

# Key export drivers for Danish agriculture and food companies in Germany

*Presentation of the Insight Report on Denmark as a food nation by  
Maria Dyrby Nielsen, project manager, Food Nation*



## The core of what we do

We are the **go-to portal**  
for **international private**  
and **public decision-makers**  
seeking information about the  
**Danish food cluster**, and how it  
works towards **better solutions**,  
**products** and **global cooperation**



## What gives us credibility and agility

# 「Not for profit」



# Our founders & partners



Public - Private  
Partnership

## Public



## Business organisations and workers unions

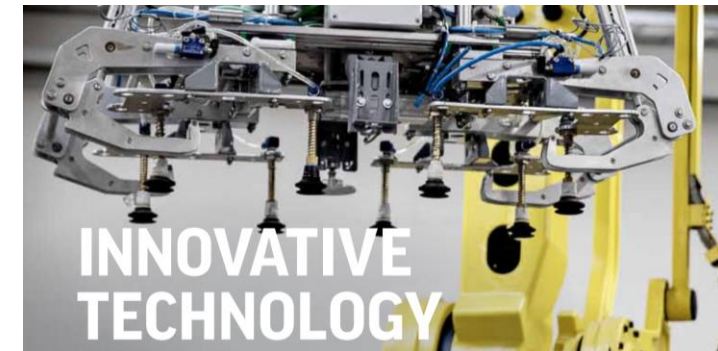


## Corporate partners





# Strongholds of the Danish food cluster





# Let's collaborate

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**Food Nation strongholds**

- Collaboration
- Gastronomy
- Organic
- Sustainability
- Quality & Safety
- Health
- Ingredients
- Innovative Technology

**Solutions of tomorrow – by Denmark**

Somewhere in the world, there's the perfect food business partner for you. The Danish food and agricultural cluster can help grow your business in the global food arena – a business area characterised by enormous growth, due to the fact that the world's population is accelerating towards 10 billion people.

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# INSIGHT REPORT

**ON DENMARK AS A FOOD NATION 2020**

*Sustainability - a key export driver*



Solutions of tomorrow  
By Denmark



# INSIGHT REPORT

**ON DENMARK AS A FOOD NATION 2020**

*Sustainability - a key export driver*

The Insight Report 2020 was the second of the annual image analysis of Denmark as a food nation.

The analysis was conducted in six selected export markets; China, Germany, Great Britain, USA, Japan and India.





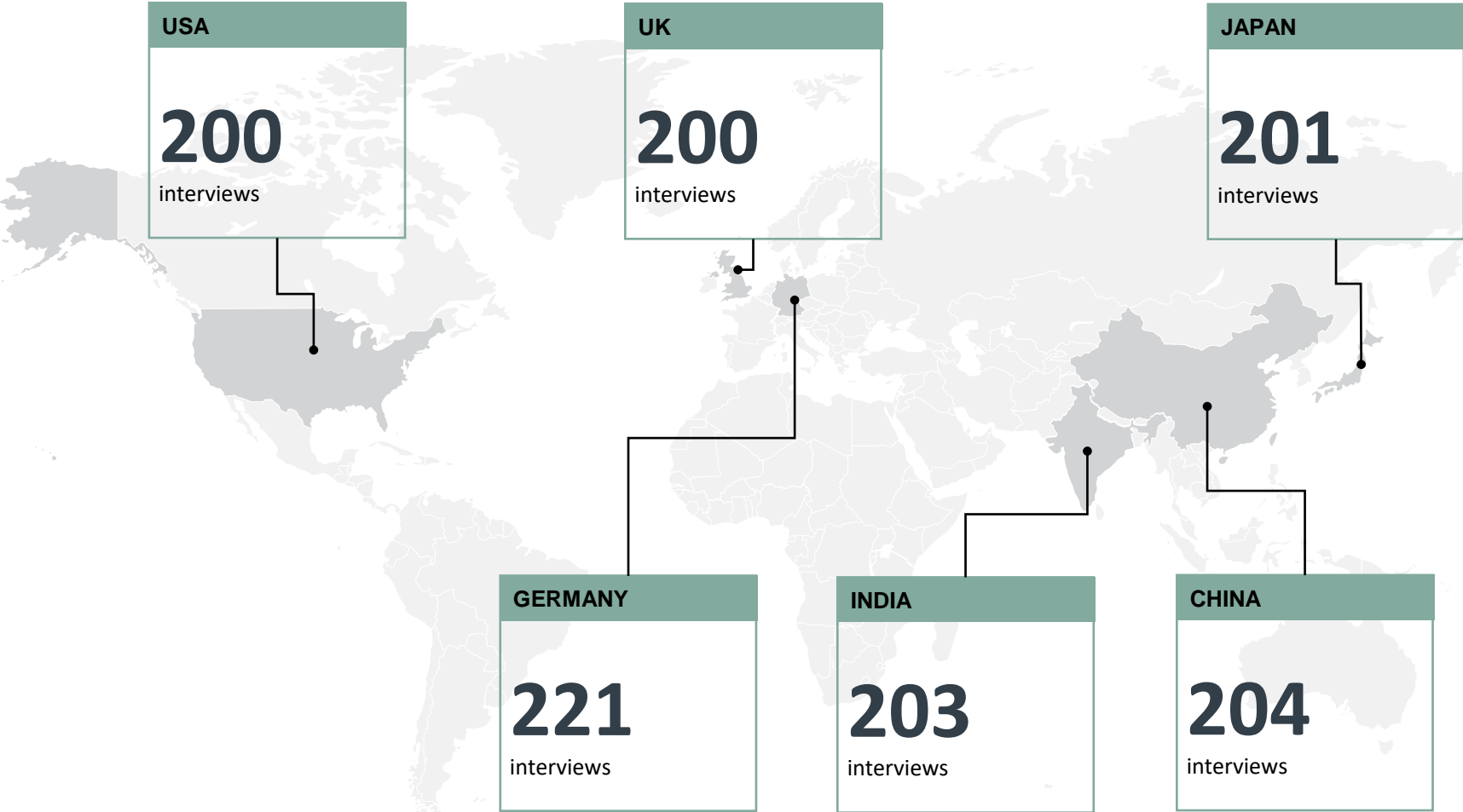
By engaging 1.229 decision makers across 6 international markets

