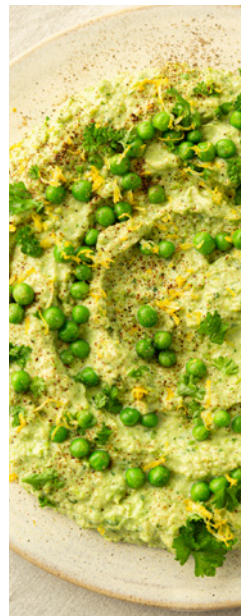




# ANNUAL REPORT 2025

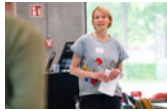
The Vegetarian Society of Denmark



# CONTENT



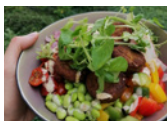
**DEAR READER**  
Page 3



**HEALTHCARE PROFESSIONALS NEED TO  
KNOW MORE ABOUT PLANT-RICH DIETS**  
Page 4



**FIGHTING MISINFORMATION**  
Page 5



**MORE ORGANIC PLANT-RICH  
MEALS THROUGHOUT SOCIETY**  
Page 6



**WHEN GREEN FOOD NEEDS TO BE EASY**  
Page 11



**MORE ACTIVITIES FOR MEMBERS**  
Page 12



**DANISH PLANT-BASED DIPLOMACY**  
Page 13



**PLANT FOOD SUMMIT**  
Page 14



**ATTENDING THE CLIMATE SUMMIT IN BRAZIL**  
Page 15



**OUR HOPES AND WISHES FOR 2026**  
Page 16

Editors and proofreading:  
Louise Johansen  
Rune-Christoffer Dragsdahl  
Berit Ertmann  
Mette Rasmussen  
Katrine Ejlerskov

Layout:  
Camilla Grasson

Photos and graphics:  
Where not otherwise stated,  
photos and graphics in the  
report were taken by or  
created by: Daniel Barrera  
Madsen, Kasper Rebien  
Martin  
Keller, Marie Luja  
Rasmussen, Sif Zander  
og Simone Carvin



# DEAR READER

2025 has been filled with many experiences, concrete results, and continued growth at the Vegetarian Society of Denmark. We have compiled a selection below.

1) Establishment of a "Knowledge Network for Plant-Based Nutrition" (Danish: Vidensnetværk for Plantebaseret Ernæring) targeting healthcare professionals. In parallel, we launched the free newsletter 'Healthy on Plants' (Danish: Sund på planter), aimed at all Danes.

2) Contributed to stopping misinformation about plant-based drinks and processed plant-based foods through our media presence.

3) Under the Danish Center for a Plant-Based & Organic Future we contributed to getting more plant-rich meals at festivals and attractions, for elderly people and patients, at conference venues, at takeaway outlets and restaurants, and at educational institutions – and not least, we worked to expand plant-based food offerings in retail.

4) Plant Food Festival launched for the first time in Aarhus, where over 4,000 had secured tickets, and was held for the 3rd time in Copenhagen, where over 7,000 had secured tickets. This year, for the first time, we were able to offer free admission.

5) Launch of the Danish Plant-Based Diplomacy initiative. We have inspired a large number of countries in Europe as well as EU institutions, with the aim of initiating plant-based action plans and prioritizing funding for the development of the plant-based sector from farm to fork.

## OUR 6 PROGRAMME AREAS

- **Policy:** We influence the policy frameworks for a transition towards more plant-based foods.
- **Business:** We influence food environments, the availability, range and quality of plant-based meals and products.
- **Education:** We promote upskilling of professionals within health, nutrition, gastronomy, foodservice, retail, the financial sector, and more.
- **Inspiration & Outreach:** We share knowledge and inspiration with individual citizens through our various communication channels, as well as lectures and talks at schools and events.
- **Collaboration:** We collaborate with a wide range of organizations to achieve greater impact and reach.
- **International:** We create ripple effects by sharing knowledge and best practices that can strengthen plant-based development worldwide.

6) Execution of the EU Presidency Conference Plant Food Summit at The Royal Danish Playhouse in Copenhagen. We gathered over 420 professional delegates from a total of 38 countries, including all EU countries, to inspire toward a more future-proof food system with a focus on more plant-based foods.

7) A place in Denmark's pavilion at the COP30 climate summit in Belém, Brazil, where we hosted many panel debates, participated in other panel debates, and held a series of meetings with ministers from other countries, focusing on the Danish Action Plan for Plant-Based Foods and The Plant-Based Food Grant, and how these came about.

Warm thanks to all members, contributors, partners, and volunteers. You make it possible for us to work for a sustainable, ethical, and healthy food system and create results. In this annual report, we will share many of the initiatives we implemented in 2025.

Happy reading.

