

The Danish Model

Organic Policy & NGO capacity
as catalysts for organic breakthroughs

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Organic Sweden & KRAV

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Today

What's happening in the Danish market — and how we did this.

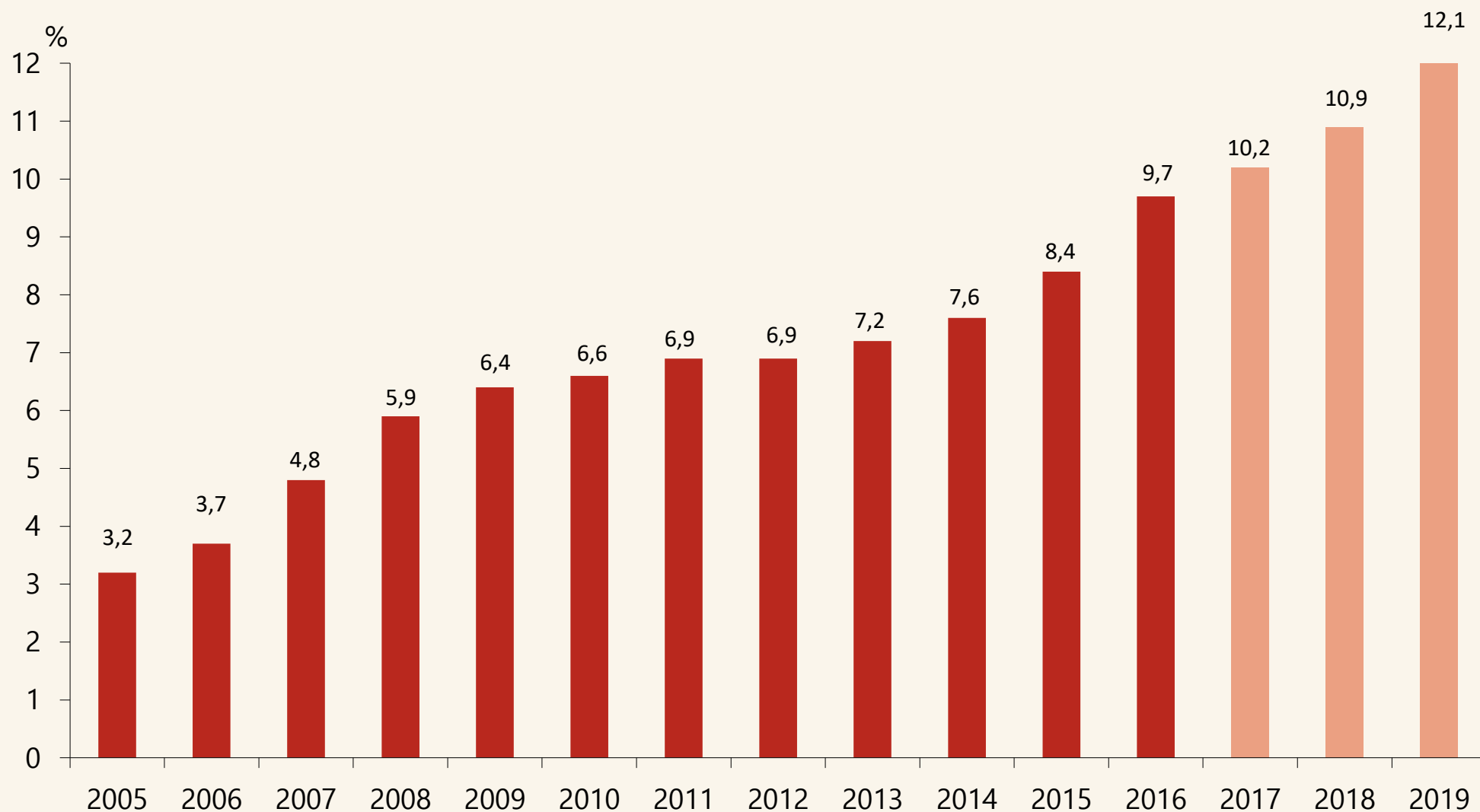
What's working in Organic Food Policy — and why is there support for organics across the political spectrum?

Along the way:

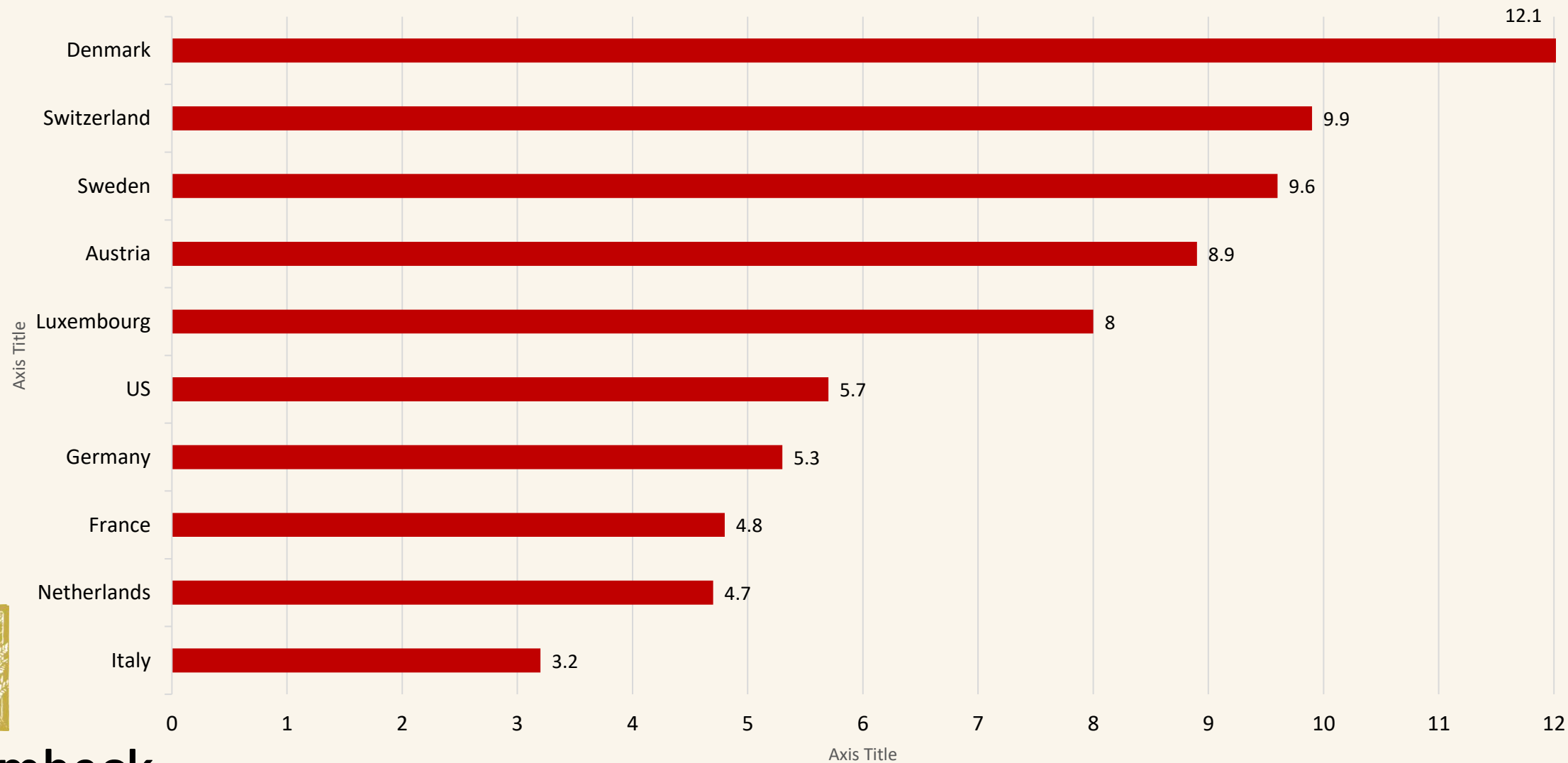
The role of the organic NGO, Organic Denmark, as a *change agent* in the market and in politics.



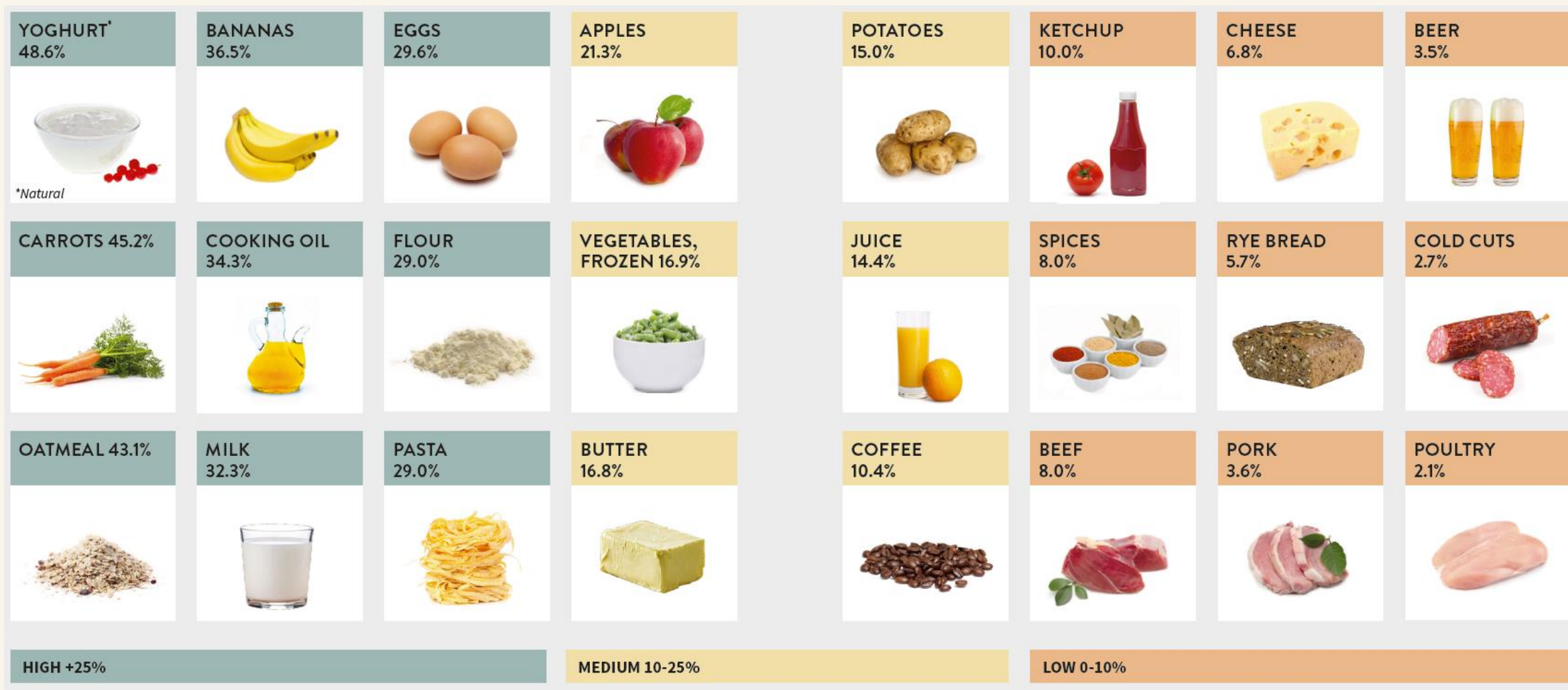
Denmark is going organic: Steady increase in organic market share



