

Program 1 – Policy work & Lawsuits - Achievements

1.

The biggest achievement so far is Denmark's landmark deal on agricultural reform, where 168 million EUR were allocated to plant-based initiatives (<https://gfieurope.org/blog/denmark-plant-based-investment-in-climate-agreement/>). Of this amount, approximately 90 million EUR was allocated to a new fund for developing plant-based food products, developing the value chain, and structural work to promote dietary change, while the remaining approximately 78 million EUR is earmarked a plant-based scheme under EU's direct agricultural funding to farmers. Furthermore, it was decided, that Denmark should create a National Action Plan on Plant Based Foods.

The best proof of our key role in this deal is a speech at our 125 years anniversary by Member of Parliament, Zenia Stampe, who publicly acknowledged how we inspired her to understand the importance of the plant-based transition, and how we subsequently advised her all the way through the negotiations, including the final days in the negotiation room. Indeed, we were in close contact with negotiators from several parties, and we held many meetings with politicians from most parties in the months and years leading up to the deal.

A video with key statements from the speeches at our anniversary is available here (in Danish): <https://www.facebook.com/vegetariskforening/posts/10159567545072649> - a version with subtitles in English has been sent to ACE recently in response to a recent call for materials demonstrating our work (not related to the current ACE review).

Our role has also been recognized by Member of Parliament for the governing party the Social Democrats (and former Minister of Environment), Ida Auken, in an interview published in our anniversary publication (<https://vegetarisk.dk/wp-content/uploads/2021/12/jubilumshfte-web.pdf> - page 8-10).

Ahead of the deal went years of strategical work to position ourselves in a position, where we had influence. This includes, in particular, creating Danish Network for Plant Proteins (with 160 professional participants), and creating Centre for a Plant-Based & Organic Future (a collaboration with Organic Denmark), as well as supporting the Plant-Based Business Association in their development.

2.

We have also influenced the composition of the Board of the new Fund [REDACTED] which entails a quite progressive board composition. It also includes us appointing one member of the board (1 member out of 11).

<https://fvm.dk/nyheder/nyhed/nyhed/675-mio-skyder-planteeventyr-i-gang/>

3.

Ahead of the above-mentioned deal, 38 million DKK (approx. 5 million USD) was allocated to a small government-financed fund for Organic Plant-Based Food Products. This fund was created as a direct result of our creation of Center for a Plant-Based & Organic Future in collaboration with Organic Denmark, [REDACTED]

4.

The annual deal in 2021 between the Government and Parliament on research funding included 350 million DKK for 'green research', and 'development of new sustainable plant-based food products' was explicitly

mentioned and listed as #1 on a list of examples of six concrete research initiatives, that this funding should support:

<https://ufm.dk/lovstof/politiske-aftaler/endelig-aftale-et-gronnere-sundere-og-teknologisk-staerkere-danmark.pdf> (page 5).

5.

After 5 years of campaigning from our side, the Government in March 2022 finally announced (supported by a majority in Parliament) that they would investigate the possibility of offering a 100 % plant-based option in all public sector kitchens: <https://www.altinget.dk/kommunal/artikel/regeringen-skal-undersoege-muligheden-for-vegansk-alternativ-i-offentlige-koekkener>

In August 2022, we attended a meeting with the administration, who asked for our input, as they were planning their work process on this. They told us it will be a quite detailed process, including talking to several different kinds of institution kitchens (e.g., hospitals, day care centres, elderly people's homes, public workplaces, educational institutions, prisons, the military) and analyzing the potential and obstacles for each kind of setting.

6.

In May 2022, the country's third largest city, Aalborg, decided to do the same for all public sector kitchens in the city (<https://aalborgnu.dk/nyheder/aalborg-kommune-indfoerer-vegetarisk-mad-i-alle-kommunale-koekkener/a90b9f70-c5d6-4f7a-a77c-c3deccea619d>), while the capital, Copenhagen, decided to do it partly, with daycare institutions unfortunately being excepted (<https://www.tv2lorry.dk/koebenhavn/flertal-i-koebenhavn-indfoerer-vegansk-mad-i-de-kommunale-koekkener>).

7.

Also in Copenhagen, after years of problems with vegan parents who could neither get a meal served, nor were they allowed to send a lunch box with their kids, the city in 2021 made it a right for these parents to at least send a lunch box, while also softening their stance on vegan meals for children in daycare institutions, deciding that it is ok, if a dietitian is involved in planning it.

8.

Our lawsuit on greenwashing against pork giant Danish Crown, Europe's largest pork exporter, resulted in supermarkets refusing to sell pork products with the label "climate-controlled pig" on, which subsequently made Danish Crown stop using these labels. The Head of CSR at Coop (one of the largest supermarket chains in Denmark), Thomas Roland, has publicly stated that the lawsuit was the reason for their decision (<https://www.dr.dk/nyheder/viden/klima/supermarkeder-dropper-danish-crowns-selvopfundne-klimamaerke>). The lawsuit is funded by micro-donations, and we have decided to continue with the lawsuit, as we hope it will deter other companies from greenwashing, as well as hopefully, if we win, establish a legal precedent.

9.

Our lawsuit on the right to a plant-based option in all public canteens is still being processed at the courts. The filing of the lawsuit (four concrete cases, so technically four lawsuits) has received widespread media attention (some of it listed under our program *Media outreach*), and we hope it will deter politicians from only introducing plant-based options in some settings, instead of ensuring it in all settings.

Other activities

Many activities have been carried out, contributing to the results mentioned above.

These activities include participating at Folkemødet (“The People’s Gathering”), which takes place every year at the island of Bornholm with more than 60,000 visitors, of whom around half are lobbyists, politicians, businesspeople, and other decision-makers.

Our work also includes regular surveys among all political candidates ahead of national and local elections, where we use questions to create awareness among politicians about reasonable policy initiatives, while also using the answers from the candidates to create public awareness of veg-friendly candidates, increasing their chances of getting elected through acquiring more personal votes. After the elections we also use the results to apply pressure on those elected.

Our policy work of course consists of much more than what is mentioned above, but since some of the achievements are very big, we have decided to focus on these, as it would be out of proportions to list all the smaller achievements.

Program 2 – Knowledge, data and network - Achievements

This program is one of our core strategical programs, which have had and still has effects across several of our other programs, as well as being a key driver in the ongoing plant-based development in Denmark.

In particular, the center and the network have together played a key role in positioning plant-based development on the political agenda, paving the way for a range of structural initiatives by other key actors, as well as the Government's and Parliament's deal allocating 1,2 billion DKK towards developing the plant-based sector in Denmark from farm to fork.

Danish Center for a Plant-Based & Organic Future

Danish Center for a Plant-Based & Organic Future (Plantebaseret Videnscenter) is a strategical partnership with Organic Denmark. The aim of the center is to pave the way for Denmark living up to the EAT-Lancet Commission's dietary guidelines and the UN's SDGs through a plant-based transition from farm to fork. Agreeing on that vision – having the second-most influential farmer's association in Denmark support the EAT-Lancet scenario – was a major achievement.

Under the umbrella of the center, there are currently 12 projects and 2 networks covering the transition from farm to fork (<https://plantebaseretvidenscenter.dk/projekter/>). Some of the projects are hosted at Organic Denmark, while others are hosted at us. A few are research projects hosted at universities, but where we participate in them.

Three selected publications from the center are:

"Fact sheet: Danish legumes - food safety, limit values for chemical contaminants and self-control". (*Faktaark: Danske bælgfrugter - fødevarer sikkerhed, grænseværdier for kemiske forureninger og egenkontrol.*) This was developed as a response to producers and buyers of dry legumes, who were unable to get sufficient advice from the Food Administration of the Government. It was developed in collaboration with Organic Denmark, Seges and Comida.

<https://plantebaseretvidenscenter.dk/mere-viden/planteproteiner/>

"The demand for Danish plant-based protein crops" (*Efterspørgslen på danske plantebaserede proteinafgrøder*). This was based on a survey among actors in the Danish food business, about the demand for specific qualities, price factors, organic varieties, etc. It was made in collaboration with Seges.

<https://plantebaseretvidenscenter.dk/mere-viden/planteproteiner/>

"Overview of all plant projects in 2022" (*Oversigt over alle planteprojekter i 2022*). This overview of a large number of ongoing research and applied projects etc. was made to make actors aware of opportunities for collaboration, minimize overlaps of projects, and inform funders and decision-makers about where action is already happening, and where more action is needed.

<https://plantebaseretvidenscenter.dk/projekter/>

Some of our projects under the center are program-wise included under Corporate outreach and Institutional outreach. The remaining key projects are mentioned here below.

Danish Network for Plant Proteins

This is our highly successful network with 160+ professional members representing the food industry, farmers, researchers, relevant organizations, etc. The network was launched on January 1st, 2020.

