

# Wonderful legumes

How Danish national funding is supporting value-chain cooperation - boosting production and consumption of legumes

SEGES Innovation

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15-01-2025



**PLANT-BASED**  
FOOD GRANT

**SEGES**  
INNOVATION





## My background

- Educated as a biologist at Aarhus University.
- 10 years at a **tropical zoo** and conservation center in DK.
- 17 years at **Coop Denmark retailer** working with Food, Health and Sustainability and public private partnerships.
  - GoCook engaged 80% of all schools in DK in healthy and climate friendly cooking skills (150.000 pupils per year).
  - Healthy & climate friendly food pyramid known by 80% of the danes.
- Now: SEGES Innovation with plantbased foods fx “PlantsGoGlobal”

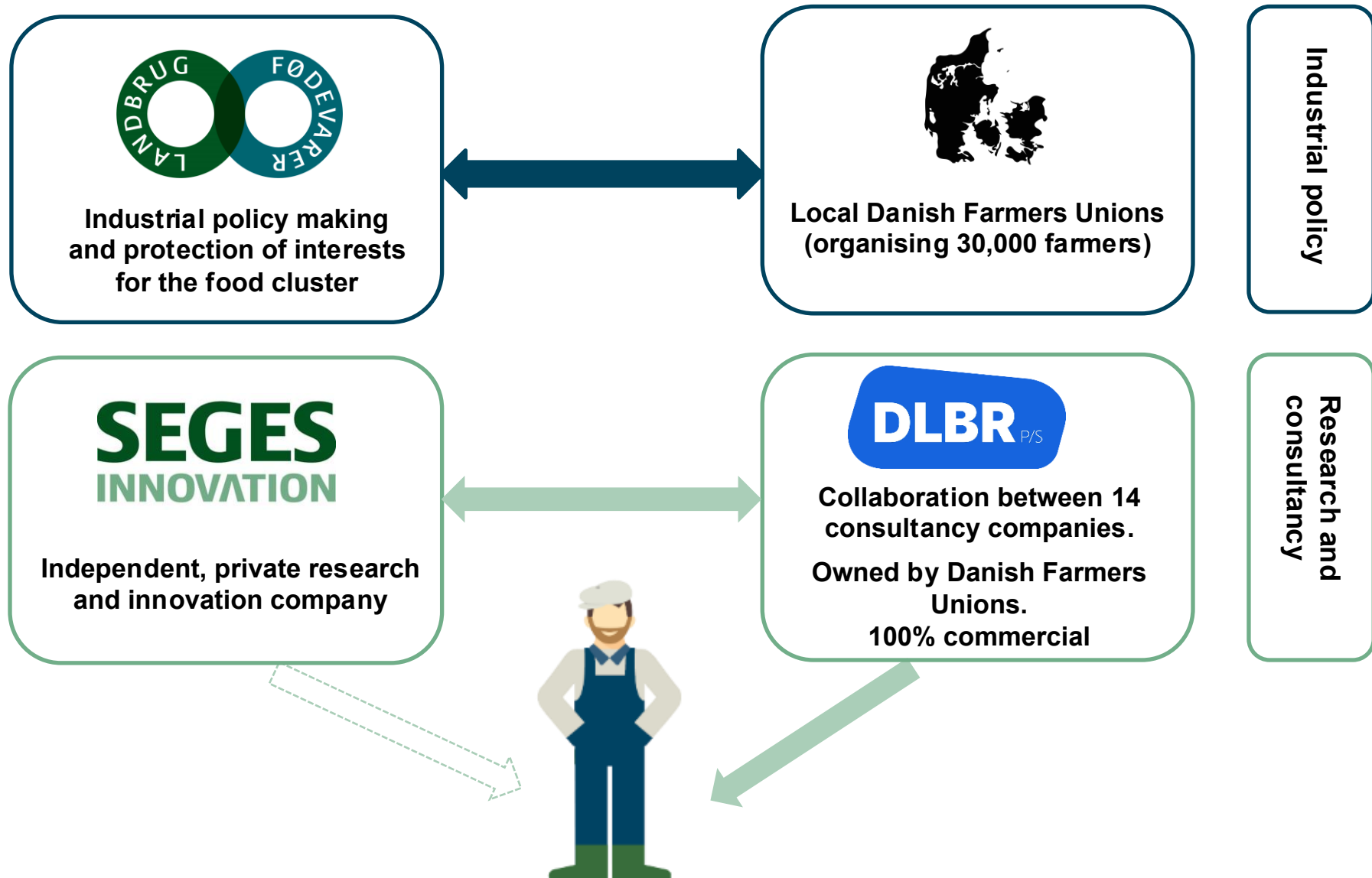


1 dot = 1 school participating in GoCook programe



GoCook teaching materials and videos about growing lentils in France.

