

ORGANICS & GASTRONOMY

—
IT MAKES ORGANIC SENSE



Danish Agriculture
& Food Council

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PLENTIFUL PALATABLE ARGUMENTS FOR ORGANIC

Organic products are a great success in Denmark. Indeed, we have the world's highest market share.

After more than 30 years of growth in organic production, 45% of Danish consumers still intend to buy even more organic products in the future. Demand has moved from a focus in the retail sector to also encompass meals outside the home - in canteens, restaurants and takeaways, as both private and public kitchens make organic even more accessible to consumers.

We believe that the transition to more organic in every part of the value chain must be driven by commitment, gastronomy and tasty products. Organic must be a desirable and sustainable option based on an understanding of and respect for organic raw materials. Increasingly, people are finding that organics bring added value, and this makes them want to work with and drive the organic transition.

Our goal is to make organic the norm and the obvious choice in all professional kitchens. And for organic - to an even greater extent - to become the logical and fundamental ingredient for wholesalers, buyers and chefs who, for example, think in terms of sustainability and plant-rich menus.

In Denmark, many industry professionals have taken the leap into the world of organics with great success and with their own motivations and approaches. A multitude of paths lead to more organic raw materials, and we would like to share the most important insights and experiences with you here.

With this white paper, we hope you'll get more of an appetite for organic products. Happy reading!

Landbrug & Fødevarer
(The Danish Agriculture & Food Council)

ORGANIC IS TASTIER

Many people associate organic with a better taste experience, and many chefs believe they can taste the difference when food is organic. However, we do not yet have unequivocal proof. But when people still find organic meals to be tastier, this may be because they associate the taste experience with the positive expectations and sympathetic values of organic products. Many people perceive organic products as better tasting than they perhaps are because such products are viewed as more considerately produced.

TASTIER VEGETABLES

At first taste, you may not necessarily be able to notice the difference between food grown using different production methods, but there are plenty of opportunities for kitchens to differentiate themselves in terms of taste and terroir. To aid kitchens that need to describe

the sensory properties of plants, taste expert Lisbeth Ankersen tasted more than 600 fruits and vegetables and developed the taste wheel on the opposite page.

Although taste is individual, the taste profiles from organic food can still be experienced slightly differently. Try closing your eyes and focus on the flavour when you eat organics. Vegetables do not only direct the senses in the direction of vegetables. Maybe you taste more? Maybe the palm cabbage tastes of hazelnut when fried hard? Maybe the potato brings to mind truffle?



At Restaurant Lyst, we work with more than "just" the composition of the food. We put a lot of thought into our raw materials, including how they are grown and what qualities they have. At our level, I believe you should pay more attention to the raw materials, and that, of course, is where organic products come into play. The Michelin star obliges us to think extra hard about the ingredients. Plants aren't just plants, and in organic production there are skilled producers whose passion for raw materials adds something unique to the meal.

Daniel McBurnie, Michelin-star Chef, Restaurant Lyst

I believe that organic and local ingredients taste better, and whether or not it's proven, I don't mind if guests also believe my food tastes better because it's organic. I also wipe the edges of plates and pay attention to the arrangement because a wellthought-out and attractive arrangement tastes better than a sloppy one.

Mette Dahlgaard, Director and Fine Dining Chef

DID YOU KNOW?

In 1987, Denmark was the first country in the world to introduce rules for organic production and to set national organic standards. The iconic red Danish state-controlled Ø (organic) brand was launched in 1989. Today, 98% of Danish consumers associate the label with extremely high credibility, which, in turn, has had a decisive impact on the development of organic in Denmark.

