



**Ministry of Food, Agriculture
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Danish Veterinary and
Food Administration



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Eat plant-rich, varied and not too much

An introduction to the Official Dietary Guidelines in Denmark
- with focus on implementation strategy and -activities



Iben Humble Kristensen
Chief Consultant
Sustainable Diet and Health Division

Seminar on implementation of food-based dietary guidelines in Nordic countries

Helsinki, 10.06.2025



Agenda:

- Brief introduction to the Danish dietary guidelines
- Implementation strategy
- Examples of implementation activities





The official dietary guidelines (2021)



- Eat plant-rich, varied and not too much
- Eat more vegetables and fruits
- Eat less meat – choose legumes and fish
- Eat wholegrain foods
- Choose vegetable oils and low-fat dairy products
- Eat less sweet, salty and fatty foods
- Thirsty? Drink water



What was new in 2021?



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Main changes

2013

2021

We went from 10 to 7 guidelines
-but still cover the whole diet

New directions and words

"Eat plant-rich"

"Eat less meat"

"Choose legumes"

More focus on FOODS

-less on nutrients
("saturated fats")

New visual identity





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2013

2021

New amounts

For example:

350 g of total meat per week
(before: 500 g of red/processed meat per week)

100 g of legumes per day
(in addition to 600 g of fruits and vegs)

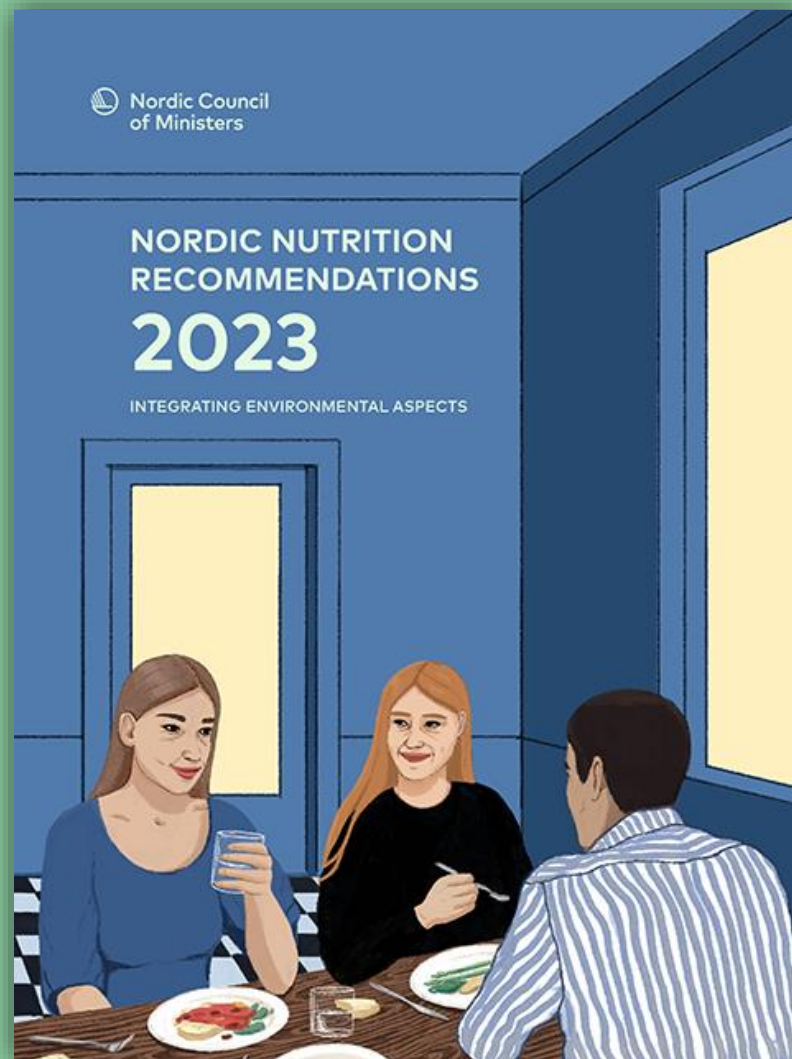


20th June 2023



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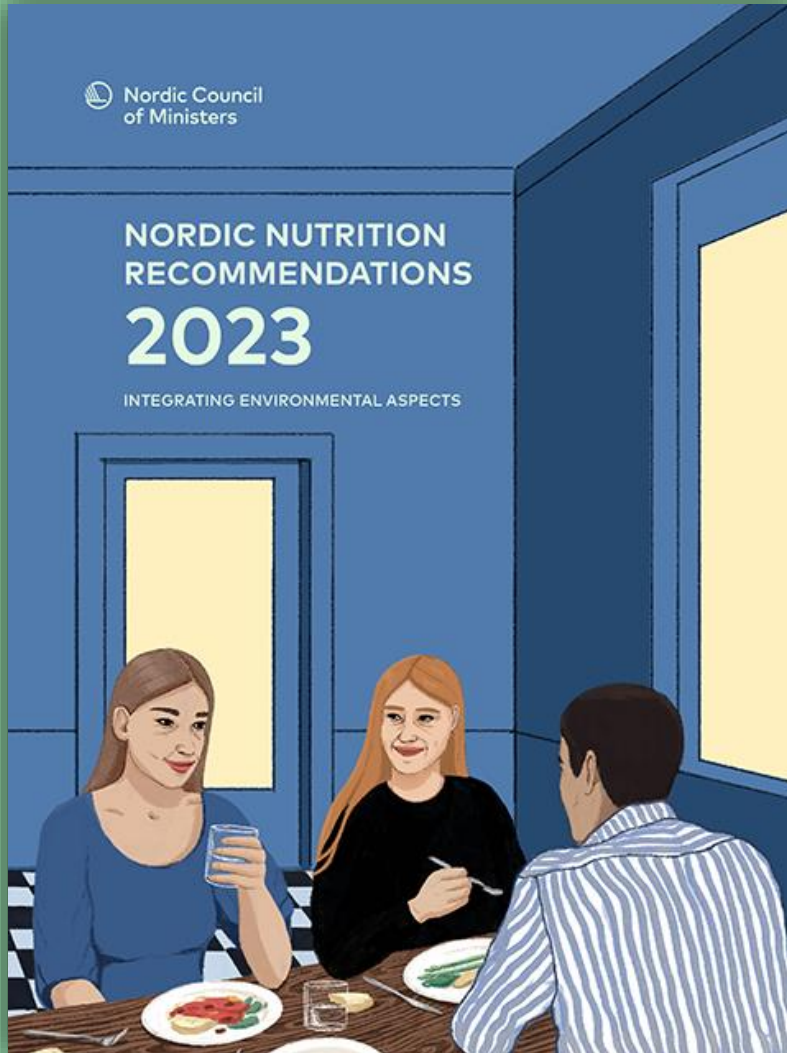
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Need for an assessment...



