

Stakeholder's Positions on the Danish Pig Meat Sector and Agricultural Sustainability

- A Multi-level Governance Perspective



4th semester, spring 2014

Master Thesis

**MSc. In Integrated Food Studies
Aalborg University, Copenhagen**

Lene Neergaard Jørgensen

Characters: 159.392 with spaces

Pages: 66,4

Title Page

Title: Stakeholder's Positions on the Danish Pig Meat Sector and Agricultural Sustainability

- A Multi-level Governance Perspective

Name of student: **Lene Neergaard Jørgensen**

Student no.: **20120939**

Supervisor: **Robert Pederson**

Summary: Stakeholder's position on the Danish pig meat sector and agricultural sustainability has been investigated from a multi-level governance perspective by the use of stakeholder analysis and meaning condensation. A variety of positions was found.

No. of pages: **66,4**

Report size: **30 ECTS points**

No. of printed reports: **3**

No. of appendices: **10**

Date of delivery: **4th of June**

Deadline of delivery: **4th of June, 12.00**

Lene Neergaard Jørgensen

Abstract

The Danish pig meat production has for more than 100 years, had a great share of Danish export of goods. Within the last 10 years, the export of Danish piglets and finisher pig for slaughtering has exploded on the expense of Danish jobs. This contributes to the Danish pig meat sector being topic for much debate together with environmental concerns, the use of antibiotics and poor animal welfare. Since Denmark is a member of the European Union, the national pig meat sector is affected by European policy and other EU member states.

The present study investigates stakeholder's position on the Danish pig meat sector and agricultural sustainability by conducting seven semi-structured interviews. This study is conducted from a multi-level governance perspective, why stakeholders from both the supranational level of EU and the national level of Denmark has been participating in stakeholder analysis processed by the use of meaning condensation.

From the analysis of the stakeholder interviews conducted in this study the investigation showed that there are great differences in stakeholder's position on the Danish pig meat sector and agricultural sustainability both between vertical and horizontal levels of the European governance system.

Keywords: Pig meat sector, Sustainability, Stakeholders, Multi-level Governance, EU policy

Table of content

1. Introduction	1
2. Research Question	2
2.1 Researchable Questions.....	2
2.2 Scope and Focus	2
2.3 Clarification of Concept.....	3
2.3.1 Abbreviations	4
3. Methodology	5
3.1 Philosophy of Science	5
3.2 Semi-structured Interviews	7
3.2.1 Interview guide.....	8
3.2.2 Pilot interview	9
3.2.3 One on one interviews	9
3.2.4 Selection of participants.....	10
3.2.5. Analysis of the Interviews	11
3.3 Literature Search	14
4. Research Decisions.....	16
5. Analytical Framework.....	17
5.1 Multi-level Governance	17
5.1.1 The Governmental System of EU	21
5.1.2 The CAP 2020	23
5.2 Stakeholder Analysis.....	25
6. Results & Analysis.....	29
6.1 Analysis of Stakeholder Interviews.....	29
6.1.1 Analysis of the State	32
6.1.2 Analysis of the Market.....	39
6.1.3 Analysis of the Civil Society	55
7. Discussion	72
7.1 Discussion of Findings.....	72
7.1.1 State	72
7.1.2 Market.....	74
7.1.3 Civil Society	76

7.1.4 Danish Food and Agriculture policy	77
7.2 Analytical Framework.....	78
7.3 Selected Stakeholders.....	78
8. Conclusion.....	80
Bibliography.....	82
Appendix 1.....	Fejl! Bogmærke er ikke defineret.
Appendix 2.....	Fejl! Bogmærke er ikke defineret.
Appendix 3.....	Fejl! Bogmærke er ikke defineret.

Appendix 4-10 is to be found in the USB-stick

List of Figures

Figure 1 - Triangle of Governance (Renting and Wiskerke 2010, 1902-1912)	18
Figure 2 - Decision-making in the EU {{123 FAO;}}.....	22

List of Tables

Table 1 - Multi-level governance in relation to food and health (Lang and Heasman 2004, p. 259).....	19
Table 2 - Vertical levels of governance in the EU.....	20
Table 3 - The multi-level governance system of the EU in relation to pig meat production and sustainability.....	20
Table 4 - Matched grouping categories of multi-level governance and stakeholder analysis.	26
Table 5 - Identified stakeholders in the multiple levels of governance.	30
Table 6 - Supranational and national levels of the European governance system.....	31
Table 7 - Supranational and national levels of the State	32
Table 8 - Supranational and national levels of the Market.....	39
Table 9 - Supranational and national levels of the Civil Society.	55

1. Introduction

Denmark is one of the most intensively cultivated agricultural countries in the world. 62% of all land is used for agriculture, whereof 80% is used for producing feed crops and still large amounts of feed crops are imported from Latin America (Lundsgaard et al. 2014, 1-74). The pig meat production have for more than 100 years, been an important asset for Denmark in regards to jobs and export. There are being produced approximately 28 million pigs in Denmark each year (Landbrug og Fødevarer; Landbrug og Fødevarer 2014). 90% of the Danish pig production is exported and is therefore accountable for a great share of the nation's balance of trade and economy (Landbrug og Fødevarer 2014). However, despite the fact that we export large quantities of pig meat there are more and more controversies in pig production among the stakeholders involved as in the general public opinion. Danish crown, being the biggest Danish slaughtering company is being forced by market conditions to close slaughterhouses. This leads to unemployment especially in rural areas of Denmark (Vorre 2014).

European livestock productions puts a strain on the environment due to high amounts of manure being produced contributing to ammonia, nitrogen and phosphorous emissions (Lundsgaard et al. 2014, 1-74). In addition, producing feed crops both nationally and internationally requires large amounts of water, and often also the use of pesticides especially when using GMO crops. GMO crops such as protein rich soy, is imported in large amounts from Latin America and the United States to feed the European livestock production (Friends of the Earth 2008, 1-36). Thereby, the European livestock production causes environmental challenges not only in Europe but in other parts of the world as well.

The Danish environmental regulations mean that the Danish pig meat sector has reduced its ammonia emissions by 40% since 1985 (Lundsgaard et al. 2014, 1-74). However, these standards are not the same all over EU. Since Denmark is a member of the European Union, our national pig meat sector is bound to be affected by European policy and other EU member states. The Common Agricultural Policy is EUs instrument for tackling challenges in the European agricultural sector. In December 2013 a new CAP working towards the year 2020 was passed.

This leads us to the research question of this study.

2. Research Question

What are the different stakeholders' positions on the Danish pig meat sector, and is agricultural sustainability an area of concern?

2.1 Researchable Questions

The researchable questions stated below have been developed in order to uncover the topics influencing the context of the research question. Answering these questions will support and enable me to answer the main research question of the study.

- How are the Danish pig meat sector affected by other EU member states?
- How are the Danish pig meat sector affected by EU governance?
- How is agricultural sustainability affected by EU governance?

2.2 Scope and Focus

The scope of this thesis is to investigate stakeholders' position towards the current Danish pig meat sector. Since Denmark is a member of the European Union, our national pig meat sector is bound to be affected by European policy. Therefore, stakeholder positions is investigated on multiple levels, namely the state, market and civil society level in a European context as well as in the national Danish context.

Since not all stakeholders have a profound knowledge of the Danish pig meat sector, his or her position towards the European pig meat sector in general has been investigated. Therefore, parallels to other European countries will be drawn. In addition, in order to get a deeper understanding of the stakeholders' position towards the pig meat sector, questions related to future challenges and possibilities has been asked as well. Together with questions related to both European and national policy-making.

2.3 Clarification of Concept

Finisher pigs: Pigs that have finished their growth and are ready for slaughter (Landbrug og Fødevarer).

Food system: The term food system will in this study be used as the system in which food is produced, processes, distributed and consumed. The food system entails governmental, economic and sustainability aspects of how the system is managed (Oxford Martin Programme on the Future of Food).

NGO: *'A non-governmental organization (NGO) is any non-profit, voluntary citizens' group which is organized on a local, national or international level. Task-oriented and driven by people with a common interest, NGOs perform a variety of service and humanitarian functions, bring citizen concerns to Governments, advocate and monitor policies and encourage political participation through provision of information. Some are organized around specific issues, such as human rights, environment or health. They provide analysis and expertise, serve as early warning mechanisms and help monitor and implement international agreements. Their relationship with offices and agencies of the United Nations system differs depending on their goals, their venue and the mandate of a particular institution.'* (ngo.org).

Sustainability: There are many ways of understanding sustainability. Sustainability will in this study be understood as presented by the Oxford dictionary and the World Commission on Environment and Development.

According the Oxford dictionary sustainability is being able to sustain a certain level such as sustainable economic growth, conserving an ecological balance by avoiding depletion of natural resources (Oxford Dictionaries). The World Commission on Environment and Development defines sustainability as: *'meeting the need of the present without compromising the ability of future generations to meet their own needs.'* (The World Commission on Environment and Development 1987, 1-300).

The Pig Meat Sector: When using the term 'the pig meat sector' it is referring to the conventional pig meat production, slaughterhouses and conventional pig meat processors.

2.3.1 Abbreviations

CAP: Common Agricultural Policy

WHO: World Health Organisation

WTO: World Trade Organisation

CLITRAVI: The Liaison Centre for the Meat Processing Industry in the European Union

EPHA: Public Health Alliance

NGO: Non-Governmental Organisation

3. Methodology

This chapter will present the methodological and theoretical basis that this thesis takes point of departure from, for the data gathering process and the data processing analysis. Firstly a presentation to the philosophy of science that lays the basis for the study. Next, a presentation to why the selected data gathering method was chosen followed by an introduction to how the data was gathered. This with the intention of being able to present examples on how the identified stakeholder's position is on the Danish pig meat sector and whether agricultural sustainability is of concerns to the stakeholders. Secondly, the chapter will include the two major theories on the concepts of multi-level governance and stakeholder analysis, which works as the theoretical framework for this thesis.

The methodological approach of the thesis is based on the research question's two-sided nature, this in order to uncover which stakeholders are relevant when investigating the Danish pig meat sector and whether agricultural sustainability is of concern. These two sides has been investigated simultaneously.

By focusing on uncovering how the Danish pig meat sector is viewed upon among relevant stakeholders, this study will present findings from a literature study as well as from interviews with stakeholders. These stakeholders are all working with subjects related to the Danish pig meat sector but on different levels, namely the national level of Denmark and the international level of the European Union. These findings will be analysed in order to discuss the relationship between stakeholders' view on the Danish pig meat sector and sustainability in order to identify entries to support a sustainable pig meat sector in Denmark.

3.1 Philosophy of Science

Philosophy of science deals with the questions: What is knowledge, how can we understand the reality in different approaches and what makes research valid? (Høyer 2008, 17-41; Langergaard, Rasmussen, and Sørensen 2006). The in following the scientific understandings influencing the outcome of this thesis will be presented.

I am operating within the field as being inspired by social science, which is a discipline concerned with society and behaviour. Social science differs from human and natural

science by having focus on the interactions between (groups of) individuals and society (Sørensen 2010). When working within social science one operates with a perception, that the methodology applied in order for the researcher to gain knowledge affects what is found (Høyer 2008, 17-41). Furthermore, social science operates with the concepts of structures and processes (Sørensen 2010), which in this thesis can be understood as the policy structures that the identified stakeholders are a part of and how these stakeholders navigate by the use of these structures. The processes can be understood as the discourses in society and how these are influencing the structures. An example is the governmental decisions that are made, which results in changed conditions at other social levels e.g. the financial crisis and the discourse that there is a need for jobs when addressing the Common Agriculture Policy (CAP) in EU and how this affects e.g. the farmers economy, prices on foodstuffs, the environment, trade conditions and public health.

To investigate the views, attitudes and perceptions among stakeholders representing the public, the private and the civil society involved with agriculture policy making on an EU or Danish level, it is necessary to enter the research field in order to get a deeper understanding of how the identified stakeholders are influencing the conditions they work in and vice versa.

