



Ministry of Environment
and Food of Denmark

Gastro 2025

March 2019

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On March 12, 2019, the Danish Government launches a number of initiatives that will support Denmark's position as a global leader in gastronomy.

The initiatives follow up on the government platform, which states that *“The Government will make a proposal - Gastro 2025 - which sets the framework for further strengthening the development of Danish gastronomy. Gastronomy will be used as a force of change, increasing export of Danish produce, developing better meal habits, reducing food loss and waste, and supporting the development of Denmark as a compelling tourist destination.”*

The initiatives are based on the recommendations from the gastronomic expert group, Team Gastro, who has put forward recommendations for further support and development of Danish gastronomy. The expert group consisted of 19 members from restaurants, interest groups, and the business community’.

In order to promote the ambition to make Denmark a global centre for gastronomy, the following initiatives are launched:

1. Gastronomy Academy
2. Joint Marketing
3. World Food Summit - Better Food for More People
4. Culinary Diplomacy
5. Export Promotion - alliances and simplification
6. Gastronomic Travelling Squad
7. Fund for Culinary Development



1. Gastronomy Academy

With the gastronomy academy, a new opportunity is created to work on improving leadership, business, and sustainability in the hospitality industry. Here, Denmark has the unique opportunity to host the work for strengthening its place as a global leader within the international gastronomic movement. The activities of the academy will bridge the gap between traditional culinary schools, business degree programs, and executive management seminars so as to provide the skills, tools, and perspectives essential for cultivating sustainability and innovation within and beyond the hospitality industry. Examples of such activities would be: the highest quality courses, interdisciplinary exchanges, and dissemination of knowledge via lectures, workshops, and digital platforms.

Establishing and running the academy is a service of general economic interest – as public service task – which the government has allocated to the non-profit organization, the Committee of MAD Symposium (MAD). The ambition is to create a place that will be internationally sought-after and recognized for strengthening the gastronomic sector in its efforts to bring about environmental and behavioral change towards a sustainable way of living, as expressed in the UN's Sustainable Development Goals. MAD is a non-profit organization that has created an influential international community focusing on innovation and knowledge dissemination in the gastronomic sector. This contributes to chefs all over the world regarding Copenhagen as an innovative center and international hotspot for gastronomy.



2. Joint Marketing

A long-term co-ordination of the international and publicly co-financed marketing efforts will be initiated with the aim of using gastronomy as a signature for Denmark – branding Denmark as a food and tourism destination. The relevant stakeholders will establish a forum that develops a joint campaign concept and long-term marketing plan for the priority markets, ensuring that the effort will have the greatest effect. The possibility of Denmark hosting Bocuse d'Or Europe will also be investigated.

3. World Food Summit - Better Food for More People

The Ministry of Environment and Food has successfully hosted the World Food Summit - Better Food for More People for three consecutive years. The summit has attracted international attention and has resulted in strategic efforts with both Danish and foreign stakeholders, including collaborations with foreign governments and authorities.



4. Culinary Diplomacy

Culinary diplomacy will strengthen Danish gastronomy internationally. New funds are allocated to promote Danish gastronomy in connection with export drives and at special events at the Danish embassies.

5. Export Promotion- alliances and simplification

By matching Danish producers with Trade Council's global network, new export opportunities can be realized. There is a potential in letting companies enter into new, innovative, and strategic alliances. The Trade Council incorporates gastronomy in its available media platforms as well as in the daily advice to the Danish companies in the industry.



6. Gastronomic Travelling Squad

A gastronomic travelling squad is established with a triple purpose: 1. To strengthen the sales of local food to eateries visited by many tourists. 2. Raise the quality of meals served to tourists and locals. 3. Assist local enthusiasts with the development of existing or entirely new experiences with food for tourists (e.g. cooking schools, oyster safaris, beer tastings, etc.). The effort focuses on rural areas and areas outside the larger cities.

7. Fund for Culinary Development

The purpose of the fund is to contribute to the development of the Danish gastronomy by providing support for new and innovative projects, the dissemination of existing solutions and to support the collaboration between different actors who work to promote gastronomy in Denmark.



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