Total

1.229

Interviews collected in six international markets

All decision makers are from companies working with agricultural or food products/solutions



## While top-of-mind awareness is limited, Danish agriculture and food products/solutions have a strong reputation – especially with regards to sustainability



Denmark has an  
unaided awareness  
of **5%**



Denmark is associated  
with **quality, food safety,  
sustainability and  
reliability**

More than half of decision  
makers (55%) consider  
Danish agriculture and  
food products/solutions to  
be **among the most  
sustainable in the world**



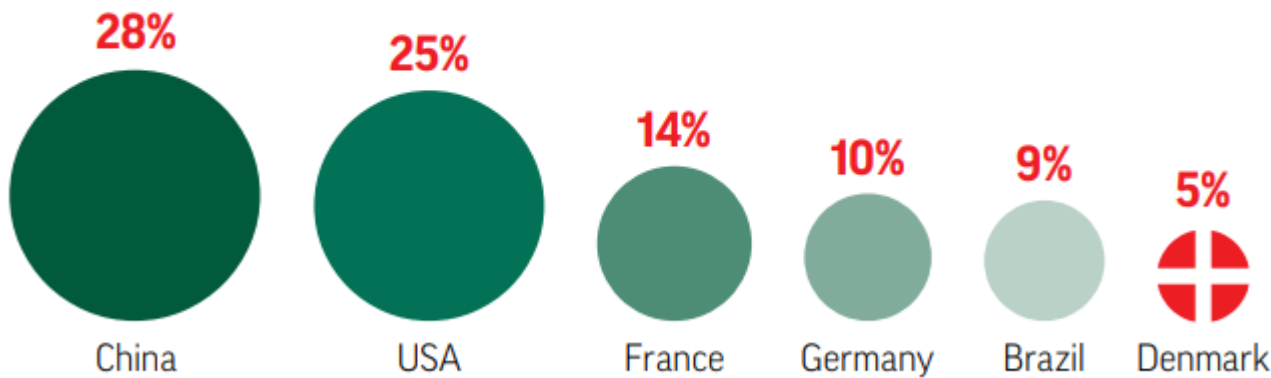
The majority (83%) thinks  
that **sustainability will  
become more important**  
in the coming years

... and that proposing  
sustainable products/  
solutions is **necessary to  
secure long-term  
growth**

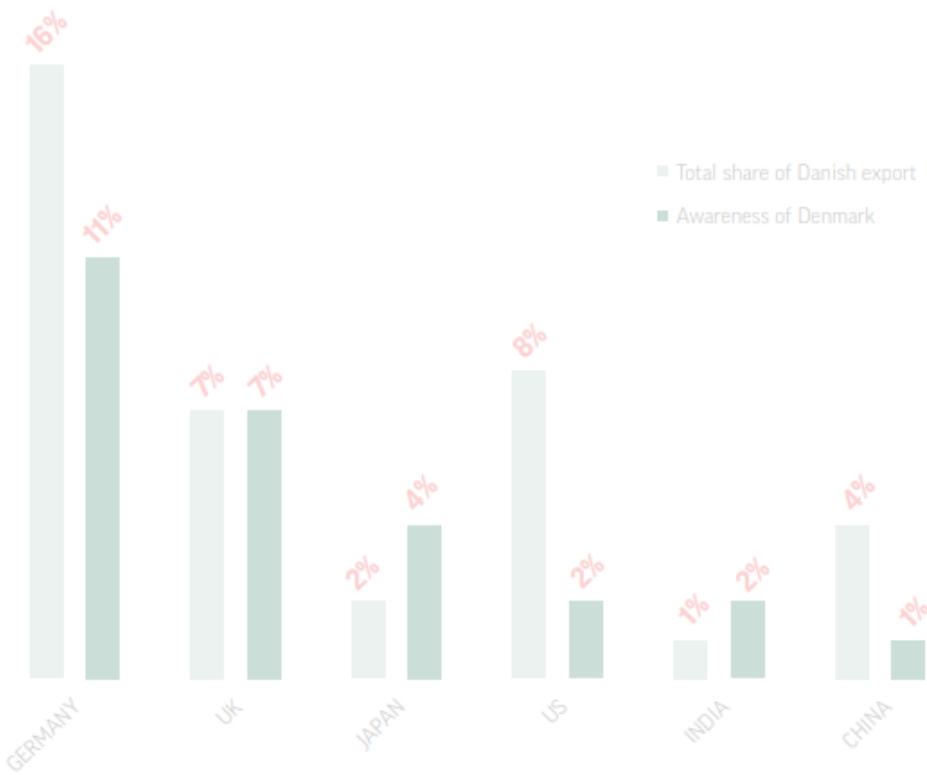
# Brand awareness – Great potential to grow

When international decision-makers are asked which countries are top of mind as suppliers of relevant food and agriculture products and solutions, 5% of them mention Denmark.

