

Values and contributions of Danish agriculture and food in China

The Danish agriculture and food sector is a modern growth and export-oriented industry which provides solutions to some of the most significant challenges faced by growing economies today.

This folder presents the core values of the Danish agriculture and food sector with special emphasis on contributions to China.



Reliable supply of safe quality products for modern Chinese consumers

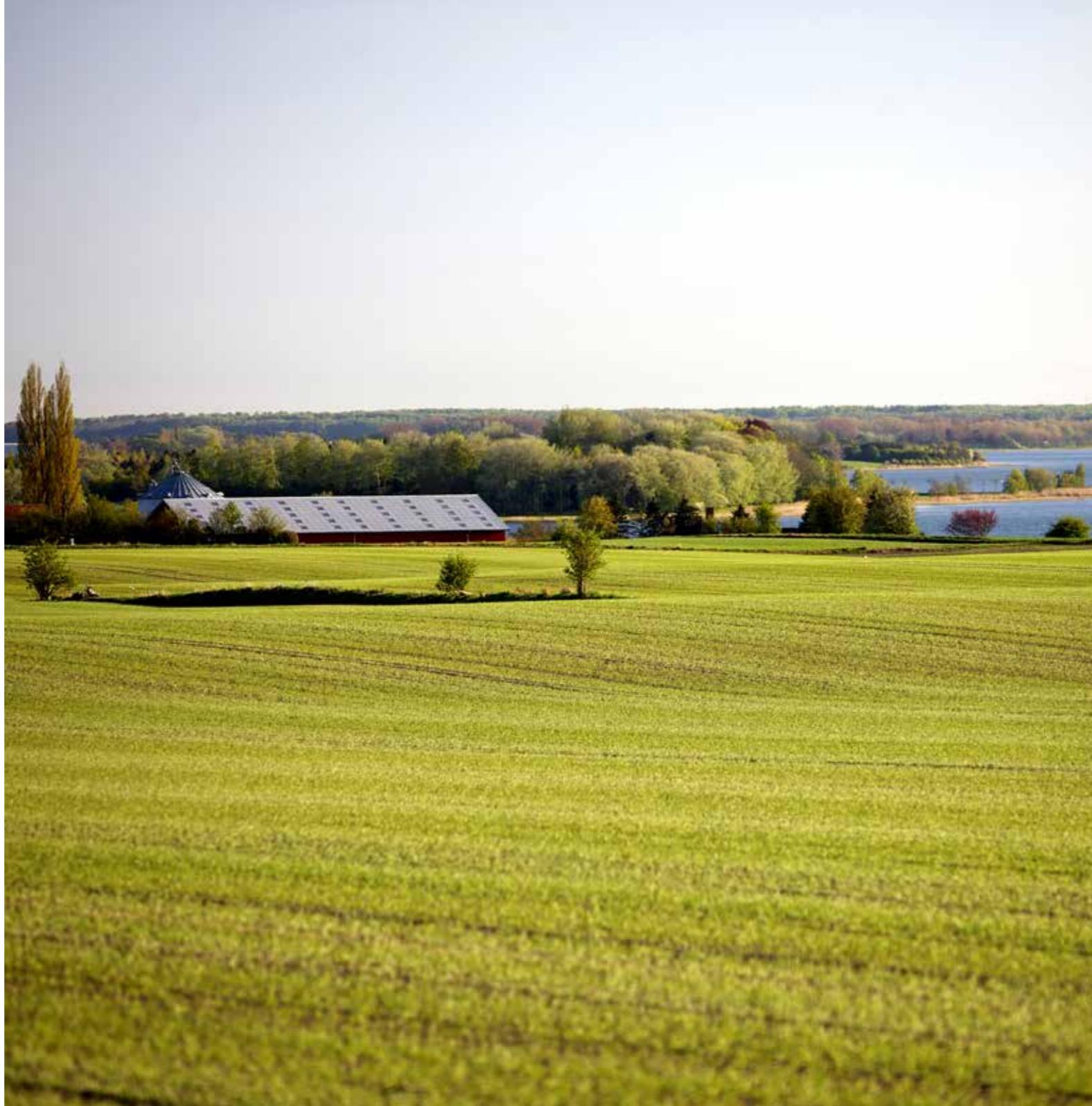
Food safety and quality lifestyle products

Denmark is a leader in the global market for quality food and agricultural products. High standards of food safety and transparency have paved the way for this position. Today, core values of Scandinavian lifestyle such as quality, health and food safety are shared by modern Chinese families. Consequently, Danish exporters play a significant role in developing the Chinese market for consumer products.

Know-how and state-of-the-art technology for developing sustainable agricultural and food production

Sustainable agriculture

Scarce resources and a sensitive supply of clean ground water have contributed to a demanding environment for agricultural and food production in Denmark. The conditions are also reflected in strict regulations regarding environmental impact. As a result, resource efficiency is ingrained in the knowledge base of modern Danish agriculture. In a global market which increasingly emphasises sustainable production, this efficiency gives Danish agricultural know-how a competitive advantage.



Improved efficiency in land use and food production supports China's goals for self-sufficiency and for strengthening agriculture's position in the economy

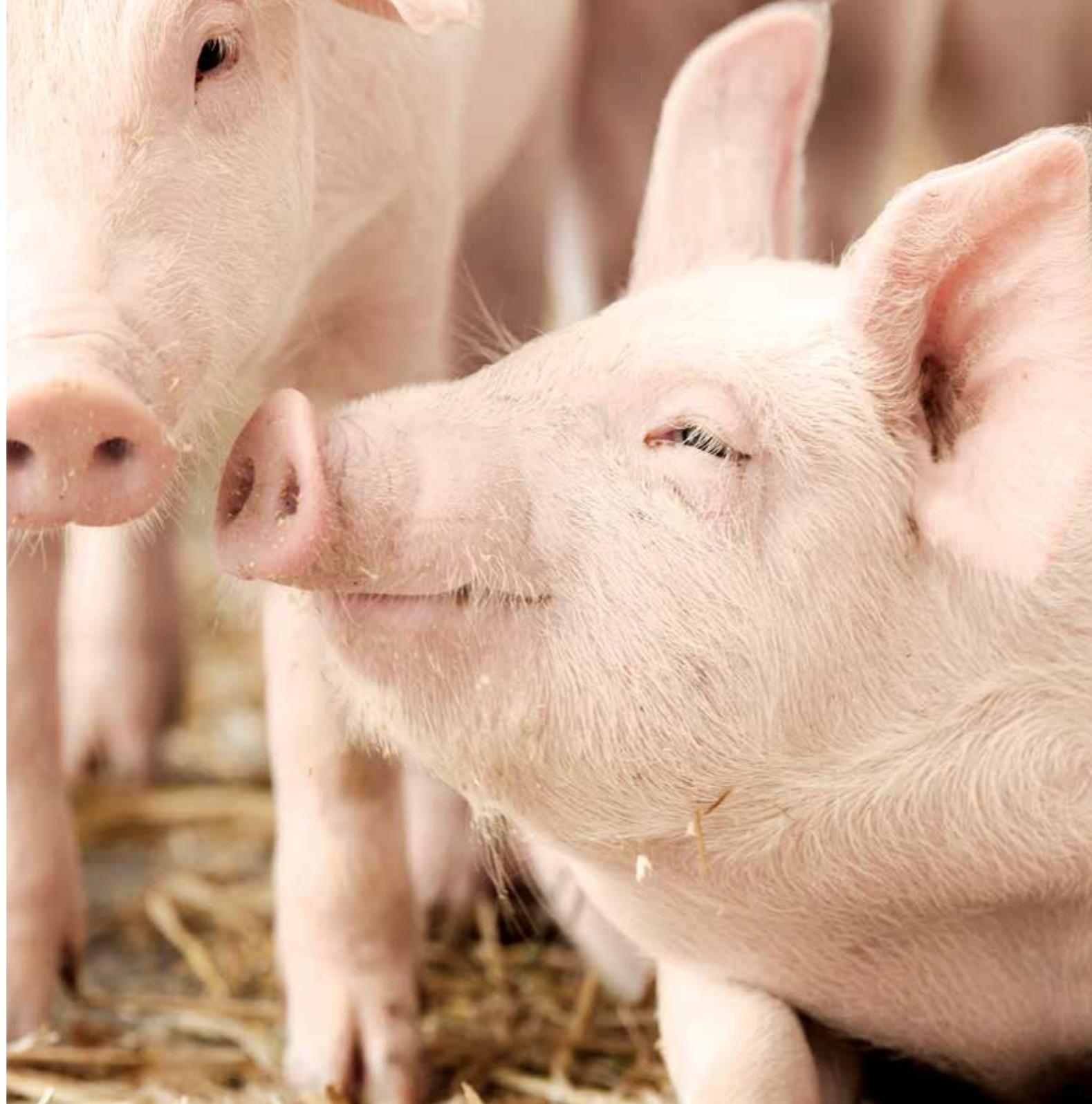
Efficient land use and food supply

The development of the Danish food industry is driven by innovation and persistent refinement of efficient production methods. These advancements, which qualify Danish exports for global competitiveness, are exported in the form of know-how, technology, genetic material and equipment for agriculture and food production.

Efficient cooperation and compliance with Chinese standards and market demands

Efficient government control system

Denmark's position as a leading exporter is founded in an efficient and transparent control system. All links in the value chain are regulated and monitored by one ministry. In the major export product categories, farmer-owned cooperatives control virtually all of the value chain. This highly organised agriculture and food sector working in public-private partnership with the government guarantees full traceability on the level of individuals as well as strict enforcement of food safety and environmental standards.



Danish support for reciprocity in market access validates the progress China is making in food safety legislation and scientifically based product standards

Free trade

The drive towards efficiency and integration in the value chain is paralleled by the Danish agriculture and food sector's views on free trade. As Danish exporters are given access to the demanding Chinese market, they also support China's efforts to achieve market access in the EU. The basic principle is that market access should be granted in reciprocity based on mutual compliance with international scientific standards and regulations.

The Danish Agriculture & Food Council represents Denmark's largest industry and innovation grouping: the agricultural and food industry. Representing the political and commercial interests of cooperative and private enterprises as well as primary producers, the Council has representative offices in Brussels, Beijing, Tokyo and London.

Founded in 1919 as the Danish Agricultural Council, the organisation has continued to represent the agriculture and food sector during the historical transition from a role as local provider of food products to a highly efficient knowledge-driven export industry. While the Danish climate and landscape are suited for agriculture, the success in international markets has been driven by persistent efforts to improve the safety, efficiency and sustainability of the sector. Through cooperation with Danish authorities and international partners in fields such as trade policy, food safety, research and advisory services, the Danish Agriculture & Food Council continues to help the agriculture and food sector create balanced growth – nationally as well as globally.



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