Researching the perceptions with a quantitative approach is possible by using questionnaires followed by categorising and quantifying the given answers. Nevertheless, this would not help to gain a deeper understanding of the complexity of the political processes, how these can be influenced and how stakeholders are influencing each other.

My epistemological approach is through analysing qualitative semi-structured interviews and interpretations of the empirical data to describe the reality, not on a generalizable level, but as meaningful snapshots of the situational reality experienced by the interviewees.

To increase the level of validity it is important to stress that I as a researcher have and will always have some pre-understandings based on my own experiences, which will influence my view, opinion and interpretations about a given subject and the choices I make. Therefore, one cannot be completely objective when exploring the field, nor is that the aim (Angrosino 2007). Underlining that I am aware of which pre-understandings that influences how I perceive a given subject. Trying to clarify these factors are important in order to give the reader an insight into which pre-understandings the researcher will bring to the study

(Dahlager and Fredslund 2008, 154-178). In addition, I acknowledge that I as a researcher have certain interest in the field studied, and that this is influenced by my background, beliefs and assumptions (Goldenberg 2006, 2621-2632). Being aware of ones assumptions expresses the critical reflections a researcher needs to submit to a project (Christensen, Schmidt, and Dyhr 2008, 61-86).

My research question implies that my interest as a researcher in this field, is driven by the idea of stakeholders' view on the Danish pig meat sector influences the sustainability of this sector.

On this background it is important to emphasise that I as a researcher will influence the perceived character of the reality described and the methodology applied and developed for this thesis (Dahlager and Fredslund 2008, 154-178; Kvale 1997).

3.2 Semi-structured Interviews

This paragraph will present the methodology used when conducting the data gathering of this thesis.

When conducting a study within the field of social science, the methodology applied is chosen in order to gain knowledge of and insight to the participants' views, attitudes and perceptions about a chosen subject (Christensen, Schmidt, and Dyhr 2008, 61-86). In this thesis, the participants are stakeholders working with subjects relevant to the Danish pig meat sector.

When wanting to investigate views, attitudes and perceptions a qualitative data gathering method is deemed appropriate (Christensen, Schmidt, and Dyhr 2008, 61-86). Therefore, the method of conducting semi-structured interviews has been chosen for the data gathering of this thesis.

By using the semi-structured interview as a data gathering method the interviewer can ask open-ended questions wherefrom the interviewee can speak freely (Christensen, Schmidt, and Dyhr 2008, 61-86). This can give the advantage of creating an informal atmosphere, where the interviewee should feel comfortable and thereby provide the interviewer with more detailed and honest answers to the given questions than e.g. what would be given if the interview were in a written form. Furthermore, the interviewer can give the interviewee the possibility of steering the interview in a certain direction that are of interest to the

interviewee and which can reveal some aspects of the topic that the interviewer might not have thought of when preparing the interview.

3.2.1 Interview guide

In order for the interviewer to have control of the interview not taking a course that are too far away from the topic investigated an interview guide with topics or guiding questions needs to be prepared beforehand (Christensen, Schmidt, and Dyhr 2008, 61-86).

The interview guide for this study (Appendix 1 & 2) took point of departure in the research question and consisted of relevant topics paired with possible questions to ask in relation to these. It is important to emphasise that the questions in an interview guide for a semi-structured interview is only to be looked at as guiding (Christensen, Schmidt, and Dyhr 2008, 61-86). It is important that the interviewee gets a sense of informality, and therefore the questions can be adapted according to the situation, the interviewee's knowledge or unwillingness to answer certain questions.

The goal by adapting the questions is that the interview will work as a conversation between the interviewer and the interviewee. Therefore, it is beneficial for the data gathering if the conversation runs fluidly and does not seem forced to the interviewee. Thereby, the speed of the interview is primarily up to the interviewee, whereas the interviewer uses the interview guide to make sure, that all topics are being touched upon and in the degree that seems appropriate in the conversation with the individual interviewee (Christensen, Schmidt, and Dyhr 2008, 61-86).

The sequence of the topics in the interview guide can have different purposes (Christensen, Schmidt, and Dyhr 2008, 61-86). In the interview guides used for this thesis the sequence of the topics were chosen in order to firstly get some background information about how the individual interviewee and his/her office worked with different aspects of sustainability and pig meat production.

Secondly, get a knowledge and understanding of their view on and position towards the pig meat sector. Thirdly, how they looked upon sustainability and where the responsibility for sustainability lei. Lastly, what their position towards the recent European CAP-reform was, and what could be done in order to improve the conditions for sustainable food systems in general. To end each interview the interviewee was asked if he/she had any questions or something that they wanted to elaborate or ad before ending the session.

Thereby, the interviewee had the chance of providing information that they had not had the chance to give throughout the interview.

3.2.2 Pilot interview

The first interview was conducted as a sort of pilot interview. This was chosen in order to test if the interview guide worked as intended and for the interviewer to test the intended way to conduct the interviews. This gave the interviewer the opportunity to adjust the interview guide and be well prepared for the interviews to come (Christensen, Schmidt, and Dyhr 2008, 61-86).

The Interview guide was found to work as intended hence, no alteration was done after the pilot interview. However, the interviewer adjusted the way of asking the questions, so that the conversation ran more fluidly in the interviews to follow. Despite that, the first interview worked as a pilot interview, the quality was found to be sufficient and therefore the data from this interview is included as a part of the total empirical data for this thesis (Christensen, Schmidt, and Dyhr 2008, 61-86).

3.2.3 One on one interviews

All interviews was conducted face to face between two persons: the interviewer and the interviewee. The benefits of conducting interviews with one interviewee at a time, is that the interviewee will not be affected by other people present than the interviewer. Thereby, the interviewee might give information, which he/she would not feel comfortable sharing if other people were present too (Christensen, Schmidt, and Dyhr 2008, 61-86).

Furthermore, literature reveals that there are always a certain power relation between the interviewer and the interviewee (Christensen, Schmidt, and Dyhr 2008, 61-86). Some suggest that the interviewer should try and make the interviewee feel as comfortable as possible, since it is the interviewer who has control of what the interview is going to revolve around, and that it is therefore the interviewer who has the power (Christensen, Schmidt, and Dyhr 2008, 61-86). Hence, it is suggested that the interviewer should always start by explaining the purpose and overall topic of the interview to the interviewee. In addition, the interviewee must be made aware of that it is okay, if there are questions that he/she does not wish to answer, whether the interview is anonymous or not and what the interview will be used for and how (Christensen, Schmidt, and Dyhr 2008, 61-86).

The initial contact with the interviewees for this thesis was a written contact stating what the topics of the interview would be, the purpose for interviewing each individual interviewee, that the data from the interviews would solely be used for this study and that they would be anonymous. Furthermore, the interviewee was given the option to decide the location and time of the interview. This in order to make the interviews fit in with the interviewees' schedule, to get, as many interviews as possible and to make the interviewee feel comfortable in the setting where the interview would be conducted. Moreover, the interview guide (Appendix 1 & 2) was sent to the interviewees as soon as the final appointment was made. This was done in order for the interviewees to have the possibility to prepare themselves for the interview and to avoid that there could be questions that the interviewee felt unsure of answering without having looked up what his/her workplace position was towards a certain topic. A disadvantage of providing the interview guide to the interviewees beforehand could be that the answers given could be too rehearsed or that the focus could be too narrow only covering what the given workplace had in their official website.

3.2.4 Selection of participants

In order to support the possibility of investigating a topic from as many angles as possible or to support a planned way of analysing the interviews, the selection of participants has to be done strategically (Christensen, Schmidt, and Dyhr 2008, 61-86). In this thesis, the strategic selection of participants has been conducted by using the method of snowballing combined with the technique of purposive sampling.

In relation to selecting participants, snowballing is a method used when one does not have enough possible participants to contact. The aim is to identify possible participants via contacts whom have knowledge of relevant people with connection to the research area (Christensen, Schmidt, and Dyhr 2008, 61-86). The possible participants had to live up to certain criteria to serve the purpose of the interview, hence the use of the purposive sampling technique (Crossman 2014, 1), which in this case was that they had to have knowledge about sustainability and pig meat production on either a Danish or EU level .

Christensen (2008) suggests that contacting participants for interviews should be ongoing, in order to find interviewees whom enlightens other aspects of the research area than the ones who have already been interviewed (Christensen, Schmidt, and Dyhr 2008, 61-86).

In this thesis the order in which the interviewees were contacted were firstly determined by the planning of the study. Therefore, interviewees situated in Brussels were contacted first; hence, it was important that the interviews could be conducted while the researcher were in Brussels. This to make sure, that all interviews were conducted on the same terms; face-to-face. The second determinant affecting the order in which the interviewees were contacted were as the literature suggests, to make sure to get different aspects of the research topic enlightened in this case it was interviewees representing the state, the market and the civil society involved with food and agriculture policy in EU or Denmark.

3.2.5. Analysis of the Interviews

After conducting the interviews, the analysis of the raw data gathered is the next step to take (Matthews and Ross 2010, 315-428). The analysis starts when a project begins, thus the researcher will always begin consciously or unconsciously to process information as soon as the information is given. However, when the study is designed and planned the strategy on which the analysis is made should be clear to the researcher (Matthews and Ross 2010, 315-428), since the data gathering method chosen will be consequential to which analysis strategy is appropriate.

When doing research within the field of social science, coding and categorizing the collected data are classical ways of analysing. Coding and categorizing can provide structure and overview of the data (Kvale and Brinkmann 2009, 201-218). When gathering data by conducting semi-structured interviews, there are many analytical strategies to consider. An often-used strategy is transcription, where a structured strategy for coding and often quantifying the transcriptions afterwards is needed.

Transcribing interviews is often a very time-consuming task, especially if the interviews are many and with a long duration. Moreover, transcribing interviews often results in high number of pages. This can lead to the researcher risk losing sight of what was actually said in the interview conversation and what was the purpose of conducting these interviews (Halcomb and Davidson 2006, 38-42; Kvale and Brinkmann 2009, 189-199). Since the focus often can be put on each individual wording or sentence instead of the interview conversation, not only consistent of the spoken word but also the mood and the gesticulations of the interviewee (Kvale and Brinkmann 2009, 201-218). Therefore, there

are other strategies to turn to, in order to analyse interviews, which can be just as profound as the traditional transcriptions (Halcomb and Davidson 2006, 38-42).

In Grounded theory introduced by Glaser and Strauss in 1967, coding played an important role, where the approach of doing *open coding* consists of breaking down, examining, comparing, conceptualizing and categorizing data. The advantage of the coding approaches of grounded theory is that there is no need for quantification, but rather keep the qualitative research qualitative in all aspects (Kvale and Brinkmann 2009, 201-218).

For analysing, the interviews conducted for this thesis a strategy inspired by the open coding mentioned above and the method of meaning condensation has been chosen. When using the strategy of meaning condensation the researcher imagines going into a dialogue with the recorded interview, asking questions where the aim is to develop, clarify and expand what was expressed by the interviewee and thereby find meaning (Kvale and Brinkmann 2009, 189-199).

The idea behind doing so is that the interview is a result of the conversation, and therefore the social constitution, between the interviewer and the interviewee. Thereby the interviewer is viewed on as being a co-author. This since, the interviewer's questions is leading up to which aspects of the chosen topic the interviewees answer will address, and the interviewers active listening and following up on the answers co-determines the course of the conversation as Kvale and Brinkmann states it (Kvale and Brinkmann 2009, 189-199). Meaning condensation entails that the meanings expressed by the interviewee are summarised into shorter formulations, where the main sense of what is said is rephrased in fewer words and thereby the meanings should be maintained (Kvale and Brinkmann 2009, 201-218).

In this thesis the strategy of doing meaning condensation is inspired by the phenomenological approach of the strategy which consists of five steps as mentioned in Kvale & Brinkmann (2009);

- 1) Read transcript through
- 2) Create meaning units
- 3) Restate the themes
- 4) Interrogate the meaning units in terms of specific purpose of the study
- 5) The essential non-redundant themes of the entire interview are summarised in descriptive statements

(Kvale and Brinkmann 2009, 201-218).

