

By Denmark

WHITE PAPERS

for solutions of tomorrow

GASTRONOMY

THE DIVERSE AND HIGHLY SPECIALISED COMPETENCES
OF THE DANISH FOOD CLUSTER

INSIDE THIS WHITE PAPER:

- How Denmark became an organic world champion
- The collaboration that builds a culinary future
- Sustainable solutions in the kitchen and beyond



Solutions of tomorrow
By Denmark

Gastronomy

The diverse and highly specialised competences
of the Danish food cluster
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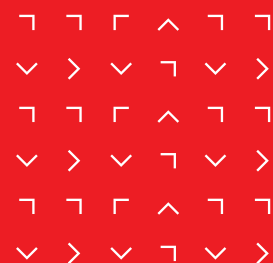
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EXECUTIVE SUMMARY

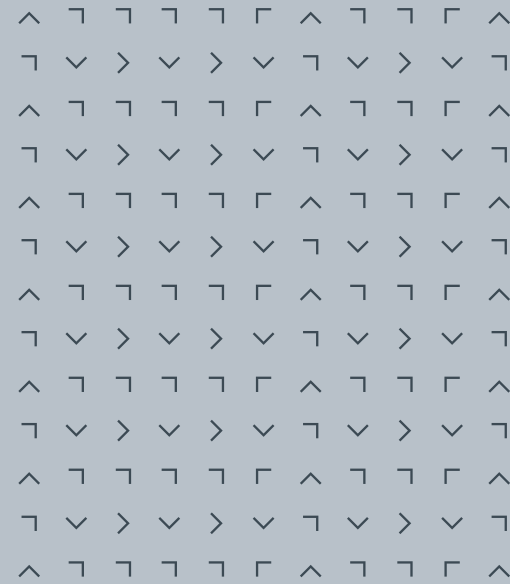
Denmark has always been known for bacon, butter and biscuits. But, if anyone had said 20 years ago that Denmark was destined to be a leading star on the culinary skyline, the hub of a Scandinavian gastronomical awakening based on local ingredients, and home to the world's best restaurant several times over, then most people would have laughed out loud.

Nevertheless, this is what has happened. Since the Manifesto for New Nordic Cuisine was conceived in 2004, restaurant kitchens have driven a rapid transformation. Agriculture, food manufacturers and the political system have since given the movement their full backing – to the benefit of Danish gastronomy.

The traditional understanding of gastronomy is 'the practice or art of eating and drinking well', but it is equally about the culture and knowledge behind the food we eat. In other words, it is about much more than restaurant kitchens today.

Today, the world associates Denmark with high gastronomic quality

Denmark's reputation as a leading gastronomic destination has grown out of a culture for sustainability, cooperation and science along with an increased terroir awareness and organic mindset. Today, the world associates Denmark with high gastronomic quality. It's a position Denmark aim to maintain through the hard work and innovative playfulness that delivers value to food business partners .



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Learn more about the Danish food cluster at Food Nation

Supporting the SDGs – how does Denmark contribute?

The UN's 17 sustainable development goals (SDGs) are an important topic for companies, organisations and stakeholders within the Danish food cluster. Many have pinpointed how they actively support the goals.

At national level, we see the SDGs as a guiding light for establishing best food production practices, prioritising research and development efforts and identifying innovation targets that will drive us towards a sustainable future.



Every year in Copenhagen, for example, the World Food Summit - Better Food For More People explores how gastronomy can contribute solutions to global challenges such as food safety, food waste and health. In addition,

some of Denmark's most influential restaurateurs have initiated the Danish Restaurateurs' Guarantee Association, a collaboration committed to social, environmental and economic sustainability.

FOREWORD



When I welcome international guests and partners to Denmark, it is with considerable pride that I can also introduce them to a world-class gastronomic nation.

Danish restaurants have made a remarkable effort to place Denmark on the gastronomy world map through strong storytelling, innovation, and a belief in own raw materials and abilities. Major international awards have followed.

Starting with the Manifesto for New Nordic Cuisine in 2004, the Danish food cluster has recognised the opportunities to use gastronomy as the starting point for developing high-quality specialities which create pleasure at home and abroad. Denmark's positions of strength within organic food production, sustainability, science and cooperation have all contributed to this.

These strengths are in large part the outcome of collaborative efforts across the food value chain and between industry, authorities and academia. This cooperation drives our successful innovation and keeps us ahead of the next trends, so we continue to create new, high-quality products, inspired by gastronomy.

The Danish government recognises and supports these great gastronomical efforts. Our national Gastro 2025 initiative has now provided a framework for the future development of gastronomy in Denmark – both as a means to innovation and for addressing global sustainability challenges. We believe

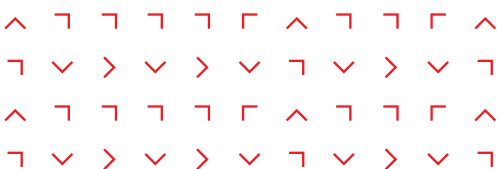
gastronomy stretches way beyond traditional perceptions.

The Danish government recognises and supports these great gastronomical efforts

This white paper describes Denmark's gastronomic competences across a diverse, innovative and highly specialised food cluster. I am glad to share it with you and hope you will find it a source of inspiration.

A handwritten signature in blue ink, appearing to read 'J. Ellemann-Jensen', written in a cursive style.

