

UGE 28

On August 18th and 19th, Denmark will host the Organic Summit, held in Copenhagen. Decision-makers, experts, and stakeholders from across the European food chain will gather to discuss and find solutions to ensure more organic production both nationally and locally.

MENY is the main sponsor of the event, and Richo Boss, CEO at MENY, is looking forward to contributing with the insights he gains from the grocery trade.

“Are we doing enough for organic farming in Denmark? No, I don’t think so. But we should. Denmark is facing a major dilemma. Since 2021, the total area of organic farmland has decreased by more than 5 percent. At the same time, we’re seeing an increase in Danes’ appetite for organic products.

At MENY, our sales of organic products grew by more than 5 percent last year. This growth is driven by sales in fruit and vegetables as well as dairy. 31 percent of our organic sales are in the fruit and vegetable category.

We need to listen to and respond to that growth. That’s why, as a society, we must work to create better conditions for the local farmers who grow and produce these goods. At MENY, we are actively working to promote organic consumption. For example, we aim to offer an organic alternative in every category. We promote organic products from *Aarstiderne*, and through the concept *Danske Madskatte* (Danish Food Treasures) we improve collaboration with smaller suppliers and help them grow. We try to give consumers easy access to sustainable choices.”