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Canada

The Organic Food Market in Denmark

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Le marché de le marché des aliments biologiques au Danemark)

Prepared by the
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and the
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THE ORGANIC FOOD MARKET IN DENMARK

EXECUTIVE SUMMARY

Denmark has one of the world's most developed organic food sectors due to strong support from both the government and consumers. In 1998, the Danish market for organic foods was estimated to be worth between $450 million and $600 million[(1)], or roughly 3% to 4% of total food and beverage sales. In 1999, organic foods are forecast to account for approximately 6% of total food sales, increasing to 8% in 2000.

Health concerns, combined with recent food scares, have spurred on the growth of the organic food market in Denmark, which has increased by 30% annually in recent years. Despite the steady growth of this sector, the relatively high price of organic foods, a lack of conformity and recognition of organic symbols throughout the European Union (EU), a lack of consistent supply, and a minimal amount spent on advertising remain the most significant obstacles to widespread consumer acceptance.

While transportation times, high transportation costs and duties may make some organic foods impossible to ship to the Danish market, the greatest obstacle for Canadian suppliers is consumer acceptance of organic products from outside the EU. Danish consumers have shown a strong preference for domestically produced organic foods, which have the government mark (the Ø logo) on the packaging. As a result, the best opportunities for Canadian suppliers are through shipping bulk or raw materials that can be processed and packed in Denmark, thereby receiving the Ø logo.

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Team Canada • Équipe Canada

MARKET OVERVIEW

Although Denmark has a relatively small population, at only 5.5 million, its organic food sector is among the most developed in the world. Strong support from both the Danish government and from consumers has led to the rapid growth of organic food sales and the organic industry as a whole.

Currently, Danish consumers spend an average of 16% of their net income on food. In recent years, support for organic foods has steadily increased, with sales growing by around 30% annually. A recent survey conducted by the Danish government found that 47% of households buy organic foods either frequently or occasionally, while only 15% buy organic foods consistently. With nearly half of respondents stating that they buy organic foods frequently or occasionally, there continues to be significant opportunities for market growth.

Substantial support from the Danish government has led to both increased organic farming and increased consumption of organic foods. In 1998, the support for organic farming accounted for 58% of the total green farming grants, compared to only 7% of grants in the United Kingdom (U.K.). However, in addition to strong financial support for organic farmers, the Danish government has also discouraged conventional farming by levying high taxes on products such as insecticides and pesticides. Insecticides, for use in both crop and livestock production, are taxed at 27% of the retail value, while fungicides and herbicides are subject to a 13% tax.

Due to the fact that organic food sales are not recorded separately from conventional food sales, the exact size of this market is not known. However, in 1998, the Danish market for organic foods was estimated to be worth between $450 million to $560 million, or roughly 3% to 4% of total food and beverage sales. In 1999, organic foods are forecast to account for approximately 6% of total food sales, increasing to 8% in 2000.

Although domestic producers currently supply the majority of organic foods, Denmark continues to be a net importer of such foods. While dairy products and fresh vegetables are almost solely supplied by domestic/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.

Key Factors Shaping Market Growth

A growing interest in healthier lifestyles is the primary reason for the popularity of organic foods. Throughout the EU, consumers have become increasingly resistant to purchasing products containing genetically modified organisms (GMOs). However, the growth of the organic food sales in the EU has been heavily dependent on the individual government's support for the industry. In Denmark, strong support for organic producers has led to comparably high levels of consumption of organic food.

Recent food scares throughout the European Union (EU) have also helped to increase organic food sales. The bovine spongiform encephalopathy (BSE) scare in the U.K. is probably the most well-known problem in the European food industry. However, other recent contaminations include the French government's announcement, in August 1999, that run-off from waste water and septic tanks from animal-processing sites had been discovered in pig and chicken feed, and in June of the same year, the Belgian discovery of feed contaminated by dioxins -- which are known to cause cancer -- that had been consumed by farm animals. These food scares have prompted an increasing number of consumers to seek out naturally produced foods.

Relatively high prices remain the greatest hindrance to the growth of organic food sales. Although organic products are typically priced 20% to 30% higher than similar conventional foods, some organic foods can be up to 200% more expensive than conventionally produced foods. As supermarkets begin to carry more organic products by more producers, increased competition should lead to a decrease in price. Lower-priced organic foods will also help to stimulate market growth.