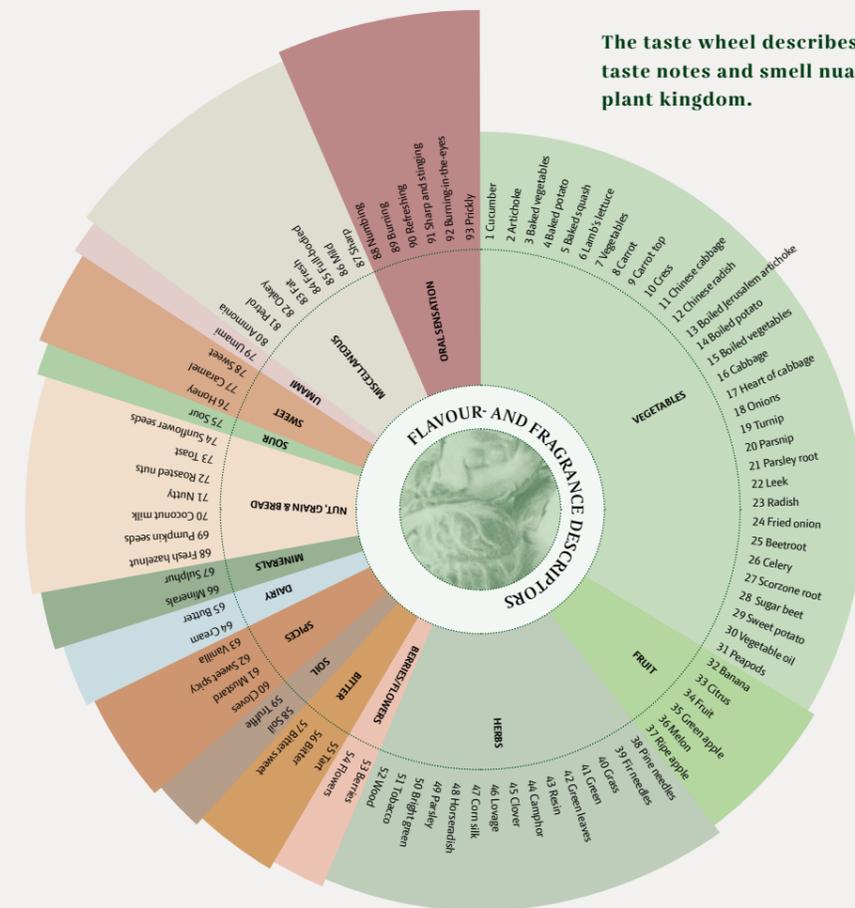
The EU's green organic logo is very similar to the Danish red Ø label - it is your organic quality guarantee.

In organic production, fertiliser is diversely and sparingly applied. This makes the plants resilient by giving them the power to form their own defence agents. I find these defence agents extremely interesting and I think they also impact flavour.

Lars Skytte, Gardener, Skyttes Nursery

The taste wheel gives food professionals the opportunity to experiment and create unique taste experiences with the many nuances found in vegetables.

Anders Nicolajsen, Senior Consultant for Gastronomy, Danish Agriculture & Food Council



The taste wheel describes the many exciting taste notes and smell nuances found in the plant kingdom.

Consumers expect organic products to taste better, which benefits the products. We feel good about them even before we eat them. The positive emotions raise our expectations of the taste.

John Thøgersen, Behavioural Scientist, Aarhus University³

Our fields provide us with a wealth of organic vegetables. We are extremely grateful for that. But organic farming is also about giving something back. We can't just take and take. On the farm we pay close attention to maintaining a cycle of nutrients. But we cannot do it alone. Society should do the same.

Bjarne Hansen, Farmer, Skovsgaard Farm

CULTIVATED WITH GOOD ARGUMENTS



When farming organically, the basic idea is that the soil must be preserved as a fertile resource for coming generations. This means, among other things, that no artificially produced pesticides, GMOs, artificial fertilisers or added nutrients may be used in the production of organic food.

If you buy processed organic food, the product must have no added flavour enhancers, artificial sweeteners or colouring. Only when considered necessary for food product safety, may 45 out of 350 permitted additives be used. This makes all of difference.

In the kitchen, you may therefore experience, for example, that organic food can vary in colour, taste or nutritional content depending on the season.

