

Cheese Culture in Europe today – Denmark

The Merchant Hotel Belfast 10th May 2016



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A wide-angle photograph of a lush green agricultural field, likely a cornfield, stretching towards a distant horizon. The sky is a clear, bright blue, dotted with large, fluffy white cumulus clouds. The field is divided by a narrow, dark path or furrow that runs from the foreground towards the horizon. The overall scene is bright and sunny, conveying a sense of healthy, productive agriculture.

Danish Agriculture & Food Council

We represent the Danish food and farming industry:

- Farmers, e.g. Milkproducers
- Food processors a.m.o. Dairies
- Agribusiness

Zero measurement before the campaign starts



France



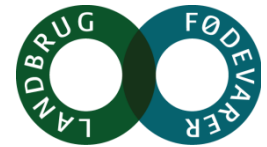
Denmark



Ireland

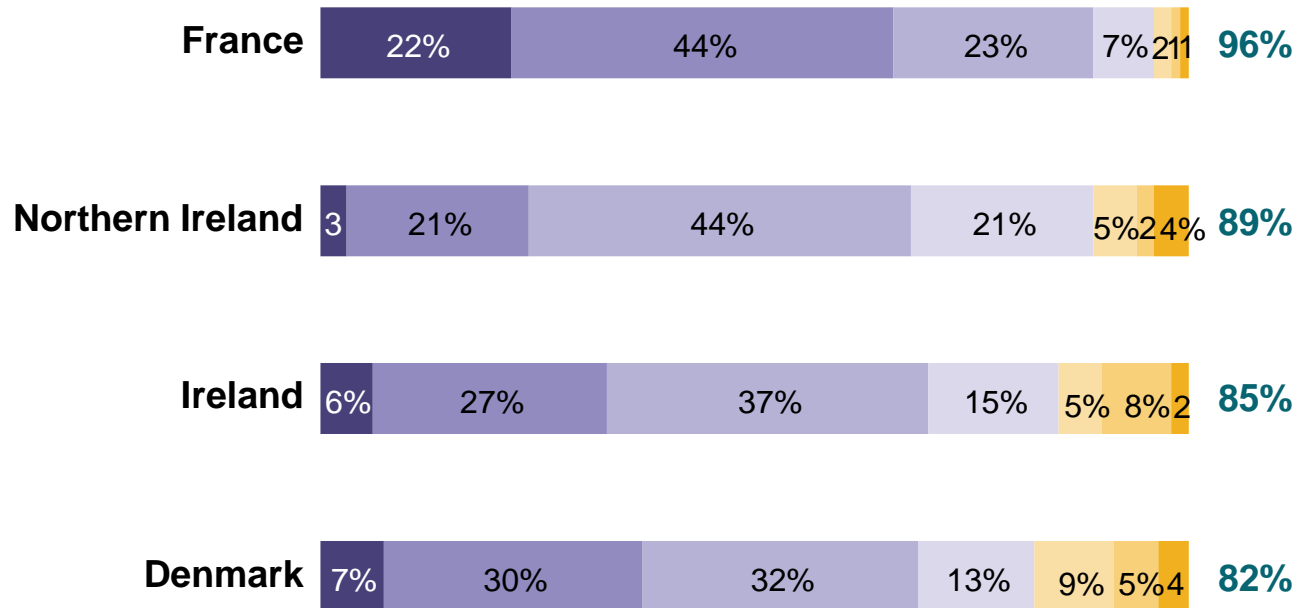


Northern Ireland



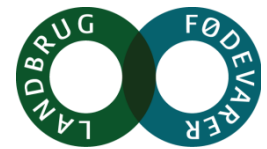
How often is cheese consumed ?