Other barriers to the growth of organic food sales include a lack of conformity and recognition of organic symbols throughout the EU, a lack of consistent supply of organic products, minimal amounts of advertising for organic foods, and the need for wider exposure in large retailers.

Opportunities

Due to current regulations regarding the sale of organic foods in Denmark (which are discussed in more detail later in this report) and the consumer demand for domestically produced foods, the best opportunities for Canadian suppliers involve shipping raw or bulk materials, which are further processed and packaged in Denmark before sale.

The largest sectors within the consumer-ready, organic food market are outlined below.

Produce

Organic vegetables account for the majority of produce imports. Of the 5200 tonnes of vegetables imported in 1998, carrots, potatoes, onions, cabbage and cucumbers were the most widely imported products. However, most of the aforementioned products were imported from other countries within the EU, and opportunities for Canadian producers may be limited.

In 1998, organic fruit imports were fairly minimal, at around 3000 tonnes. Almost all imported fruits are bought from traders in the Netherlands. Tomatoes (for processing), fruit juices, and frozen fruits and berries are a few of the products for which there is a significant demand.

Dairy

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.

Bakery/Cereal Products

Production of bakery and cereal products has increased substantially in recent years in response to the growing demand. Although domestic producers supply most of the market, Danish manufacturers and packers import significant quantities of breads and cereals. Countries such as the U.K., France and Germany have traditionally supplied Denmark with additional bread and cereal products.

Meats

Recent food-safety issues such as the BSE crisis in the U.K., the foot and mouth outbreak in the Netherlands, and swine fever in Germany have helped to spur on the growth of the organic meat market throughout the EU. Danish per-capita consumption is approximately 1.3 kg, which is among the highest in Europe. However, due to the small size of the market (6000 tonnes), domestic producers are able to supply the demand for these products.

Other Foods

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.

Actual and Planned Projects

In 1995, the Danish government began to actively support the conversion from conventional farming to organic farming techniques through the *Action Plan for the Advancement of Organic Food Production in Denmark*. In January 1999, the Ministry of Food, Agriculture and Fisheries initiated the *Action Plan II - Developments in Organic Farming*, which will provide support for Danish farmers during the period 1999 to 2003.

The primary objective of the Action Plan, which will provide organic producers with approximately $500 million in support, is to increase organic farming to 300 000 hectares, or roughly 10% of total farmland. Other initiatives include:

- continued research into organic food production;
- promotion of organic farming as a method of environmental policy;
- increasing the number and quality of organic foods available to consumers;
- increasing organic food sales in the domestic market;
- further development of organic food exports;
- promotion of organic farming in the reforms of the EU agricultural policy;
- adherence to and extension of the credibility of the Ø mark; and
- amendment of subsidy programs to support the current and future needs of the organic food industry.

COMPETITIVE ENVIRONMENT

Local Capabilities

In 1998, organic farming accounted for 3.6% (99 000 hectares) of Danish farmlands. This represents a significant increase over the previous year, when organic farming was estimated to have accounted for 2.3% (64 300 hectares) of total Danish farmlands.

Although Danish farmers were initially reluctant to switch from conventional farming to organic farming techniques, government programs, and their related subsidies, have encouraged many farmers to convert in recent years. In 1994, there were only 677 organic farms in Denmark, compared to approximately 3300 farms in 1999 (150 000 hectares), with roughly 800 farms in the middle of the conversion process.

Most of the key organic food sectors are dominated by one or two large producers, while numerous small producers share a relatively modest share of the overall market. Arla Foods is the largest organic food company in Denmark. Other dominant companies in the market are listed in the table below.

Table 1. Key Companies in the Danish Organic Food Market

Company	Product Sector
Arla Foods, Thise, Grinsted, Naturmaelk, Oekomaelk	Dairy Products
Svanholm, Faelles Groent Vest, Saris I/S	Produce
Friland Food A/S, W. Bunkenborgs Poelsefabrik, Hanegal Oekologisk Koed	Meat
Schulstad Broed, Kohberg, Karup Broed, De Danske Broedfabrikker A/S	Bread and Cereal Products
Urtekram, Milupa, Nestlé, Bioforce	Other

Source: Leatherhead Food RA. *The European Organic Foods Market*, September 1998.