All current network members are listed here: <https://vegetarisk.dk/wp-content/uploads/2022/07/liste-over-virksomheder-og-organisationer-til-hjemmesiden-juli-21.pdf>

The first event of the network, held in February 2020 at the Parliament building in Copenhagen with more than 150 professional participants, has been cited by the Food and Agriculture Council of Denmark (the most influential agricultural lobby organization in Denmark, famous for always lobbying for pork and dairy production) as a key motivating factor that opened their eyes to the potential of plant-based development, and as a consequence they invited us to make a joint R&D strategy for plant-based foods in collaboration with them and the green think tank Frej (the strategy can be downloaded here: <https://lf.dk/-/media/lf/om-os/vores-holdning/forskning/plantebaserede-foedevarer.pdf>).

The success of the network directly inspired us to develop the idea of creating Danish Center for a Plant-Based & Organic Future (eventually in collaboration with Organic Denmark), which now encompasses the network as well as many other activities and projects.

All previous events under the network are listed here: <https://vegetarisk.dk/planteproteiner-kalender/>

Under the network, several publications have been made, all of which can be found here: <https://vegetarisk.dk/planteproteiner-publikationer/>

The Government's Environmental Administration has published an article about the network here: <https://mst.dk/service/nyheder/nyhedsarkiv/2020/mar/nyt-netvaerk-vil-booste-dansk-planteprotein/>.

Collecting consumer data

The oldest part of our data work is an annual representative consumer survey conducted in collaboration with Coop Analyse, the analysis division of one of Denmark's largest supermarket chains. The first one was conducted in 2010, and after a long break, we have since 2017 conducted a joint annual survey. The survey asks a representative sample of Danish consumers about what they eat at their different meals on a weekly basis, as well as their opinion on a variety of subjects related to meat vs. plant-based consumption. It is the only recurring survey that can track the development in Denmark over several years, and it is therefore the most widely cited source by businesses as well as the media. It has over the years created a continuously positive story of annual increases in plant-based consumption and pro-plant-based opinions, a story which has in return helped influence public opinion further.

See the 2021 press release here: <https://info.coop.dk/kontakt/pressekontakt/pressemeddelelser/andelen-af-danskere-som-vil-have-koedforbruget-ned-er-steget-markant/>

Every 2 years we (DVF) carry out a survey among flexitarian, vegetarian, and vegan consumers, with approximately 1,000 in each group, asking a range of questions about habits, preferences, and opinions. These data are then shared with the Danish food sector, to strengthen the quality and relevance of the products being offered.

More information about 'The Plant-Based Consumer Survey' is found here: <https://vegetarisk.dk/raadgivning-3/>

Collecting market data

Since February 2022, we have worked on a project (funded by earmarked project money) to collect all kinds of available baseline data on the plant-based market in Denmark, such as products, ingredients, and companies, as well as products offered in foodservice and retail. It is, to date, the most wide-ranging project on this topic in Denmark. It is carried out in collaboration with the Danish Plant-Based Business

Association, with us as the project lead and us carrying out approximately two-thirds of the work, while they deliver part of the material for the final report. The aim is to provide better data to qualify decisions onwards, e.g., decisions made by the industry, retailers, farmers, funders, the Government, etc.

Some brief fact sheets have been published here:

<https://plantebaseretvidenscenter.dk/media/ld1b1why/plantebaserede-produktlanceringer-i-dansk-detail-2013-2021-ver-30-6-22.pdf> and here: <https://plantebaseretvidenscenter.dk/media/izrbftqv/oekologi-ingredienser-og-top-brands-i-plantebaserede-produkter-2013-2021-ver-30-6-22.pdf>

Two more fact sheets will be published later this year, as well as a substantial in-depth report, which will then be disseminated widely among professionals and at a webinar.

Export project: Collecting data on preferences in other countries

A smaller project is our participation in a project hosted by Organic Denmark to promote organic plant-based exports. As of mid-2022, we started to collect data on the food product preferences of flexitarian, vegetarian, and vegan consumers in the Netherlands, Germany, France, and Portugal.

The next phase includes sharing the data with Danish food companies that are considering to export their products, as well as sharing the data internationally, emphasizing how e.g. flexitarian consumers may be likely to eat more plant-based products, if more and better organic products are offered in supermarkets.

More information here (both in Danish and in English):

<https://plantebaseretvidenscenter.dk/projekter/udvikling-af-plantebaseret-oekologisk-eksport/>

Program 3 – Institutional outreach: Transforming foodservice – Achievements

For three years now, we have had project funding for an employee to work mostly with foodservice. Within foodservice, there is a great interest and many opportunities to exert influence through meetings, presentations, distribution of inspirational materials, and to help kitchen professionals find relevant courses for legumes, vegetarian & vegan cooking etc.

Strategical collaboration

Our strategical institutional outreach partly overlaps with our policy work. This includes these two strategical collaborations with key organizations within the sphere of meals cooked by professionals:

- Simultaneously with our policy work on the right to a plant-based option in all public sector kitchens, and our lawsuit to ensure the same, we have an ongoing constructive dialogue with public sector kitchens, where we get inputs that we can use in our policy work. This includes a good working relation with the Danish labor union of public sector kitchen professionals, whose collaboration is vital to ensure the transition of public kitchens.
- We have created a strategical partnership with the Hotel and Hospitality School in Copenhagen with the aim of Denmark getting a new “Plant-Based Chef Education”. [REDACTED]

[REDACTED] So far, we have managed to get key members of parliament as well as the Minister of Food and Agriculture speak positively about the idea publicly.

Materials developed

In 2020 and 2021, we have produced catalogues and videos for food professionals with inspiration for plant-based and organic products and meals:

- *More green meals in professional kitchens (Flere grønne måltider i professionelle køkkener, 2020)*. This publication has been sent to 10,000 eating places together with the member's magazine, Visitor, for the large industry association for foodservice in Denmark, HORESTA.
Link: vegetarisk.dk/wp-content/uploads/2020/09/flere-grønne-måltider-i-professionelle-køkkener.pdf
- *Inspirational catalogue for more green meals (Inspirationskatalog for flere grønne måltider, 2020)* including 8 thematic instruction videos of prominent chefs/stakeholders. We have had more than 12,000 online displays and distributed 800 physical magazines. <https://www.sebrochure.dk/DVF/webView/>
- *Titel generator for plant-based dishes (Titelgenerator til plantebaserede retter 2021)*. Distributed in our Danish Network for Plant Proteins, and our Network for Foodservice, as well as presented and distributed at events (among others the Plant Summit 2021), at least 300 physical sheets. The title generator is a tool for better naming of plant-based dishes, and it has received a lot of positive feedback.
- Seven freely available learning videos about legumes – giving food professionals a basic introduction about using legumes for professional use (preparation, nutrition, varieties and properties, types of dishes, etc., https://www.youtube.com/channel/UC_rTe_TEJZVsSre3h2AQ2A/playlists). Besides sharing on our own channels, the videos are integrated into the legume universe on the recipe platform, metodikogsmag.dk, which is the key online platform used by kitchen professionals from public sector kitchens in Denmark. The videos were also shared by the Council for Healthy Food as a part of their campaign for World Pulses Day, 10th of February 2022 (<https://raadeforsundmad.dk/viden/initiativ/baelgfrugternes-dag/>)
- *The Food for the Future is Plant-Based (Fremtidens mad er plantebaseret, 2019)*, a pamphlet for food professionals, https://vegetarisk.dk/wp-content/uploads/2018/11/kantinepiece_web_2.pdf

In 2020, we were a part of a recipe development project "Green dishes in large pans" together with Odense Municipality and Bispebjerg Hospital. This resulted in 100 vegetarian recipes for elderly, people with poor appetite and patients. Of these 1/3 were vegan (and marked as such), 1/3 could be made vegan (with a note explaining how), while the last 1/3 were lacto-ovo-vegetarian. We influenced the project towards more vegan recipes and towards explaining how many of the other dishes could easily be made vegan. The recipes can all be found here:

<https://metodikogsmag.dk/klima/groenne-retter-i-store-gryder/>

NorthSide festival

The festival NorthSide, which every year has 40,000 participants, went vegetarian (with a large selection of vegan dishes) in 2022. We formed a partnership with them ahead of this. To be fair, they had already decided to be ambitious on plant-based food, when they contacted us in the autumn 2021, but they had not completely decided on the concept and were considering to include some fish items and had no policy on the use of dairy products and eggs. We influenced them to aim towards using as few animal products as possible and focusing on offering a large variety of completely vegan dishes. Eventually, they avoided fish products and set a limit of the amount of animal products (dairy and eggs) that the vegetarian dishes could contain to maximum 15 %, while ensuring a wide range of vegan dishes. We will develop our partnership with them further for the festival in 2022.

Outreach

In 2020, we participated with a stall and presentation at 2 wholesale food fairs around Denmark. In 2021 we participated with a stall at four small fairs as part of a seminar series for foodservice arranged by Organic Denmark. In 2022, we are participating with a stall and presentations at 5 food fairs for professionals (4 arranged by wholesalers: Dansk Cater & Hørkram), as well as Food Expo in Herning – the largest in Scandinavia, the program including us can be found here: <https://www.foodexpo.dk/for-besoegende/scener/klimascenen>), and with a stall at one mini fair for food professionals in Aalborg arranged by Organic Denmark.

