



Ministry of Food, Agriculture
and Fisheries of Denmark



PLANT-BASED
FOOD GRANT

List of Commitments

2023

Food Grant allocations for 2023

Grant allocations 2023

In 2023, the Plant-Based Food Grant allocated DKK 58.2 million to 36 new projects. In 2023, the Board of Directors prioritised the strategic development area: stimulating demand.



Strategic development area: **STIMULATING DEMAND**

The Plant-Based Food Grant will help to support greater demand for plant-based foods and to make Danish plant-based foods an attractive option in Denmark and abroad. The three specific action areas are:

- 1 Increasing the proportion of plant-based foods in public and private institutional kitchens and food services
- 2 Increasing the household consumption of plant-based foods among Danes
- 3 Increasing the demand for Danish plant-based foods in export markets



Strategic development area: **STIMULATING SUPPLY**

In its focus on stimulating supply, the Plant-Based Food Grant will contribute to the production in Denmark of plant-based foods that are attractive for both consumers and industry, both at home and abroad, with consideration for the environment and climate. The specific action areas are:

- 4 Increasing the quantity and quality of the plant-based products that appear on the market
- 5 Increasing the volume of Danish plant-based food production both on land and offshore



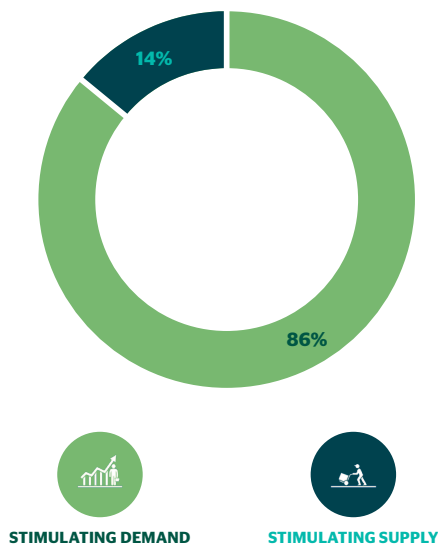
Strategic development area: **BUILDING SECTORAL BRIDGES**

In its focus on building sectoral bridges, the Plant-Based Food Grant will help to develop a cohesive plant-based food sector with ever-increasing understanding, knowledge sharing and collaboration between the many different players in the value chain. The action area is described here:

- 6 Strengthening the entire value chain

2023 in numbers

Distribution of projects according to strategic development areas



58,2

Mill. allocated (in DKK)

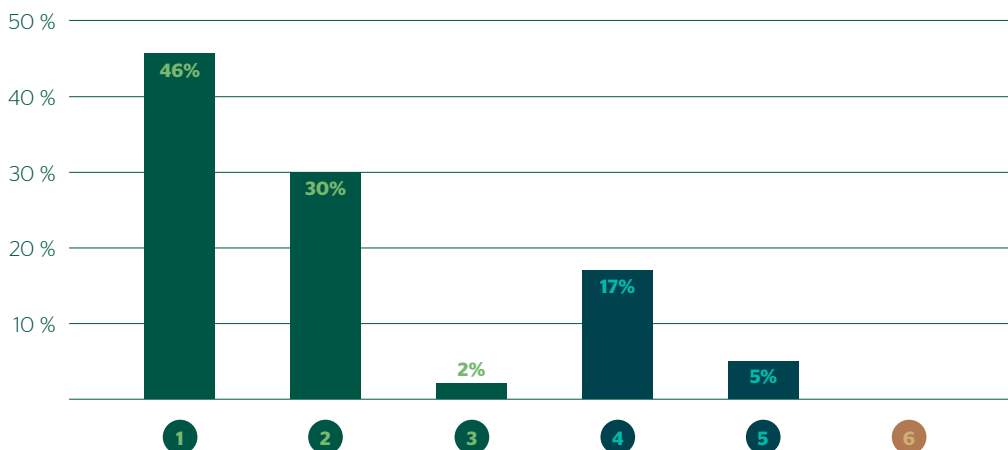
36

Projects

58

Organic percentage

Distribution of the pool according to specific action areas



33

Projects with start-up in January 2024

- 1 Increasing the proportion of plant-based foods in public and private institutional kitchens and food services
- 2 Increasing the household consumption of plant-based foods among Danes
- 3 Increasing the demand for Danish plant-based foods in export markets
- 4 Increasing the quantity and quality of the plant-based products that appear on the market
- 5 Increasing the volume of Danish plant-based food production both on land and offshore
- 6 Strengthening the entire value chain

