



International Research Association for Organic Food Quality
and Health

Seminar the 21st of November 2025

from 9.00-10.00 am CET online at Zoom

Denmark's Organic Market Today and Its Success Story

**with Speaker,
Birgitte Jørgensen**

You are invited to a scheduled Zoom meeting. Join:

[https://ucph-
ku.zoom.us/j/63791443428?pwd=UMidYsBac2agRb5BmsvSLo
5caZmtK0.1](https://ucph-ku.zoom.us/j/63791443428?pwd=UMidYsBac2agRb5BmsvSLo5caZmtK0.1)

Meeting ID: 637 9144 3428

Passcode: 875996

The workshop is free of charge.

Program:

09.00-09.05 am: Welcome by FQH Board

09.05-09.35 am: Seminar presentation by Birgitte Jørgensen

09.35-09.55 am: Discussion in plenum or break-out rooms (dependent on the number of attendants)

09.55-10.00 am: Wrap up, presentation of the next workshop and goodbye!

The speaker of this workshop:



My name is Birgitte Jørgensen. I work at Organic Denmark as Market Director - retail in Denmark. I'm responsible for our activities involving the retailers in Denmark. I have worked with FMCG foods and retail for 35 years and the last 17 years at Organic Denmark. Organic Denmark is in Denmark known as Økologisk Landsforening. Organic Denmark representing the whole value chain for organics and we are a NGO-member organization working for more and better organics.

Organic Denmark is not selling products - we are promoting organic and educating consumers, companies and retailers.

Abstract:

This seminar will present the latest figures from the Danish organic retail market, our working methods and how we have reached an organic market share of approximately 12%. Including examples of our activities such as campaigns, webinars, marketing toolboxes, networking days.

Some of my key insights will be how to create success by working along and across the value-chain, working both with push and pull strategies in the market and not being afraid of sharing knowledge and working even with your competitors.

Many people have asked how the success of organic food was made in Denmark. It is quite simple – working together along and across the value chain including the authorities and competitors. Denmark was the first country with an organic label and we still only have one national label 'the red Ø' – which is one on one equivalent to the green organic EU-label.

This year we are celebrating the 35th anniversary of the red-ø mark. 99% of all Danes know that the red Ø-mark means organic food and apx. 85% have a high confidence in the label.

Organic in Danish is “Økologi” – so the red Ø is also the first letter in Økologi

The Danish retail market is data driven so we work the same way. Market and consumer data and analyzing them are important – but it is also important how we use the data for actions and market development that matters. In the retail team of Organic Denmark we meet with alle the retailers and alle companies in Denmark not only our members. We are a neutral partner – our interest is to grow the organic market and the organic farming area. Our contacts are at CEO, COO, CCO and CMO level.

Communication is the key as well as working together and sharing insights and knowledge. Together we have to keep explaining how organics is a part of the solution in solving crises – such as biodiversity and climate.

www.okologi.dk

www.organicdenmark.com