Hørkram	29-30/1-2020	Fredericia
Dansk Cater	26/2-2020	Aalborg
Organic Denmark	17/8-2021	Aalborg
Organic Denmark	19/8-2021	Aarhus
Organic Denmark	24/8-2021	Kolding
Organic Denmark	31/8-2021	Copenhagen
Dansk Cater	2/3/2022	Aalborg
Food Expo	28/3/2022	Herning
Hørkram	5-6/4/2022	København
Organic Denmark	31/8-2022	Aalborg
Dansk Cater	21/9/2022	Brøndby
Plant Based Expo	5-6/11/2022	København

Hørkram	16-17/11/2022	Fredericia
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We have had dialogue meetings with approximately 40 eating places, chefs, canteens, restaurants, public kitchens, and wholesalers in 2021 - and 30 so far in 2022. For example, we have had dialogue meetings with Compass Group, Cheval Blanc, ISS and the canteen at Ørsted (a large international energy company). Some examples below.

Dansk Cater, wholesaler, presentation for ~40 sales managers	9/6-2021	Online
INCO, wholesaler, 4 presentation for all employees	8-9/9-2021	Physical
Europa Café and canteens, dialogue meeting	18/10/2021	Physical
Dagrofa Foodservice, wholesaler, dialogue meeting	6/1/2022	Online
Madværk, canteen operator	11/1/2022	Physical
Søhuset Konferencecenter, conference	2/2/2022	Physical
Sinatur, hotel & conference chain	16/3/2022	Physical
Compass Group, large canteen operator	21/3/2022	Physical
Cheval Blanc, large canteen operator	06/05/2022	Online
Canteens at University of Copenhagen, Southern Campus	8/4/2022	Physical
Ørsted kantine, large company	27/04/2022	Physical
ISS, large canteen operator	06/05/2022	Online

We have participated in 8 network meetings in 2021 and 11 in 2022 – among these the Food Partnership for Fruit and Vegetables coordinated by the Government's Food Administration, and a network for the three largest municipalities in Denmark called 'Green dishes'.

We have in the above not counted one-occasion events, which we regularly participate in, such as legume dinners with e.g. food influencers or chefs, workshops and seminars, in which we also participate regularly.

In 2022, we were offered to run the established 'Network for Foodservice' (which has 27 professional members) in collaboration with the Hotel and Hospitality school in Copenhagen and Environmental Labeling Denmark (Miljømærkning Danmark). DVF is in charge of arranging the meetings, e.g., being the coordinating secretariat for the network.

Food partnership for fruit and vegetables, organized by the Food administration	7/9/2020
Network for Foodservice	10/9/2020
Network for Foodservice	22/10/2020
Network for Foodservice	8/12/2020
Network for Foodservice	11/3/2021
Network for Foodservice	27/5/2021
Legumes and business, Kagerup Gods	16/6/2021

Network for Foodservice	17/6/2021
Legumes and business, Hotel and Hospitality School, Copenhagen	23/8/2021
Network for Foodservice	16/9/2021
Food partnership for fruit and vegetables, organized by the Food administration	26/8/2021
Network for Foodservice, with presentation	25/11/2021
Network for Foodservice	24/02/2022
Grønne Retter i Store Gryder	14/03/2022
Network for Foodservice	07/04/2022
Konference: Fødevarekrise og forsyning	05/05/2022
Food partnership for fruit and vegetables, organized by the Food Administration	24/5/2022
Network for Foodservice	16/06/2022
Network for Foodservice	15/09/2022
Network for Foodservice	10/11/2022

Education for kitchen professionals

In 2021, we arranged four online workshops for kitchen professionals in the municipality of Aarhus (the country's second largest city) using the seven freely available learning videos about legumes. This was done with a Q&A with Inger Kjærgaard, who is the chef in the videos. The workshops were closely coordinated with Helle Nybo from the department of purchase and supply at the Municipality of Aarhus.

Legumes for children and youth	12/3/2021
Legumes for children	6/5/2021
Legumes for elderly, social institutions, and canteens	2/6/2021
Legumes in catering for meetings	10/6/2021

At World Pulses Day, February 10th, 2021, we organized a webinar with around 700 participants, of whom many were professionals, with presentations on the use of pulses (dry legumes) in dishes, the health benefits, as well as cultivation of pulses in Denmark.

Program 4 - Corporate outreach - Achievements

Retailers

We have a good relationship with all retailers. It started in 2014 with a letter in a nation-wide newspaper, whereafter Coop, one of the largest supermarket chains, invited us for a meeting and subsequently added new vegan products to their shelves. This initiated an increase in such offerings in all Danish supermarkets during the following years.

Since then, we regularly have invited the retailers for a meeting. From 2021 it has been more systematical with a bi-yearly invitation.

Here is a screenshot from an online advertisement from Lidl, who mention their collaboration with us, with the heading "Support a green cause":



One key activity is our yearly retail ranking, where we evaluate 13 supermarket chains on 111 parameters and a price-run on 13 basic plant-based products. The ranking winner, discount-winner and price-run-winner all use it proudly in their marketing every year. After the test, we let them know how to improve. Over-all the scores improve every year, demonstrating that the supermarkets listen to our advice.

Here are a few examples of supermarkets using their status as winners in national newspaper advertisements and on billboards (Bilka), and in their own social media posts (Netto):



Man kan godt være grøn, selvom man er gul.

Netto vinder årets plantebaserede discountsupermarked.

Igen. Igen. Det er nemlig 3. år i streg, vi vinder prisen, som er uddelt af Dansk Vegetarisk Forening, der har testet danske supermarkeder på 111 parametre inden for plantebaseret mad. Konklusionen er, at Netto er både det bedste og billigste discount-supermarked, når det gælder plantebaseret mad. Og det er vi selvfølgelig stolte af.

Der kan være mange årsager til at vælge plantebaseret, og derfor har vi med vores egen serie SPiR et stort fokus på det plantebaserede alternativ i alle vores 526 butikker. For det skal være nemt at spise grønt - til en gul pris.

There is also press coverage every year, e.g., in 2021 this coverage in the national newspaper for retailers: <https://dagligvarehandlen.dk/interesseorganisationer/bilka-er-tredje-aar-i-traek-kaaret-som-aarets-plantebaserede-supermarked>

No other organizations are involved in our counselling work with retailers. However, we participate in a Retail Network organized by ProVeg International, where we share our knowledge and ideas.

Also, we are a partner in an international project, Meat Us Halfway, where retailers in four European countries will be scored on their environment initiatives, focusing on their initiatives regarding animal

products (organic, free-range, more expensive, rather than cheap products from industrial animal production) and plant-based products. The project owner is Feedback Europe.

Meetings with retailers:

06.2021: Rema1000

09.2021: Coop

09.2021: Irma

10.2021: Aldi

10.2021: Bilka

10.2021: Lidl

11.2021: Dagrofa

05.2022: Aldi

05.2022: Salling Group

06.2022: Netto

06.2022: Coop

05.2022 and 06.2022: Irma

06.2022: nemlig.com

Green January/Grøn Januar

In 2018 and 2019 we ran a campaign called Veggie Week – however it got cancelled in 2020/21 due to covid-19. In the meantime, we had time to rethink the campaign and changed it to a month-long campaign in January, the most ideal month for creating new habits (like Veganuary in the UK and other countries). Most work is in the fall, where participants are recruited.

The campaign encourages retailers, canteens, cafés, and restaurants to have focus on plant-based food either with new products/dishes or discounts. From 2023, producers will also be involved.

In 2022, three nation-wide retailers (Lidl, Netto and nemlig.com), 7-Eleven, and 12 eating places (here among Domino's, a nation-wide lunch service and a cantina) participated.

For 2023, six retailers have shown interest in participating, thereby elevating the campaign to a new level of visibility next year.

To the right is a photo from 7-Eleven at Copenhagen Central Station advertising Green January (in January 2022) together with our name and product label (The Green Heart).



OPstart

OPstart is a project to strengthen the Danish eco-system of organic plant-based start-ups. The project started in February 2022, fully funded by project funding from a government fund. The program is partly inspired by the Incubator run by ProVeg in Berlin, but it is run independently by us.

Currently, 21 start-ups are a part of the program, where they get advice and feedback on their products, business model, etc. Besides counselling they are invited to 4 events/workshops and 3 fairs each year. Furthermore, we help setting up taste panels.

A national agricultural newspaper has written this feature story about the project:

<https://effektivtlandbrug.landbrugnet.dk/artikler/business/76315/vegetarforening-vil-omfavne-plantebaserede-startupskud.aspx>

Organic Plant Based Expo

This expo (<https://organicplantbasedexpo.dk/>) will take place in Copenhagen on November 5-6, 2022, for the first time. However, we have experience from partnering with VeggieWorld in 2019. We expect 50 vendors and 5,000 guests. The event is particularly meant to help producers promote their products and to inspire buyers from across the food value chain, but of course also to inspire the public.