# "The Danish farmer model" – Lobbyism, innovation and advisory



## TIME LINE SEGES Innovation



1971

The intensifying specialisation of agriculture increases the need for common expert knowledge, and unions of farmers and smallholders join forces to form the **Det Faglige Landscenter (National Centre of Agriculture)**.

1970

1980

1990

2000

2010

2020

2030

1987

The newly built **Landbrugets Rådgivningscenter (Agricultural Advisory Centre)** (now Agro Food Park) is put into use.



2003

Landbrugets Rådgivningscenter changes its name to **Dansk Landbruksrådgivning, Landscentret (Danish Agricultural Advisory Centre, National Centre)**. The name signals the advent of a new partnership encompassing the vast majority of Danish advisory centres and Landbrugets Rådgivningscenter.



2015

Videncentret for Landbrug merges with Videncenter for Svineproduktion (Pig Research Centre) and changes its name to **SEGES**, meaning 'field of grain or crops' in Latin.



**SEGES**  
INNOVATION

2022

**SEGES Innovation P/S** is founded after its activities are transferred from the Danish Agriculture & Food Council group to emphasise that the company's research, innovation and communications are conducted independently of special interests, including business policy interests.

2010

Landscentret changes its name to **Videncentret for Landbrug (Agricultural Research Centre)**, one of the initiators of the establishment of Agro Food Park for Danish agri-food companies.



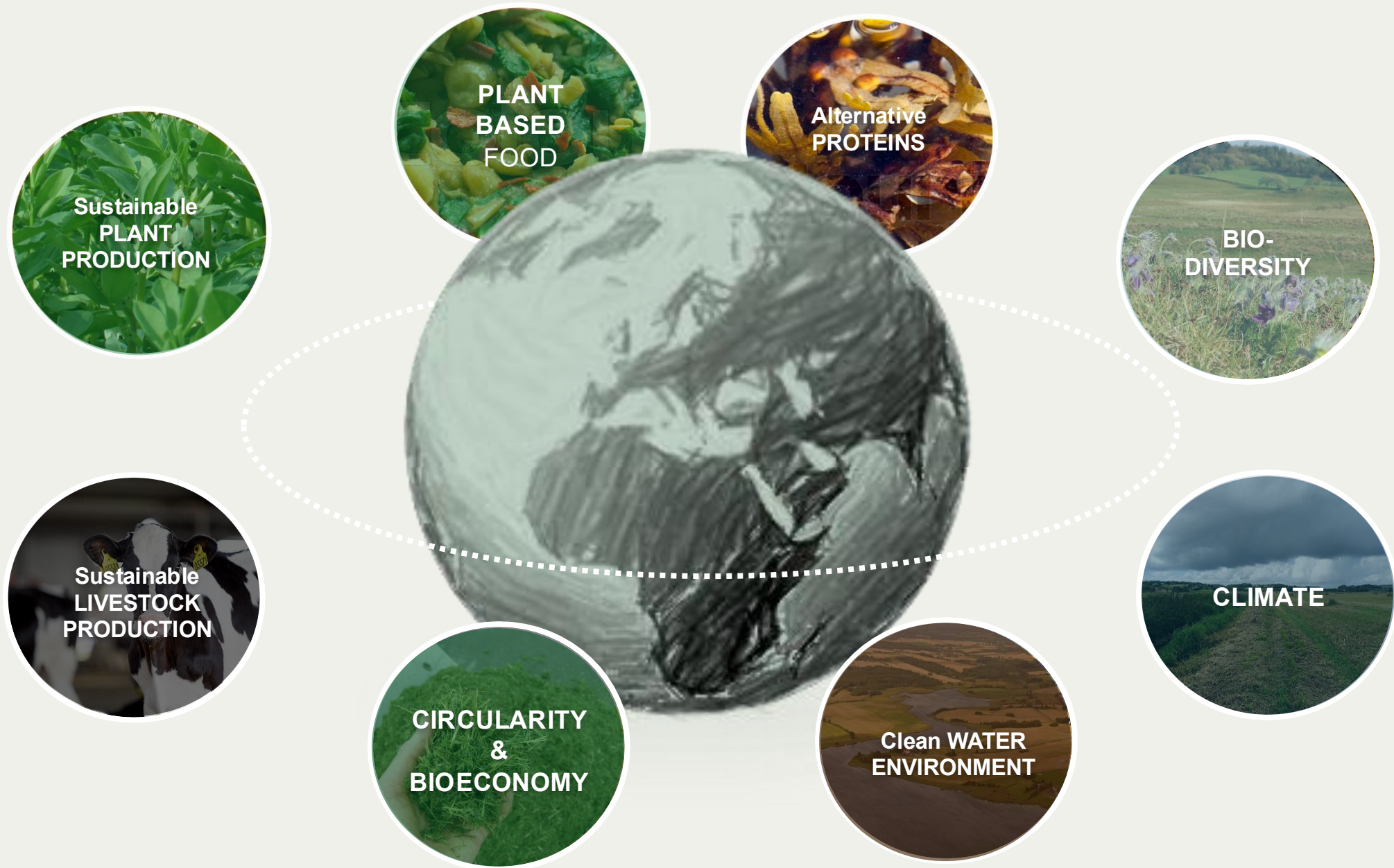
2017

**SEGES** joins the Danish Agriculture & Food Council group.





# Some examples of SEGES current focus



# Danish Action Plan → Plant-Based Food Grant



**The Danish Action Plan for Plant-Based Foods** from 2023 laid the foundation for establishing **the Plant-Based Food Grant**, supporting the national transition toward more sustainable food systems.

The fund is expected to distribute more than DKK 1 billion by 2030 (€134,000).



*The vision of the Plant-Based Food Grant is for plant-based foods to play a meaningful role in benefiting the development of the food industry and the health of people and the planet.*

## STRATEGIC AREAS



STIMULATING DEMAND



STIMULATING SUPPLY



BUILDING SECTORAL BRIDGES



PLANT-BASED  
FOOD GRANT



PLANT-BASED  
SYMPOSIUM  
TASTY DISCUSSION



# The danish dietary guidelines

- Recommend **eating 100 g of legumes per day** (cooked) as part of a plant-rich, varied diet (in addition to the 600 g of vegetables and fruits)
- Recommend **limiting meat intake to about 350 g per week**
- *Challenge:*  
Danish food culture and gastronomy do not include legumes, and Danes consume **only about 2,5 grams per day**.