Although domestic production of organic foods continues to increase substantially every year, demand for organic foods still outstrips production levels. As a result, many opportunities exist within this sector.

International Competition

The amount of land devoted to organic farming in the EU is still fairly minimal (2% of total land area). However, there has been a significant growth in the number of organic farms over the last 15 years. In 1985, the EU had only 6300 organic farms. However, subsidies introduced in the 1992 Common Agricultural Policy (CAP) reform package encouraged large numbers of farmers to switch to organic farming methods. In 1998, the EU was estimated to have over 100 000 organic farms, representing an average annual growth rate of 26%. While small farms in Mediterranean countries account for the majority of conversions to organic farming, Italy represents nearly one third of all organic farms in the EU. Other predominant organic food producers include Germany, Austria, Spain and Sweden.

Outside of the EU, the United States will provide the greatest competition for Canadian organic producers. U.S. organic foods face similar tariffs, duties and transportation costs as those produced in Canada.

Canadian Position

Currently, Canadian organic products have little exposure in the Danish market. As mentioned earlier, the most promising opportunities for Canadian manufacturers involve the sale of bulk or raw materials for further processing in Denmark. Danish consumers have shown a strong tendency to purchase domestically produced organic foods (with the Ø logo) and if those are not available, foods imported from other EU countries tend to be the popular choice. Although consumers are slowly gaining more exposure to organic foods from outside the EU, purchasing patterns are not expected to change significantly in the near future.

Competitive Advantage Through Canadian Government Policies and Initiatives

Export Development Corporation

Export Development Corporation (EDC) offers export financing and insurance to Canadian exporters. Additionally, insurance can be provided for larger transactions that are subject to the terms and conditions established by the buyer. EDC prefers to work through letters of credit, bank credits or bank guarantees. Approval for financing is considered on a case-by-case basis.[(2)]

Canadian Commercial Corporation

The Canadian Commercial Corporation (CCC) gives Canadian companies access to financing and better payment terms under the Progress Payment Program (PPP). The PPP concept was developed as a partnership between major Canadian financial institutions and the CCC. It enables the exporter's bank to open a project line of credit for the exporter's benefit, based on CCC approval of the project and the exporter's ability to perform. The CCC will also act as a prime contractor on behalf of Canadian small and medium-sized enterprises, giving those businesses increased credibility and competitive advantage.

Program for Export Market Development

The Program for Export Market Development (PEMD) helps Canadian companies enter new markets by sharing the costs of activities that companies normally could not or would not undertake alone, thereby reducing risks involved in entering a foreign market. Eligible activities include market visits, trade fairs, incoming buyers, product testing for market certification, legal fees for international marketing agreements, transportation costs of offshore company trainees, product demonstration costs, promotional materials, and other costs necessary to execute a market development plan. Activity costs are shared on a pre-approved, 50/50 basis.

The PEMD refundable contribution ranges from $5,000 to a maximum of $50,000. Preference is given to companies with less than 100 employees for a firm in the manufacturing sector and 50 in the service industry, or with annual sales between $250,000 and $10 million. Other components of the program include international bid preparation (Capital Project Bidding) and, for trade associations, developing international marketing activities for their membership. For more information, visit http://www.infoexport.gc.ca/pemd-e.asp or call 1-888-811-1119.

WIN Exports

WIN Exports, a database of Canadian exporters and their capabilities, is used by trade commissioners around the world and by Team Canada Inc partners in Canada to match Canadian suppliers with foreign business leads, and to share information on trade events. To register your company in WIN Exports or for more information, visit http://www.infoexport.gc.ca/winexports/menu-e.asp or call 1-888-811-1119.

Agri-Food Industry Market Strategies

The Agri-food Industry Market Strategies (AIMS) program of the federal government encourages and helps industry associations to develop strategic marketing and promotional plans for target countries. AIMS also co-ordinates the financial assistance needed to carry out the strategies at a national association level. For more information, visit: http://www.agr.ca/progser/aafaims.html

Agri-Food Trade 2000

Agriculture and Agri-food Canada's Agri-Food Trade 2000 program is designed to help the Canadian agri-food industry increase sales of agriculture, food and beverage products in both domestic and foreign markets. The program targets agriculture and agri-food producers, processors and exporters who are working collectively through associations, marketing boards or alliances.

