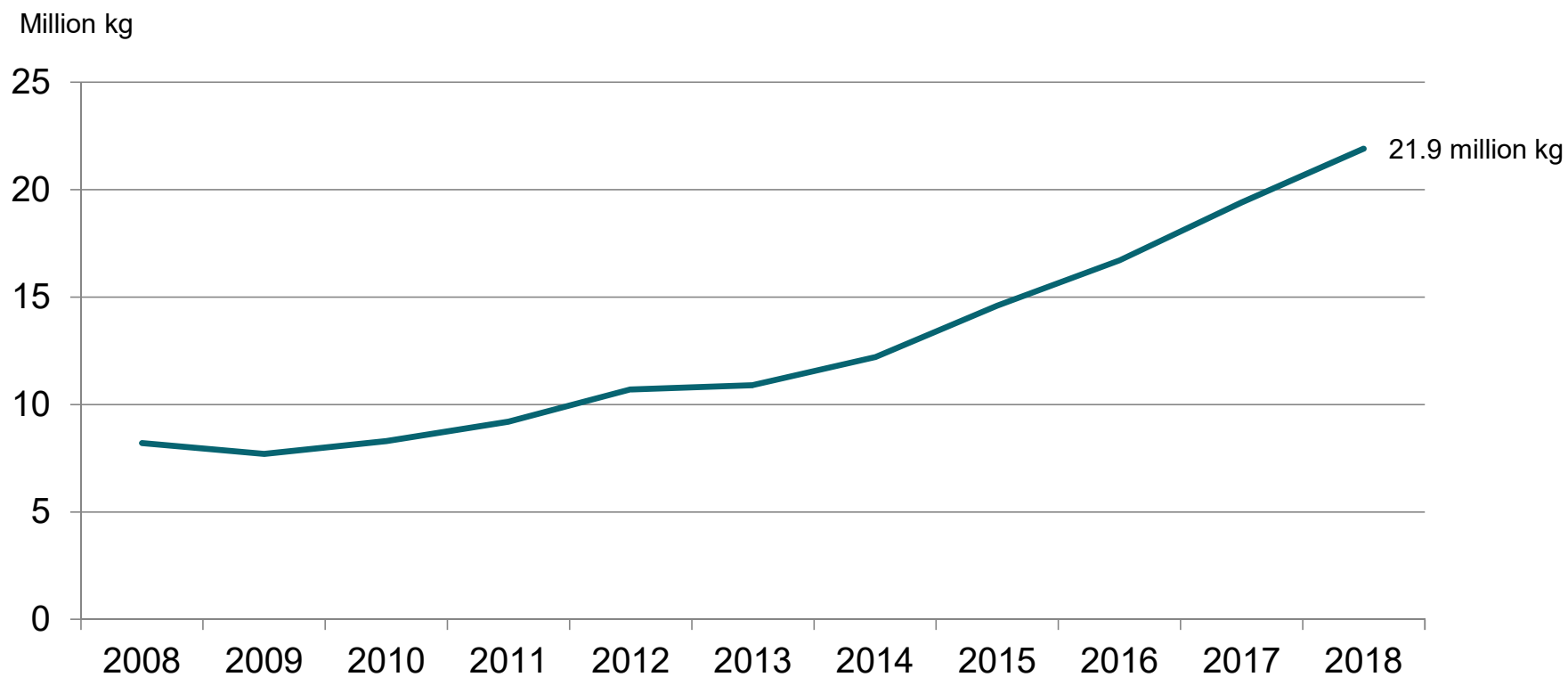
Growth in Balance

2019-05-02 / EP



Foto: Landbrug & Fødevarer

## Production of organic eggs



Growth in Balance

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Source: Statistics Denmark





# Organic market and consumption

Danish Agriculture & Food Council

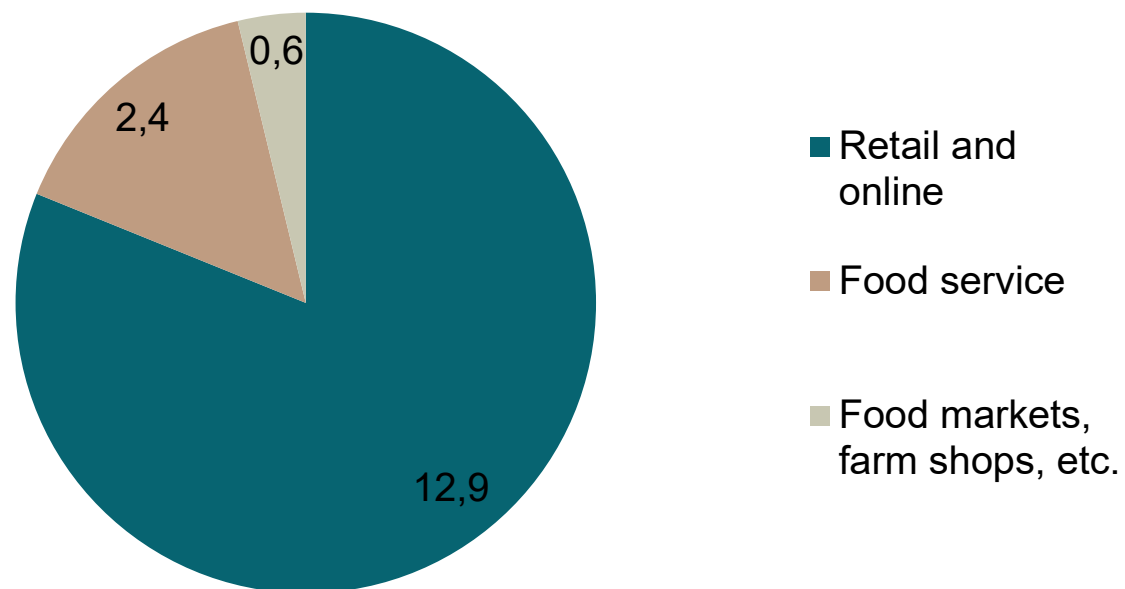


## High organic consumption in Denmark

- Denmark has the highest market share of organic food and beverages in the world. In 2018, the organic market share reached 12%.