**Green greetings,  
all of us at the Vegetarian Society of Denmark**



# HEALTHCARE PROFESSIONALS NEED TO KNOW MORE ABOUT PLANT-RICH DIETS

In 2025, the “**Vidensnetværk for Plantebaseret Ernæring**” (Eng: Knowledge Network for Plant-Based Nutrition) was launched. We continue to see a massive need for the health benefits of plant-based diets to be communicated to doctors, nurses, dietitians, and other groups in the healthcare sector and that they become even more active when it comes to implementing dietary guidelines and advising citizens on plant-based diets.

The team behind the network consists of clinical dietitian and specialist in plant-based nutrition Tina Beermann, director at the Danish Center for a Plant-Based & Organic Future and PhD in human nutrition Katrine Ejlerskov, project manager and nutrition therapist Trine Vesteraa, and network manager and clinical dietitian Line Arvidsson. The team is professionally supported by two doctors: Tobias Schmidt Hansen and Anne Roslind Leth-Nissen, both of whom have specialized in plant-based nutrition.

The Knowledge Network’s largest event in 2025 took place in November, where we participated alongside a handful of volunteers at the conference “**Lægedagene**” (Eng: Medical Days) at the Bella Center Copenhagen. Here we presented the knowledge network, engaged in dialogue with the participating healthcare professionals, and distributed our health guides and brochures. All materials can be found on [the Danish Center for a Plant-Based & Organic Future’s website](#). Our participation at “Medical Days” gave us valuable insight into the differences and opportunities among target groups such as doctors, practice staff, dietitians, and other practitioners, as well as the types of materials they particularly need.



EDUCATION



In addition to “Medical Days”, we held a webinar on plant-based diets and type 2 diabetes, featuring two experts sharing the latest knowledge in the field. We have held a number of meetings with European partner organizations such as ProVeg, Plant-Based Health Professionals, Caring Doctors, and Physicians Association for Nutrition (PAN International) – and participated in several international conferences.

Based on the information healthcare professionals receive about nutrition, we developed the newsletter “**Healthy on Plants**”, which anyone interested can subscribe to in order to receive easy-to-understand knowledge based on the latest research in the field. It has already reached 10,000 readers, and we can only encourage everyone to read along.



# FIGHTING MISINFORMATION

Combating unbalanced and inaccurate information about plant-based foods has been a major theme of 2025. It is essential that we respond quickly and clearly when news media and commentators fail to thoroughly read the latest studies before making statements about plant-based foods, including processed varieties, among other examples. Not all plant-based products should be tarred with the same brush.

We know from various studies that the public lacks accurate knowledge about plant-based food, and unfortunately the public debate is still characterized by misleading information and quick, but deceptive, headlines. For example, we had to correct a campaign by the Danish Heart Foundation that presented plant-based ready meals as a health problem, while heavily processed animal products were not mentioned. This is a distortion that is incredibly damaging to public health. Most plant-based products are in fact healthier than equivalent meat products, yet the myth of "unhealthy" processed plant products persists among many people.



POLICY, INSPIRATION, AWARENESS



We work purposefully with our communication and outreach to promote healthy and nutritious plant-based products, and to get errors and shortcomings corrected in the media and elsewhere. It is a matter close to our hearts that accurate, evidence-based knowledge is disseminated across the country. This year, Communications Director Berit Ertmann and press officer Alexander Grau have succeeded in getting more journalists to listen, adjust and correct articles, or write new and more nuanced stories after we reached out to them.



# MORE ORGANIC PLANT-RICH MEALS THROUGHOUT SOCIETY



As a key driver for more organic and plant-based meals in Denmark, the **Danish Center for a Plant-Based & Organic Future** with director Katrine Ejlerskov at the helm has once again in 2025 been at the center of both new and ongoing transformative projects. These have been supported by the Plant-Based Food Grant, the Production Levy Fund for Fruit and Horticultural Products, and the Fund for Organic Agriculture. Below we will tell you about the projects we have worked on in 2025 within the Danish Center for a Plant-Based & Organic Future.

The project **“Plant-Powered Sport and Fitness”** – with sports enthusiasts Casper Bilton and Daniel Barrera Madsen – focuses on normalizing plant-based meals in the world of sport, where consumption of animal foods is typically very high. Activities cover a broad range. We have given talks and activity days at Himmelbjergegnens Idrætsefterskole, a sports high school, and Sports Academy Denmark in Odense, where students are talented in football, ice hockey, and handball, among other disciplines. As part of the project, a sports magazine ‘**Mad & Sport**’ (Eng: Food & Sport) has been produced. The magazine contains articles about sport, food, and sustainability, and shows how a plant-based diet can contribute to the future, community, and strength.