Think of the taste of a freshly dug potato, the crispness of freshly harvested asparagus or the sweetness of a sun-ripened strawberry. By using raw materials at their peak in terms of flavour, we teach each other to appreciate good quality, in-season raw materials.

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To me, organic is a shortcut to enhanced biodiversity. I would like to contribute to more beautiful, diverse and edible nature in my kitchen.

Soren Birch, Restaurant Alimentum, Fine Dining Chef



DID YOU KNOW?

FOUR OVERALL PRINCIPLES GUIDE THE ORGANIC PRODUCER'S ACTIONS AND WAY OF THINKING.

Principle of health – Organic agriculture should sustain and enhance the health of the soil, plants, animals, human and planet as one indivisible whole.

Principle of ecology – Organic agriculture should be based on living ecological systems and cycles, work with them, emulate them and help sustain them.

Principle of fairness – Organic agriculture should build on relationships that ensure fairness as regards the common environment and life opportunities.

Principle of care – Organic agriculture should be managed in a careful and responsible manner to protect the health and well-being of current and future generations and the environment.

Read more about the Four Principles of Organic Agriculture at www.icoel.dk/en



ORGANIC & SUSTAINABILITY

GREEN ISN'T ALWAYS BLACK AND WHITE

Sustainability is a complex concept but relevant as never before. Many in the food industry are uncertain as to whether organic is the road to sustainability or just one of several paths.

Sustainable production and consumption is not just about climate and the environment. It also encompasses social and economic aspects. Many factors come into play and some pull in different directions. As a food professional, you are often left with the dilemma that only a few food products live up to 'the whole thing'.

The task is then to assess, on behalf of your guests and yourself, what you think is more or less important in relation to the three aspects of sustainability:

SUSTAINABLE PRODUCTION – A MATTER FOR COMPLEX AND ETHICAL ASSESSMENT

A specific illustration of the complexity of sustainability is how environmental impact and land use are weighted in relation to each other.

From a sustainability perspective with a focus on least environmental impact, organic food will be considered more sustainable as no pesticides and artificial fertilisers are used.

If you look at land use, however, organic crop yields are typically 10-30% lower than conventional crops. When assessing sustainability, you also must decide the time perspective you envision for production. In a here-and-now perspective, conventional production will often yield more food per kilogram, compared to organic production. But then again, the organic approach is better for the environment per area, as it keeps the soil more fertile, reduces harmful substances in the soil and promotes biodiversity.

So whereas conventional production may seem the more obvious choice in the short term, organic production appears more sustainable in the long term.

Resource consumption is another important consideration in relation to sustainability. Does the food come from heated greenhouses or directly from the field? What mode of transport is used to transport the food? Are renewable energy sources used for production? Does the food have a long shelf life or is it a perishable fresh food such as fruit? This is all crucial for the environmental impact and thus for the degree of sustainability.

ECONOMIC ASPECT

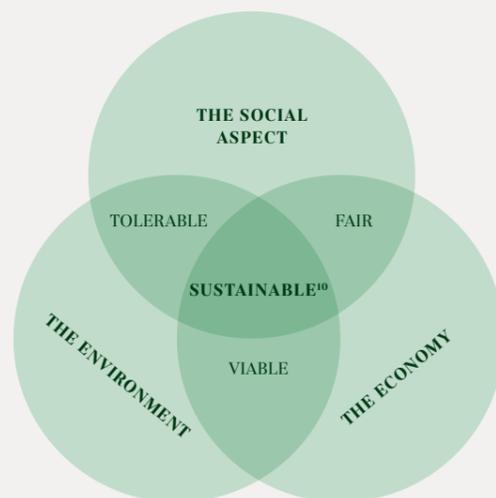
Balance between supply and demand, elimination of food waste, creating added value. Operations management, profit to invest in, for example, new technology

SOCIAL ASPECT

Living conditions, quality of life, working conditions. Welfare, health, education, animal welfare, import/export, society/local

ENVIRONMENTAL ASPECT

Impact on nature, environment, resources, including nutrients, water, soil, energy consumption and biodiversity.