Project overview

Project title	Allocation in DKK mill. (rounded off)				
	1	2	3	4	5
Stimulating demand					
Learn from the best! - Plant-based benchmarking and consulting for retailers and producers	●	○	○	○	○
Sprouting plant-based food habits	●	○	○	○	○
Love green proteins	●	○	○	○	○
Barley - from feeding trough to dinner table. A revitalisation of Denmark's national grain	●●	○	○	○	○
Plant-based food on the go	●●	○	○	○	○
(Focus foods - requirement specifications and facts drive demand for plant-based products	●●	○	○	○	○
National vegetable week	●●	○	○	○	○
Developing the market for organic plant-based products in the UK	●●	○	○	○	○
(Market development and increased exports of organic plant-based products to the German food service industry	●●●	○	○	○	○
Organic plant focus among chefs - green menus in HoReCa	●●●	○	○	○	○
The big steps: Organic crops for Danish hospitals	●●●	○	○	○	○
Strategy programme for increasing green food in educational institutions	●●●	○	○	○	○
Plant corps: Young people guiding young people in the organic plant-based kitchen	●●●	○	○	○	○
Increasing plant-based cuisine at festivals and attractions	●●●●	○	○	○	○
Ambassador corps for the dissemination of varietal diversity	●●●●	○	○	○	○
More organic fruit and vegetables in grocery stores	●●●●	○	○	○	○
Green knowledge bank and legume school for kitchen professionals on metodikogsmag.dk	●●●●	○	○	○	○
Organic plant development	●●●●●	○	○	○	○
GoCook tasting box	●●●●●	○	○	○	○
Nudging green choices: plant-based food experiences at conferences and meetings	●●●●●	○	○	○	○
Breaking down barriers to increase organic greens on your plate	●●●●●	○	○	○	○
Plant knowledge - with taste	●●●●●	○	○	○	○
Increasing the use of legumes and other protein-rich, plant-based ingredients in food for patients and older people	●●●●●	○	○	○	○
TANGO - Seaweed on the plate in public kitchens	●●●●●	○	○	○	○
Fungi Taste; Mushrooms for everyone (FungiTaste)	●●●●●	○	○	○	○
The plant pledge for professional kitchens 2024	●●●●●	○	○	○	○
Vegetarian chefs - the plant-savvy food artisans of the future	●●●●●	○	○	○	○
Know your legumes	●●●●●	○	○	○	○
Campaign: Make it easy to eat legumes (Make it easy)	●●●●●	○	○	○	○
NORMPLANT	●●●●●	○	○	○	○
Consumer-driven innovation for the green transition (FIGO)	●●●●●	○	○	○	○
Stimulating supply					
Competence development and training needs in plant-based food production (PLANT COMPETENT)	●●●●●	○	○	○	○
Transforming plant-based protein with protein-rich microorganisms	●●●●●	○	○	○	○
Nuts with Danish roots	●●●●●	○	○	○	○
FUTUREDAIRY: Non-animal Dairy Favorites - Danbo cheese and Natural Yogurt	●●●●●	○	○	○	○
The potential of different Oat varieties for Oat drink - (POATential)	●●●●●	○	○	○	○



Learn from the best! - Plant-based benchmarking and consulting for retailers and producers

Lær af de bedste! - plantebaseret benchmarking og rådgivning af detailhandel og producenter

The project will conduct a consumer analysis and benchmark study for plant-based products to generate knowledge and insight into consumption patterns on behalf of food companies. In doing so, the project will give producers of plant-based foods clarity about who is doing it best and how to improve themselves.

 Dansk Vegetarisk Forening (DVF)

 DKK 257,656

 Copenhagen

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Sprouting plant-based food habits

Spirende PLANTE-madvaner

The project will make choosing plant-based foods a matter of course for the next generation of consumers. The project will do this by increasing children's knowledge about plant-based foods and how to cook them through relevant, sensory and professional communication by Kornets Hus.