Besides vendors there will also be a stage with an exciting program and a workshop area. The collaboration partners (Øksnehallen / DGI-Byen, the Danish Plant-Based Business Association, PlanteVærket, VeggieWorld and Organic Denmark) have all shared information about the expo with their network.

Counseling for companies

We offer counseling for producers, foodservice, cafés etc. on a free basis. We are in contact with +50 companies a year. No other organizations are involved in this.

Match-making events

In 2021 we had 4 match-making events for professionals. This was a part of a funded program, which we are hoping to continue again in 2023. No other organizations are involved.

02.2021: Innovative baked goods – 35 participants

06.2021: Fermentation (online) – 43 participants

11.2021: Sauces and dressings – 28 participants

12.2021: Convenience – 37 participants

Consumer test panel

More than 2,000 vegans, vegetarians, and flexitarians are a part of our test panel, which we use in targeted surveys and for taste testing, thereby offering companies direct feedback on their products and concepts.

Product awards

Each year since 2019, we have given and celebrated awards for best new plant-based product, best organic plant-based product, and best plant-based product. Our followers and test panel nominate and vote to find the winners.

Winners actively use the awards in their marketing. Here it is Naturli' celebrating their award:
<https://www.facebook.com/plantebevaegelsen/photos/a.151100135069033/1745064202339277/>

Green Entrepreneur of the Year

Since 2019 (except 2020 due to covid-19) we have every year nominated 3 entrepreneurs, who participate in an event, where they pitch their company and products in front of a panel of professionals and an audience, after which a winner is chosen. In 2021, all 3 entrepreneurs shared their nomination ahead of the event.

Corporate newsletter and LinkedIn

4-12 times a year we send out a business newsletter.

On LinkedIn we share business posts at least weekly, sometimes several times weekly.

Note on hours and funding for this program

Measured in hours spent, by far most of the work under this program is reaching out to and advising companies. But financially, the expo is about half of the total expenses of the program, due to the sales of vendor stalls and tickets for visitors and the substantial expenses for renting the venue. Therefore, the amount spent on more 'classic' corporate outreach is about half of the amount indicated below, and more than half of that is earmarked our startup project, which is funded by earmarked project money.

Program 5 – Product labelling

[Redacted]

[Redacted]

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[Redacted]

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[Redacted]

[Redacted]

[Redacted]

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[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Program 6 – Media outreach - Achievements

We use the most effective online platform in Denmark, ViaRitzau, to send press releases directly to the biggest media outlets as well as directly to a network of journalists. Each of our press releases target between 650 and 770 news organizations, media outlets and professional journalists (depending on the nature of the press release). Our newsroom can be found here:

<https://via.ritzau.dk/nyhedsrum/dansk-vegetarisk-forening/r?publisherId=13559515>

We are currently in the process of building a mailing list for international news outlets who have shown interest in our work, so we can send selected press releases in English.

Among the recipients who receive and pick up our stories and report on our work and results are the biggest news media in Denmark: Danmarks Radio (tv, radio and online), TV 2 (tv and online), Jyllands-Posten (print and online), Politiken (print and online) and Berlingske (print and online). Apart from the national media, local media, radiostations etc. have reported on stories we have either pitched to them or stories we are featured in. The list is quite extensive, but we will list some of the most substantial stories in 2021 and 2022 below.

Furthermore, we have often been featured at the opinion pages of the biggest newspapers in the country, regularly writing op-eds, features and other opinion pieces. We will list them below as well.

According to Infomedia, the search platform which compiles all of the printed articles in Danish news outlets, DVF was mentioned **576 times** from January 1st to December 31st 2021:

The screenshot shows the Infomedia search interface. The search bar contains "vegetarisk forening". The results are filtered by the period "01-01-2021 - 31-12-2021" and "Alle medier". The search results show 576 articles. The first result is titled "Vegetarisk forening: Stop med at ignorere kostens betydning for covid-19-sygdom" and is dated 15. september 2021. The article is from Fodavarewatch.dk and is 367 words long. The snippet reads: "Dansk Vegetarisk Forening mener, at det er på tide, at politikere får øjnene op for bl.a. undersøgelser, der viser, at sund, plantebaseret kost kan..."

This year, in 2022, DVF has been mentioned **451 times** from January 1st to June 30th:

The screenshot shows the Infomedia search interface for the period "01-01-2022 - 30-06-2022". The search results show 451 articles. The first result is titled "Er det en menneskeret at spise vegansk? Ja, siger forening. Ikke nødvendigvis, siger jurist" and is dated 21. juni 2022. The article is from DR.dk and is 1024 words long. The snippet reads: "Familie fik nej til både vegansk madordning og madpakke i børnehaven. Det er en grundlæggende menneskeret, at vi alle sammen kan leve efter vores tro og...". The second result is titled "Debat: Nu må kritikken forstumme: 'Veganermad' på Northside var en stor succes" and is dated 9. juni 2022. The article is from JP Aarhus and is 390 words long. The snippet reads: "Baseret på de positive tilbagemeldinger, vi har fået, har det plantebaserede tiltag været en god oplevelse for størstedelen af festivalgæsterne. Meget..."

It is worth noting that we hired a Press Manager on June 1st 2021, whose job it is to increase visibility in the press and in the public. Thus, our media visibility has subsequently increased substantially.

NB: The numbers exclude most radio and tv-mentions as well as debates, as commercial radio stations and TV shows are not featured on Infomedia.

• Selected media reports, 2021 (all of which are stories initiated by us and here chosen by how big of an impact they have had):

Our court case against Danish Crown began and so did the media reporting on the case. Below is a list of some of the stories we have gotten published on the case in 2021, we have also talked about the lawsuit in radio and the story has several times been the center of debates on national TV, radio and print media.

29.05.2021: "Grønne organisationer vil starte juridisk slagsmål med Danish Crown om "klimakontrolleret gris"

<https://fodevarewatch.dk/Fodevarer/article13015972.ece>

04.06.2021: Landbrugsavisen (m.fl.), "Tre grønne foreninger har nu stævnet Danish Crown for klimakampagne"

<https://landbrugsavisen.dk/tre-gr%C3%B8nne-foreninger-har-nu-st%C3%A6vnet-danish-crown-klimakampagne>

28.06.2021: Sentient Media (international), "Danish Activists Sue Pork Giant Danish Crown Over Climate Slogans"

<https://sentientmedia.org/danish-activists-sue-pork-giant-danish-crown-over-climate-slogans/>

13.10.2021: DR, "Supermarkeder dropper Danish Crowns selvopfundne klimamærke"

<https://www.dr.dk/nyheder/viden/klima/supermarkeder-dropper-danish-crowns-selvopfundne-klimamaerke>

13.10.2021: Dagligvarehandlen, "Dagligvarebutikker dropper klimamærke på gris"

<https://dagligvarehandlen.dk/baeredygtighed/dagligvarebutikker-dropper-klimamaerke-paa-gris>

In the end Danish Crown decided to scrap the "klimakontrolleret gris"-stamp which is the center of our court case, after much criticism

13.10.2021: Børsen, "Danish Crown dropper omdiskuteret klimamærke: "Selvfølgelig går vi ind i retssagen og forklarer til bunds, hvad der ligger bag"

<https://borsen.dk/nyheder/baeredygtig/danish-crown-dropper-omdiskuteret-klimamaerke>

15.10.2021: Børsen, "Anklager om greenwashing får konsekvenser hos Danish Crown"

<https://borsen.dk/nyheder/baeredygtig/anklager-om-greenwashing-faar-konsekvenser-hos-danish-crown>

Other substantial stories we have initiated and/or participated in in the public debate in 2021:

02.09.2021: Fødevarerwatch (m.fl.), "Flere danskere vil have kødforbruget ned"

One of several articles about our study with Coop concerning Danish consumers and their intake of meat. Other media outlets have referred to the numbers on a regular basis

<https://fodevarewatch.dk/Fodevarer/article13247284.ece>

<https://xn--konu-fra.dk/mad-og-marked/markant-flere-danskere-onsker-at-skaere-ned-pa-kodforbruget>

04.10.2021: Maskinbladet, "Vegetarisk Forening: Foregangsland for plantebaserede fødevarer"

After the Danish billion kroner investment into plant based products we were quoted saying how we welcomed the investment which made Denmark a frontrunner in the field

<https://www.maskinbladet.dk/artikel/73822-vegetarisk-forening-foregangsland-for-plantebaserede-fodevarer>

The story was also picked up by the Nordic Foodtech podcast (published in 2022) in a lengthy interview with our Secretary-General: "The story of Denmark's billion kroner investment into plant-based"

<https://nordicfoodtech.io/episode/vegetarian-society/>

19.10.2021: Go' Aften Live, TV 2. Our Secretary-General was live on national television to debate the "vegetarian vs. meat eater" discourse. Clip can be found here:

<https://www.facebook.com/vegetariskforening/videos/423983762489223/>

09.11.2021: DR, "Flere danskere spiser mindre kød - men andre europæiske lande er bedre til at skrue ned"

An article where our Secretary-General is talking about how we can inspire people to eat less meat and more plant based

<https://www.dr.dk/mad/artikel/flere-danskere-spiser-mindre-koed-men-andre-europaeiske-lande-er-bedre-til-skrue-ned>

26.11.2021: TV 2 Lorry, "Vegetarer fejrer 125 års jubilæum: 'Vi skal have alle med'."