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It goes without saying that organic should be a must in top gastronomy! We are missing a huge opportunity by not creating a clear connection between high gastronomy and organic. You don't see it that much anywhere in the world yet. The sustainable kitchen could be the next really big step and help to future-proof the entire industry.

Christian F. Puglisi, Michelin star chef

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Organic production must continually develop in a more sustainable direction, while more farmers must be able to make the practical transition into organic farming. Organic progress therefore entails a series of compromises and dilemmas, where several factors appear contradictory. Organic does not offer definitive answers to all questions or solutions to all problems, but as organic production is developed through projects and political initiatives, all producers, companies and consumers become smarter about opportunities and solutions.

Organic Denmark (Økologisk Landsforening)



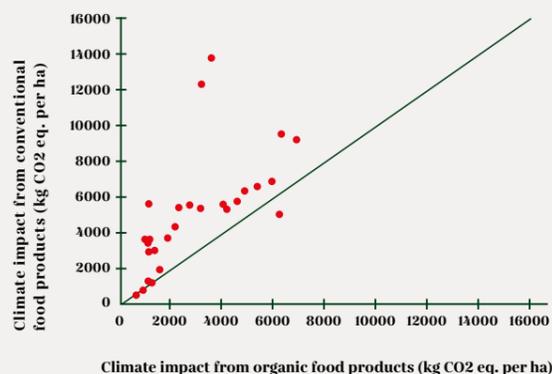
ORGANIC AS PART OF A SUSTAINABLE CHOICE

Organic production is not the only answer when considering sustainability. Regardless of the method of cultivation, food emits greenhouse gases. In this context, organic production is on an equal footing with many other production methods. But as artificial fertiliser or pesticides are not used in organic farming, you are helping to protect the aquatic environment in our local waters and promote biodiversity. Both of these are essential aspects of the solution to many of the world's sustainability problems.

THE CLIMATE FOOTPRINT OF FOOD PRODUCTION

The climate footprint of any food can be calculated in either CO₂ equivalents per kilogram of product or CO₂ equivalents per hectare. A new study of the climate footprint of conventional and organic products was carried out at Aarhus University. The results are shown in the graphs below.

Climate footprint from organic and conventional food products per unit area (kg CO₂ eq. per ha)¹⁵



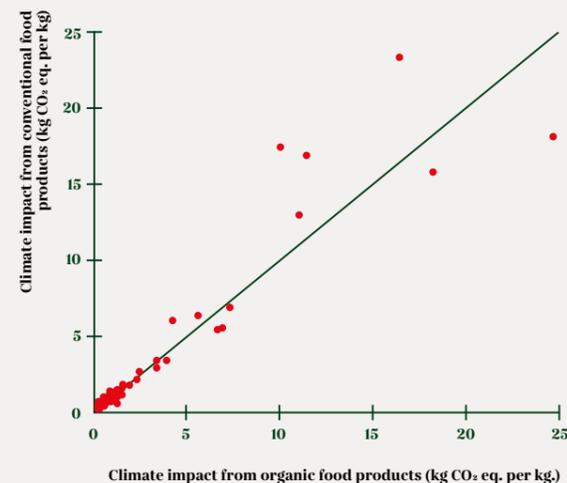
The 22 dots refer to 22 studies comparing the same products in organic and conventional production. By far the majority of dots are above the diagonal line, indicating that organic production has less of a climate impact than conventional production, when calculating climate impact per hectare.

THE NUMBERS DISPEL A LONG-STANDING MYTH

Based on the above numbers, the myth that organic is unsustainable because it is less intensive can be dispelled. The numbers indicate that regardless of whether you calculate the climate footprint per area, or per kilogram of product, organic food products have either the same or less of a climate footprint across categories.



Climate footprint, organic and conventional food products per kilogram (kg CO₂ eq. per kg)



The 39 dots represent 39 studies comparing climate impacts of conventionally and organically produced products per kilogram. The relatively even distribution of dots/food on both sides of the diagonal line indicates that there is not much difference between the two production methods if calculating the climate impact per kilogram.