In the present, it was chosen not to do a full transcript of the interviews. Therefore, the steps taken to analyse the interviews are as following;

- 1) Listen the interviews through 2-3 times while taking notes
- 2) Create meaning units according to the themes of the interview
- 3) Summarise the expressed meanings under each theme, followed by listening to the interviews in order to make sure, that the summaries are actually expressing the meanings. Supplemented with keywords.
- 4) Transcribe quotes that can be used to express the meanings of the interviewees for use in the thesis's chapter 66. Results & Analysis.

See Appendix 3 for the table in with to conduct the analysis of the interviews in the above mentioned steps. Moreover, the full analyses of the seven interviews are to be found in Appendix 4-10.

3.3 Literature Search

The literature search for this thesis were approached by using the technique of snowballing. The snowballing technique implies that the literature search is initiated by being explorative. Thereby the literature first found will lead on to finding more literature, hence the reference to a snowball rolling and thereby getting bigger (Larsen 2012, 233; Bijker 1997).

This literature search was initiated by firstly looking through already known literature used on the previously semesters of the Integrated Food Studies Master Programme. The literature which where found relevant led to a search on the Danish library search engine; bibliotek.dk and directly thereafter a google search. The keywords used for both search engines were; EU governance, Agriculture, Environment, Meat production, Pig production, CAP and Stakeholder analysis. This process was conducted both in English as well as in Danish. The literature found in the first three steps where then combined with literature suggested by contacts with knowledge in the areas researched.

When conducting a literature search it is important to emphasise that the literature studied is presented by other researchers or authors, which might have other interests in the field researched. Therefore, the literature must be considered critically before use (Jackson 2011, 29-56). Furthermore, when conducting a literature study by using the approach of

snowballing, one may unknowingly have excluded literature which have not arisen during the snowballing process (Klein and Kleinman 2002, 28-52).

4. Research Decisions

The following will present the decisions taken in relation to conducting the stakeholder interviews. The effects of these decisions will be discussed in Chapter 7.3.

The stakeholders participating in this study have all been promised anonymity. This was done on the researcher's assumption that it would be of use for recruiting participant, if they were would not be mentioned by name, since some of the participants are working in the same policy arena.

Participating in the semi-structured interviews from the supranational level were one representative from the market, one from the state and three representatives from the civil society. The reason why there were three participant representing the civil society is that first of all, the contact assisting with knowledge of whom to interview had a greater network in the civil society level, which made it relatively uncomplicated to recruit these participants. Furthermore, many of the civil society organisations has a quite broad working field, which is why the researcher found it suitable to interview more than one from this sector.

Participating in the interviews from the national level was a representative from the market and one from the civil society. Getting a representative to participate from the state level has not been possible. Wherefore, official documents from the government was used to conduct the stakeholder analysis. This decision was made on the assumption that a government official would not give any statements in an interview, which would not already be written in an official document.

When initially planning the interviews, the duration was estimated to be around one hour. However, not all the participant could find time to meet for one hour. Therefore, the duration have not been the same for all interviews. This decision was made on the notion, that having more interviews of various duration would be better the a few interview where one of the governance levels might be lacking.

5. Analytical Framework

In the following, an outline of the analytical framework to be used in the Results & Analysis Chapter 6 will be presented. Firstly, in Chapter 5.1 the concept of multi-level governance will be presented with an introduction to the governmental system of EU and a brief presentation of the CAP-reform. The two last mentioned will serve as background knowledge in order to get an insight into which policy processes the interviewed stakeholders are relating to when investigating their position towards subjects such as the CAP 2020 and how EU member states are affecting the Danish pig meat industry.

Lastly, in Chapter 5.2 the methodological tool Stakeholder analysis used to both identify stakeholders and analyse the stakeholder interviews will be presented.

5.1 Multi-level Governance

When studying food and agriculture policy in an EU member state, the Common Agricultural Policy (CAP) is unavoidable. The CAP is a good example on a European policy being implemented at national level. The concept multi-level governance was developed in order to describe the governance in EU (Gamble 2004, v-vii; George 2004, 107-126). Due to globalisation, multi-level governance can now be applied to a variety of contexts (Lang and Heasman 2004, 257-282; Gamble 2004, v-vii). The governance in EU and the CAP will be elaborated in this chapter, but firstly an introduction to the concept of multi-level governance.

Bache and Flinders (2004) argues that multi-level governance is both one of the oldest and the newest concepts (Gamble 2004, v-vii). The following will explain why that is.

Governance refers to the science and practice of governments (Lang and Heasman 2004, 257-282). However, multi-level governance offers a new way of thinking about policymaking. This is necessary since governance is much more complex than merely being conducted by governments alone. Richards and Smith (2002) explains that governance:

'is generally a descriptive label that is used to highlight the changing nature of the policy process in recent decades. In particular, it sensitizes us to the ever-increasing variety of terrain and actors involved in the making of public policy' (Lang and Heasman 2004, p. 258).

Therefore, when working with governance one needs to consider all the actors influencing the policy process (Lang and Heasman 2004, 257-282). Traditionally these actors are grouped in three: The State (government), the market and the civil society (NGO's and consumers) (Renting and Wiskerke 2010, 1902-1912). These groups of actors are all influencing policymaking in a battle of competing opinions through dialogue and negotiation (Lang and Heasman 2004, 257-282). How the three groups relate to each other, can be illustrated by the use of the 'Triangle of Governance' inspired by Renting and Wiskerke (2010) (Renting and Wiskerke 2010, 1902-1912).

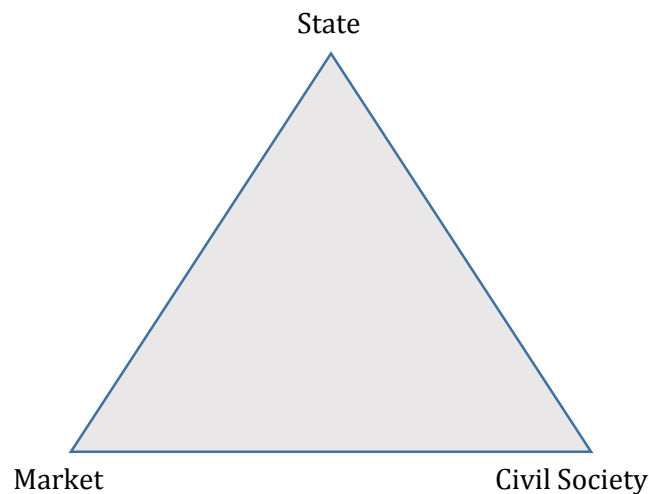


Figure 1 - Triangle of Governance (Renting and Wiskerke 2010, 1902-1912).

Governance however does not only take place on one level e.g. the national level of Denmark. With the increasingly globalised world, one needs to consider that policymaking is very often if not always affected by other levels of governance, which leads us to why multi-level governance is also an old concept in politics:

'the opposition between pluralist and monist conceptions of politics, and between bottom-up and top-down explanations, has been present as long as there has been systematic reflection on politics and the nature of the political world' (Gamble 2004, p. v).

Thereby, multi-level governance seeks to unravel that governance takes place on both vertical levels from central government, to stakeholders located at other territorial tiers such as: Global, Regional, National, Sub-national, and Local as shown in Table 1 (Lang and Heasman 2004, 257-282; Gamble 2004, v-vii), and on horizontally levels to non-state actors as shown previously in Figure 1 the triangle of governance.

Level of governance	Example of institutions	Food and health role
<i>Global</i>	UN, WTO, Codex Alimentarius Commission	Intergovernmental negotiations; coordination of expert consultations; setting and sharing policy agenda and standards
<i>Regional</i>	North American Free Trade Agreement, European Union, ASEAN	Set trade rules between Member States; develop regulations; cross- border food safety issues
<i>National</i>	200+ nation states	Legislation and regulation; health care, policy covering food supply chain; dietary guidelines
<i>Sub-national</i>	Regional health bodies, elected regional assemblies	Coordination of local initiatives; regional voice and policy
<i>Local/community</i>	Town or village council; health authorities; community centres	Delivery of local services such as food law enforcement, primary health care, dietary advice

Table 1 - Multi-level governance in relation to food and health (Lang and Heasman 2004, p. 259).

This thesis's focal point is to investigate how stakeholders on both the European and the Danish national levels perceive the sustainability of the Danish pig meat sector. Therefore, it is understood that the European Union serves as a good example when elaborating on the concept of multi-level governance.

According to Bache and Flinders (2004) the concept of multi-level governance arose from the studies of the complex political system of the European Union (Gamble 2004, v-vii). The first member states of the European Union were centrally involved in the making of the Union; however, it is much more than merely a cooperation between nations. With the establishment of central institutions such as the European Commission, the European Parliament and the European Court a supranational level emerged, while at the same time the development of the subnational regional level was encouraged (Gamble 2004, v-vii). Thereby there are multiple levels of governance within the European Union as shown in Table 2.

Level of governance	Example of state institutions
Supranational	European Union
National (Member states)	The Danish Government, Ministry of Food, agriculture and Fisheries of Denmark
Subnational regional	The five regions of Denmark, Hospitals,
Local	Municipalities

Table 2 - Vertical levels of governance in the EU.

Despite the European Union being a multi-level governance system it is not to be viewed on as being a simple hierarchy, which is one of the points in the levels being both vertical and horizontal. These levels demonstrates that there is a interdependence between member states and the institutions of the European Union with multiple jurisdictions that in many respects are overlapping (Gamble 2004, v-vii). The multi-level governance system of the European Union's vertical and horizontal tiers is shown in Table 3 below.

Level of governance	State	Market	Civil society
Supranational	European Union: DGs and Committees	WTO, CLITRAVI, UECBV	Greenpeace, Birdlife, Friends of the Earth, WHO, Slowfood, HEAL, EPHA
National (Member states)	The Danish Government, Ministry of Food, agriculture and Fisheries of Denmark, Ministry of Business and Growth	Danish Agriculture and Food council, Danish Crown, Confederation of Danish Industries	The Danish Society for Nature Conservation, Økologisk Landsforening ¹ , The Danish Animal Welfare Society, Klimabevægelsen ² , Grøn hverdag ³
Subnational regional	The five regions of Denmark, Hospitals,		
Local	Municipalities	Local grocery shops, Butcher,	Consumers

Table 3 - The multi-level governance system of the EU in relation to pig meat production and sustainability.

¹ Literally translated: The Danish Ecological Association

² A Danish climate movement

³ Consumer movement for sustainable living

Chapter 5.2 will elaborate how the actors were placed in Table 3. In multi-level governance, the word actors are used to cover: people, institutions and organisations; however, it is important to emphasise that in chapter 5.2 and in the rest of this thesis, the word stakeholders will be used instead as a synonym for actors.

5.1.1 The Governmental System of EU

The European Union consists of 28 member States, who have joined the union in five steps starting in 1950's (Nugent 2003, 1-2), and more countries are applying for membership such as Serbia and Turkey (europa.eu).

The EU is often criticised for being weak in structure and cantankerous, spending too much time bickering over trivial issues such as the price of butter or the content of cinnamon in pastry (Nugent 2003, 1-2; Seidenfaden and Skautrup 2013, 1). Another point of critique is that there are not enough visionary thinking and joint action to tackle the important issues such as unemployment (Nugent 2003, 1-2). That the policy processes can seem cantankerous and bureaucratic is not surprising since the member states within the EU are very different in areas such as language, religion, culture and political traditions (Schendelen 2005, 23-53). With the ongoing inclusion of eastern European countries, the differences in political traditions are even greater. Therefore, a harmonious collective policy-making can seem impossible and cooperation and integration can sometimes be slow, difficult and contested. The governmental system of EU must therefore be seen in the context of the member states that have made it and still are making it (Nugent 2003, 1-2).

The European Union consists of five main institutions namely the Commission, the Parliament, the Council of ministers, the European Council and the Court of Justice (Nugent 2003, 109-292). Figure 2 below visualises the flow of decision-making in the EU. The following will briefly clarify how these institutions function.