- Per capita consumption of organic food was about DKK 2,750 in 2018 ~ EUR 360.
- Organic sales have grown every year in the past decade. Growth rate in retail was 14% in 2018 (provisional).
- 93% of all Danes occasionally buy organic products.
- 51.4% of all Danes bought organic food every single week.



## Distribution of organic sales in Denmark, 2018



Total sales estimated at DKK 15.9 billion ~ 2.1 billion €

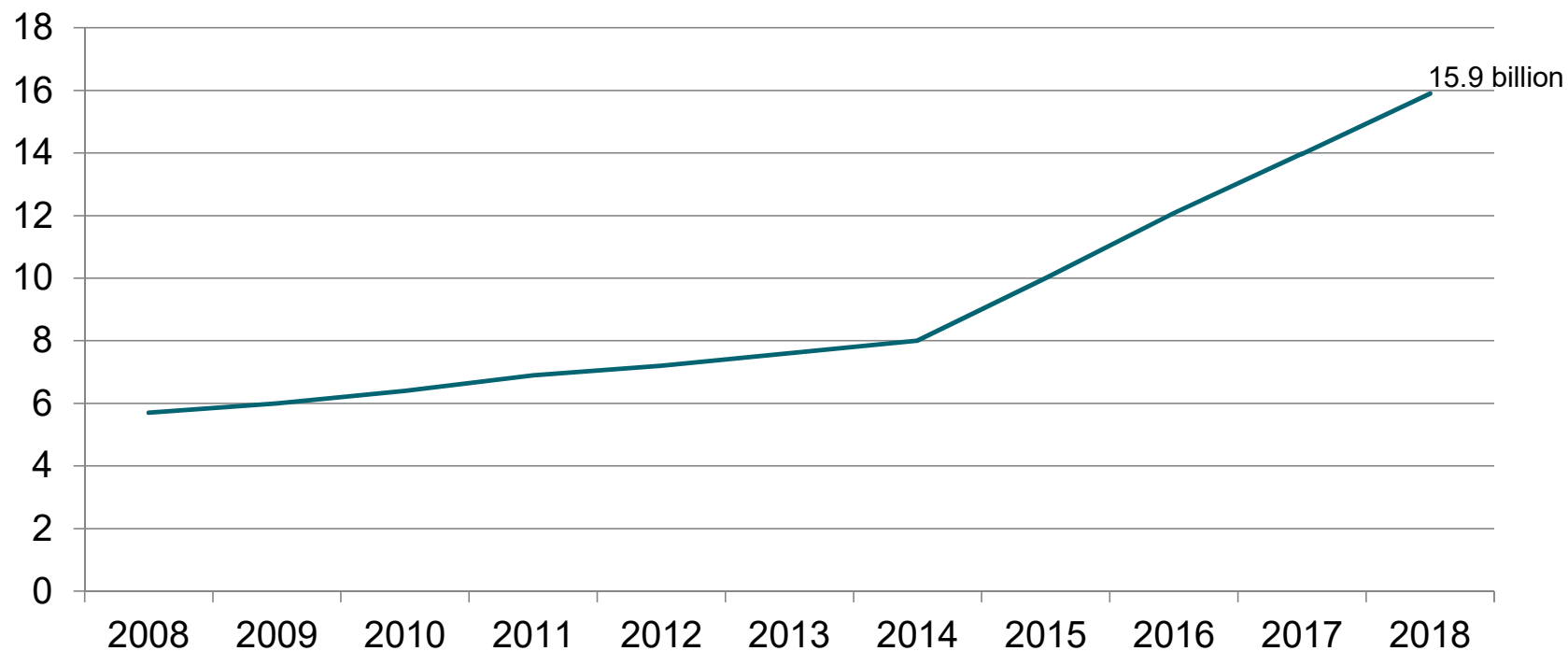
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2019-05-09 / EP