DID YOU KNOW?

The EU has decided that, in future, companies must report on their negative and positive effects on the climate, society and the environment. They call it ESG (Environmental, Social and Governance), which stands for the three aspects of sustainability described on page 12. The E in ESG, in particular, fares well with organic, which, as described, is particularly helpful in keeping nature in balance on many parameters.

For companies, ESG reporting, and thus sustainability, will become a competitive parameter and a necessity in the market of the future. The three ESG factors are central to measuring and assessing the social responsibility and sustainability actions taken by companies.



We regard organic as being part of a basic understanding of how we need to work with raw materials in our restaurants. When we think about raw materials, we must also have the future in mind - and the next several generations. Organic is clearly part of the sustainable solution. We must learn to navigate raw materials and make do once in a while. It is not logical to put fresh strawberries on the menu all year round. Buying and selling food only when it is in season and choosing a variety that has been grown as gently as possible should be simple logic.

Rune Lund Sørensen, Chef de Cuisine, Restaurant Hærværk

Our close collaboration with farming on local raw materials has given a boost to the quality of our raw materials. We have gained much wider access to organic products, and this is of great value in our efforts to reduce our climate footprint. We prioritise buying organic, because this is how we best help both the farmer and nature, and we are more conscious in the kitchen about how we combat food waste, make full use of raw materials, etc. Our customers are the big winners when they get a product based on fantastic Danish raw materials that deliver 100% on taste and quality.

Jacob Nagel, Director, Gastronomiet (catering company)

PUTTING ORGANIC ON THE MENU

LITERALLY SPEAKING

70% of Danes regard a restaurant with a large proportion of organic food as a high-quality restaurant.

Whether you can equate organic products and quality in this way is probably going rather too far, but you can at least conclude the following:

1. If you run a restaurant and you want to give your guests a greater quality experience, using more organic raw materials can be a step in the right direction.
2. If you already use organic raw materials but do not communicate this on your menus, website, etc., it is just a matter of getting started. This will strengthen the perception of the quality of your restaurant.

AN EFFORT THAT CAN BE NOTICED

When a certain proportion of a kitchen's raw materials is organic, you can be awarded an Organic Food Label in Denmark. This makes it easier for consumers to identify public and private eateries that serve organic food. And this makes a difference. Approximately one in two Danes considers organic labelling as positively affecting their choice of place to visit and their perception of quality.

The Organic Food Labels in Denmark are state-controlled and free of charge. Today, more than 3,400 Danish kitchens have received Organic Food Label certification. If you prefer to operate without the Organic Food Label, it is still an option to tell your guests about your raw material choices. If, as an example, you buy cabbage exclusively from a particular organic producer, it may be to your advantage to tell your guests about it - either directly or through information on your website and menu.

Finding your way around what you can and cannot say can be a bit of a jungle, but a good rule of thumb is to stick strictly to factual narratives.



In our overall communication and on our website, we communicate loudly and proudly about our collaboration with organic suppliers. We also write about it in our menus. We actually put a lot of effort into telling our guests about our attitude to sustainability and organics - and I hope they know that we work hard to cook meaningful food.

Anne Cathrine Christensen, Chef de Cuisine, Sinatur Hotels



If the perception is that organic is higher quality, then that's the way it is. The reality may be different, but the brain doesn't really care.

Nicolai Svarer Schwensen, Branding Expert



DID YOU KNOW?

The word ecology - organic - originally comes from Greek and loosely translated means "the study of nature at home." The purpose of ecology is to create a coherent system for one sustainable and holistic agricultural and food production, where special consideration is given to the environment and nature "all the way from farm to fork".





JUMP ON BOARD THE ORGANICS TRAIN

IT'S ON ITS WAY

There can be no doubt that organic is here to stay. Over a number of years, we have seen the proportion of organic food steadily increase. Based on the sales growth of organic products in food service over the past 10 years, the prognosis for future sales across the organic food categories is a growth rate of 6-7% annually, with growth largely driven by consumers.