World Leading Organic Nation



Organic Market Share for Selected Products



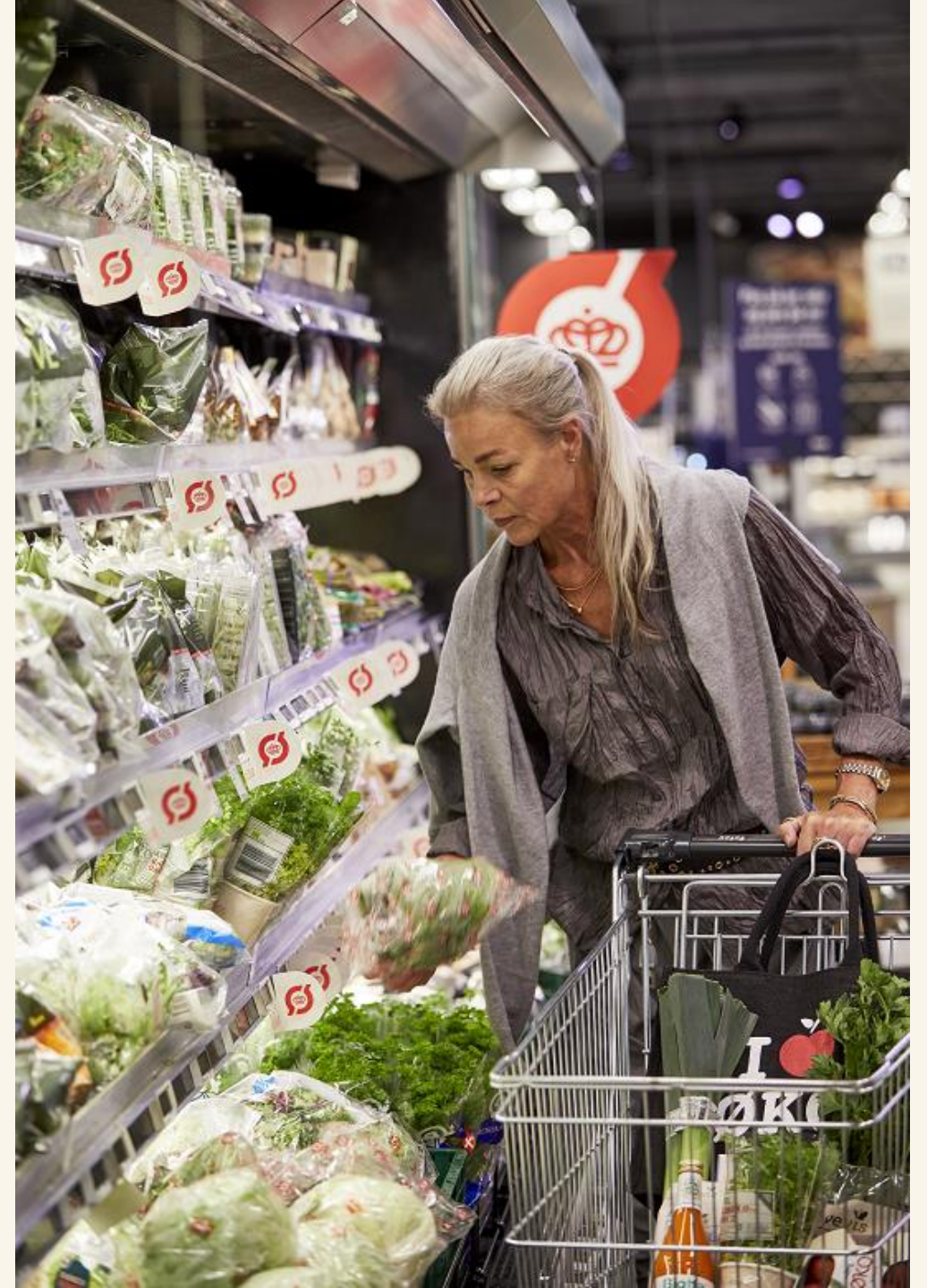
Danish Organics and Covid-19

During spring 2020, organic sales grew twice as much as grocery total.