# Total sale of organic products in Denmark

DKK billion

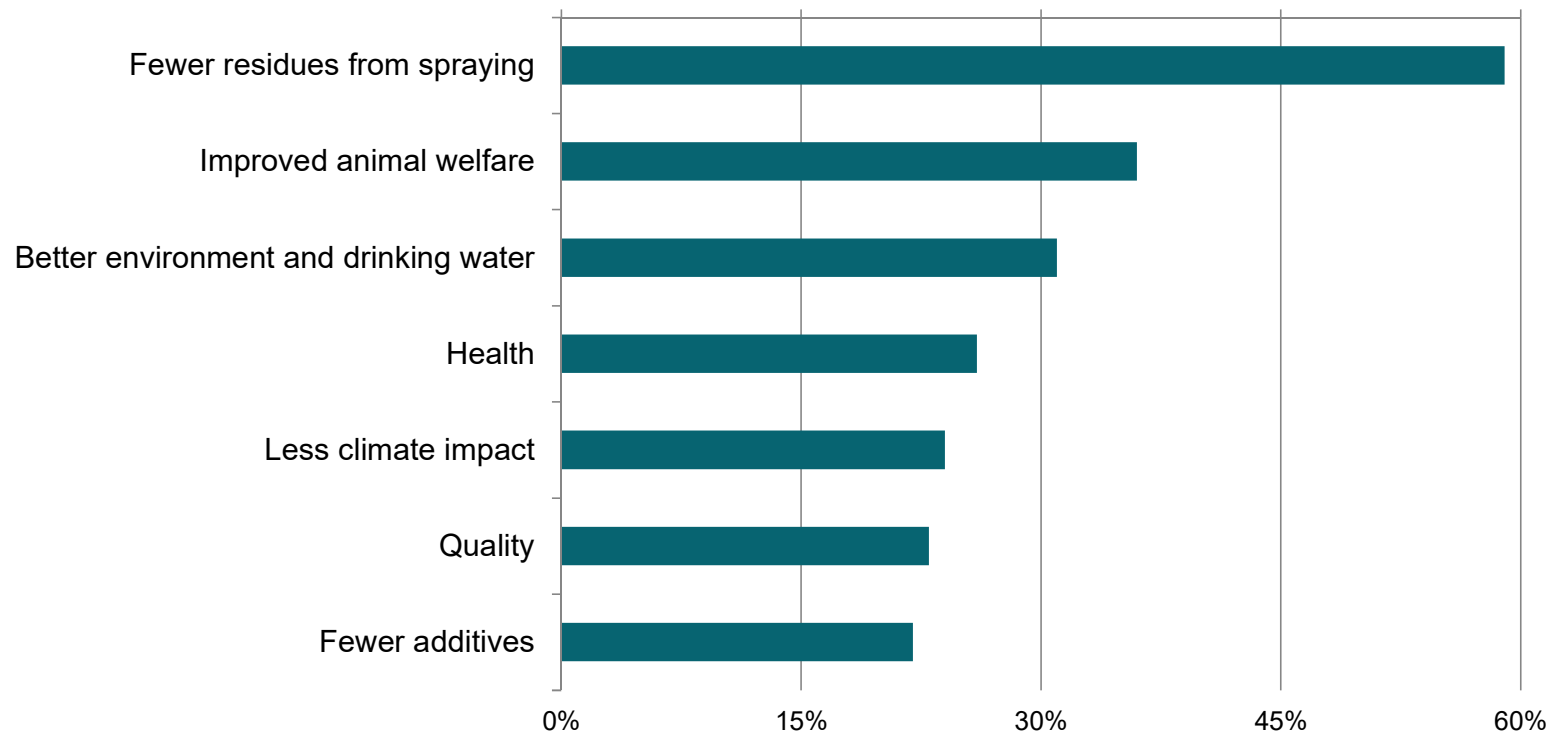


Source: Statistics Denmark and Organic Denmark.  
Total sale includes sale via retail, online, food service and others