CONSUMERS EXPECT TO BUY EVEN MORE ORGANIC PRODUCTS IN THE FUTURE

Today, more than half of all Danes buy organic every single week, and approximately half expect to buy even more organic products in the coming years. This wave in retail is also evident in the Danish food service industry, with guests increasingly demanding tasty food that takes the environment and nature into account. The future in food service is therefore not only about creating food experiences with a focus on taste - it is also about making a positive difference to our planet.

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The sales figures for organic products in Denmark tell us that things are gradually moving in the right direction. And from what we hear, both domestically and internationally, organic is the future.

Mette Jasper Gammicchia, Head of the Market and Nutrition Department at the Danish Agriculture & Food Council.

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More money will be channelled into better and new food. This points to the challenge facing the organic food industry. Organic food must be regarded as a concept - a full concept and not just a certification.

Kirsten Poulsen, Futurologist

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The trend among Danes right now is to leave the cooking of more of their daily meals to restaurants, canteens and cafés. We eat more meals outside the home and take less interest in day-to-day home cooking. When consumers become guests, they bring their demands for organic food and sustainability with them from the supermarket to the restaurant. This trend is spreading quickly, and chefs must be aware that in the future guests will want more transparency about the ingredients on the menu.

Anders Nicolajsen, Senior Consultant for Gastronomy and Food Service, Danish Agriculture & Food Council

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Across the entire production line, we are experiencing a great force of innovation to produce food that delivers on even more sustainability. Organic and plant-based are obvious focal points. And we strongly believe that the organic market for fruit, vegetables, cereal products and legumes will have a far more prominent role in the years ahead.

Kirsten Lund Jensen, Head of Organics, Danish Agriculture & Food Council



DID YOU KNOW?

It is not just in Denmark that people are eating more and more organic food. Worldwide, annual organic food sales exceed DKK 900 billion, and Denmark, with the world's highest organic food market shares of 12% in retail and 13% in the food service sector, is seen internationally as an organic pioneer nation.²¹



FARMERS READY TO DELIVER

JUST SAY WHEN

Danish agriculture already produces plenty of organic and sustainable food. And there is no shortage of desire to produce more. The same can be said for the grocery trade and food service, where the focus on sustainability and organic is increasing and there is a strong wish to develop and meet the needs of consumers.²²

Forging links in a changing market between producer and customer can be challenging. Therefore, over a number of years, the Danish Agriculture & Food Council has carried out initiatives aimed at bringing producers and buyers from wholesalers, food service and the grocery trade closer together to collaborate on the development of organic products.

BOOK A FIELD

Reducing the distance from farm to fork is one of the most important trends in the market right now. In this respect, the 'Book a field' initiative has emerged as a kind of 'business dating' between organic producers and buyers from hotels, restaurants, canteens, public kitchens, wholesalers, online traders, grocery chains and food companies. The aim is for producers and buyers to gain a better understanding of each other's needs and find good business matches.²³

READY TO DELIVER

Another initiative is 'Ready to deliver', where organic producers wanting to supply fruit, vegetables, legumes, cereals and other plant-rich products are located on digital and analogue overview maps, so that the food service sector can locate them more easily.

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Few chefs are able to spend days driving around to find organic producers. That's why we try to bring producers and chefs together in one place - via 'Book a field'.

Lærke Kirstine Lund, Head of Plants and Plant-Based Food, Danish Agriculture & Food Council

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I produce my raw materials with enormous pride and a focus on both sustainability and taste, and I can feel the growing interest in having them supplied. It makes us eager to produce and deliver even more organic products to food service and retail.

Peter Mejnertsen, Director, Mejnerts Flour Mill

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It's really nice to meet the producers because it turns out that when I can explain my specific needs to them, they often find a solution so we can get a collaboration going.

Jakob Nagel, Director, Gastronomiet, Catering company

GETTING STARTED WITH ORGANICS?