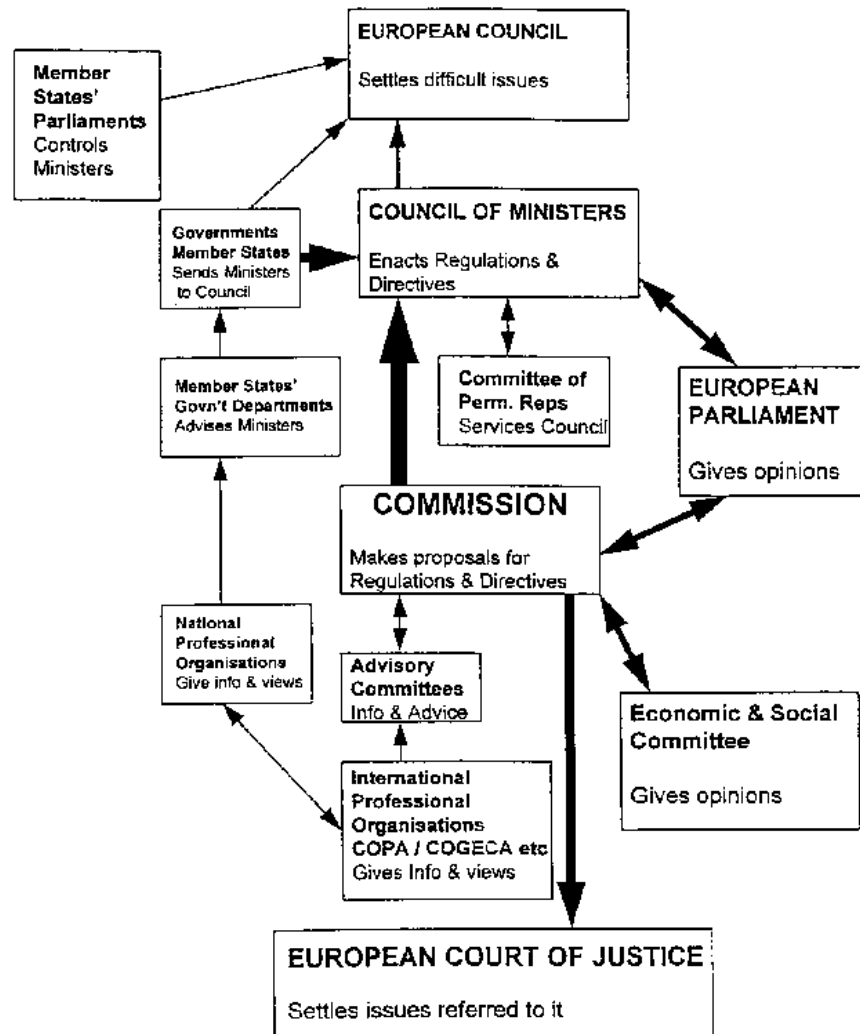


Figure 2 – Decision-making in the EU {{123 FAO;}}.

The Commission: makes proposals for regulations and directives. There is a president of the commission and 28 commissioners representing each of the European member states (europa.eu). The commissioners are each granted an area of political responsibility by the president. The president is nominated by the European Council, and the commissioners are chosen in an agreement between the president and the European Council. The Commission are accountable to the Parliament, which has the sole power to dismiss the Commission (europa.eu).

The parliament: is one of the EU's main law-making institutions, along with the Council of Ministers. The Members of Parliament (MEPs) are directly elected by the population in their home country every fifth year (europa.eu). MEPs are grouping themselves according to political affiliation with 'sister-parties' from different member states (europa.eu; Schendelen 2005, 55-100). There are eight groups in the Parliament, where seven of these are political EP parties and the latter is the independents (eu-oplysningen.dk 2013).

The Council of Ministers: function as the primary meeting place for national ministers from the European member states. Here they meet a few times a year to adopt laws and coordinate policies relevant for their ministries e.g. the Danish Minister for Food, Agriculture and Fisheries meet with other member state ministers for the same area (Nugent 2003, 109-292; Schendelen 2005, 55-100; europa.eu). The chairmanship of the Council of Ministers is rotating every sixth month between the member states. Thereby, each meeting is chaired by the relevant minister from that member states (Nugent 2003, 109-292; europa.eu). The Council of Ministers are the ensuring force for member states that their governments are defending national interests to influence EU policy and decision-making (Nugent 2003, 109-292; europa.eu).

The European Council: is the meeting place for the head of state or governments of the member states (europa.eu). They meet approximately four times each year unless there are pressing matters to discuss such as the crises in Ukraine (europa.eu; /ritzau/ 2014). The role of the European Council is to set priorities and the general political direction of the EU but it does not have the power to pass laws. Furthermore, the European Council deals with complex or sensitive issues that cannot be settled elsewhere in the European Institutions (europa.eu).

The court of Justice: is where EU laws are interpreted so that it can be applied in the same way in all member states. In addition, legal disputes between EU governments and EU institutions are settled here (europa.eu). Each member state has appointed one judge to work in the Court of Justice working together with nine 'advocates-general' whom presents opinions on the cases brought to court. Both judges and advocates-generals are appointed for a term of six years, but it is often renewed (Nugent 2003, 109-292; europa.eu).

5.1.2 The CAP 2020

As stated in the beginning of this chapter the Common Agricultural Policy (CAP) is unavoidable when studying food and agriculture policy in an EU member state. The CAP is

a good example on a European policy being implemented at national level. The CAP has recently been through a reform, being passed in December 2013 (European Commission 2013, 1-10). Therefore, the reform and the outcome of it namely the CAP 2020 was an unavoidable topic when conducting the stakeholder interviews. The following will provide a brief introduction to the CAP 2020.

The new CAP 2020 is the result of reflections, discussions and negotiations in a reform lasting three years (European Commission 2013, 1-10). The reform of the CAP was launched in November 2010 with a communication from the Commission called 'The CAP towards 2020', outlining options for the future CAP and thereby beginning the debates with institutions and stakeholder (europa.eu). A year later in October 2011, a set of legal proposals was presented by the Commission. These were designed to improve efficacy in the CAP in order to gain a more competitive and sustainable agriculture and vibrant rural areas. A Political agreement on the CAP-reform was reached in June 2013 between the Commission, The European Parliament and the Council of Ministers (europa.eu). In December 2013, the EU Agriculture Ministers formally adopted four basic regulations of the CAP-reform together with the 2014 transition rules. These were published in an official journal the same month (europa.eu).

The CAP consist of two pillars; pillar one supports farmers' income by direct payments and market measures and pillar two supports development of rural areas (europa.eu). Within these two pillars lie huge responsibility, as described by the Commission:

'The Common Agricultural Policy (CAP) is Europe's answer to the need for a decent standard of living for 12 million farmers and a stable, varied and safe food supply for its 500 million citizens. It strengthens the competitiveness and sustainability of EU agriculture by providing direct payments and market measures to farmers and finances programmes for the development of rural areas in the EU.' (The European Commission 2014, p. 1).

The CAP 2020 increases the link between the two pillars, with the objective of creating a more holistic and integrated approach to policy support. This is done by introducing a new structure for how the direct payments are given, with the intent of being better targeted, more equitable and greener. Furthermore, the CAP 2020 aims at strengthening rural development (European Commission 2013, 1-10). The CAP 2020 is a part the Europe 2020

strategy, with the objective to face the challenges of the future in the following areas; new economic, social, environmental, climate-related and technological challenges (europa.eu).

The CAP 2020 and the entire process of the reform has been critiqued by multiple stakeholders for not providing genuine solutions for the future challenges, which is the why it was included in the stakeholder analysis.

5.2 Stakeholder Analysis

The following paragraph will present the methodology used in order to identify and analyse the stakeholders having a vested interest in the research areas.

Stakeholder analysis is a methodological tool used in order to systematically gather and analyse qualitative information or findings. Thereby it is possible to get an insight into stakeholders' interests and influence in relation to a certain topic. This is especially useful when wanting to develop or implement a new policy (Schmeer 2000, 18-65). It must however be emphasised that, when Kammi Schmeer (2000) uses the wording policy, it refers to projects, programmes, laws, regulations or rules (Schmeer 2000, 18-65). Stakeholder analysis was originally developed for business sciences, but has evolved to be a tool for use in various contexts (The World Bank).

The benefits of using stakeholder analysis is that it provides a tool for investigating stakeholders' knowledge about, interest in, position for or against, and ability to affect a certain topic in this case the sustainability of the pig meat sector. Furthermore, alliances or co-operations between stakeholders can be revealed (Schmeer 2000, 18-65).

Traditionally stakeholders are persons or organisations having a vested interest in a certain topic or policy. According to Kammi Schmeer stakeholders can usually be grouped in the following categories:

- International/donors
- National political (legislators, governors)
- Public (ministries, social security agencies)
- Labour (Unions or associations)
- Commercial/private for-profit

- Non-profit (NGOs)

(Schmeer 2000, 18-65).

The grouping categories for stakeholders are comparable to the actor levels in multi-level governance as shown previously in Figure 1. Therefore, the categories of the two theories can be matched as shown in Table 4.

Horizontal tiers of multi-level governance	State	Market	Civil society
Stakeholder analysis	- National political - Public	- International /donors - Labour - Commercial /private for-profit	- Non-profit

Table 4 - Matched grouping categories of multi-level governance and stakeholder analysis.

There are however, some pit falls in this matching of theories since there could potentially be some overlaps of the categories. A non-profit (NGO) could represent the interest of the market such as BINGO's (Business friendly NGO) and MANGO's (Market Advocacy NGO). Therefore, it is emphasised that in this study, when using the term NGO or civil society, it is referring to organisations having a task-oriented interest bringing citizen's concerns to governments. Advocating, influencing and monitor policies, encouraging citizens to political engagement typically through awareness raising activities (ngo.org).

The similarities in the grouping categories in multi-level governance and stakeholder analysis, serves as a validating factor for using stakeholder analysis to identify the stakeholders to place in the tiers of multi-level governance. Combining multi-level governance and stakeholder analysis provides a toll for analysis of where the identified stakeholders are situated in the governmental system of the EU and to analyse how they relate to each other as well as the scope of the study.

Since Stakeholder analysis is a methodological tool used to both gather and analyse qualitative findings, it is be used as an outline of the research process as well an analytical framework of this thesis.

According to Kammi Schmeer (2000) a stakeholder analysis usually follow a process of eight steps:

- 1) Planning the process
- 2) Selecting and defining a policy
- 3) Identifying key stakeholders
- 4) Adapting the tools
- 5) Collecting and recording the information
- 6) Filling in the stakeholder table
- 7) Analysing the stakeholder table
- 8) Using the information

(Schmeer 2000, 18-65).

In this study, the scope is not to neither develop nor implement a policy or program. Therefore, the traditional steps of stakeholder analysis has been amended. This in order to comply with the scope of the study namely, to identify relevant stakeholders, explore their position on and visions for the pig meat sector and agricultural sustainability and last but not least compare and contrast the findings, in order to see where and how the findings overlap. The steps used for stakeholder analysis in this study is the following:

1) Planning the process

In this step the initial steps of the study was taken such as identifying a research area, and deciding on a scope and purpose for the study.

2) Investigate the research area

In this step of the study, the literature search was initiated in order to gather knowledge about pig meat production, sustainability in relation to agriculture, and lastly food and agriculture policy on the Danish as well as the European level.

3) Identify relevant stakeholders

In order to identify relevant stakeholder, a list of possible stakeholder was created. These were divided into three groups by using the governance triangle tool, namely State, Market and Civil Society. In the following process individual stakeholder representing these groups were identified in collaboration with experts having a greater insight to the research field as described in Chapter 3.2.4.

4) Adapting the tools

The Interview guide as presented in Chapter 3.2.1 and the table for analysing the stakeholder interview through meaning condensation (Appendix 3) was developed.