At least once a week or more often



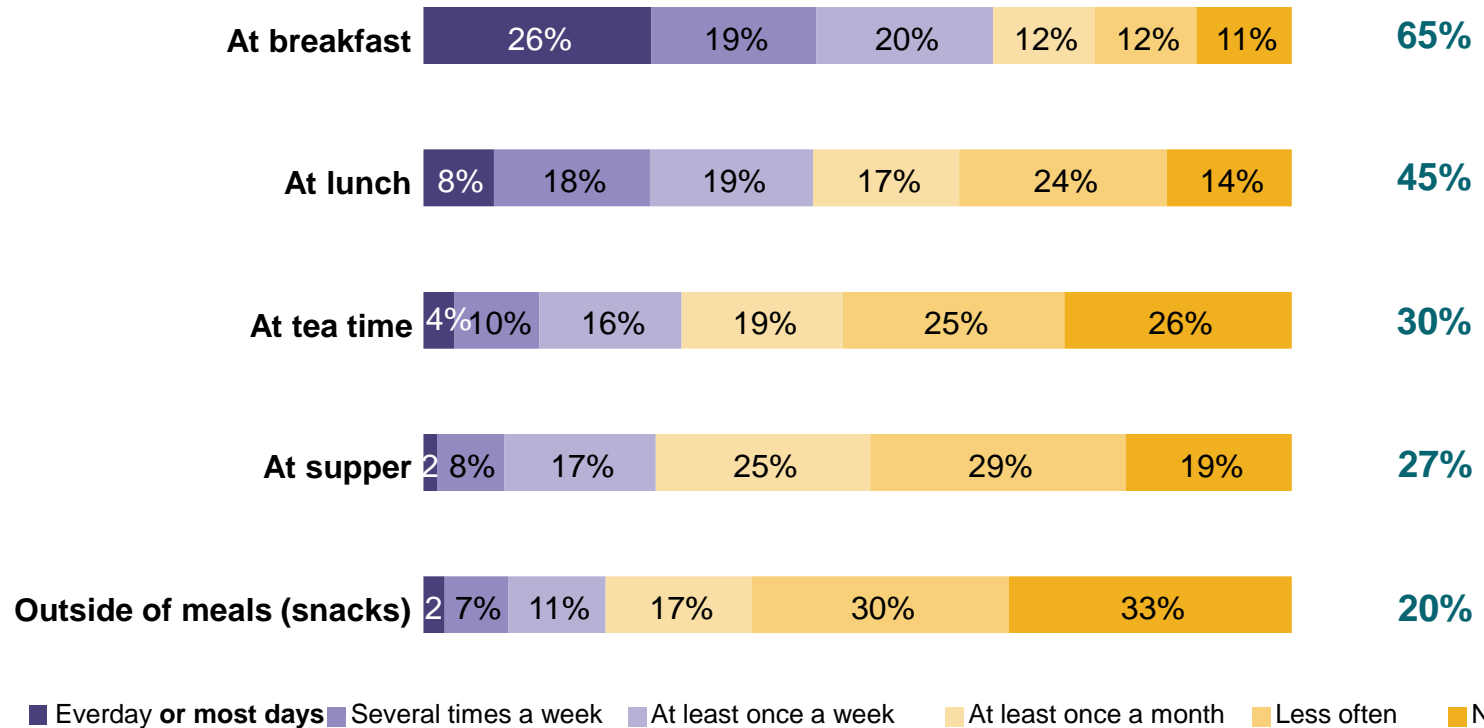
■ Several times per day
 ■ At least once a day
 ■ Several times a week
 ■ At least once a week
 ■ At least once a month
 ■ Less often
 ■ Never

Cheese is consumed frequently in all 4 countries.

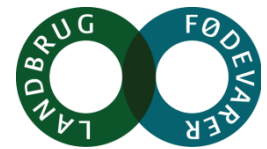


When is cheese consumed in Denmark ?