TV 2 broadcast a live segment from our 125th anniversary party followed by an article

<https://www.tv2lorry.dk/lorryland/vegetarer-fejrer-125-aars-jubilaeum-vi-skal-have-alle-med>

• **Selected media reports on us, 01.01.2022-30.06.2022 (all of which are stories initiated by us and chosen by how big of an impact they have had):**

04.01.2022: Ritzau, "Landsret skal afgøre principiel sag mod Danish Crown om vildledende markedsføring"

An article on our case against Danish Crown for greenwashing, based on a press release written by us. This was picked up by the newswire Ritzau and published in all major media outlets

<https://avisendanmark.dk/artikel/landsret-skal-bed%C3%B8mme-kampagne-om-svin>

<https://politiken.dk/oekonomi/virksomheder/art8553784/Landsret-skal-afg%C3%B8re-principiel-sag-mod-Danish-Crown-om-vildledende-markedsf%C3%B8ring>

14.01.2022: Altinget, "Regeringen vil have flere til at spise grønt, men kødkampagner får flest millioner fra det offentlige"

We started a debate with an op-ed in Altinget on public funds and meat campaigns. The story unfolded and was taken up politically in several articles on Altinget after that, also involving our Minister for Food, Agriculture and Fisheries:

<https://www.alinget.dk/foedevarer/artikel/regeringen-vil-have-flere-til-at-spise-groent-men-koedkampagner-faar-flest-millioner-fra-det-offentlige>

<https://www.alinget.dk/foedevarer/artikel/stoettepartier-vil-revidere-landbrugets-fonde-staten-skal-ikke-give-penge-til-markedsfoering-af-koedprodukter>

<https://www.alinget.dk/miljoe/artikel/prehn-aaben-for-droeftelser-om-offentligt-stoettede-koedkampagner>

Danmarks Radio also reported on the matter after we pointed out the potential of the story to them:
<https://www.dr.dk/nyheder/viden/klima/landbrugsfond-uddeler-millioner-under-en-procent-bliver-brugt-til-udvikle>

08.03.2022, Fødevarerwatch, "Vegetarsalget buldrer afsted i Coop"

One of several articles concerning our studies with Coop Analyse on how consumers are welcoming plant-based products

<https://fodevarewatch.dk/Detail/article13805774.ece>

16.05.2022: Aftenshowet, DR

Our Secretary-General was live on Danish national TV to talk about Aalborg being the first city to enforce a "green choice" of food in all public kitchens. A case we have been communicating about for a long time. We also sent out a press release concerning the matter which was picked up by several outlets:

"Vegetarer vil have Aalborg-model breddt ud"

<https://fodevarewatch.dk/servering/article14012734.ece>

"Aalborg Kommune indfører vegetarisk mad i alle kommunale køkkener"

<https://aalborgnu.dk/nyheder/aalborg-kommune-indfoerer-vegetarisk-mad-i-alle-kommunale-koekkener/a90b9f70-c5d6-4f7a-a77c-c3deccea619d>

"Det skal være muligt at undgå kød i madordninger, mener kommune"

<https://www.tv2nord.dk/aalborg/det-skal-vaere-muligt-at-undgaa-koed-i-madordninger-mener-kommune>

"Historisk: Krav om plantebaseret kost i alle kommunale køkkener"

<https://nordjyske.dk/nyheder/politik/historisk-krav-om-plantebaseret-kost-i-alle-kommunale-koekkener/2916188>

June 2022: DR and Politiken were the first to report on our court cases regarding plant based options in public kitchens. Below is a list of the stories that were reported (the story and our cases was featured in all the media outlets in Denmark and Our Secretary-General was quoted on national radio and tv the same day) after we pitched the story to the media.

DR, "Kommune afviste at servere vegansk mad for børnehavebarn. Nu vil vegetarisk forening hive kommunen i retten": <https://www.dr.dk/nyheder/indland/kommune-afviste-servere-vegansk-mad-boernehavebarn-nu-vil-vegetarisk-forening-hive>

Politiken, "Veganere går i retten med madkrav":

<https://politiken.dk/forbrugogliv/forbrug/art8838857/Veganere-g%C3%A5r-i-retten-med-madkrav>

Politiken, "Julie Lovins barn spiste vegansk. Men så sagde kommunen stop":

<https://politiken.dk/forbrugogliv/forbrug/art8838838/Julie-Lovins-barn-spiste-vegansk.-Men-s%C3%A5-sagde-kommunen-stop>

TV 2 Lorry, "Mette kunne ikke få vegansk mad under indlæggelse: Nu stævner hun Region H"

<https://www.tv2lorry.dk/region-hovedstaden/mette-kunne-ikke-faa-vegansk-mad-under-indlaeggelse-nu-staevner-hun-region-h>

Kristeligt Dagblad, "Vegetarer går i retten: Vil have valg af mad sidestillet med religion"

<https://www.kristeligt-dagblad.dk/danmark/vegetarer-gaar-i-retten-vil-have-valg-af-mad-sidestillet-med-religion>

23.06.2022: "Bjarne kunne ikke få vegetarisk mad på sygehuset - nu er regionen stævnnet"
<https://www.tv2east.dk/region-sjaelland/bjarne-kunne-ikke-faa-vegetarisk-mad-paa-sygehuset-nu-er-regionen-staevnet>

• **Op-ed pieces 2021:**

18.02.2021: Ekstra Bladet (print only), "Landbruget må sadle om".
A piece on how some authorities and organizations as well as politicians are trying to keep the gigantic animal production and why it is unhealthy.

02.04.2021: Ekstra Bladet (print only), "Der er penge i plantekost"
A short article from Our Secretary-General on how the market for plant products is booming.

12.05.2021: Berlingske, "Efterspørgslen på kød er ikke stigende, og fremtiden for kødproduktion er usikker".
Op-ed on how the discourse regarding meat consumption in the future and the market for meat products is flawed. Our Secretary-General argues that the market could just as easily tip towards falling demand.
<https://www.berlingske.dk/kommentarer/efterspørgslen-paa-koed-er-ikke-stigende-og-fremtiden-for>

16.05.2021: Jyllands-Posten, "At frede dansk kødproduktion er ikke et nationalt kompromis. Det er fundamentalisme"
A public answer to the minister of food and agriculture, Rasmus Prehn, who wanted a "national political compromise" when it comes to agriculture. We argue that it is fundamentalism to continue supporting the meat industry.
<https://jyllands-posten.dk/debat/breve/ECE12971072/at-frede-dansk-koedproduktion-er-ikke-et-nationalt-kompromis-men-fundamentalisme/>

20.06.2021: Ekstra Bladet (print only), "Kære Jacob Ellemann. Det er ikke os, der vil afvikle dansk landbrug".
A reminder to the leader of the biggest opposition party in Folketinget that we are supporting Danish farmers, but we are not supporting the huge animal production

23.06.2021: Altinget, "Dansk Vegetarisk Forening: L&F spilder muligheden for at fremtidssikre landbruget".
Answer to Landbrug & Fødevarer concerning the benefits of more plant based agriculture
<https://www.alinget.dk/foedevarer/artikel/dansk-vegetarisk-forening-landbrug-foedevarer-spilder-muligheden-for-at-fremtidssikre-landbruget>

08.07.2021: Børsen, "Klimaet har ikke brug for greenwashing af kød, Danish Crown. Det har brug for plantebaserede fødevarer"
Reply to Danish Crown regarding our high profile court case against Danish Crown concerning greenwashing of pork
<https://borsen.dk/nyheder/opinion/klimaet-har-ikke-brug-for-greenwashing-af-kod>

23.07.2021: Information, "Så længe de ikke tør se på den animalske produktion, bliver V aldrig et klimaambitiøst parti"
A jab at the political party Venstre for being unambitious regarding climate change
<https://www.information.dk/debat/2021/07/saa-laenge-toer-se-paa-animalske-produktion-v-aldrig-klimaambitioest-parti>

24.08.2021: Jyllands-Posten, co-authored with Greenpeace and Verdens Skove, "Stop greenwashing af kød og mælk, og sæt klimaadvarsler på varerne"

An op-ed communicating the need for warnings on meat and other foods that have a huge impact on the climate

<https://jyllands-posten.dk/debat/breve/ECE13210102/stop-greenwashing-af-koed-og-maelk-og-saet-klimaadvarsler-pa-varerne/>

05.09.2021: Jyllands-Posten (reply to Danish Crown regarding our latest op-ed in JP): "Markedsføring af klimatiltag er ikke fri leg for alle"

<https://jyllands-posten.dk/debat/breve/ECE13251462/markedsfoering-af-klimatiltag-er-ikke-fri-leg-for-alle/>