In addition, a dialogue meeting was held with the City of Copenhagen, which wishes to use us as a sparring partner to help sports halls, federations, sports clubs, and cafés become greener.

In the spirit of sport, we also held a challenge where two meat-eating elite boxers agreed to try a plant-based diet focused on sports nutrition for one month. Before and after the dietary change, they completed endurance and strength tests. The results showed significant improvement. You may have read about it in our [Plant Food Festival newspaper](#), where we wrote about the boxers and their results.

**“Interactive legume workshops for 22,000 pupils”**, colloquially known as the ‘School Project’, is a major project aimed at informing, inspiring, motivating, and engaging school pupils so that their knowledge of – and desire to eat – plant-based foods increases. Among other things, all school pupils participating in the project receive a bag of Danish organic Ingrid peas, so they can try a legume dish at home with their family and inspire even more people. So far, nearly 150 workshops have been completed in the project. Project manager Trine Vesteraa, together with her colleague’s project manager Clara Drenck and video and nutrition officer Kasper Rebien, as well as Helle Brønnum Carlsen from ‘Taste Day’, created the pupil booklet ‘Food for the Future’. The booklet serves as the focal point for presentations, assignments, and recipes when our many skilled presenters visit school pupils across the country. Our content manager Sif Zander has also created social media content about the presentations, which has been well received by our followers.

The project has received very positive coverage in the media, for example in the professional journal *Folkeskolen*, and on the Danish radio channel DR P4 Nordjylland, which followed a workshop that our presenter Emil conducted at Gistrup Skole, a public school. The teacher articulated the workshop’s core message in the feature: equipping pupils to understand how their food habits affect both the planet and themselves – now and in the future. We have received very positive feedback on our presentations from teachers across the country, and we hope that many more schools will sign up for a workshop in 2026.





In the **“Plantehub 1.0”** project, we are working together with the Danish Plantbased Business Association, Organic Denmark, Danish Agriculture & Food Council, and the Confederation of Danish Industry to strengthen collaboration and synergies between actors in Denmark working to advance the knowledge base for increased supply and demand of organic plant-based foods. As part of the “Plantehub 1.0”, the **“Network for Plant Proteins”** is run as a professional forum for knowledge exchange, sharing of inspiration, solution development, and networking between the key actors and stakeholders related to the Danish food industry. The network focuses exclusively on plant proteins for human consumption and currently has 268 members.

In collaboration with the Confederation of Danish Industry and the Danish Plantbased Business Association, the network held an event focused on processed plant-based foods in relation to health. Important nuances were brought into play at the event through an in-depth expert presentation by PhD Roberta Alessandrini from the Physicians Association for Nutrition (PAN), which better equipped businesses and relevant organizations to understand this topic.

Under the Plantehub framework, we have also given presentations at various events and gatherings, for example at ZBC Slagteriskolen, a slaughterhouse school, DIS International Students, and the Danish Veterinary and Food Administration.

With the project **“Supermarket of the future”** market consultant for retail and foodservice Marie Luja Rasmussen works focused on expanding and improving retail chains’ offerings through advice on how they can increase sales of plant-based products. A key focus of the project is to provide decision-makers – including management, those responsible for commercial activities, CSR, assortment and purchasing, and store layout – with greater knowledge and inspiration for new ways to place plant-based products in stores.

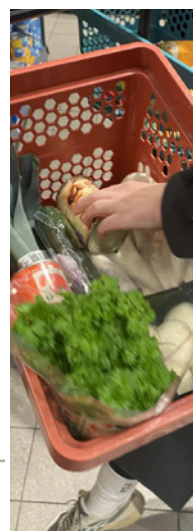
A central advisory tool is the annual supermarket survey. This year we collected data on over 120 parameters and ranked them on a scoring scale. At this year’s Plant Food Festival in Copenhagen, we festively awarded “Supermarket of the Year”, “Discount Supermarket of the Year”, “Best Value” and “Rising Star of the Year”. It is now something of a tradition that supermarkets have embraced very enthusiastically, and they take pride in being named winners in the different categories, which motivates them to continue improving their range and promotional activities.

The 2025 winners were:

- “Supermarket of the Year”: Nemlig.com
- “Discount Supermarket of the Year”: Lidl
- “Best Value”: Netto
- “Rising Star of the Year”: SuperBrugsen

As part of the project, we have also produced **inspiration sheets** themed around topics such as ‘Legumes’ and ‘New Year’ for staff working on marketing and recipe development.

We held workshops with Coop, Lidl, and Wolt Market, where they were introduced to the concept of “The Protein Tracker”, which focuses on the supermarket’s distribution of animal and plant-based proteins in all forms across the products found in the supermarket. The purpose of these workshops is to bring retailers together to find a method for measuring plant-based food sales, so they can eventually set targets for their ambitions. As the first in Denmark, Lidl Denmark and Wolt Market have subsequently **set targets for plant proteins**. We shared this good news in a press release that was picked up by several media outlets.