MARKET LOGISTICS

Most importers will deal either directly with Canadian producers or through wholesalers or distributors. Imports of organic food and beverages are dominated by a handful of companies. Urtekram A/S, which handles more than 2500 organic products, is Denmark's largest importer of organic foods. Other large importers include Unikost, Biodania AmbA, H. Lembcke A/S, Olesen A/S, and Bio Trading A/S.

Due to the demand for domestically produced organic foods, the majority of imported food and beverages are sold in bulk or raw form. The products are then further processed or packaged in Denmark, and sold with the widely recognized Ø mark.

Channels of Distribution

With a 70% market share, supermarkets and discounters account for the largest portion of organic food sales. The remaining portion is sold primarily through direct sales from farms, and through the food service and catering sectors. Health and speciality stores hold only a small percentage of total organic food sales.

Two retailers dominate the sales of organic food and beverages, accounting for between 55% and 60% of total sales. FDB (Co-op Denmark) accounts for the largest share, while Dansk Supermarket A/S is the second-largest. Other large organic food wholesalers/retailers include Dagrofa A/S, Matas A/S, and ISO.

FDB, which comprises such chains as Brugsen, Lokal Brugsen, IRMA, and Fakta among others, has a total of nearly 1200 retail outlets. Although many organic products are sold under a manufacturer's brand name, FDB has steadily increased the number of organic foods that are carried under its own *Natura* label. In total, FDB carries more than 800 organic products.

Distributors and Wholesalers

Danish wholesalers and distributors are an excellent way to introduce a product to the Danish market. Strict regulations concerning the production/sale of organic foods, combined with consumer concerns about the use of GMOs, make the use of a distributor or wholesaler a necessary step in accessing the market. As well, distributors are legally bound to ensure that all imported products adhere to Danish/EU food regulations. To ensure national distribution, it may be necessary to use more than one distributor or agent.

When seeking the services of a distributor or wholesaler, exporters should consider the relationship that these individuals have with local governments, buyers and banks; the condition of their facilities; and their willingness and ability to keep inventory. Canadian producers are advised to review the provisions of Danish/EU law with a qualified lawyer before entering into an agreement with a prospective partner.

Agents and Sales Representatives

Agents are excellent channels through whom to introduce new products into Denmark. While agents solicit business and enter into agreements on behalf of the exporter they are representing, they do not take ownership over the products they sell.

An exporter must weigh a number of factors when selecting an agent, including:

- region(s) covered by the agent;
- reputation;
- product knowledge;
- experience in handling the exported product;
- commission to be paid;
- what (if any) after-sales service is provided;
- track record; and
- size and quality of the agent's staff.

These attributes can best be assessed during a visit to Denmark. Manufacturers should also ensure that responsibilities are clearly defined before entering into a long-term relationship.

Market-entry Considerations

Import Regulations

As an EU member, Denmark follows the Community Integrated Tariff (TARIC) system, which applies duties to all imports from non-EU countries. EU/Danish import regulations, duties, and tariff rate quotas (TRQs) serve to limit the range of foreign products entering the market while protecting domestic industries. These factors, combined with transportation costs and other import costs, mean that Canadian products tend to be priced higher than domestic products. However, even domestically produced organic foods tend to be priced higher than similar conventionally produced foods. Consumer acceptance of higher organic food prices may provide Canadian producers with increased opportunities to enter the Danish market.

Local Standards, Certificates or Registrations

The production, inspection and labelling of organic agricultural products is regulated by EC Regulation 2092/91. This regulation applies to both processed and unprocessed products of plant origin. Labelling of these foods fall into one of three categories: foods with more than 95% organic ingredients, those with more than 70% organic make-up but less than 95%, and foods with less than 70% organic ingredients. Although there is currently no amendment that applies to products of animal origin (e.g. meats, eggs, other dairy products), legislation governing these products may be enacted shortly. The use of GMOs is also strictly prohibited by EU regulations.