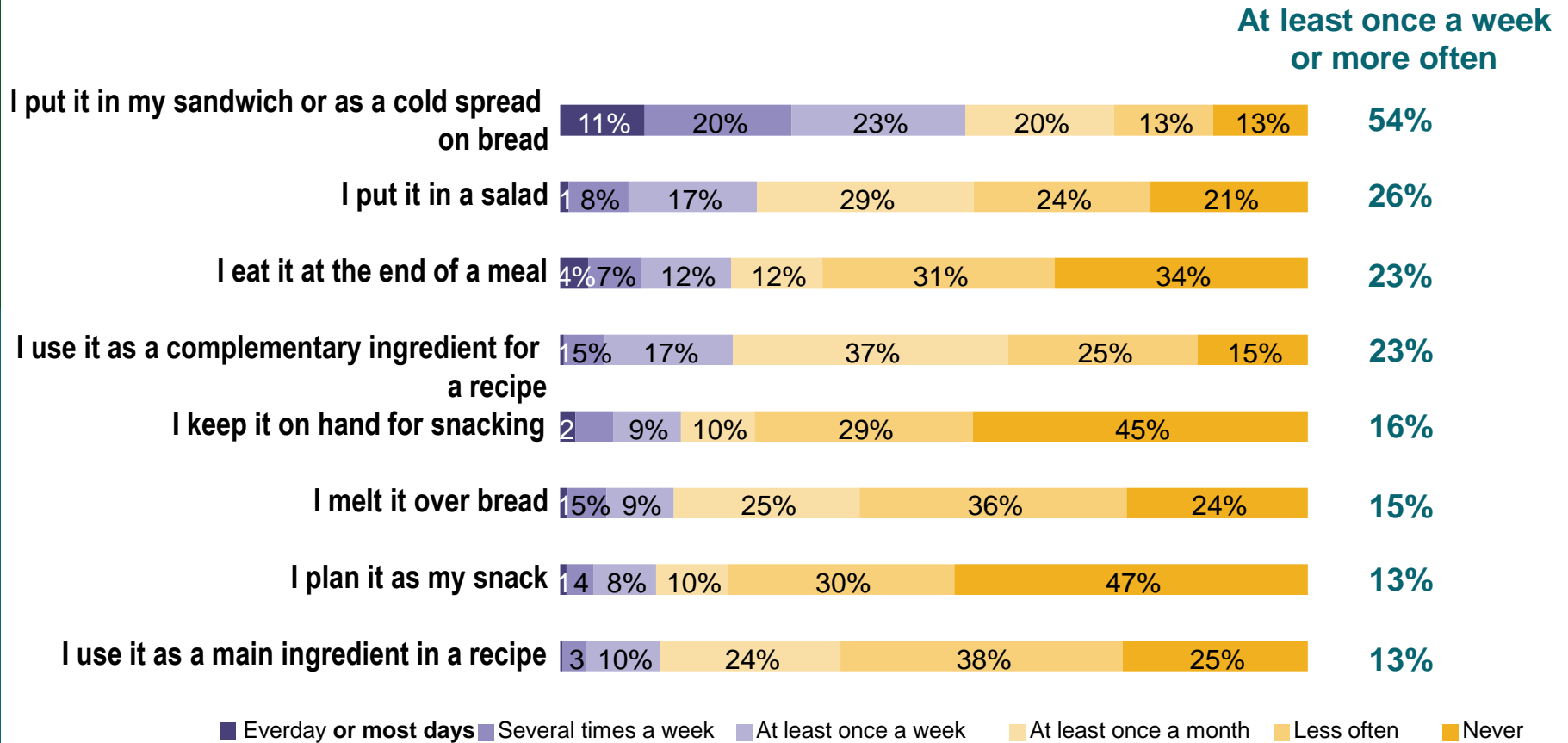
At least once a week
or more often



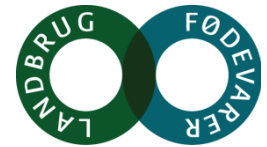
In Denmark, cheese is mostly consumed during breakfast and not very often at supper.. Only a minority of the Irish respondents eat cheese during breakfast. Maybe an opportunity for the future !