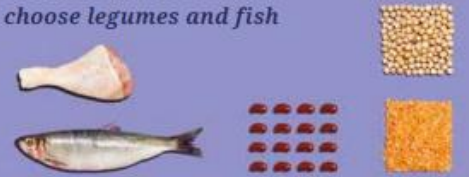
*Eat more vegetables  
and fruit*



*Eat wholegrain foods*



*Eat less meat –  
choose legumes and fish*



*Thirsty?  
Drink water*



*Choose vegetable  
oils and low-fat  
dairy products*



*Eat less sweet,  
salty and fatty  
food*



**Eat plant-rich,  
varied and not  
too much**

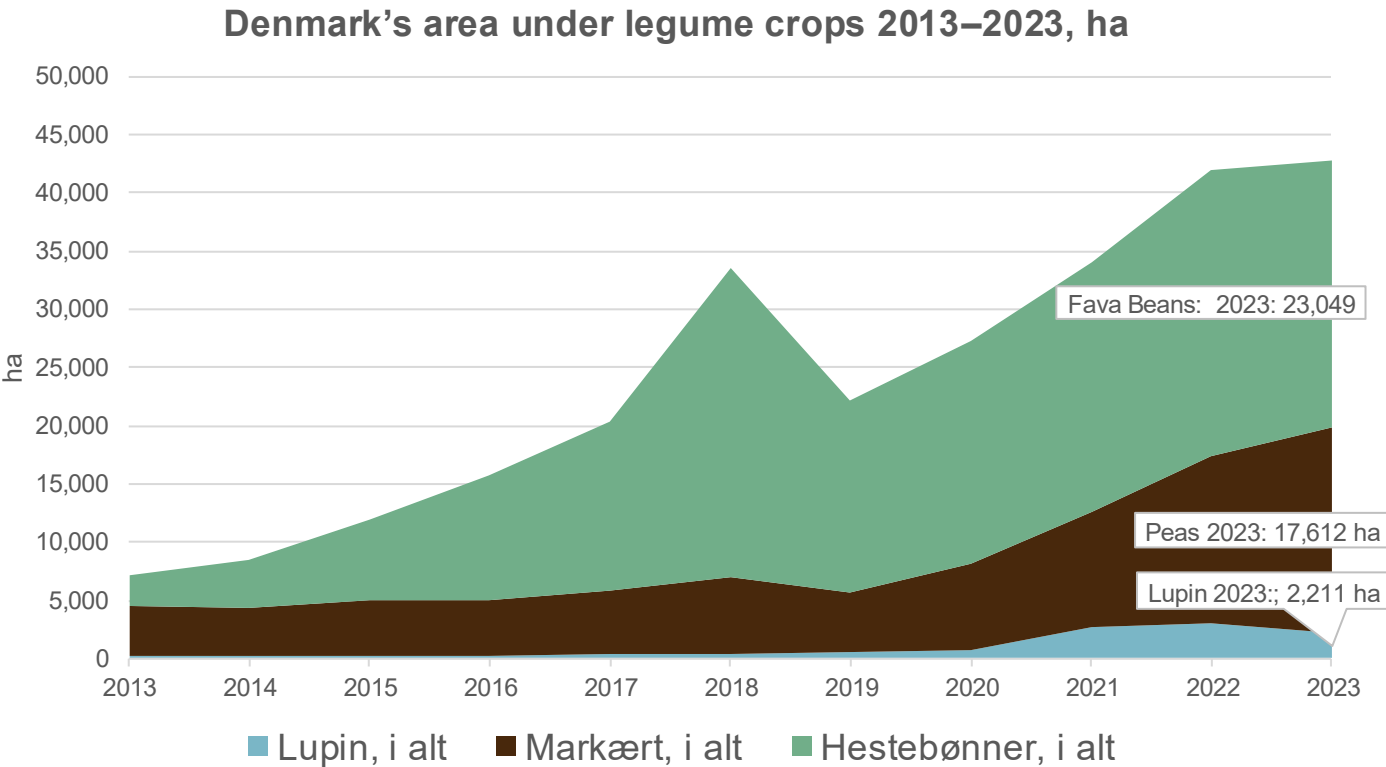
# Production of legume crops in DK is low

The share of legumes has increased over the past 10 years – but still 1 % of arable land.

Faba beans, field peas, and lupin are particularly on the rise – but still mainly for feed.

**There is potential in lentils**, chickpeas and soy, as well as hemp, quinoa and buckwheat.

Proteincrops in Denmark				
Ha i alt:	2012	2017	2022	2023
Markært	4.362	5.400	14.434	17.612
Hestebønner	1.968	14.612	24.512	23.049
Lupins	384	378	2.980	2.211
Chickpeas				34
Lentils				101
Hemp	106	508	926	524
Quinoa	0	63	60	27
Buckwead	0	43	58	110





# Example of building sectoral bridges – the Danish Bean Boost project

The project aims to **promote sustainable production and use of Danish lentils** (and other legumes) in **public kitchens** and for consumers.

