



ORGANIC SUMMIT 2025

HOW TO ACHIEVE 25 PERCENT ORGANICS IN THE EU BY 2030

PROCEEDINGS

Harvest of Ideas: Inspirations from the Organic Summit 2025



“ WE HAVE 60 HARVESTS LEFT – WHAT ARE YOUR NEXT STEPS TOWARDS 25% ORGANIC FARMING AND FOOD IN EU AND GLOBALLY?

- PHILIP LYMBERY

Global Chief Executive of Compassion in World Farming International
Quote from Organic Summit 2025

At Organic Summit in Copenhagen, 18-19th august 2025, policy makers, farmers, public officials, NGO employees, retail experts met to share knowledge and best practices, and to discuss the next steps towards an organic future. It resulted in a signed Organic Charter and based on the shared principles and recommendations of the Charter, this proceedings document has been developed, compiling all concrete ideas and strategies proposed or presented during the summit's keynotes and breakout sessions. It aims to serve as an inspiration for decision-makers, businesses, and private food system actors by providing a menu of options for those working to accelerate the transition to 25% organic farming and food by 2030.

All information in this document is summarized and formulated by external officers and cannot be interpreted as quotes or standpoints from specific speakers or participants.

ORGANIC SUMMIT 2025

TO ACHIEVE 25% ORGANIC FARMING & FOOD IN THE EU BY 2030, WE ENCOURAGE



FARM ORGANIC

Farmers to apply organic methods to fulfil environmental, animal welfare and rural policies.



IMPROVE ORGANICS

Research and sharing practices to develop organic methods.



STRONG ORGANIC LABELS

Authorities, certification bodies and businesses to maintain transparency and trust.



CHOOSE ORGANIC

Citizens to choose organic food whenever possible for a sustainable choice.



ORGANIC FOOD IN PRIVATE AND PUBLIC MEALS

Public and private institutions to serve organic food.



MAKE ORGANIC WORK

Investments in efficient, and innovative organic production.



INCENTIVES FOR AN ORGANIC FUTURE

Polymakers to provide financial incentives to support farmer's switch to organic.



SELL ORGANIC RIGHT

Retailers to ensure a fully informed market, and more shelf space for organic goods.

PLENARY SESSIONS QUEENS HALL

18TH OF AUGUST

HOW TO ACHIEVE 25 PERCENT ORGANICS IN THE EU BY 2030

Plenary panel

Moderator: Connie Hedegaard

- Rasmus Prehn, CEO Organic Denmark
- Jan Plagge, Chairman IFOAM Organics Europe
- Søren Søndergaard, Chairman, Danish Agriculture and Food Council
- Emilio Fidora, Chair of the organic working party, Copa Cogeca
- Richo Boss, CEO Meny
- Dr. Nic Lampkin, Thünen Institute and OrganicTarget4EU

KEY CONCLUSIONS, CASES & IDEAS

- **Targeted farm support**
Adjust subsidies to create stronger incentives for organic farming, ensuring it is both economically and practically viable for farmers to convert.
- **Simpler rules**
Make legislation and support schemes much more simple and stable, so conventional farmers dare to take the step without drowning in bureaucracy.
- **Common ground**
Standardize across member states what can be considered public goods, so conditions are transparent and aligned.
- **Fair pricing**
Create better price mechanisms – e.g. lower VAT on organic and accounting for environmental damage in conventional – so consumers face honest choices and organics become competitive.
- **Stronger organization and knowledge**
Support farmers in organizing into cooperatives, and ensure education – both for farmers and consumers – so everyone understands the benefits of organics and the organic label.
- **Political and public commitment**
Use data actively to demonstrate climate and environmental gains, and demand clear political will and communication to maintain momentum.

PLENARY SESSIONS QUEENS HALL

18TH OF AUGUST

WHY ORGANICS

THE CASE FOR ORGANIC FOOD AND FARMING

Plenary panel

Moderator: Eduardo Cuoco

- Marie Trydeman Knudsen, University of Aarhus
- Pascale Bonzom, IUCN
- Christine Watson, Scotland's Rural College
- Wiebke Niether, Justus-Liebig University Giessen
- Britta Riis, CEO Animal Protection Denmark
- Mwatima Juma, Chair: Tanzania Organic Agricultural Movement (TOAM)
- Amaia Aldana, Technical Director, IOAS

KEY CONCLUSIONS, CASES & IDEAS

Organic farming delivers broad benefits for society and the environment. Healthy soils absorb more water, lowering flood risks, and act as carbon sinks to mitigate climate change. By avoiding synthetic pesticides and fertilisers, organic practices protect water quality and create more resilient landscapes against weather extremes.

Reversing the Biodiversity Decline

Agriculture is the largest driver of biodiversity loss, yet organic farming preserves landscape complexity, supports ecosystem functions, and creates benefits beyond the farm. Scaling organic production alongside ecosystem-oriented schemes and partnerships can help reverse biodiversity decline.

Animal Welfare and Balanced Food Systems

Organic systems offer animals more natural living conditions and significantly higher welfare. But long-term progress also requires a food system with fewer animals and less meat consumption to balance welfare gains with climate goals.