## Main reasons for buying organic food – in Denmark



Source: Interviews and analyses, L&F 2018

2018-01-15 / EP





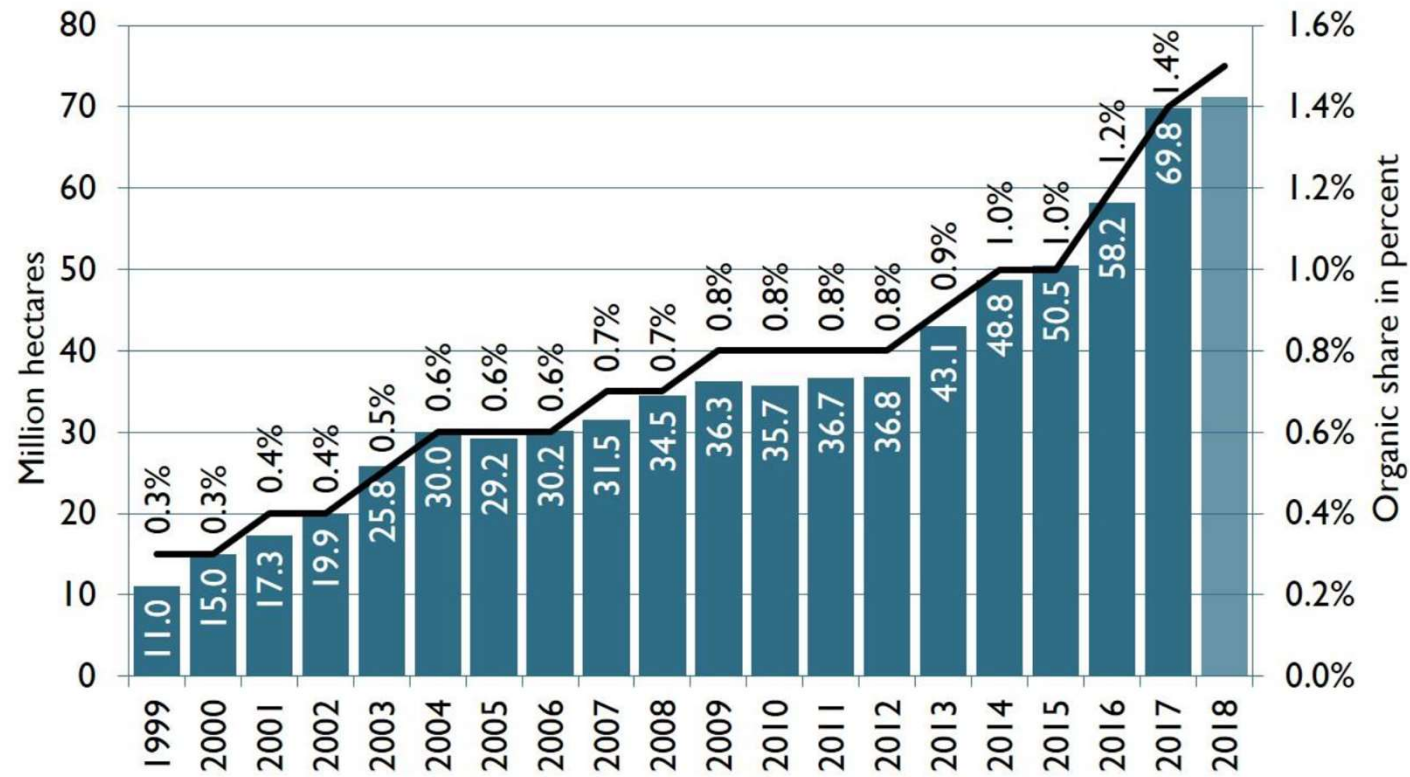
# The development of the organic market

Growth in Balance



## Growth of the organic agricultural land and organic share 1999-2017 (2018)

Source: FiBL-IFOAM-SOEL-Surveys 1999-2019



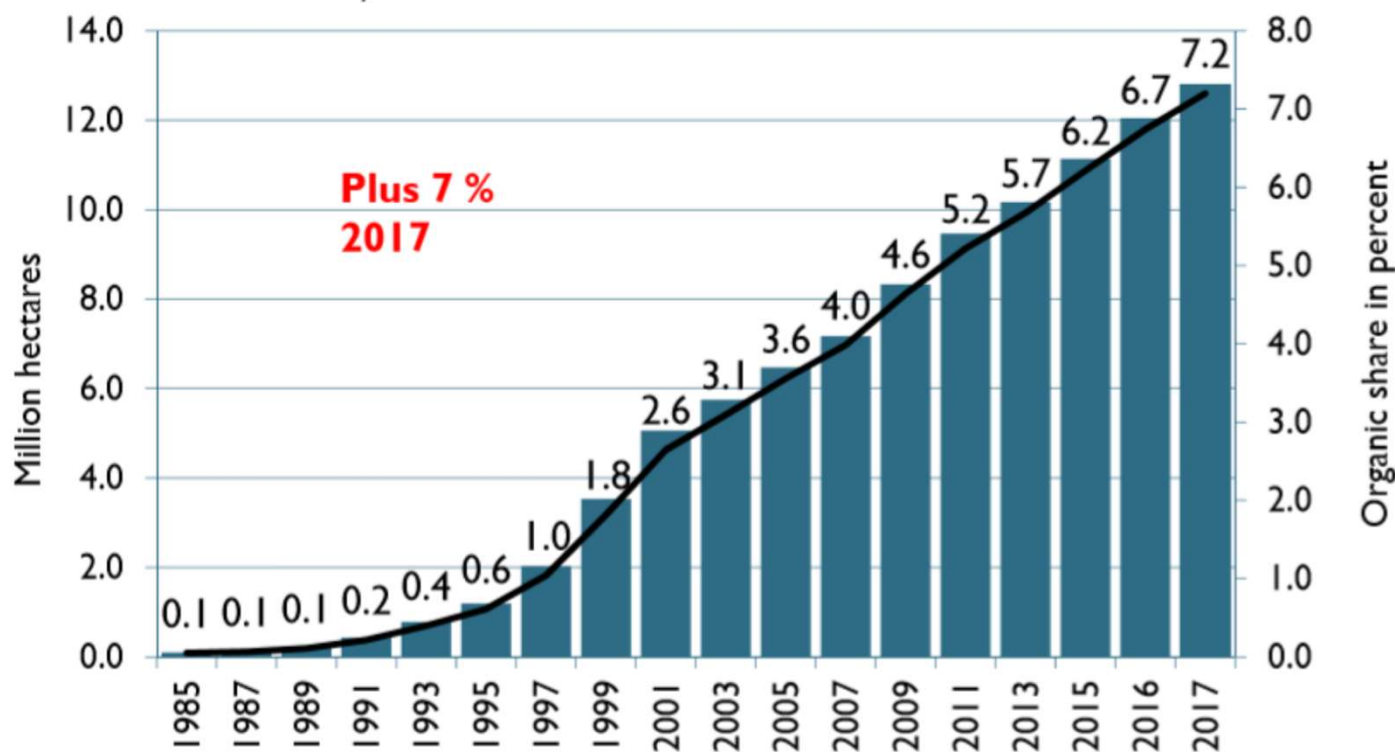
Growth in Balance



# European Union: Growth of the organic farmland

## Growth of the organic agricultural land and organic share of total farmland 1999-2016 (2017)

Source: FiBL-IFOAM-SOEL-Surveys 1999-2018 based on national data sources and Eurostat