 Driftsfonden Kornets Hus

 DKK 312,124

 Hjørring

2 The project will increase the household consumption of plant-based foods among Danes



Love green proteins

Elsk grønne proteiner

The project will spread awareness of plant-based foods with a focus on the use of protein-rich, plant-based foods produced locally on the island of Bornholm. The project encompasses training and courses for private individuals and schools on Bornholm to provide inspiration and make it easy to use plant-based foods.

 Det Levende Køkken i Østermarie

 DKK 316,000

 Bornholm

2 The project will increase the household consumption of plant-based foods among Danes



Barley - from feeding trough to dinner table. A revitalisation of Denmark's national grain

Byg - fra fodertrug til middagsbord. En revitalisering af Danmarks nationalkorn

The project will make barley a natural part of consumers' everyday diet and the menus at institutional kitchens. The project will do this by illustrating easy and accessible ways to use barley, communicated through an information campaign aimed at food professionals and the general consumer.

 Driftsfonden Kornets Hus

 DKK 356,749

 Hjørring

2 The project will increase the household consumption of plant-based foods among Danes



Plant-based food on the go

Plantebaseret mad på farten

The project aims to increase the supply and sales of plant-based foods in the takeaway and convenience food industry. The project will initially do this by conducting a broad consumer survey that will form the basis for advisory meetings with wholesalers, suppliers, and major players in the takeaway and convenience food industry. The results will be the basis for a joint campaign called "Green January 2024".

 Dansk Vegetarisk Forening

 DKK 379,322

 Copenhagen

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Focus foods - requirement specifications and facts drive demand for plant-based products

Fokus Fødevarer - Kravspecifikationer og fakta fremmer efterspørgsel på plantebaserede produkter

The project aims to stimulate demand for plant-based products through public procurement. The project will do this by developing new requirement specifications for plant-based products. These requirements will help buyers better understand the quality and nutritional values of plant-based foods.

 MLDK Mærkevareleverandørerne

 DKK 490,500

 Copenhagen

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



National vegetable week

Den Nationale Grøntsagsuge - (DNG)

The project will bring together actors across the value chain in a joint effort to increase Danes' consumption of vegetables by establishing what the project calls National Vegetable Week.

 Landbrug & Fødevarer F.m.b.A.

 DKK 538,500

 Copenhagen

2 The project will increase the household consumption of plant-based foods among Danes



Developing the market for organic plant-based products in the UK

Udvikling af markedet for økologiske planteprodukter i Storbritannien

The project focuses on developing the UK market for organic, unprocessed plant-based products, using the Danish model for organic vegetable production as a source of inspiration. In collaboration with the Danish embassy in London and the Soil Association, the project will engage UK authorities and the retail sector to ensure a successful organic transition. The aim of the initiative is to increase Danish organic exports.

 Landbrug & Fødevarer F.m.b.A.

 DKK 596,950

 Copenhagen

3 The project will increase the demand for Danish plant-based foods in export markets



Market development and increased exports of organic plant-based products to the German food service industry

Markedsudvikling og øget eksport af økologiske plante produkter til den tyske foodservice sektor

The project will promote organic, unprocessed plant products to the German food service sector. The project will do this by disseminating knowledge about organic plant-based products and tools to aid the transformation of the food service industry in Germany. The project will also help German actors establish contacts and exchange knowledge with actors in Denmark who can provide solutions or organic vegetables.



Landbrug & Fødevarer F.m.b.A.



DKK 673,000



Copenhagen



The project will increase the demand for Danish plant-based foods in export markets



Organic plant focus among chefs - green menus in HoReCa

Økologisk plantefokus hos kokkene - grønne menuer i HoReCa

The project will enable the foodservice industry to make both short-term and long-term efforts to increase locally produced vegetables on menus. This will be done through a plant inspiration trip for decision-makers in HoReCa (hotels, restaurants and cafés), food developers, chefs etc., a plant conference for chefs and follow-up events. The activities will be carried out in collaboration with local plant producers. The Danish Agriculture & Food Council F.m.b.A.



