



Ministry of Food, Agriculture
and Fisheries of Denmark
Danish Agricultural and Fisheries Agency



PLANT-BASED
FOOD GRANT

List of Commitments 2025

Food Grant allocations for 2025

Grant allocations 2025

In 2025, the Plant-Based Food Grant allocated DKK 213.5 million to 45 new projects within the action areas of stimulating demand, stimulating supply and building sectoral bridges.



Strategic development area: STIMULATING DEMAND

The Plant-Based Food Grant will help to support greater demand for plant-based foods and to make Danish plant-based foods an attractive option in Denmark and abroad. The three specific action areas are:

- 1 Increasing the proportion of plant-based foods in public and private institutional kitchens and food services
- 2 Increasing the household consumption of plant-based foods among Danes
- 3 Increasing the demand for Danish plant-based foods in export markets



Strategic development area: STIMULATING SUPPLY

In its focus on stimulating supply, the Plant-Based Food Grant will contribute to the production in Denmark of plant-based foods that are attractive for both consumers and industry, both at home and abroad, with consideration for the environment and climate. The specific action areas are:

- 4 Increasing the quantity and quality of the plant-based products that appear on the market
- 5 Increasing the volume of Danish plant-based food production both on land and offshore



Strategic development area: BUILDING SECTORAL BRIDGES

In its focus on building sectoral bridges, the Plant-Based Food Grant will help to develop a cohesive plant-based food sector with ever-increasing understanding, knowledge sharing and collaboration between the many different players in the value chain. The action area is described here:

- 6 Strengthening the entire value chain



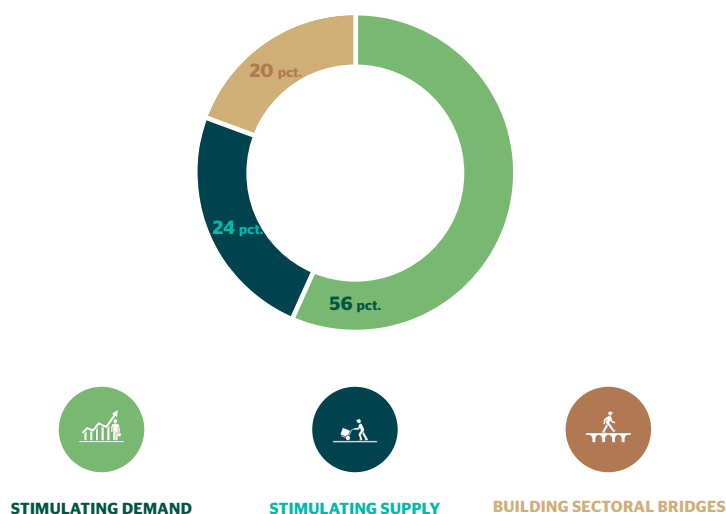
We have prioritised projects that are not only strong on paper but also have **the potential for concrete and noticeable impact**. Once again this year, we can see that most projects, on paper, focus on boosting demand. However, when looking more closely, a clear trend emerges towards **broader approaches involving multiple relevant stakeholders** – particularly on the supply side. In other words, **several projects are strengthening the sector on both the demand and supply sides**.