Jakob Ellemann-Jensen
Minister for Environment and Food
of Denmark





CHAPTER 1

**A NEW MILLENNIUM
WITH NEW NORDIC
CUISINE**

**THE FOUNDING OF MODERN DANISH
GASTRONOMY**

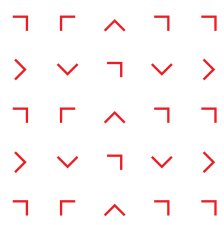


Photo: Ulrika Mårtensson

New Nordic Cuisine has broken free of norms, prejudices and expectations and created a new culinary art, covering everything from ingredients and technique to terroir and storytelling. Combined with a strong mealtime culture and tradition for gathering around a table on special occasions, it is the foundation on which Danish gastronomy is now built.

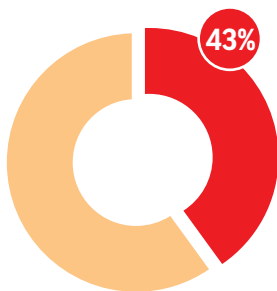
Michelin stars in Denmark

2010: ☆☆☆☆☆☆☆☆☆☆☆☆☆

2018: ☆☆☆☆☆☆☆☆☆☆☆☆☆
☆☆☆☆☆☆☆☆☆☆☆☆☆☆
☆☆☆☆☆☆☆☆

Copenhagen is the Nordic city with most stars.

Source: Michelin Guide



43% of international tourists highlight good Danish restaurants as a key reason for visiting Denmark.

Source: Visit Denmark

Since the start of the new millennium, the New Nordic movement has inspired many successful speciality products with strong local stories – made possible by the climate, soil and agricultural traditions that exist in each part of our small country.

The primary trigger was the explosive development of the Nordic restaurant scene, particularly in Copenhagen with Restaurant Noma at the forefront. Noma has since been four-times winner of the World’s Best Restaurant award.

In 2004, the philosophy that grew Noma, and the many Michelin-starred restaurants that followed, was put down in writing. The Manifesto for New Nordic Cuisine was initiated by the Danish gastronomic entrepreneur Claus Meyer, co-founder of Noma, and signed by twelve Nordic chefs. Together, they agreed on the manifesto’s ten principles for hygiene, seasonal produce, ethics, health, sustainability and quality. The aim was to take actions that could change attitudes. Noma was the first of these actions.

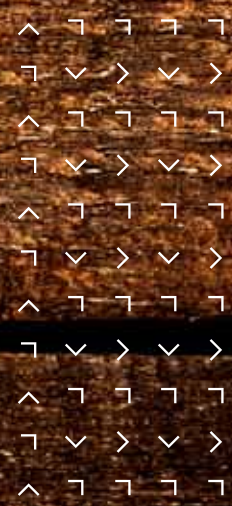
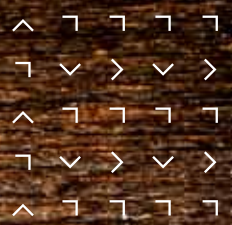
The manifesto had a clear objective: to create a new culinary genre which, through its own personality and tastefulness, could be measured with the greatest cuisines in the world.

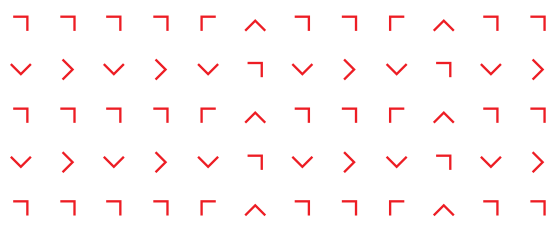
New Nordic Cuisine has spread from innovative chefs in Danish restaurants to large and small industrial food producers

Through its innovative approach to traditional food products, strong focus on health and ethical philosophy, the manifesto also created a set of principles which, today, are implemented all over the world. This shared gastronomical understanding has spread from innovative chefs in Danish restaurants to industrial food producers, large and small. As a result, the culture of innovation, knowledge-sharing and cooperation lives in many high-quality, commercial specialities which can now be enjoyed by all.

Manifesto for the New Nordic Cuisine

1. To express the purity, freshness, **simplicity and ethics** we wish to associate with our region.
2. To reflect the **changing of the seasons** in the meals we make.
3. To base our cooking on ingredients and produce whose characteristics are particularly **excellent in our climates, landscapes and waters.**
4. To combine the demand for good taste with **modern knowledge of health and well-being.**
5. To promote **Nordic products** and the variety of Nordic producers – and to spread the word about their underlying cultures.
6. To promote animal welfare and a **sound production process** in our seas, on our farmland and in the wild.
7. To develop potentially **new applications of traditional Nordic food products.**
8. To combine the best in **Nordic cookery and culinary traditions** with impulses from abroad.
9. To combine **local self-sufficiency** with **regional sharing** of high-quality products.
10. To join forces with consumer representatives, other cooking craftsmen, agriculture, the fishing, food, retail and wholesale industries, researchers, teachers, politicians and authorities on this project for the benefit and advantage of everyone in the Nordic countries.





GUSTU AND THE VALUES WE SHARE

Earlier, Bolivia was a country that lacked a proud culinary tradition rooted in local produce, much like Denmark in the past. In 2012, this started to change with the founding of Gustu in La Paz, a new restaurant and chef school based on the Manifesto for the New Nordic Cuisine and supported by the Danish development organisation Ibis.

The chef school has grown rapidly into an important local institution, where disadvantaged young people can find a future career in the art of food. At the same time, the Gustu team have taken the local produce and

raised it to new culinary heights. Cooperation agreements with local food manufacturers ensure local farmers a fair price for their produce.