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How does the new NNR correspond with the dietary guidelines?

- Many similarities on food group level: For example amounts and focus on eating less meat and more legumes
- But also significant changes in dietary reference values (DRVs) for vitamins and minerals + new recommendation for wholegrains

→ called for an assessment of the need for making adjustments in the guidelines...



Initiation of a DTU project in 2023

DTU: National Food Institute, Technical University of Denmark

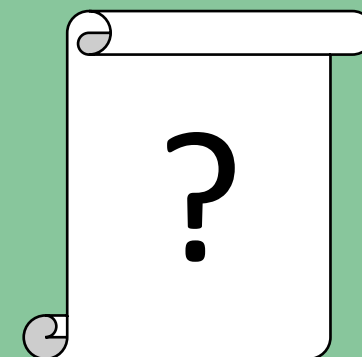
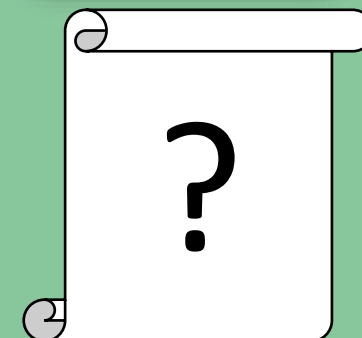
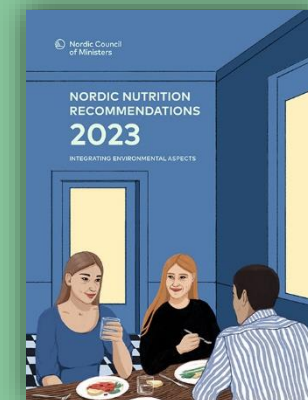
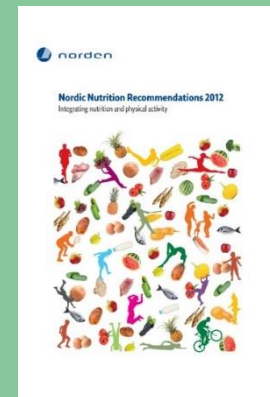


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Purpose:

- Uncover all significant changes in NNR(2023) compared to NNR(2012)
- Assess whether NNR(2023) gives rise to adjusting the scientific background for the guidelines from 2021.
- Assess whether this gives rise to make adjustments in the Official Dietary Guidelines and, if so, describe which.



Conclusions from DTU (June 2024)



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The report from DTU concludes that most of the amounts and points in the Official Dietary Guidelines 2021 can continue unchanged.

However, the report points towards making minor adjustments, including for example:

- **Wholegrain:** Increase from 75 g → 90 g (or more) per day
- **Milk:** Change from 250 ml per day (+ cheese) → 250-350 ml per day (including age-specific recommendations, with highest amounts for children and adolescents)
- **Eggs:** Increase from 2 to 3 per week
- **Coffee:** Focus on limiting to max 4 cups per day
- **Fruit juice:** Focus in limiting to max 1 small glass per day

The directions expressed in the 7 overall guidelines are well in line with the new NNR2023 and remains unchanged.

“Plant-rich diet 2-70 years.
An update of the scientific
background for the Official Dietary
Guidelines in relation to the Nordic
Nutrition Recommendations 2023”

National Food Institute, Technical
University of Denmark, June 2024.



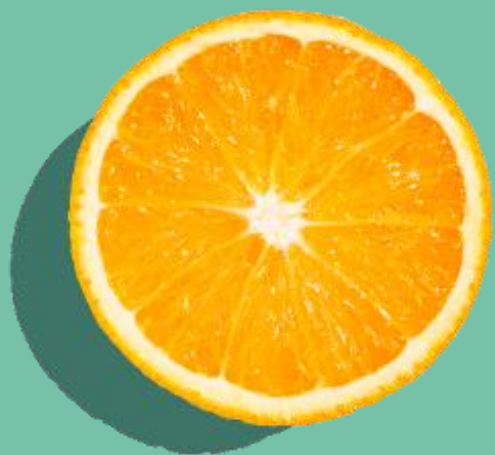


Overview of selected amounts (per 10 MJ) in the updated Danish FBDGs (2024)



- Fruits and vegetables: Min. 600 g per day
- Wholegrain: Min. 90 g per day
- Potatoes: 100 g per day is adequate
- Legumes: 100 g per day is adequate
- Nuts: 30 g per day
- Fish: 350 g per week (200 g fatty)
- Meat (total): 350 g per week is adequate
- Eggs: 3 per week is adequate
- Dairy*: 250-350 ml. milk per day + cheese

*age-specific adequate amounts of both milk and cheese.
Highest amounts for children and adolescents.



