

# Come and feed your brain

## Let's challenge preconceptions

The program as it looks right now. Changes may occur.



### Webinar 24. November 2021

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*Frederik Thalbitzer, Chairman of the Danish Association of Agricultural Journalists: The hotel and conference centre VINGSTED in the middle of Rural Denmark, close to Billund Airport and the city of Vejle with rail connections to Copenhagen and Germany, will be home for all of us in 2022. After work hours we can socialise around a mid-summer bonfire, in the bar or another cosy place of your choosing. Come and enlarge your network with colleagues from all over the world.*

## It is a great pleasure to welcome you to the IFAJ 2022 congress in Denmark

You cannot imagine how happy we are to be able to carry out this congress, which we have worked on since 2016. Covid 19 has been an obstacle that has delayed the congress for several years, but now our plans are coming to fruition.

The Danish food and agricultural cluster has a strong value chain that ranges from primary and processed food production, the food technology and ingredients industries, know-how and research to the wide range of products available to consumers all over the world.

The theme of the congress is sustainability. Sustainability has become a hot issue in agriculture – perhaps even the hottest. Even though working with sustainability and becoming carbon neutral in 2050 will change how farmers work and live, it is an agenda farmers and companies have taken to heart. During the congress you can choose four of 20 different excursions in which to participate. The excursions show a variety of farms and companies that are above average with regard to developing a sustainable business.

I cannot mention them all, but you will be able to visit dairy farms, pig farms, crop farms, conservation agriculture, organic farms and farms and companies focusing on animal welfare, environment, nature... you name it! You can read more about the excursions in this document. One day the excursions will end up at the national farm animal fair Landsskuet. In addition to seeing top quality animals and modern machines, we will have dinner there and meet the president of the Danish Agriculture & Food Council. The former president will be there as well and tell the amazing story about how the billion-dollar Danish fur industry was shut down overnight by the government – with no legal authority.

We will have workshops – the last ones are not yet planned, but there will definitely be one about freedom of the press. We have also invited VIPs. You can meet a Danish minister, an EU commissioner, and top people from international organisations that are important for agriculture. They will debate “Smarter Farming and Food Production for Green and Sustainable Growth - How do we produce feed, food and energy for 10 billion people in 2050 while protecting the environment, nature and climate?”

There will also be an afternoon to meet partners face to face or in presentations, and you can interview CEOs from various companies.

We are looking forward to seeing you in Denmark from 26 June to 3 July 2022.

# Welcome Dinner

## Showcases IFAJ Star Prizes, Young Leaders and Master Class

### The Stars Come Out



By Steve Werblow,  
Oregon, USA,  
IFAJ vice president



*Owen Roberts, IFAJ past president, present the Star Prize for print to  
Lindi Botha of South Africa at the IFAJ congress in Minnesota, USA 2019*

### Star Prize Ceremony

The welcome dinner on Monday, 27 June, will celebrate high achievement. The dinner will serve as the IFAJ Star Prize award ceremony, honouring the work of journalists from around the globe whose work has been judged to be the world's finest.

The IFAJ Star Prize is awarded in print, audio, video and digital categories. Winners are selected by an international panel of judges, each an expert in the field.

The award ceremony showcases the inspiring work of winners and runners-up, and is a perennial highlight of IFAJ Congress.

### Meet the IFAJ/Alltech Young Leaders

The IFAJ/Alltech Young Leaders will be introduced at the welcome dinner. Each Young Leader—age 35 or younger—has been selected by his or her guild to represent their organisation, then chosen by a panel of judges for their professional skill and leadership potential. Over the years, Young Leaders have risen to top positions in their guilds and contributed greatly to IFAJ through their involvement, energy and leadership. Make a point of meeting the 2022 IFAJ/Alltech Young Leaders and see why.

### Welcome IFAJ/Corteva Masterclass

For more than a decade, the IFAJ/Corteva Masterclass has brought together outstanding journalists and communicators from non-member countries and emerging guilds for leadership training and skill-building workshops. Many alumni of the Masterclass have established guilds that strengthen agricultural journalism in their countries, bring new energy to IFAJ, and widen our global network. Please be sure to welcome the members of the 2022 IFAJ/Corteva Masterclass.

# Global IFAJ Activities at the 2022 Congress



By Adalberto Rossi  
Argentina, IFAJ Secretary General

## Bootcamps for Agriscience Masterclass and Young Leaders

The IFAJ Bootcamp held at each congress is a unique event that provides professional development activities, including training, farm visits and on-site writing or broadcasting assignments for two important groups of participants. The first is the IFAJ-Corteva Agriscience Masterclass, which brings together agricultural journalists and communicators from developing countries, from both IFAJ member and non-member countries. The second group is the IFAJ-Alltech Young Leaders programme which recognizes the leadership potential of young agricultural journalists and communicators (under 35 years of age) from IFAJ member countries. The IFAJ Bootcamp, held on the three days prior to the congress, is an important annual activity to support and nurture those who are destined to develop in the profession, to help IFAJ grow and to contribute positively to the global advancement of agricultural journalism and communications.

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## Delegate Assembly with election of Presidium

The Delegate Assembly is IFAJ's primary authority. It is comprised of delegates appointed by member associations, who represent, speak and vote on behalf of their guilds. The number of delegates is determined by the size of the association's membership. The Delegate Assembly (equivalent to an annual general meeting) determines and approves all IFAJ business, including recommendations put to it by the Executive Committee. The 2022 Delegate Assembly will be an election year for President, Vice-president, Secretary General & Treasurer, so there will be added excitement to the proceedings.