**Top 5 top-of-mind food nations plus Denmark**  
Unaided awareness of food nations among decision-makers who participated in the quantitative survey (own market excluded)



**Unaided awareness of Denmark compared to trade flow**  
Total share of decision-makers that have mentioned Denmark as a top-of-mind food nation (own market excluded) versus the total share of exports (Statistics Denmark)

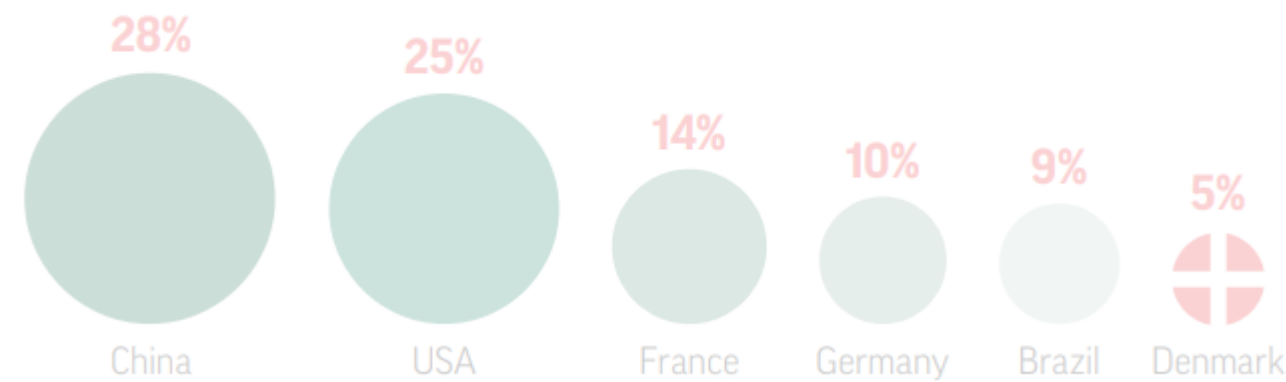




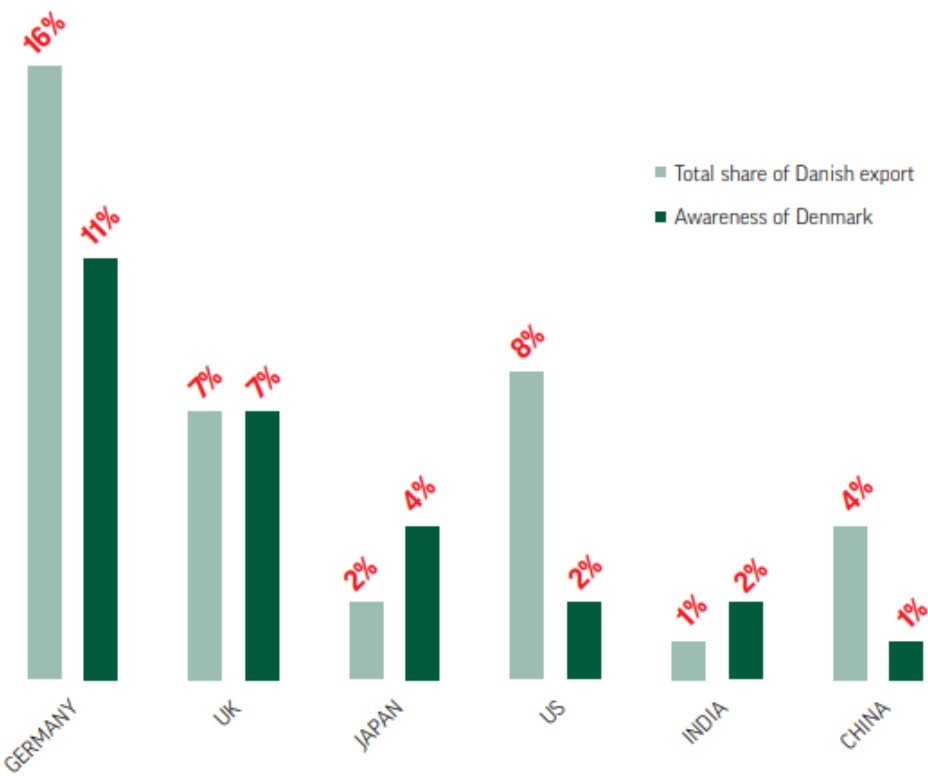
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Denmark has an unaided awareness of 5% among international decision makers