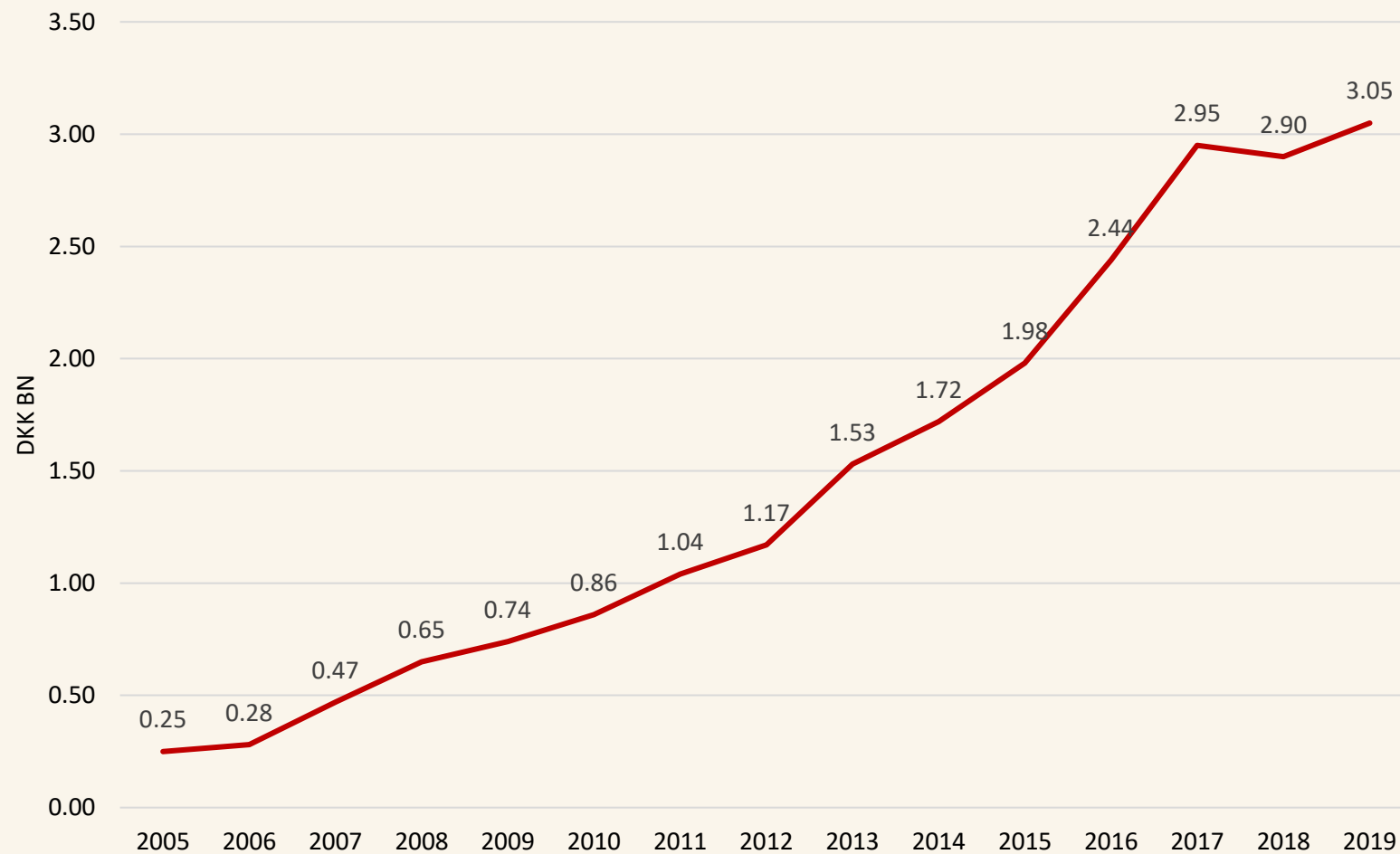


The organic high growth categories were:

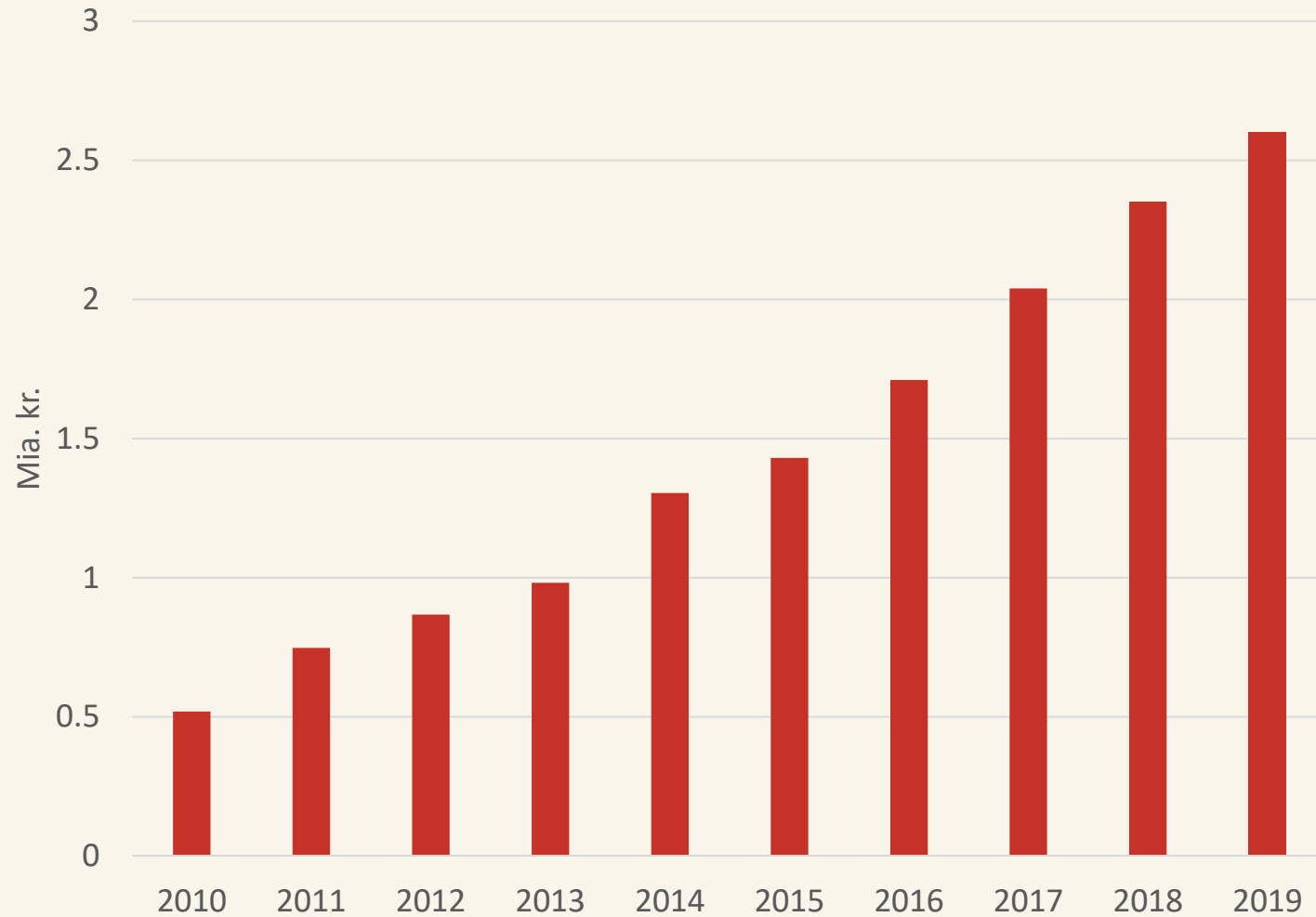
- Flour (48% growth)
- Ready meals (36%)
- Fruit (35%)



Danish Organic Food Exports



Organic Sales in Food Service



This did not happen on its own!

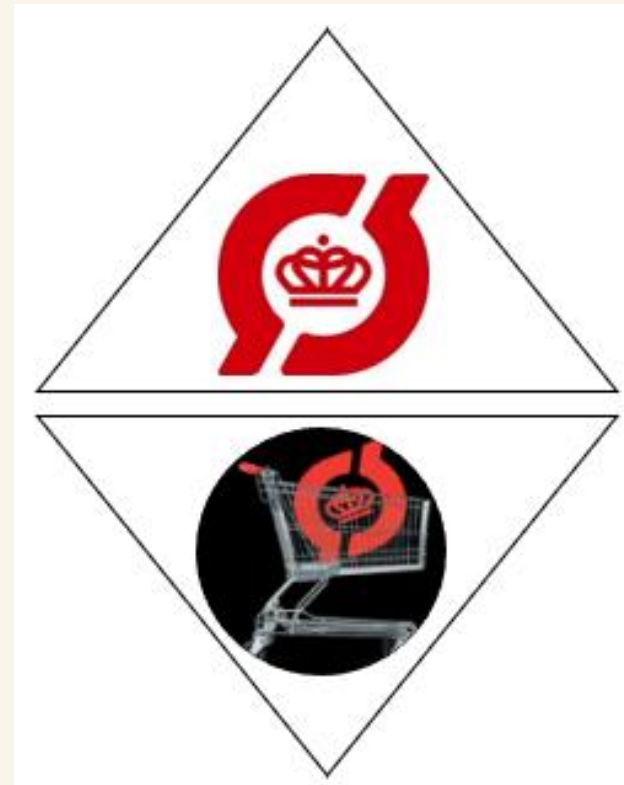
**Organic NGO as
catalyst for organic
success:**