Marie-Louise Boisen Lendal, Chairperson of the Plant-Based Food Grant

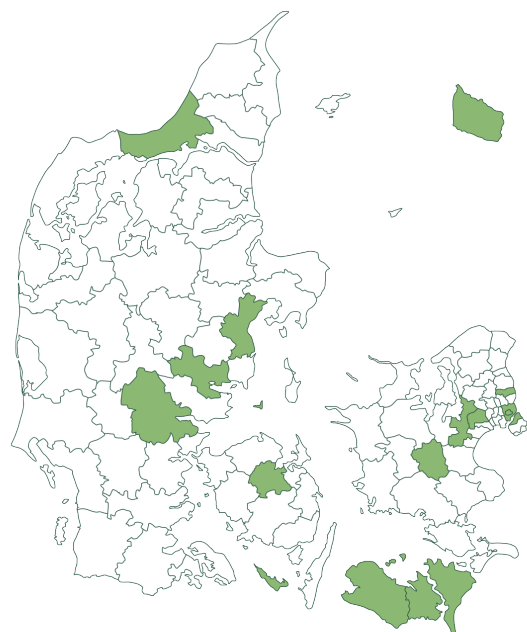


2025 in numbers

Distribution of projects according to strategic development areas

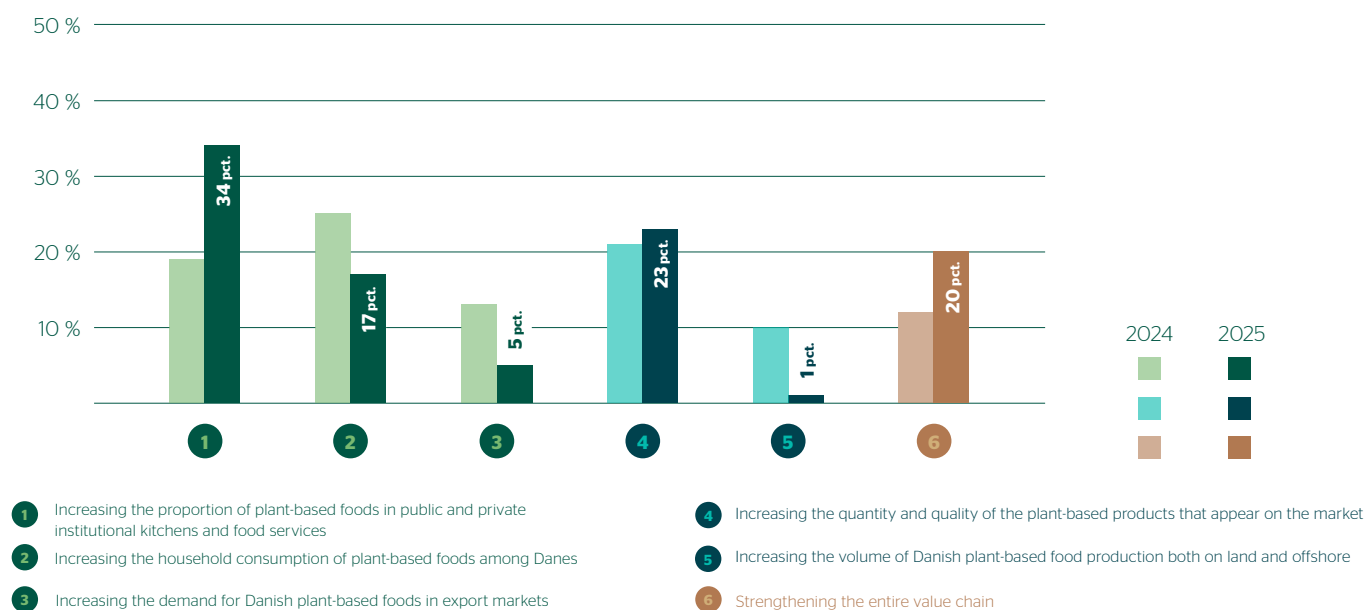


Municipalities where a project has its main activity*



*Projects can have multiple partners or activities in different parts of Denmark and the locations indicated only refer to main applicant/main activity.

Distribution of the pool according to specific action areas



Project title	Main applicant	Expected allocation in DKK mill. (rounded off)		
Stimulating demand		5	10	15
Common greens and community - Scaling and marketing of Danish CSA models	Regenerativt Jordbrug	●○○○○○○○○○○○○○○○○		
Taste for the future!	Food Bornholm	●○○○○○○○○○○○○○○○○		
Expansion of plant-based food at festivals and attractions 2.0	Dansk Vegetarisk Forening	●●○○○○○○○○○○○○○○○		
We cultivate the soil for fertile connections between future chefs and farmers	Regenerativt Jordbrug	●●○○○○○○○○○○○○○○○		
The Future of Organic Alternatives: Delicious, Inclusive, Scalable (FOA)	Tempty Foods ApS	●●○○○○○○○○○○○○○○○		
Green hospitality and local plants in Meyers Canteens	Meyers A/S	●●○○○○○○○○○○○○○○○		
More Plants on Dagrofa Foodservice's segment of Full Service Restaurants	Dansk Vegetarisk Forening	●●○○○○○○○○○○○○○○○		
Make the UK Green & Organic	Landbrug & Fødevarer	●●○○○○○○○○○○○○○○○		
Much more horse! Development of child-friendly dishes with faba beans - for much (...)	Farm Management ApS	●●○○○○○○○○○○○○○○○		
Measurable meals: Promoting Plant-Based Food into the Meeting Industry	MeetDenmark	●●○○○○○○○○○○○○○○○		
Plant-Forward Gastronomy - Green Signature Dishes Across Denmark's (...) (PLAGSIG)	Moveat Danmark ApS	●●○○○○○○○○○○○○○○○		
Next Generation Noodles - Sustainable and healthy noodles made from organic (...)	The Organic Crave Company ApS	●●○○○○○○○○○○○○○○○		
Plant Food Festival 2026 & 2027 - west and east of Storebælt	Dansk Vegetarisk Forening	●●○○○○○○○○○○○○○○○		
Organic-island-Ærø - more green and organic food on Ærø	Ærø Kommune	●●○○○○○○○○○○○○○○○		
More green culinary craftspeople and better plant-rich food in Denmark	Hotel- og Restaurantskolen	●●●○○○○○○○○○○○○○○○		
Lovely Legumes	Meyers A/S v/Meyers Madhus	●●●○○○○○○○○○○○○○○○		
Legumes on the canteen menu in the dining hall (Gkok 2.0)	Køkkenkultur	●●●○○○○○○○○○○○○○○○		
The green chefs A green mindset	Cheval Blanc Kantiner A/S	●●●○○○○○○○○○○○○○○○		
ESG-meals for companies - Responsible catering with more organic plant food in the (...)	Dansk Vegetarisk Forening	●●●○○○○○○○○○○○○○○○		
Danish Plant-Based Products in Focus at SIAL 2026 og ANUGA 2027 - The Path to (...)	Food From Denmark A/S	●●●●○○○○○○○○○○○○○○○		
Tomorrow's Fresh Produce Ambassadors in Retail	Økologisk Landsforening	●●●●○○○○○○○○○○○○○○○		
From city hall to citizens' meals: Green organic transitions of municipalities	Økologisk Landsforening	●●●●○○○○○○○○○○○○○○○		
Frenemies 2.0 - From feed to foodtruck	Tænketanken Frej	●●●●○○○○○○○○○○○○○○○		
Food Courage and Plant-based Meals - Education, Innovation, and Food Culture	CELF - Center for Erhvervsrettet Uddannelser (...)	●●●●○○○○○○○○○○○○○○○		
Wir (be)schaffen das! More plants in German kitchens	Landbrug & Fødevarer	●●●●○○○○○○○○○○○○○○○		
Roskilde Eats Greens - more and better plant-based food in Roskilde (REG)	Grønt Omstillingsforbund - Roskilde	●●●●○○○○○○○○○○○○○○○		
Green school meals as a driver for green transition in Denmark	COOR	●●●●○○○○○○○○○○○○○○○		
The plant Kingdom: Greener plates for the whole realm - Connected, Committed (...)	Landbrug & Fødevarer	●●●●●○○○○○○○○○○○○○○○		
Plant-rich Public Procurement	Meyers A/S v/Meyers Madhus	●●●●●○○○○○○○○○○○○○○○		
The Danish Regions as a driver for plant-based meals in Denmark	Food Organisation of Denmark	●●●●●○○○○○○○○○○○○○○○		
NORA: Navigating Organic and Refinement's impact on human and planetary health	Center for Kræftforskning, Kræftens Bekæmpelse	●●●●●○○○○○○○○○○●○○○		
GreenFamily - Towards sustainable, plant-rich and healthy diets for the new generation	Københavns Universitet	●●●●●○○○○○○○○○○●●●●		
Stimulating supply		5	10	15
Danish products in Swedish Foodservice 2.0	Plantebranchen	●●○○○○○○○○○○○○○○○○		
Green peas for Denmark: Re-establishment of the Danish production of frozen peas	Dybfrostærter amba	●●●○○○○○○○○○○○○○○○		
New plant-based and organic meals for large scale export - RetainConcept	Northern Greens A/S	●●●●○○○○○○○○○○○○○○○		
Enhanced shelf life of plant-based food products - HOBAPLANT	Teknologisk Institut	●●●●●○○○○○○○○○○○○○○○		
Industrialisation of the next-gen plant-based foods through fully flexible, (...) (FUNGIMATIC)	Matr Foods ApS	●●●●●○○○○○○○○○○○○○○○		
The root to understanding mycelia (RUMy)	DTU	●●●●●○○○○○○○○○○●○○○		
Advancing Plant-Based Foods for Better Nutrition Through Smart Processing (NutriProc)	Københavns Universitet	●●●●●○○○○○○○○○○●●●●		
Building sectoral bridges		5	10	15
FermiPro: Replacing Additives with Plants-- A New Era of Plant-Based Foods Delivering (...)	Nutrumami ApS	●○○○○○○○○○○○○○○○○○		
From Farm to plate - Towards a Greener Value Chain	Økologisk Landsforening	●●●○○○○○○○○○○○○○○○		
Eco-greens in front. Upskilling across the value chain	Innovationscenter for Økologisk Landbrug P/S	●●●●●○○○○○○○○○○○○○○○		
2 to Tango - Seaweed and microalgae - in step for the future of food	DTU	●●●●●○○○○○○○○○○○○○○○		
Green school meals as a driver for green transition in Denmark	Madkulturen	●●●●●○○○○○○○○○○●○○○		
Danish BeanBoost - Strengthening the value chain of Danish legumes integrated into (...)	SEGES Innovation P/S	●●●●●○○○○○○○○○○●●●●		