EC Regulation 2092/91 also makes each country responsible for implementing this legislation. In Denmark, the Danish Association of Organic Agriculture (LIJ) and the Biodynamic Association, two private organizations, enforce the government's organic food regulations.

The Danish legislation that governs the production and sale of both domestic and imported organic foods is the *Ministry of Agriculture Regulation No. 753 of September 2, 1992 on Conditions for Marketing of Organic Foods*.

The Danish Plant Directorate is tasked with inspecting and approving Danish farms to sell their products as organic. Processors, importers and packers must also have government approval to handle organic foods, which is granted by the Danish Veterinary and Food Administration.

All products that are exported to Denmark must be accompanied by a standard set of shipping documents. Additional documents may expedite the processing of goods at the Danish border, but due to the complexity of Danish/EU regulations, Canadian exporters should request any additional information from the importer prior to shipping. Canadian exporters are advised to use the services of a Danish customs broker, importer, agent or distributor to ensure that all essential documentation is correctly prepared and arrives with the shipment. All documents should be completed in both Danish and English to avoid unnecessary delays.

Commercial Invoice

The commercial invoice serves as a bill to the buyer from the exporter and must accompany every shipment to Denmark. Invoices should be thoroughly checked, since any error or omission can result in delays, fines or even confiscation. Invoices must include the following information:

- place and date of issue;
- names and addresses of importer and exporter;
- detailed description of the merchandise, including identifying marks, quantities (in units customary to international trade), numbers and varieties;
- method of shipment;
- name, title and signature of responsible officer;
- all insurance and freight charges; and
- shipper's invoice number and customer's order number.

Exporters should consult with their customs broker to determine how many copies of the commercial invoice should be sent with each shipment, since the number required varies according to the product being shipped. Any promotional information should also be included with the commercial invoice.

Export Declaration Form (Form B-13)

Export shipments valued at $2,000 or greater must be accompanied by an Export Declaration Form. Although exporters are technically responsible, agents, brokers or carriers typically complete and submit the form on behalf of the exporter.

Packing List

A packing list is necessary when multiple packages are shipped, unless the commercial invoice provides the required information. This list should include:

- the number of packages within one case;
- the net, gross and legal weights of each case, and of the total shipment; and
- the volume of individual packages, as well as of the shipment as a whole.

At least four copies of the packing list should be included in any shipment, depending on the product being shipped.

Bill of Lading

The bill of lading is the shipper's recognition of receipt of the shipment. Each shipment may contain a set of bills of lading, one copy of which should be kept on file, while other copies are sent to the importer and customs broker. The bill of lading should include:

- description of the product(s);
- weights and measurements of the packages and their types;
- ports of origin and destination;
- names and addresses of shipper, importer and customs broker;
- any freight or other charge incurred;
- number of bills of lading in the full set; and
- carrier's acknowledgment of receipt "on board" of the goods for shipment.

Depending on the product, it may be necessary for exporters to include storage temperature and requirements on the bill(s) of lading.

Certificate of Origin

A certificate of origin verifies that the goods originate in Canada, and are therefore subject to all duties or taxes that apply to Canadian products.

Packaging and Labelling

It is recommended that Canadian exporters examine both Danish and EU regulations regarding packaging and labelling standards. All imported organic food labels must include:

- name of the product;
- description of the product;
- expiry date and any storage requirement;
- product's country of origin;
- alcohol content, by volume (when applicable);
- manufacturer's lot or batch number;
- nutritional information;
- list of ingredients and weights in metric units; and
- list of additives, preservatives, or colouring used.

The Danish Ministry of Agriculture, Food and Fisheries has developed the Ø logo as a guarantee to consumers that final processing and packaging of the organic product being sold was carried out by a Danish company and approved by the Danish government. Imported products are typically not allowed to display the Ø logo. As a result, organic food imports are shipped to Denmark in unprocessed or in bulk form and are then further processed and packaged in Denmark.

Authentication of Documents

Documents that need to be authenticated, such as certificates of sale and letters authorizing a local agent or importer to act on the exporter's behalf, must first be notarized in Canada. Exporters can have the notarized documents authenticated, at no cost, by sending them to the Department of Foreign Affairs and International Trade, Authentication and Service of Documents (JLAC).

