

**Documentation of statistics for  
Sales of food and beverages to food service 2021**

## 1 Introduction

The purpose of the statistics Sales of food and beverages to foodservice is to provide an overall picture of Danes' consumption of foodservice, i.e. sale of food and beverages to commercial kitchens, restaurants, institutions, etc. There is a special focus on organic foods, as a supplement to Retail sales of organic foods. The statistics have been compiled annually since 2013 with grant funding from the Ministry of Food, Agriculture and Fisheries.

## 2 Statistical presentation

The statistics are an annual web-based questionnaire survey on wholesalers' sales of food and beverages to the foodservice area - i.e. commercial kitchens, restaurants, institutions, etc. – i.e. companies and institutions where food is served. The questions relate partly to total turnover for foodservice, partly to turnover for organic foodservice, distributed over a limited number of product groups and customer groups.

### 2.1 Data description

The statistics relate to sales to foodservice, including specifically organic products. Sales are distributed among a limited number of product groups and customer groups.

Food service means commercial kitchens, restaurants, canteens, cafes, etc. – i.e. companies and institutions where food is served.

### 2.2 Classification system

[Classification of product groups](#)

[Classification of customer groups](#)

The use appears from the statistics' questionnaire "[Sales of food and beverages for foodservice - draft](#)".

### 2.3 Sector coverage

Food Wholesalers.

## **2.4 Statistical concepts and definitions**

**Foodservice:** Professional kitchens that prepare food for serving. Includes canteens, institutions, catering/transportable diners, restaurants, cafés, take-away etc.

**Organic foods:** Food and beverages that are produced and marketed as organic according to the EU's regulations. Goods which are neither defined as organic nor conventional are not covered (e.g. game meat, wild fish, salt and some other products).

**Organic labeling:** The Danish red "ø-label" (the Danish Food Agency), the EU's organic labels or other labels that comply with the EU's organic rules.

**The Organic Cuisine Label:** Labeling scheme from the Danish Food Agency which shows the proportion of organic food and drinks purchased at eateries: gold (90-100 per cent), silver (60-90 per cent) and bronze (30-60 per cent).

## **2.5 Statistical unit**

Enterprises (economic entities).

## **2.6 Statistical population**

Enterprises with the sale of food and drinks for food service.

## **2.7 Reference area**

Denmark.

## **2.8 Time coverage**

2013-

## **2.9 Base period**

Not applicable to these statistics.

## **2.10 Unit of measure**

Turnover: million DKK, per cent.

## **2.11 Reference period**

These statistics cover the calendar year.

## **2.12 Frequency of dissemination**

Yearly.

### **2.13 Legal acts and other agreements**

The legal authority for data collection can be found in § 8, par. 1 in [Danish Statistics Act](#). There is no EU regulation for the area.

### **2.14 Cost and burden**

The reporting burden is calculated to be DKK 100,000 on average per year (2021).

### **2.15 Comment**

Additional information can be obtained from Statistics Denmark or at the [thematic site](#) of the statistics.

## **3 Statistical processing**

Data is validated on-line form. Subsequent data is checked and corrected by re-contact to respondents. Then summed data and ratios are calculated.

### **3.1 Source data**

The survey is carried out as a questionnaire-based total count of food wholesalers with a floor limit of DKK 40 million. DKK turnover according to Statistics Denmark's business register of active enterprises (ESR). you swear.

The number of commercial kitchens, restaurants, canteens, cafes, etc. is quite comprehensive. In order to limit resource consumption and respondent burden, data is instead collected among food wholesalers. A general minimum limit of DKK 40 million is also used. DKK in turnover.

The frame population is drawn from the ESR. Delimited by primary or secondary industry code, in some cases supplemented by industrial companies or other industries with wholesale sales. In general, only food wholesalers are included (significant suppliers from other industries may, however, be included). Answers and units from previous surveys are also included in the structure of the population.

Sale of school milk is included. Foreign companies are not included as they are difficult to identify and get answers from. Their significance for the statistics is probably low.

### **3.2 Frequency of data collection**

Yearly.

### **3.3 Data collection**

Web form.

### **3.4 Data validation**

In the validation of the online form, the following warning is triggered when entered: - High or low calculated price per kilo - Failure to indicate quantity by value or vice versa - Revenue for organic foodservice higher than foodservice in general

When validating after submitting the form, the following is checked and, if necessary, corrected. after re contacting the respondents: - High or low calculated kilo price (quantity or value corrected) - Failure to indicate quantity by value or vice versa - High or low proportion of organic food service - Marked changes in the level of sales compared to the previous census year

### **3.5 Data compilation**

Corrected individual data forms the basis for:

- Control of the sums at the group level
- selected additional corrections Replies
- Calculation of the organic market share (share of total sales to food service)
- Calculation of the public sector's share of organic sales to food service
- Summation and tabulation for publication

In the period 2013-2020, companies without organics were only included in 2013 and 2017. In the other years, the revenue for these companies was projected on the basis of these two years.