Common greens and community - Scaling and marketing of Danish CSA models

Fællesgrønt og fællesskab - Skalering og afsætningsfremme af danske CSA-modeller

The project will support the launch of additional Community Supported Agriculture (CSA) schemes. CSA schemes operate on a subscription model, where members receive a regular weekly delivery of a variety of seasonal fruit and vegetables. Members pay in advance, providing producers with a guaranteed market for their produce. The goal is to increase the diversity and volume of vegetables grown on Danish farmland and to make it easier to scale existing CSA schemes.

Regenerativt Jordbrug

 DKK 888.230

 Ringsted

 Marketing/sales

 50%

2 The project will increase the household consumption of plant-based foods among Danes



Taste for the future!

Smagen for fremtiden

The project aims to increase awareness of unprocessed green proteins and make legumes a natural part of everyday Danish cooking. It will do so by inspiring people of all ages at a three-day legume festival in the summers of 2026 and 2027, as well as through the concept "Dine at the Farmer's Table", where farmers will host legume-themed dinners. The activities will take place on Bornholm, Lolland, and in Greater Copenhagen. In addition, courses for chefs and food activities for children and young people will be organised.

Food Bornholm, Høgegård, Lundegård, Det Levende Køkken

 DKK 1.237.400

 Bornholm

 Dissemination and teaching

 50%

2 The project will increase the household consumption of plant-based foods among Danes



Expansion of plant-based food at festivals and attractions 2.0

Udbredelse af plantebaseret mad på festivaler og attraktioner 2.0

The project aims to normalise plant-based food with a focus on festivals and attractions. It builds on the experiences gained from an earlier project funded by the Plant-based Food Grant (Plant-Based Food at Festivals and Attractions). The goal of this project is for both existing and new industry stakeholders to offer a broader and more appealing range of plant-based options. Among other activities, the project will organise networking events, test nudging initiatives, collect data on guest behaviour, and transfer knowledge and experience.

Dansk Vegetarisk Forening

 DKK 1.280.016

 Copenhagen

 Marketing/sales

 50%

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Main applicant and project partner



Allocation amount



Location of main activity



Field of work



Organic percentage



We cultivate the soil for fertile connections between future chefs and farmers

Vi styrker og dyrker jordforbindelsen mellem kommende kokke og landmænd

The project aims to strengthen the connection between Danish primary producers of fruit and vegetables and professional kitchens – with a particular focus on the new generation of farmers and food professionals. This will be achieved by fostering closer relationships, cultivating new networks, and thereby creating new sales channels between producers and buyers. The project expects the effort to have a twofold effect: on one hand, increasing the amount of plant-based food on plates, and on the other, driving changes in the crops grown on Danish farms.



Regenerativt Jordbrug,
Hotel- og Restaurantskolen



DKK 1.306.045



Ringsted



Marketing/sales



50%

- 1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



The Future of Organic Alternatives: Delicious, Inclusive, Scalable (FOA)

The project will develop one or two organic and allergen-free alternatives to animal meat. The focus will be on flavour and scalability, with the hope that the product can be based on at least one mushroom-based ingredient. The objective is to establish a new food category that does not attempt to imitate meat. The project brings together stakeholders across the value chain and addresses key barriers to scaling up organic, plant-based foods.



Tempty Foods ApS, Kost Studio ApS,
Nordic Fast Food (Ristet Rug)



DKK 1.457.925



Copenhagen



Processing



100%

- 1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Green hospitality and local plants in Meyers Canteens

Grønt værtskab og lokale planter i Meyers Kantiner

The project will launch an ambitious training programme in 20 selected Meyers' canteens across Denmark. The programme aims to reach around 6,800 guests and to overcome key barriers to the acceptance of plant-rich meals. At the same time, it will strengthen the skills of more than 150 kitchen staff in preparing well-balanced, fully plant-based meals, while involving guests in the transition through an engaging approach to "green hospitality". The project also expects the initiative to increase the proportion of plant-based food served in the canteens.