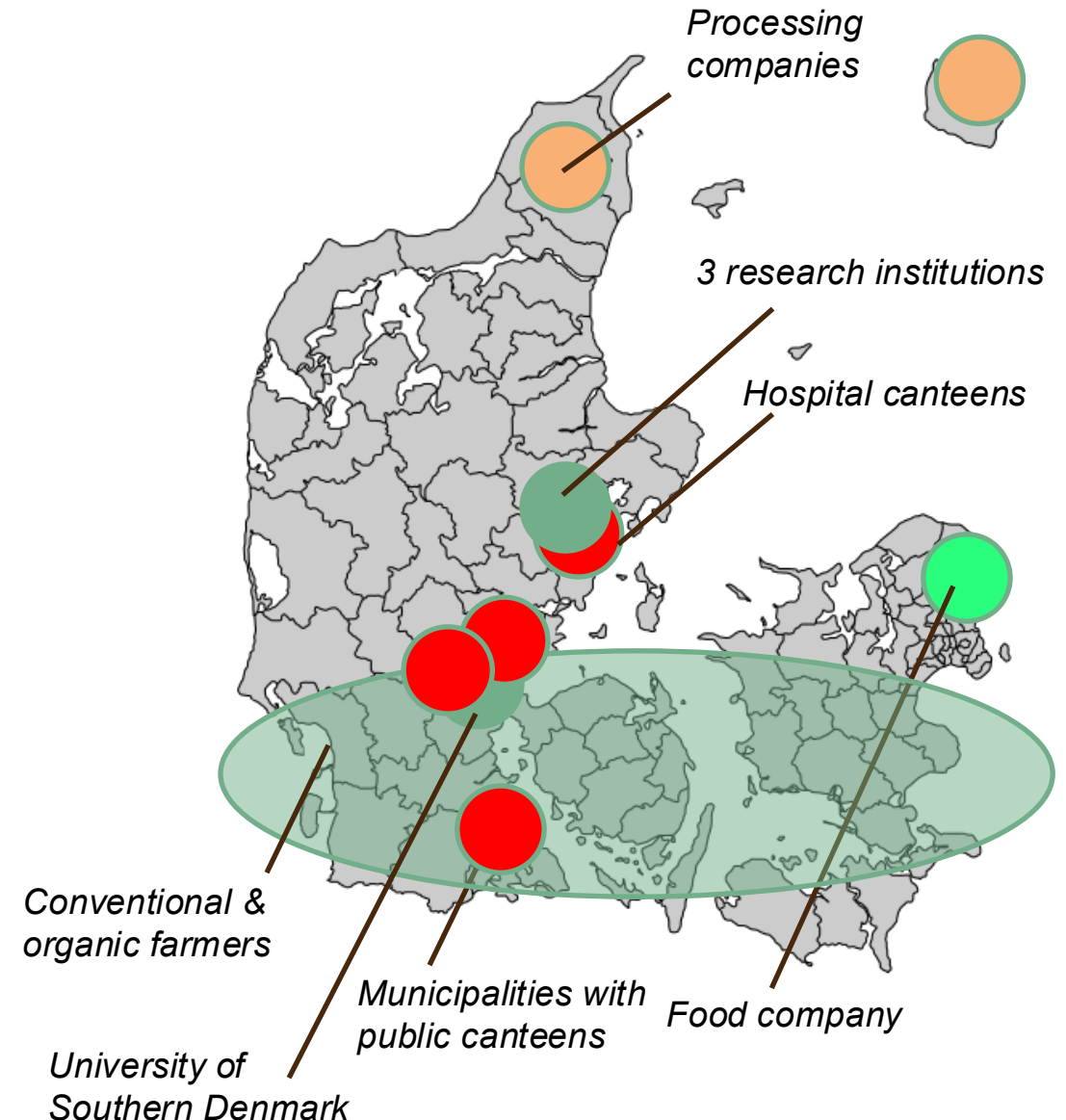
EU is a net importer, and in DK we grow lentils at a very small scale.

It is a broad collaboration with **11 partners** representing the whole value chain.

The 3 municipalities have 18 public kitchens in the project.

The project runs until 2029 and concludes with a major youth-oriented sports festival served lentils and legumes.

The project has received 13.8 million DKK (1.85 million EUR) from the Danish Plant-based Foods Foundation.



# One major solution: Danish lentils - gives major challenges

## Farming:

Strengthening agronomic knowledge, post-harvest practices and risk management for lentil production.

## Processing:

Optimizing mobile cleaning and processing capacity.

## Food Company:

Developing and validating a market-ready meal concept using lentils and other Danish Legumes.