The chef school has grown rapidly into an important local institution, where disadvantaged young people can find a future career in the art of food

That the Bolivian people now share the values of the New Nordic manifesto – good artisanal skills, local anchorage and social and economic sustainability – is abundantly clear. Gustu has caught the eye of prestigious lists like the World's 50 Best Restaurants Latin America. In 2016, the restaurant's Danish chef Kamilla Seidler was named Latin America's Best Female Chef.

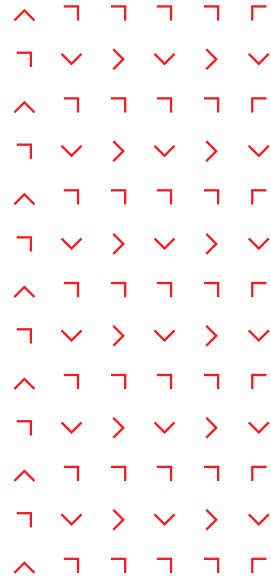
Several classes of future Bolivian chefs have so far completed their training at Gustu which, in addition to being a restaurant and chef school, is now also a project for healthy school food. Most of all, it has become a gastronomic movement that celebrates and promotes the country's natural and cultural wealth through shared responsibility agreements between producers, farmers, schools and chefs.



Photo: Luis Fernández

Case by Kamilla Seidler/Gustu

“VILD MAD” BRINGS US CLOSER TO NATURE – AND GASTRONOMY



Unknown to most of us, edible nature is on our doorstep – and there is so much more to it than food alone. Through the national foraging project VILD MAD (Danish for wild food), it is a springboard to being part of a community, learning, local engagement and innovation.

VILD MAD is an app that guides users through nature’s pantry, a website with an online room for schoolteachers and a series of outdoor events with nature guides. The mission is to teach children and adults about the edible plants that grow in the wild, bringing us all closer to nature and the raw material fundamental to Danish gastronomy.

The VILD MAD project began in 2015 and has been developed in close cooperation with MAD – a global network of chefs and food professionals that began with Restaurant Noma – and a series of organisations that promote nature and raise awareness of wild raw materials.

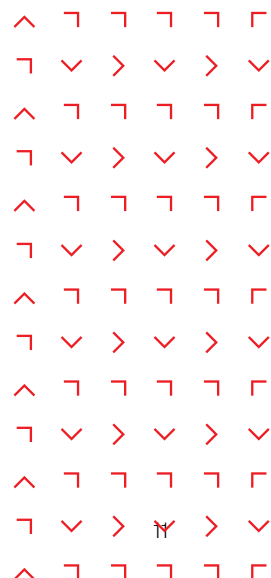
To date, more than 100 chefs, foragers, academics and designers have been part of building this ambitious resource.

Case by VILD MAD/MAD



Photo: Hans-Henrik Hoeg

Bringing us all closer to nature and the raw material fundamental to Danish gastronomy

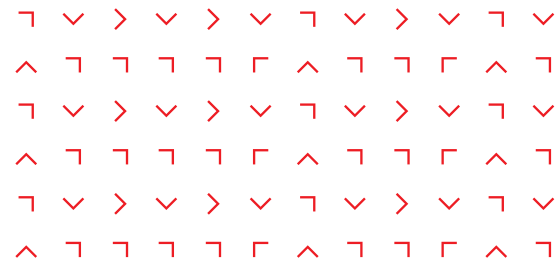




CHAPTER 2

FROM NICHE TO MAINSTREAM CATEGORY

**HOW DENMARK BECAME
AN ORGANIC WORLD CHAMPION**



Denmark has come a long way since the days when organic food was seen as a hippie invention. Today, we are proud to be an organic world champion. In our supermarkets, the category accounts for more than 13% of sales – and growing.

Ambitious political initiatives, financial incentives and a long tradition for state-run organic certification are all part of the reason for the organic success. More than 25 years since its launch, the red 'Ø' organic label enjoys a high level of trust among consumers, who see it as a guarantee that the regulatory requirements for organic food production have been met.

The Organic Cuisine Label

Organic food has also gained a strong position in professional kitchens. 'The Organic Cuisine Label' is a branding tool that public and private kitchens can use to brand the amount of organic products used in the kitchen. The label comes in three levels from 30-100% organic.

The renowned Michelin-starred restaurant Relæ, for example, has a gold label for its use of 90-100% organic produce. Thanks to the commitment of restaurateurs, organic ingredients are also associated with good flavour and high quality.

High demand for organic products

Danish consumers have an insatiable appetite for high-quality organic food and companies are following this demand. One Danish company with an impressive

growth record in recent years is Aarstiderne (The Seasons), which delivers organic meal boxes based on local produce to consumers all over the country. The Danish dairy company, Arla Foods, is also the world's biggest producer of organic milk.

More chefs cook with organic produce

While organic produce has played an important part in Denmark's rapidly developing restaurant scene, a quieter revolution has taken place in public canteens. In the capital Copenhagen, the city authority decided in 2007 that food purchases should be 90% organic by the end of 2020 – a goal that has both been reached and continues to be maintained by more than 900 kitchens.

Our organic strength is the result of ongoing cooperation between many stakeholders, from grass-root lobbyists through industrial manufacturers and politicians

Due to the limitations imposed by budgets, this transformation has not simply been achieved by replacing conventional ingredients with organic ones. It has required a major overhaul of the way food is purchased

The Organic Cuisine Label
 The nationally controlled Organic Cuisine Label shows the percentage of food and beverages that are organic in a restaurant, canteen or other eating place.