Meyers A/S



DKK 1.499.227



Copenhagen



Dissemination and teaching



100%

- 1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Main applicant and project partner



Allocation amount



Location of main activity



Field of work



Organic percentage



More Plants on Dagrofa Foodservice's segment of Full Service Restaurants

Fleere Planter på Full Service Restauranter tilknyttet Dagrofa Foodservice

The project aims to promote the wider adoption of plant-based food within the Full Service Restaurant segment. A gap analysis will be conducted among restaurants and their guests to identify barriers and opportunities for strengthening the presence of plant-based dishes on menus. The findings will form the basis for four tailored masterclasses for kitchen staff and nudging initiatives targeting guests. These initiatives will be tested in practice, and the insights gathered will be compiled into inspirational material to be shared with Dagrofa's customers.

 **Dansk Vegetarisk Forening, Dagrofa Foodservice**

 DKK 1.521.223

 All of Denmark

 Marketing/sales

 0%

- 1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Make the UK Green & Organic

Gør Storbritannien Grønt og Økologisk

The project will implement initiatives to increase Danish exports of plant-based foods to the British retail and food-service sectors. This will be achieved through a B2B promotional campaign facilitating matchmaking between Danish producers and selected British buyers. In addition, a market development effort will be undertaken to improve export opportunities for Danish producers and to ensure that the organic, plant-based market in the UK continues to grow with Danish inspiration through generic marketing activities.

 **Landbrug & Fødevarer**

 DKK 1.625.260

 Copenhagen

 Marketing/sales

 50%

- 3 The project will increase the demand for Danish plant-based foods in export markets



Much more horse! Development of child-friendly dishes with faba beans - for much less pork and beef

Meget mere hest! Udvikling af børnevenlige retter med hestebønner for meget mindre grise- og oksekød.

The project aims to increase awareness and consumption of faba beans among children and young people in Denmark. Focusing on the home kitchen, the ambition is to make the faba bean a trendy choice. The project centres on three main areas: the cultivation and preparation of faba beans; the development of dishes that can help shift significant consumption towards faba beans; and communication through creative play and targeted engagement, including the creation of a creative platform for cooking with children.

 **Farm Management ApS, Ask og Tennegaardens Køkken, Æblemoster Grafisk Design ApS**

 DKK 1.693.725

 Horsens

 Processing

 50%

- 2 The project will increase the household consumption of plant-based foods among Danes



Measurable Meals: Promoting Plant-Based Food in the Meeting Industry

Målbare Måltider: Udbredelse af planterig mødeforplejning i mødebranchen

The project aims to harness the significant potential within the business tourism sector by strengthening the demand for plant-rich meeting catering, thereby contributing to the sales of legumes and vegetables in Denmark. The goal is to motivate meeting organisers to choose plant-based catering options. The project includes the development of tools, workshops, and webinars to spread knowledge, change purchasing habits, and increase demand for plant-based meeting catering.

 **MeetDenmark**, Dansk Vegetarisk Forening

 DKK 1.825.606

 All of Denmark

 Dissemination and teaching

 50%

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Plant-Forward Gastronomy - Green Signature Dishes Across Denmark's Restaurants and Eateries (PLAGSIG)

Planterig gastronomi - grønne signatur-serveringer på 200+ danske restauranter og spisesteder (PLAGSIG)

The project will test and promote plant-based menus in restaurants across Denmark through Moveat's gastronomic platform. Restaurants and eateries will receive professional support and have the opportunity to participate in events where over 20,000 guests will taste and evaluate plant-based dishes. The results will be compiled and widely disseminated with the aim of inspiring practical changes and increasing demand for plant-based gastronomy.

 **Moveat Danmark ApS**

 DKK 1.949.125

 Copenhagen

 Processing

 0%

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Next Generation Noodles - Sustainable and healthy noodles made from organic pulses and upcycled plant-based ingredients

Next Generation nudler - Fremtidens bæredygtige og sunde nudler baseret på økologiske bælgfrugter og upcycledede plante-baserede ingredienser.

The project will develop the next generation of instant noodles that are organic, plant-based, gluten-free, and naturally high in protein. The noodles will be made from organic legumes and upcycled plant-based ingredients—primarily oat pulp and protein and fibre fractions derived from by-products of oat milk production. The focus is on creating a clean-label product free from additives and E-numbers, offering a healthy and climate-friendly alternative to the instant noodles currently dominating the market.

 **The Organic Crave Company ApS**, Circular Food Technology ApS, Nutrimami ApS

 DKK 1.953.930

 Odense

 Marketing/sales

 100%

3 The project will increase the demand for Danish plant-based foods in export markets



Main applicant and project partner



Allocation amount



Location of main activity



Field of work



Organic percentage



Plant Food Festival 2026 & 2027 - west and east of Storebælt

Plant Food Festival 2026 & 2027 - vest og øst for Storebælt

The project will host the Plant Food Festival in Aarhus in 2026 and in Copenhagen in 2027. The festival will be free to attend and is particularly aimed at audiences who might normally be hesitant to try plant-based food. The festivals will feature everything from tastings and workshops to debates and green innovations in the exhibition area - all with a focus on experiences, knowledge, and curiosity. The aim is to promote plant-based choices while strengthening sales and awareness of the products. The project expects to attract at least 10,000 visitors.

 **Dansk Vegetarisk Forening**

 DKK 1.999.909

 Copenhagen and Aarhus

 Marketing/sales

 50%

2 The project will increase the household consumption of plant-based foods among Danes



Organic-island-Ærø - more green and organic food on Ærø

Øko-Ø-Ærø - mere grøn og økologisk mad på Ærø

The project aims to increase the share of green and organic food on the island of Ærø by enhancing the skills of kitchen staff in six public and self-governing institutions, whose kitchens collectively prepare around 1,800 meals daily for the island's residents. In collaboration with professional cooks, 50 new plant-based recipes will be developed for school meals, breakfasts, and snacks. The project's knowledge and experience will be shared with the local community through cooking classes, communal dining events, and recipe collections.