In summer 2025, we completed the project **“Increasing the use of legumes and other protein-rich, plant-based ingredients in food for patients and elderly people”**, carried out in collaboration with DTU National Food Institute, Herlev-Gentofte Hospital, and Øko++. Clinical dietitian and specialist in plant-based nutrition Tina Beermann has led the project.

The project concluded with two nutrition conferences in Aarhus and Copenhagen with 80 and 70 participants respectively. Both conferences generated considerable interest and productive discussions about the opportunities and challenges of a diet with more legumes and less meat.

As part of the project, three learning videos were published on the use of legumes and other plant ingredients in protein-rich catering for the elderly and hospital patients. The videos are:

- **Planter er sund ernæring.** (Eng: Plants are healthy nutrition) This covers nutritional principles and considerations for a plant-rich, energy- and protein-rich diet.
- **Planterig køkkendrift.** (Eng: Plant-rich kitchen management). This covers concrete tips and inspiration for initiating and maintaining a transition to more plant-rich kitchen management.
- **Grøn menuplan.** (Eng: Green menu plan). This covers the principles of the ‘plant-rich weekly menu’.

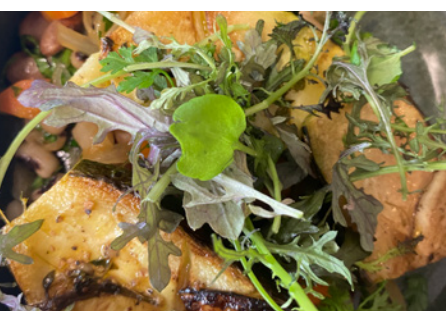
If the average quantity of legumes and nuts is increased by just half of what is included in the developed weekly plan, it is estimated that this could lead to an overall increase in consumption of 500 metric tons of raw legumes and 290 metric tons of nuts annually in public sector catering procurement for the elderly and patients. There are still many development opportunities for implementing a more plant-rich diet for the elderly and patients, and we will therefore work purposefully to ensure this potential can be realised.

Again in 2025, the project **“Increasing plant-based cuisine at festivals and attractions”**, with food and consumer specialist Daniel Barrera Madsen, has been travelling the length and breadth of the country to get more plant-based meals on menus. In summer, fieldwork was conducted at 11 festivals and 12 amusement parks/attractions, and more than 400 menus were analyzed with a view to giving feedback to food vendors and operators on how to make their plant-based offerings more successful. In fact, through the project over the last two years we have reached out to 39 attractions and 29 festivals and event venues. These 68 venues together attract close to 40 million dayvisitors annually.

Concrete results have already emerged from our work. Tivoli launched a Chili Dog (a plant-based French hot dog with chili) in 2025, and Lego House introduced a menu where 13 out of 16 dishes are vegan or vegetarian, and they are now pursuing the silver organic certification.

At both Roskilde Festival, Roskilde Dyrskue (an agricultural fair), and Givskud Zoo, we had an interactive stand with several activities. We also held an inspiration day for the entire culture sector, sharing important insights into how plant-rich meals can be made a success.

The project **“Nudging green choices: plant-based food experiences at conferences and meetings”** with chef and behavior specialist Adam Kuskner at the helm was completed in 2025. During summer, we held dialogues with meeting bookers in the industry, including those who buy meetings as well as those who sell them. The aim was to share knowledge and experiences that can strengthen efforts to make plant-based catering a natural choice in the planning of conferences and meetings. The project’s insights were presented to, among others, a delegation of 60 international meeting bookers at Copenhagen Convention Bureau,





at Comwell's experience-sharing meeting on meeting planning, and at meetings with various meeting bookers in private and public companies.

The dialogues in the project have formed the basis for MeetDenmark's **dialogue guide**, which helps meeting bookers to advocate for plant-based options in the planning process. The project also produced a **how-to guide** with tips on how to get started, and an **FAQ folder** answering typical concerns and pre-conceptions about plant-based meeting catering.

With more and more meetings and conferences in Denmark, where food and drinks are among the largest sources of CO<sup>2</sup> emissions and resource consumption, it is important that these venues know how they can make a difference – while still meeting guests' expectations. The project addresses this, among other ways, through a video with 3 tips on getting more plant-based options on the menu.

In 2025 we also spotlighted vegetables with the project **"Nudging til grøn køkkenomstilling – leveret direkte med din grøntgrossist"**. (Eng: Nudging Towards Green Kitchen Transformation – Delivered Directly with Your Vegetable Wholesaler). Here, chef and consumer specialist Adam Kuskner and project manager Clara Drenck worked to strengthen the competencies of both customers and sales consultants at Cater Grønt to promote the sale of local vegetables.