5) Collecting and recording the information

Existing information from the literature search was reviewed and the semi-structured interviews were carried out in.

6) Filling in the stakeholder table

In this step the interviews were analysed according to the process of meaning condensation as described in Chapter 3.2.5 using the developed table (Appendix 3) in order to anonymise and systematise the most significant information (Schmeer 2000, 18-65).

7) Analysing the stakeholder table

The findings from the initial analysis of the stakeholder interviews (Appendix 4-10) has according to the process of meaning condensation been interrogated in terms of the purpose of the study (Kvale 2007, 101-119) namely to investigate stakeholders' positions on the Danish pig meat sector and agricultural sustainability. In Chapter 6 the findings emerged through conducting the process of meaning condensation are analysed according to each category in the horizontal level, state, market and civil society. The topics of the interview will be analysed individually in order to create, thorough sub-analysis in order to gain a deeper and more critical insight into what was expressed during the interviews.

8) Discuss the information

In Chapter 7, the results and analysis from Chapter 6 will be discussed in order to compare and contrast the stakeholder's positions on the pig meat sector and agricultural sustainability.

6. Results & Analysis

The purpose of this chapter is to create sound arguments to be used in the discussion in Chapter 7. Firstly, an introduction of the list of relevant stakeholders identified by placing them in the table of multi-level governance from the previous chapter. These will serve as introductory paragraphs leading up to the analysis of the seven stakeholder interviews. The statements given in the analysed interviews will serve to illustrate the stakeholders' position towards the pig meat sector and agricultural sustainability. The statements given in each analysis will be compared and contrasted in chapter 7. in order to get a thorough understanding of how the individual stakeholder views the challenges and opportunities in one of the dominant food sectors in Denmark.

6.1 Analysis of Stakeholder Interviews

In step three of the stakeholder analysis Chapter 5.2, relevant stakeholders were identified and divided into the three grouping categories of governance, namely state, market and civil society. These identified stakeholders have been placed in Table 5 of vertical and horizontal tiers of multi-level governance, whereby the two theories are combined.

Level of governance	State	Market	Civil society
Supranational	European Union: DGs and Committees	WTO, CLITRAVI, UECBV	Greenpeace, BirdLife, Friends of the Earth, WHO, Slow food, HEAL, EPHA
National (Member states)	The Danish Government, Ministry of Food, agriculture and Fisheries of Denmark, Ministry of Business and Growth	Danish Agriculture and Food council, Danish Crown, Confederation of Danish Industries, Dansk Supermarked	The Danish Society for Nature Conservation, Økologisk Landsforening ⁴ , The Danish Animal Welfare Society, Klimabevægelsen ⁵ , Grøn hverdag ⁶
Subnational regional	The five regions of Denmark, Hospitals,		
Local	Municipalities	Local grocery shops, Butcher,	Consumers

Table 5 - Identified stakeholders in the multiple levels of governance.

In order to comply with the scope of the research question, the focus will in the following analysis of results be on the Supranational and National levels of the table above. Therefore, the table has been adapted accordingly. It will in the following sub-chapters be presented as shown below in Table 6.

⁴ Literally translated: The Danish Ecological Association

⁵ A Danish climate movement

⁶ Consumer movement for sustainable living

Level of governance	State	Market	Civil society
Supranational	European Union: DGs and Committees	WTO, CLITRAVI, UECBV	Greenpeace, BirdLife, Friends of the Earth, WHO, Slow food, HEAL, EPHA
National (Member states)	The Danish Government, Ministry of Food, agriculture and Fisheries of Denmark, Ministry of Business and Growth	Danish Agriculture and Food council, Danish Crown, Confederation of Danish Industries, Dansk Supermarked	The Danish Society for Nature Conservation, Økologisk Landsforening, The Danish Animal Welfare Society, Klimabevægelsen, Grøn hverdag

Table 6 - Supranational and national levels of the European governance system.

Each category in the horizontal level, state, market and civil society, will be analysed individually. This in order to compare and contrast stakeholders belonging to the same horizontal level, but situated on different vertical tiers Europe and Denmark. The topics of the interview will be analysed individually in order to create thorough sub-analyses, which will then culminate in a complete discussion of all the findings in the following chapter.

6.1.1 Analysis of the State

Level of governance	State	Market	Civil society
Supranational	European Union: DGs and Committees	WTO, CLITRAVI, UECBV	Greenpeace, BirdLife, Friends of the Earth, WHO, Slow food, HEAL, EPHA
National (Member states)	The Danish Government, Ministry of Food, agriculture and Fisheries of Denmark, Ministry of Business and Growth Denmark	Danish Agriculture and Food council, Danish Crown, Confederation of Danish Industries, Dansk Supermarked	The Danish Society for Nature Conservation, Økologisk Landsforening, Dyrenes Beskyttelse, Klimatebevægelsen, Grøn hverdag

Table 7 - Supranational and national levels of the State

At the Supranational level of the state is the European Union. The European Union consists of five institutions as presented in Chapter 4.2, but there are also bodies within these institutions working with different policy areas. In the Commission, there are departments working on various policy areas, these are the so-called 'Directorate General' (DG) (europa.eu). In relation to this study there are at least six DGs that should be placed in the complete list of relevant stakeholders, these are: DG SANCO (health and consumer protection), DG AGRI (agriculture and rural development), DG ENV (environment), DG TRADE (trade) and last but not least DG ENTR (enterprise and industry) (europa.eu). Furthermore, there are various committees under the Parliament, the five stakeholders that are found relevant here are: The Committee of International Trade, The Committee of Employment and Social Affairs, The Committee of Environment, Public Health and Food Safety, The Committee of Internal Market and Consumer Protection and lastly The Committee of Agriculture and Rural Development (europa.eu).

The interviewed stakeholder representing the EU is a senior advisor for one of the committees in the Parliament; however, he is working closely with the Commission and EU member states, as well e.g., he has been active in the Triologue Negotiation of CAP 2020. He will from hereon out be referred to as SEU (State EU).

At the National level of Denmark, the state level is the Danish government and especially the Ministry of Food, Agriculture and Fisheries. Its minister is the social democratic Dan Jørgensen. Before his time in office, he was one of the Danish MEPs for nine years and his primary working fields were environment, food security and animal welfare (Wikipedia 2014; europarl.europa.eu; Ministeriet for Fødevarer, Landbrug og Fiskeri). Therefore, it would have been beneficial to interview either the minister or the ministry for this study. However, that has not been possible. As an alternative to a stakeholder interview, official documents from the Ministry for Food, Agriculture and Fisheries will be used to illustrate their position on the Danish pig industry and agricultural sustainability. This will be supplemented with material from the Ministry of Business and Growth. When referring to the national state level, no alias will be used, since there will only be referred to official documents.

The Pig Meat Sector

The first topic of the analysis is the pig meat sector. Ideally, the topic would be the Danish pig meat sector, but since not all stakeholders from the supranational level participating in the interviews had a profound knowledge of the Danish pig meat sector, they were asked questions revolving around the pig meat sector in a European context instead.

Supranational:

SEU recognises that the pig meat sector can be highly productive in terms of producing meat, but he finds it to be outdated and highly vulnerable. In the interview, he stated the following:

'It is a highly dangerous model, but at the moment there is very little serious reconsidering of that industrialisation policy.' (Appendix 4, p. 1).

SEU uses the wording highly dangerous, which indicates that he thinks poorly of the current pig meat sector, and he follows up on that by elaborating which aspects he finds to be dangerous:

'...so I think ground water, animal health, dependence on animal feed imports are the three factors that will on the long run kill that model.' (Appendix 4, p. 2).

'We are facing challenges with antibiotic resistance, stress in animals which is not good for the meat or the humans eating it.' (Appendix 4, p. 2).

From the second quote it is understood, that SEU thinks that the current pig meat sector cannot keep functioning the way it is. However, the pig meat industry does not recognise the danger the production is putting on neither the environment, nor the health of both humans and the animals. Therefore, something needs to be done:

'It is not enough to put pressure from the side of animal welfare groups, which is fine, but what is more important is to show the vulnerability of that system'
(Appendix 4, p. 2).

Thereby, it is understood that in order to make the general EU understand that the pig meat sector has to change, joint actions needs to be taken to show the vulnerability of the system.

National level:

On March 13, 2014 a certificate was signed between the Danish Minister for Food, Agriculture and Fisheries Dan Jørgensen, The Danish Agriculture and Food Council, animal welfare groups, veterinarians, slaughters, The Danish consumer council and the biggest supermarket chains. This certificate is by 7 points of action aiming at improving animal welfare in the Danish pig meat production (Ministeriet for Fødevarer, Landbrug og Fiskeri 2014, 1-3). The very first line of the certificate states one of the Minister's arguments:

'A Danish pig production, where animal welfare and growth goes hand in hand.' (Ministeriet for Fødevarer, Landbrug og Fiskeri 2014, p. 1).

From this quote, it is understood that, from the Minister's point of view animal welfare and economic growth is each other's requisites. Furthermore, the certificate partners has signed it saying that the improvement for animal welfare should at the same time consider the positive image and future opportunities for growth of the Danish agriculture and food production (Ministeriet for Fødevarer, Landbrug og Fiskeri 2014, 1-3). This certificate is very broad, which might be why it has been possible to get the partners to sign it.

On this background, the Minister is launching the preparation of an action plan (Ministeriet for Fødevarer, Landbrug og Fiskeri 2014, 1-3).

On December 16, 2013 a plan for growth in the foodstuff sector was passed. In this plan it is stated, that Europe buys 70% of all Danish food exports. Whereof the majority is pork, fish, shellfish and dairy (Erhvervs- og vækstministeriet 2013, 1-14). The Asian markets buys

23% of all Danish food exports and the market has increased by 10% each year since 2008 (Erhvervs- og vækstministeriet 2013, 1-14).

Much of the agriculture is under financial pressure. The Government recognises that there is a need for financing if future growth and jobs are to be secured. Therefore, a range of initiatives will be launched in a cooperation between the Ministry of Business and Growth and the Ministry of Food, Agriculture and Fisheries (Erhvervs- og vækstministeriet 2013, 1-14). The areas targeted in these initiatives are:

- Sustainable and resource efficient food production
- Solution oriented regulation and control
- Talent, dynamic and export in the foodstuff business
- Growth oriented research in foodstuff and development
- Strengthened access to financing

(Erhvervs- og vækstministeriet 2013, 1-14).

Thereby, it is understood that the Government is aware that there are challenges within the field of agriculture and food.

Sustainable Food Systems

Supranational:

According to SEU the main question about sustainability is not, how we can produce our food in a better way, but much rather a question of what we eat:

'...it is much more the question how much meat we eat or need and how to best produce enough food for all on a basis which rebalances what the Earth can produce and which role animals play in it.' (Appendix 4, p. 3).

Thereby, it is understood that SEU questions the European consumption pattern, and that it might call for a reconsidering of the amounts of animal protein in the European diet.

National:

In June 2012 the Ministry of Food, Agriculture and Fisheries, under the Minister of the time Mette Gjerskov, passed an action plan to increase ecology in Denmark by the year 2020 (Ministeriet for Fødevarer, Landbrug og Fiskeri 2012, 1-36). The aim of the action plan is that by increasing ecology in Denmark drinking water will be protected, biodiversity will

grow and animal welfare will improve. Moreover, the government states that this action plan will contribute to a conversion for Denmark to be green (Ministeriet for Fødevarer, Landbrug og Fiskeri 2012, 1-36). Furthermore, it is argued that there is a potential for economic growth and jobs in ecology, because the export of organic products has tripled in the five years up to this action plan and that the ecological agriculture is expecting an average export growth to be around 10% per year until 2020. The specific goal for this action plan is to double the ecological agricultural land by the year 2020 (Ministeriet for Fødevarer, Landbrug og Fiskeri 2012, 1-36).

The government recognises that the state can be a frontrunner, which is why they will increase the use of organic foodstuff in public kitchens and on public land (Ministeriet for Fødevarer, Landbrug og Fiskeri 2012, 1-36).

Based on this action plan it is understood, that the government has a positive position towards ecology in the Danish agriculture and that they have an understanding that ecology can benefit the environment as well as the economy by increasing export and create more jobs in the field.

Another project launched by the government, is the so-called 'månegris' (literally translated moon pig⁷) project, which is a public private partnership. The project is a part of the government innovation strategy on a vision for the future that having environmental considerations, animal welfare and a growing pig production, can go hand in hand (NaturErhvervstyrelsen). The aim of the project is to give inputs to future regulations, so that it on one hand complies with environmental challenges and on the other hand provide more flexibility tools for the farmer to expand his production. The idea is that new technology can make it possible to regulate pig production according to outputs such as emissions instead of on inputs (NaturErhvervstyrelsen).

On this background it is understood, that there are initiatives coming from the government aiming at creating a more sustainable Danish pig meat sector.

⁷ 'The project is as ambitious as it was to put a man on the moon, hence the name moon pig. This since neither the technology nor the regulation has been developed yet.' (NaturErhvervstyrelsen).

CAP 2020

Supranational:

When the CAP-reform was launched in 2009 proposals for a more environmental friendly CAP was recognised, which reflects a change in attitudes among the EU institutions when addressing sustainability aspects of the agriculture policy in Europe:

'...all these perspectives were not questioned at any point by anybody, not in the Parliament, not in the Commission and that was an achievement...'

(Appendix 4, p. 4).

SEU explains that as he sees it, there is a demand from the European citizens for the CAP to include other issues than merely agricultural production:

'The mood in the general public, in society, was that we have to be more integrative, we have to look into public health, we have to look into environment, and we have to look into fair trade, into all these aspects if we reform the CAP.' (Appendix 4, p. 4).

However, there are very powerful business interests that are not willing to change their ways of production, which has influenced the CAP reform:

'...there is a very very heavy lobby that wants business as usual; they don't want to change these policies because it is a lot of profit they can make from it...' (Appendix 4, p. 4).

This heavy lobby has succeeded, so that many of the environmental objectives that were there from the beginning are left out. However, SEU sees CAP 2020 as a step in the right direction:

'It's a step in the right direction. It is certainly not at all enough regarding the challenges agriculture is facing...' (Appendix 4, p. 4).

From these quotes, it is understood that SEU regards the CAP 2020 as an achievement, because it recognises that there are some environmental issues. When the CAP 2020 are to be evaluated in a few years SEU think that the EU should develop a Common Food Policy instead of a new CAP:

'I think the next reform (...) needs to go away from hectare payments and needs to define a new food policy instead of an agriculture policy.' (Appendix 4, p. 5).

National:

When the initial steps was taken towards reforming the CAP, the Danish Ministry of Food, Agriculture and Fisheries published a report, presenting their position to why the CAP should be reformed. However, since the CAP 2020 is relatively new, being passed in December 2013 (European Commission 2013, 1-10), there is no official material revealing the Danish government's position towards the CAP 2020. A reason to why that is, could be that the individual EU member states are in the phase of discussing and interpreting, how the reform will affect their national level.

Therefore, the following section of the analysis will take point of departure in the report from 2010, expressing the Danish expectations to the CAP-reform.

According to the Ministry's report, the CAP has the potential to be a part of the solution to many of the agricultural challenges, and to contribute to a sustainable development in the EU (Ministry of Food, Agriculture and Fisheries 2010, 1-16). The ministry recognises that there are the following challenges:

'...how to deliver efficient water and biodiversity management, food safety, handling climate change and higher environmental needs and green energy.'
(Ministry of Food, Agriculture and Fisheries 2010, p. 7).

In the report, the Ministry suggests a rethinking of the CAP, where a more targeted and modern Pillar 1 and 2 is created during the new CAP period 2014-2020.

The Ministry suggest that direct payments should have a new system on a regional level, where a basic premium is available to all farmer and where it would be possible to reward farmers for delivering public goods. Moreover, it is emphasised that the payment systems should be kept simple (Ministry of Food, Agriculture and Fisheries 2010, 1-16). Furthermore, it is suggested that Pillar 2 should support projects including innovation and development in rural areas. The suggestions from the report should according to the Ministry secure green growth in the Europe 2020 strategy (Ministry of Food, Agriculture and Fisheries 2010, 1-16).

6.1.2 Analysis of the Market

Level of governance	State	Market	Civil society
Supranational	European Union: DGs and Committees	WTO, CLITRAVI, UECBV	Greenpeace, BirdLife, Friends of the Earth, WHO, Slow food, HEAL, EPHA
National (Member states)	The Danish Government, Ministry of Food, agriculture and Fisheries of Denmark, Ministry of Business and Growth	Danish Agriculture and Food council, Danish Crown, Confederation of Danish Industries, Dansk Supermarked	The Danish Society for Nature Conservation, Økologisk Landsforening, The Danish Animal Welfare Society, Klimabevægelsen, Grøn hverdag

Table 8 - Supranational and national levels of the Market

The market stakeholders participating in this study on both the supranational and national level are organisations having market operators as their members. They are therefore having their members' interests as their main objective in their daily work. The market stakeholder from the supranational level is an umbrella organisation, whose members are from all the EU member states. The majority of their members' core business is producing food products where pig meat is a big component as raw material. The stakeholder representing the market on the supranational level will from hereon out be referred to as MEU (Market EU). On the national level, the market stakeholder is a major organisation involved in all segments of the national food system. This stakeholder will be referred to as MDK (Market DK).

The Pig Meat Sector

When conducting the stakeholder interviews the stakeholders were asked what kind of opportunities, challenges and concerns they see in relation to the current pig meat sector (Appendix 1 & 2).

Supranational:

MEU compares the European pig meat sector to competitors outside EU, and he thinks that the European producers has many regulations that they have to comply with:

'When you see pig meat sectors in other parts of the world, I think our sector in Europe is one of the most regulated in the world we have a lot of regulations with a lot of rules that we have to comply with...' (Appendix 5, p. 3-4).

'However, we are still very competitive and that is something we should be also in a way proud of.' (Appendix 5, p. 4).

Being able to compete on a global market is important for the economy of Europe. The European pig meat sector has a great opportunity to increase their export numbers, with the growing world population and the growing demand for animal protein in Asia and Latin America:

'...the biggest opportunity is the fact that the world population is expected to grow...' (Appendix 5, p. 5).

'...that of cause is an opportunity that on a growing market the point is to be able to compete on a world level.' (Appendix 5, p. 5).

The EU should keep in mind when negotiating new legislations that the European market operators does not only operate within the EU borders, but that they have to be able to export their products:

'...of cause what we do here in the EU that also has an impact on what we can do I terms of export, and that is very important, and that should be kept in mind when we do our legislations.' (Appendix 5, p. 5).

The level of EU legislations are one of the things that affects whether the market operator will be able to seize the opportunities:

'There are opportunities whether we are or not equipped to really catch them that is another story.' (Appendix 5, p. 5).

MEU thinks that legislations have a substantial purpose, but that the EU should consider evaluating the existing legislations and make sure that they are enforced in the member states, instead of introducing new ones:

'The challenges is not really to introduce new legislation, it is to enforce the existing ones, to make it work, we have rules but we see that this are not applied or applied in different ways in different member states...' (Appendix 5, p. 6).

MEU recognises that the most important issue to the market operators is not environmental sustainability, but much more the changes in market situations, such as the current conflict between EU and Russia:

'I would say, what would be the concern would be rather on market situations, today it would be Russia, and that Russia will be closed for years because now you have decided to take Russia to the WTO...' (Appendix 5, p. 8).

Therefore, MEU thinks that the main concern from the market operators' point of view is to make sure, that there are markets were they can sell their products and thereby maintain their business growth:

'...the operators would probably say how to find a new market rather than saying we are really struggling with sustainability. To be honest I think that one is kind of the permanent thing that you have to think about, but the other it really how you make money out of business.' (Appendix 5, p. 8).

MEP recognises that from his point of view there are other concerns about the current pig meat sector, than merely gaining profit from production:

'And the last one, but not for importance, I think is also, the use of antibiotics or I would say the misuse or overuse of antibiotics. Antibiotics are necessary sometimes for the pigs but sometimes it have been misused, or you just use antibiotics to prevent or to maintain growing, I do not know exactly. That is really more up to the farmers, but of cause, it has an impact on the whole industry and the whole image. So better management of antibiotics use I think is a challenge...' (Appendix 5, p. 7-8).

As understood from this quote, the overuse of antibiotics in some areas of the sector is an issue that are primarily the responsibility of the primary producers namely the farmers to deal with. However, MEP recognises that the problem with the use of antibiotics are affecting the entire pig meat sector.

This stakeholder had a profound knowledge about the Danish pig meat sector, thus questions about this national sector were asked. One aspect MEU gave his opinion on is

whether the challenges or concerns for the future of the pig meat sector stated above, would apply to the Danish sector as well:

'In Denmark there will be an additional challenge which is also shared with other countries namely Germany which is the labour cost.' (Appendix 5, p. 9).

It is understood from this quote that there will be challenges in some countries due to labour cost. In Denmark, the labour costs are relatively high compared to neighbouring countries such as Germany. In Germany, they have other challenges, namely that they employ workers getting a very little pay, which can cause other issues such as social inequality:

'We all know that the situation in Germany is that you can employ people without minimum wage...' (Appendix 5, p. 9).

Because of the high wages in Denmark compared to other European countries, producers are exporting piglets instead of raising the pigs in Denmark:

'...in Denmark, you raise piglets, but then you sell it, because it is much cheaper to finish them and to slaughter them in Germany or in Poland.' (Appendix 5, p. 9).

Despite the Danish challenges with labour costs MEU admire the Danish producers and he thinks that they are showing the rest of EU the way to go when it comes to environment:

'...the pig sector in Denmark, because as I see it from a (...) point of view, I think it has been very successful. The fact that it is one of the most efficient systems, it has been really and also on sustainability and environment it has been taken really seriously.' (Appendix 5, p. 9-10).

According to MEU the Danish approach of conducting research as a cooperation between researchers and the market operators are the way that we can try to solve the sustainability challenges for the pig meat sector:

'...I think they are doing a good job and this give me hope that with a lot of research we may come up with some good solutions...' (Appendix 5, p. 10).

'...it is not that intensive per say is bad on the contrary, it is the way you do it...' (Appendix 5, p. 10).

National:

According to MDK, the meat sector in Denmark is very much affected by the market situation in the rest of the EU:

'The critical factor is the competitions situation alone, and it is merely influenced by the market. Where can I produce at a low price compared to, where will the production move? Then you can have a clear national agenda, which affects that some of the production will move elsewhere either within Europe or it can be to Ukraine...' (Appendix 6, p. 2-3).

When addressing the Danish pig meat sector one of the issues is that, the Danish pig export has changed radically within the last 10 years:

'...today we can see, and we have had this development for the last 10 years, and that is that the export of piglets has risen explosively, from being around 1 million or 2 million 10 years ago, to turning most likely 10 million this year...' (Appendix 6, p. 3).

The reason why the export of piglets has grown so much is a combination of the Danish breeding programme resulting in very productive sows, and that the German breeding programme has had a standstill. Therefore, there is a lack of piglets in Germany and Denmark is willingly providing these piglets, since the Germans are able to pay more than the Danish pig farmers can:

'...the reason why that is, is that the market is reacting. First of all, we have among others, as a consequence of the breeding, we have one of the world's most productive sows, and because of that, the sow units are extremely strong competitive. Now where you can sell the piglet to Germany, or the Germans can outbid the price on piglets compared to the Danish farmer, it is all connected...' (Appendix 6, p. 3).

'The German structure development has been very slow at least when speaking of sow units, and that makes it possible for the Danish sow keeper, to produce a piglet usually 80 kr. cheaper than the German sow keeper...' (Appendix 6, p. 3-4).

This development has according MDK had the consequence that the Danish pig farmers having finisher units have been under immense pressure financially the last 2-3 years:

'The finisher pig production has been immensely under pressure the last 2-3 years, consequently the slaughtering has declined 10% in 2012/13 and that is quite a lot. There has only been invested half of what was needed to maintain the finisher pig production in Denmark.' (Appendix 6, p. 4).

