

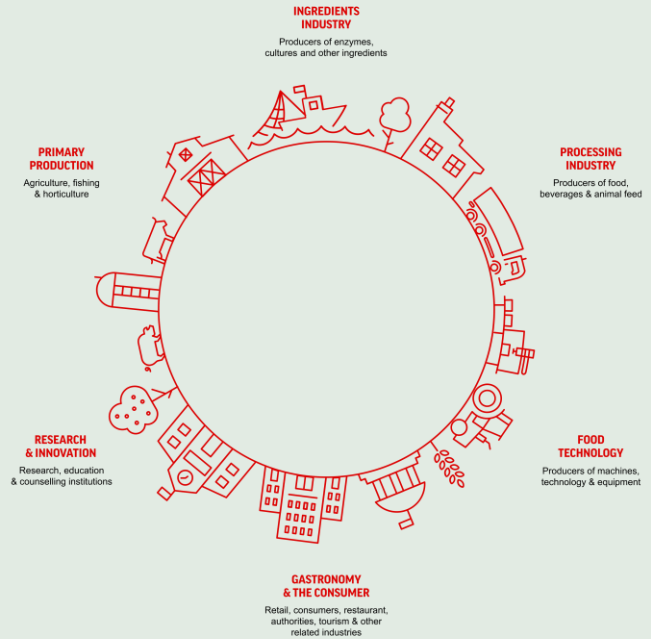
Denmark is a Leading Food Nation

The Danish food cluster – a strong value chain

Denmark develops know-how, ingredients, technology and food solutions that have an impact on the global food production.

Through an **integrated value chain**, related industries, public authorities and knowledge institutions, Denmark has shown strong results within innovative, sustainable and efficient food products and solutions.

A good example is the Danish Salmonella Action Plan for poultry, which has been in use since 1995. It operates on every stage of the production chain and secures that the Danish poultry in the stores is free from Salmonella.



Quality, collaboration and sustainability - the DNA of the Danish Food Cluster

The core values of the Danish food cluster is what makes it unique.

The **high quality** of Danish food production is a vital part of the Danish food cluster's DNA, as our companies and governmental regulatory authorities constantly work to maintain Denmark's position as front-runners in **food quality and safety**.

The Danish food cluster is known for its close ties between researchers, companies and public and private organizations. This collaboration forms the foundation of our unique Danish process for solving challenges through applied **knowledge and innovation**.

The strong tradition on **sustainability and resource efficiency** is a vital part of our DNA. It covers the whole value chain, from environmentally-friendly agricultural production to the reduction of food waste. Our DNA is about balance and change – and about always seeking for better solutions.



Danish Food Production - More with Less

Danish food production - outstanding food safety

Even though our own agricultural area is relatively modest, Danish food production feeds three times our population, a feature that shows the high productivity of the Danish agricultural production. In Denmark, food production is transparent, and all products and ingredients are fully traceable.

This ensures outstanding food safety. At the same time, production is efficient with low usage of resources, thus making the environmental footprint small.

Producing more with less:

Denmark is the place to look for sustainable and environmentally friendly food production

Change from 1990-2014

Agricultural production	▲ 22%
Nitrogen emissions	▼ 45%
Ammonia emissions	▼ 44%
Greenhouse gas emissions	▼ 16%

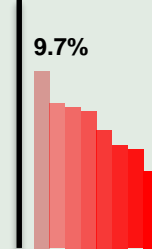
Source: The Danish Agriculture & Food Council

The world's leading organic nation

Organic food production has put Denmark on the world map as the organic frontrunner for several years. The widespread usage and high level of knowledge on organic labels among both private and professional buyers keep the whole Danish value chain of organic food production on track regarding product development and in handling large scale production.

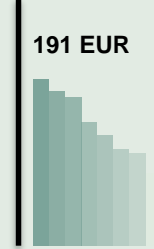
Today, Danish retail is world-leading in organic sale, having the largest market share compared to any other country in the world. Denmark takes the lead when it comes to the consumption of organic food and has a huge range of organic food products.

Denmark No. 1



Organic share of all retail sales in 2015

Denmark No. 2



Organic: Per capita consumption in EUR 2015

Source: FiBL & IFOAM

Danish gastronomy – a vast improvement over 15 years

The New Nordic Cuisine has really advanced over the last 15 years. This development has influenced the gastronomic scene as well as general food production in Denmark. New trends have stimulated consumers' interest in gastronomy and provided incentives for farmers and food companies to refine their food products.

In Denmark, we focus on gastronomy as a tool to ensure better food for more people. As a result, we are well-known internationally for the New Nordic Cuisine and our excellent products.

Today the Danes can eat at a variety of excellent restaurants. Copenhagen is the city in Scandinavia with the largest amount Michelin stars.

DENMARK No.1

With 29 Michelin stars, Denmark is the leading gastronomic country in the North

DENMARK No. 1.

4 times Restaurant Noma in Copenhagen has been No. 1 on The World's 50 Best Restaurant's list

Happy Danes & Danish Food Traditions

Danish collaboration – ground-breaking, productive and flexible

Denmark holds on to its longstanding position as one of the happiest nations in the world in the newly published 2017 edition of the World Happiness Report by the UN.

DENMARK comes second place out of 156 economies worldwide, having claimed the top spot in 2013, 2014, 2016 as the happiest nation

Work and employment play a major role in shaping peoples happiness and **the unique Danish way** of working allows the Danish food cluster to be ground-breaking, productive and flexible. The keys are a cross-disciplinary approach with a flat hierarchy and the fact that most labor market issues are settled between employers and employees – and not by law.

Danish food traditions – and The New Nordic Cuisine

For centuries farming and fishing have played key role in everyday Danish life, and even today, the Danish food is deeply rooted in the ancient agricultural traditions, where potatoes, meat and dairy products were indispensable daily sources of nutrients.

With a cold and wet climate with long and dark winters, the Danish diet has traditionally focused on providing highly nutritious and vitamin filled food that could be stored into the winter months also. For this reason, techniques, such as pickling and persevering are widely used even today, and grains, fish, meat, berries, root vegetables and hardy greens have for centuries been the main staples of the Danish diet.

However, internationally the first things that spring to peoples minds when mentioning Danish food traditions are Danish pastries, open face sandwiches and crispy pork with parsley sauce, which is Denmark's official national food.

Accordingly, Denmark is well-known for its traditional pastry, which is marketed all over the world, and "smørrebrød" – the open-faced rye bread sandwich is something many foreigners are keen to try. In addition, The New Nordic Cuisine has emerged over the last 15 years and influenced the gastronomic environment as well as food production in general.

