





# Potentials and barriers of increased grazing in Denmark

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## Smag på Landskabet//A plate of biodiversity

*Danish NGO working to improve conditions for conservation grazing in Denmark through lobbyism, exchange of experience and to enhance the market potential for grassland beef*





# Outline

1. Public opinion of the agriculture role today - and some facts
2. Major challenges of conservation grazing – and mitigation initiatives
3. How can independent conservation grazing organizations contribute?



## Eu Commision poll

*Europeans, agriculture and the CAP.*

*Special Eurobarometer 440, januar 2016:*



*Q6: What do you think should be the two main responsibilities of farmers in our society?*

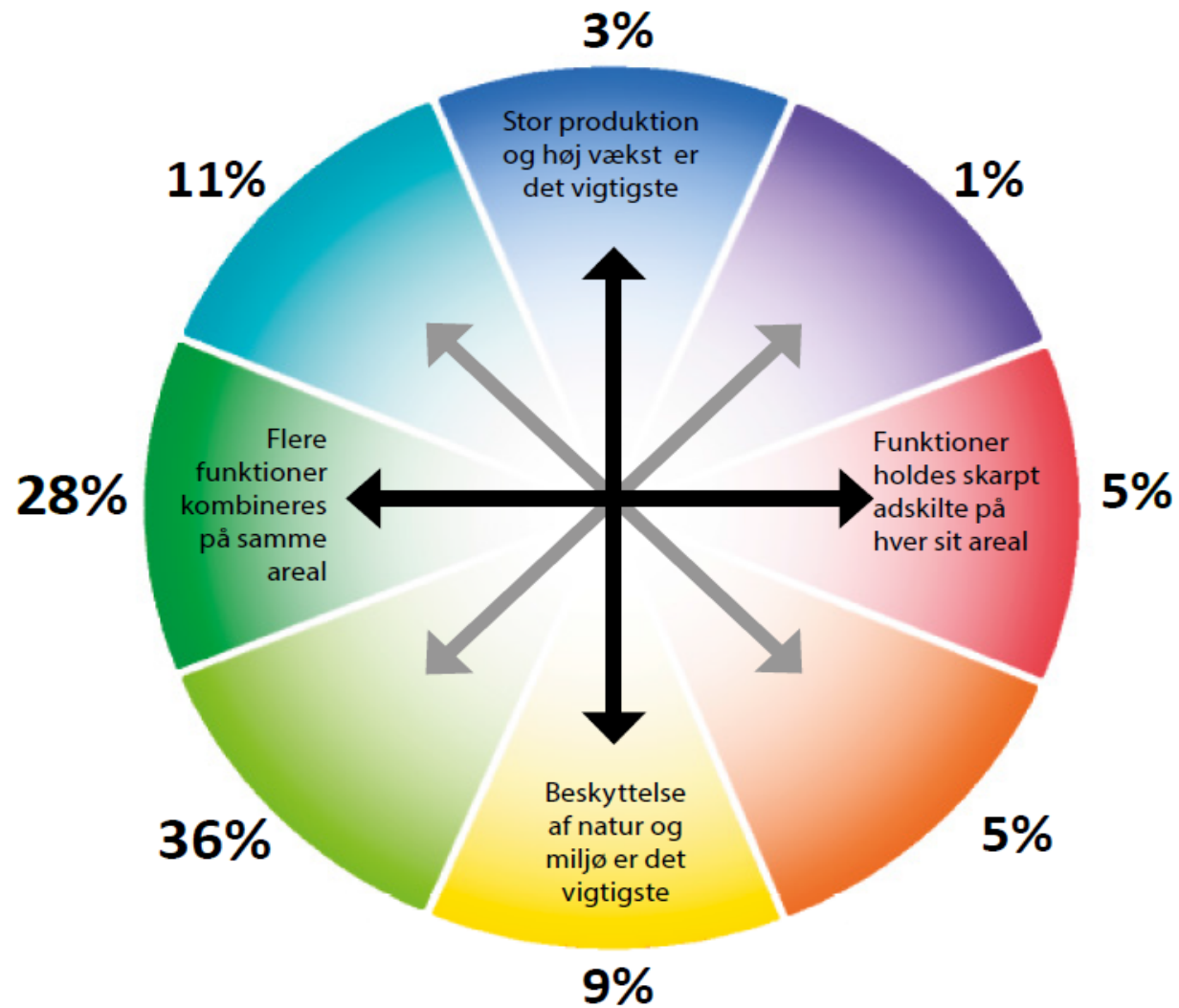
- Securing animal welfare (50%) and
- Protect the environment (44%)

Followed by:

- Supplying the population with a diversity of quality products (30%)
- Maintaining economic activity and employment in rural areas (27%)
- Ensuring EU's food self-sufficiency (27%)



I hvilken retning ser du helst, at anvendelsen af Danmarks areal udvikler sig?



Blandt borgerne er der klart flertal for en grøn vækst, der kombinerer økonomisk aktivitet med rekreation og fritidsaktiviteter og tager vidtgående hensyn til beskyttelsen af natur og miljø.