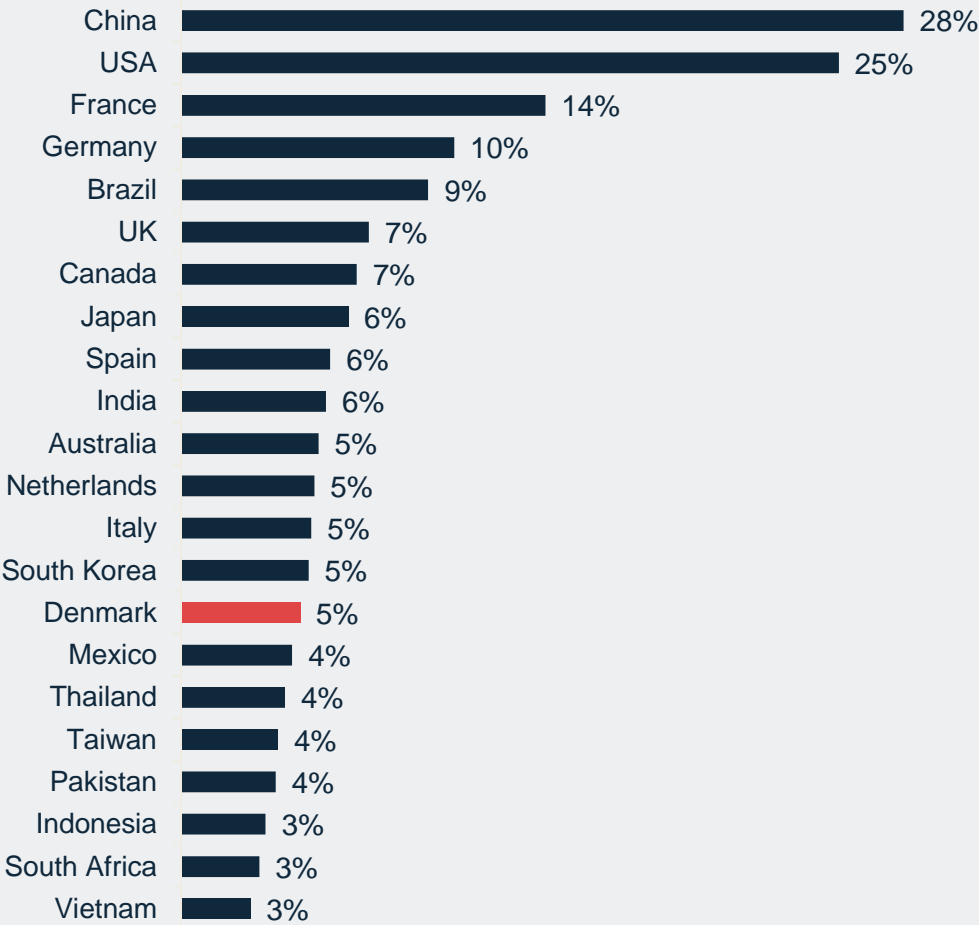


Denmark is ranked on 15<sup>th</sup> place with an awareness level of 5% competing with large nations.



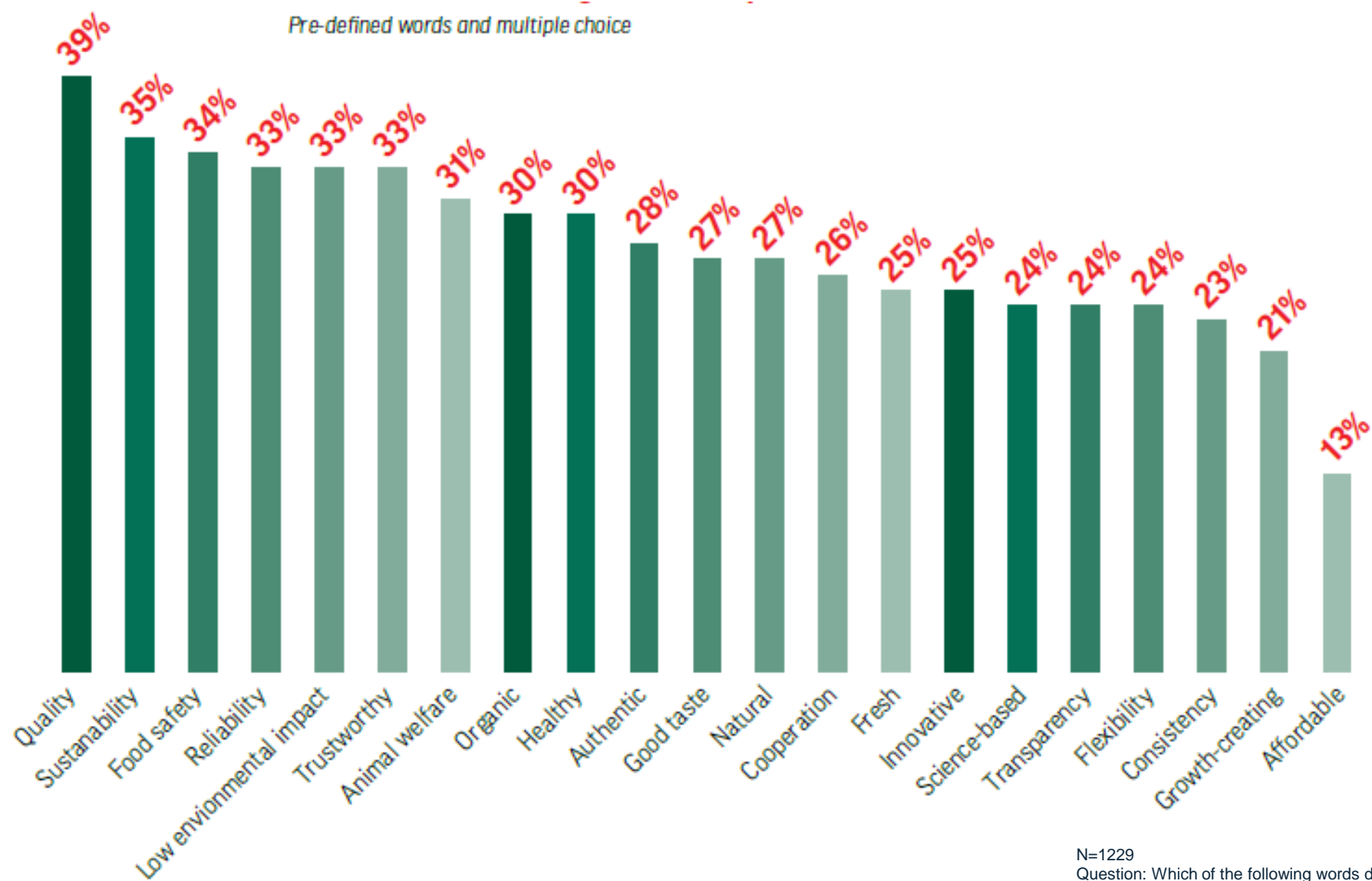
Awareness of Denmark tends to be higher in countries that account for a large share of Danish exports.