 **Ærø Kommune**

 DKK 2.147.944

 Ærø

 Dissemination and teaching

 100%

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



More green culinary craftspeople and better plant-rich food in Denmark (GMH 2.0)

Flere grønne madhåndværkere og bedre planterigt madhåndværk i Danmark (GMH 2.0)

Projektet vil videreudvikle den populære uddannelse til Grøn Madhåndværker, der er etableret på Hotel og Restaurations-skolen som en del af et tidligere projekt i Plantefonden. Målet er at skabe en tættere kobling til det kommende grønne speciale på gastronomuddannelsen. Projektet vil fokusere på at gøre uddannelsen endnu mere relevant for lærepladsmarkedet, og samtidig bidrage til, at flere grønne madhåndværkere og kokke uddannes. Den gastronomiske håndbog suppleres med en lærebog for grønt madhåndværk.

 **Hotel- og Restaurantskolen**

 DKK 2.349.670

 Copenhagen

 Dissemination and teaching

 50%

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Lovely Legumes

Bælgfrugter på Menyén

The project aims to make it easier for customers in Meny supermarkets to choose legumes by developing and implementing a concept featuring freshly prepared legumes, supported by a range of additional efforts. Initially, the project will be carried out as a pilot in five Meny stores, with the intention of later scaling up to all 116 Meny locations. In addition, the project collaborates with Meyers, which will take on the role of an ambitious promoter of legumes in Danish shopping baskets.

 **Meyers A/S v/Meyers Madhus**, Meny

 DKK 2.360.050

 Copenhagen

 Marketing/sales

 100%

- 2 The project will increase the household consumption of plant-based foods among Danes



Legumes on the canteen menu in the dining hall (Gkok 2.0)

Bælgfrugter på menuen i spisesalen (Gkok 2.0)

The project will provide a green skills boost to 150 kitchen professionals across up to 60 different boarding schools. The initiative builds on the project's predecessor (Gkok), where the approach proved highly effective in implementing green transition in professional kitchens. The project focuses on equipping kitchen staff with the confidence and skills needed to prepare plant- and legume-based meals for young people. This will be achieved through practice-oriented recipe development, training courses, recipe courses, events, and professional mentoring.

 **Køkkenkultur**, Dansk Vegetarisk Forening, Daverkosen Consult

 DKK 2.390.629

 Jammerbugt

 Dissemination and teaching

 100%

- 1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



The green chefs | A green mindset

De grønne gastronomer | Grøn indstilling

The project will accelerate the transition to plant-based and organic food in large-scale kitchens through both theoretical and practical training for kitchen staff and management at Cheval Blanc. To ensure maximum impact, the project involves customers, producers, and suppliers alike. The goal is to establish a comprehensive strategy for the green transition within the kitchens, while also making it reassuring for customers to choose a sustainable shift in the canteen.

 **Cheval Blanc Kantiner A/S**

 DKK 2.547.721

 Copenhagen

 Dissemination and teaching

 50%

- 1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Main applicant and project partner



Allocation amount



Location of main activity



Field of work



Organic percentage



ESG-meals for companies - Responsible catering with more organic plant food in the workplace

ESG-MÅLTid for virksomheder - Ansvarlig forplejning på arbejdspladsen med planter og økologi

The project aims to raise awareness of and prioritisation for incorporating more organic legumes and vegetables into canteen meals among decision-makers in 50 of Denmark's largest companies. Among other activities, the project will collect and share inspiration from 10 companies that have successfully introduced greener food, presented through an idea catalogue and strategy guide. This will serve as a catalyst for engaging with 150 large and medium-sized companies, of which 50 are expected to enter into actual dialogue on transition.

 **Dansk Vegetarisk Forening,**
Økologisk Landsforening

 DKK 2.753.054

 Copenhagen

 Marketing/sales

 100%

- 1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Danish Plant-Based Products in Focus at SIAL 2026 and ANUGA 2027 - The Path to New Export Markets

Danske produkter i fokus på SIAL 2026 og ANUGA 2027 - vejen til nye eksportmarkeder

The project aims to strengthen Danish exports of plant-based foods to Germany and France, as well as to global markets through participation in two of the world's largest food trade fairs (SIAL 2026 and ANUGA 2027). The project brings together 15 Danish companies in a joint stand showcasing Denmark's strengths in plant-based foods. The goal is to establish connections with international buyers and decision-makers in the retail and foodservice sectors.

 **Food From Denmark A/S**

 DKK 3.731.700

 Aarhus

 Marketing/sales

 50%

- 3 The project will increase the demand for Danish plant-based foods in export markets



Tomorrow's Fresh Produce Ambassadors in Retail

Fremtidens planteambassadører i dagligvarehandlens frugt- og grønt

The project aims to engage frontline retail staff as a driving force in promoting the sale of plant-based foods in Danish retail. This will be achieved through a hands-on training programme targeted at department managers, area supervisors, and sales assistants in the fruit and vegetable sections of grocery stores. Research indicates that in-store communication and product placement play a crucial role in influencing consumer choices at the point of purchase. The project will ensure that this knowledge is effectively shared with frontline staff.