### **3.6 Adjustment**

No corrections of data in addition to what has already been described under data validation and data processing.

## **4 Relevance**

The purpose of the statistics is annually to determine the extent of organic food service, ie use of organic food and beverages in restaurants, canteens. The purpose of the statistics is to provide an overall picture of Danes' consumption of foodservice. Foodservice has become more important in recent years. A group of industry organizations and companies have wanted aggregate statistics on food service. The statistics are also included in the formulation and follow-up of objectives for organic food service (as a supplement to "Retail sales of organic food").

### **4.1 User Needs**

The purpose of the statistics is to provide an overall picture of Danes' consumption of foodservice. Foodservice has become more important in recent years. A group of industry organizations and companies have wanted aggregate statistics on food service. The statistics are also included in the formulation and follow-up of objectives for organic food service (as a supplement to "Retail sales of organic food").

Users are being stakeholders in the food industries, including the Ministry of Food, Agriculture and Fisheries, Danish Agriculture and Food Council, Organic Denmark and the hospitality industry. In addition, public interest in the development of the consumption of food, including organic.

## **4.2 User Satisfaction**

User requirements are covered in the User Committee for food statistics. Statistics Denmark is also in regular contact with key users, including the the Ministry of Food, Agriculture and Fisheries, Agriculture and Food and Organic Denmark.

## **4.3 Data completeness rate**

No regulations or guidelines.

## **5 Accuracy and reliability**

There is no sampling uncertainty as the statistic is a total count.

For some respondents, it is difficult to obtain the figures in the survey. These have provided best estimates instead. There is some uncertainty attached to the figure for sales to foodservice. Total sales are more secure than sales divided by product or customer groups.

Response rate: More than 95 per cent. of the respondents have answered the form.

### **5.1 Overall accuracy**

There is no sampling uncertainty as the statistic is a total count.

Measurement error: For some respondents, it is difficult to obtain the figures in the survey. These have provided best estimates instead. There is some uncertainty attached to the figure for sales to foodservice. Total sales are more secure than sales divided by product or customer groups.

Response rate: More than 95 per cent. of the respondents have answered the form.

### **5.2 Sampling error**

There is no sampling uncertainty as the statistic is a total count.

### **5.3 Non-sampling error**

The study population may have a smaller over-coverage of irrelevant companies. These companies are screened out with simple yes/no questions.

For some respondents, it is difficult to obtain the figures in the survey. These have provided best estimates instead. There is some uncertainty attached to the figure for total sales to foodservice. The total sales are, however, more certain than the sales divided by the product groups. For some food wholesalers, it is difficult to calculate sales by customer group. A smaller part of the total sales was to canteens, but could not be placed in public or private canteens. Instead, it is distributed proportionally between the two groups.

Response rate: More than 95 per cent. of the respondents have answered the form. The rest represent relatively small companies. Below 5 per cent. of the answering companies are imputed one or more values (DKK) of food service.

#### **5.4 Quality management**

Statistics Denmark follows the recommendations on organisation and management of quality given in the Code of Practice for European Statistics (CoP) and the implementation guidelines given in the Quality Assurance Framework of the European Statistical System (QAF). A Working Group on Quality and a central quality assurance function have been established to continuously carry through control of products and processes.

#### **5.5 Quality assurance**

Statistics Denmark follows the principles in the Code of Practice for European Statistics (CoP) and uses the Quality Assurance Framework of the European Statistical System (QAF) for the implementation of the principles. This involves continuous decentralized and central control of products and processes based on documentation following international standards. The central quality assurance function reports to the Working Group on Quality. Reports include suggestions for improvement that are assessed, decided and subsequently implemented.

#### **5.6 Quality assessment**

There is no sampling uncertainty as the statistic is a total count.

For some respondents, it is difficult to obtain the figures in the survey. These have provided best estimates instead. There is some uncertainty attached to the figure for sales to foodservice. Total sales are more secure than sales divided by product or customer groups.

Response rate: More than 95 per cent. of the respondents have answered the form.

#### **5.7 Data revision - policy**

Statistics Denmark revises published figures in accordance with the [Revision Policy for Statistics Denmark](#). The common procedures and principles of the Revision Policy are for some statistics supplemented by a specific revision practice.

#### **5.8 Data revision practice**

Usually only final figures are published.

### **6 Timeliness and punctuality**

The statistics are published 9 months after the end of the reference period. The statistics are usually published without delay in relation to the scheduled date.

#### **6.1 Timeliness and time lag - final results**

The statistics are published in September, 9 months after the end of the reference period.

#### **6.2 Punctuality**

The statistics are usually published without delay in relation to the scheduled date.

## **7 Comparability**

There are no common guidelines for international statistics on foodservice.

The statistics are partially comparable with 'Retail sales of organic food'.

### **7.1 Comparability - geographical**

There are no common guidelines for international statistics on foodservice.

### **7.2 Comparability over time**

The statistics were first conducted in 2013 and initially covered: - Sales of all food and beverages (incl. conventional goods) in total. - Total sales of organic goods broken down into product and customer groups.