## After a decade the IFAJ Foundation will be established

IFAJ has been working on establishing a foundation in order to raise funds for professional development programmes and other activities that support agricultural journalists and communicators around the world. The foundation is in the process of being set up in the UK as a registered charity. The final steps of approval for the foundation and the election of directors and officers will take place at the 2022 congress. The establishment of the foundation will be the culmination of a decade of effort in strategic planning and constitutional change.

# VIP seminar

## Smarter Farming and Food Production for Green and Sustainable Growth

### Organisers:



**Frederik Thaltbitzer**,  
journalist, M.Sc.,  
Landbrugsavisen, Chairman  
of the Danish Association of  
Agricultural Journalists



**Henning Otte Hansen**,  
Senior adviser, PhD,  
Department of Food and  
Resource Economics,  
University of Copenhagen



**Jørgen Lund Christiansen**,  
Journalist, columnist,  
organiser of 40 study tours  
to six continents, participant  
in 20 IFAJ congresses

### **How do we produce feed, food and energy for 10 billion people in 2050 while protecting the environment, nature and climate?**

We are inviting VIPs from some of the world's most important organisations dealing with agriculture to help us debate and answer the question. A Danish minister will attend and there will be representatives from the EU Commission and the US Department of Agriculture. Top leaders from organisations such as FAO, World Bank, WTO and OECD are expected to come.

The world population is growing, the middle class is growing and the demand for feed, food and bioenergy is growing enormously. At the same time, sustainability has become an increasingly important issue. Meeting sustainability goals requires innovation, new technologies, new partnerships in the value chain and new ways of collaboration. We would like to receive inputs from some of the most influential people on those issues.

We expect to hear their views on how we can include the agriculture-related UN Sustainable Development Goals (SDG) and achieve results that benefit food quality, animal welfare, biodiversity, biorefining, nature, environment, carbon footprint, food waste, etc.

We expect that the VIPs will stay for questions and answers from the congress participants and for interviews.

## Organizers:

**Jørgen Lund Christiansen**, journalist, organiser of 40 study tours to six continents, participant in 20 IFAJ congresses, columnist

**Aage Krogsdam**, Journalist, globetrotter, participant in more than 25 IFAJ congresses, chairman of the 1999 IFAJ organising committee Denmark



## An extra congress day allows you to visit food cluster booths and meet Danish ag leaders one-to-one

Danish agricultural and related industries are ready to tell us about the latest results from science and R&D as well as their visions for the future. We will, as always at IFAJ congresses, visit farms, organisations and companies.

In Europe a congress normally lasts four full days after arrival day and the welcome dinner. We have added a fifth day. In the morning we will, as mentioned on the previous page, offer you a seminar with VIPs from ag-related global organisations.

After lunch, specialists, CEOs, company chairmen, etc. will invite us to the congress centre's exhibition hall. As partners and congress supporters they will offer you time for talks and interviews from individual booths.

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### Meals for socialising and growing your network

There will be no commercial presentations during our meals, which will give you optimal conditions for socialising and growing your international network.

### Your working conditions are on our minds

During the four excursion days you can choose between 20 day tours and a total of about 50 visits.

You will have opportunities for direct meetings with leaders in the Danish food and agricultural sector so you can produce relevant articles for print as well as background and news for web, radio and television programmes.

### A dance before you go to bed

Our guests and our partners are invited to have dinner with us. During the congress - including meals and late evenings - we will all have possibilities for good talks, networking and mingling – before the fabulous IFAJ band ends the day.

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A few weeks before the congress begins, you will receive a 300-page book in a pdf file with info about Denmark, our food cluster and facts about our excursion destinations. Upon arrival we will give you the book in print.



# Workshops about agricultural journalism

During the congress you can participate in a number of workshops. So far, we have planned two. More will follow when we know more about the agricultural agenda for 2022. Here is what we have planned until now:

## Collaboration across borders

*By Dorte Stenbæk Bro, Agriwatch, Denmark*

Luxembourg Leaks (LuxLeaks), Panama Papers and more – the list of extensive, international collaborative journalism is long. Journalists are increasingly working together across borders. What is required and what can be gained from this in agricultural journalism? One example is the collaboration of the Danish agricultural media house Landbrugsmedierne with a number of other countries' agricultural media regarding tests of machines ranging from telehandlers to harvesters. How do they do it, what are the challenges, and what advice can they give others who would like to do the same?

We will also look at other examples and discuss how agricultural journalists can pull together and what we would like to collaborate about across borders. Coverage of multinational food companies? Climate? Exchange of experience or finding sources?



## Freedom of the press, including agricultural journalists

*By Michael Godtfredsen, Sulo, Finland*

Sometimes you might feel that you are working under pressure, especially when you have to check your stories with your source because of complicated content, which is very common.

We also have colleagues around the world who risk their freedom and security just trying to do their job. Members of the IFAJ have been arrested, tortured and jailed because they have reported about market prices or growing season forecasts for farmers. They work in countries where governments cannot tolerate news or reports that could jeopardise their reputation and power. What can we do in the IFAJ to support our members when they become victims of pressure from companies and sometimes even publishers?



## Tour A1, 28 June:

Tour leaders:

**Jørgen Lund Christiansen**, journalist, organiser of 40 study tours to six continents, participant in 20 IFAJ congresses, columnist

**Henning Otte Hansen**, Senior Adviser, PhD, Department of Food and Resource Economics, University of Copenhagen



## The Danish way of handling challenges

The Danish dairy sector encompasses about 2,500 farms with an average of 220 cows, of which 20 per cent are organic. In 1882, Danish farmers established their first dairy coop. In 1905 there were a total of 1,300 coops and the Lurpak brand was designed to promote export of butter to the UK. Today, only a few coops handle 95 per cent of all Danish milk. Arla Foods is one of the world's leading dairies and handles 90 per cent of Danish milk. Arla is a multinational company, including its ownership. The headquarters are in Denmark, but there are more than 9,000 member in Sweden, Germany, UK and Benelux.