28.09.2021: Sjællandske Medier (print only: Dagbladet Køge, Nordvestnyt Kalundborg, Dagbladet Roskilde, Dagbladet Ringsted, Frederiksborg Amts Avis, Sjællandske Næstved, Sjællandske Slagelse) co-authored with Rådet for Grøn Omstilling, "Plantebaseret omstilling kan skabe titusindvis af arbejdspladser"

How plant based production could create thousands of new, green jobs in Denmark

01.10.2021: Ekstra Bladet (print only), "Forkerte og vildledende tal om kødindustrien - tusindvis af arbejdspladser i den plantebaserede omstilling"

A piece on how the traditional, animal industry and some political parties are misleading the public regarding the amount of jobs in the meat industry

15.10.2021: Politiken, "Den animalske produktion fredes, fordi politikerne ikke fatter videnskaben"

A critical piece on how some politicians are supporting the harmful animal industry

<https://politiken.dk/debat/debatindlaeg/art8423229/Den-animalske-produktion-fredes-fordi-politikerne-ikke-fatter-videnskaben>

26.10.2021: Information, "Vi bør ikke give taletid til dem, der hævder, vi kan fortsætte vores enorme kødforbrug"

Concerning the discourse on meat consumption and how it has to change

<https://www.information.dk/debat/2021/10/boer-give-taletid-haevder-kan-fortsaette-vores-enorme-koedforbrug>

27.10.2021: Altinget, "Indfør krav om 90 procent økologi og mindre CO2-udslip i offentlige køkkener"

Our advice to the public kitchens regarding organic food and CO2-reduction

<https://www.alinget.dk/foedevarer/artikel/vegetarforening-indfoer-krav-om-90-procent-oekologi-og-mindre-co2-udslip-i-offentlige-koekkener>

08.11.2021: Information, "Debatten om kødets rolle i fremtidens fødevarerproduktion skal være baseret på videnskab"

The role of the meat in future food production should be based on science, argues Our Secretary-General

<https://www.information.dk/debat/2021/11/debatten-koedets-rolle-fremtidens-foedevarerproduktion-vaere-baseret-paa-videnskab>

12.11.2021: Altinget, "De ældre skal også spise mindre kød" (authored by Katrine Ejlerskov)

How a plant based diet is better, also for our elderly citizens

<https://www.alinget.dk/foedevarer/artikel/vegetarisk-forening-der-skal-investeres-i-groen-mad-til-aeldre>

28.11.2021: Nordjyske (print only), "Grønne forbrugere har det for svært i supermarkederne"

Referring to our own study on green consumers and their challenges in the supermarkets/restaurants

11.12.2021: Berlingske, "Vi har skubbet på i 125 år, og endelig begynder politikere og industri at se de store grønne muligheder"

A large feature on how our work has had an impact for 125 years and how our work is finally being recognised by the industry and the politicians

<https://www.berlingske.dk/kronikker/vegetarer-vi-har-skubbet-paa-i-125-aar-og-enderlig-begynder-politikere-og>

11.12.2021: Avisen Danmark, "Vegetarisk mad er for alle"

Op-ed on the occasion of our 125th anniversary about how vegetarian food is for everyone

<https://avisendanmark.dk/artikel/debat-plantebaseret-mad-er-for-alle-du-burde-pr%C3%B8ve-det>

13.12.2021: Nordjyske Stiftstidende, "Vegetarisk er ikke et storbyfænomen"

Also an op-ed on the occasion of our 125th anniversary about how vegetarian food is for everyone

• **Op-ed pieces, 2022 (January 1st to June 30th):**

04.01.2022: Klimamonitor, "**Min klimafrygt**: Regeringens dårlige undskyldninger og udskydelser sænker omstillingen"

Piece by Our Secretary-General Dragsdahl on his biggest fear concerning the climate policy in Denmark and what needs to be done to reach the Danish climate goals for 2025/2030

<https://klimamonitor.dk/debat/art8539587/Regeringens-d%C3%A5rlige-undskyldninger-og-udskydelser-s%C3%A6nker-omstillingen>

14.01.2022: Altinget, "Hvorfor bruger vi millioner af offentlige kroner på kampagner for kød?"

Criticism of how the public funds and the EU-funds are spending millions on promoting meat

<https://www.alinget.dk/foedevarer/artikel/dvf-maerkeligt-at-dk-bruger-saa-mange-penge-paa-at-promovere-koed>

01.03.2022: Jyllands-Posten, "Kød er ikke lig med frihed"

The "freedom" to eat meat is not given and is not actual freedom, argues Our Secretary-General

<https://jyllands-posten.dk/debat/breve/ECE13736628/koed-er-ikke-lig-med-frihed/>

11.03.2022: Altinget, "Dansk Vegetarisk Forening: CO2-afgift på fiskeri vil give flere grønne arbejdspladser"

Regarding a CO2-tax on fishing and possible new jobs

<https://www.alinget.dk/foedevarer/artikel/co2-afgift-paa-fiskeri-vil-goere-plantebaserede-alternativer-konkurrencedygtige>

26.04.2022: Politiken (co-authored), "Det er åbenlyst, at skolemælksordningen underminerer kostrådene"

A piece on how the state-supported school milk is undermining the Danish official dietary advice

<https://politiken.dk/debat/debatindlaeg/art8741186/Det-er-%C3%A5benlyst-at-skolem%C3%A6lksordningen-underminerer-kostr%C3%A5dene>

27.04.2022: Information (co-authored with other green organizations), "Aftale om klimaafgift skal omfatte landbruget – begynd med afgifter på kød, ost og smør"

<https://www.information.dk/debat/2022/04/aftale-klimaafgift-omfatte-landbruget-begynd-afgifter-paa-koed-ost-smoer>

05.05.2022: Berlingske, "Intensiv produktion af mink og andre dyr vil altid være en trussel mod menneskers sundhed"

An op-ed on how it will always be a threat to the public health to intensively produce meat and other animal products like mink

<https://www.berlingske.dk/kommentarer/intensiv-produktion-af-mink-og-andre-dyr-vil-altid-vaere-en-trussel>

20.05.2022: Altinget, "En plantebaseret kokkeuddannelse vil gøre det mere spændende for unge at arbejde med mad"

Our hope for a future plant-based education that will make new chefs better at making plant based food

<https://www.altinget.dk/foedevarer/artikel/dvf-en-plantebaseret-kokkeuddannelse-ville-goere-det-mere-spaendende-for-unge-at-arbejde-med-mad>

09.06.2022: Jyllands-Posten, JP Aarhus, Nu må kritikken forstumme: "Veganermad" på Northside var en stor succes"

A piece on how the plant based menu on Northside Festival was a big hit amongst the audience

10.06.2022: Ekstra Bladet (print only), "Veganerfest på Northside: De elskede det"

Another piece on how the plant based menu on Northside Festival was a big hit amongst the audience

27.06.2022: Sjællandske Medier (several printed local papers), "Skal gravide vegetarianer have et konstant beredskab af madpakker?"

Reply to the critics regarding our court cases about the freedom to choose plant based food in hospitals etc.

04.07.2022: Kristeligt Dagblad, "Manglende rummelighed over for vegetarianer kan betyde et farvel til frikadellerne"

Piece on why it is so important to back the free choice to eat plant based in public kitchens

<https://www.kristeligt-dagblad.dk/debat/manglende-rummelighed-over-vegetarer-kan-betyde-et-farvel-til-frikadellerne>

Program 7 – Individual outreach - Achievements

Social media

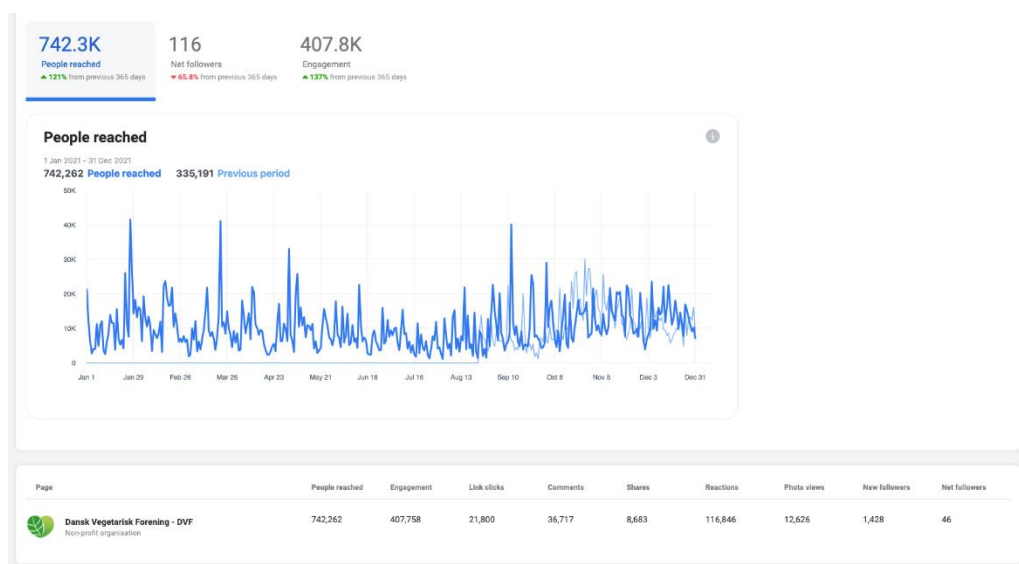
In 2021 and 2022, we have focused on creating educative content and influencing public opinion in ways that support the work carried out at our other programs. We have therefore not conducted any campaigns with an aim to secure pledges, sign-ups, or similar. Therefore, the numbers included below simply reflect our total social media reach and engagement.