The tendency of exporting high numbers of piglets and the decline in farmers having finisher units, has the consequence that the Danish slaughterhouses does not get enough pig in for slaughtering, which lead to fewer job within the sector:

'So if you do not get this turned around then it will not be long before the production disappear out of the country with great consequences, because it is here that the job are, that it when you slaughter and process the pigs in this country. There are not many jobs in producing piglets and driving them to Germany.' (Appendix 6, p. 5).

Compared to countries close to Denmark such as Germany and Poland, Denmark has quite high wages, which has a concurrent effect on jobs leaving the pig meat sector:

'There are many things that are correlated in this, there are the labour cost for the workers in the slaughterhouses, and Polacks being driven into Germany and what not, who get paid a relatively low salary.' (Appendix 6, p. 5).

According to MDK, the Danish environmental regulations has gotten so complex, that they are putting further pressure on the farmers:

'It is again these structures that induces the development and some of it is basic framework conditions, then we are back to the environmental regulation in Denmark, where in our perception, it has gotten so complex, that you are basically obstructing things for yourself...' (Appendix 6, p. 5).

Thereby, it is understood that there is a great need for a change in the Danish pig meat sector:

'...if we are going to keep the jobs in Denmark, in the slaughterhouses, then we need to change the conditions for finisher pig production completely...' (Appendix 6, p. 7).

However, it cannot be predicted whether national changes will work, since a lot of it depends on other European countries:

'What we cannot predict, is again these market conditions, such as how high a price are they willing to pay for the same pig in Germany or Poland.' (Appendix 6, p. 7).

'So there are many thing that need to fall into place, if we are to succeed in changing this agenda and kind of say, that now we are going to fight for these jobs.' (Appendix 6, p. 8).

In the opinion of MDK, uniform competition conditions in all European member states would be beneficial for the Danish pig meat production, especially in the area of environmental regulations:

'...and so it is basically uniform competition conditions, when we are talking about environmental regulation, that is crucial.' (Appendix 6, p. 8).

'...again, the European agenda is almost the most important or else we will get distortions, which will mean that some will invest in finisher units in Poland, and drive the pigs there.' (Appendix 6, p. 8-9).

Sustainable Food Systems

As there are numerous ways of looking at sustainability, the group of questions related to sustainability was initiated by asking, what the stakeholder understood by the term a sustainable food system. MEU replied the following:

'I think that a sustainable food system for me is a system where you are able to increase your production and to decrease your impact. This basically means that you have to be much more efficient and to minimise your waste.' (Appendix 5, p. 11).

'...talking about sustainability it mean also economic sustainability how you can make your business grow...' (Appendix 5, p. 8).

Thereof it is understood; that MEU does not think that the pig meat production should decrease, but rather produce more efficiently and maintain business growth. Furthermore, a sustainable food system revolves around much more than mere production:

'But that is not only about production, because the word food system is the whole systems effects, so a big part of it is also retailer and consumer, the point that we do not really have impact on them.' (Appendix 5, p. 11).

Thereby, creating a sustainable food system is not something that can happen in the production of food alone, but rather a united effort, with a joint responsibility. According to MEU, there are changes towards more sustainability in the sector:

'...sustainability, this is one of the new elements that probably ten years ago nobody was really talking seriously about this. Now it is anyway part of the business especially the big companies, it is part of their concern to make sure that they address sustainability.' (Appendix 5, p. 7).

As understood from the interview with MEU, the pig meat sector has an uncalled for bad reputation in many aspects such as nutritional health and environmental impact. One of his arguments against pig meat being unhealthy is that it is common sense that any kind of extreme diet or over consumption will be bad for one's health:

'Eventually try to take those extreme situations in terms of diet as well, so for example overconsumption, of whatever product is bad for the health including meat...' (Appendix 5, p. 12).

'I think it is just good sense and common sense.' (Appendix 5, p. 12).

MEU mentions that NGOs disagrees with him and that they think that we should stop eating meat or at least reduce our meat consumption. Taking in mind that MEU comes from an organisation of market operators whose entire business revolves around meat, he is, not surprisingly, not in favour of that view:

'...with common messages to stop eating meat, and so of cause you can understand that for us that would be a problem.' (Appendix 5, p. 14).

Furthermore, he argues that pig meat is more sustainable than beef, because the production uses less water and feed crops. He elaborates:

'...you use one field of crops to feed one beef, it is too much. Then you can say you should have used all the grain to feed the population directly.' (Appendix 5, p. 13-14).

However, he mentions that the amount of grain being used to produce beef, could feed the population instead, whereby more mouths would be full. This argument is one often heard from NGOs, whom MEU just said that he disagreed with.

To sum up, MEU states that he is not so worried about sustainability:

'We should be able to produce more with fewer impacts. But I am in a way optimistic, because there is a lot of research ongoing in many countries...'
(Appendix 5, p. 11).

National:

According to MDK, the Danish pig meat sector is relatively sustainable when compared to other EU member states:

'To a great extent, the agricultural customs is regulated via the national legislations we have here in Denmark. I am not sure that it has been done intentionally, but customs has meant that it has an aim for sustainability. I will not claim that the production on its own is sustainable, but it has an aim and that is among other thing our regulations on manure...' (Appendix 6, p. 9).

MDK elaborates on what the differences in manure regulations has meant and that the example highlights the different approaches around Europe:

'...this has meant that in Denmark, we have set a value on waste products, such as manure, as nourishment for the fields, but there are other countries in EU, who have not had this custom, where they have gotten these concentrated livestock units, where the wish is to almost magically make as much of the nitrogen disappear as possible...' (Appendix 6, p. 10).

'...in that way there are many ways of thinking dependent on how the regulation has been nationally...' (Appendix 6, p. 11).

Another topic that he raises is the debate between meat producers and civil society organization on how to feed the growing population on the globe:

'...we are going to become more people [on earth]. We are going to produce foodstuffs for 9 billion in 2050. The projections show that, I think that it is that animal protein has to rise 70% or something like that, and there are these NGOs or FAO, if you could call them NGOs. I do not know, but there are these interests

saying that we should eat less meat for example, and that is an agenda, which is trying to grasp on. Of course that is not an agenda, which we are supporters of...'
(Square bracket added by author - Appendix 6, p. 11).

Furthermore, MDK recognizes that it is only natural that the diets are changing in the areas where they are getting wealthier:

'...the more resources you get access to, then it gets converted, and that is really just the hierarchy of needs, then it gets converted into animal production...'
(Appendix 6, p. 11-12).

MDK states that in his opinion, the idea of getting consumers to eat less meat, is unrealistic, it will not be well received and that it can only come about by using policy and power:

'I just know, that one thing is to have an academic discussion, and another thing is, how does the market react, and the only way you can shift the market is by politic and power, and there are just some agendas that is not going to be popular. If you for example want to say that now they are going to eat rice instead of pork in Asia or it can also be in Europe, but you are saying that now you are going to half the meat consumption. I do not think that is going to last.'
(Appendix 6, p. 13).

CAP 2020

As stated earlier in chapter 5.1.2 the CAP 2020 was finalised on the supranational level in December 2013. It is thereby relatively new; hence, one of the topics of the interviews was the stakeholders' position towards the CAP reform.

MEU explained that the pig meat sector is not that concerned with the CAP, since they are not receiving that much EU funding. In the early stages of the CAP reform, MEU had a few specific topics that they worked actively on, but they were taken out of the policy. Therefore, MEU have not been directly involved with the CAP reform. However, they are still trying to affect EU food and agriculture policy in other aspects. He describes what their core business is:

'...it is rather our work of providing information, coordination. We can do meetings. We have primary working groups where we build positions; we discuss issues, and all the output that is the lobby-activity or the advocacy, so we try to take our messages to the decision makers.' (Appendix 5, p. 1-2).

MEU questions whether it is reasonable for the majority of the EU budget to be spend on agriculture, because it can be hard to see if it pays off. Therefore, the EU could consider if the money could be used in a different way:

'...I think we should use those money for other goals to increase the research or support other needs, I don't know, it could be used in a different way...'
(Appendix 5, p. 15).

If the CAP can improve the environment by rewarding producers, taking an initiative to produce in a more sustainable way MEU considers that to be positive:

'That is very much welcome and if the way to do so, is to use subsidy funds to rewards those producers, okay, it is a political decision. The fact that you shift the money from one objective to the objective of being more green, I think fine, from a personal point of view I would not be against, provided that this keeps its efficiency.' (Appendix 5, p. 15).

One of the questions in the interview revolved around which reactions the stakeholder had heard:

'...as always producers were a little bit against stricter rules, NGOs were complaining because it was not going far enough, so if they stay in the middle ground like they usually do politicians, then I think they have found it to be a good result. If they are both complaining then there are some good in it.'
(Appendix 5, p. 16).

As the CAP 2020 is relatively new, the member states are still working out how to implement the reformed policy. Therefore, MEU thinks that the real discussions are still to come. From page 17 in Appendix 5, it is understood that the EU should remember that one of the reasons why the union was made, was for the sake of the single market. MEU is concerned that EU legislation can create obstacles for the market operators to compete:

'...it cannot be that for a sustainability or environmental legislation in one member state, it creates barrier to trade or it creates problems on that market.'
(Appendix 5, p. 17).

MEU recognises a challenge in the way EU legislations are currently being implemented on national level, since there is not enough coherence, which makes it difficult for companies to do business across Europe. Therefore, the EU should take on a coordinating role:

'Of course to apply legislation in a coherent way requires coordination, so that is what the commission should do, and also in a way to avoid sometimes that some member states go too much further.' (Appendix 5, p. 18).

One of the reasons why EU has difficulties negotiating a more sustainable CAP is because there are very different priorities in the various member states:

'Many member states especially eastern European but even Spain, and Portugal are not that much concerned. Sometimes also because in their countries you do not see a specific impact...' (Appendix 5, p. 19).

Another reason, according to MEU, why it can be difficult to reach consensus about how to legislate is that culturally there are huge differences:

'...if it is not a priority for all the member states or at least it is just for a few, then you see a little bit of difficulties in the legislations coming out.' (Appendix 5, p. 19).

'...at the end of the day, it is about business, so with difficulty a German minister say; Yes, we have to put more burden on our companies so it will be more difficult for them to produce. It does not really fit the German way of doing business.'(Appendix 5, p. 19).

National:

When asked about the CAP reform MDK states, that the pig production is not dependent on subsidies, because they are merely receiving what was called acreage payments:

'Basically you can say that the pig meat production, if you are merely looking at the pig production in itself, and exclude the field. Then it has actually functioned on market terms ever since we entered the EU more or less, and that in that respect, we have not as a sector had that dependence on the subsidies there have been.' (Appendix 6, p. 14).

MDK states that one of the reason why CAP reforms are such a struggle, is that it is all about how money is going to be distributed. Even though the money coming from the CAP is a kind of support given to farmers, they are so used to getting them, that they feel that they are losing money, if the money is going to another area:

'...when you get those subsidies, if they are reduced or if some of the money are being transferred to something else. Then they regard it as if, they are the once paying and losing money, and somehow in principle it is, but sometimes they are forgetting, that it is the society who is supporting them and that is why the society is setting demands.' (Appendix 6, p. 16).

According to MDK the environment could benefit if the CAP regulations were more flexible, such as if member states could compensate farmers having land not suitable for growing crops. However, having more flexible regulation would demand a lot of negotiation, inspections and general rearranging of how the entire CAP functions, and that is not something anyone is keen on starting:

'...that is the agenda that is difficult to start, because nobody dares to take the initiative, because it is going to cost millions, and it depends on the struggle there is on, how those money are to be spend...' (Appendix 6, p. 17-18).