We held two inspiration days for Cater Grønt's customers with a focus on satiety and taste in plant-based food, nudging, and opportunities for more organic options and savings in a more plant-rich kitchen, as well as a webinar for sales consultants, where participants had the opportunity to share experiences and challenges from their work with customers and plant-based solutions.

As part of the project, we were also present at Dansk Cater's three trade fairs, where we served beluga bolognese to demonstrate the benefits of substituting meat with vegetables and legumes in terms of climate emissions. This also led to an article in the magazine BLUS about **"Grøn langbordsmiddag"** (Eng: Green long table dinner), as well as four inspiration sheets with tips and tricks for plant-based cooking. The inspiration sheets were sent out together with Dansk Cater's vegetable boxes, so the green inspiration lands directly at the kitchen.

The project **"Strategy programme for increasing green food in educational institutions"**, led by project manager Jeanne Svalebech, has been going full steam in 2025.

We completed three programmes for 44 educational institutions, where they were able to tailor action plans to their specific institution, making it easy for them to get started with greener canteen food.

As part of the project, five podcasts were also published to inspire kitchen professionals towards more sustainable and green canteen food. The five podcasts are listed below with their themes translated into English. Please note that the podcasts are in Danish.

- How did we get Denmark's first vegan canteen?
- How do you go from sausage rolls to more plant-based and organic meals?
- From canteen food to climate action: How do large kitchens become (more) sustainable?
- More sustainable lunch for everyone – a look behind the scenes
- They want to, but don't want to hear about it





The project **“Green transition of boarding school kitchens”**, in collaboration with Undfang, Aarstiderne, and Køkkenkultur, with project manager Jeanne Svalebek at the helm, motivated and upskilled kitchen professionals at 50 boarding schools in 2025 to make delicious, plant-based food. The project offers kitchen professionals hands-on support in their own environment to ensure two plant-based meals per week. Participants receive concrete weekly plans, recipes, shopping lists, help videos, and online guidance each week. Schools measure their CO<sub>2</sub> (kg per kg of food) and their legume proportion and plant proportion. Here we can see, for example, that even though many schools have a commendably high plant proportion, the legume proportion remains low. So, there is plenty of development potential here.

**“Netværk for foodservice”**, (Eng: The Foodservice Network), a collaboration between Miljømærkning Danmark (the Danish Ecolabel authority), Copenhagen Hospitality College, and the Danish Center for a Plant-Based & Organic Future, once again served as an important source of inspiration for the foodservice sector. The network is led by market consultant Marie Luja Rasmussen, who has held four network meetings with the themes:

- Green food and fermentation at Bispebjerg Hospital
- Life cycle analysis and data in practice
- The Green Culinary Artisan (a chef education focused on plant-based food)
- Nudging and communicating plant-rich catering

The visit to Copenhagen Hospitality College focused on gaining a better understanding of the Green Culinary Artisan education and the network also gained insight into Løgumkloster Højskole’s (a Danish Folk High School) work on a sustainable high school kitchen, and what it is like to have green culinary artisan apprentices.

In the project **“Økologiske bønner i kirken”** (Eng: Organic Beans in the Church), SDG manager and nature communicator Martin Keller, in collaboration with “Grøn Kirke” (Eng: Green Church) and with support from project manager Simone Carvin, has been giving presentations and distributing tastings in churches across Denmark in 2025. Martin has travelled throughout the country, from Nykøbing Mors to Viborg, Ørbæk, and Hundige. Green Church is an initiative under the National Council of Churches in Denmark, which brings together 380 churches, 17 church organizations, 4 schools, and 98 churchyards around the green transition.

Through presentations focused on the connection between nature, biodiversity, and the food on our plates, music, and taste samples, the project inspired churchgoers to eat more green and organic food. Martin has experienced the churches’ hospitality on his tours and a curiosity from congregation members about how the church can help nature and care for all its creatures. Martin’s presentations have also been mentioned in local newspapers.

Based on the project, Martin Keller was invited to write a harvest sermon. This has been selected by ‘Danske Taler’ to be part of the new historical collection alongside 1,000 other landmark sermons from the Reformation to the present day.



## WHEN GREEN FOOD NEEDS TO BE EASY

This year the Plant Food Festival opened its doors in Aarhus and Copenhagen in January and November respectively. As in recent years, Office Manager and Business Director Mie Nordly has had primary responsibility for the Plant Food Festival.

In Aarhus, Savværket hosted the Plant Food Festival, where over 4,000 had secured tickets. It was the first time we were able to offer free admission, which meant that the majority of visitors were people who normally eat meat but were curious about a more plant-based diet. 30 stalls inspired participants in Aarhus, as did plenty of professional and entertaining content on stage.