In February 2022, we were able to hire a new colleague, Martin Keller, who is one of Denmark's most famous communicators on nature and animals, who used to make children's TV about nature and animals, and later entertaining shows with music for the general public. We have recorded several short educative videos, often out in the forests or in the fields, with Martin educating the general public on nature, animals, agriculture, etc., and these videos have become very popular, reaching a wide audience with his familiar face, with many professionals and politicians telling us that they have seen these videos.

At Facebook, the numbers in 2022 are almost equal to those in 2021, which we attribute to the changing algorithms of Facebook which decrease organic reach. At Instagram and LinkedIn, we have increased our activity significantly and as a result reached many more.

Facebook reach and engagement, 2021

Reach: 742,262
Engagement: 407,758
Link clicks: 21,800
Comments: 36,717
Shares: 8,683



Facebook reach and engagement, first 6 months of 2022

Reach: 383,229
Engagement: 175,705
Link clicks: 5,619
Comments: 10,685
Shares: 4,359

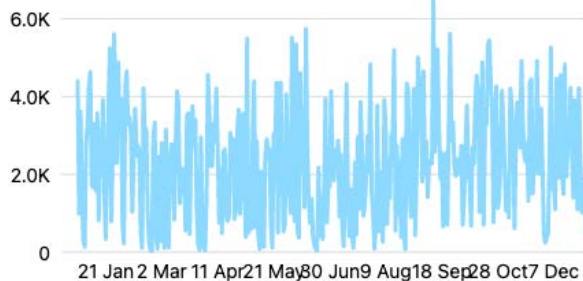


Instagram reach and engagements 2021 and 2022

We reached 54,859 users in 2021. In the first 6 months of 2022, we reached 61,112, an increase of 39,9 % compared to 2021.

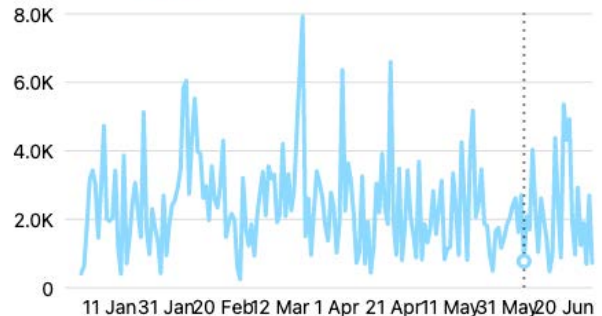
Instagram reach ⓘ

54,859 ↑ 19%



Instagram reach ⓘ

61,112 ↑ 39.9%



Organic engagement on Instagram during the last 180 days, February 18th - August 17th 2022, has been 21,600 engagements.

LinkedIn reach and engagement, 2021

Impressions: 83,603

Reactions: 2,252

Comments: 77

Shares: 101

LinkedIn reach and engagement, first 6 months of 2022

Impressions: 155,933

Reactions: 3,965

Comments: 138

Shares: 173

Twitter, 2021 and 2022

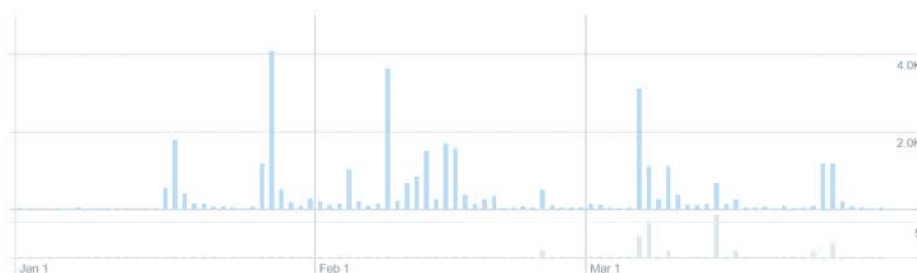
Our Twitter statistics show approximately 35,000-45,000 impressions per quarter. However, in the last quarter of 2021, it peaked at 76,000. This was due to the big agricultural deal and our Tweets about this. In the second quarter of 2022, impressions have fallen to 24,000, reflecting that we are focusing a bit less on Twitter for a while, now that the deal has been made.

Tweet-aktivitet

Jan 1 – Mar 31, 2021

Eksporter data

Dine tweets har fået 35.8K eksponeringer i løbet af denne 90-dages periode



DINE TWEETS

I denne 90-dages periode har du fået 398 eksponeringer pr. dag.

Tweets Top-tweets Tweets og svar Promoveret

Eksponeringer

Engagementer

Engagementsfrekvens

Engagementer

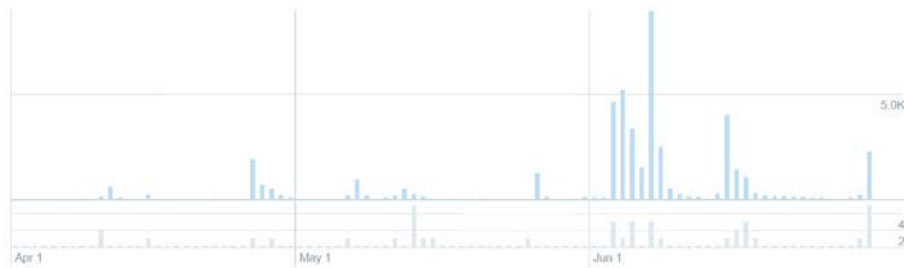
Viser 90 dage med daglig frekvens

Tweet-aktivitet

📅 Apr 1 – Jun 30, 2021 ▾

📄 Eksporter data ▾

Dine tweets har fået **48.9K eksponeringer** i løbet af denne **91-dages** periode



DINE TWEETS

I denne 91-dages periode har du fået **537 eksponeringer** pr. dag.

Tweets Top-tweets Tweets og svar Promoveret

Eksporeringer Engagementer Engagementsfrekvens

Engagementer

Viser 91 dage med daglig frekvens

Tweet-aktivitet

📅 Jul 1 – Sep 29, 2021 ▾

📄 Eksporter data ▾

Dine tweets har fået **45.6K eksponeringer** i løbet af denne **91-dages** periode



DINE TWEETS

I denne 91-dages periode har du fået **501 eksponeringer** pr. dag.

Tweets Top-tweets Tweets og svar Promoveret

Eksporeringer Engagementer Engagementsfrekvens

Engagementer

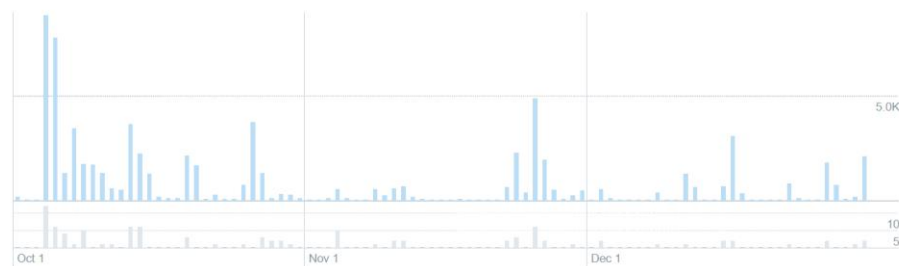
Viser 91 dage med daglig frekvens

Tweet-aktivitet

📅 Oct 1 – Dec 30, 2021 ▾

📄 Eksporter data ▾

Dine tweets har fået **76.2K eksponeringer** i løbet af denne **91-dages** periode



DINE TWEETS

I denne 91-dages periode har du fået **837 eksponeringer** pr. dag.

Tweets Top-tweets Tweets og svar Promoveret

Eksporeringer Engagementer Engagementsfrekvens

Engagementer

Viser 91 dage med daglig frekvens



Creating and distributing brochures

Since the corona crisis, we have distributed a limited number of brochures, so we have not counted this here. In general, we increasingly distribute our information material through other professionals, for example our most recent brochure on plant-based nutrition has been distributed through professionals working at a chain of pharmacy shops (Matas) selling vitamin supplements.

NorthSide Festival, Folkemødet, and other large and small events

In June 2022, we had an outreach stall at NorthSide Festival, a festival with 40,000 participants, which this year decided to serve only vegetarian food (and a lot of vegan food).

Folkemødet (“The People’s Gathering”) at the island of Bornholm attracts 60,000 people every year. In 2021, it was a corona-restricted version with less physical participants and instead many webinar. We attended physically, while also recording and transmitting five webinars online.

We also attend Madens Folkemøde (“The Food People’s Gathering”) every year, where we organize debates, participate in debates, and talk to the general public.