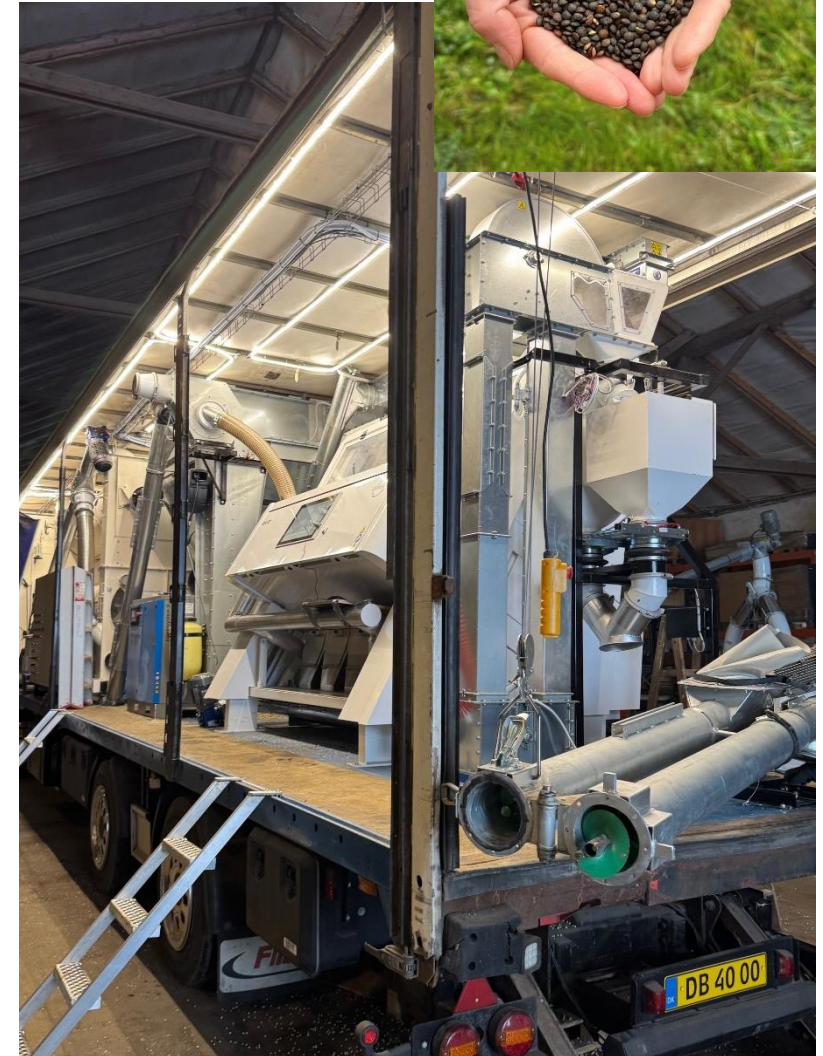
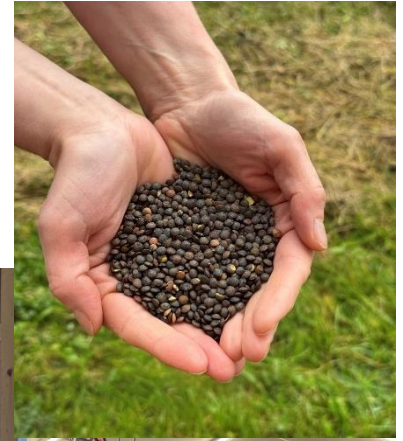
## Municipalities & hospital:

Building knowledge of using Danish legumes with ready-to-use-concepts. The **public kitchens prefer lentils** if they use Danish Legumes.