The label has three levels:

and prepared. For example, canteens take pride in using every part of the animal when they buy meat and in buying a higher proportion of seasonal produce. This has a positive knock-on effect on food waste, which can be significantly reduced with an organic transformation.

Our organic strength is the result of ongoing cooperation between many stakeholders, from grassroot lobbyists through industrial manufacturers and politicians. Many innovative Danish food companies have experienced that a focus on high-quality organic products is good for business – both at home and abroad.



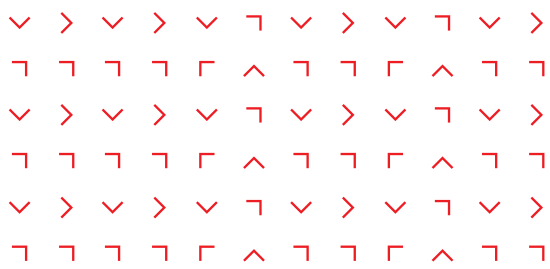
Ø for organic

A food product marked with the red Ø is state-certified organic. This means the authorities have audited the farm or company that has produced, processed, packed or labelled the product.



Annual organic exports have recorded double-digit growth in recent years. Germany, Sweden, China and France are the biggest markets.

Source: Danish Food and Agriculture Council



FRILAND HAM IS A FREE-RANGE SUCCESS



Photo: Friland

The story of Friland started with a group of farmers who wanted to create an organic alternative to intensive pig production. The piglets were to be born in huts on free-range pasture and raised with a strong focus on animal welfare and consideration for the pigs' natural behaviour.

Friland is now Europe's biggest organic meat company with responsibility, integrity and safety as the main values

More than 25 years later, Friland is now Europe's biggest organic meat company where responsibility, integrity and safety are still the main values.

Friland's organic pigs are exported all over the world. The population of one food-loving, European country has a particular fondness for them – and that's France, where Friland sends 44% of its exports.

The ham is especially popular among French consumers because of the high, state-controlled organic standard, the professionalism of the farmers and the reliable, uniform quality deliveries.

A TRUE ENTREPRENEUR NEVER GIVES UP

This Dairy sold just 100 litres of milk in its first weeks on the market. But, with the spirit of a true entrepreneur, the little dairy was determined not to give up, even though consumers did not yet seem ready for its premium organic products.

That was in 1988. Today, the dairy is the second biggest in Denmark and exports all over the world.

This is still based in the small town in northern Denmark, where it all began with a handful of organic dairy farmers and a dairyman.

Their vision was to pour their milk into their own cartons rather than sell it off as conventional milk to the large dairy companies. They started with just two products – and unimpressive sales.

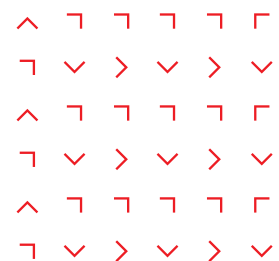
Life at Thise is very different nowadays. With 385 products in the range and 225 employees in the dairy, Denmark's second largest dairy is not only successful on the home market. Around 30% of turnover comes from exports, primarily to neighbouring markets and, increasingly, to China.

Case by Thise Dairy

It all began with a handful of organic dairy farmers and now they have more than 385 products



Photo: Thise

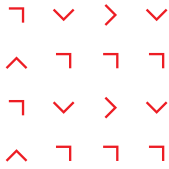




CHAPTER 3

THE MATCHLESS TASTE OF THE DANISH TERROIR

**EVERY SEASON, EVERY PLACE IS RIPE WITH NATURE'S
SPECIALITIES**



The Danish terroir stretches far to the north and is something special. It's no secret that fish and seafood from the North Atlantic around Greenland and the Faroe Islands are widely regarded as some of the best in the world. In Denmark, the countryside provides more gastronomic opportunities.

Danish farmers and food producers always operate to the limits of what is possible. Denmark's northern location has a strongly seasonal climate with lots of light in the summer but rarely intense heat. Because the country is surrounded by water, the winters are generally mild.

Both the climate and geographic location explain Denmark's many short, flavour-intense seasons, which the Danes look forward to every year. Where else in the world, for example, does the price of the first new potatoes always hit the headlines? Depending on the weather, the Danes can usually enjoy fresh Danish strawberries for four to eight weeks. The same goes for asparagus, wild garlic, lumpfish roe, berries and apples, which all grow under favourable conditions in the Danish terroir.

Many initiatives are underway to strengthen Denmark's growing terroir awareness

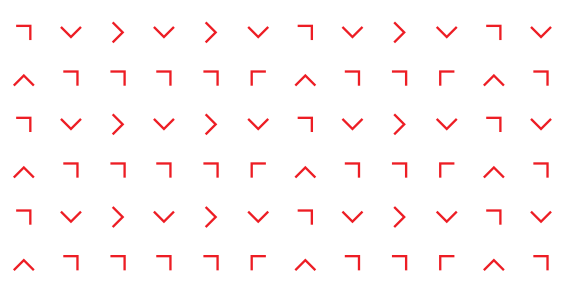
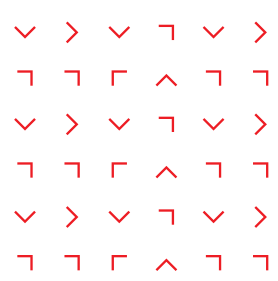
Many initiatives are underway to strengthen Denmark's growing terroir awareness and, through that, put more focus on products and produce with location-specific characteristics. The Slow Food movement, producer networks, farm shops, the relaunch of local foods and ancient grains and New Nordic cuisine all contribute. Exclusive terroir brands such as Thise Vesterhavstost (North Sea cheese) have also appeared on the market.