Unaided awareness of agriculture and food production countries



N=1229  
Question: Which countries pop up when you think about agriculture and food production and solutions relevant to your industry?  
Note: Decision makers own country is excluded from answers

# Denmark is associated with several positive characteristics





## Top 5 attributes of Danish food and agricultural exports compared to domestic products and solutions (all six markets)

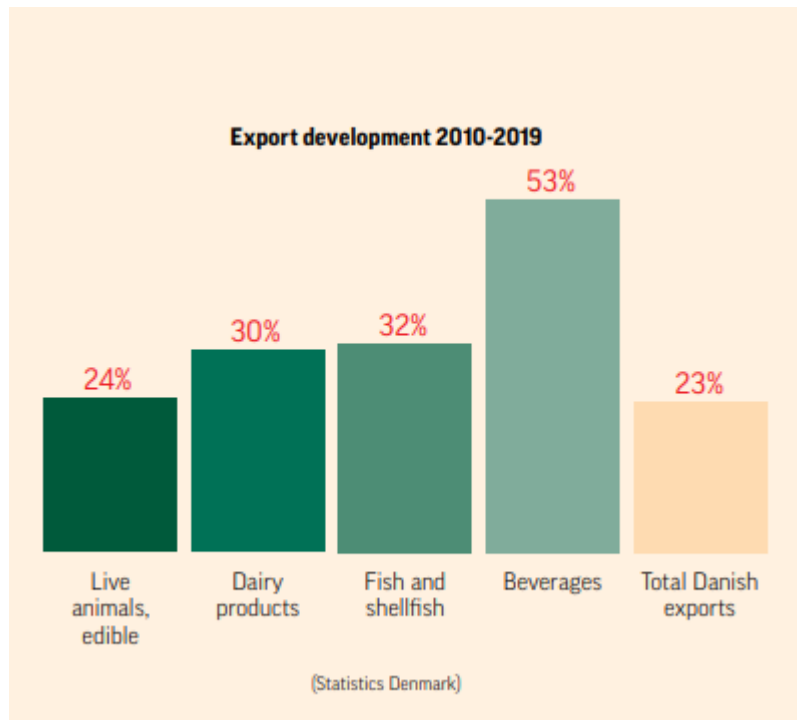
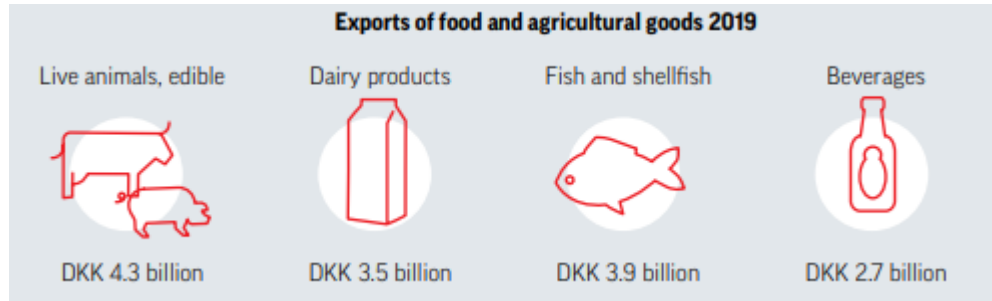
- 1** Animal welfare
- 2** Sustainability
- 3** Low environmental impact
- 4** Food safety
- 5** Organic produce

“

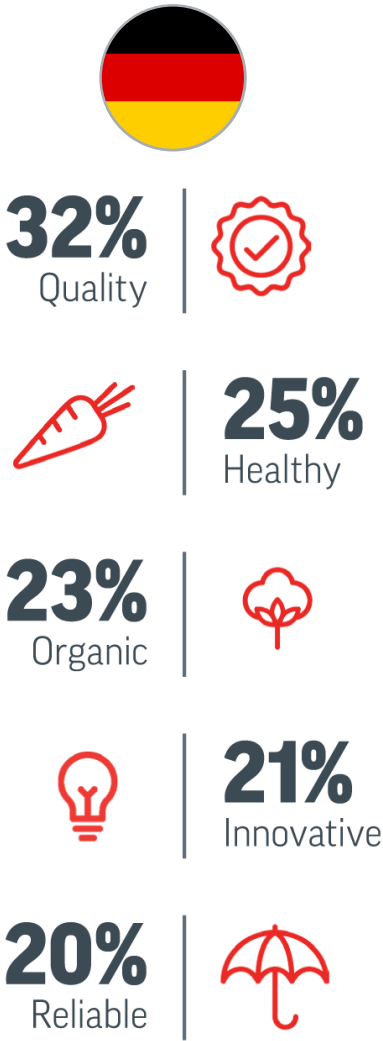
I believe many Danish companies underestimate the potential of focusing marketing and branding on the Danish food cluster's historical ability to develop and produce healthy, sustainable and organic food.