On this tour we will meet the chairman of Arla, Jan Toft Nørgaard, at Arla Innovation Centre in Skejby. He speaks four languages and will tell us how farmers from seven countries with different tongues and traditions have co-operated to create and run their own successful company.

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We will visit Holger Hedelund's farm with one of the finest Jersey herds in Denmark and hear about export of heifers and young cows. Holger aims to be independent from protein import. New crops are taken in and have today replaced more than 80 per cent of soya and other protein sources from abroad.

At Sejet Plant Breeding Station, owned by DLG, a leading Danish farm supply coop serving more than 25,000 members, Managing Director Birger Eriksen will tell us about goals and methods to achieve higher yields and quality adapted to local climate and environmental conditions.

At the end of the day, we will have dinner with group A2 at the cultural centre Vestermølle. Throughout the day your tour guides will tell you about mandatory education of all children starting in 1814 in response to Denmark's bankruptcy in 1813. This was followed by folk high schools and establishment of coops, which currently have more than 90 per cent of the market shares in all major sectors. That story is part of the foundation of the Danish welfare society.



*Chairman of Arla Foods Jan Toft Nørgaard Poulsen.*



*Managing Director Birger Eriksen.*



*Dairy farmer Holger Hedelund.*



Tour A2, 28 June:

Tour leaders:

Egon Kjøller, journalist,  
North Jutland newspapers 1971 – 2016

Søren Andersen, journalist. MSc in Sociology,  
Master in Journalism  
Employed by the energy company Barry  
Danmark Aps, volunteer at the think tank Frej



## Climate and global warming Farming is an important part of the solution

Farming is a considerable contributor to the alarming global warming, but is also an important part of the solution. The Danish agricultural sector accounts for at least 20 per cent of Denmark's total emission of greenhouse gases. In October 2021 a wide majority of political parties in Denmark agreed to reduce these emissions by 55-65 per cent in 2030 (1990: 100 per cent). This means reducing emissions by 6.1-8 million tons CO<sub>2</sub>-equivalents.

Nitrogen leaching to the Danish aquatic environment will have to be reduced by 13,100 tons in 2027 to obtain a water quality that adheres to the EU Water Framework Directive. The agreement creates reductions of 10,800 tons. As for greenhouse gas emissions, the agreement creates reductions for 1.9 million tons of CO<sub>2</sub>- equivalents. The rest is to be found via innovation or further political demands.

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The solutions are simply not yet created or fully developed.

The agricultural sector will receive an extra 3.8 billion Danish kroner (0.51 billion euro) and more of the EU Common Agricultural Policy funds will be allocated to green initiatives.

On this tour we will see research and development facilities and industrial initiatives contributing to make the vision real at:

- Nature Energy, a leading producer of biogas.
- DCA - Danish Centre for Food and Agriculture, AU Foulum, Aarhus University.



## Tour A3, 28 June:

Tour leaders:

**Birgitte Pedersen**, 15 years of experience for business development and branding in the food and agriculture value chain in Denmark and internationally.

**Peter W. Mogensen**, journalist and editor at LandbrugsMedierne. Agricultural technician with cattle as a specialty



## Professional milk production with a clear focus on climate and welfare

Danish dairy farmers are front-runners in combining animal welfare, high productivity and low carbon footprint. The industry has already been through professionalisation and structural development - changes that continuously set all parts of the value chain under pressure with a demand for optimisation and innovation.

On this tour, you will visit an Arla dairy that produces mozzarella cheese, pizza cheese topping and shredded cheese for cooking. The dairy uses biogas from local dairy farmers for heating. You will see the new facilities for cattle research at AU Foulum, Aarhus University. AU Foulum has recently taken new barns in use that set new standards for research facilities for milk production. Professors will lead us through the research in feed, milk and methane.

At Sandagergård you will meet the Forum family who built the farm in 1997 and today milk nearly 500 cows using automated milking. The family runs one of the best dairy herds in Denmark and has received an award for the best work environment in the agricultural industry in Denmark.

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Mozzarella production at Arla in Rødkærsbro. Få siden til at gå op.



Tour A4, 28 June:

Tour leader:

Henrik Lomholt Rasmussen,  
Freelance journalist



## More than 30 million Danish pigs

Denmark has 13.4 million pigs and more than 30 million pigs are born annually. 70 per cent of them have their roots in semen from Hatting A/S, which houses boars from the DanBred breeding system.

16-17 million pigs end up at a Danish Crown abattoir at the age of five-six months. Most pork from Danish Crown is exported just as the Danish breeding system has increased its export of breeding genes.

You will learn more on this tour that begins at Søren Juul Jensen's pig farm in Hornborg west of Horsens. Søren has developed a welfare pen with reduced piglet mortality, reduced use of medicine, and 100 per cent loose sows. He receives a bonus for his special production of pigs, which are marketed by Danish Crown.

### Danish Crown Horsens slaughters 100,000 pigs per week

Second stop is at Danish Crown's abattoir in Horsens. It is one of the world's largest meat companies with divisions in Germany, England, Poland and Sweden. The company is cooperatively owned by Danish farmers. A tour of the abattoir – with 1,330 employees who slaughter 100,000 pigs per week – follows the pigs from arrival to the packaging plant.

The third visit is to the boar station Hatting A/S that makes genetic progress by using genomic selection of all breeding candidates combined with technical expertise. This has given farmers with sows and own finishers considerable added value.

### Better protein, efficient and sustainable

The tour finishes at European Protein, a company producing fermented functional proteins from oil seed rape, soya beans, and algae. Fermentation benefit the gut flora, develop the immune system and increase digestibility which makes the products more resource-efficient and sustainable. European Protein invites us to a BBQ dinner.