Terroir refers to the special conditions that give a food product its particular characteristics – the interaction between the soil, climate, genetics, production processes and the local food culture.

These conditions ensure the slow growth of Danish crops and their intense flavour development. The Stevns sour cherry is one example. Growing under optimal conditions in southern Denmark, it is known as the Nordic grape due to its characteristic complex flavour.



Denmark's northern location has a strongly seasonal climate with lots of light in the summer but rarely intense heat.



BOTTLING THE TASTE OF A WILD ISLAND CHERRY

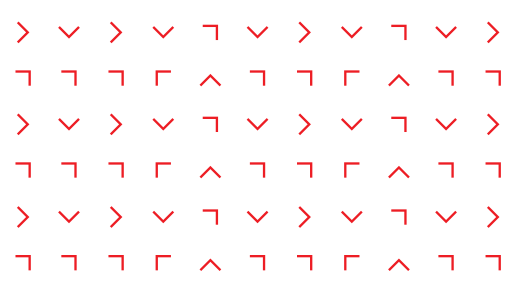


A very special cherry grows on the northern tip of the Danish island of Lolland – a sour cherry known as the Stevns cherry. It has grown wild here for as long as anyone can remember, nourished by the many hours of sunshine in this particular area, the mild climate of the Great Belt and a fresh wind that keeps the berries dry, reducing the risk of disease. All of this gives the Stevns cherry the optimal growing conditions.

The outcome of the special cherry is an award-winning product

The local Frederiksdal Estate has found a way to turn the unique acidity of the Stevns cherry into a sought-after wine. Once the cherries are picked, the natural wild yeast on their skin starts to ferment, bringing their flavour to its full intensity. The cherries are then pressed and the juice poured into steel, wood or glass tanks. Skins and stones are returned to the plantation to fertilise the soil. The outcome is an award-winning product, which is just as unrivalled as the cherries. There is quite simply nothing like it anywhere else in the world.

Case by Frederiksdal



ORIGINAL OYSTERS FROM FJORD TO FORK

Someone once said that eating an oyster from the Limfjord was the closest you can come to eating the sun. Most people who taste the special oysters from northern Jutland are inclined to agree.

The Limfjord is the natural home of the world's biggest colony of the original European oyster, *Ostrea Edulis*. Despite its northern habitat, the large, flat and round oysters have the optimal growth conditions here – thanks to the nutrient-rich salt water of the North Sea, which runs into the Limfjord from the west.

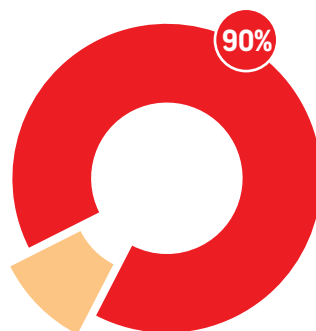
The cold water temperature means the oysters grow slowly, intensifying their characteristic taste which varies between sweet, mineral and nutty, depending on the time of year. The firm, meaty texture is unlike any other.



Oysters grow slowly, intensifying their characteristic taste

Glyngøre Shellfish harvests the 7,000-year-old oyster species with care, keeping a close eye on the colony and the environment. The oysters are then delivered to some of the world's leading restaurants.

Case by Glyngøre Shellfish



Sales of Danish oysters are in rapid growth. 90% are exported.

Source: Glyngøre Shellfish

A photograph of two chefs in a kitchen. The chef on the right is wearing a white chef's coat and a white hairnet, and is holding a large, thick piece of meat, possibly a rack of ribs, with both hands. The chef on the left is wearing a dark chef's coat and a white hairnet, and is looking towards the chef on the right. The background shows a kitchen with metal racks and hanging meat.

CHAPTER 4

COLLABORATING TO BUILD A CULINARY FUTURE

**KNOWLEDGE SHARING IS INVALUABLE
– AND THE DANISH WAY TO INNOVATION**

When memorable gastronomy is served in the best restaurants, it is all down to the close cooperation in the kitchens. After the guests have left, the end-of-day evaluation in the kitchen is just as important. What went well, what didn't, and how can everything be improved? In this way, restaurants are under constant development.

Outside the restaurants, there is also a strong desire for open, cross-disciplinary collaboration around gastronomy. Chefs, food artisans, farms, fisheries, food manufacturers, retailers and distributors, scientists and teachers, politicians and authorities come together around a shared goal to lift gastronomy to new heights. It's the Danish way of working.

Collaboration that crosses cultural, national and philosophical borders is the future for gastronomy

The knowledge sharing that takes place in collaborative projects is invaluable, such as when Carlsberg works with the non-profit open source organisation Nordic Food Lab to develop a new beer. Or when Thise Dairy cooperates with the COOP supermarket chain to develop organic products for their customers.

Multinational companies such as Danish Crown and Arla Foods invite chefs to inspire

them produce the best dry aged meat or develop new types of cheese. By listening to each other and profiting from each other's capabilities, they all strengthen Danish gastronomy.