Export Credit Risks, Restrictions on Letters of Credit or Currency Controls

Denmark currently implements no restrictions on letters of credit or currency controls.

Generally, the method of payment is a matter for negotiation between the individual supplier and importer. Usual practice is for payment to be made by terms of a letter of credit for 30 to 60 days. In cases where distribution arrangements are concluded, exporters are advised to prepare a contract detailing all major points of agreement, rights, and responsibilities.

PROMOTIONAL EVENTS

Event/Description	Organizer
Interfair 2000 October 7-10, 2000 (Biennial) Messecenter Herning, Denmark This show is primarily for buyers in the retail trade and the food industry.	MESSECENTER HERNING Exhibition Centre Herning Vardevej 1 DK- 7400 Herning, Denmark Tel.: (45-99) 26 99 26 Fax: (45-99) 26 99 00 E-mail.: mch@messecenter.dk
Tema 2001 February 25-28, 2001 (Biennial) Bella Centret Copenhagen, Denmark This show comprises three shows in one: the Hotel, Restaurant and Catering fair, the International Food Fair of Scandinavia, and Copenhagen Wine & Spirits Show.	Bella Center A/S Center Boulevard DK-2300 Copenhagen S, Denmark Tel.: (45-32) 52 88 11 Fax: (45 32) 51 96 36 E-mail: web@bellacenter.dk

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Internet: http://home.the-wire.com/danish

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Danish Government Contacts, Organizations and Industry Associations

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Fax: (45-86) 12 86 37
E-mail: infood@post8.tele.dk
Internet: http://www.ecoweb.dk/infood

Danish Retailers

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Fax: (45-43) 22 84 04

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Fax: (45-31) 54 31 42 or (45-32) 69 76 01
E-mail: iso@iso.dk
Internet: http://www.iso.dk

Roskildevej 65
2620 Albertslund, Denmark
Tel.: (45-43) 86 43 86 or 86 48 11
Fax: (45-43) 86 42 09 or 86 33 86
E-mail: fdb@fdb.dk
Internet: http://www.fdb.dk

Matas A/S
Rørmosevej
3450 Allerød
Tel.: (45-48) 16 55 55
Fax: (45-48) 16 55 66

Catering and Institutional Sales

MN Catering
Fuglebakkevej 94
2000 Fredeiksberg, Denmark
Tel.: (45-38) 34 38 12
Fax: (45-38) 34 38 22

Danish Importers, Packers, Processors

Bio Trading A/S
Abenravej 9
Kiskelund
6340 Krussa, Denmark
Tel.: (45-70) 23 15 15
Fax: (45-70) 23 15 16
E-mail: bio@bio-trading.com
Internet: http://www.biotrading.dk

Biodania AmbA
Grønttorvet 6, 1. sal
2500 Valby, Denmark
Tel.: (45-36) 30 24 78 or 30 24 29
Fax: (45-36) 30 24 79

Natur-Drogeriet A/S (Cereals, Rice, Flour)
Nydamsvej 13-15
8362 Høming, Denmark
Tel.: (45-86) 92 33 33
Fax: (45-86) 92 33 43
Internet: http://www.natur-drogeriet.dk

Solhjulet (Supplies the catering sector)
Storhedevejen 32, Taul
8850 Bjerringbro, Denmark
Tel.: (45-86) 68 64 44
Fax: (45-86) 68 62 75
Internet: http://www.solhjulet.dk

Sunprojuice Denmark A/S
Huginsvej 2-4
4100 Ringsted, Denmark

F-i Mejerifrugt (Fruits, Berries)
Hestehaven 3
5260 Odense S, Denmark
Tel.: (45-66) 13 13 70
Fax: (45-66) 13 44 10

Jakobsen & Hvam A/S (Honey)
Hovedvejen 22
7490 Aulum, Denmark
Tel.: (45-97) 47 39 27
Fax: (45-97) 47 39 27

Svanholm Import (Wine, Beer, Spirits, Assorted Foods)
Svanholm Allé 2
4050 Skibby, Denmark
Tel.: (45-47) 56 66 56
Fax: (45-47) 56 66 77