**Collaboration and
partnerships that
mobilize business,
policy and
consumers**

Organic Farmers
& companies

Policy makers

Organic Denmark



The retail sector

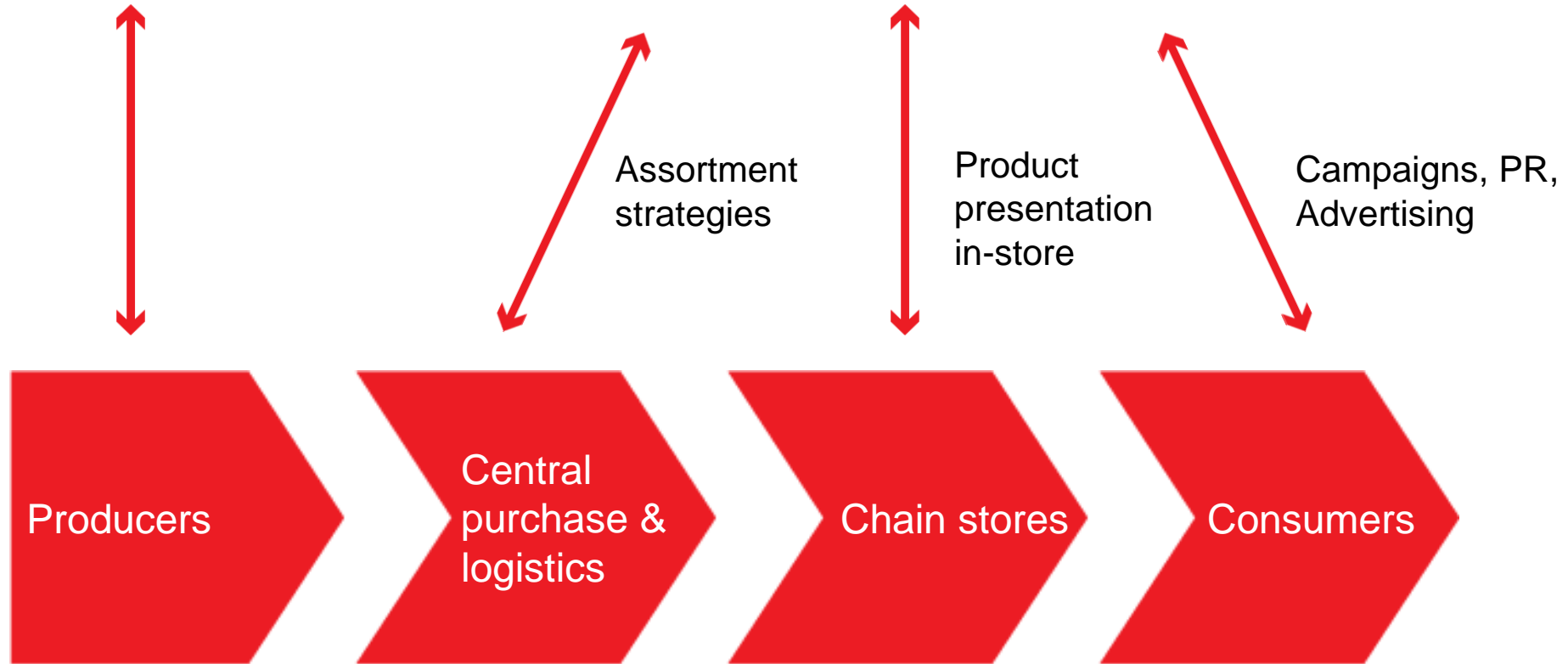




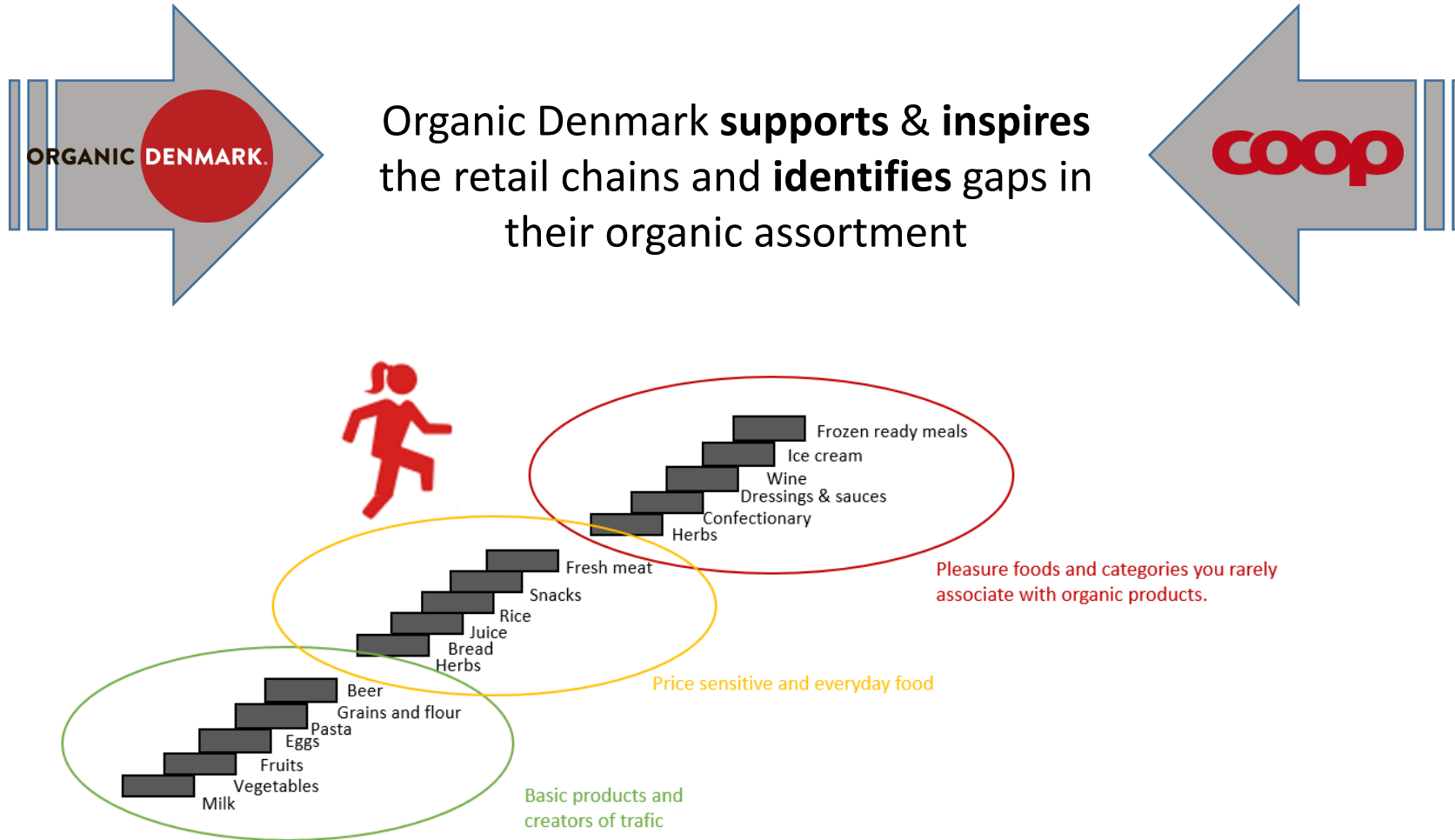


Inspiration
↔

Top leadership in retail: organic strategy



Assortment: Identify the gaps in organic assortment!



Better in-store visibility for organics



Organic campaigns



Companies also mobilize for organic campaigns



And join forces for export initiatives



Value Chain Collaboration

Mobile Product
Development team



Support for consumer awareness. Organic Day!



250.000 Danes go to the countryside to help welcome the organic cows out onto fresh grass for the first time after a long winter in the stable.