Growth in Balance





# Growing market

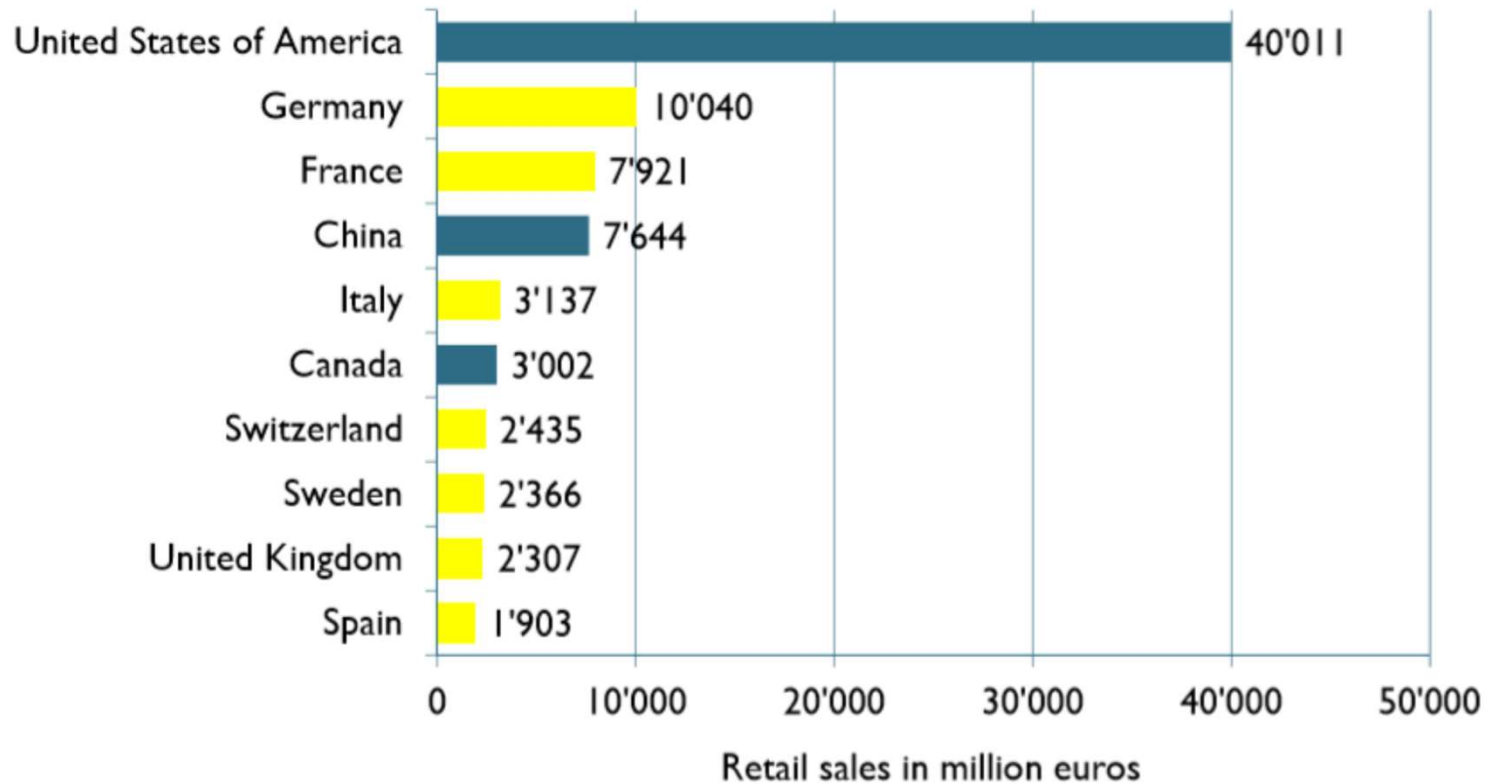
Growth in Balance



## The ten countries with the largest markets for organic food 2017

Source: FiBL-AMI survey 2019

**FiBL**



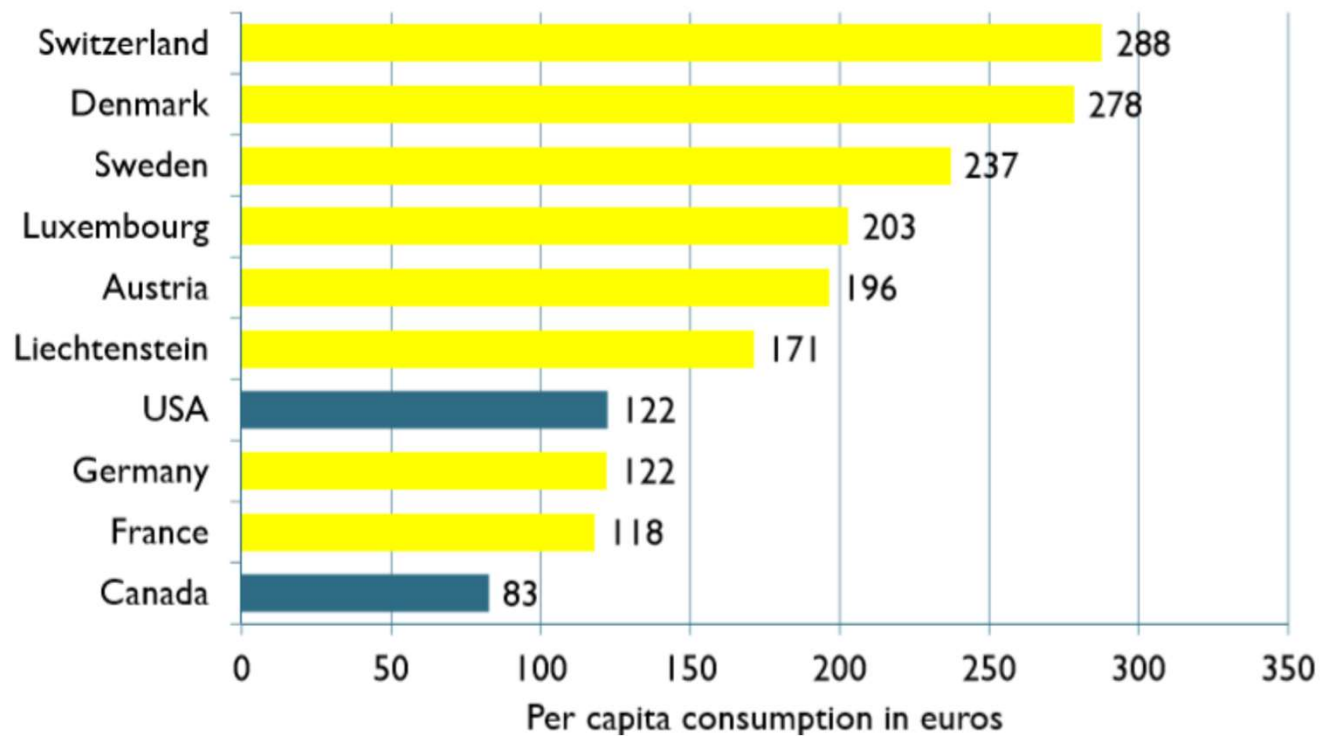
Growth in Balance