 **Økologisk Landsforening,** VidenDjurs Detail

 DKK 3.787.247

 All of Denmark

 Marketing/sales

 50%

- 2 The project will increase the household consumption of plant-based foods among Danes



From city hall to citizens' meals: Green organic transitions of municipalities (GØOK)

Fra rådhuset til borgernes tallerkener - grøn økologisk omlægning i kommuner (GØOK)

The project aims to increase the supply of organic legumes and vegetables to Danish municipalities that are still in the early stages of the green transition in the catering sector. This will be achieved through: 1) a structural effort and dialogue with decision-makers; 2) concrete transition of town hall canteens to include more organic legumes and vegetables, enabling decision-makers to taste the food themselves and become advocates for greener diets; 3) a plan for participation in upskilling courses for kitchen staff in the municipalities

 **Økologisk Landsforening, Haaning & Merriad ApS**

 DKK 3.829.083

 All of Denmark

 Marketing/sales

 100%

- 1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Frenemies 2.0 - From feed to foodtruck

Uvenner 2.0 - Fra Feed til Foodtruck

The project will build on a previous initiative from The Plant-based Food Grant (Uvenner 1.0), again focusing on engaging and entertaining information to increase interest in and demand for plant-based primary products among young men outside major cities. By maintaining a humorous tone, the project expects to help this target group change their behaviour through a platform that operates both physically and online, thereby normalising and shifting attitudes towards eating more plant-based foods.

 **Tænk tanken Frej, Dummy Entertainment**

 DKK 3.864.082

 Copenhagen

 Marketing/sales

 50%

- 2 The project will increase the household consumption of plant-based foods among Danes



Food Courage and Plant-based Meals- Education, Innovation, and Food Culture (MPM)

Madmod og Plantebaserede Måltider-Uddannelse, innovation og madkultur (MPM)

The project will promote genuine changes in eating behaviour and plant-based skills among young people and professionals on Lolland-Falster. It will address barriers to behavioural change and implement four distinct initiatives: 1) skills development for vocational teachers and canteen staff; 2) development and integration of the specialisation "Chef, Green Gastronomy" within existing programmes; 3) food education activities, student engagement, and nudging targeted at pupils; 4) dissemination and networking.

 **CELF - Center for Erhvervsrettet Uddannelser Lolland Falster**

 DKK 3.980.486

 Guldborgsund and Lolland

 Dissemination and teaching

 50%

- 1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Wir (be)schaffen das! More plants in German kitchens

Wir (be)schaffen das! Mere grønt i tyske gryder

The project aims to promote the export of organic plant-based products in the German market by supporting market development within organic produce and plants. The project is based on the approximately 16 million public meals served daily in Germany. It collaborates with Meyers Madhus, which provides practical experience and guidance on conversion, while on the German side, it works with local stakeholders to ensure the necessary local anchoring.

 **Landbrug & Fødevarer,**
Meyers A/S v/Meyers Madhus

 DKK 4.106.559

 Copenhagen, Aarhus, Germany

 Marketing/sales

 100%

3 The project will increase the demand for Danish plant-based foods in export markets



Roskilde Eats Greens - more and better plant-based food in Roskilde (REG)

ROSILDE SPISER GRØNT - Mere og bedre plantebaseret kost i Roskilde kommune (RSG)

The project aims to boost plant-based food consumption in Roskilde Municipality through inspiration, networking, and skills development for culinary professionals, volunteers, and employees in the cultural and sports sectors, centred on an annual campaign week. Working across the municipality, the initiative ensures citizens and users are more frequently offered tasty, plant-based dishes in workplaces, schools, community organisations, and institutions. The goal is to strengthen plant-based eating locally and create a model that can be scaled beyond the municipal level.

 **Grønt Omstillingsforbund - Roskilde,** Roskilde
Kommune, Zealand - Sjællands Erhvervsakademi

 DKK 4.867.779

 Roskilde

 Dissemination and teaching

 50%

2 The project will increase the household consumption of plant-based foods among Danes



Green school meals as a driver for green transition in Denmark

Det grønne valg af buffeten - Planterige, professionelle køkkener gennem producentsamarbejde, opkvalificering og adfærdsgreb

The project will upskill staff, develop, test, and evaluate behavioural interventions in 49 kitchens to ensure that local fruit, vegetables, grains, and legumes feature more prominently and effectively in the menu planning. The project partners, COOR and Comwell, serve over 400,000 dining guests each month, providing a unique opportunity to influence Danish eating habits. Both organisations have engaged actively with the green transition but have encountered various barriers to further progress, which the project now aims to address.

 **COOR,** Comwell, DRC, Aurion,
Axel Månsson, Dava, Mejnerts

 DKK 4.952.479

 Copenhagen

 Marketing/sales

 50%

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



The plant Kingdom: Greener plates for the whole realm - Connected, Committed, for a Plant-forward Denmark

Planteriget: Grønnere retter til hele kongeriget - forbundne, forpligtet, for Planteriget Danmark

The project seeks to bring together the entire plant-based value chain, with a particular focus on unprocessed Danish plant-based primary products within both the foodservice sector and food production. Its aim is to inspire culinary professionals who are not yet fully equipped to integrate plant-based principles into their practice. To achieve this, the project will collaborate with leading international chefs, including Ottolenghi, Dan Barber, and Joanna Blythman.

 **Landbrug & Fødevarer, VELAS, Dansk Cater**

 DKK 5.407.960

 Copenhagen

 Marketing/sales

 50%

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



Plant-rich Public Procurement

Planterige offentlige indkøb

The project will build a plant-based movement in public kitchens by combining several approaches, including direct consultancy, training courses for kitchen staff, and upskilling through a digital platform. These efforts aim to reach many kitchens with professional support to drive the transition to more plant-based purchasing. The project also focuses on maintaining a freely accessible, dynamic, and well-founded digital platform for sustainable procurement in public kitchens, available to all wishing to make this transition.

 **Meyers A/S v/Meyers Madhus**

 DKK 7.147.400

 Copenhagen

 Marketing/sales

 50%

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



The Danish Regions as a driver for plant-based meals in Denmark

Regionerne som motor for planterige måltider i hele Danmark

The project aims to strengthen collaboration, continuing education, nutritional assessment, and leadership across Denmark's regions. Currently, no formal collaborations for sharing, optimising, and disseminating plant successes and failures exist across the regions. Through the project's activities, the transition towards more plant-rich meals in regional kitchens is expected to accelerate. Serving about 24 million meals annually, these kitchens are key drivers in transforming the food system and promoting awareness and acceptance of plant-based cuisine.