Apart from the above-mentioned large events, we have held numerous smaller outreach and social events (e.g., small community dinners, celebrations of International Vegetarian Day and World Vegan Day, etc.) throughout the year, however due to the corona virus, the number of such events has been smaller than it used to be before corona.

Webinars

On December 9th 2021, we hosted a double webinar with first professor Colin Campbell, then Dr. Neal Barnard, on plant-based nutrition, which more than 150 people attended.

On February 24th 2021, we hosted a webinar on the role of the food system in preventing future pandemics, which more than 100 people attended.

Most previous webinars as well as physical events, at Folkemødet and elsewhere, are listed here:
https://www.facebook.com/vegetariskforening/past_hosted_events

Program 8 – Educational program for children and youth - Achievements

Please upload a single document outlining the achievements of this program in the past 18 months (i.e., 2021 and the first six months of 2022). Refer to [these guidelines](#) for reporting program achievements.

Workshops for school children

Our key activity under this program is our workshops for school children, usually between 6th and 9th grade. The workshops focus on sustainability arguments (environment, climate, food resources, etc.), as this is what grants us access to the classrooms, but during the workshops health, nutrition, and animal ethics may also be partly covered, depending on the topics and questions emerging spontaneously from the children.

After the sustainability workshop, we offer the option of a subsequent cooking class, and around half of the schools usually request this.

The workshops usually last between 3-4 hours for the first part and another 1-2 hours for the cooking.

In 2021, we visited 57 school classes, reaching 1,407 children in this way.

In the first half of 2022, we have visited 20 school classes, reaching 442 children in this way. In the second half of 2022, the project is on stand-by, as we are trying to find more funding for it and develop it further.

Since the program started in 2015, we have visited 609 classes, reaching 14,497 children.

We request the teachers to fill-in a survey after the workshop. In this survey, 93 % said they would recommend the workshop to others. The other 7 % said “don’t know”.

On a scale from 1 to 7, where 1 is a low rating, and 7 is a high rating, the average rating by the teachers is as follows:

- Overall rating of the workshop: 6,0 (on a scale from 1 to 7)
- Learning outcome for the children: 5,9 (on a scale from 1 to 7)
- Suitable amount of variation during the workshop: 5,7 (on a scale from 1 to 7)

Teaching materials and digital platforms

Printed teaching books are brought into the classroom, with one copy to keep for each child:

https://vegetarisk.dk/wp-content/uploads/2019/08/elevhfte_2019.pdf

There is also a guiding material available for teachers: https://vegetarisk.dk/wp-content/uploads/2020/08/lrervejledning-2020-web_final.pdf

An interactive digital learning platform, “Food for the Environment”, accompanies the workshops and can be used during the workshops as well as after the workshops: <https://madformiljøet.dk/>.

In 2021, a small digital universe for school children focused on pulses (dry legumes) was launched: www.rebælg.dk. It has had 2,158 unique visitors from it was launched on June 30th 2021 and until June 30th 2022.

Other educational talks etc.

We have held presentations at most of Denmark’s agricultural schools, though most of them were visited before corona. On 22nd February 2022, we held a presentation and participated in a subsequent debate at

one agricultural school, Kjærgaard Landbrugsskole, with 150 participants:

<https://www.facebook.com/events/672115930461525/>

We are also invited, usually once a year, to 1-hour presentations at the Butcher's School (Slagteriskolen) in the city of Roskilde. The last such presentation was on December 1st 2021.

On 21st and 22nd April 2022, we conducted a workshop and cooked plant-based food for an audience of several hundred students at Egedal High School.

In December 2020 and December 2021, we have participated in a program at the high school of Frederiksberg, where their students work one week with an NGO. This included making task descriptions and supervising students.

Finally, we have held presentations at the ph.d. course at University of Copenhagen, "Innovation Towards Plant-Based Consumption", most recently on 20th April 2021, presenting about "National considerations about vegan nutrition and implications for food innovation".

Program 9 – International capacity building - Achievements

The program is quite new, being formally started in February 2022.

It currently consists primarily of a project of sharing plant-based public policy best-practices internationally. So far, the following activities have taken place:

- Two webinars on April 5th and 6th 2022 (with a small subsequent workshop each time), focusing mostly on Denmark's agricultural deal, but also with inputs from colleagues from other countries, have been held with each 25-30 participating organizations from around the world
- The IVU Plant-Based Public Policy Forum has been launched (at Slack) and now has 104 professional members from animal and plant-based organizations around the world. More info here: <https://ivu.org/policies-initiatives.html> (personal invitation required to access the forum)
- We have also held individual mentoring and/or best-practice sharing meetings with colleagues from several countries (including Portugal, Belgium, Poland, Czech Republic, Finland, Sweden, and Canada) and have been invited to share our experiences at several seminars and conferences abroad (all upcoming; including at a business summit in the Czech Republic; and online at the European Vegan Summit (EVS); and at a HFHP workshop in Berlin).
- Two documents sharing best-practices on policy work have been shared with the forum; one document is with concrete inputs for methodology; the other document is with inspiration for concrete policy ideas that may work in many countries

The program also consists of our participation in the EU-funded research project Divinfood (from 2022 to 2027), which has the aim to promote a diversity of crops used for foods for human consumption, particularly protein crops: <https://divinfood.eu/>. Our role is to activate and use our network in Denmark to participate in the project, including establishing a "community in practice" on mild processing techniques, and providing insights about consumer preferences, nudging, as well as strengthening the collaboration in the value chain. So far, we have participated in an initial meeting in France (in April 2022). Most project activities will start in the autumn 2022.

Other capacity building activities

The Danish Plant-Based Business Association (Plantebranchen) has publicly stated that while it is independent, it is a "child of DVF" (see video clip at <https://www.facebook.com/vegetariskforening/videos/3070615893255654>), referring to how we have helped the business association, with its limited financial and human resources, to quickly become the largest national plant-based business association in Europe, now having more than 60 members. (Website currently under reconstruction: www.plantebranchen.dk)

Another minor activity conducted under this program includes organizing a workshop with Tobias Leenaert on effective activism, in collaboration with Effective Altruism Denmark, on April 4th 2022: *Making Compassion Easier: A Strategy for Achieving Vegan Critical Mass*. <https://www.facebook.com/events/1178072069603637>

Future plans for international capacity building

From the second half of 2022 onwards, we will be involved in several workshops organized by Healthy Food Healthy Planet (HFHP), which aims to bring together NGO's from across Europe to ensure a radical transition of the European food system towards less industrial livestock production and more plant-based production: <https://healthyfoodandplanet.org/>. We will also organize international online workshops

ourselves, as part of a grant from them, on engaging professionals from the finance, retail, and health sectors, in a transition of the food system.

From 2023 to 2026, we will participate in another collaborative EU-funded applied research project on food systems change, Cleverfood, with more than 20 partners across Europe, which includes sharing best-practices between organizations across Europe. The grant has been confirmed, but it is not public yet.

Mid- to long-term our aim is to contribute significantly to strengthen international collaboration among veg*n organizations, particularly to develop the world's oldest global veg*n umbrella organization, the International Vegetarian Union (IVU), into a modern organization that could help strengthen the work of veg*n organizations from across the world. This would include hiring full-time employees to work on this, working physically from our office in Copenhagen, since having physically present colleagues is important for staff wellbeing and ongoing sparring for the development of the organization. Our Secretary-General is currently a council member and Regional Representative for Europe at the IVU, and he has in August 2022 been made Deputy Chair (under IVU's Chair Marly Winckler, who years back founded SVB in Brasil), as the IVU council believes that our team in Copenhagen is well-positioned to facilitate a professional development of the IVU.

Program 10 – Health & Nutrition - Achievements

This only became a separate program from June 2022, so until then, we haven't registered any formal budget or expenses under this program, and manpower allocated to it has been limited.

However, we have worked with health and nutrition since our inception (originally we were founded by doctors), and several staff members have expertise in health and nutrition:

- Katrine Ejlerskov, ph.d. in Human Nutrition, with expertise in children's nutrition
- Kasper Rebien, BA in Nutrition & Health
- Mie Nordly, ph.d. in Health Science

We have during the past years published three pamphlets on nutrition:

One guide on plant-based nutrition for children: https://vegetarisk.dk/wp-content/uploads/2022/03/dvf_babypiece_jan.2022_web.pdf

One guide on what to be aware of on a plant-based diet as an adult: <https://vegetarisk.dk/wp-content/uploads/2022/08/ernringspjece-web-august-2022.pdf>

One guide on the general health benefits of eating more plant-based foods: <https://vegetarisk.dk/wp-content/uploads/2020/06/pjece-sundhed.pdf>

We also have, and regularly update, our website universes about plant-based nutrition: <https://vegetarisk.dk/ernaering-og-maaltider/> and about the health benefits of a more plant-based diet: <https://vegetarisk.dk/sundhedsfordele/>

We expect to report new achievements, as the newly started project, which includes a campaign on men's health and two conferences for professionals, progresses.