



# Food Market



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## Challenges

Relatively high prices remain the greatest hindrance to growth in organic food sales. As supermarkets begin to carry a wider variety of organic products by more producers, increased competition should lead to a decrease in price. Lower-priced organic foods will also contribute to market growth.

Danish consumers have a strong preference for domestically produced organic foods (carrying the government Ø logo, denoting domestic goods) or foods imported from other EU countries. Although consumers are slowly increasing their acceptance of organic foods from outside the EU, strong and sustained marketing efforts will be required to successfully promote Canadian organic foods in the country.

## Opportunities

Currently, Canadian organic products do not have a strong presence in the Danish market. The most promising opportunities for Canadian manufacturers involve the sale of bulk or raw materials for further processing in Denmark, due to the high tariffs placed against imported foods from non-EU countries. Bulk and raw materials can then be processed and packaged to carry the important Ø logo, thereby receiving greater consumer acceptance. While dairy products and fresh vegetables are mainly supplied by domestic and EU



producers, there has been a steady increase in imports of products such as cereals, animal feed and dried goods over the past five years.

Organic vegetables account for the majority of produce imports. Of the 5,200 tonnes of vegetables imported in 1998, carrots, potatoes, onions, cabbage and cucumbers were the most widely imported products. Organic fruit imports totalled approximately 3,000 tonnes that year. Tomatoes (for processing), fruit juices, and frozen fruits and berries are a few of the products for which there is a significant demand.

The largest organic sector in Denmark is the dairy industry, which is also the most developed organic dairy industry in the EU. Organic milk has experienced the strongest growth, and currently accounts for 16-25% of total milk sales, with domestic production having increased 400% in the last five years. Organic cheese, butter and yogurt all account for between 2% and 8% of their individual markets.

Demand for bakery and cereal products has increased substantially in recent years. Although domestic producers

supply most of the market, Danish manufacturers and packers import significant quantities of breads and cereals. There are opportunities for the export of a wide variety of other organic foods to Denmark, although, generally, export quantities would be fairly small. Opportunities for Canadian producers include pulses, oilseeds/oils, tea, herbs/spices, sweeteners, chocolate and baby food.

## See Potential?

To learn more about these market opportunities, the competitive environment, and market entry strategies, please read the full report, *The Organic Food Market in Denmark*. The report, prepared by the Market Research Centre of the Trade Commissioner Service, is available on-line at [www.infoexport.gc.ca](http://www.infoexport.gc.ca)

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