In addition, visitors – as part of DVF's participation in the EU project **"BEAUTIFOOD"** with project manager Simone Canvin – could play the newly developed board game "The Battle for Resources". The board game attracted several game enthusiasts who at the same time became better informed about land use between animal and plant-based production, and the challenges and opportunities associated with the different production methods.

The fair in Aarhus received fantastic coverage in TV 2 Østjylland and Aarhus Stiftstidende, among others, and the post-fair evaluation showed that virtually all visitors left satisfied – a full 96% had even found new plant-based products they had never tasted before. And 60% of visitors – including frequent meat eaters – said they had been inspired to eat more plant-based food in the future.

In Copenhagen, over 7,000 had signed up for the Plant Food Festival at Øksnehallen, which also offered free admission for the first time. The many stalls welcomed visitors with good offers and tasting samples, along with food workshops and plenty of new knowledge and



entertainment from the stage.

Our Plant Food Festival newspaper, a full 24 pages, was distributed as a supplement to the newspaper Politiken in the week leading up to the fair, thus ensuring that all of Politiken's readers could enjoy articles about green eating, plant-based nutrition, and Danish companies' work with processing. The cover photo and a number of photos inside the newspaper were taken by our video and nutrition officer Kasper Rebien and laid out by graphic designer Gitte Thrane.

At the Plant Food Festival, project manager Jeanne Svalebek participated with the EU project **"DivinFood"**. Here the project had a booth together with Nordic legume producers: Food Bornholm, Naturbruget Tranum, and Nordisk Råvara, and visitors at the booth could also meet the Danish Research Centre for Organic Farming to learn more about the Nordic legume varieties.

The project **"Food on the Go"** with project manager Claire Demontreuil at the helm participated for the first time at the Plant Food Festival, where the "Plantebaseret Mad på Farten Awards" (Eng: Plant-Based Food on the Go Awards) were also presented.

The following winners were celebrated live on stage for making it simple, delicious, and accessible to choose plant-based – when time is short but flavor still matters:

- Pico Pizza for "Plant-Based Takeaway Meal of the Year"
- Beefy Cuts from Organic Plant Protein for "Plant-Based Product of the Year for Takeaway" (excl. dip/dressing)
- Kimchi Karma Bowl from Wedo for "Best Name for a Plant-Based Meal of the Year"
- Baba ganoush from Ahaaa Engros for "Plant-Based Dip of the Year"

"Food on the go 2.0" aims to kick-start the development and demand for plant-based meals. We are far from the finish line... but we are on the go.



## MORE ACTIVITIES FOR MEMBERS

With our new outreach colleague Sussi Lillelund, we have also launched far more activities for members and potential members – both online and offline.

Among other things, we held webinars focusing on:

- How to get the most out of your proteins?
- How do we get a greater plant-based selection in supermarkets?
- Finding hope and action through your love of animals, with psychologist Clare Mann
- Learn to nudge yourself towards greener everyday choices
- Learn to nudge your friends towards more plant-based choices

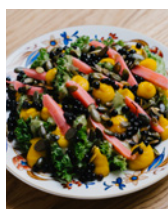
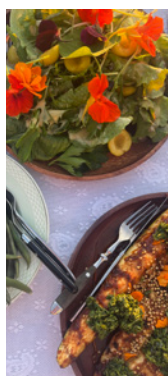
We also held a cozy family event where SDG manager and nature communicator Martin Keller took children and parents on an adventure in the nature area Bøllemsen. We also held a Midsummer celebration, a workshop with psychologist Melanie Joy on approaching Christmas dinners with calm and strength, communal dining events, Christmas celebrations, and a summer party.

We have many exciting physical and online events in the calendar for 2026, both for members and non-members, and look forward to being able to send out invitations to all of these.

This year also saw continued development of our Plant Food Community, which is a network for DVF supporters who

wish to support our work financially while also getting closer to the "engine room" of our work, and receiving special invitations. Our fundraiser Christian Winther is the coordinator and has communicated regularly with Plant Food Community members about their wishes and hopes for our work in the coming years.

We are delighted to be able to get even closer to our members in this way and hope that many will embrace the initiatives. In 2026, we also expect to see many more members, and to secure this, Sussi and Christian will receive help from our fundraising team coordinator, Mette Rasmussen.



# DANISH PLANT-BASED DIPLOMACY



With the continued strong interest from European stakeholders related to Denmark's Action Plan for Plant-Based Foods and the Plant-Based Food Grant of DKK 1.3 billion to strengthen production and consumption of plant-based foods, our political work in 2025 has been heavily marked by **"Danish Plant-Based Diplomacy"**.