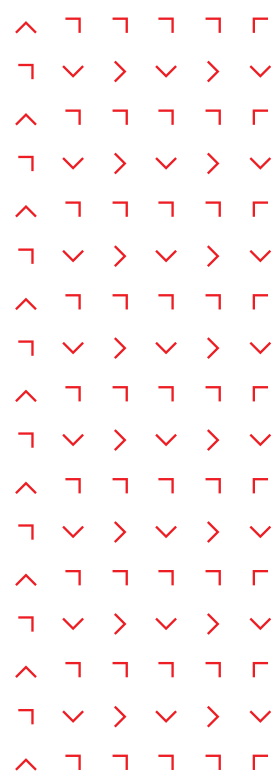
And then there are the local culinary associations that line up long tables in an apple orchard or along town streets and invite the neighbours to come together to make food, eat and celebrate the harvest.

Strong cooperation between many private and public stakeholders has also helped send Denmark's best chefs around the world as part of the national culinary team – and contributed to the prestigious gold, silver and bronze statuettes that Danish chefs have brought home from the Bocuse d'Or competition in Lyon.

Collaboration that crosses cultural, national and philosophical borders is the future for gastronomy. Thanks to a strong base of large and small production companies, local associations and one of the world's strongest chef scenes, Denmark has a natural leading place in this field.



Bocuse d'Or is the unofficial world championship in gastronomy, founded by the late French chef Paul Bocuse in 1983 and held every other year in Lyon, France. The Danish chef Rasmus Kofoeds from the three-star Michelin restaurant Geranium won gold in 2011, silver in 2007 and bronze in 2005. In, 2013, the Danish chef Jepper Foldager took silver.



A BARREL-AGED BREW FOR A STAR-STUDDED MEAL



Carlsberg's Jacobsen brewery never does anything by halves – especially when the project is a new generation of speciality beers. The Cellarium beer series is proof of that. Developed during a five-year collaboration with Nordic Food Lab, the beers are the outcome of innovative experimentation with new raw materials, methods and sensory profiles. The aim was to produce speciality beers that the very best restaurants would want to serve.

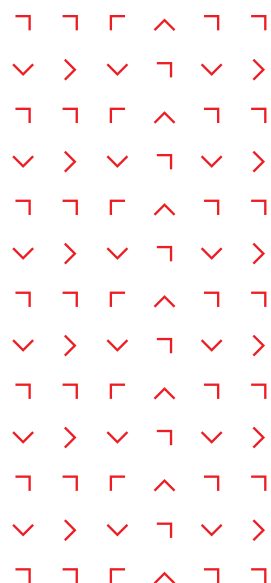
Nordic Food Lab has provided gastronomic knowledge and access to high-quality Nordic ingredients. In the Carlsberg laboratory, the research team has developed recipes and been responsible for preparing the raw materials for brewing, filling the wooden barrels in Jacobsen's cellars, and packaging into small champagne bottles.

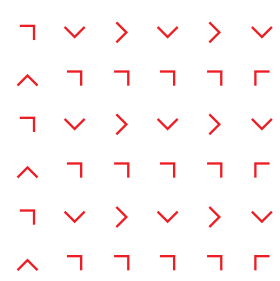
The first two beers in the series are Jacobsen Chanterelle Lager and Jacobsen Sour Rye – the first flavoured with Swedish chanterelles and matured in mulberry wood barrels and the latter fermented by lactic acid and oak matured. Both contain more than 10% alcohol, making them suitable for aging.

The Michelin restaurant Ti Trin Ned (Ten Steps Down) in Central Jutland has tested the beers with great success.

The aim was to produce speciality beers that the very best restaurants would want to serve

Case by Carlsberg





WORLD-CLASS CUTS DIRECT FROM THE GOLD ROOM

The large Danish Crown buildings may not look anything special from the outside. But inside there is a small refrigerated room. They call it the Gold Room. It is from here that Denmark's leading chefs and restaurants can obtain every imaginable cut of pork or beef.

The Gold Room is based on a mutual desire for continuous improvement through close cooperation and ongoing dialogue with every chef



The idea for the Gold Room started at the turn of the millennium, when Danish Crown was inspired by two top chefs to do something extra for the country's best restaurants.

As the world's leading exporter of pork, Europe's fifth biggest beef exporter and the world's biggest supplier of organic meat, Danish Crown has an unmatched selection of raw materials. Just what the country's top chefs were looking for.

So, Danish Crown hired a chef to find and select the quality cut that each chef orders. The Gold Room is based on a mutual desire

for continuous improvement through close cooperation and ongoing dialogue with every chef. Many chefs have their own style and special wishes, which Danish Crown needs to understand so the right products can be delivered.

Today, the Gold Room delivers meat to Denmark's world-class restaurants and, not least, the Danish royal family.

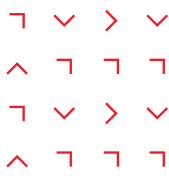
Case by Danish Crown



CHAPTER 5

GASTRONOMY WITH A SUSTAINABLE MINDSET

SOLVING GLOBAL CHALLENGES IN THE KITCHEN
AND BEYOND



Sustainable gastronomy is not only about reducing food waste, recycling and mapping CO₂ emissions. It is equally about having a gastronomical mindset. In other words, it is about how we use gastronomy to help solve global sustainability challenges, whether environmental, social or economic.

According to the World Economic Forums Global Energy Architecture Performance Index 2017, Denmark is the world's fourth most sustainable country. Gastronomy is just as important to that as having a green attitude towards energy, transport and other environmental matters.

The Danish food cluster has a long tradition for animal welfare, organic produce, minimisation of food waste and responsible working and production conditions. For two years in a row, the Copenhagen Michelin restaurant Relæ was named the world's most sustainable restaurant. The large annual music festival, Roskilde Festival, has also received a Green Operations Award.