Later expansions: - From 2017, sales of all food and beverages are also divided into customer groups. - From and including 2021, sales of all food and beverages are also divided into product groups.

The composition of the product groups has been revised from and including 2021 and in several cases cannot be compared with previous years. However, the 5 main product groups (Colonial, Meat and fish, Dairy products and eggs, Fruit and vegetables, Frozen goods) are largely comparable in all years. Change at main product group level: Vegetable spreads and fruit and vegetable preserves have been moved from Colonial goods to Fruit and vegetables. The census years 2013-2020 are directly comparable in terms of both main and individual product groups.

### 7.3 Coherence - cross domain

Statistics Denmark's study 'Retail turnover of organic food' measures the sale of organic food and drinks in supermarkets and warehouses.

Organic market share in the *foodservice sector* is described in the latest News from Denmark's Statistics "Sales of food and beverages to foodservice". Organic market share in *retail* is described in the latest News from Denmark's Statistics: 'Retail sales of organic foods'.

The retail turnover of organic food and beverages is at a higher level than the turnover of organic food service. However, the level of sales in the two surveys cannot be directly compared, as the Foodservice statistics measure wholesalers' turnover without VAT and 'Retail turnover of organic food' measures retail turnover incl. VAT. It includes: - The sale of goods for food service does not include remuneration of employees etc. in the kitchens. The consumption of goods in canteens and catering establishments amounts to an average of 37 per cent. of turnover, excl. VAT (HORESTA, Normtalsanalysen 2012/2013). The costs that do not relate to the purchase of goods are wages etc., room costs (electricity, water, heating), maintenance, administration, marketing, rent etc. and profit after costs. - The final value of the meals in foodservice can be considered higher than the purchase of goods, as service (cooking and serving) is part of the product. As a general rule, this is not the case for sales in supermarkets and warehouses, where the food is brought home for own preparation. - A significant part of the foodservice customers do not sell the meals on market terms (full or partial subsidy).

#### *The composition of sales*

The product groups in the two surveys are composed differently and therefore cannot be directly compared at all levels. However, an overall comparison of the distribution of revenue by product group has been made in the Nyt article "Sales of organic products for foodservice 2013".

In the period 2010-2013, the "Organic sales and information association" produced the study "Organic sales in foodservice". Methodological experiences from this study form part of Statistics Denmark's study. In terms of content, the two studies are close to each other, but with certain differences in data collection, content and groupings. In "Organic turnover in foodservice", the population consisted of 15 companies, which were assumed to cover a large part of the market. Companies without organic farming were not included in this study.

### 7.4 Coherence - internal

Not relevant for these statistics (data is from the same source).

## 8 Accessibility and clarity

The statistics are published in [News from Denmark's Statistics](#) under the subject Environment and Energy, Ecology. Statistics Bank publishes figures for Sales of organic goods for foodservice under the subject [Environment and Energy, Ecology](#). See more on the statistics' [Subject page](#).

### 8.1 Release calendar

The publication date appears in the release calendar. The date is confirmed in the weeks before.

## 8.2 Release calendar access

The Release Calendar can be accessed on our English website: [Release Calendar](#).

## 8.3 User access

Statistics are always published at 8:00 a.m. at the day announced in the release calendar. No one outside of Statistics Denmark can access the statistics before they are published.

## 8.4 News release

The statistics are published annually in [News from Danmarks Statistik](#) under the subject Environment and Energy, Ecology.

## 8.5 Publications

These statistics does not feature in any [publications from Statistics Denmark](#).

## 8.6 On-line database

The statistics are published in the Statistics Bank under the subject [Domestic trade in organic foods](#) in the following tables:

- [OEKO77](#)
- [OEKO88](#)

## 8.7 Micro-data access

Researchers and other analysts from authorized research institutes can access the micro-data of the statistics through [Danmarks Statistiks forskerordning](#). In addition, micro-data is made available to ministries, boards and directorates through the [Ministerieordningen](#)

## 8.8 Other

No other availability.

## 8.9 Confidentiality - policy

[Data confidentiality policy](#) is followed.

## 8.10 Confidentiality - data treatment

The statistics are not published at a level that requires further discretion.

Confidential data is omitted from publications and the statistics are published at a level of detail so that individual companies cannot be identified. All companies that participate in the survey receive information on terms and conditions regarding the confidentiality of individual responses.

### **8.11 Documentation on methodology**

In the preliminary study to statistics, the following report was prepared:

"Markedsdata for økologisk food service - forundersøgelse". Institut for Fødevarer- og Ressourceøkonomi, Jørgen Dejgård Jensen, juli 2013.

### **8.12 Quality documentation**

Results from the quality evaluation of products and selected processes are available in detail for each statistics and in summary reports for the Working Group on Quality.

## **9 Contact**

The administrative placement of this statistic is in the division of Food Industries. The persons responsible are:

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### **9.1 Contact organisation**

Statistics Denmark

### **9.2 Contact organisation unit**

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### **9.3 Contact name**

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N/A