Landbrug & Fødevarer F.m.b.A.



DKK 732,500



Copenhagen



The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



The big steps: Organic crops for Danish hospitals

De helt store skridt: Økologiske afgrøder til landets hospitaler og sygehuse

The project will boost demand for organic grains, seeds and legumes in Danish hospitals, which serve 11 million meals every year. The project will do this through dialogue, workshops and public meetings with regional food managers, climate consultants, food producers and other stakeholders.



Landbrug & Fødevarer F.m.b.A.



DKK 775,942



Copenhagen



The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Strategy programme for increasing green food in educational institutions

Strategiforløb for grøn mad på uddannelsessteder

The project will ensure a clear direction for at least 100 educational institutions to transition to sustainable canteen food through tailored action plans. The project will do this through five regional workshops and follow-up courses that will concretise how management and kitchen managers can integrate sustainability initiatives into canteens.



Dansk Vegetarisk Forening



DKK 786,051



Copenhagen



The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Plant corps: Young people guiding young people in the organic plant-based kitchen

Plantekorpset: Unge guider unge i det økologiske plantekøkken

The project will contribute to a more plant-based food culture among young people aged 18-28 by recruiting and training 30 young food guides for a plant corps. The corps will be put to the test during the well-established young-to-young food activity "Foodjam" at Denmark's 2024 Roskilde Festival. A concept that will later be expanded into four other food activities for young people, including the already established The mobile food workshop.



Madkulturen



DKK 844,550



Roskilde



The project will increase the household consumption of plant-based foods among Danes



Increasing plant-based cuisine at festivals and attractions

Udbredelse af plantebaserede retter på festivaler og attraktioner

The project will help increase the scope and availability of plant-based meals at festivals and other attractions. The project will do this in a strategic track and a practical track. The strategic track will generate knowledge and inspiration for decision-makers and the practical track will test plant-based meals.



Dansk Vegetarisk Forening



DKK 913,311



Copenhagen



The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Ambassador corps for the dissemination of varietal diversity

Ambassadørkorps for udbredelse af sortsdiversitet

The project will strengthen the development of plant-rich, local cuisine by creating interest in the foodservice sector in the use of native varieties and their gastronomic possibilities. The project will do this by establishing an ambassador corps to help describe the uses and qualities of ancient, local varieties for professionals and consumers.



Foreningen for ORIGINALER



DKK 944,500



Syddjurs



The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



More organic fruit and vegetables in grocery stores

Mere økologisk frugt og grønt i dagligvarehandlen

The project will increase sales of organic fruit and vegetables in grocery stores through knowledge sharing and meetings between producers and retail decision-makers.



Økologisk Landsforening



DKK 973,310



Aarhus



The project will increase the household consumption of plant-based foods among Danes



Green knowledge bank and legume school for kitchen professionals on metodikogsmag.dk

Grøn vidensbank og bælgfrugtskole til køkkenprofessionelle på metodikogsmag.dk.

The project focuses on training kitchen professionals – both those in work and those in training – to cook more legume-based food in order to stimulate sales of these ingredients. In addition, the project will make the www.metodikogsmag.dk knowledge bank the preferred, central knowledge and inspiration bank among kitchen professionals.

 Odense Kommune, sundhedsforvaltningen

 DKK 1,184,086

 Odense

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Organic plant development

Økologisk PlanteUdvikling

The project will increase the supply of plant-based products by integrating consumer understanding directly into the development phase for the benefit of future product developers in collaboration between private food developers, students and researchers. A key part of the project is to integrate a Master's level course from the University of Copenhagen into the development work, so that students participate in the development of new plant-based foods.

 Kost Aps (Kost Studio)

 DKK 1,292,896

 Frederiksberg

2 The project will increase the household consumption of plant-based foods among Danes



GoCook tasting box

GoCook Smagekassen

The project will reintroduce the GoCook Tasting Box in COOP, which has inspired more than 6,500 school classes in culinary arts every year. The Tasting Box is now being reintroduced in a new model with a focus on unprocessed, Danish and organic vegetables from small and medium-sized producers.