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*As a participant, you must not have visited another pig farm or have been in contact with pigs within the 24 hours preceding the tour.*



Photo: L&F

## Tour A5 28 June:

### Tour leaders:

**Stig Oddershede**, Communications Manager,  
DLF Seeds A/S

**Aage Krogsdam**, Journalist, globetrotter,  
participant in more than 25 IFAJ  
congresses chairman of the 1999 IFAJ  
organising committee Denmark



## New plant-based proteins

Food production is currently responsible for approximately 20 per cent of total global CO2 emissions. Production, processing and consumer acceptance of plant protein with less impact on the climate will be an important element in future food production. This tour gives you the opportunity to study innovative plant-based protein production.

### Grass, clover and alfalfa replace soya in poultry and pig feed

BioRefine Denmark produces plant proteins based on forage grass, clover and alfalfa. The company aims to produce 7,000 tons of organic protein per year to replace soya in feed for monogastric animals such as poultry and pigs. The organic protein segment is currently the “sweet spot” for grass refinery as the commodity prices for organic soyameal are very high. With increasing demands for lower climate footprints, grass protein may offer a competitive alternative to conventional soyameal in the future.

### Potatoes - a growing industry for food and feed

KMC, which is one of the world’s leading companies within potato-based ingredients for the food industry, has developed potato protein that is well suited for plant-based and ‘free-from’ food trends. KMC processes more than one million tons of starch potatoes. The proteins are refined food products with a desirable composition of essential amino acids.

KMC develops food ingredients with the aim of replacing as many animal ingredients as possible with potato-based ingredients. For example, modified potato starch can replace animal gelatin wine gums, and potato-based ingredients can replace casein in cheese.

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At the end of the day, we will join Tour A4 and visit European Protein, where we will have dinner. Read more on the previous page.



**Tour B1, 30 June**  
**Interesting ideas!**  
**See the invitation**  
**in January**

## Tour B2, 30 June:

*The government called the police to assist in the mink-killing.*



*Erik Poulsen.*



## Cattle, genetics, national animal fair and meetings with top ag people

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We have planned a tour with a focus on cattle and genetics, but cannot give you the details before January, when you will receive your invitation and a full congress programme.

Thursday, 30 June 2022 is the opening day of the national animal fair Landsskuet in Herning. There will be one or two morning visits enroute to Herning but we will arrive at the fair in time for lunch.

In the afternoon, our colleague Erik Poulsen, head of the fair's information team, will give us an hour-long tour of the fair and show us the various areas for animals, machines, etc. This will leave us a couple of hours on our own.

At the end of the day, Martin Merrild, former president of the Danish Agriculture & Food Council and former mink farmer, will tell us about events and feelings when the government suddenly decided to kill not only 16 million mink but the whole fur industry in Denmark.

*All five tours 30 June will end up at the National Animal Fair Landsskuet in Herning and before the BBQ meet Martin Merrild (left) and Søren Søndergaard.*



Before a BBQ dinner, we will also meet Merrild's successor Søren Søndergaard who will give a talk based on the congress theme (see the last page in this pdf) and answer questions.

## Tour B3, 30 June:

Tour leaders:

Frederik Thalbitzer.

Journalist at Landbrugsavisen, Chairman of the Danish Association of Agricultural Journalists

Marendine Krainert Ladegaard  
Press officer, Organic Denmark



## Making a business out of organic farming

In Denmark, organic food production is built up around a state-controlled system, which covers the whole food chain. All organic farms, suppliers and organic food companies are subject to government inspections at least once a year as an add-on to other regulatory inspections. This ensures that organic food is produced in compliance with the EU's organic regulations. In addition to living up to organic regulations, organic farmers and feed and food companies must comply with the legislation that applies to food production in general – in respect of the environment, nature, animal welfare, traceability, hygiene and food safety.

On this tour we will visit two organic farms with an extra focus on environment, animal welfare and marketing.

Månsson grows organic and conventional vegetables. The farm enterprise plants 45 million cash crops annually. Axel Månsson will relate how he gradually shifted the farm to becoming organic, which he believes is healthier for people and the environment.

In addition to vegetables, he also has a large production of organic eggs.

Axel Månsson has established a biogas plant that provides nutrients for the vegetable crops.



We will also meet Lone Andersen, a Danish organic farmer and chairwoman of the COPA-COGECA working group on organic agriculture in the EU. She will meet us and we will have a debate about organic legislation in the EU.

Another farmer we will visit is Bertel Hestbjerg who has one of Denmark's largest organic pig farms. He is particularly keen on animal welfare and with his concept 'poplar pigs' improves animal welfare over and above the official minimum requirements.

He has also established his own marketing compa-

ny in order to gain a position on the market for his brand.

The tour will end at the national farm animal fair Landsskuet with free time to see animals and machines followed by dinner and a debate with the chairman of the Danish Agriculture & Food Council.



Tour leader:

Niels Damsgaard Hansen,  
Freelance journalist,  
former editor-in-chief at FBG Medier



## Comparison between growing systems in an extensive project with large test plots

GRObund is the name of a unique project funded by Syngenta and led by Seges, the Danish Agriculture & Food Council's center of knowledge. The project studies and compares practical issues with regard to three growing systems: 1) conventional cropping (with ploughing), 2) reduced tillage, and 3) Conservation Agriculture (CA).

This is a project of unprecedented scope with a setup that has never before been used in Denmark.

Each of the three host farms has 36 five-hectare test plots, says project leader Annette V. Vestergaard, national adviser at Seges. The test plots have three different treatments in each of the three different growing systems, and four repeats in order to achieve the best statistic confidence. The time scale of the project must be sufficient to illustrate differences between the systems in the same test plots over the whole project's life.

The farmers and their advisers are in charge of managing the plots. They choose everything, including varieties, spraying and fertilisation. Everything is registered in addition to data regarding soil health, pests, beneficial insects, diseases, yields, machinery economics and, of course, overall economics.

The unique element is that systems and not individual factors will be compared to each other. Normally, individual factors, such as ploughing with harrowing and direct drilling are studied. In this project, so many factors are involved that it is the growing systems that are compared instead of the effects of individual factors, such as catch crops, tillage, or straw residue strategies.

*Annette V. Vestergaard (left) and Niels-Erik Halgaard (right) by the advanced camera with sensors that identify and register insects moving around within camera range in the test plots.*





## Tour B5, 30 June:

Tour leaders:  
**Stig Oddershede**, Communications Manager,  
DLF Seeds A/S

**Aage Krogsdam**, Journalist, globetrotter,  
participant in more than 25 IFAJ congresses,  
chairman of the IFAJcongress organising committee in Denmark in 1999



## Community outreach, malt, beer and whisky

### Go-gris walks the extra mile

Danish farmers currently employ less than three per cent of the Danish workforce. More than 60 per cent of the Danish landscape is farmland. Agricultural employers must know how to communicate with the outside world. The three owners behind the farm Go-gris near Horsens are very aware of the necessity of community outreach. They walk the extra mile to create good relationships with their neighbors and others who are interested in modern agriculture. The owners have an informative website and post fun facts and useful news on Facebook, and open the doors to their farm for kindergartens, schools and other groups. The farm includes 980 ha arable land with grass seed, cereals and canola. 1,000 sows deliver 32,000 piglets for sale to other farms.

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### Biggest malt producer in the world's biggest malt-exporting country

15 per cent of the Danish agricultural area is used for barley malt and Denmark is one of the world's biggest exporter of this essential ingredient for beer and whisky production. The exports equal 16 percent of the total European production. . The Sophus Fuglsang Export Maltfabrik A/S in Haderslev is the largest malting operation in Denmark. In 2017, the family-owned company became certified as a producer of organic malt and also produces whisky malt for distilleries. The Danish coastal climate provides ideal conditions for producing malt of the highest quality. The malt factory exports about 75% of its annual production of 150,000 tons.

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This tour will also take us to the National Agricultural Show 2022 (Landsskuet) in Herning in the afternoon, where the other tours will join us for the rest of the day's programme. You can read more in the foreword of this pamphlet.



## Tour C1, 1 July:

Tour leaders:

**Jørgen Lund Christiansen**, journalist, organiser of 40 study tours to six continents, participant in 20 IFAJ congresses, columnist

**Anne-Marie Glistrup**, journalist, Communications Officer, biographer



## Protein for feed from starfish and grass

Vestjyllands Andel is a cooperative owned by more than 4,000 Danish farmers. The coop is a full-line supplier of quality products and counselling for the agricultural industry. One of the major focus points is to produce high quality feed for pigs, cattle, horses, etc.

Vestjyllands Andel constantly seeks to enhance its leading position when it comes to organic and sustainable solutions – in the industry as well as in society as a whole. The ambition is to play a major part in the current green transition of Danish agriculture by developing better solutions to improve quality while lowering environmental footprints.

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### “Starfish plant”

Part of this green transition is taking place in GreenLab, where Vestjyllands Andel’s so-called “starfish plant” is located. By extracting high value protein from seawater sources, Vestjyllands Andel is playing an important role in minimising the import of protein from abroad.

### Grass protein

In cooperation with Seges, R&D and Ausumgaard, Vestjyllands Andel has developed a plant that can extract protein from grass and thus offer Danish pig and poultry producers a climate-friendly alternative to soya protein. The plant is the first of its kind in Denmark and secures a new production line of sustainable, locally produced, high-end protein feed.

### Biogas production

In addition to extraction of protein from grass, the plant at Ausumgaard contributes to the production of organic biogas by using by-products from its production to increase biogas production. At Vestjyllands Andel we consider biogas production as a determining factor for the success of the green transition of Danish agriculture.



*Grass for protein to pigs and chicken.*

*Starfishmeal.*

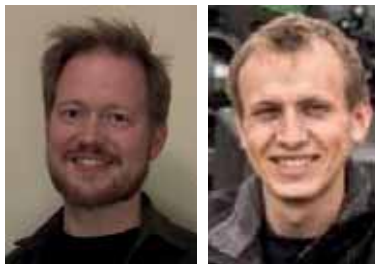


## Tour C2, 1 July:

Tour leaders:

Jacob Neergaard, consultant at Danish  
Agricultural & Food Council, agronomist

Morten Damsgaard, journalist at FBG Media



## Precision farming trip

### Visit to the research centre AU Foulum, Aarhus University

The programme will include a visit to the experimental fields at Aarhus University's research centre AU Foulum. Researchers from the university will present ongoing experiments with new technologies, such as use of satellites, drones and robots.

Furthermore, the researchers will explain the context of their research and the new technologies, including what farmers can expect to achieve in yield increase and other profits, and environmental benefits.

It will be possible to visit experimental animal housing and learn about precision technologies in animal husbandry.

### Participating researchers

Associate Professor René Gislum,  
Department of Agroecology, Aarhus  
University

Senior Adviser Michael Nørremark,  
Department of Electrical and Computer  
Engineering, Aarhus University

Professor Lene Juul Pedersen,  
Department of Animal Science, Aarhus  
University



### Samson Agro – supplier of agriculture technology

Samson is an international company and supplier of agricultural machinery. It was originally founded in Denmark in 1943 but has since grown and today employs 225 people and sells a wide variety of slurry and manure technologies around the world.

The focus of this visit will be how environmental regulations in Europe, especially the stricter state regulations in Denmark, force suppliers like Samson to develop new and more sustainable technologies to cope with environmental requirements. This includes precision farming technologies for spreading of slurry and manure to comply with environmental regulations regarding ammonia evaporation, nitrate leaching and phosphorous limits.

This means Denmark is at the forefront of reducing environmental and climate impact from the livestock sector, and that we several good cases of technology and know-how in this field. Our visit at Samson will provide insights into these technologies and show how the future of sustainable livestock farming might look like for countries with high densities of pig and dairy farming.

## Tour C3, 1 July:

Tour leaders:

Frederik Thalbitzer.

Journalist at Landbrugsavisen, Chairman of the Danish Association of Agricultural Journalists

Marendine Krainert Ladegaard  
Press officer, Organic Denmark



## Sustainability in organic crop and animal production

Our first stop will be at Organic Plant Protein, a relatively new company in Hedensted, where we will have a 100 per cent plant-based sustainable lunch. The founders are Fie Graugaard and Ulrich Kern-Hansen. It is their aim to reduce CO<sub>2</sub>-emissions and help enable production of enough food for the planet's growing population. We will see the facility and hear about their ideas for growing the company in the domestic Danish market well as other markets. Our next visit will be to Ingeborg and Brian Holm's farm in Lindknud. They have a focus on carbon storage. They have 250 hectares and 600 organic sows that wean 17,000 piglets outdoors to improve animal welfare and prevent diarrhoea. Poplars grow in the farrowing enclosures.

One of the ways to work with sustainability and climate change on a farm is to produce energy. Our third host will be dairy farmer Jens Krogh near Ølgod. He has wind turbines and a biogas plant on his farm. He is also chairman of the cooperative dairy Naturmælk and is knowledgeable with regard to marketing organic products.

Organic farmers strive to find holistic solutions to challenges such as global warming, declining biodiversity and animal welfare. Over three decades, the Danish government has created optimal conditions for nurturing organic innovation and growth. Strong and trusting collaboration across the public and private sectors has provided a solid foundation for the organic growth adventure. Stakeholders from across the value chain, from farmer to consumer, have all helped to develop a market-driven sector where nature, animal welfare and sustainability are prime considerations.

One person that has had great influence on Danish organics is Paul Holmbeck, retired from Organic Denmark. He is originally from the USA and will tell us about **'Political and market mobilisation driving the organic breakthrough—The Danish Model'**



Fie and Ulrich



Jens Krogh



Brian

## Tour C4, 1 July:

Tour leaders:

**Birgitte Pedersen**, 15 years of experience for business development and branding in the food and agriculture value chain in Denmark and internationally.

**Peter W. Mogensen**, journalist and editor at LandbrugsMedierne. Agricultural technician with cattle as a specialty



## Beef and milk with focus on economy, animal welfare and climate footprint

This tour takes you behind the scenes of the concept From farm to fork with regard to beef production. You will see and hear more about how companies set their climate goals, how the goals affect farmers, and what farmers must do to meet the goals while supplying meat to abattoirs and consumers - now and in the future.

On the tour you will visit the abattoir Danish Crown Beef located in Holsted where nearly 4,500 cattle are slaughtered weekly and the beef is processed and value is added to create a wide range of products for both Danish and foreign consumers.

Danish Crown is owned by farmers. You will meet Christian Sørensen, who is one of the owners. The young farmer produces 3,600 veal calves every year and has a strong focus on animal welfare, economy and climate footprint. The farm is involved in a project in which calf feed intake and methane emissions are registered.

The last visit goes to Hans Skovgaard in Them. He has beef as well as dairy cattle and pigs. From a farm shop he sell meet finished in the farms own processing room.



## **The cluster is a major part of the climate solution**

*By Jørgen Lund Christiansen*

Farmers strongest muscles are stored between their ears. This includes the ability to cooperate.

In 1880, a Danish dairy cow delivered 1,000 litres of milk of unknown fat and protein content. By the 1950s, the yield had increased to 5,000 litres. Today, it is more than 11,000 litres – an average for all 500,000 dairy cows! CO<sub>2</sub> emissions from one litre milk produced in Denmark has been reduced dramatically.

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This tour is still in the making, but we hope to tell you about how farm-based bioenergy plants and the interests behind huge upcoming wind turbine parks on newly established islands at sea can help us mitigate damage caused by global climate change. Bioenergy plants based on slurry and straw plus waste from industry and households can provide various energy sources. Mixing one of these sources with liquid hydrogen made from water in a process fuelled by wind turbine electricity can provide fuel for lorries and airplanes.

Pyrolysis technology can still not compete with fossil fuels, but the muscles between the ears and investment capital can hopefully change that. Farmers are a major part of the climate solution.

Denmark is guilty of 0.1 per cent of global CO<sub>2</sub> -emissions. We want to eliminate our contribution to global climate change and become a frontrunner with regard to sustainable energy – perhaps even become a laboratory that can serve the world.

## Tour D1, 2 July:

Tour leaders:

Egon Kjøller, journalist,  
North Jutland newspapers 1971-2016

Henrik Lomholt Rasmussen,  
freelance journalist



# The interface between nature and agriculture, sustainability, biodiversity and food production

61per cent of the Danish terrestrial area is cultivated farmland, which is a European record. 12 per cent is “nature” (excluding forests). But there are a lot of “in between”, i.e. types of nature, which depend on some kind of agricultural usage, such as meadows, heathland and scrubs. Here, cattle play an important role in farming and culture as well as in nature protection and management.

This tour brings you to a part of Denmark where farmers have lived and worked for generations, sometimes in collaboration with nature, sometimes against it: Skjern River Valley and Borris Heath.

Now, farmers and their land might also play a crucial role in the Danish political strategies against global warming. Flooding of up to 100,000 hectares of river valleys and meadows are important tools in the plan.

Skjern River is the largest in Denmark in terms of volume. For decades, the river valley was drained farmland, but since the completion of a comprehensive restoration project in 2002, the river once again meanders through the flat West Jutland landscape, surrounded by natural meadows with rich birdlife, wild salmon and varied plant life – biodiversity, in other words.

Farmers are expected to adapt to new conditions with regard to climate politics, national park plans, etc.

We shall meet one of them. His 350 head of cattle graze publicly owned floodplains along the river, while 150 horses serve as “nature managers” in the largest remaining part of the old heath landscape of Jutland, the military training area Borris Firing Range.



*Skjern Enge, an important place for farmers, anglers, tourists, and nature lovers. Photo: Thomas Høyrup Christensen/Visit Vestkysten*

## Tour D2, 2 July:

Tour leader:

Niels Damsgaard Hansen,  
Freelance journalist,  
former editor-in-chief at FBG Medier



# Conservation Agriculture improves crop production and is climate resilient

Conservation Agriculture (CA) is gaining ground as a farming system globally. It has many advantages for the farmer and society in the form of sustainability with regard to climate, biodiversity and nutrient retention in the agricultural soil. The system is recommended by FAO, among others, because it also improves crop yields and is climate resilient.

## Agriculture is part of the climate solution

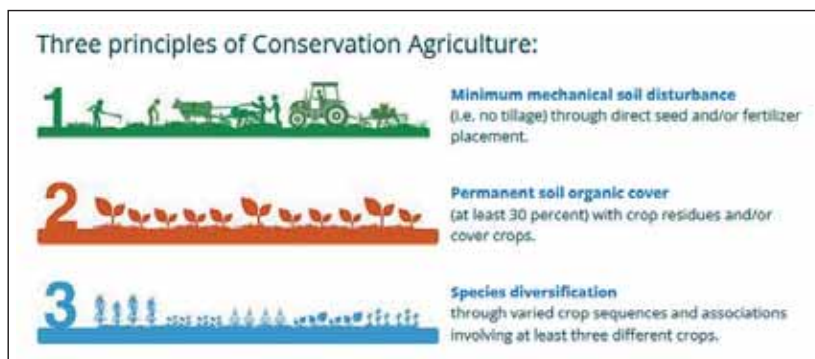
Farmers, researchers, NGOs and politicians realise that agriculture is integral to solving the current climate problem.

For centuries, farming has emitted enormous amounts of CO<sub>2</sub> by clearing forests followed by intensive soil tillage. Approximately half of the increase in the amount of CO<sub>2</sub> in the atmosphere comes from agricultural activity; the rest is from the use of fossil fuels. CO<sub>2</sub> emitted to the atmosphere can be brought back to the soil. CA is the most efficient method. Additionally, retaining organic material in the soil can help prevent desertification.

Awareness of CA in Denmark is strongly increasing among farmers and coops such as Arla Foods and Danish Crown. Nestlé has also initiated a process to encourage farmers and processors to become climate efficient with the aid of regenerative farming – the foundation of which is CA – at the latest by 2030.

We will visit two farmers, where there will be talks given by the chairman of Arla Foods and a biologist from Aarhus University.

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Conservation Agriculture comprises three basic principles: A) minimum mechanical soil disturbance (e.g. no tillage), B) permanent soil organic cover, and C) species diversification (never the same crop following in a crop rotation).



## Tour D3, 2 July:

Tour leaders:

Ulla Birk, Editor, Landbrugsmedierne

Anette Eckholdt, M.Sc. in agriculture,  
freelance journalist



## New marketing channels

Danish agriculture exports approximately two-thirds of its production to countries all over the world. The exports comprise mainly pigs, broilers and dairy products. Most of the products go through the coops Danish Crown and Arla, that also supply a large portion of the Danish domestic market.

Parallel to the big coops, many farmers have developed their own marketing, often using other channels. We will visit two of these farmers, who have refined their products and deliver them directly to the consumers' doorsteps.

The first visit will be to the farm Barritskov and the enterprise Aarstiderne, both of which are organic. The company was established in 1999 with a single employee. Today there are more than 280 full time employees. Aarstiderne has 80,000 customers in Denmark and Sweden that subscribe to the "Meal Box" that contains fruit, vegetables, and complete meal solutions. The customers can choose according to their own needs. Barritskov is currently experimenting with new variations of familiar veggies, that will be produced on Danish and foreign vegetable farms.

We will thereafter visit Hopballe Mølle - an old heritage farm that is presently run by the sixth generation. The mill has specialised in broilers that grow slowly. Combined with extra room, eight hours of darkness and the farm's own feed mix, this gives the meat a good taste and structure. The broilers are caught by hand, slaughtered in the farm's own abattoir only 200 metres away, and delivered freshly slaughtered to the consumer.

Hopballe Mølle also works with experience economy in that the associated restaurant and farm shop are owned and run by the mill.

Hopballe Mølle



Bæredygtig means sustainable



## Animal welfare is a hot topic in Denmark

On this tour we will visit farms that are above average in terms of animal welfare. We will visit a pig farm and a dairy farm and see what is possible in the barn and field.

A few weeks ago, pig farm organisations set new goals for animal welfare for pigs, and legislation has set stricter rules for future dairy cow housing, including more space for the animals.

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Maintaining high welfare standards is paramount throughout the whole production chain from farm to transport and abattoir.

Denmark exports meat and meat products to 140 countries around the world. Observing high standards remains crucial to maintaining the market position. A few years ago, the government introduced an animal welfare label. The intention of the label “Better Animal Welfare” is to improve the welfare of as many pigs and broilers as possible through consumer behaviour. The animal welfare label enables consumers to identify which products meet requirements for better animal welfare. By selecting products with better animal welfare at a slightly higher cost, consumers help ensure that more animals are produced under improved conditions. This is market-driven animal welfare.

