

# KEY MARKETS

## TRENDS IN SUSTAINABILITY



An initiative by  
**Bord Bia**  
Irish Food Board

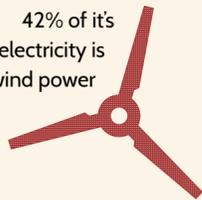
### REDUCE CARBON FOOTPRINT



**SWEDEN** is the global leader in fossil fuel reduction, aiming for 18% by 2020 (from 75%)

18%

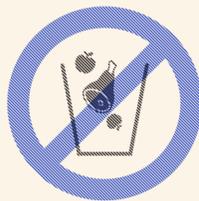
**DENMARK** 42% of its electricity is from wind power



### REDUCING FOOD WASTE



**FRANCE** It is now illegal for supermarkets to waste unsold food. Instead it must be donated to food banks



**UK** Tesco now give unused food to charity food banks. Other leading supermarkets commit to reducing food waste by a

fifth

**SWEDEN**  
9 OUT OF 10 Swedes prioritise reducing food waste.

RESTAURANTS	16%
FOOD STORES	35%
HOUSEHOLDS	6%

FOOD WASTE REDUCTIONS BETWEEN 2012-2014

### RECYCLE



**SWEDEN** is so good at managing waste it now imports garbage into the country to process!



**GERMANY** Has one of the highest recycling rates in Europe, 62% of waste is recycled.



### ANIMAL WELFARE



**SWITZERLAND** has strict animal rights laws. E.g. Cattle must be exercised in the winter



**UK** UK media reported that animal welfare tops the list of consumer ethical food concerns



**GERMANY** is becoming a "trendsetter" in animal welfare with 85% of Germans wanting animal welfare to be enhanced

85%

**NETHERLANDS** 85% of Dutch people will pay more for animal-friendly products and sustainable meat

### EAT ORGANIC



**DENMARK** is the world's most organic nation, with the world's highest organic share and the most developed organic market.

7.6% of all produce sold in country is organic.

**SWITZERLAND** Has the second largest organic market share of any European country



**UK** Organic produce demand increased 4.9% last year; with market value of

£1.95 billion

**FRANCE** The number of French organic producers increased by

8.1% in 2015, and is worth €5 billion.

**GERMANY** Organic market is worth €7.8 billion, with organic forming

8.4% of all farms, biggest demand in Europe

**SWEDEN** 2 OUT OF 3 Swedes want to increase their purchases of organic products