 Coop Danmark A/S

 DKK 1,327,500

 Albertslund

2 The project will increase the household consumption of plant-based foods among Danes



Nudging green choices: plant-based food experiences at conferences and meetings

Nudging til grønne valg: Plantebaserede madoplevelser til konferencer og møder

The project will develop and test nudging initiatives to encourage more guests at conferences and meetings to choose plant-based options. The project will also take steps to upskill kitchen professionals in the industry to enhance the green food experience.

 MeetDenmark - Dansk Erhvervs- og Mødeturisme

 DKK 1,527,468

 Copenhagen

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Breaking down barriers to increase organic greens on your plate

Nedbryd barriererne for mere øko grønt på tallerkenen

The project will increase public interest in a plant-based diet through demand-stimulating activities that promote local, organic fruit and vegetables in retail. This will be done by developing recipes and information material and offering samples in selected stores.

 Økologisk Landsforening

 DKK 1,593,464

 Aarhus

2 The project will increase the household consumption of plant-based foods among Danes



Plant knowledge - with taste

PlanteKundskab - med smag

The project focuses on increasing green knowledge and the desire among school children, teachers and student teachers to experiment and improve their skills in preparing plant-based meals. The project will do this by developing educational material for use in primary schools, as well as training teachers in use of the material.

 Foreningen Smagens Dag

 DKK 1,751,275

 Copenhagen

2 The project will increase the household consumption of plant-based foods among Danes



Increasing the use of legumes and other protein-rich, plant-based ingredients in food for patients and older people

Øget brug af bælgfrugter og andre proteinrige plantebaserede råvarer i forplejningen til ældre og patienter

The project will show that traditional food can be prepared with more organic and plant-based ingredients in ways that work in practice, taste good and are economically feasible. Moreover, the project will have particular focus on ensuring that the food lives up to nutritional recommendations for senior citizens and patients in hospitals. The project will do this by developing, testing, evaluating and disseminating protein-rich recipes for plant-based weekly meal plans.

 Dansk Vegetarisk Forening

 DKK 1,987,426

 Copenhagen

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



TANGO - Seaweed on the plate in public kitchens

TANGO - Tang på tallerkenen i offentlige køkkener

The project will explore how to phase in more seaweed on public kitchen menus. Among other things, the project will examine barriers, possibilities and potentials, and delve into what it takes to change behaviour in kitchens. The project will do this through broad initiatives that focus on tools ranging from nutritional knowledge to recipes and inspiration, to the very basics of how to prepare and get hold of the ingredients.

 Bispebjerg Hospitals køkken

 DKK 2,082,780

 Copenhagen

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Fungi Taste; Mushrooms for everyone (FungiTaste)

Fungi Taste; Mad til mange med svampe (FungiTaste)

The project will promote the use of mushrooms in plant-based dishes in professional kitchens. The project will do this by generating new knowledge about the competence needs and product demands of food professionals, and by uncovering the culinary potential of mushrooms. The project will implement this knowledge in the development of new plant-based dishes with mushrooms.



Professionshøjskolen Absalon



DKK 2,119,166



Slagelse



The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Competence development and training needs in plant-based food production (PLANT COMPETENT)

Kompetenceudvikling og uddannelsesbehov ved plantebaseret fødevarerproduktion

The project will improve the supply of high-quality, plant-based foods by strengthening the competences of companies within plant-based food production. The project will do this by analysing strategies of existing companies in order to develop a typology of competence strategies and competence needs of different types of companies.



Aalborg Universitet



DKK 2,265,206



Copenhagen



The project will increase the quantity and quality of the plant-based products that appear on the market



Transforming plant-based protein with protein-rich microorganisms

The project will develop and apply a fermentation technique to improve taste, texture and functionality of legumes. First and foremost, this will involve finding the right microorganisms for fermentation and then testing them in the laboratory. The results of the project will be used to understand the critical factors needed to produce economically viable, plant-based protein products.



Aarhus Universitet



DKK 2,279,121



Aarhus



The project will increase the quantity and quality of the plant-based products that appear on the market



Nuts with Danish roots

Nødder med danske Rødder

The project will promote Danish nut production, develop the value chain and boost the demand for Danish nuts. The project will do this through involvement and collaboration with food companies, while involving growers in knowledge gathering, dissemination and workshops. In addition, a demonstration plantation will be established to test hazelnut varieties.