The Danish Veterinary and Food Administration has the overall responsibility for carrying out on-farm control of animal welfare. If non-compliance is found, the reaction may be either a warning, an enforcement notice or a report to the police.

*Photos Torben Worsøe and Frederik Thalbitzer*



## **The 11th commandment: Thou shalt cooperate!**

*By Jørgen Lund Christiansen*

Two thirds of Danish agricultural production is exported, mainly by the farmers themselves through their cooperatives. The Danish food cluster has an 11th commandment: Thou shalt cooperate! The concept of cooperation and collaboration formed and developed Danish cooperatives, which once numbered in the hundreds or even thousands. Today, they have amalgamated into a few companies, some of which are among the biggest in the world.

Danish farms have also grown in size. In the 1950s, there were more than 200,000 farms. Today, approximately 8,500 farms are responsible for about 95 percent of Danish farm production, and the number of farms is still falling. An additional 25,000 small hobby farms give a good framework for a rich life, especially for many families with children still living at home.

The big coops are run like private businesses. Many of them have daughter companies organised as Limited Companies (LTDs). However, they are still farmer-owned and under the farmers' control. The members take the risks and share the profits.

The big challenge at the present and in the coming decades is the ability to cooperate not only with each other as farmers and company owners, but also with privately owned enterprises and, not least, public R&D at the universities. Collaboration is already taking place on a large scale. Thou shalt cooperate to reduce and avoid – this includes CO<sub>2</sub> emissions and red figures on the bottom line!

So much about the last of the 20 excursions that you can choose in Denmark in July 2022. One more hint: Using genetics to reach ag-related UN Sustainable Development Goals (SDG).

# Pre-congress tour 24-27 June

## Guides

**Frederik Thalbitzer**, journalist at LandbrugsMedierne, and chairman of the Danish Association of Agricultural Journalists

**Stig Oddershede**, press officer at DLF, and member of the Danish Association of Agricultural Journalists IFAJ 2022 organising committee



The pre-congress tour will be based in the capital city Copenhagen. During the day, we will leave town to visit farms and companies, while we will spend our evenings relaxing together, perhaps over a glass of beer and watching a football match.

Early arrivals can go for a city walk together to see The Little Mermaid, the royal castle Amalienborg, and other sights before all participants meet for dinner in the evening in the famous park Tivoli.

The world championships in football are played on grass with Danish origins. We will visit one of the largest grass seed companies in the world, DLF, including its fields and laboratories.

The company is located close to Stevns Klint a UNESCO World Heritage Site. It is the best place in the world to witness traces of the asteroid that hit Earth 66 million years ago. The asteroid wiped out more than half of all life on the planet, including the dinosaurs. We will go for a short walk there.

Bregtved Manor, that we will also visit, has the clear strategy to manage the business in a sustainable way with a special focus on climate. The manor has therefore in recent years developed wind, biomass and solar energy. The overarching goal is to become energy-neutral. The manor farms 3,465 hectares with a wide range of crops, and produces pigs and energy.

Sustainability is also on the agenda at Nordic Harvest, the first vertical farm in Denmark. They cultivate vegetables and herbs on 14 floors in an indoor, closed environment with LED lights and optimally controlled lighting, moisture and fertilisation. Using less water and pesticides and having a closed system of plant nutrients is a part of a sustainable idea.

There will be an opportunity to see mushroom growing with a focus on low energy consumption. We will also visit Food Nation, that helps increase knowledge of Danish food products and solutions in markets around the world.

Finally, we will visit LandbrugsMedierne, an agricultural media house.



3-7 July:

Tour organiser and leader:

Niels Damsgaard Hansen,  
freelance journalist,  
former editor-in-chief at FBG Medier



## Faroe Islands post-congress tour

Experience food production on the Faroe Islands. The post-congress tour to the Faroe Islands in the North Atlantic will include visits to farms, the fishing industry, and processing plants as well as cultural elements.

In the middle of the North Atlantic Ocean, just north of Scotland, and approximately halfway between Norway and Iceland, lie the Faroe Islands, a modern society that in recent years has experienced marked economic progress. This is in large part due to its fishing industry and to a lesser degree because of an increase in the number of tourists who come to enjoy the islands' unique nature, culture and people with their own proud traditions.

It might not seem probable that the Faroese are self-sufficient with regard to most dairy products except cheese, but they are. In recent years, several modern dairy barns have been built, from which milk is delivered to the islands' own dairy in the capital city Torshavn.

There are also many sheep on the islands – some people think too many in relation to grazing potential – and there are even Faroese horses.

In other words, there is a lot to see, experience and learn about.

The ferry trip from Denmark to the Faroe Islands takes about 36 hours. From the airport in Billund you can fly with the Faroese airline Atlantic Airways. It takes two hours to Vagar, the only location with room for a sufficiently long runway. The bus drive from the airport to Torshavn takes about an hour.

*A view of Búnaðarstovan,  
which is the research  
station and office for the  
agricultural activities on  
the Faroe Islands.*



# Smarter Farming and Food Production for Green and Sustainable Growth

**Denmark** is among the leading nations in ensuring a better, greener and more sustainable future \* **Legislation**, consumer demand and the 17 UN Sustainable Development Goals are all a major part of a new platform for the whole farming, agritech and food cluster \* **On top of science**, we achieve results that benefit Food Quality, Animal Welfare, Biodiversity, Bioresources, Nature, Environment, Carbon Footprint, Food Waste, Work Environment, Housing and Production \* **The cluster** is taking the lead in setting goals - not only to live up to the demands from society, but also to document results. \* **To do it smarter**, it takes innovation, new technologies, new partnerships in the value chain and new ways of collaboration \* **During the congress**, we will show you how the cluster is delivering on our promises