*Hanne Søndergaard, EVP & CMO, Arla Foods*

## Let's zoom in to Germany – The biggest European market



# Top 5 attributes when doing business with Germany

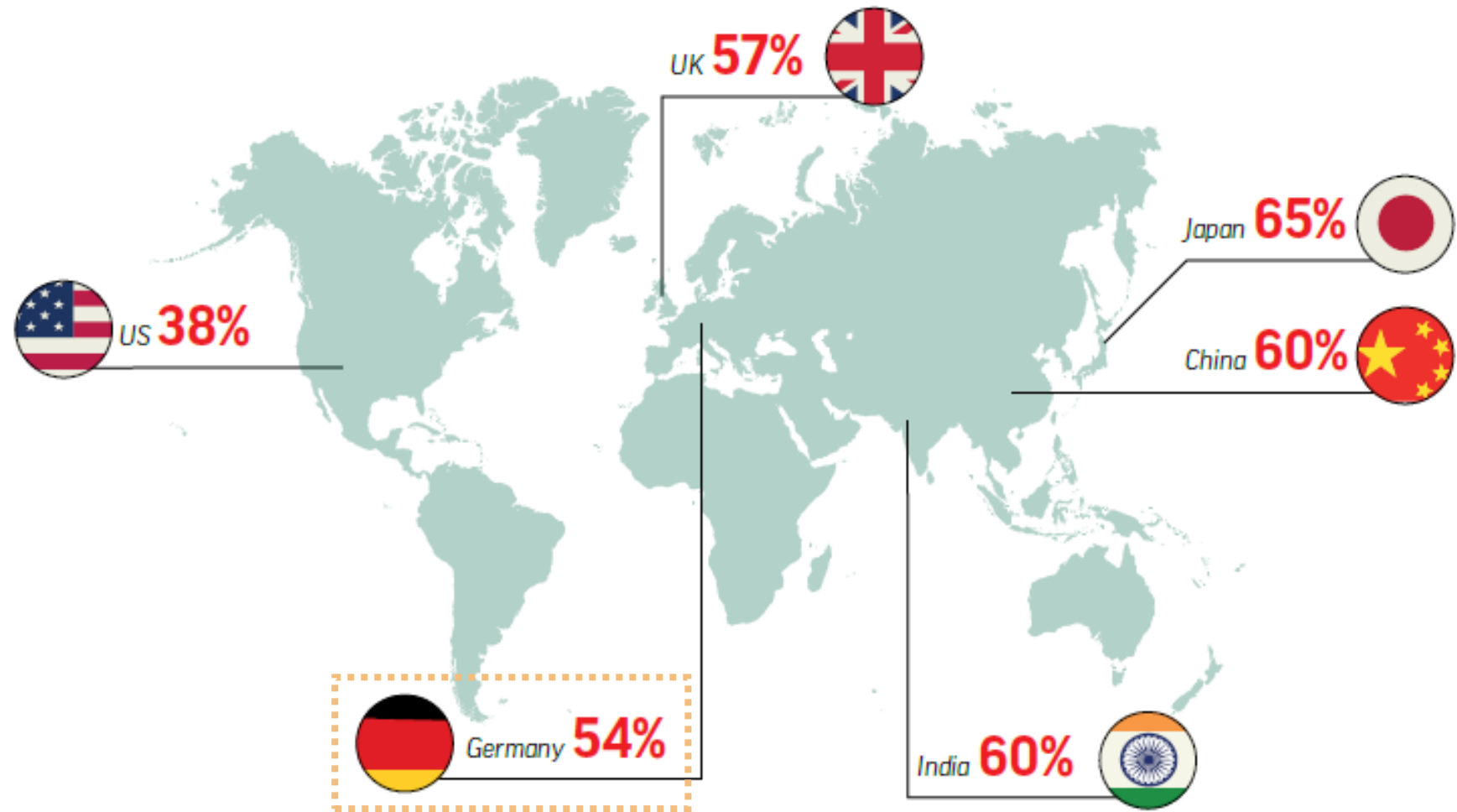


The top five attributes of Danish food and agricultural exports that decision makers rank higher than products and solutions on their domestic market.

When producing, purchasing, selling or handling food and agricultural products and solutions, the following five attributes are important to German decision makers. Food Nation / side 17



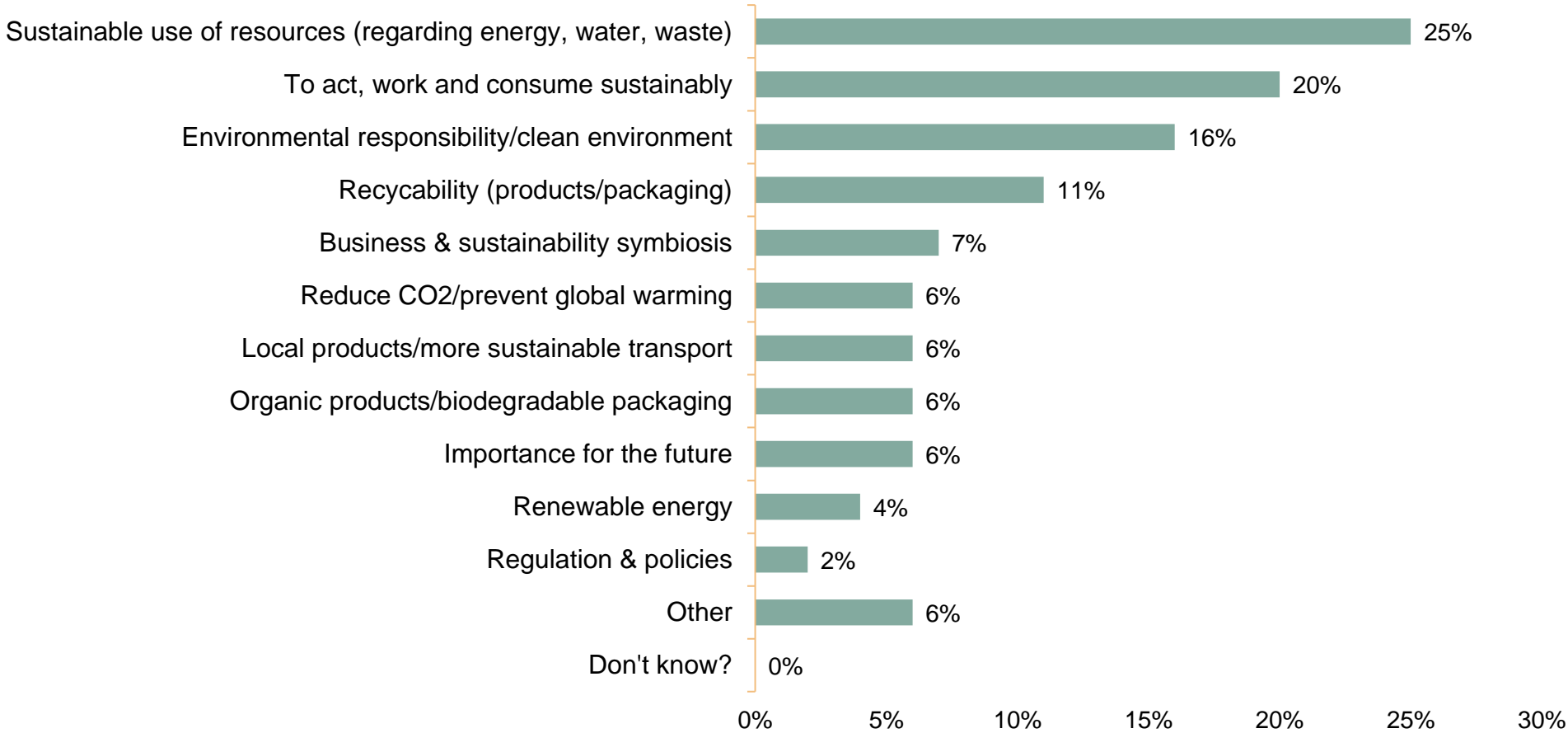
More than half (55%) of the international decision makers agree that Danish agriculture and food products/solutions are among the most sustainable in the world