## The ten countries with the highest per capita consumption 2017

Source: FiBL-AMI survey 2019

**FiBL**

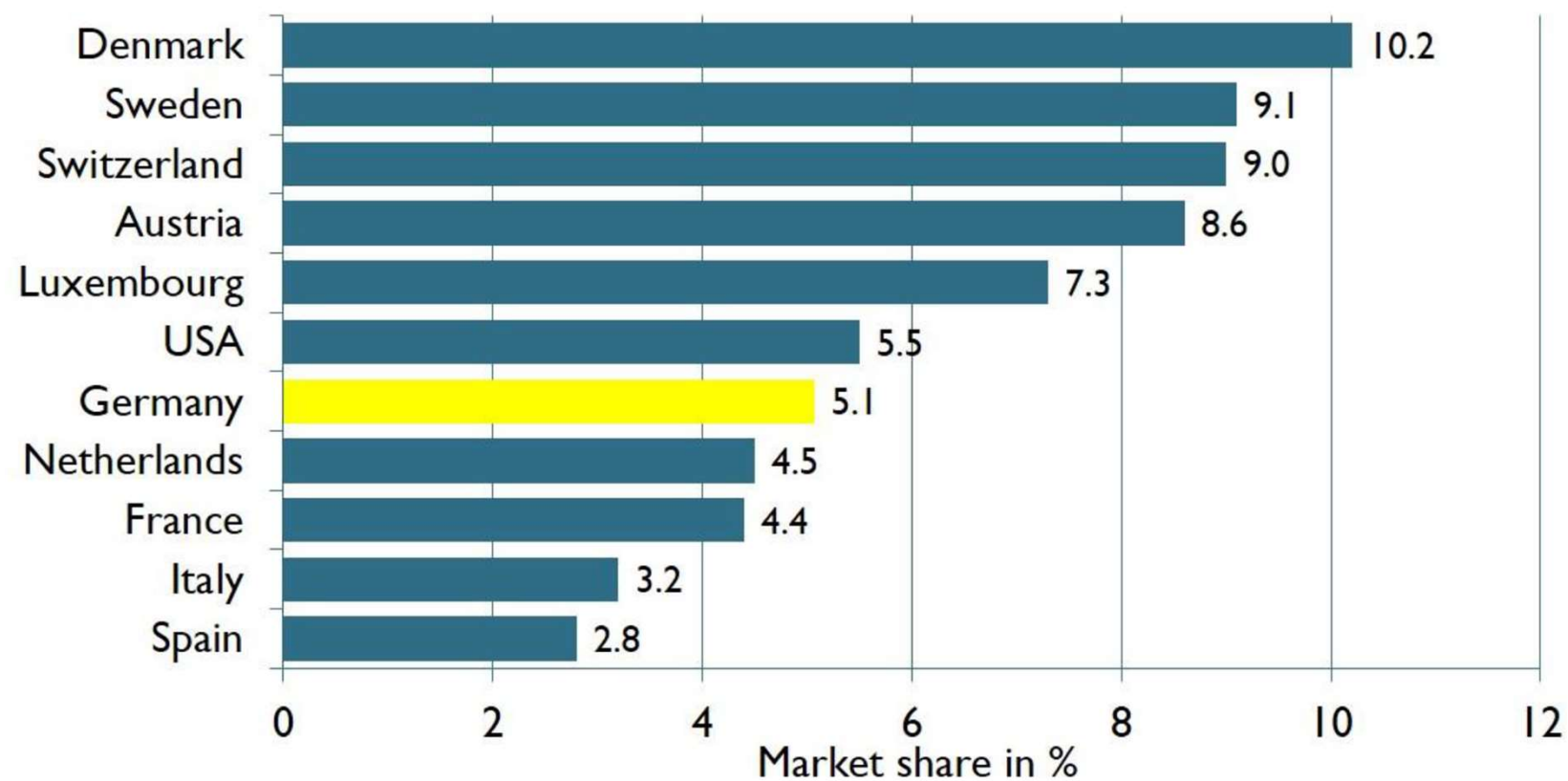


Growth in Balance



## The countries with the highest organic market shares 2017

Source: FiBL-AMI survey 2019



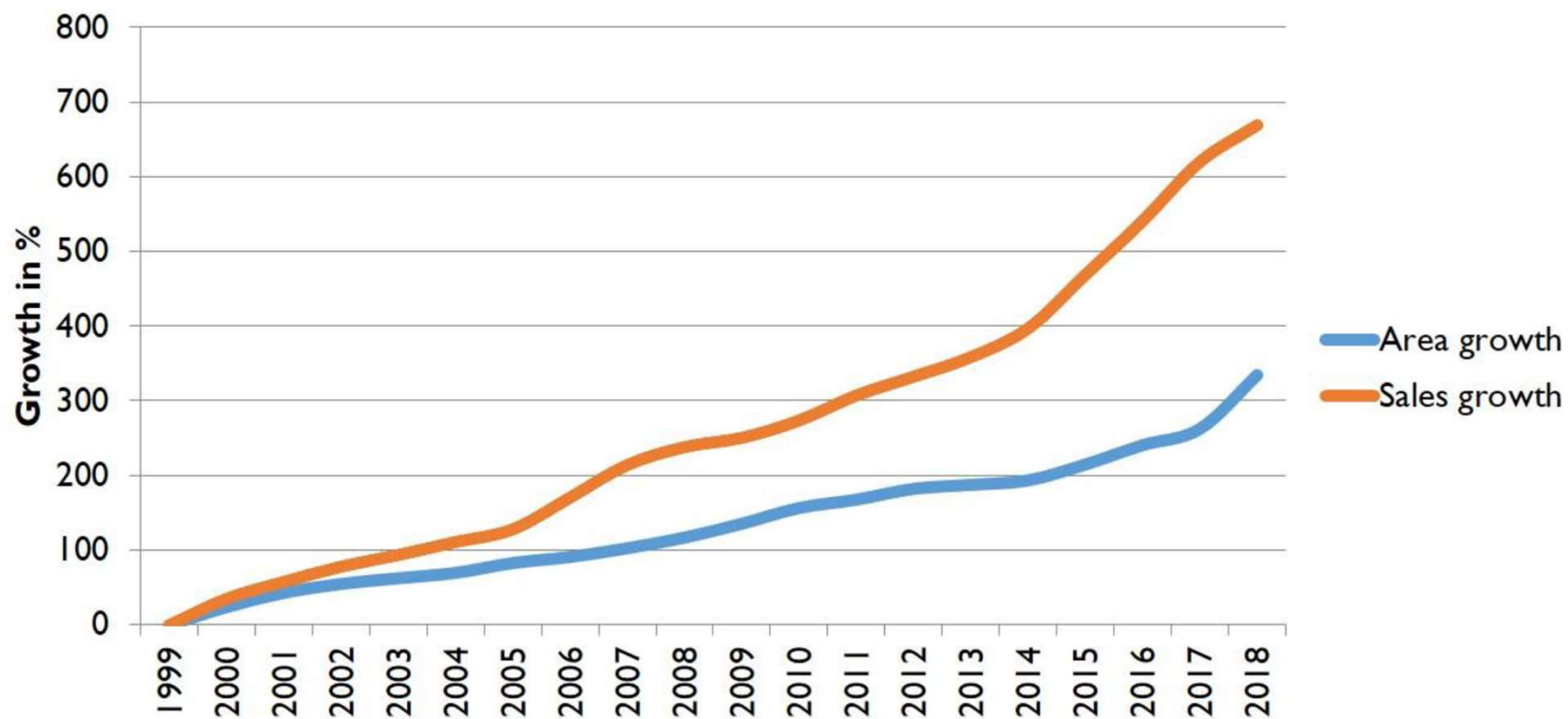