START BY PICKING THE LOWEST HANGING ORGANIC FRUIT

Once the decision is made to get more organic into the kitchen, the next question is often: "Where do I start?" It may seem overwhelming to start from scratch, find new producers, taste raw materials, etc. However, this can be done in many ways. Some favour conversion with the Organic Cuisine Label, which looks at a percentage conversion of the entire food supply. Others find greater value in looking at individual categories and adjusting the raw materials that make the most immediate sense.

Regardless of the chosen process, the advice from those who have already done it is simple: one step at a time. Start with what is easiest for your kitchen. An example that works for many is a model where you start with basic goods at the bottom of the so-called 'Organic Staircase'.

Experience teaches us that once you have taken the first steps on the 'organic staircase', it becomes easier to take the next steps and add more organic products and ingredients to the menu.

The organic staircase



To begin with, it seemed unmanageable, but once we got started with the transition to organic, it turned out to be quite easy. Just do it little by little.

Mona Carøe, Chief Economist, Rigshospitalet Randers



DID YOU KNOW?

Potatoes, carrots, onions and peas take up most of the Danish organic vegetable fields. More than a billion Danish organic carrots are grown annually, divided into more than 40 varieties with different flavours.

PROCUREMENT AGREEMENTS DRIVES GREEN AND ORGANIC TRANSITION

Besides having the world's highest share of organic in supermarkets, Denmark is also well represented in professional kitchens, both public and private.

The latest procurement agreement for public kitchens in Denmark (2024-2028) promises more organic and plant-rich meals across 77 municipalities and two regions. The agreement was made in response to Danish dietary guidelines issued in 2021 that called for public kitchens to make meals richer in plant-based ingredients such as fruit, vegetables, and legumes.

Public kitchens in Denmark serve more than 1 million meals a day, including in hospitals, nursing homes, kindergartens, and other public institutions.

The procurement agreement, with an estimated value of EUR 510 million, will advance the organic and plant-based agenda in several ways. For instance, the share of organic products has increased from 18% to 24% and the agreement makes it possible to purchase 100% organic.

Denmark's forthcoming procurement agreement for public kitchens promises to increase organic and plant-based meals in accordance with new dietary guidelines. The agreement will stimulate demand for sustainable food and help drive the industry forward.



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In our transition to a more organic kitchen, we have rediscovered craftsmanship. My employees think it's more fun to go to work now. It's all been worth it.

Michael Allerup, Unit Manager, Bispebjerg Hospital



HOW DO WE GET MORE ORGANIC ON THE MENU WITHOUT BREAKING THE BUDGET?

This is a key question. It may sound like a huge challenge because there is no doubt that it demands more from the farmer to produce an organic raw material, in turn making it more expensive. But many kitchens have managed to convert to organic without costs shooting up. This requires effort but is doable.

To make room in your budget for organics, here are some of the practices others have adopted successfully:

- Minimising food waste
- Increasing the kitchen staff's level of knowledge through training and education
- Having a greater focus on seasonal raw materials
- Raising the level of food craftsmanship and cooking from scratch
- Thinking more in terms of plant-rich meals

Like any other beginning, the adaptation process initially requires a change in work processes and attitude. But many examples show that, in the longterm, it is possible to get more organic products into the kitchen in an economically sustainable way.

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We're constantly looking at which high-priced products we can replace with less expensive organic products. It could be, for example, replacing expensive pumpkin seeds with organic carrots, in the process making our rye bread fully organic.

Mona Carøe, Chief Economist, Rigshospitalet, Randers

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We want to create greener and more organic menus. But it is important that we take a step back and get a better understanding of the organic process from farm to fork.

Christian Bøjlund, Owner and Chef, Løgten Madhus



DID YOU KNOW?

Future production and consumption are expected to be more measurable and more sustainable. To this end, life cycle analysis tools have been shown to perform well in terms of measuring sustainability as they take a large number of aspects into account.

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Read more about organics at
www.AgricultureAndFood.dk

& at Innovation Centre for Organic Farming
(www.ICOEL.dk/en)



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