N=1229  
Question: Now, we will introduce you to a series of statements that others have made about Denmark. Do you agree or disagree with the following statements? Danish agriculture and food products and solutions are among the most sustainable in the World. The graph shows the percentage of decision makers who 'agree' or 'strongly agree' with the statement

# Decision makers from Germany mostly associate the word sustainability with sustainable use of resources regarding energy, water and waste

## Sustainability top-of-mind (unaided/open question)



## Key findings

- When asked what their company primarily associates with sustainability, 25% of decision makers mention “sustainable use of resources”, such as using less water/energy, generate less waste and sometimes also “less plastic”
- Renewable energy is mentioned less frequently (4%)

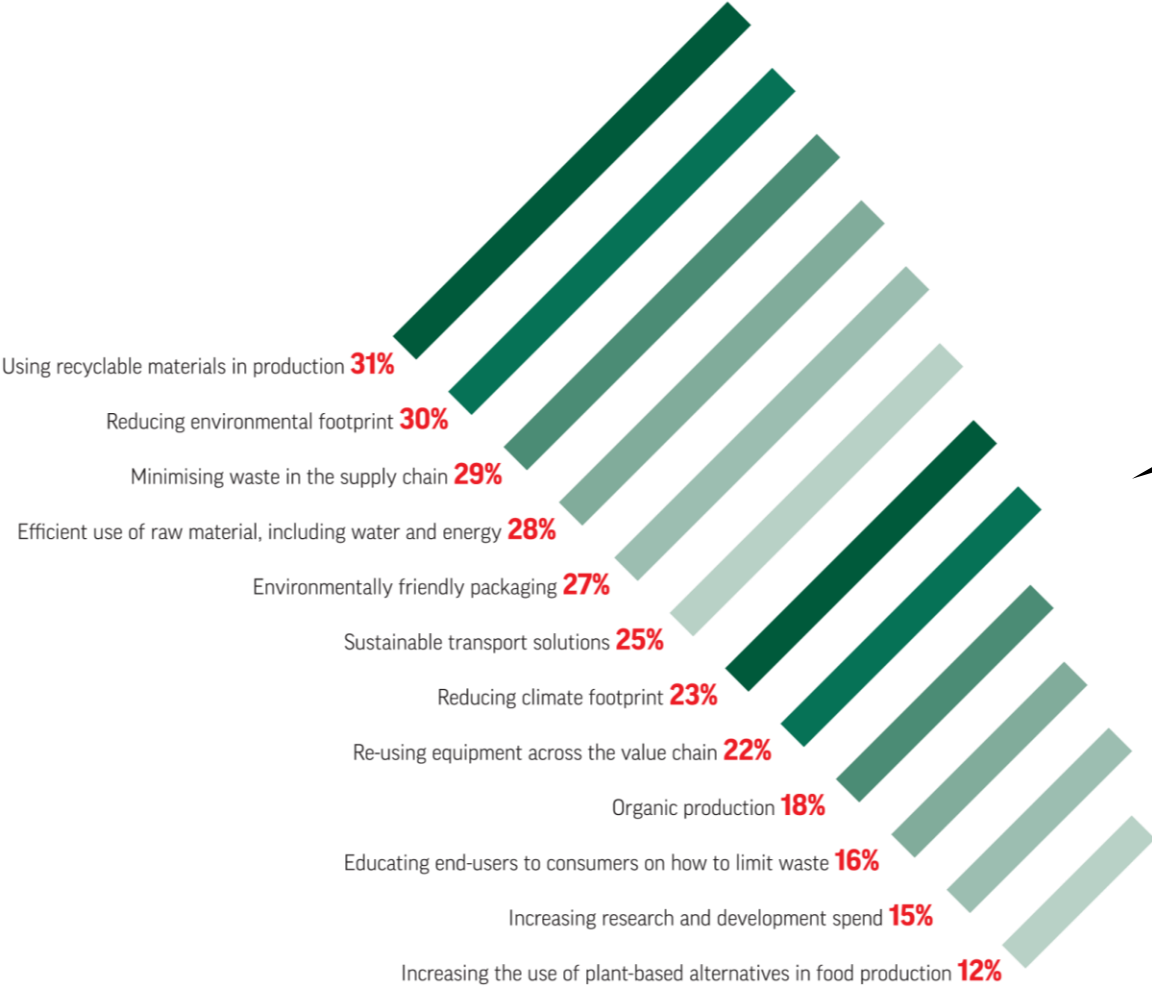
# Sustainability tendencies according to German decision-makers

- 74%** | Sustainability will become more important to our company in the coming years.
- 68%** | It is necessary to have sustainable products to secure long-term growth.
- 63%** | Our customers are demanding more sustainable products.
- 61%** | We prefer to buy and collaborate with companies that focus on sustainability.
- 54%** | Danish food and agricultural products and solutions are among the most sustainable in the world.
- 45%** | Private companies are responsible for driving sustainable development.
- 35%** | Sustainability is more relevant than price or other trading parameters.