Stronger together!

How Danish Retail Partners and Food Companies boost organicsand their own position

- ✓ Partner: With the organic NGO
- ✓ Participate: Support joint efforts
 - Campaigns
 - Consumer events
 - On pack communication
 - Product presentations for buyers
- ✓ Set clear goals for organic sales: KPIs!
- ✓ Trends as *add-ons*, create double motivation:
 - Organic + Fair Trade
 - Organic + Convenience
 - Organic + Vegan/Vegetarian



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High degree of political consensus on the why of organics in Denmark:

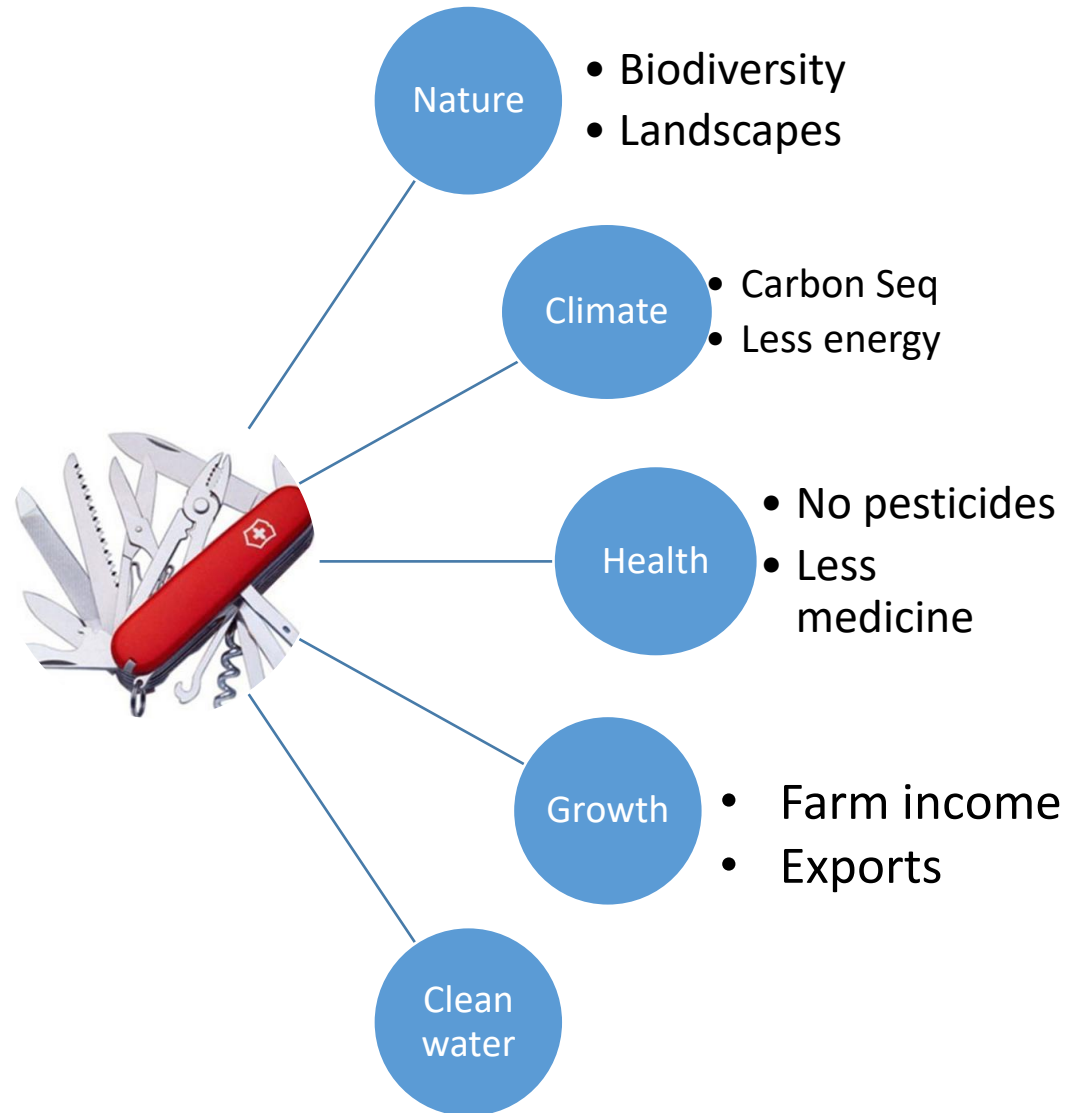
Organics as a tool for solving problems.