The Danish food cluster has a long tradition for animal welfare, organic produce, minimisation of food waste and responsible working and production conditions

Initiatives that support a sustainable mindset

Major public initiatives like the annual World Food Summit – Better Food for More People bring together politicians, decision-makers, chefs and CEOs from all over the world. Here, they use gastronomy to support the agenda for global sustainable development. The Danish government's Gastro 2025 plan has a similar objective to strengthen Danish gastronomy through sustainable efforts, for example by reducing food waste.

Once a year, the Copenhagen Cooking food festival will now run the Freja Symposium for women in the food business who want to promote social sustainability in gastronomy – both in terms of working conditions and gender equality. Supported by the Council of Nordic Ministers, the symposium was held for the first time in 2018.

Another yearly symposium is the MAD Symposium, where figures from the cooking world meet to discuss sustainable change in restaurants, in communities, and across the world.

Some of the biggest stakeholders on the restaurant scene have joined forces in the REGA initiative (www.regadk.dk), which is committed to the principles of the UN Global Compact and to meeting the UN and OECD minimum standards for responsible business conduct.

The language of gastronomic sustainability is in constant development. In Denmark, we do our best to stay one step ahead by continuing to do what Danish business has always done – by taking responsibility.



Photo: Hans-Henrik Hoeg

FROM APPLE BLOSSOM TO PRIZE-WINNING CIDER



Photo: Æblerov

For Danish fruit producers, Æblerov provides a welcome way to earn money for fruit that is otherwise hard to sell

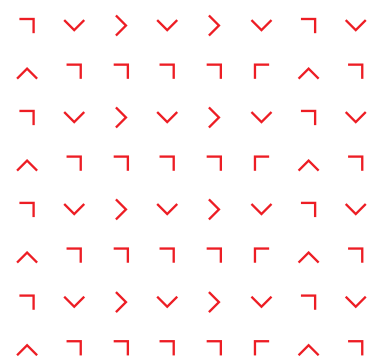
The Copenhagen suburbs are full of apple trees that, year after year, are laden with fruit. Back in 2011, two students with a passion for gastronomy realised that most of that fruit went to waste – left to rot on the ground.

That was when they started going from door to door and asking garden owners if they could take some of their apples. Back at home in their parents' garage, their cider adventure began. From the first year's harvest, they produced 66 bottles. A Swedish Michelin restaurant bought the whole lot.

Today, their company is called Æblerov (Danish for apple scrumping) and produces most of its cider using fruit from organic plantations. Only the apples that are marked or otherwise unattractive to consumers are used. For Danish fruit producers, it is a welcome way to earn money for fruit that is otherwise hard to sell.

Æblerov now produces many thousands of bottles a year. Both production and exports are in rapid growth. The cider is enjoyed in the Scandinavian and German markets so far, and interest is growing from the rest of the world.

Case by Æblerov



A SUSTAINABLE PHILOSOPHY FOR THE NEXT GENERATION

Amass reduced its food waste by 75% over the course of five years

Sustainability is not just about sorting waste at Restaurant Amass in Refshale Island in Copenhagen. The really interesting part is all the so-called by-products produced in a kitchen – such as walnut mass from oil production, or a miso made from leftover lemon rind. These are the hub of creativity. And, by using them, Amass reduced its food waste by 75% over the course of five years.

It's all about a mindset that goes beyond the commitment to use only certified organic or wild-growing raw materials in all the food

and beverages the restaurant serves. The mindset revolves around working together in a way that makes the best of everything.

The soul of Amass is its city garden with more than 80 kinds of vegetable and berries. Apart from providing raw materials for the restaurant, the garden is also a social meeting place for the locals and a place of learning for school children. In this way, it is anchoring a sustainable culture in the next generation.

Case by Amass



Photo: Amass



CHAPTER 6

A STRONG REPUTATION FOR SCIENCE AND EDUCATION

GROWING NEW OPPORTUNITIES THROUGH
A SCIENTIFIC APPROACH

The Danish culinary tradition is deeply rooted in high-quality education with a global reputation. This explains why many international students apply for a place on the food-related master's degree programmes at Danish universities.



High-quality food education

No less than 36 Danish educational institutions train people to produce and develop food products, to prepare and serve food and meals and to communicate food knowledge. Many other programmes train future experts in nutrition.

This is one of the reasons why Denmark has become a gastronomic leader – characterised by passionate entrepreneurs and innovative industry.

Gastronomy and science go hand in hand to educate the food entrepreneurs of tomorrow

Most of the people working as food professionals in Denmark have studied at one of our universities, colleges or academies. Dairy technologists, for example, spend five years

learning the skills their job requires, while it takes seven years to become a brewer. Most courses of study are at least bachelor's degree level.

Gastronomy and science go hand in hand. While tradition can get in the way of further developing a 100-year-old cheese recipe, new scientific knowledge creates opportunities. One of the Danish companies with a strong focus on science is Arla. Here, a scientific approach is enabling the development of high-quality Arla Unika cheeses, which take traditional cheese products to a new level of sophistication.