## Consumer:

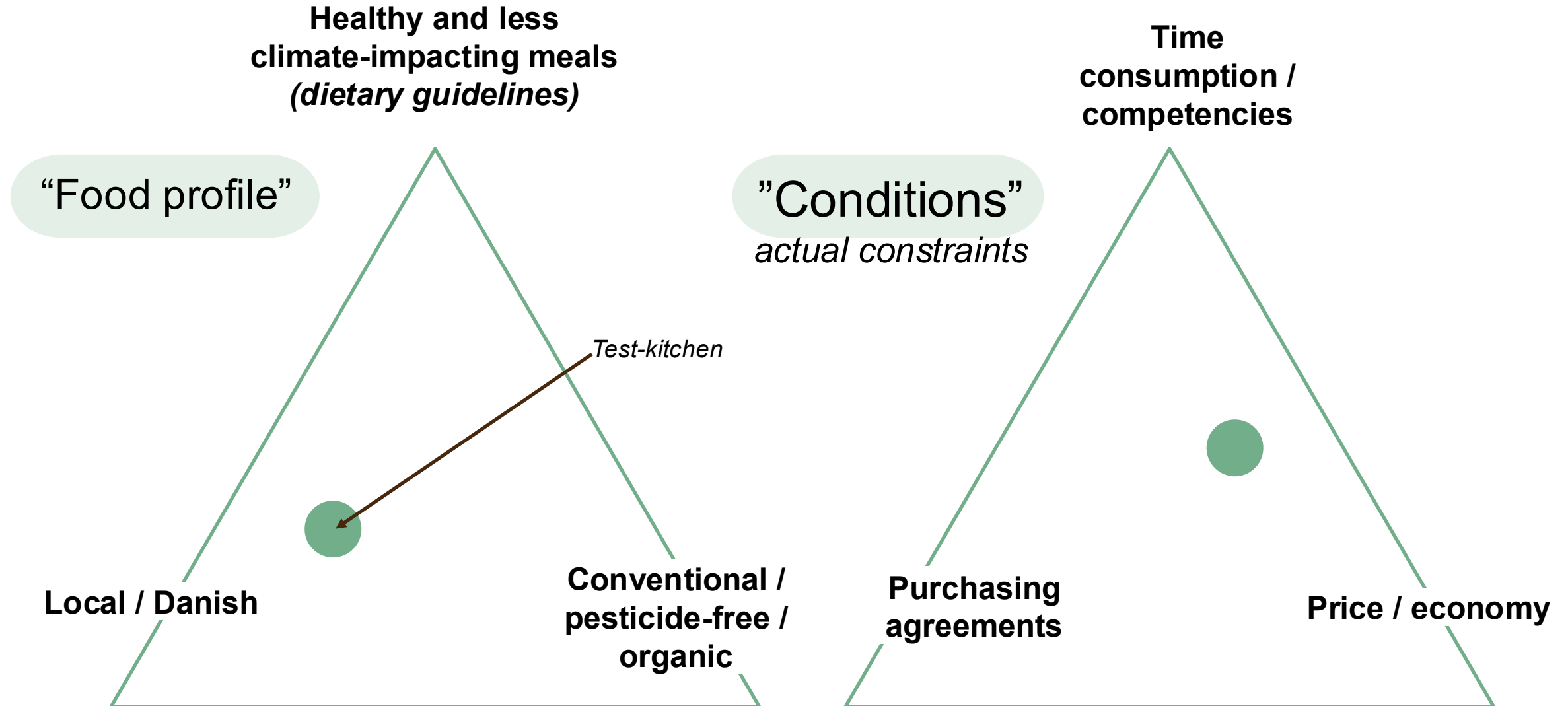
Identifying consumer and family-level barriers.

*New truck  
able to  
process  
lentils at the  
farm*



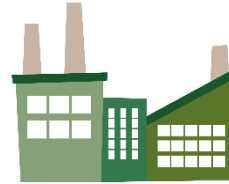


# Analysis of factors in public meals with Danish legumes – what is and what should the food profile be?



# 'Dansk BælgBoost' Value Chain

4 years



## Cultivation

Trial cultivation of lentils by farmers assisted by advisors

*(organic and conventional)*

**Oecological farming**

## Processing

Quality assessment of cleaning methods

Crop calculations and cultivation security

TI, Gl. Burholt, Food Bornholm

## Food company

Concept:  
Danish lentils, peas, and fava beans with recipes and spice blends

Climate calculations of lentils

Edgy Foods

## Public kitchens

Analysis of kitchen conditions and choices

Concept development with Danish legumes

Video inspiration

Kolding, Vejen and Sønderborg Municipalities, AUH hospital

## Consumer

Spillover effect to households

Design workshops with prototyping of Danish plant-rich dishes

DGI National Gym Festival with Danish plant-rich dishes

University of Southern Denmark

Kick-off for farmer advisor network



Feedback loops



Feedback loops

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# The plant-based transition requires cooperation



**THANKS**  
for your attention