Our approach:

*Ask not what your country can do for organics,
but what organics can do for your country!*



Organics as a tool for achieving sustainability goals



“The organic sector creates new solutions and inspires all of agriculture”





Organic delivers: because we built it that way from the beginning, decades earlier!



Organic delivers: because we built it that way from the beginning, decades earlier!



Organic Denmark's climate offensive



Embedding organic
policy as a tool in
broader green,
growth policies

State policy capacity,
high level ministry
leadership +
administrative set-up

Balanced push-pull.
But *primary* focus on
***market and sector
development.***

**Policy as
catalyst:
key elements
for success in
Denmark**

Close collaboration
with Organic sector
on policy

Investment!
+ Capacity building in
organic NGO

Active, targetted
organic policy
--Action Plans!--



Active use of Organic Action Plans – *As **policy** not wish lists. And fully financed.*

1987 (Worlds first organic law, standards and national logo)

1995 (Worlds first Organic Action Plan)

1999 (Primary focus: market, research)

2008 (Research-based plan/vision)

2011 x2 (Export, Rural development)

2012 (RDP, Public kitchens)

2015 (Embedding, kitchens, jobs)

2017 (All fronts)

2018 (All fronts)



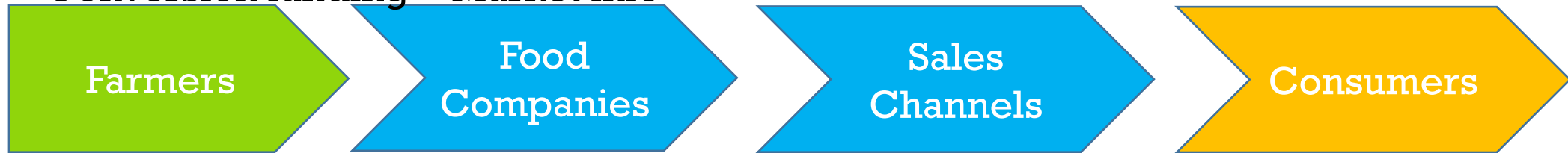


Advice/training
R&D, Innovation
Conversion funding



Product dev
New crops
Market info

Market
development !
• Supermarkets
• Food service
• Export
• Local markets
• Consumer
awareness



Our organic sector strategies have become: Danish Organic Food Policy



PUSH: Conversion Checks; climate checks

Free conversion checks for *any* interested farmers

Partnership with 29 municipalities on targetted organic conversion to protect nature and water ressources



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Political support and NGO mobilization for 60 % organic in public kitchens

Political support

1. National goal: 60 percent organic in all public kitchens.
2. Financing: Support for cities, hospitals etc for education in the kitchens.
3. National organic cuisine label creates documentation and pride!



Sector mobilisation

1. Guarantee for supply – Collaboration in supply chain.
2. Organic Schools for Food Service Companies.
3. Education and motivation in the kitchens –sustainable conversion.



Sustainable Organic Agenda

- ✓ Less meat
- ✓ More greens;
root veggies
- ✓ Food in season
- ✓ Reduced waste

Healthy, organic,
climate friendly,
within the same
budget



Key lessons from Denmark –driving organics forward

- ✓ Lift together– Unite!
- ✓ Build strong NGO capacity
- ✓ Build partnerships with retail
- ✓ Engage all political parties—
on their terms
- ✓ Communicate “the why” –
organics deliver!
- ✓ Change is waiting to happen!





Tak for jeres opmærksomhed!

Good luck growing the organic
sector in Sweden!

You can find more info here:
paulholmbeck.com