

**D**enmark leads Europe in imports of organically certified foodstuffs. In 1999, the organic food sector increased by approximately 25%, and accounted for some \$400 million in retail sales.

**Technology transfer opportunities**

Canada, with very similar agricultural characteristics to Denmark, should continue to look to Denmark for sophisticated technology to enhance its raw product processing capabilities. There is considerable scope for scientific co-operation and technology/knowledge exchanges, especially in such areas as plant and seed development, porcine and bovine genetics, environmental practices and food technology.

Canada's many fact-finding missions to Denmark have been highly successful, and our trade office is frequently called on to set up agricultural study programs for Canadians, particularly in pig breeding, agri-food production, processing and marketing.

**Gateway to other markets**

A highly sophisticated food processor, packager and exporter, Denmark's agricultural imports exceed US\$3 billion of raw products to maintain its food manufacturing industry. With an efficient export distribution network and considerable marketing expertise, Denmark is an attractive potential partner for Canadian companies for distribution to Europe as well as for supply to the Eastern European and Baltic states, China and Russia.

Many Canadian products enter Denmark for packaging as well as re-export to the rest of Europe, including wild rice, maple products, wine, durum wheat, honey, seeds, special beans and peas, wild mushrooms, frozen vegetables and fruits, stiffeners and additives for the Danish food processing industry, dairy, bakery and confectionery products, livestock genetics, breeding minks and fur skins.

As the purchasing headquarters for

Scandinavia's agri-food co-operatives, Denmark also purchases fresh onions, potatoes and other staples for those countries. Through close co-operation with Canadian cattle breeders, Denmark has increased the milk yield of its Holstein Friesian and has changed the bloodlines of its Angus and Hereford cattle, taking over Britain's

strategic alliances and partnerships particularly attractive for Canadian companies. Denmark's location between Scandinavia and Continental Europe, its large international airport and bridge link to southern Sweden, its sophisticated transport and telecommunications make Denmark one of Europe's best locations for product

*Sector profile*

# Agriculture and agri-food in Denmark

position as the leading exporter of beef bloodlines to the rest of Europe.

**Demand for new products**

There is increasing demand in Denmark for high-quality, nutritious alternatives to the traditional Danish diet. Quality-conscious Danes are now looking for wider variety, including more imported, ethnic food products, convenience foods, seafood specialties, frozen food and microwave items. Denmark's wide range of tastes and preferences offers Canadian exporters opportunities for niche products and foods with unique characteristics, such as lean and finished meals, and top-of-the-line specialties like those offered under the President's Choice brand.

**Market access considerations**

Canada and Denmark share similar business cultures, which facilitates business transactions between the two countries. Complementary agri-food industries, coupled with Denmark's excellent distribution networks, particularly in northern Europe, make

distribution. In the agri-food sector, an importer, agent broker and/or distributor is essential.

**For more information** on the Danish agriculture and agri-food sector, visit the Canadian Embassy's Web site at [www.canada.dk](http://www.canada.dk) or contact Bernadette Luscombe-Thomsen, Commercial Officer, Canadian Embassy, Copenhagen, tel.: (011-45) 33 48 32 56, fax: (011-45) 33 48 32 21, e-mail: [bernadette.luscombe-thomsen@dfait-maeci.gc.ca](mailto:bernadette.luscombe-thomsen@dfait-maeci.gc.ca) \*