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Denmark at BioFach

'Country of the year 2009'

With 1,200 Danes visiting the fair, the Danish press reported happily from: 'BioFach Nuremberg was a success for the Danish organic sector'.

Around 40 Danish exhibitors were represented, most of them at the Danish stand. The exhibitor booths were placed round a big restaurant, serving all products from Denmark. This significant representation was made possible by financial support shared between the Danish Government and the companies.

Much of the preparation took place before the fair, with contacts between interested partners being made through embassies in many different countries. Denmark had been appointed as the BioFach Country of the Year in 2008, but the title was postponed due to a lack of produce available according to the organisers' and organic industries' criteria. This meant that everyone had plenty of time to prepare for the event in 2009, and were eagerly looking forward to it.

Denmark can boast of having the highest level of organic sales *per capita* in the EU. An example of this is that 30% of the fresh milk sold in Denmark is organic. In addition, organic product sales in Danish retail stores has doubled since 2004.

Denmark was the first country in the world to institute a national organic labelling system. The label features the red Ø label, which is recognised and trusted by 90% of

Danish consumers. A long tradition of collaboration between government and private actors was behind this development.

Not only were the Danish traders well represented at BioFach, but there were also many interesting speakers from Denmark.

One of the most prominent guests was the Danish Agricultural Minister, Eva Kjer Hansen. In her speech the Minister emphasised, *'that there is a continued need for developing the organic principle, rules and production methods, so that consumers will continue to feel that organic production actually is contributing to solving the challenges that they experience everyday. That calls for more extensive collaboration in research, trade and control system to make it trustworthy.'* ■

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Source: Økologisk Jordbrug, 6 March 2008

For more information see:
www.organicdenmark.dk (trade)
www.ecoweb.dk (news and contacts)
www.icrofs.org (research)
www.pdir.dk (standards)

Please note: discussions on the Danish control system and standards (as referred to by the Danish Minister) are still in progress. For more information see 'The Danish Sector puts on its thinking cap' in TOS 90, October 2008. Further details will be published in TOS as they develop.