At the same time, science helps us find solutions for securing the future of Danish gastronomy. One way to do this is by mapping the Danish terroir to create knowledge of where specific raw materials have the best possible conditions for growth. This is a focus area of the the Provenance research project (www.provenance.dk)

SIRIUS – THE BRIGHT STAR IN THE ARLA DAIRY



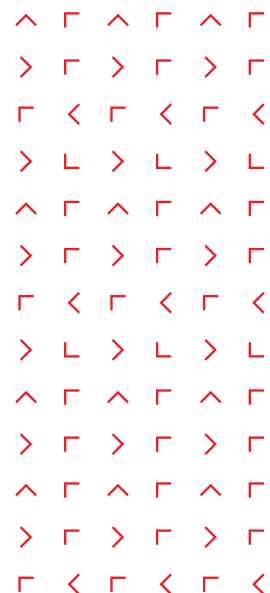
Arla Unika has grown out of a big idea – to develop experimental products in a collaboration between passionate dairy professionals, chefs and entrepreneurs. The starting point was artisanal skill, new knowledge and curiosity.

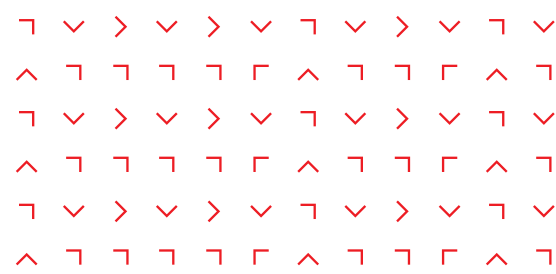
The outcome is a wide range of cheese and milk products that set new standards for high quality. One of them is Sirius, named after the brightest star in the northern sky – a cheese that cuts across the cheese processing tradition to resemble the methods used in the production of charcuterie products.

The outcome is a wide range of cheese and milk products that set new standards for high quality

Created as a white and blue mould cheese, it is dehydrated, washed in red rind culture, stored moist and then, finally, dehydrated again. The process results in a new type of cheese with a firm texture and well-balanced mould flavour, complementing the round butter and cream notes.

Case by Arla





JOINT RESEARCH MAPS LOCAL GASTRONOMIC POTENTIAL

The ultimate goal is to identify opportunities for developing Danish food types



Photo: Nicolai Perjesi

The balance between financial and environmental sustainability is always a challenge for the food sector. Within the Danish food cluster, a new strategy is emerging to help overcome this challenge – a focus on high-value products that gain their characteristics from the specific location where they are grown.

At Aarhus University, the Department of Agroecology and Department of Management have joined forces with local authorities and private partners in the Provenance research project to map the Danish terroir. The ultimate goal is to identify opportunities for developing Danish food types – and terroir brands – with a location-specific personality.

When complete, the project team will have produced a Danish food atlas, complete with printed maps and a web-based platform that show the potential for a specific product within a certain area. The project will also map business models for local foods and food networks.

**Case by Aarhus University,
Department of Agroecology
and Department of Management**



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A close-up photograph of a pair of hands holding a cluster of fresh mushrooms. The mushrooms are light brown with gills, and some have darker, more textured caps. The hands are positioned as if presenting the mushrooms. In the background, a metal bowl is visible, containing more mushrooms. The lighting is soft and focused on the hands and the mushrooms.

CHAPTER 7

DENMARK – A LEADING NATION FOR GASTRONOMY

**LEARN MORE ABOUT THE DANISH FOOD CLUSTER
AT FOOD NATION**

Despite being a small country with a limited terroir, Denmark has grown into a gastronomic powerhouse in recent years. Today, an entire industry continues to develop innovative opportunities of benefit to the domestic market and to business partners abroad.

It all started with a vision to create a new gastronomic adventure. Less than two decades since it began, New Nordic cuisine has made a lasting impact on global standards for modern gastronomy. Through sustainable innovation, collaboration and a strong tradition for education and science, we are now not only living the vision. We are also helping to solve the major challenges facing the global food supply.

For a small country like ours, that is quite an achievement.

Food Nation Denmark

Food Nation is a nonprofit partnership established by the Danish government and leading private organisations and companies. It is your gateway to information about the Danish food cluster and knowhow that can accelerate the growth of international businesses through better solutions, innovative products and trusting cooperation.

The Danish food cluster encompasses everything from primary production in agriculture and the fishing industry to the food products consumers buy in stores. Companies, universities, research institutes, local and national authorities and other private and public organisations belong to the extensive, collaborative network. Together, they work hand-in-hand with international partners to maintain and improve food quality and safety along the value chain.

Take an interactive tour

Food Nation's Visitor Centre in central Copenhagen welcomes international delegations, providing them with an introduction to Danish capabilities within food. An interactive installation at the centre gives visitors an up-to-date overview of the food value chain based on their individual interests. It is the ideal starting point before visiting Danish food producers and production facilities.

Food Nation is a great place to start learning about how Denmark can support a sustainable development in gastronomy. Find out more about our services, the Danish food arena and arrange a visit to the Food Nation visitor centre at foodnationdenmark.dk



Photo: Niclas Jessen



**INGREDIENTS
INDUSTRY**

Producers of enzymes,
cultures and other ingredients

**PRIMARY
PRODUCTION**

Agriculture, fishing
& horticulture

**PROCESSING
INDUSTRY**

Producers of food,
beverages & animal feed

The Danish food cluster

Denmark is home to countless large, medium and small companies, research institutes and other organisations that make the country a European hotspot for innovative food products, services and technology.

**RESEARCH
& INNOVATION**

Research, education
& counselling institutions

**FOOD
TECHNOLOGY**

Producers of machines,
technology & equipment

**GASTRONOMY
& THE CONSUMER**

Retail, consumers, restaurant,
authorities, tourism & other
related industries

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improving food & health



Confederation of Danish Industry



Danish Agriculture
& Food Council



DANISH CROWN



FOSS



Ministry of Environment
and Food of Denmark