 **Food Organisation of Denmark, Landbrug og Fødevarer, Sygehus Lillebælt, Regionshospitalet Randers, Aalborg Universitetshospital, Region Sjælland, Herlev Gentofte Hospital**

 DKK 11.965.817

 Copenhagen

 Dissemination and teaching

 50%

1 The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



NORA: Navigating Organic and Refinement's impact on human and planetary health

The project will examine the health and environmental effects of a plant-based diet, including the impact of processing levels and whether the foods are produced organically or conventionally. The transition to a more plant-based food system is not without health challenges: ultra-processed plant products may lead to undesirable health effects, while a higher intake of conventionally grown plants can increase exposure to pesticide residues. These risks will be investigated as part of the project.

 **Center for Kræftforskning, Kræftens Bekæmpelse, Aarhus Universitet**

 DKK 12.726.792

 Copenhagen

 Marketing/sales

 50%

- 1** The project will increase the proportion of plant-based foods in public and private institutional kitchens and food services



GreenFamily - Towards sustainable, plant-rich and healthy diets for the new generation

The project will use behavioural psychology, food education, and sensory science to create evidence-based tools that help families adopt a more plant-rich diet. These tools will be tested in a trial with 40 families, who will follow either the Official Dietary Guidelines or their usual diet for two 16-week periods. The project will assess effects on nutrient status, body weight, gut bacteria, and lifestyle disease risk factors, as well as the acceptability of the food and usability of the tools. Results and tools will be shared through a national campaign targeting families.

 **Københavns Universitet, Fødevarestyrelsen, Enheden for Bæredygtig Mad og Sundhed (FVST)**

 DKK 14.994.595

 Frederiksberg

 Dissemination and teaching

 50%

- 2** The project will increase the household consumption of plant-based foods among Danes



Danish products in Swedish Foodservice 2.0 (DANSSK 2.0)

DANSke produkter i Svenske Storkøkkener 2.0 (DANSSK 2.0)

The project will strengthen Danish exports of plant-based foods to Sweden. This will be achieved by building knowledge of the Swedish market among participating Danish plant producers, establishing contacts with relevant key stakeholders, and organising joint exhibition stands at the Nordic region's largest HORECA trade fairs in Gothenburg and Stockholm. In addition, a parallel communication effort will be carried out to position Danish producers with international decision-makers.

 **Plantebranchen, Food From Denmark**

 DKK 1.699.238

 Copenhagen

 Marketing/sales

 50%

- 4** The project will increase the quantity and quality of the plant-based products that appear on the market



Main applicant and project partner



Allocation amount



Location of main activity



Field of work



Organic percentage



Green peas for Denmark: Re-establishment of the Danish production of frozen peas

Grønne ærter til Danmark: Nyt liv til den danske produktion af dybfrostærter

The project aims to re-establish the production of frozen green peas in Denmark. In 2022, the country's last pea-freezing factory closed, and since then, pea growers have been working to restart production. The project will conduct a comprehensive feasibility study to verify the findings of an initial pre-study, which indicates economic potential for establishing a new factory in the Lolland-Falster region. This will lay the foundation for raising capital and open the way for dialogue with investors and potential buyers.

 **Dybfrostærter amba**, Landbrug og Fødevarer

 DKK 2.281.520

 Copenhagen

 Processing

 50%

 5 Increasing the volume of Danish plant-based food production both on land and offshore



New plantbased and organic meals for large scale export (Retail concept)

Nye plantebaserede og økologiske måltidskoncepter til storskalaeksport - Detailkoncept

The project will develop three new, nutritious, organic, plant-based meal solutions targeted at young students and the outdoor activity segment. The focus is on familiar dishes at an accessible price point, requiring only the addition of water and with no need for refrigeration. Alongside the development work, studies will be conducted to guide the design of packaging, portion size, format, and pricing of the final product, ensuring its potential for large-scale production.

 **Northern Greens A/S**, Organic Plant Protein A/S, Restaurationsselskabet Anneberg ApS (Restaurant MOTA ApS), Aarhus Universitet, Maude Group ApS, MAAC ApS

 DKK 3.539.683

 Vejle

 Marketing/sales

 100%

 4 The project will increase the quantity and quality of the plant-based products that appear on the market



Enhanced shelf life of plant-based food products (HOBAPLANT)

Bedre holdbarhed af plantebaserede produkter (HOBAPLANT)

The project will explore the possibilities of using new processes to improve the shelf life and quality of plant-based foods throughout their entire storage period. Producers of plant-based foods currently face challenges in achieving sufficient shelf life, which makes it difficult to access the retail, food service, and export markets. The new technologies examined by the project include, among others, high-pressure processing, ohmic heating, and pulsed electric fields.

 **Teknologisk Institut**, Myco4Food ApS, Færm ApS, MATR Foods ApS, Spora ApS, Bygaard Svampe ApS, Multivac A/S

 DKK 5.405.211

 Taastrup

 Processing

 50%

 4 The project will increase the quantity and quality of the plant-based products that appear on the market



Industrialisation of the next-gen plant-based foods through fully flexible, automated solid-state fungi fermentation (FUNGIMATIC)

The project will establish the first fully automated solid-state fermentation process for producing high-quality, mushroom-fermented, plant-based alternatives to animal meat. This will be achieved, among other things, by integrating real-time data into production to ensure efficiency and product consistency. At the same time, the project focuses on resource optimisation and reducing food waste. The goal is to enable large-scale production of high-quality mushroom-fermented foods.

 **Matr Foods ApS**

 DKK 12.082.402

 Copenhagen

 Processing

 100%

4 The project will increase the quantity and quality of the plant-based products that appear on the market



The root to understanding mycelia (RUMy)

Roden til forståelse af mycelier (RUMy)

The project will investigate 32 different edible fungi for their ability to produce a tempeh-like product when grown on Nordic plant substrates. The study will analyse the fungi's potential for mycotoxin production, their nutritional content, and flavour profiles, as well as how they are digested and their effects on gut bacteria. With the knowledge gained from this project, it will be possible to develop improved mycelium-based products and thereby increase demand for this type of plant-based food.