Implementation of the Official Dietary Guidelines



What are the main challenges and aims?





Danskernes kostvaner 2011-2013



DTU Fødevareinstituttet

“Danes’ dietary habits 2011-2013”

National Food Institute, Technical University of
Denmark, June 2024.

1. Address the gap between food culture and guidelines

- High meat consumption
- High consumption of sweet, salty and fatty food
- Very low intake of legumes
- Too low intake of fruits and vegetables
- Etc.





2. Change the food environments

Make it easier to choose food and meals in line with the guidelines, i.e. increase the availability of affordable and tasty food, that is good for both health and climate



3. Achieve (and ensure a continuous high level of) awareness, knowledge, motivation and trust among Danes and stakeholders

Implementation strategy



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COMMUNICATION

Campaigns
Food labeling
Website
Social Medias
Press and news
Reports and research



STRUCTURAL CHANGE

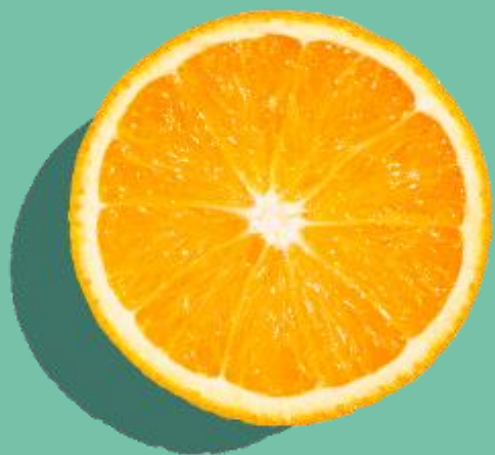
Worksite canteens
Schools
Kindergartens
Municipalities
Food Supply



PARTNERSHIPS

The Food Partnership for
health and climate
The Danish Whole Grain
Partnership
The Healthy Food Council

The Official Dietary Guidelines – good for health and climate



Examples of communication and implementation activities 2021-2025

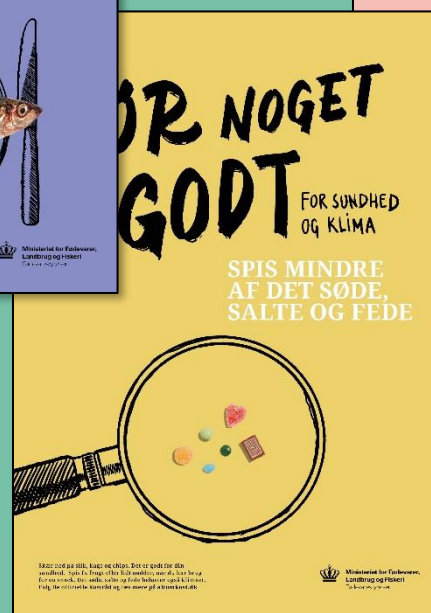
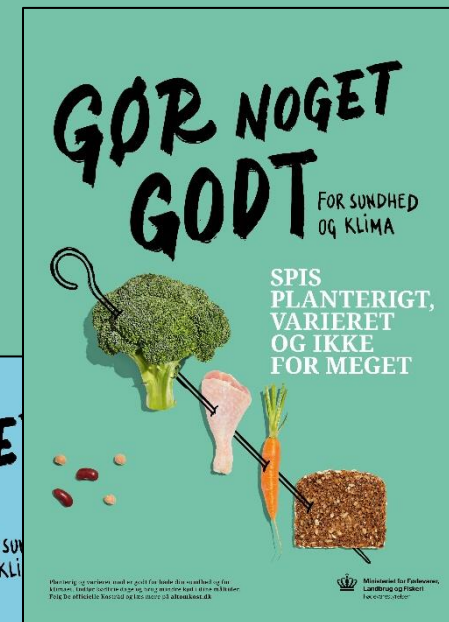
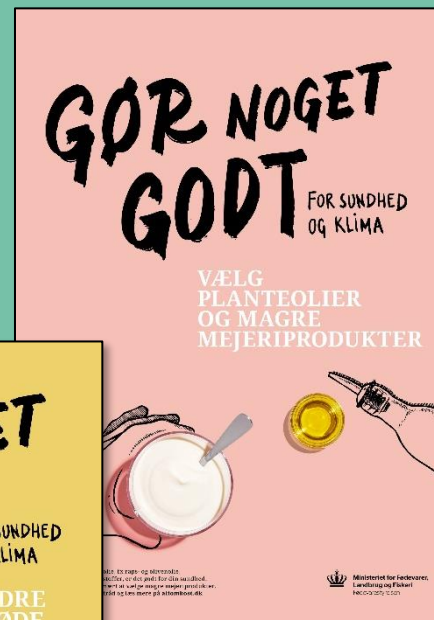
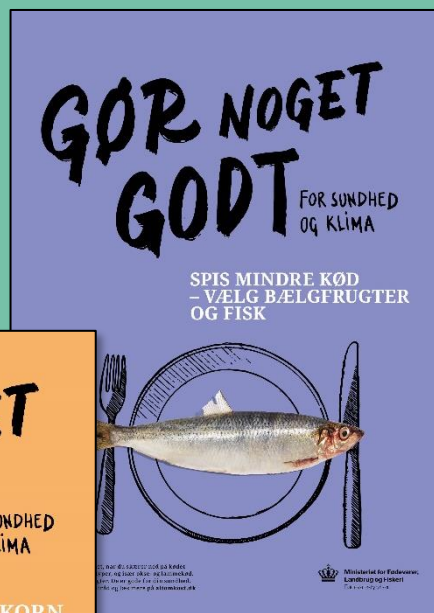
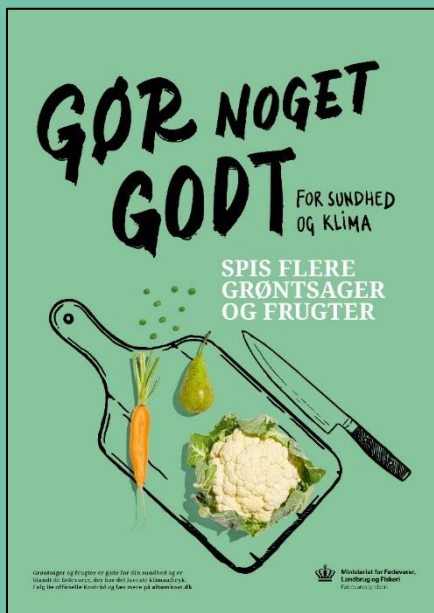
Posters from launching campaign Jan.-Feb. 2021:

“Do something good – for health and climate”



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From the campaign Jan.-Feb. 2021: Outdoor posters around in Denmark



Banegårdspladsen 2B, 8800 Viborg



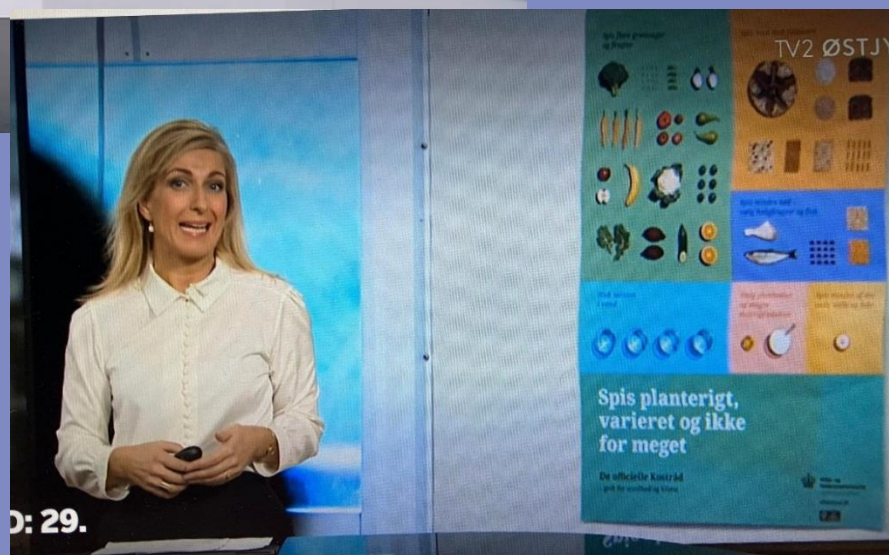
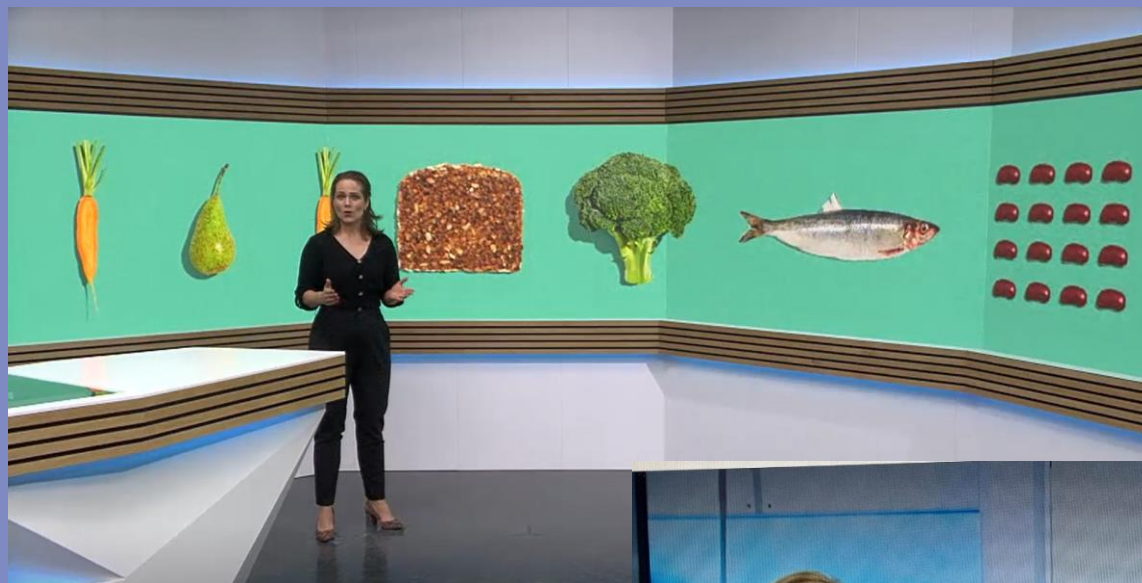
Vesterbrogade 192, 1800 Frederiksberg C



Beriderbakken 4, 7100 Vejle



In the news and debates...



Katrine og Alfred
 Slået op af Caroline Nychel
 7. januar · 📍

Tomater indeholder et stof, der hedder lycopen, der giver tomaterne deres røde farve. Lycopen er en antioxidant, der har en masse gode egenskaber for helbredet. Specielt mener man at lycopen kan være med til at mindske risikoen for kræfttyper, såsom prostatakræft.

Derudover er tomater også godt for dit immunforsvar. Når du spiser tomater, får du både K-, E- og A-vitaminer, fibre samt kalium. Tomater strutter af C-vitamin, som også booster immunforsvaret 🍅



Rødovre Sundhedscenter
 3. februar kl. 15-15 · 📍

Lad os gøre de 7 Nye Kostråd til en fest! Er du kommet i gang? Del gerne dit allerbedste råd med os! Håb en skøn onsdag derude! 🥰

Sluk tørsten i vand

3 ud til flere med dette opslag
 Ik booster opslag som "Lad os gøre de 7 nye..." for nå ud til flere personer. Prøv at booste dette opslag.

Boost opslag

07 JAN 21

Nye officielle kostråd fra Fødevarestyrelsen

Fødevarestyrelsen lancerer i dag nye officielle kostråd. Et godt redskab for en bedre folkesundhed og klima, mener Diabetesforeningen. For personer med diabetes har vi vores egne diabetesvenlige kostråd, siger diætist Lisa Heidi Witt.



HAR DU SET FØDEVARESTYRELSENS NYE OFFICIELLE KOSTRÅD?

De nye kostråd fokuserer grundlæggende på danskernes sundhed, og for første gang nogensinde er der tilmed gode råd til at spise mere klimavenligt!

I REMA 1000 bakker vi op om de nye kostråd - find inspiration på ALTOMKOST.dk

KLIK HER OG LÆS MERE

Spis planterigt, varieret og ikke for meget

Spis flere grøntsager og frugter

Spis mad med fuldkorn



FØDEVARE-STYRELSEN

SPIS FLERE GRØNTSAGER OG FRUGTER



Our stakeholder's communication

Kræftens Bekæmpelse
 Offentliggjort af Falcon.io · 7. januar · 📍

Spiser du efter kostrådene? 🥰

Tidligere lød anbefalingerne på 50 ugen. Med de nye kostråd er anbefalingerne blevet mere præcise, gram, hvilket er godt både for vores sundhed og klimaet 🌱

"Dele af befolkningen spiser mere end de anbefalede mængde kød. Her er det vigtigt at erstatte kød med de grønne proteinkilder, især bønner og grøntsager, men også fjerkræ, æg og fisk, som er mindre klimabelastende"

Lad os passe på os selv og klimaet. Lad os skære ned på kød og skifte det ud med mere klimavenlige løsninger fremover 🌱🥰



MEYERS

De officielle Kostråd
 - godt for sundhed og klima

Spis planterigt, varieret og ikke for meget



Dansk Gartneri
 Offentliggjort af Mette Buch Kranup · 20. januar kl. 09:45 · 📍

De officielle Kostråd - godt for sundhed og klima" er anbefalinger til mad og drikke, der er sund og samtidig klimavenlig 🌱🥰

"Spis flere grøntsager og frugter" - det er et af de nye kostråd. Spis 600 gram grøntsager og frugter om dagen - altså '6 om dagen' 🥰

Fødevarestyrelsen står bag De officielle Kostråd.

Kender du de syv nye kostråd?

GØR NOGET GODT
 FOR SUNDHED OG KLIMA



FØDEVARE-STYRELSEN ANBEFALER

10:-
 Fuldkornet eller rugbrød
 2 vasker
 120 g

5:-
 Borscht eller suppe
 200 g

25:-
 Grøn borscht eller suppe
 200 g

25:-
 Borscht eller suppe
 200 g



Klimakogebogen
 10 stjernekokkes bud på klimavenlig hverdagsmad

KLIMA KOGEBOGEN

Vegetarisk stroganoff
 Af Emma Christensen, København

Klimatællet
 i Netto

SPIS PLANTERIGT, VARIERET OG IKKE FOR MEGET

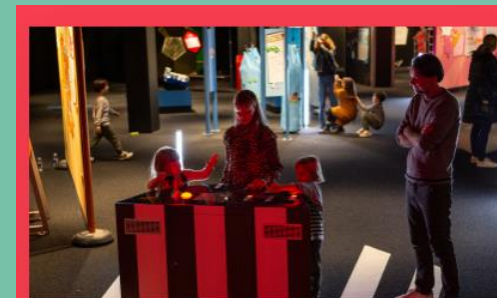


‘Klimatopia – travelers from the future’

Exhibition at ‘Experimentarium’ – a science center for children, adolescents, schools and families.



Experience the
Official Dietary
Guidelines at
Experimentarium!
(Autumn 2021)



Oplev Klimatopia

Experimentariums udstilling "Klimatopia – de rejsende fra fremtiden" skal hjælpe tre tidsrejsende piger tilbage til fremtiden. Samtidig får Leine en opfordring til at vores valg i hverdagen gør det.



Gå på Klimamission med din mobil

Med Experimentariums mobilapp får I se bæredygtighedsudfordringer derhjemme og scorer seje klimatrofæer.

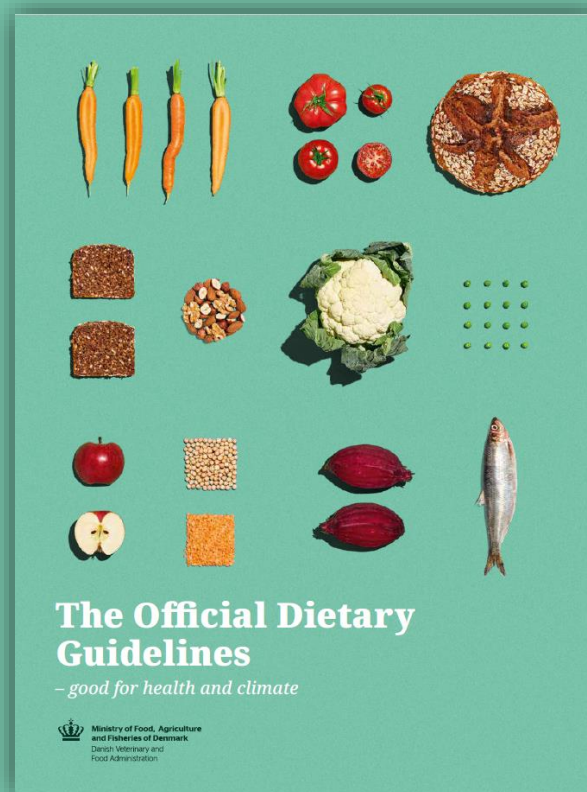




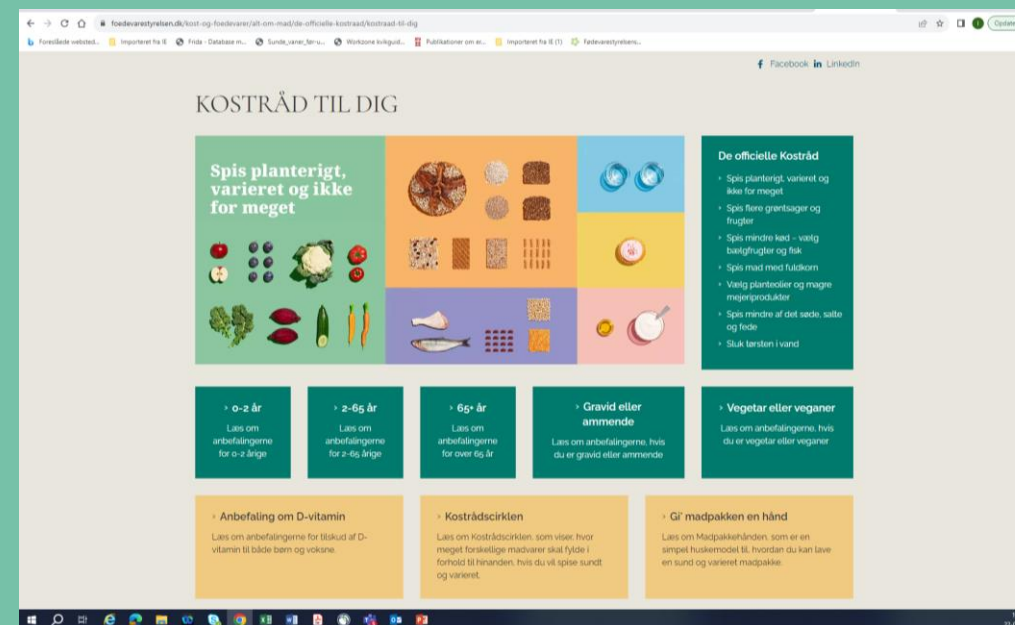
3 levels of information and details



Poster (Danish and English)



Leaflet (Danish and English)



Website (Danish) – incl. target group specific guidelines

- Pregnant and lactating women
- Vegetarians and vegans
- 0-2 year olds and 70+
- Kindergartens, schools, worksites

Target group specific materials



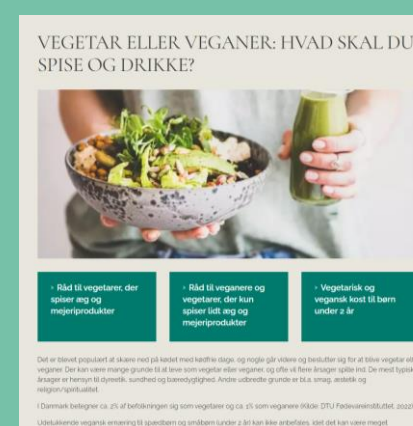
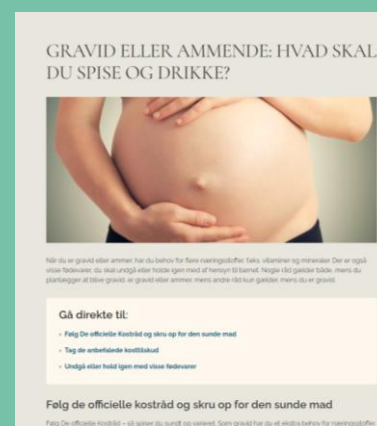
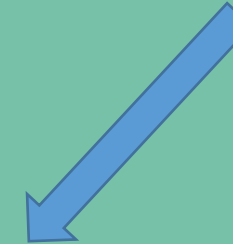
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The Official Dietary Guidelines:

- Healthy population, 2-70 years

Additional guidelines:

- 0-2 year-olds
- Citizens at 70+
- Pregnant and lactating women
- Vegetarians and vegans



New visual tools (2022) – showing (not telling) amounts and proportions



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600 gram frugt og grønt om dagen

Hvor meget fylder det?



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Landbrug og Fiskeri
Fødevarestyrelsen

De officielle Kostråd
– godt for sundhed og klima

100 gram tilberedte bælgfrugter om dagen

Hvor meget fylder det?



Ministeriet for Fødevarer,
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Fødevarestyrelsen

De officielle Kostråd
– godt for sundhed og klima

350 gram tilberedt kød om ugen

Hvor meget fylder det?



Ministeriet for Fødevarer,
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De officielle Kostråd
– godt for sundhed og klima



De officielle Kostråd

Godt for sundhed & klima

Ministeriet for Fødevarer,
Landbrug og Fiskeri
Fødevarestyrelsen
altomkost.dk

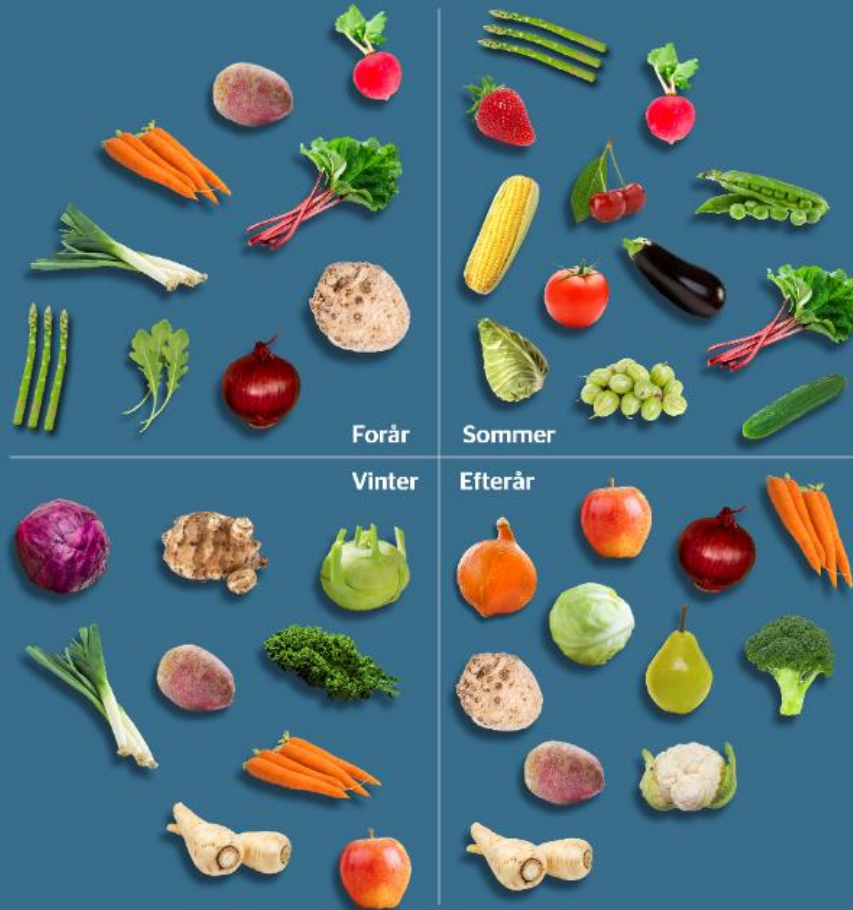
Fruits and vegetables in season



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Frugt og grønt i sæson

Spis 600 gram om dagen
– lad mindst halvdelen være grøntsager



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– godt for sundhed og klima

Myth busters (on SoMe)



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Myth:
*If you want to be
healthy, clean your
body with juice!*

MYTE	FAKTA
	
Udrens din krop med juice, hvis du vil være sund!	Juice er bare juice. Men ét glas juice er en fin genvej til mere frugt og grønt.

Fact:
*Juice is just juice.
However, a single glass of
juice is a fine way to get
more fruit and vegetables.*



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Word puzzles for the 65+ segment



The 'Lunch Box Hand'

- good for health and climate



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“Give the lunch box a hand”

Remember 5 things:

- Wholegrain bread
- Vegetables
- Legumes, eggs, cheese or meat
- Fish
- Fruit

Gi' madpakken en hånd

Fuldgrønsbrød

- Rugbrød
- Brød
- Pitabrød
- Boller
- Bagels
- Sandwichbrød
- Tortillawraps

Grønt

Snackgrønt

- Agurk
- Avocado
- Bladselleri
- Blomkål
- Broccoli
- Bønner
- Gulerod
- Kinaradise
- Majskolbe
- Peberfrugt
- Radiser
- Tomat
- Squash
- Sukkererter
- Ærter i bæg

Grønt som salat

- Råkost af fx gulerod, rodbede og hvidkål
- Bagte rodfrugter fx persillerod, selleri, gulerod og rodbede
- Kogte grøntsager
- Blandet salat

Grønt på brødet

- Agurk
- Avocado
- Kogt kartoffel
- Tomat
- Hummus
- Bønne- og linsepaté

På brødet

Bælgfrugter

- Hummus
- Bønne- og linsepaté
- Falafel

Kød

- Kyllingebryst- og lår
- Frikadelle
- Hamburgerryg

Ost

- Hytteost
- Rygeost
- Skæreost
- Smøreost

Æg

- Hele æg
- Æggesalat

Fisk

- Fiskefilet
- Fiskefrikadelle
- Fiskepaté
- Forel
- Laks
- Makrel i tomat
- Rejer
- Torskeroغن
- Tun
- Ørred

Frugt

Frugt

- Ananas
- Appelsin
- Banan
- Blomme
- Bær
- Fersken
- Nektarin

Grapefrugt

- Kiwi
- Mango
- Melon
- Mandarin
- Pære
- Vindruer
- Æble

Nødder

- Cashewnødder
- Hasselnødder
- Mandler
- Valnødder



Campaign in 2022 with 'the legume song' and music video - What the f*** is a legume?



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Dietary guidelines for meals in daycare, schools and workplaces



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A "digital universe":

Dietary guidelines for meals in
daycare

Dietary guidelines for meals in
schools and worksite canteens

Guidance for menu planning
- How to get an overview and ensure
a variety of foods etc.

'Around the meal'
- How to create a good food and
eating environment, reduce food
waste etc.

Sunde_vaner_før-u... Workzone kvikguid... Publikationer om er... Importeret fra IE (1) Fødevarestyrelsens...

Kostråd til Måltider i daginstitutioner
Læs om de tre værktøjer I kan bruge, når I planlægger og tilbereder mad efter Kostråd til Måltider i daginstitutioner: Principper, Råvareliste og Portionsstørrelser.

Kostråd til Måltider i skoler og kantiner
Læs om de tre værktøjer I kan bruge, når I planlægger og tilbereder mad efter Kostråd til Måltider i skoler og kantiner: Principper, Råvareliste og Portionsstørrelser.

Hjælp til menuplanlægning
Brug menuplanlægning til at få et overblik, komme i mål med kostrådene og til at sikre variation.

Rundt om måltidet
Her finder du guide til mindre madspild, Fødevarestyrelsens guide om rammer til det gode måltid samt Toolbox med digitalt billedemateriale.

5 handfuls per week (2024)



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Giv mig fem. Højst fem! Nu skal danskernes slikforbrug begrænses på en helt ny måde
Giv mig fem. Højst fem! Nu skal danskernes slikforbrug begrænses på en helt ny måde. Slikforbrug er fire gange for højt. Fødevarerstyrelsens nye budskab er, at vi ikke må spise mere end fem
Give me five. Maximum five! Now Danes' consumption of candy will be limited in a completely new way
(...) a new benchmark right at your fingertips.

Webinars for food-, health-, and nutrition professionals:



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Webinar topics related to healthy and sustainable diets:

- The official Dietary Guidelines
- 5 handfuls per weeks
- Dietary Guidelines for Meals in daycare, schools and canteens
- How to reduce food waste in professional kitchens
- The organic cuisine label

*Put the dietary
guidelines on
the menu – big
kitchen, big
responsibility*





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‘Taste your way’ (2025→)

A grant-funded initiative to improve the dietary habits in families with children



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altomkost.dk

Public-private partnerships



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The Whole Grain Partnership



The vision of The Danish Whole Grain Partnership is to promote public health by encouraging Danes to eat more whole grains. The mission to increase the availability of whole grain products and spread awareness of the beneficial effects of whole grains

The Food Partnership



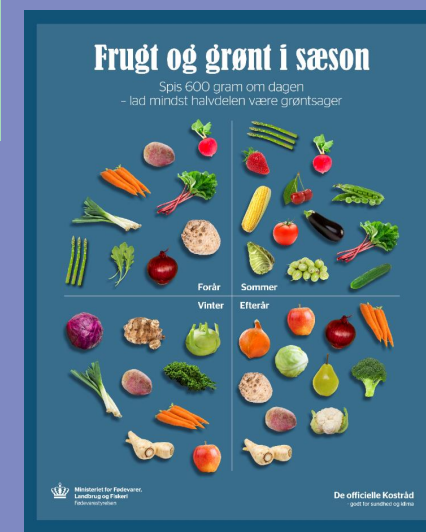
The Food Partnership for Health and Climate collaborates to make it easier for the Danes to choose tasty, healthier food and meals, while at the same time consider climate aspects. The overall direction is the Official Dietary guidelines – good for health and climate.

The Danish Healthy Food Council



The members are agencies (including ministries), health organizations, municipalities, NGOs, educational institutions, food companies, retailers and others, that each and together are focusing on food as an important element in improving the health of Danes.

Everything fits together





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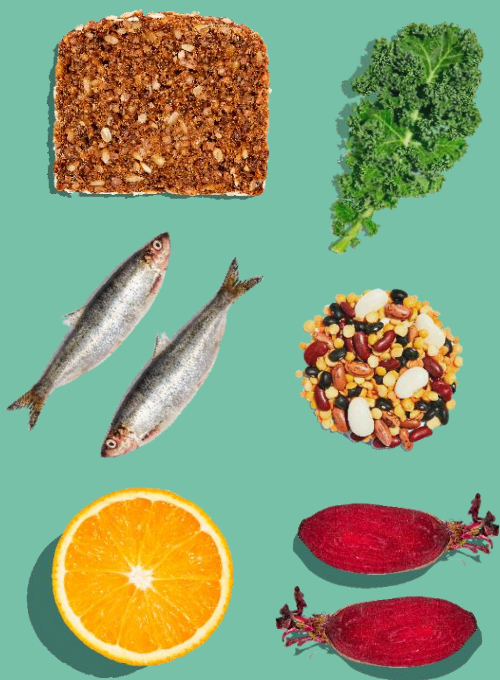
***No one can do everything – but
everybody can do something***

*We can all make a difference when
shopping and with the food we put
on our plate. Not only for our health
but also for the climate.*

*If we are to reduce our climate
impact, we must all be ready to act
and make an effort – because
everything counts. Efforts are already
being made to develop more climate-
friendly production methods, to
reduce food waste, and to inform
Danes about healthy and climate-
friendly food.*

**Together we can make a difference
for both our health and the climate**

Thank you!





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