

STRATEGIC MEETING ON SUSTAINABLE PUBLIC PROCUREMENT: EXPLORING OPPORTUNITIES FOR ORGANIC

Learnings from Denmark

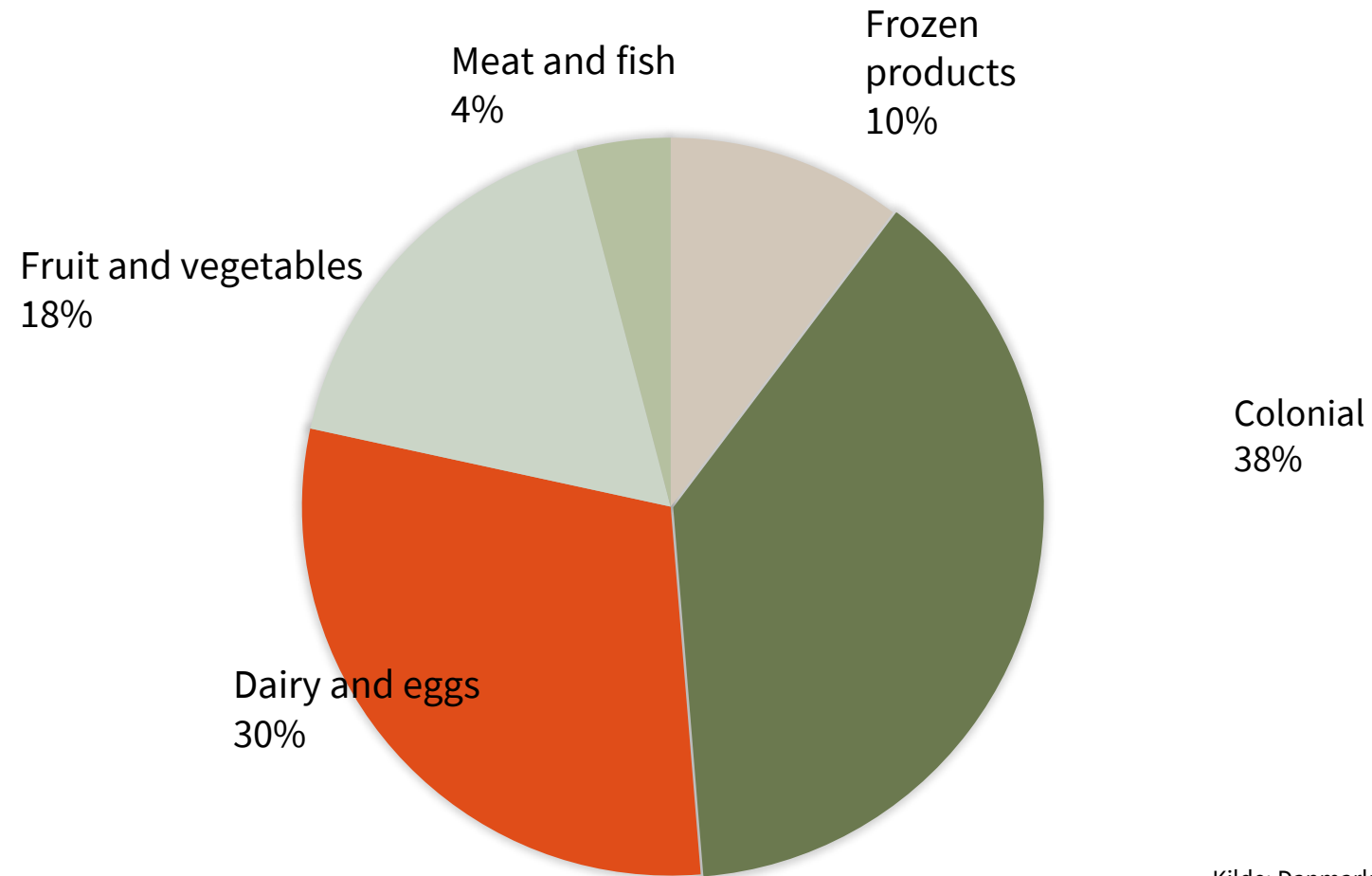
Sybille Kyed, Policy Director, Organic Denmark

October 28, 2024

TURNOVER IN FOODSERVICE MIA DKR.