This means that we and our partners under "Danish Plant-Based Diplomacy" in 2025 participated in 30 physical events around Europe to inspire other European countries. We have, among others, inspired Poland, Spain, Italy, Ireland, the Czech Republic, France, and Hungary, and shared our experiences of how bridge-building and cross-sector collaboration between agricultural and business organizations and green NGOs is central to securing support for the development of the plant-based sector – including financing.

At ProVege's event "Plant Protein for Growth" in Finland, Executive Director Rune-Christoffer Dragsdahl presented the Danish Action Plan for Plant-Based Foods and the Danish support scheme for plant-based foods, including Denmark's approach to plant-based foods with a focus on investments from farm to fork – and the significance of building strong cross-sector collaborations. Over 200 experts, businesses, researchers, investors, and politicians participated.

In Italy, Board Chair Mette Fisker attended the launch event for the newly established "RIPA – the Italian network for alternative proteins". The network was established with direct

inspiration from our own "Network for Plant Proteins" – and Mette's presentation therefore focused on lessons learned in connection with establishing, developing, and maintaining such a network. The event, which coordinator Johanne Jelnes had helped organize, was attended by both businesses, civil society organizations, and research institutions.

In addition to participating in events in individual EU countries, we have also been to Brussels on several occasions to participate in events – including an event with representatives from the other EU member states in Brussels – or to give presentations to the European Parliament's cross-party group on animal welfare, focusing on the development of a European action plan for plant-based foods and a European plant-based fund along the lines of the Danish one.

POLICY, INTERNATIONAL COLLABORATION

**Danish Plant-Based Diplomacy** is led by our EU Policy Manager Hanne Winter and Plant Diplomacy Coordinator Johanne Jelnes. The initiative is a collaboration between the Danish Chamber of Commerce, DI Foods, Organic Denmark, The Agriculture & Food Council, Think Tank Frej, Danish Rural Youth, the Danish Plantbased Business Association, and the Vegetarian Society of Denmark.



# PLANT FOOD SUMMIT



On Monday 20th and Tuesday 21st of October, our most ambitious event to date – the EU Presidency Conference “**Plant Food Summit**” – took place at The Royal Danish Playhouse in Copenhagen. Here we welcomed over 420 professional participants from 38 countries, including all EU member states. The participants were a mix of civil servants from almost all EU governments, agricultural organizations, think tanks, business and industry associations, civil society organizations, media, the financial sector, and foundations. The purpose of the summit was to create a platform for participants where they could learn, taste, and experience how Denmark integrates plant-based initiatives as part of developing a future-proof food system.

Project manager Kenneth Fredslund, together with the partner group, organised two days packed with content. There were presentations on the main stage, including the European launch of the EAT-Lancet Commission 2.0 by Fabrice DeClerk, Science Director at EAT, a presentation on “The Story of Humanity – told through legumes” by culinary journalist and author Joël Broekaert, an inspirational talk by Hollywood actress Kate Mara, and a welcome address by the Minister for Food, Agriculture and Fisheries, Jacob Jensen. In addition, participants had the opportunity to attend breakout sessions on both days focusing on: 1) connecting countryside and cities, 2) innovation crops and products, and 3) engaging professionals and citizens.

As part of the program, participants had the opportunity to enjoy plant-based dinners at, among others, Beyla, MadenItaly, Baka d’Busk, and Bistro Verde, and to network with other participants from their country.

Day 2 began with excursions to a selection of exciting companies and stakeholders working on the development of plant-based

foods and meals. Participants could thus experience and see concrete examples of the development.

The excursions went to: Bispebjerg Hospital, Bælgkompagniet, the Danish Technological Institute (DTU), DTU Biosustain, DTU Food, Copenhagen Hospitality College, Højbjerggård Research Facilities, the University of Copenhagen, City of Copenhagen’s EAT kitchen, Novonesis, Spora, and Temptly Foods.

The two days buzzed with knowledge sharing, new collaboration opportunities, and ideas, and we look forward to following up on the many contacts in other countries that we have made – under the Danish Plant-Based Diplomacy initiative, which continues in the coming years.