Certification Builds Trust

Certification ensures credibility, fairness, and consumer trust through shared international standards. Stronger harmonisation would simplify recognition across markets and reinforce confidence in organic products.

PLENARY SESSIONS QUEENS HALL

18TH OF AUGUST

HOW TO SCALE AND FINANCE HOW DOES ORGANIC FARMING FIT INTO STRATEGIES OF DEVELOPING A MORE SUSTAINABLE FUTURE

Plenary panel

Moderator: Ditte Brasso Sørensen, Deputy Director, Think Thank Europa

- Ronnie Brathwaite, Senior Agriculture Officer, PhD, Plant Production & Protection Division FAO
- Esben Lunde Larsen, Senior One Health Specialist, World Bank
- Dr. Robert Mbeche, Director, World Resources Institute Food Program
- Lasse Bruun, Director, Climate & Food UN Foundation
- Claus Felby, Vice President, Biotech Novo Nordisk Foundation
- Hanne Søndergaard, Executive Vice President for Agriculture, Sustainability and Communications, Arla
- Claus Meyer, Founder Meyers

KEY CONCLUSIONS, CASES & IDEAS

Reconnect with younger generations

The organic movement has lost touch with youth. Building stronger ties through education, storytelling, and highlighting health and taste benefits is critical to growing future demand and ensuring organics are not seen as a niche lifestyle.

Embrace innovation and technology

The current state of organic agriculture cannot alone address global food and climate challenges. To play a central role, organics must accelerate innovation and technology.

Transitioning is risky for farmers

Shifting from conventional to organic farming is costly and uncertain. Farmers lack adequate tools, financial support, and practical solutions compared to conventional farming. More investment, advisory support, and accessible data are needed to lower entry barriers.

Policy and systemic support are decisive

Where governments actively support organic agriculture, like in Denmark, transformation has been faster and more effective. Policy incentives, certification systems, and cross-sector cooperation will determine whether organic farming remains marginal or becomes mainstream.

Equity and sovereignty must be addressed

Organic farming cannot be scaled without considering who owns and controls food production, and how food is distributed globally. Bridging inequalities in diets and access – between regions such as the US and Africa – will be essential.

PLENARY SESSIONS QUEENS HALL

19TH OF AUGUST

ORGANIC AT ITS BEST

BRILLIANT EUROPEAN CASES FROM THE WHOLE VALUE CHAIN

Plenary panel

Moderators: Hans Erik Jørgensen, Chairperson Organic Section, The Danish Agriculture and Food Council and Michael Kjerkegaard, Chairperson Organic Denmark

- Dominio de Pingus – Peter Sisseck, organic and biodynamic winegrower, Spain and France
- Moschos Dairy Farm – Thomas Moschos, Kastoria, Greece, Winner EU Organic Awards
- Juchowo Farm, large arable farm, Poland - Krzysztof Ostrowicki
- Girolomoni – Giovanni Battista Girolomoni, Organic Cooperative, Italy,
- City of Copenhagen, Public Procurement – Betina Bergman, Public Food Procurement Expert
- Bio-district Sörmland, Sweden – Sofi Gerber, Winner EU Organic Awards
- Denree Group, Germany – Lukas Nossol, Head of Communications

KEY CONCLUSIONS, CASES & IDEAS

Organic grounded in tradition and soil health

Producers like Peter Sisseck emphasized that going organic was less about certification and more about returning to traditional, soil-centred practices. Composting, biodiversity, and mixed crops were central to sustaining healthy vineyards and resilient systems.

Farmers face major structural and market barriers

Highlights of challenges with bureaucracy, certification, and selling products at viable prices. One case learned that progress depended on peer-to-peer learning: “farmers learn from farmers,” showing that knowledge-sharing networks are crucial for scaling organics.

Holistic approaches strengthen resilience

Examples from Juchowo farm in Poland and Biodistrict Sörmland in Sweden showed how circular systems, water management, biodiversity protection, and community partnerships create resilience. These approaches connect ecological, social, and economic dimensions of organic farming.

Public procurement as a driver of change

The City of Copenhagen demonstrated how procurement policies can transform demand, using organic certification standards, the Sustainable Development Goals, and school food programs. Public institutions can be powerful levers for mainstreaming organic consumption.

Building the organic future requires innovation and networks

From research farms in Germany to regional cooperatives in Italy, successful cases combined tradition with innovation. Networks, cooperation across the value chain, and systemic investments were highlighted as essential to keep organics from remaining niche.

PLENARY SESSIONS QUEENS HALL 19TH OF AUGUST

THE DANISH ORGANIC EXPERIENCE HOSTED BY MENY, MAIN SPONSOR OF ORGANIC SUMMIT

Plenary panel

Moderator: Ida Ebbensgaard, journalist

- Kirsten Holst, CEO, ICOEL (Innovation Centre for Organic Farming)
- Maria Reumert Gjerding, President, The Danish Society for Nature Conservation
- Søren Tinggaard, CEO, Friland
- Kirsten Lund Jensen, Head of Organics, Danish Agriculture and Food Council
- Nick Curtin, Restaurant Allouette
- Søren Buhl Steiniche, EAT, City of Copenhagen
- Richo Boss, CEO, Meny

KEY CONCLUSIONS, CASES & IDEAS

Strong public-private partnerships and organization are key

The success of Danish organics stems from close collaboration between government, NGOs, and industry. The state-owned Red Ø label gave credibility, while strong farmer cooperatives enabled scale and market access. Shared ownership of the agenda across politics, industry, and consumers created stability.

Economic feasibility drives farmer conversion

Farmers will not convert without financial viability. Support structures like guaranteed sales, advisory services, and consumer-facing initiatives (e.g., Økodag – Organic Day) help make organic farming a stable choice.

Public procurement and labelling systems shift demand

Tools like the Organic Cuisine Label (bronze, silver, gold) proved effective in driving uptake in restaurants and public kitchens. Public kitchens (e.g., Copenhagen's EAT program at 95% organic) show that shifting to organic is in the public interest, not just a market choice.

Consumer trust is anchored in the label but threatened by price

The Red Ø label is widely trusted, but organic consumption stagnates when inflation or high price differences hit. For instance, organic cucumbers sell strongly when priced close to conventional, but organic chicken struggles due to much higher costs.

Organics must rebrand and re-ignite momentum

Speakers noted a stagnation in demand. Renewed communication is needed to emphasize what organic delivers – clean water, animal welfare, biodiversity – while actively contrasting it with the harms of conventional farming.

The price gap remains a structural challenge

Organic products are often twice as expensive as conventional. The debate highlighted whether conventional food is “too cheap” or organic “too expensive.” Shifting the benchmark so organic is seen as the standard requires both political support and consumer communication.

Communication must connect to emotions and immediacy

Organic farming is often marketed through long-term arguments about health, environment, or climate – issues that can feel abstract and distant for consumers. Speakers stressed the need to shift towards emotional communication, highlighting tangible experiences like animal welfare (“happy cows on Organic Day”) or taste. Connecting organics to everyday feelings and visible benefits makes the choice more relatable and powerful than relying solely on distant, future-oriented arguments.

FIRST BREAKOUT SESSIONS

18TH OF AUGUST

ORGANIC FARMERS -WHAT DOES IT TAKE? BARRIERS AND SOLUTIONS FOR FARMERS TURNING OR STAYING ORGANIC

Panel debate

Moderator: Jörn Sanders, President, FiBL Europe

- Pedro Pena, Policy Advisor, COPA COGECA
- Nicolas Lampkin, Agricultural economist (PhD), The Thünen Institute and OrganicTarget4EU
- Frank Oudshoorn, Senior Scientist, ICOEL
- The Thünen, Institute and OrganicTarget4EU

KEY CONCLUSIONS, CASES & IDEAS

Economic sustainability under pressure

Organic farmers often face lower incomes than their conventional peers, creating risks of reconversion, especially during generational transitions. Rising costs and slow market growth put the sector's viability at risk.

Core principles and trust

Organic farming is built on environmental protection, biodiversity, and natural processes, but long-term survival depends on maintaining and strengthening consumer trust in the organic label.

Regulation and complexity

Current rules are often seen as inflexible and administratively burdensome. Simplification and better adaptation to farm realities are needed to reduce pressure on producers.

Market development and incentives

Demand and price stability should be supported through consumer education, CAP payments, flexible supply chains, and possibly tailored insurance solutions for organic farms.

Innovation and advice

Investments in organic-specific innovation and regionally adapted, affordable tools are crucial, especially for small and mid-sized farms. Farmers and advisors should also have better access to high-quality knowledge and guidance.

Targets and policy

Achieving the 2030 organic targets will be challenging, but they remain important as guiding benchmarks. Future policies should combine land area goals with environmental and market targets, with a stronger focus on rewarding measurable environmental outcomes.

FIRST BREAKOUT SESSIONS

18TH OF AUGUST

HOW ORGANIC FARMING CAN SHAPE THE ANIMAL WELFARE AGENDA

Panel debate

Moderator: Sophie Hastrup, Danish Animal Protection

- Laura Sauques, Policy Officer, IFOAM
- Steen Dissing, Organic Farmer, Thise
- Philip Lymbery, president Eurogroup for Animals, CEO Compassion in World Farming
- Per Clausen, MEP

KEY CONCLUSIONS, CASES & IDEAS

Organic farming demonstrates higher levels of animal welfare in practice, setting a benchmark for the entire food system. Measures such as keeping cows and calves together, providing more space, and reducing disease show that better welfare can also strengthen farm economics.

Obstacles Holding Back Progress

Conflicting EU legislation prioritizes efficiency over welfare, while narratives questioning the competitiveness of organics and a lack of fair subsidies and incentives limit wider adoption.

What's Needed to Drive Change

Stronger legislation, greater education about the meaning of organic, and collaborative pressure from citizens and organizations are key to making animal welfare a true driver of change.

Clear consumer labelling has proven powerful

The EU egg system shifted demand once consumers could compare production methods. Extending this to dairy and meat would make animal welfare visible at the point of purchase, enabling consumers to reward farmers who invest in higher standards. Without it, welfare improvements remain less transparent.

FIRST BREAKOUT SESSIONS

18TH OF AUGUST

WHO OWNS THE LAND IN THE FUTURE? UNLOCKING LAND FOR ORGANIC FARMING: OWNERSHIP, ACCESS AND OPPORTUNITY

Panel debate

Moderator: Lars Pehrson, Chairman, Dansk Økojord A/S

- Thomas Høgenhaven, CEO - Planetary Impact Ventures.
- Julie Birk, headmaster, Kalø Organic Agricultural College
- Patrick Holden, Founder and CEO of Sustainable Food Trust, UK

KEY CONCLUSIONS, CASES & IDEAS

The debate explored one of the most pressing challenges for the future of organic farming: who will own and steward farmland. Land is increasingly concentrated in the hands of large investors, corporations, and pension funds, which drives up prices and often prioritizes short-term returns over long-term ecological value. To secure farmland for organic use, new ownership and access models are urgently needed.

Young farmers in particular face major barriers, as rising land prices and non-farming buyers make entry into agriculture nearly impossible. Tools such as cooperative ownership, land banks, leasing arrangements, and educational pathways from institutions like Kalø Organic Agricultural College can help create opportunities.

Speakers emphasized that land is not just a commodity but a shared natural resource. Its management directly impacts food security, biodiversity, and climate resilience. Aligning land ownership with sustainability goals requires supportive policies, financial innovation, and community-driven solutions.

Key Takeaways

- **Land concentration is rising:** More farmland is owned by investors, making it harder to preserve long-term ecological stewardship.
- **Access for young farmers is limited:** Fair entry points are crucial to ensure generational renewal in organic farming.
- **Sustainability must guide ownership:** Ownership models should reflect the role of land in climate, biodiversity, and food security.
- **International models inspire change:** Land trusts, cooperatives, and community-supported agriculture demonstrate workable alternatives.
- **Partnerships unlock opportunity:** Collaboration between farmers, investors, policymakers, and civil society is key to securing land for organic production.

FIRST BREAKOUT SESSIONS

18TH OF AUGUST

RESILIENCE THE BACKBONE OF ORGANIC AGRICULTURE WAR, CLIMATE CRISIS AND TRADE BARRIERS

Panel debate

Moderator: Ditte Brasso Sørensen, Deputy Director, Think Thank Europa

- Sebastian Nielsen, CEO, Slow Food.
- Yan Ostrovskyi, Organic farmer in a war zone, Ukraine.
- Peter Sisseck, Dominio de Pingus, wine grower in Spain and France
- Thaddeo Tibasiima, Kilimo Organic Farmer Learning Centre, Uganda.

KEY CONCLUSIONS, CASES & IDEAS

Organic farming proves more resilient in times of war, climate crisis, and market instability, as it relies less on imported inputs and supports access to new markets. Restoring soil health and ensuring fairer value chains are essential for long-term ecological, social, and economic balance. The future lies in regenerative practices, supportive policies, and greater consumer awareness to secure sustainable food systems within planetary boundaries.

- **Organic farming builds resilience in crises**

In war zones and unstable contexts, organic methods are more robust since they rely less on imported inputs and complex logistics. Certification also opens access to new markets.

- **Economic inequality in value chains**

In crops like coffee, most profit goes to roasters, brands, and investors, leaving farmers squeezed. Organic farming challenges this, but scaling is difficult within today's conventional system.

- **Soil health is the foundation**

Both wine and coffee producers stressed that true quality depends on restoring carbon and life in the soil. Conventional farming has degraded soils, threatening future harvests.

- **Resilience = social, ecological, and economic balance**

Farmer collaboration, knowledge sharing, and supportive policies are essential. The focus should be on livelihoods and food security rather than short-term extraction.

- **The way forward - Regenerative practices & consumer awareness**

Future farming must restore natural balance, operate within planetary boundaries, and depend on consumers and retailers recognizing and paying for quality and sustainability.

SECOND BREAKOUT SESSIONS

18TH OF AUGUST

REGENERATIVE AND ORGANIC FARMING COMPETING VISIONS OR COMPLEMENTARY PATHS?

Panel debate

Moderator: Julie Cherono Schmidt, Climate and Nature, ICOEL

- Kate Mendenhall, CEO, Organic Farmers Association (US)
- Torben Emborg, Nordic Director, Nestle
- Julia Williams, Senior sustainability specialist, Arla Foods
- Abby Youngblood – Executive Director of the National Organic Coalition

KEY CONCLUSIONS, CASES & IDEAS

- **Organic and regenerative farming**

Many organic farmers already apply regenerative practices, though not always communicated to consumers. The focus should be holistic – from farmers to communities and governments.

- **Collaboration and scale**

Large companies, policymakers, and farmers must work together to shift farming systems. Progress needs to be celebrated, but current efforts are insufficient; stronger collaboration is essential to move the needle at scale.

- **Outcome-based approaches**

Regenerative should be understood as a continuous process, focused on outcomes like soil health, biodiversity, and resilience, rather than fixed labels. Aligning frameworks and principles can guide improvements across systems.

- **Resilient supply chains**

Building resilience requires adapting farming practices, even if costs are higher and product diversity is narrower compared to conventional farming.

- **Barriers and mindsets**

- Tradition, social pressures, and reluctance to change remain key obstacles. Farmer-to-farmer learning can play a vital role in spreading new approaches.

- **Advocacy and credibility**

Organic must continue evolving to demonstrate improvements. Clear communication is needed to distinguish genuine outcomes from “regenerative” claims used without substance.

- **Shared movement**

Organic and regenerative approaches are part of the same wider movement. Differences exist, but combining process-based and outcome-based strategies can strengthen impact at both farm and landscape levels.

SECOND BREAKOUT SESSIONS

18TH OF AUGUST

CAN THE SOIL KEEP UP WHEN WE SCALE ORGANICS?

FOCUS ON SOIL FERTILITY AND ACCESS TO NUTRITION WHEN ORGANIC FARMING GROWS IN ACREAGE

Panel debate

Moderator: Christine Watson, Scotland's Rural College & Jakob Magid, University of Copenhagen

- Jörn Sanders, Director, FIBL
- Hanne Lakkenborg, Professor, Department of Food Science, University of Aarhus
- Bolette Neve, CropLife Denmark

KEY CONCLUSIONS, CASES & IDEAS

Yes—soils can keep up if we close nutrient loops (legumes, digestate, smarter manure sharing), right-size livestock, and modernize recycling rules while protecting soil carbon.

The session examined whether organic soils can sustain productivity at larger scales. A Danish 2030 analysis indicates that doubling organic area (~300k→~600k ha) is feasible using currently allowed sources and technologies: ~37–156 kg N/ha and 8–40 kg P/ha could be mobilized without expanding animal production. The mix includes better in-field recycling (pre-crop effects, catch crops), more legumes every 5–6 years, plant-based fertilizers, smarter redistribution of dairy manure, biomass from fallows/natural areas, biogas residues, and improved pig-slurry logistics. EU farm-gate balances show big regional gaps; many stockless arable systems run short on N and import processed manures. Biologicals/biostimulants can help but face regulatory and perception hurdles. Livestock remain vital for cycling—animals don't create N; they move it—so right-sizing herds and redistributing manure matter. Guardrails are needed to protect soil carbon in intensive vegetable systems.

Key takeaways

- **Feasible now**

Denmark can meet N/P needs to double organics by combining multiple, known sources.

- **Close loops smartly**

Legumes, catch crops, plant-based inputs, digestate, and manure sharing underpin scaling; watch biomass competition/economics.

- **Think system-wide**

Shift from farm-only accounting to regional nutrient governance; compost alone supplies little plant-available N.

- **Livestock, right-sized**

Use animals to cycle nutrients, avoid hotspots, and pair with biogas pathways; consider drought/water limits.

- **Modernize rules**

Enable safe recycling of urban/industrial organics, de-stigmatize biologicals, and protect soil carbon while keeping organics distinct

SECOND BREAKOUT SESSIONS

18TH OF AUGUST

HOW CAN ORGANIC FARMING SHAPE THE FUTURE CAP

Panel debate

Moderator: Laura Sauques, Policy Officer Sustainable Food Systems, IFOAM Organics Europe

- Maria Skovager Østergaard, Chief Policy Advisor, Danish Agriculture & Food Council
- Sybille Kyed, Head of Agriculture and Food Policy, Organic Denmark
- Jan Plagge, President, IFOAM Organics Europe

KEY CONCLUSIONS, CASES & IDEAS

- **CAP reform and funding structure**

The European Commission proposes consolidating support into a simpler “mega fund.” While this may streamline administration, it risks reducing direct payments to farmers and intensifying competition between policy areas.

- **Debate on income support**

Some panelists argued that phasing out direct income support is necessary to incentivize a shift toward organic and sustainable farming. Others warned that a rapid phase-out could harm organic farmers, especially in Denmark, and suggested a longer, managed transition period.

- **Need for stronger EU-level governance**

Several participants highlighted that leaving flexibility to Member States could create a “race to the bottom,” with countries lowering green ambitions for competitiveness. A stronger central framework and EU-wide minimum requirements for green spending were recommended.

- **Organic farming as a model for all agriculture**

It was stressed that organic should not be seen as a niche track but as a sustainable model for the entire agricultural sector. The vision is to make the green path the most profitable for all farmers.

- **Long-term security and investment**

Farmers require structural predictability and clear frameworks to make green investments. Without long-term security, the necessary transition toward sustainability may not take place.

SECOND BREAKOUT SESSIONS

18TH OF AUGUST

THE JOURNEY TOWARDS 90% ORGANIC MEAL TRANSITION IN THE CITY OF COPENHAGEN

Panel debate

Moderator: Anya Hultberg, Senior Expert, Norion

- Anna Karolina Jönsson, Food Strategy Lead, City of Copenhagen
- Nina Sindballe Lauritsen, Programme Manager, Meyers Madhus
- Trine Mossman, Head Chef, Sølund Care Center

KEY CONCLUSIONS, CASES & IDEAS

Copenhagen's journey to 90% organic meals shows how cooking from scratch, seasonal sourcing, and staff training can transform public kitchens without extra budgets, while improving taste, welfare, and community well-being. The transition has built pride and cultural momentum across institutions, proving that organic food is both feasible and socially meaningful. The missing key is translating these quality-of-life improvements for children, the elderly, and staff into clear economic arguments that policymakers and finance ministers can act upon.

- **From pilots to systemic change**

Copenhagen's organic journey began in 2001 with pilots, reaching 45% organic by 2006, 60% by 2015, and close to 90% today. The transition expanded from environmental goals to also strengthening welfare, taste, and community well-being.

- **Training and certification as enablers**

Thousands of kitchen staff were retrained with support from culinary consultants and trusted advisors. Certification motivated progress, while tracking systems provided accountability and identified areas for improvement.

- **Organic transition at kitchen level**

Shifting to cooking from scratch, using seasonal ingredients, reducing meat, introducing alternative proteins, and minimizing food waste made it possible to go organic within existing budgets, despite higher ingredient costs.

- **Social acceptance and cultural pride**

Positive taste tests with citizens, especially the elderly, built trust in new dishes, while staff pride created a movement for organic procurement that extended beyond kitchens into institutions and communities.

- **The missing piece – economic arguments**

While organic food clearly improves quality of life for children, the elderly, and communities, translating these benefits into hard economic terms that mayors, policymakers, and finance ministers understand remains crucial for scaling and sustaining the transition.

THIRD BREAKOUT SESSIONS

19TH OF AUGUST

WHO WILL GROW TOMORROW'S FOOD? SOLUTIONS FOR GENERATIONAL RENEWAL BY THE ORGANIC YOUTH

Panel insights & workshop

Moderator: Laura Stranzl

- Marie Junker Boesen, Founder, Høsteriet Andelsgaarde (Denmark)
- Jan Trávníček, Director, Czech Organics (Czech Republic)
- Judith Blättler, Junges Bioland (Germany)

KEY CONCLUSIONS, CASES & IDEAS

- **Lack of knowledge, education, and support** makes it difficult for newcomers – especially young people and women – to enter organic farming.
- **Harsh working conditions and low wages** push many, particularly those without an agricultural background, to leave the sector again.
- **Small-scale farming is economically challenging**, even though it carries cultural and social values lost in large-scale farming.
- **There is a lack of platforms and support systems**, which should look forward and provide young farmers with education, market access, and networks.
- **Financial support** should be directed specifically to young and small-scale farmers – for example through funds and land associations.
- **Established farmers** can play a key role by supporting newcomers and creating stronger ties between farms and local communities.
- **Organic farming** has the potential to attract young people and create new roles, but it needs better conditions to ensure future growth and innovation.

THIRD BREAKOUT SESSIONS

19TH OF AUGUST

A PIONEER PERSPECTIVE EUROPEAN ORGANIC AGRICULTURE THE LAST 40 YEARS

Panel debate

Moderator: Janni Brixen

- Renate Künast, former German Minister of Agriculture (The Greens)
- Patrick Holden, founder & director of Sustainable Food Trust, Organic Farmer
- Gunnar Rundgren, founder KRAV (SE), Organic Farmer
- Per Kølster, former chairman Organic Denmark, Brewer

KEY CONCLUSIONS, CASES & IDEAS

In 40 years, organic farming has grown from a pioneer vision into a recognized part of the food system. Once driven purely by ideals of a better future, it is now a global movement known by almost everyone.

- **What Drove Progress**

Early pioneers proved organic could create real positive change and inspired others. Rules and structures brought transparency. Cooperative marketing, clear labelling, and supermarket entry in 1987 turned organics from a niche into a marketable product available to ordinary consumers.

- **What Needs to Change**

Certification is too generic and should evolve into an impact-based system, combining audits of climate, biodiversity, and social outcomes with transparency for consumers. Current reporting requirements burden organics while conventional producers face fewer demands. Legislation often favors conventional farming, making lobbying more important than ever.

- **Why Not Mainstream Yet**

Despite visibility, organic is still niche. Market logic undervalues sustainability, and standardization around organics has diluted best practices. A stronger farmer–citizen connection, early education on real food, and a rebuilt food system are needed to unlock broader impact.

Financial barriers, weak messaging, and resistance to transparency have slowed growth. Without reform and renewed vision, the movement risks stagnation.

THIRD BREAKOUT SESSIONS

19TH OF AUGUST

ORGANIC PUBLIC MEALS SELLING POINTS FOR ORGANIC PROCUREMENT

Panel debate

Moderator: Mette Boye, Deputy Director, Gate 21

- Cécile Campano, Partnership Manager, City of Paris
- Milagros de Hoz, Director Policy and Strategy, New York City Office of the Mayor
- Jean Marc Louvin, Sustainable Food Systems Expert and Campaign Coordinator, ICLEI
- Maria Fray, Head of Sustainability, Coor
- Johanna Sandahl, Strategist, City of Stockholm

KEY CONCLUSIONS, CASES & IDEAS

- **Public procurement is a powerful lever for change**
Public food procurement in the EU is worth €50 billion annually. Cities like Paris, Stockholm, and New York showed how procurement can shift thousands of hectares into organic production, influence diets, and shape resilient food systems.
- **Setting clear targets drives progress**
Paris has reached 45% organic meals (with a 75% goal) since setting the goal in 2022, while Stockholm targets 70%. Long-term, fixed targets – supported by political leadership – give public authorities and private actors a roadmap to invest in organic supply chains.
- **Barriers remain in supply, cost, and logistics**
Cities face challenges such as inconsistent supply, high costs, and mismatched packaging sizes for schools. Smaller farmers also struggle to access procurement systems unless tenders are adapted to include them.
- **Animal welfare and health are strong selling points**
Speakers stressed that organic aligns with public values like animal welfare, nutrition, and antibiotic reduction. These are compelling arguments for decision-makers, alongside climate and resilience benefits.
- **Trust and cooperation across the value chain are essential**
Building trust between public authorities, private suppliers, and farmers takes time. Examples included food hubs in Gent and regional platforms in Paris that connect actors across the system.
- **Education and communication amplify impact**
Training programs for chefs, procurement staff, and schools – such as Copenhagen’s “Green Chef” or Stockholm’s new training initiatives – help staff make informed choices, reduce waste, and promote organic as the obvious choice.

THIRD BREAKOUT SESSIONS

19TH OF AUGUST

ROLE OF RETAIL: HOW CAN WE INCREASE ORGANIC SALES? BEST CASES FROM DANISH AND INTERNATIONAL RETAIL CHAINS

Panel debate

Moderator: Mette Gammicchia, Danish Agriculture & Food Council

- Imre ter Hedde, Sustainability Specialist, Lidl Nederland
- Kristine Pilgaard, Commercial Director, Meny (DK)
- Leif Jørgensen, CEO, Naturmælk (DK)
- Jerome Cinel, Interbio Nouvell Aquitaine, France

KEY CONCLUSIONS, CASES & IDEAS

Retailers and producers agreed that organic growth depends on both price competitiveness and a strong value narrative that highlights welfare, sustainability, and quality. Collaboration between farmers and retailers is key for innovation and consumer trust, while targeted strategies are needed to engage diverse consumer groups – especially younger generations. To secure long-term growth, the organic sector must overcome fragmented labeling, greenwashing, and weak campaigning by uniting behind clear incentives and a compelling story of why organic is the most credible sustainable choice.

- **Retailers as drivers of affordability and accessibility**

Lidl highlighted the importance of discounters in making organic affordable, introducing monthly discounts and focusing on price as the key long-term strategy. Price gaps directly determine sales: smaller gaps increase organic consumption, while larger ones reduce it.

- **Building value beyond price**

Meny and Naturmælk stressed the need to communicate the deeper value of organic – welfare, sustainability, and quality. Storytelling, local adaptation, and partnerships (e.g., Aarstiderne “shop-in-shops” and Danish food heritage concepts) were used to make organic part of a broader cultural and culinary narrative.

- **Supplier-retailer collaboration**

Co-creation with farmers and suppliers is essential for innovation and consumer trust. Lidl learned that perceived hurdles disappeared once farmers were directly involved, while Meny defined a partnership strategy to boost close collaborators and facilitate cross-supplier innovation.

- **Consumer segmentation and youth engagement**

Strategies must address diverse consumer groups – from budget-sensitive households to quality-driven buyers – and especially engage younger generations, who often discuss plant-based diets but not organic. New campaigns are needed to clarify organic’s unique benefits in a crowded “green label” market.

- **Strategic gaps and opportunities**

The organic sector suffers from weak campaigning, fragmented labeling, and competition from greenwashing. Long-term growth requires renewed collaboration between governments, NGOs, and retailers, clearer economic incentives, and a strong, unified narrative showing why organic is the most trustworthy and sustainable choice.

FOURTH BREAKOUT SESSIONS

19TH OF AUGUST

HOW TO MAKE A COMMERCIAL SUCCESS FROM SIDE STREAMS AND CROSS-INDUSTRIAL COLLABORATION

Examination of some of the organic enterprises creating food and value from the side streams of other organic processing.

Panel debate

Moderator: Ida Ebbensgaard, journalist

- Søren Ejlersen, co-founder Aarstiderne
- Christian Seiersen, Creative Director, Frankly Juice
- Kristine Pilgaard, Commercial Director, MENY Denmark
- Anne Mette Lyngbakke, CMO at Foodpeople
- Jeanette Duus, Junkfood, Hot Meals for the Homeless

KEY CONCLUSIONS, CASES & IDEAS

- **By-products as a resource**

There is a vast untapped potential in using the whole raw material and the side streams generated in food production.

- **Passion and collaboration drive progress**

Organic enterprises create new products and solutions through cross-industry collaboration, even if the financial returns are not immediate.

- **Quality and professional pride**

It is not only about reducing waste, but also about creating better products with more taste and honesty, rather than opting for cheaper conventional solutions.

- **Social value**

Initiatives like Junkfood demonstrate how surplus goods can generate social value, while also raising awareness among donor companies about their role.

- **Challenges and incentives**

Short shelf life, conventional supply chain structures, and limited consumer demand are key barriers. Incentives or regulation may be needed to accelerate circular thinking.

FOURTH BREAKOUT SESSIONS

19TH OF AUGUST

ORGANIC FISH ON LAND? IS RECIRCULATING AQUACULTURE SYSTEMS (RAS) PART OF A FUTURE OF SUSTAINABLE ORGANIC ANIMAL PRODUCTION?

Panel debate

Moderator: Lars Holdensen, Danish Agriculture & Food Council

- Jacob Veiss, CEO of Skagen Salmon (DK)
- Johan Ljungquist, CEO of Gårdsfisk (SE)
- Emma Rung, representative from KRAV.SE
- Christopher Atkinson, Head of Standards, Soil Association

KEY CONCLUSIONS, CASES & IDEAS

Consumers struggle to understand what “organic farmed fish” means. They expect naturalness, yet aquaculture is far from the fish’s natural habitat. Effective storytelling is critical, as willingness to pay depends on trust and clarity. While people say they care about welfare, biodiversity, and climate, buying patterns rarely match their stated values. Fish welfare is less visible than cows or pigs, and consumers often see fish as biomass rather than individuals.

- **Sustainable Aquaculture Systems**

Recirculating Aquaculture Systems (RAS) have many advantages as they filter and reuse water, reduce chemical use, and limit emissions. They provide a way to relieve pressure on oceans and combat overfishing of species such as salmon. However, high energy use remains a drawback, though technology is driving improvements.

- **Balancing Welfare and Business**

Domestication brings compromises, and fish welfare depends on hygiene, hiding places, and species-specific density. Yet public understanding is limited. Consumers know far more about welfare towards cows and pigs, while fish are often viewed as biomass rather than individuals. This knowledge gap makes communication even harder thus more important.

FOURTH BREAKOUT SESSIONS

19TH OF AUGUST

ORGANIC FOOD

THE SECRET TO MAINTAIN AND DEVELOP TRADE IN A VOLATILE WORLD?

Panel debate

Moderator: Jan Bay-Smidt, Minister Councillor, Danish UK Embassy

- Lee Holdstock, Head of Trade Affairs, Soil Association, UK
- Matthew Dillon, co-CEO, Organic Trade Association, US
- Michel Reynaud, Vice president, Ecocert, France
- Luba Mykhailova, ProOrganica, Ukraine
- Olena Stretovych, CEO of Organic Milk, Ukraine

KEY CONCLUSIONS, CASES & IDEAS

• USA

Organic market is growing, driven by health awareness and high willingness to pay, especially among younger consumers. The market is less progressive than some countries, but trends toward innovation and development are inspiring.

• France

Inflation has reduced organic consumption, but the market is stabilizing. Political support and consumer education are crucial. Label confusion and price barriers affect trust.

• United Kingdom

Brexit increased paperwork and administrative barriers. The country relies on imports; market is small, and post-harvest food waste is a challenge. Public sector involvement could boost development.

• Ukraine

War reduced organic land but exports continue and certification is maintained. Focus on food security and independence from Russia drives strategies.

• Shared

Across all countries, education, stable policies, and collaboration between producers and the public sector are key to sustaining and growing organic trade.

FOURTH BREAKOUT SESSIONS

19TH OF AUGUST

NATIONAL & REGIONAL POLICIES UPSCALING ORGANIC FARMING AND MARKETS BEST PRACTICES AND LESSONS FROM DENMARK, CANADA, THE NETHERLANDS AND TANZANIA

Panel debate

Moderator: David McKay, Soil Association

- Michael Wilde, Founder, The Organic Embassy
- Katie Fettes, Director of Policy and Research, Canadian Organic Embassy, NL
- Paul Holmbeck, board member, IFOAM – Organics International
- Mwatima Juma, Chairperson, Tanzania Organic Agriculture Movements (TOAM)
- Dr Nic Lampkin, Thünen Institute

KEY CONCLUSIONS, CASES & IDEAS

Across countries, organic farming proves most successful when policies, market initiatives, and sector capacity align, embedding organic into broader agendas like climate, jobs, and welfare. Evidence from Canada, Denmark, the Netherlands, and Tanzania shows that supportive policies and market partnerships not only grow organic acreage but also deliver major returns in profitability, climate resilience, and public health. The key to scaling globally is to frame organic as a solution to wider societal challenges, backed by clear targets, resources, and inclusive governance that can withstand political shifts.

- **Policy as a catalyst**

Successful organic transitions require aligned policies, sector capacity, and market initiatives. Denmark's example shows how embedding organic into broader agendas (climate, jobs, welfare) and creating active action plans can deliver systemic change, supported by public procurement goals, national cuisine labels, and retail partnerships.

- **Market engagement drives growth**

Collaboration with supermarkets on promotion and positioning in the Netherlands has led to 50% organic growth since 2019. Simple tools like national organic funds, guarantees for supply, and support for wholesalers help make organic food more affordable and accessible.

- **Evidence of impact in Canada**

Despite no national policy, rapid growth occurred (41% between 2019–2023), especially in Quebec where supportive policies exist. Studies show tripling organic acreage could deliver CAD 1.73 billion in returns over 10 years, reduce pesticide use by 1.8 million kg annually, cut GHG emissions by 35%, and deliver an 8:1 return on investment — clear arguments for a national action plan.

- **Tanzania's strategy in progress**

With a 2030 roadmap, Tanzania aims to expand access to organic inputs, farmer knowledge, and markets while embedding organic into land-use planning, supply chains, and governance. The challenge is turning broad strategies into actionable steps.

- **Key lessons for the future**

Address misconceptions directly, frame organic as a solution to wider societal goals, and ensure meaningful targets with resources and stakeholder engagement. To withstand political shifts, organic must appeal across the spectrum by linking to food security, livelihoods, and resilience



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