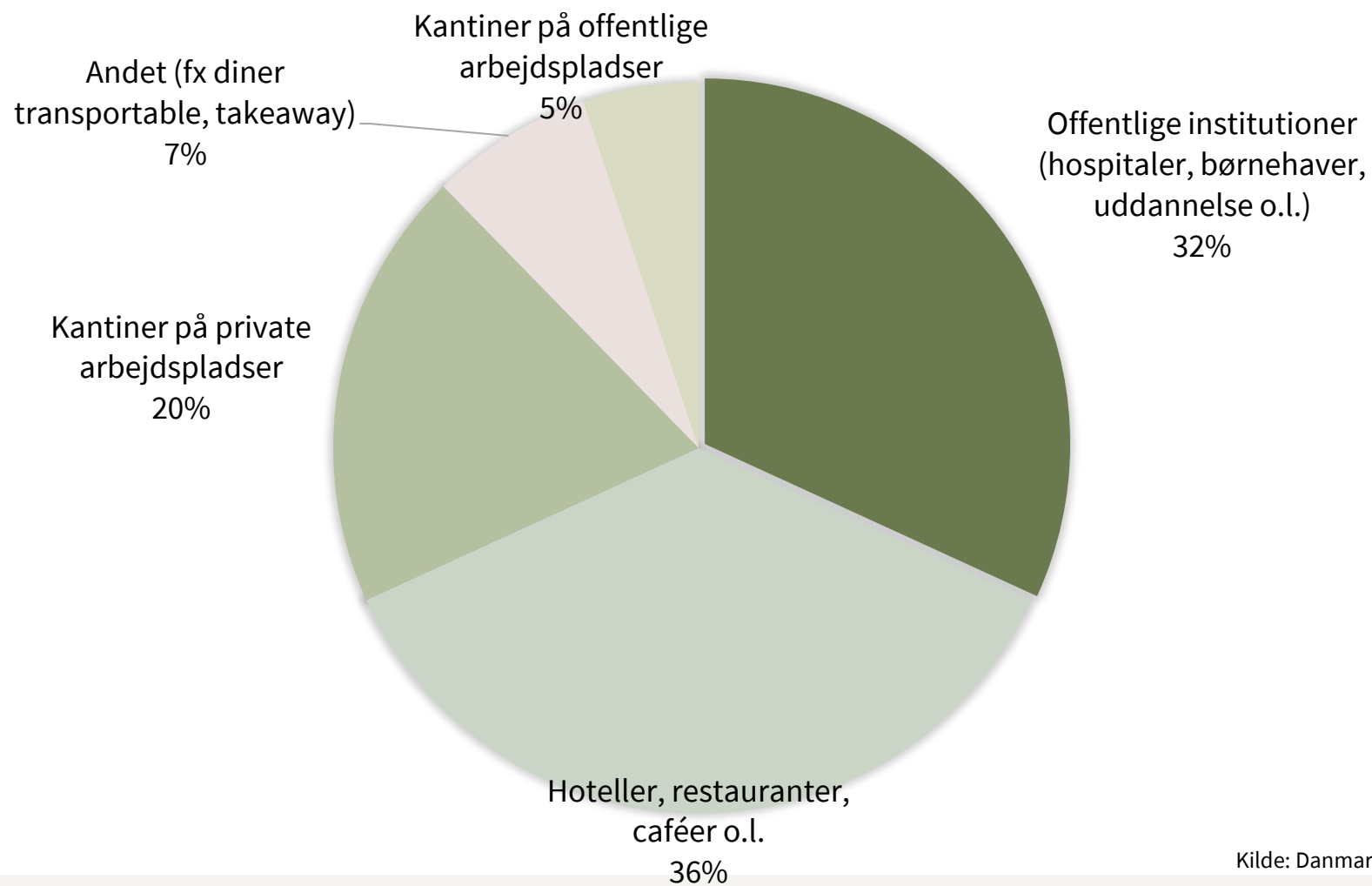


TURNOVER IN FOODSERVICE ON PRODUCT GROUPS



Kilde: Danmarks Statistik 2023

TURNOVER ON FOODSERVICE SALES CHANNELS



Kilde: Danmarks Statistik 2023

KEY DRIVERS

POLICY

- Political adopted goals since 2011
- Mandatory 60% organic share in DK state kitchens
- Municipalities recommended to set goals for organic share
- Organic is considered an environmental tool
- Invention of the organic cuisine label

ORGANIC CUISINE LABEL

DISPLAYED BY 3,500 EATING PLACES LIKE CAFÉS,
RESTAURANTS AND PUBLIC KITCHENS

- Create goals that can be used to expose the share of organic
- Provide an atmosphere of competition, goals to strive for
- Occasion that can be celebrated, when awarded
- Organic is used to signal that the kitchen, the hotel, the café, the restaurant, the employer cares for their guests, the employees and our planet



TECHNICAL ASPECTS

- Government Procurement Contracts, contain minimum mandatory organic percentage on 60%, silver level in organic cuisine label
- Organize partial tenders containing criteria that is beneficial for organic suppliers to overcome that wholesalers and purchasers just provide what is cheapest
- Organic Denmark provide advisory service and market talks with wholesalers. Advice on the necessity to have organic products in their offer, where to buy, what kind of products,

EXAMPLE OF A PARTIAL TENDER ON DAIRY

Overall requirement to bid:

- Feed solely from the farm
- Farm visit available.

The bidder is awarded points according to the following point scale

Learning Activities	Points
1. See a cow	1
2. Learning activity/presentation: The journey of milk from cow to refrigerator	2
3. See milk production: Observe how milk is produced and processed for further production	3
4. See butter production: Observe how milk is turned into butter	4
5. See the production of other dairy products, including cheese, yogurt, etc.	5
6. Opportunity for children to make food from the farm themselves	6
7. Tasting of the raw ingredients	7
8. Pet a cow	8
9. Lunch served for children and teacher	9
10. General tour of the farm	10