



Copenhagen August 19th 2025

ROLE OF RETAIL: HOW CAN WE INCREASE ORGANIC SALES

Hosted by



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DANISH AGRICULTURE & FOOD COUNCIL

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DE ØKOLOGISKE MEJERIER

Leif Friis Jørgensen

CEO



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MENY

Kristine Pilgaard
Commercial Director



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HOW CAN ORGANIC BE PART OF A LONG-TERM GROWTH STRATEGY, EVEN UNDER PRICE PRESSURE?



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HOW CAN RETAILERS WORK WITH CONSUMER SEGMENTS AND STRATEGIC KPIS BEYOND JUST PRICE?



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**WHAT ROLE DO ASSORTMENT DECISIONS, CAMPAIGNS,
AND SUPPLIER PARTNERSHIPS PLAY?**

**HOW CAN RETAILERS AND SUPPLIERS CO-CREATE
INNOVATION AND DEFINE SUCCESSFUL
COLLABORATION?**



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