

Organic market development

How do we reach 25% in 2030?
- experiences from the Danish market

Online event: Implementation of the EU
action plan for the development of organic
production, June 11th, 2021

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coop

Coop Danmark in numbers

1060

cooperatively owned stores in 5 chains



Strategic goal for market growth of organic products

(+60% from 2018 to 2025)

33%

of the food sold in the national retail sector

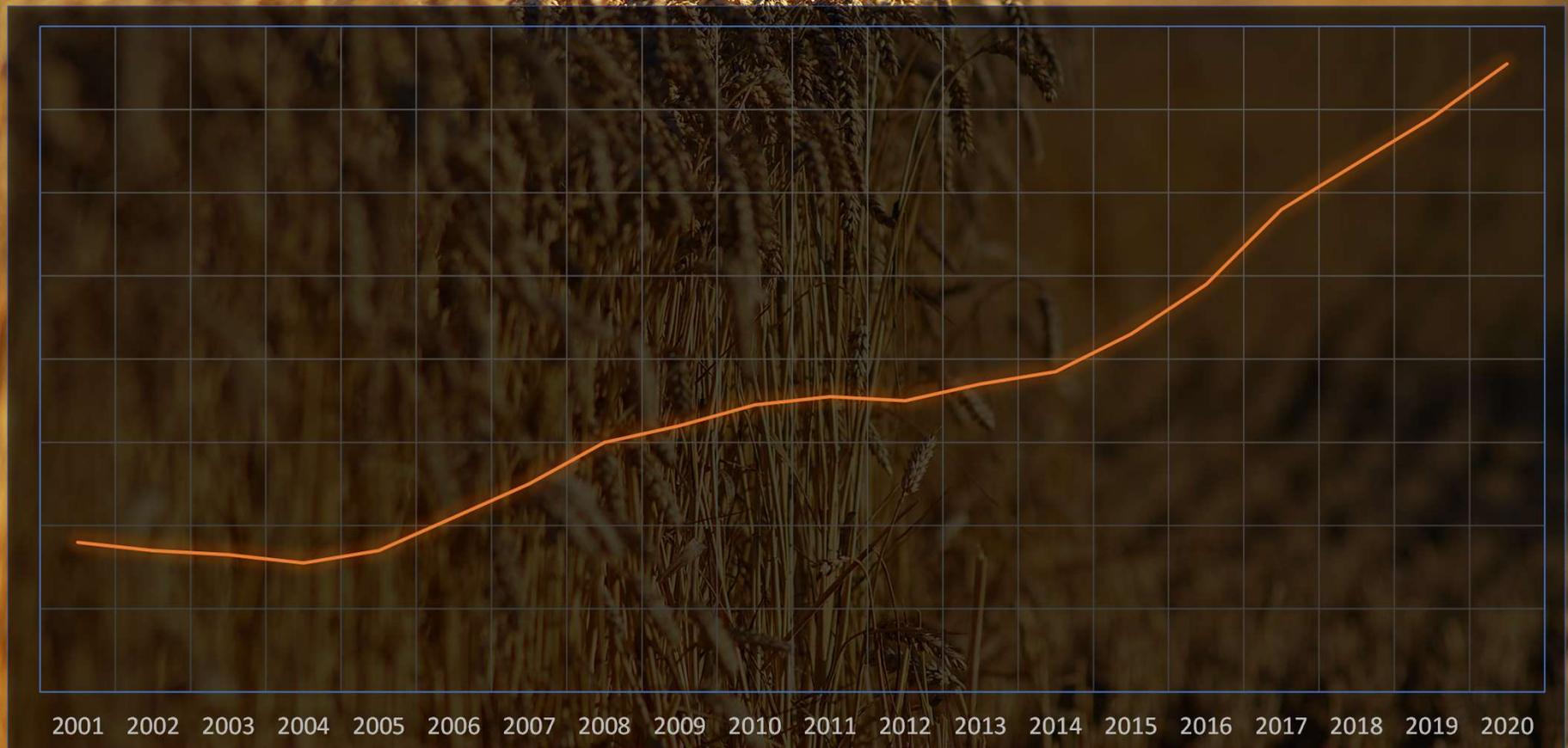


40 years

of experience in selling organic food



Coop DK organic sales (percentage of total food turnover)



What will it take to achieve 25% by 2030?

- We expect to pass 25% organic turnover in 2026-27
- To make sure the European market follows the same trend, the Organic Action Plan must address barriers and help unleash the potential of organic production and consumption:
 1. Develop the organic sector in accordance with consumer's expectations
 2. Strengthen the market development and share best practices
 3. Break down the OAP to national or regional levels
 4. Introduce and further develop true cost accounting

1. Development in accordance with consumers keeps organic production relevant

Organic production already addresses important consumer concerns:

- Use of pesticides (residues, drinking water)
- Excess use of antibiotics
- Animal welfare
- Transparent and trustworthy production

➔ Future development must include stronger answers to:

- Climate change
- Loss of biodiversity
- Reviving rural landscapes and communities



2. Strengthen market development

Danish market success is a result of deliberate choices

- Facilitated multi-stakeholder dialogue covering the whole supply chain (farmer's organizations, feed companies, universities, finance, consumer organizations, public authorities, retail sector, food producers etc.)
- Several national action plans with focus on market development and innovation (setting clear targets, removing barriers, stimulating push and pull factors simultaneously)
- Political consensus about the public benefits of organic production – and a well functioning label, and a control scheme that ensures consumer trust
- Information campaigns about organic production and labels
- A willingness to respect and include the national retail sector in the market strategies

- ➡ Can the Commission copy this approach on EU-level?
- ➡ And facilitate the sharing of best practices in market development across borders?



3. Call for national or regional OAPs with clear market targets

A continuous and focused development of the organic production and market is a prerequisite for growth – also in countries like Denmark, Sweden, and other member states with mature organic markets

➔ The Commission should require organic goals (for both land area and market development) in the national Strategic Plans for CAP

National and/or regional Organic Action Plans with clear goals have been very effective in Denmark. They have stimulated innovation and created results even outside the organic sector



4. Let consumers pay the real price for all products

- The main barrier for growth of the consumer market is the price gap to conventional products
- The gap is bigger than it should be: The organic consumers pay for public goods
- True cost accounting could include setting a price for:
 - Pesticides/plant protection substances
 - Leakage of nutrients
 - Sea and freshwater pollution
 - Biodiversity in the farmland
 - Loss of carbon in topsoil
 - Animal welfare

➔ Inclusion of externalities in all products should be a preferred way to (indirectly) support the organic sector



**Thank you for your
attention**

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