



WP2 Danish report
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Introduction

- Local food is generally linked to what is nearby, being close to its origin, high quality, something unique and small-scale farming. Global food is linked to vast transport, standardised production, obscure systems, untraceable systems, mass production and large-scale farming.
- Awareness about local and global food is evident all through the 4 spheres: public, scientific, market & policy.
- Consumer choices are often based on qualities of the products and not as much whether the product is local or global. Moreover they are demanding for information systems, which might be expensive, however, consumers might not be willing to pay for in the end.
- Price competitiveness in between local and the global producers is moreover intensified by lower distribution costs, which results of lower production costs, particularly low wages in foreign countries.

Multi-criteria matrix of food supply chain performance

	Economic	Social	Environmental	Health	Ethical
Public	• Price	• Traceability • Consumer information • Social innovation	• Food trends	• Consumer information • Traditions • Food trends	
Scientific		• Food trends • Ecology	• Environmental sustainability • Food waste	• Ecology • Food safety • Food security	
Market	• Food Quality • Price • Competitiveness	• Food quality • Nearness • Food security	• Price • Seasonality/freshness • Food miles	• Seasonality/freshness • Food safety	• System regulation • Food waste
Policy	• Food waste • System regulation	• Responsibility • Food literacy	• Environmental sustainability	• Responsibility	• Tradition

Attributes are coloured according to the most relevant dimension:
 Economic - Social - Environmental - Health - Ethical

Attributes listed according to importance

Price	1	Social innovation	11
Consumer information	2	Food miles	12
Ecology	3	Food quality	13
System regulation	4	Food waste	14
Competitiveness	5	Responsibility	15
Environmental sustainability	6	Tradition	16
Seasonality/freshness	7	Food trends	17
Traceability	8	Food safety	18
Food literacy	9	Food security	19
Nearness	10		

Significant news



DR1, Documentary: "Det store svinerige" (The big piggyery)



Danish farmers were furious, when the popular TV series "Borgen" approximately a year ago got close to the Danish pig production, stating that millions of piglets die each day in the piggeries all over Denmark. This documentary examined the extreme production methods in the industry, worth of billions of € in exports each year.

DR1 "Det store Svinerige"
<http://www.dr.dk/tv/se/dr1-dokumentaren/dr1-dokumentaren-det-store-svinerige/> Jan. 23rd 2014

The documentary's focus was the downside for animal welfare of the production methods. It additionally provided facts about the production, such as how Denmark due to production methods has the largest production of sows and the largest export market for pigs worldwide, with an export value on approximately 4 billion € in despite an over production of piglets, where around 25 thousand die each day. Finally it highlighted the consequences the production methods this has for the quality of the end product. Due to bad animal welfare the pigs might have many furuncles, and some meat is simply not eatable.

Gartnere presset ud i prisdilemma (Gardeners in price dilemma)



A new analysis carried out by "Landbrug og Fødevarer" (Agriculture and Food), shows that 45% of the Danish consumers has "freshness" as the most important parameter. This is followed by "ecology" (Danish word økologi, 15%) and close up is "Danish products" (14%). All three are higher prioritised than price.

Gartnere presset ud i prisdilemma
 Undersøgelse viser, at forbrugere nu prioriterer dansk frugt og grønt over pris. Men de danske råvarer bliver presset væk fra hylderne af billige udenlandske konkurrenter.
 18. feb 2014 kl. 16:15 af Mads Pedersen

"Gartnere presset ud i prisdilemma", published the 18th of February in the online magazine Food culture, is discussing the issues regarding a new economical analysis, showing that the Danish consumers prioritise Danish products higher than price. Despite the increased interest in Danish products, Danish gardeners are still pressured by the lower prices the international market is offering. The lower prices from international farmers are causing retailers to choose the global products over Danish, which has led some retailers to sell their products for non-profitable prices, just in order to sell them. It is finally concluded that producers, retailers and consumers all have a joint responsibility if a great variety of Danish fruit and vegetables has to be assessable in the supermarkets.