Growth in Balance





## European Union: Growth of organic agricultural land and of retail sales compared

Source: BLE /AMI (area) and AMI (retail sales)



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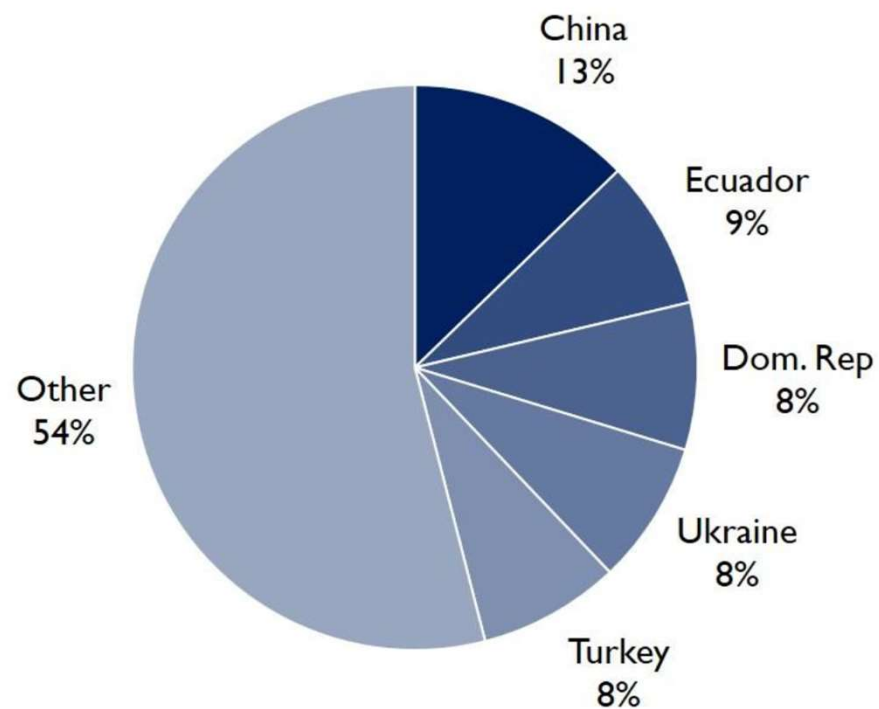
# Import - export

