

Marketing organically sourced large-scale kitchens – a Danish model
/Dorthe Kloppenborg, Organic Denmark

Organic Denmark



The Danish national association for organic food and farming.

100 companies
1000 farmers
4000 consumers

Danish name: Økologisk Landsforening
www.okologi.dk www.organicdenmark.com

The Organic Cuisine label State-controlled



Ministry of Food,
Agriculture and Fisheries
Danish Veterinary and Food Administration

New rules for large-scale kitchens

1st January 2009: Large-scale kitchens were exempted from the EU regulations.

New rules designed for large-scale kitchens


- Changing menus
- Non bureaucratic and manageable
- Simple control
- Credible and ensuring the high trust in organic products, controlled by the authorities.




State-controlled label, public-private cooperate in promoting the label

Danish Ministry of Food, Agriculture and Fisheries published the label.

Organic Denmark (Økologisk Landsforening) applied for funds to promote the label, in cooperation with the authorities (the Danish Veterinary and Food Administration).
200.000 Euro (June 09-Feb 11) from the Danish Innovation Act.




What does the label say ?



The label shows the share of organically sourced foodstuffs bought in the kitchen over a period (minimum 1 month, maximum 3 months)

A beacon for the organic engagement in the kitchen

It is not a label for organic content in certain dishes
Kitchen inform of specific organic raw materials.




Organic share/percentage

- Bronze 30-60% organic
- Silver 60-90% organic
- Gold 90-100% organic

The share is measured either by cost (kroners) or by weight (kilos).
The label is the same regardless way of measuring.

"Gold kitchens" can call themselves "organic". Must have a policy for the 10% non-organic raw products.



How does it work in practice

The kitchen must send af summary showing that their organic share of the raw materials used over the previous three months has been within the relevant percentage level.

Subsequently kitchen internal control every 3 month.
Secure use of right label and not mislead consumers

The kitchen will be registered as user of the relevant label – authorities subsequently carry out minimum annual inspections in order to ensure the documentation is right.

What counts in the percentage



Raw materials from farming and fish farming
Weight/value of raw materials of own harvest

As organic counts only organically certified products

(Wine from organically grown grapes counts as organic).

What does not count in the percentage



Non food

Salt

Water, eg. bottled water

Food from hunting and fishing (wild caught)

Other opportunities in the rules



The kitchen can claim their use of certain organic raw products – e.g. "This kitchen uses only organic potatoes and carrots". This presupposes that the kitchen exclusively use the organic products mentioned in the claim. No non-organic products in stock.

Other opportunities in the rules



Claim that certain dishes are organic – e.g. "organic spinach lasagne". The kitchen must exclusively use organic ingredients in the lasagne and the specific ingredients must not be present in the kitchen as non-organic.

Promoting the organic engagement

Valid documentation for the organic engagement – supports the kitchens need for demonstrating what they do.

Google Map of Denmark - kitchens with the organic cuisine labels at www.oekologisk-spisemaerke.dk

Signs with the label at the eatery, website, menu, at marketing material etc.

Increasing consumption

The rules ensure consumers relevant and easily understood information about the involvement of large-scale kitchens with organic products.

At the same time they support the work of large-scale kitchens in using more organic raw products

Experiences and challenges

Wholesalers must prepare their system to supply kitchens with data for easy inventory (organic share)

Restaurants complain about beverages
- too high volume compared to food

Fish is difficult to categorize
- wild caught or from fish farming ?

Inspection fee (90 Euro/year)

Prospectively I

Cooperation with municipalities, professional organizations, guidance and advice in how to measure in practice.

Expecting around 1000 kitchens registered with one of the labels within the end of 2010.

www.oekologisk-spisemaerke.dk – also information in English.

Prospectively II



Long tradition of public food control system.
Great importance for the high confidence that consumers have in the organic control system and the products sold as organic.

Being launched lately the new labels are only in an early stage of introduction.
Expected soon to be well known and widely used in Denmark.

Go Organic when you go out



Consumers demand organic products – not just at home.

The Organic Cuisine label guides organic consumers to restaurants, cafés, canteens, schools, nurseries, hospitals, colleges etc. awarded with bronze, silver or gold.

Thank you



Dorthe Kloppenborg
dk@okologi.dk