Unikost A/S
Over Hadstenvej 58
8370 Hadsten, Denmark
Tel.: (45-86) 98 01 44
Fax: (45-86) 98 00 48
E-mail: jan@jan-import.dk
Internet: http://www.jan-import.dk

Urtekram A/S
Klostermarken 20
9550 Mariager, Denmark
Tel.: (45-98) 54 22 88
Fax: (45-98) 54 23 33

Tel.: (45-57) 67 11 77
Fax: (45-57) 67 11 45
E-mail: sunpro@post4.tele.dk
Internet: http://www.ecoweb.dk/sunprojuice

E-mail: urtekram@inet.uni2.dk
Internet: http://www.urtekram.dk

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OTHER REFERENCE MATERIAL

Internet Sites

Agriculture and Agri-Food Canada, Agri-Food Trade Service: **http://ats.agr.ca**

Canadian Food Inspection Agency: **http://www.cfia-acia.agr.ca**

Canadian Organic Advisory Board: **http://www.coab.ca**

Canadian Organic Growers: **http://www.gks.com/cog**

Danish Plant Directorate (in Danish): **http://www.plantedir.dk**

Danish Research Centre for Organic Farming: **http://www.agrsci.dk/foejo/DARCOF.html**

Danish Veterinary and Food Administration: **http://www.foedevaredirektoratet.dk/java_enab/f_uk.html**

Department of Foreign Affairs and International Trade: **http://www.dfait.maeci.gc.ca**

EU Council Regulation No. 2092/91: **http://europa.eu.int/comm/sg/consolid/en/391r2092/artm.htm**

European Network for Scientific Research Co-ordination in Organic Farming:
http://www.cid.csic.es/enof/index.html

ExpoGuide: **http://www.expoguide.com**

ExportSource: **http://exportsource.gc.ca**

Facts on Danish Organic Farming: **http://ecoweb.dk/english/tal/2ba.htm**

InfoExport: **http://www.infoexport.gc.ca**

International Federation of Organic Agriculture Movements: **http://www.ifoam.org**

Ministry of Food and Agriculture (in danish): **http://www.fvm.dk**

Organic Trading and Information Centre: **http://www.organicfood.com**

Strategis: **http://strategis.ic.gc.ca**

Tradeport: **http://www.tradeport.org**

Trade Show Central: **http://www.tscentral.com**

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1. All monetary amounts are expressed in Canadian dollars, unless otherwise indicated. The conversion rate to Canadian dollars is based on IDD Information Services, Tradeline, July 1999.

2. For contact information regarding key organizations mentioned in this report, see **Key Contacts**.

READER EVALUATION

Please help the Team Canada Market Research Centre to produce market reports which meet your information needs by completing this evaluation form and returning it by fax (613) 943-1103. Thank you for your valuable input.

1. How did you obtain a copy of this market report?

☐ InfoCentre FaxLink system	☐ Government worldwide web site
☐ InfoCentre help line	☐ InfoCentre bulletin board system
☐ Local government office	☐ Other: ____________________________

2. How would you describe this market report?

	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Useful	☐	☐	☐	☐	☐
Complete	☐	☐	☐	☐	☐
Well organized	☐	☐	☐	☐	☐
Well written	☐	☐	☐	☐	☐
Ideal length	☐	☐	☐	☐	☐

3. In what form do you prefer to obtain these reports?

☐ Print ☐ Electronic

4. Based on the information in this report, what specific action(s) does your organization plan to take in this market? Check all that apply.

☐ Seek an agent/distributor
☐ Contact Canadian trade office abroad
☐ Visit the market
☐ Participate in a trade show abroad
☐ Do more research
☐ Nothing
☐ Other: ____________________________

5. What other market reports would be of benefit to your organization? Please identify specific products and countries.

␣
␣

6. Which of the following categories best describes your organization? Check one only.

☐ Processor/manufacturer
☐ Government
☐ Trading house
☐ Student/academia
☐ Export service provider
☐ Consultant
☐ Industry/trade association
☐ Other: _______________________________

7. What were your organization's total sales last year, in Canadian dollars?

☐ Less than 10 million
☐ 10 million to 50 million
☐ More than 50 million
☐ Not applicable

Additional comments/suggestions for improvement:

␣
␣
␣

OPTIONAL — The name of your organization is: _________________________

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