Projektet  
Prioritering af fremtidens  
arealanvendelse i Danmark  
støttes af:

VELUX FONDEN





# Facts

- 7 out of 10 Danish farms are loss-making (SEGES, october 2015)
- Danish agriculture debt: Ca 400.000.000.000 Danish kroner
- Eu just launched a multi million Euro support package for farmers to reduce production
- Meanwhile – Demand for sustainable products are record high and continue to increase despite of loong financial crisis
- F.ex: Sale of organic products increasing year by year, in Denmark sale has tripled since 2006 (today 9% of retail sales)
- And: new key figures based on Danish Conservation farmers are very positive



So why don't we see more of this?





# 1. Legislation



## Landmand roses af Naturstyrelsen - taber alligevel sag til 700.000 kr.

MARK · ØKONOMI | Fredag 26. august 2016 | 15:10 | Skrevet af Filip Knaack Kirkegaard | Udskriv



Ministry of Environment  
and Food of Denmark  
The Danish Agrifish Agency



### Initiatives:

Collected pressure from projects, local authorities, agriculture organisations and green organisations led to new and much more flexible rules in 2015



## 2. Structural challenges

Fragmented nature areas  
– and farm land

Initiatives:

- Organising local land owner associations
- Land reparcelling



# The two main challenges today:

## 3. Poor pricing

Initiatives:

Many projects, local initiatives and brands – but need for a national standard!



## 4. Misunderstood counselling

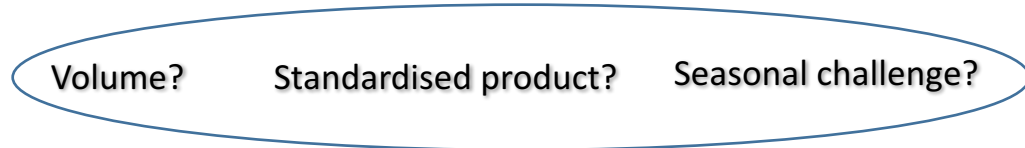
Initiatives:

Projects resulting in protocols, where Landowner, agricultural consultant and Authority together find Solutions





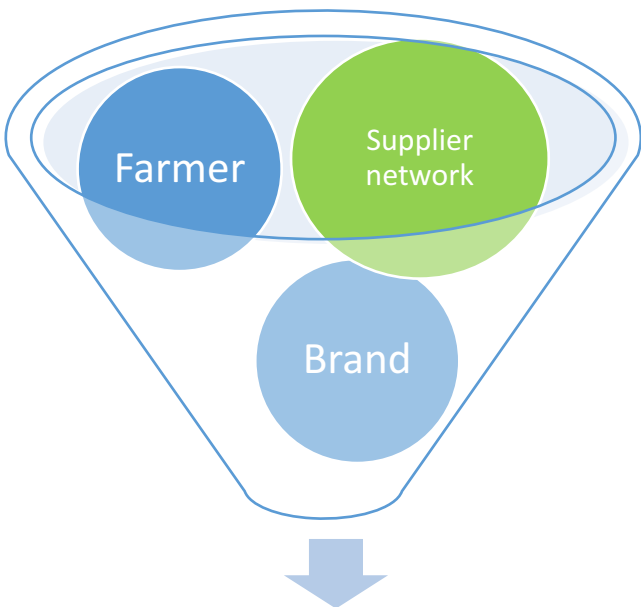
# Pasture beef - company



Beef Ageing

Branding

Sales and distribution



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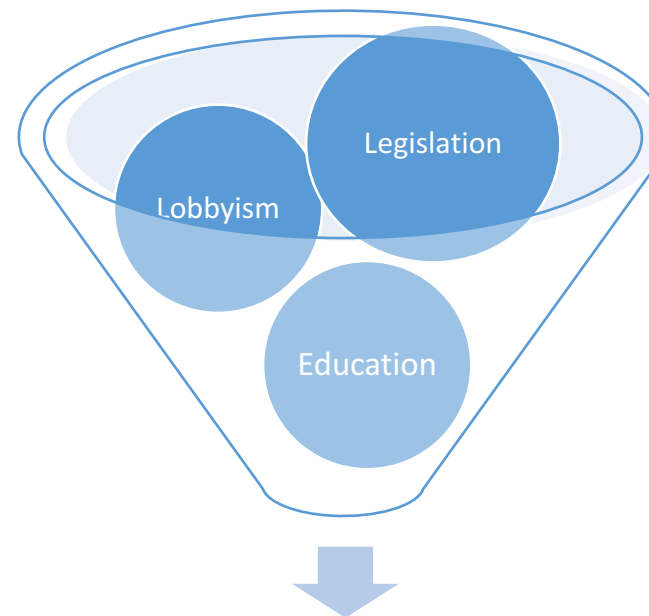
# Smag på Landskabet - NGO

Subsidies: Rules and regulations?

Networking and  
knowledge sharing?

Organic vs. conventional?

Control (ministry, animal welfare, local municipality etc.)



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# Perspectives to rural development





# Potentials in conservation grazing

- Attractive and sustainable alternative farm practice
- Socioeconomic driver in rural areas
- Exclusive quality product





Thanks!