Growth in Balance



## European Union: Distribution of top exporters to the EU based on organic export volume in MT

Source: Trace/European Union

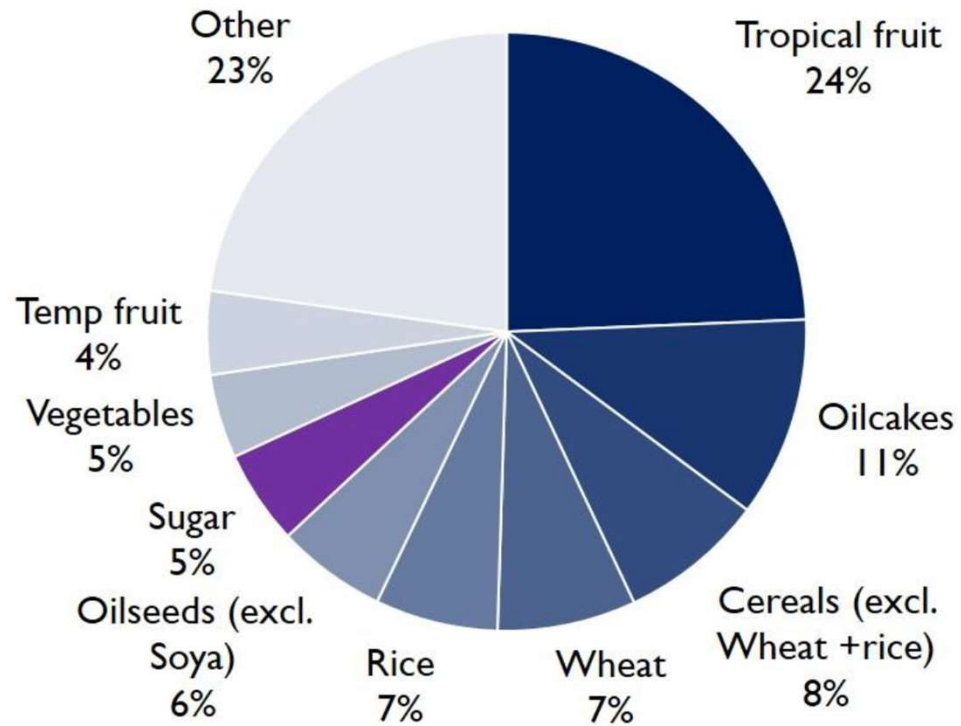


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## European Union: Distribution of top import products based on export volume in MT

Source: Trace/European Union



Growth in Balance





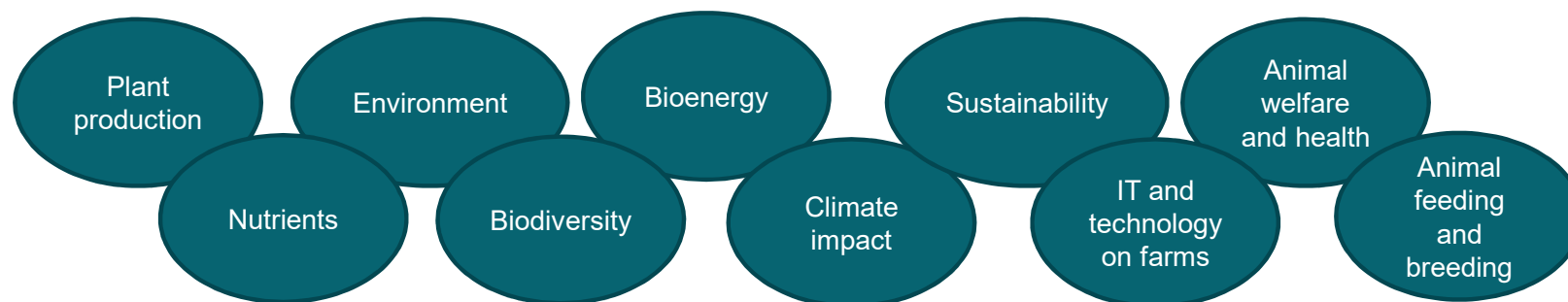
# Partnerships with society

Growth in Balance



## Organic research: BRIDGE builder and innovation

- The interaction between researcher – advisor – farmer is an **important factor** in developing organic farming
- Organic research is close connected to the farmers specific and strategic challenges
- Make sure that the new knowledge and technology quickly come into use on Danish organic farms
- The organic farmer/researcher is involved in adapting and adjusting organic regulation
- Research and developing, e.g.:





- If we want to achieve the SDGs , then all kinds of agricultural products are part of the solution
- The key in attaining the goals is partnerships with other parts of societies, especially the 'green groups'
- Organic farmers can more easily bridge the gap to the green groups

Noget af det bedste i verden



A wide-angle photograph of a lush green grain field, likely wheat or barley, in the foreground. The field extends to a flat horizon line. In the distance, a farm with a red-roofed barn and several white silos is visible, surrounded by scattered trees. The sky is bright and overcast with light, wispy clouds. The text "Thank you for your attention !" is overlaid in the center of the image in a white, sans-serif font.

Thank you for your attention !