# A broad range of actions are needed to drive a more sustainable development



N=1229  
Question: For your company, which of the following would have the biggest impact in terms of driving a more sustainable development? You can choose up to 3 answers

# Drivers of sustainable dev. from a German perspective



The top three drivers according to German decision makers.

# Tailormade communication and marketing on the German market can increase brand awareness and sales

## Business opportunities on the German market

- Leverage and continue to develop Denmark's position as a driver of high innovation and low environmental impact.
- Communicate the Danish strongholds explicitly, especially within quality and safety, and link them to sustainability.
- Emphasise the use of environmentally friendly packaging and its positive effect on the sustainability agenda.

## Danish strongholds

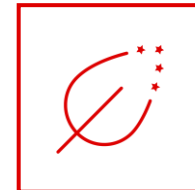
Quality and  
safety



Collaboration



Sustainability



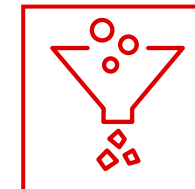
Innovative  
technology



Organic



Ingredients



Health

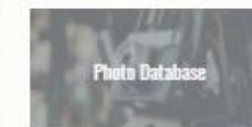
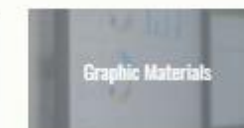
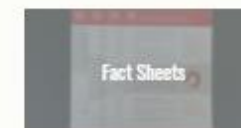


Gastronomy



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#### INSIGHT REPORT ON DENMARK AS A FOOD NATION 2020

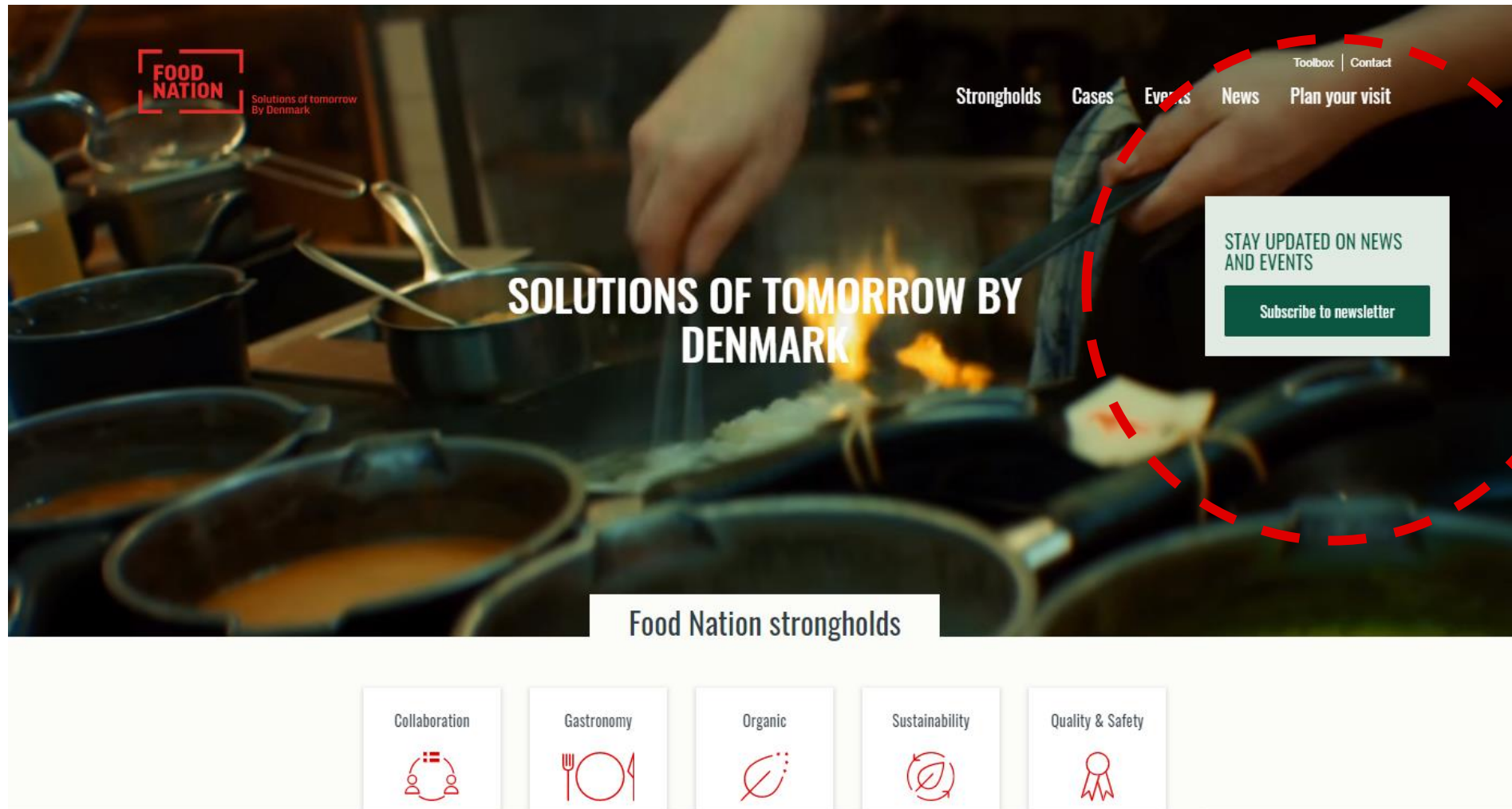
In a survey conducted by Epinion for Food Nation, we asked international decision makers in six of Denmark's important export markets (US, UK, Germany, India, China, Japan) about their views on Danish food products and solutions.



#### ARTICLE: UNIQUE SELLING POINTS – DANISH STRONGHOLDS ARE VALUABLE ASSETS

International decision-makers highlight a series of attributes, which are at the heart of Denmark's positive image as a leading food nation.

# Join the launch of the Insight Report in September 2021 - *Stay tuned in our newsletter*



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