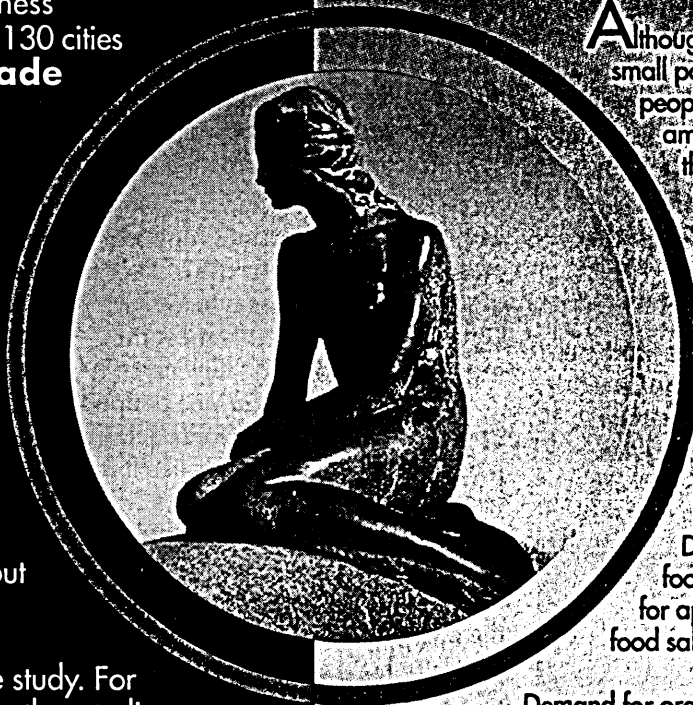


DENMARK — The Organic

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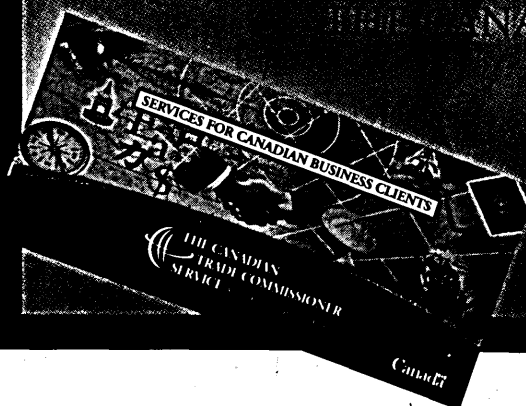
Although Denmark has a relatively small population of 5.5 million people, its organic food sector is among the most developed in the world. However, due to the lack of precise tracking of organic food sales, the exact size of this market is difficult to determine. With an estimated value of between \$450 million and \$560 million in 1998, the organic food market accounted for roughly 3% to 4% of total food and beverage sales in Denmark that year. Organic foods are forecast to account for approximately 8% of total food sales in 2000.

Demand for organic foods in Denmark has grown in recent years due to a increasing interest in healthier lifestyles, greater consumer skepticism toward genetically modified foods, and significant levels of government support for domestic organic food producers in Denmark. Despite high levels of domestic production, Denmark continues to be a net importer of organic foods.

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