POLICY, INTERNATIONAL COLLABORATION

The summit was financially made possible by the Novo Nordisk Foundation, Coefficient Giving, and Tilt Collective, and the partners behind Plant Food Summit were:

- University of Copenhagen
- Think Tank Frej
- Danish Plantbased Business Association
- Ministry of Food, Agriculture and Fisheries
- Agriculture & Food Council
- Organic Denmark
- Danish Chamber of Commerce
- Confederation of Danish Industry
- City of Copenhagen
- Food Nation
- Concito
- Danish Rural Youth
- Danish Plant-Based Diplomacy
- ProVeg International
- Tilt Collective
- Vegetarian Society of Denmark



Fotos fra Plant Food Summit er taget af Rikke Mikuta og Deborah Ryan

# ATTENDING THE CLIMATE SUMMIT IN BRAZIL

In November, Executive Director Rune-Christoffer Dragsdahl, project manager for Forest Friendly Food Gry Bossen, coordinator Johanne Jelnes, and Head of Programmes Louise Johansen travelled to Belém in Brazil to participate in the UN Climate Summit COP30. Here we organized 10 events and participated in further 7 events. Three of these took place in the Danish pavilion, where we were an official partner this year. As partner, we wished to highlight the Danish plant-based initiatives – the Danish Action Plan for Plant-Based Foods and The Plant-Based Food Grant – as two possible concrete climate tools for supporting the futureproofing of our food system.



In our contribution to the Danish pavilion, the Minister for Food, Agriculture and Fisheries Jacob Jensen participated in a debate together with Brazil's Minister of Agriculture, and members of parliament Rasmus Langhoff from the Social Democrats (a center-left party), Linea Søgaard-Lidell from the Liberal Party (a center-right party), and Dina Raabjerg from the Conservative People's Party (a center-right party) participated in a bridge-building debate on why there is broad political support for the Danish Action Plan for Plant-Based Foods and The Plant-Based Food Grant in Denmark, after which they engaged in dialogue with a politician from



Brazil and Canada respectively. The final event in the Danish pavilion focused on the importance of securing financing for plant-based initiatives, and featured the Danish Ambassador to Brazil, as well as representatives from two international philanthropic foundations.

Alongside our many events, we held meetings and dialogues with ministers from Ghana, Uganda, and Colombia, the California Secretary of Agriculture, and other government representatives from, among others, India and Ethiopia, as well as the region of Catalonia and the province of Barcelona, about the Danish plant-based initiatives. We experienced great curiosity about the possibilities of translating the Danish initiatives to other contexts.

Prior to our participation at the climate summit in Belém, we had been in the Brazilian capital Brasilia and held an event at the Danish Embassy, where the aim was to inspire future collaborations on more plant-based foods. We also organized a workshop for 25 representatives from Brazilian civil society to tell them about the Danish initiatives – The Plant-Based Food Grant and the Danish Action Plan for Plant-Based Foods – and to gather input on which plant-based initiatives need financing in Brazil.

We look forward to continuing our work on the international stage in 2026, as we see great potential for countries outside the EU to also initiate and allocate government-level financing for plant-based initiatives.



# OUR HOPES AND WISHES FOR 2026

We hope that one or more of our European colleagues will succeed in getting their government to present action plans for plant-based foods and find financing for the plan. Should this happen, it will create important and necessary change in the respective countries but will also inspire Danish politicians to continue their leadership and ambitions in the plant-based area and to continue prioritizing funds for the plant-based sector, including through The Plant-Based Food Grant. We are still far from the finish line when we look at the distribution of subsidies between animal and plant-based foods, and it remains a high priority for us in 2026 to even out this imbalance.

It is also our hope for the coming year that we will begin to see greener menus in all public kitchens, so that many people generally can follow the dietary guidelines, and that all Danes gain easier access to nutritious and plant-based meals throughout society.

In addition, we hope to prevail in the High Court, where we must fight the discrimination of a citizen based on her ethical vegan conviction. The appeal case is scheduled for September 7, 2026, at the Eastern High



Court, and we look forward to the wait being over. Many citizens continue to find themselves in difficult situations in hospitals, where they experience a lack of nutritious vegan food and therefore do not receive sufficient nourishment. It is a great wish of ours to actively stop this discrimination.

A wish for 2026 is that the broader public debate will be increasingly shaped by accurate and balanced communication about plant-based foods, and that more healthcare professionals will step forward regarding the positive effect a plant-based diet has on our health. Something as simple as correct guidance on plant-rich diets from doctors and dietitians can have an enormous impact on the individual citizen.

A heartfelt thank you to all members, contributors, volunteers, and staff – including our indispensable administration team comprising Office Manager and Business Director Mie Nordly, administrative assistant Marissa Bigtas, IT specialist Adam Jensen, and student assistant Astrid Bloch, and partners for once again in 2025 creating meaningful results together with us. We look forward to even more in 2026 – both nationally and internationally.

**We wish you all a green and change-making 2026.**

## HOW TO SUPPORT THE VEGETARIAN SOCIETY OF DENMARK'S WORK:

- 🌿 Via the website: [vegetarisk.dk/english/#donate](https://vegetarisk.dk/english/#donate)
- 🌿 Merkur Andelskasse, Vesterbrogade 40, 1620 Copenhagen V, Denmark.
- 🌿 IBAN: DK2584010001760307. SWIFT: MEKUDK21.