SEGES Innovation P/S



DKK 2,595,076



Aarhus



The project will increase the quantity and quality of the plant-based products that appear on the market



FUTUREDAIRY: Non-animal Dairy Favorites - Danbo cheese and Natural Yogurt

The project will develop a plant-based Danbo cheese and natural yogurt. The project will use precision fermentation to produce "milk" proteins based on peas, broad beans and other novel alternative protein sources, as well as other upcycled side streams.

 PlanetDairy ApS

 DKK 2,623,418

 Aarhus

4 The project will increase the quantity and quality of the plant-based products that appear on the market



The plant pledge for professional kitchens 2024

Planteløftet til professionelle køkkener 2024

The project will increase consumption and local production of organic plants by implementing education and skills enhancement initiatives through the "Vegan Task Force" that will visit the busy kitchens. The project will also highlight and disseminate knowledge from public and private kitchens that are at the forefront of the plant-based agenda. Finally, the project will bring stakeholders together in an ambitious plant summit.

 Food Organisation of Denmark (FOOD)

 DKK 2,759,369

 Copenhagen

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



The potential of different Oat varieties for Oat drink - (POATential)

The project will strengthen oat cultivation, and thereby the quality of oats, by identifying the highest quality varieties for the food industry and investigating how cultivation conditions affect desired quality parameters. The aim of which is to find the right varieties, with the right properties, to be included in oat drinks. The project will provide farmers with knowledge to improve the quality of oat crops.

 SEGES Innovation P/S

 DKK 2,833,991

 Aarhus

5 The project will increase the volume of Danish plant-based food production both on land and offshore



Vegetarian chefs - the plant-savvy food artisans of the future

VEGETARISK KOK - fremtidens plantekyndige madhåndværker

The project will help train more food artisans to master the green transition of food consumption. Specifically, the project will do this by developing a vocational training programme to create the possibility of a vegetarian chef training programme at Copenhagen Hospitality College.

 Hotel- og Restaurantskolen

 DKK 3,041,826

 Copenhagen

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Know your legumes

Lær dine bælgfrugter at kende

The project will increase the knowledge about the climate and nutritional qualities of legumes among kitchen professionals and decision-makers. The project will do this through an inspiration academy, training programmes, closer collaboration in the value chain, general awareness campaigns and through further development of the knowledge platform "Climate Universe".

 Økologisk Landsforening

 DKK 3,331,941

 Aarhus

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Campaign: Make it easy to eat legumes (Make it easy)

Kampagne: Gør det let at spise bælgfrugter (Gør det let)

Focusing on families with young children, the project will inspire Danes to take the first steps towards including more legumes in their meals through a comprehensive campaign rolled out in collaboration with Salling Group, Coop, Nemlig.com, MENU and REMA 1000.

 Forbrugerrådet Tænk

 DKK 3,590,375

 Copenhagen

2 The project will increase the household consumption of plant-based foods among Danes



NORMPLANT: Development of tools to food service providers so they can increase sales of plant-based workplace lunches and contribute to the normalisation of plant-based eating.

The project focuses on developing the potential of catering businesses in helping increase plant-based eating in public and private workplaces. The project will do this by gathering knowledge about workplaces' readiness to eat more plant-based foods and using that knowledge to build a toolbox of initiatives that can be used by caterers to successfully implement plant-based meals.

 Københavns Universitet

 DKK 3,797,036

 Frederiksberg

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Consumer-driven innovation for the green transition (FIGO)

Forbrugerdriven innovation til den grønne omstilling (FIGO)

The project will provide in-depth knowledge and understanding of consumer and stakeholder preferences and barriers in relation to plant-based foods. The aim is to strengthen the product development by small and medium-sized companies. Today this knowledge is primarily reserved for global food corporations. The goal of the project is to contribute to a general change in food culture in Denmark and in Danish export markets.

 Teknologisk Institut

 DKK 4,353,549

 Aarhus

2 The project will increase the household consumption of plant-based foods among Danes



The Plant-Based Food Grant

List of Commitments 2023

The Plant-Based Food Grant
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