 **DTU**

 DKK 12.481.420

 Lyngby-Taarbæk

 Processing

 50%

3 The project will increase the quantity and quality of the plant-based products that appear on the market



Advancing Plant-Based Foods for Better Nutrition Through Smart Processing (NutriProc)

Ernæringsoptimering af processerede plante-baserede fødevarer (NutriProc)

The project will investigate the nutritional value of plant-based processed foods, focusing on protein quality, protein and starch digestibility, and their effects on blood sugar and satiation. The aim is to develop guidelines for optimal processing that promote slow digestion of protein and starch. The project will, among other activities, follow 50 participants through continuous monitoring of food intake, satiation, and meal satisfaction after consuming foods with varying digestion rates.

 **Københavns Universitet, Professionshøjskolen**
Absalon, KMC Amba, Organic Plant Protein A/S,
AM Nutrition

 DKK 14.173.417

 Frederiksberg

 Processing

 0%

4 The project will increase the quantity and quality of the plant-based products that appear on the market



FermiPro: Replacing Additives with Plants – A New Era of Plant-Based Foods Delivering Real Taste, Texture, and Nutrition Without Ultra-Processed Additives

The project aims to replace ultra-processed additives with a fermented, multifunctional plant-based ingredient, "FermiPro" – a miso plant protein powder rich in umami flavour, protein, and vitamin B12, with strong functional properties related to texture. FermiPro can be used in alternative plant-based products such as cheese, cream, and plant-based burgers. All products will be validated both culinarily and by consumers, as well as assessed for their market potential.

 **Nutrumami ApS**, Aarstiderne, Dragsbæk/Naturli, GoGrønt, PerfectSeason

 DKK 777.892

 Frederiksberg

 Processing

 50%

 Strengthening the entire value chain



From Farm to plate - Towards a Greener Value Chain

Fra mark til måltid - Mod en grønnere værdikæde

The project will cover the entire value chain, from field to consumer, aiming to advance knowledge, attitudes, and eating behaviour in the plant-based food sector, while boosting sales of grains, sprouts, legumes, fruit, and vegetables. This will be achieved through workshops and ambassador and conversion programmes, enabling food professionals to gain skills to create well-balanced plant-based dishes. Networking activities, including field walks, evening meetings, and communal meals, will also be organised for stakeholders across the value chain.

 **Økologisk Landsforening**, Innovationscenter for Økologisk Landbrug, Haaning & Merriad

 DKK 3.852.447

 Aarhus

 Marketing/sales

 50%

 Strengthening the entire value chain



Eco-greens in front. Upskilling across the value chain

Øko-grønt i front. Opkvalificering på tværs af værdikæden.

The project will upskill future producers and buyers of Danish organic vegetables through educational and training initiatives. This will be achieved, among other things, by developing and testing new teaching programmes in vegetable production to inspire all agricultural education institutions, creating a training course on starting organic vegetable production, as well as organising teaching days and developing a communication campaign aimed at boosting sales of Danish organic vegetables in retail.

 **Innovationscenter for Økologisk Landbrug P/S**, Landbrug og Fødevarer, Jordbrugets Uddannelsescenter, HortiAdvice A/S, Roskilde Tekniske Skole, Dalum Landbrugsskole

 DKK 6.182.867

 Aarhus

 Dissemination and teaching

 100%

 Strengthening the entire value chain



2 to Tango - Seaweed and microalgae - in step for the future of food

2 til Tango - Tang og mikroalger - i takt for fremtidens fødevarer

The project aims to strengthen the market for Danish seaweed and microalgae in Denmark, while positioning these two foods as catalysts for more nutritious and flavorful plant-based Danish meals across both professional and private kitchens. This will be achieved by addressing existing structural barriers to the production, marketing, and utilisation of seaweed and microalgae. The project builds on the experiences gained from the earlier Plant-based Food Grant project "TANGO."

 **DTU, Aarhus Universitet, Hotel og Restaurantskolen, Dansk Tang, Food, EAT skolemad, Bispebjerg hospital**

 DKK 6.521.159

 Lyngby- Taarbæk

 Marketing/sales

 50%

 Strengthening the entire value chain



Green school meals as a driver for green transition in Denmark

Grøn skolemad som motor for grøn omstilling i Danmark

The project will upskill staff, develop, test, and evaluate behavioural interventions in 49 kitchens to ensure that local fruit, vegetables, grains, and legumes feature more prominently and effectively in the menu planning. The project partners, COOR and Comwell, serve over 400,000 dining guests each month, providing a unique opportunity to influence Danish eating habits. Both organisations have engaged actively with the green transition but have encountered various barriers to further progress, which the project now aims to address.

 **Madkulturen, Økologisk Landsforening, Haver til Maver, Norion**

 DKK 10.518.097

 Copenhagen

 Dissemination and teaching

 50%

 Strengthening the entire value chain



Danish BeanBoost - Strengthening the value chain of Danish legumes integrated into public professional Kitchens

Dansk BælgBoost

The project aims to promote the sustainable production and use of Danish legumes in public kitchens and among consumers. It is a broad collaboration between farmers, advisors, food companies, municipal kitchens from three municipalities, a regional hospital, and research and knowledge institutions. The project's goal is to increase the supply security of Danish legumes and reduce reliance on imports in an uncertain world.

 **SEGES Innovation P/S, Edgy Foods ApS, Sønderborg Kommune, Aarhus Universitetshospital, Vejen Kommune, Kolding Kommune, GI Buurholt, Syddansk Universitet, Innovationscenter for Økologisk Lanbrug, Teknologisk Institut, Food Bornholm**

 DKK 13.843.611

 Aarhus

 Marketing/sales

 50%

 Strengthening the entire value chain



The Plant-Based Food Grant

List of Commitments 2025

The Plant-Based Food Grant
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