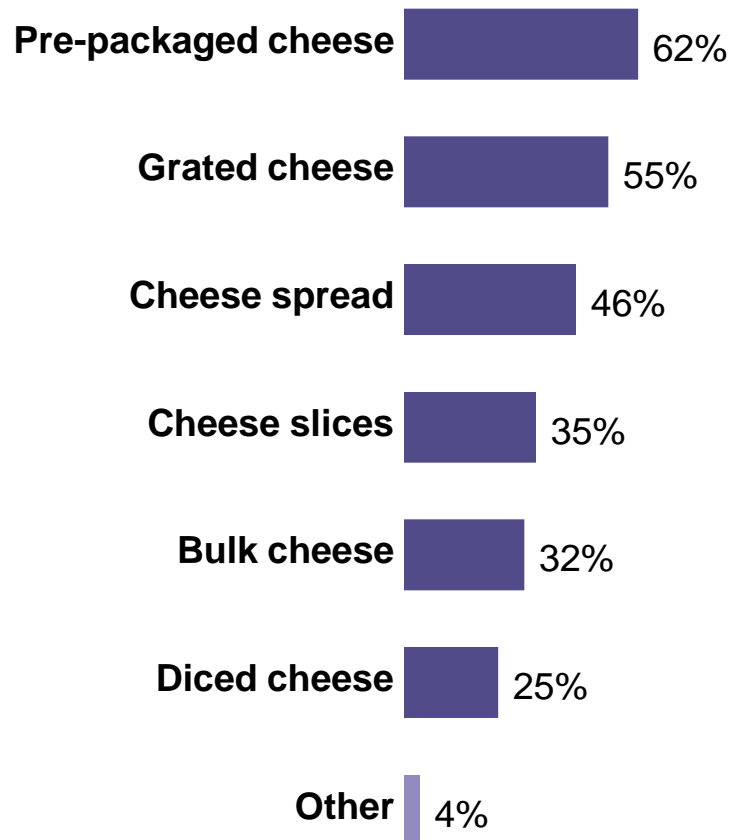
How is cheese used – Denmark



In Denmark, cheese is mostly used in a sandwich, in a salad or at the end of a meal.



Formats of cheese consumed – Denmark

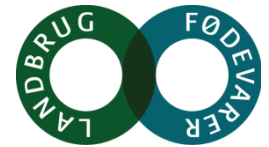


2,6 formats
quoted on
average

4 Trends in cheese consumption



1 More people become foodies



The food as an arena where we explore new culinary experiences and challenges ourselves

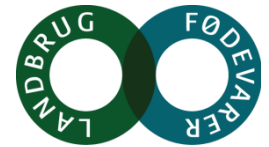


New inspiration

New flavours

New textures

2 Clean Eating



From Nature

Less processing

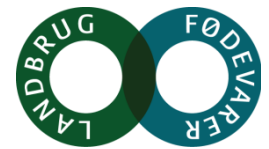
The real thing = better nutrition

'Light' is out

Butter instead of margarine or spreads

Whole milk consumption increases

3 Location location location



Global trend: Origin and travel from farm to fork is evident (and short)

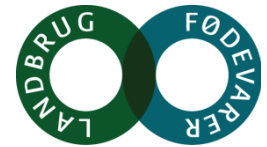


26% would buy more organic if it was locally produced

Reduction of transport - less CO2 – more sustainable

Geography counts
= Story telling
= Trust

4 Protein – still going strong



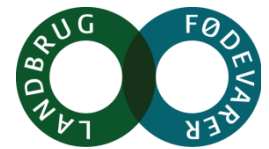
34% of the Danes plan to eat more protein.



Meat and Egg are still regarded as the best source of protein But ...is it healthy?
Is it sustainable ?

New opportunities for cheese !
Dairy can challenge meat !

Thank you for your attention....



...and do not forget to eat your favourites:

