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**ORGANIC FOOD IN DENMARK – FROM GRASS ROOT INITIATIVE  
TO MARKET NICHE:  
POTENTIALS AND BARRIERS FOR FURTHER  
SUSTAINABLE TRANSITION**

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**Abstract**

The mechanisms in the shaping of organic food in Denmark since the 1970'ies are analysed as a contribution to the discussion of strategies for a more sustainable production and consumption of food. The background is the major achievements in Denmark within organic food since the 1970'ies, but also the recent years' reduction in the land converted to organic farming. The analyses are based on experiences from projects, analyses and literature and draw on innovation theory and theory about social construction of technology. The analyses show an ongoing interaction between production, consumption/use, knowledge and governmental regulation, where these systems constantly are co-shaping each other. The role of the initial conditions in the shaping of the area is shown. The big Danish pork export and the specialized farms have implied a limited focus on organic pig production and more focus on the milk production, which more easily can be converted into organic farming. Some considerations for organic food as a future environmental strategy are presented.

*Keywords:* organic food, sustainable transition, sustainable development, path creation, environmental policy

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