Another issue with the CAP as mentioned by MDK, is that the member states implement regulations in such different ways, that the market operators in EU does not have to live up to the same requirements, which makes it difficult to compete:

'...the requirement there are in those BAT standard [Best Available Technology] terms goes far beyond the level in the original BRIF, which means that there are countries that have not required anything where others like Denmark and the Netherlands lies far beyond those levels...' (Square brackets added by author - Appendix 6, p. 21).

MDK regards that the differences in national interpretation of regulations puts an extra burden on the Danish agriculture. He provides an example on the different ways that the BAT standard regulations has been implemented:

'...it is required of us, that we are precipitating manure and/or (SIC) laying out hoses, if there are plants and all that (...), and in Germany they are still driving with wide spreaders of manure and there is a gigantic loss. The conditions are just not the same.' (Appendix 6, p. 21).

Thereby, it is understood that in the opinion of MDK, there is a need for market operators in the different member states to have common conditions in order to compete with one another:

'Our wish is to get common conditions and common conditions that means that you have had common requirements to reduce ammonia emissions. So that is a principle, that if we are to be equal competition wise, than we have to be able to live up to the same requirements.' (Appendix 6, p. 21).

If MDK is to evaluate the process of the CAP-reform, he recognises that the conservative politicians in the EU has won:

'...the green are very green in EU, much more then what we see in Denmark, so a purely green agenda, and then there are the Conservative, where it is the economy that counts. I think that it is the Conservative who has won, and that mean that we cannot bare anything, which will increase the cost of anything, and thereby you remove the green agenda, in the big decisions anyway.' (Appendix 6, p. 22).

From that it is understood, that MDK finds it to be a petty that the Greens do not have more influence, because maybe that would have meant that the other member states would be forced to live up to some of the same requirements as the Danish market operators, and thereby the conditions would be more equal.

To close this topic of the interview, MDK was asked, what his position would be towards EU being stricter in there regulations:

'Then you would even out the overheads so that it will not be why the production is suddenly moving to where the conditions are better or lower.' (Appendix 6, p. 23).

Danish Food and Agriculture Policy

The stakeholders on the national level, was besides being asked questions in regards to the CAP-reform, also asked questions related to the national food and agriculture policy. In the term of the current Danish government, there has been three different ministers for Food, Agriculture and Fisheries (Ministeriet for Fødevarer, Landbrug og Fiskeri). The current Minister for Food, Agriculture and Fisheries is as presented in the beginning of Chapter 7.2, Dan Jørgensen. The minister is relatively new in office, which he entered December 12, 2013 (Ministeriet for Fødevarer, Landbrug og Fiskeri). Therefore, this topic of the interview started by asking, what the stakeholder's position was towards the Minister.

Since MDK has a department working in Brussels directly with food and agriculture policy, the Minister's work from when he was a MEP, cannot help but affect MDK position towards him:

'Well he does have a governmental foundation, which is called growth and jobs, so from being a frontrunner to being a pragmatist, well there is a long way, and he is running, this we can see, some of his own agendas on welfare, which to a certain extent make it big.' (Appendix 6, p. 23).

MDK has doubt in some of the arguments the Minister uses:

'Some of it rests on an argumentation, where you cannot help but wrinkle your nose and say, I do not think that lasts (in court), but after all he is on his way towards an election campaign right? And he has to have a couple of hypes and he is well on his way on getting them.' (Brackets added by author - Appendix 6, p. 24).

One of the argumentations used by the minister, which according to MDK is wrong, is in relation to export to China:

'...where he, and that is in relation to the pig production, he says that there is an unappeasable market in China, and that it is welfare, ecology and sustainability they want, but when you are familiar with the Chinese market, step one they are completely indifferent about welfare...' (Appendix 6, p. 24).

'Well that is one thing, welfare is completely trivial in China, ecology is completely trivial. It is so far from their reality. What matters to them is food security.' (Appendix 6, p. 24).

Another aspect where MDK questions the minister is on ecology and that he equals ecology with being sustainable:

'...it might well be that it is sustainable, if we are looking at that there are no chemicals, and that there is a low medicine use, and that they run freely and have higher welfare, but if you look at the environmental parameter then they are far far more straining, when we are talking about ammonia emissions and climate gas. And it is not so much the climate gas, but the ammonia emissions releases N and P and things like that. It is 3, 4 times greater than the conventional.' (Appendix 6, p. 25).

Dan Jørgensen has an agenda to improve animal welfare, which according to MDK is fine, but it should be founded on research, and therefore not be rushed before results on how to improve animal welfare are clear:

‘Then there is this expensive animal welfare agenda, where there were this summit conference, where they are passing something that is more or less agreed on in advance, and some of the aims are really severe, which is going to be a massive challenge. But because he has just decided that the sows are to run loose, then 50 million are reserved for loose nursing sows, and that is an area which got 10 million last year, which will increase to 50, and our professionals are saying, that it might be a bit far reached if you compare it to the development and that we do not know enough about how you design these housing units the best way.’ (Appendix 6, p. 26).

According to MDK improving the animal welfare will not help getting more jobs in the sector:

‘It is fine to develop this and go in that direction, but it is not here the jobs lie, if that is the agenda.’ (Appendix 6, p. 27).

Another question was if they could sense a change in their daily work, according to which minister there were for the field. MDK replied that there is a great difference, and the agenda can change from day to day, when a new minister enters office. However, they would rather have a strong minister, than a minister who does not really have anything to say:

‘The difference is whether you are discussing with a politician where you will be running pressure negotiations and says we cannot and so on, or that it is immaterial that you are discussing...’ (Appendix 6, p. 28).

According to MDK, Danish food and agriculture policy has gotten less professional consequently to the financial crisis:

‘The issues has gotten very political in our system, where earlier it was very much the professional competences which decided the way to go. It is not necessarily like that anymore and right now, it is jobs, which has taken over (the agenda), but from my perspective it will shift back to being the professional competences, when the crisis, I mean that it is strongly affected by the financial

crisis and the impacts and the pressure on economy everywhere...' (Brackets added by author - Appendix 6, p. 29).

6.1.3 Analysis of the Civil Society

Level of governance	State	Market	Civil society
Supranational	European Union: DGs and Committees	WTO, CLITRAVI, UECBV	Greenpeace, BirdLife, Friends of the Earth, WHO, Slow food, HEAL, EPHA
National (Member states)	The Danish Government, Ministry of Food, agriculture and Fisheries of Denmark, Ministry of Business and Growth	Danish Agriculture and Food council, Danish Crown, Confederation of Danish Industries, Dansk Supermarked	The Danish Society for Nature Conservation, Økologisk Landsforening, The Danish Animal Welfare Society, Klimabevægelsen, Grøn hverdag

Table 9 - Supranational and national levels of the Civil Society.

On the supranational level of the civil society, numerous stakeholders could be relevant to interview for this study. In Table 6 above are mentioned a few, but really any civil society organisation or group involved with environment, animal welfare, health or consumer rights would have an interest in the European pig meat sector in relation to agricultural sustainability. Since there are so many civil society organisations with a broad working scope, I have chosen to interview three different stakeholders representing this level.

The three participating stakeholders from the supranational level will be referred to as CSEU1, CSEU2 and CSEU3 (Civil Society EU nr.). In the previous analyses of the state and the market levels, each stakeholder has been analysed individually. However, doing that in this analysis would make for a very long and repetitive sub-chapter. Therefore, the analysis of the interviews with the three representatives from the supranational level will be constructed so that the stakeholders' statements will be supplementing each other.

On the national level there are besides the national departments of some of the civil society organisations present at the supranational level, there are a few Danish

stakeholders these are organisations involved with either animal welfare, organic production or the environment in general. Participating in this study is a representative from a national environmental group, whom from hereon out will be referred to as CSDK (Civil Society DK).

The Pig Meat Sector

The three stakeholders representing the supranational level of civil society are all opposed to the current way the European pig meat sector operates. CSEU1 and CSEU3 expresses themselves:

'It is the whole system that is just perverse. We are very much against it...'
(Appendix 7, p. 3).

'...as any form, the intensive and highly intensified agricultural production of anything whether it's meat, dairy, eggs etc. even fruit and vegetables when they are full of pesticides that is not something we would support.' (Appendix 9, p. 2).

The civil society stakeholders has numerous concerns about the pig meat sector. Most of the concerns are in relation to the high concentration of animals in relatively small areas, which among others causes problems with high amounts of manure polluting the environment:

'Imagine, the concentration of animals, actually turns manure from being a resource nurturing the soil into being something polluting the soil because of very high nitrogen contents and polluting the air. So creating problems instead of solving the problems.' (Appendix 7, p. 3).

Another issue that both CSEU1 and CSEU3 recognises is that there is a tendency that the pig meat sector due to the high number of animals are inclined to use high amounts of antibiotics in their production of pigs:

'We are also concerned by the use of antibiotics in intensive agricultural livestock production, as it has been proven to contribute to the problem that we have with antimicrobial resistance in humans as getting it via the food paths.' (Appendix 9, p. 3).

CSEU1 points out, that in many areas of the pig meat sector, antibiotics are used preventive, but if the pigs had a more natural life, then it might not be that there was the same need for using that much medicine:

'If you really want to be preventive, then you improve the farming system giving animals a chance to be well in the first place instead of shooting antibiotics in their bodies...' (Appendix 7, p. 3-4).

The issues with antibiotic resistant bacteria is relatively new, and in order for the market operators to take it seriously CSEU3 points out that there is a need for more research in the area, and that the results from that research has to be phrased so that it cannot be interpreted by the market operators:

'...first of all, you have to have good research on that [resistant bacteria] and I think this is upcoming, I mean this is really happening. It has to be only well phrased the results, the findings, so that everybody really across the sector responsible for food production and consumption understands.' (Square bracket added by author - Appendix 9, p. 5).

Another issue according to CSEU2 is that the pig meat sector produces a lot of relatively cheap meat, but the quality of the meat produced is questioned and that it might not be healthy to consume:

'...it produces a lot of cheap meat, which is with questionable quality and I would even question if it's healthy to a certain extent.' (Appendix 8, p. 3).

CSEU3 argues that the low prices on pig meat will most likely have a consequence elsewhere such as economic burdens in the health sector or the environment:

'...it is quite cheap, and therefor it's quite popular. But I strongly believe the costs are to a great extent just externalized in terms of putting the burden on our environment, social circumstances as well.' (Appendix 9, p. 3).

According to CSEU1, the only thing that the pig meat sector is good for is the economy of the big producers:

'It feeds really just the pockets of the big producers. It feeds a sick system. It does not feed the environment or people (...). It is going to lead us to ruining

our whole economic and environmental social systems. That is not the solution and certainly not the model to follow.' (Appendix 7, p. 3).

All the civil society stakeholders on the supranational level expresses that there are issues with the way the pig meat sector functions that seems illogical. CSEU3 expresses her thought about the pig meat sector:

'...it diminished biodiversity including diversity of diets, it heavily depends on external inputs, pesticides, medicines, like antibiotics, genetic modifications, all these novel stuff. I don't think this is needed' (Appendix 9, p. 6-7).

The fact that livestock production in general uses high amounts of imported feed crops is one of the recurring issues in all three interviews:

'...the whole kind of system it is crazy to imagine that you produce your crops to feed your animals somewhere thousand kilometres away on another continent.' (Appendix 8, p. 2).

According to these stakeholders, the way that pig meat is produced causes so many problems, that we risk that the European environment and health gets to a state, which cannot be reversed:

'...at one point you will be not able to solve any of these problems. It's a crazy development' (Appendix 8, p. 3).

'...for me this is like every normally thinking person would recognise and understand that this is really crazy' (Appendix 8, p. 3).

An often-heard argument from the market operators according to CSEU2 is that there is a growing world population, and therefore a need for producing more food. However, she point out that the use of crops to feed the animals could potentially feed humans instead:

'...the environmental thing is one thing (...) with the feed that we are feeding the animals you can feed so many more people' (Appendix 8, p. 4).

According to CSEU3 the market operators are often saying that they are merely producing, what the consumers want. Therefore, CSEU3 hopes that in time consumers' demand will change, and that the producers might listen:

'...the producers following supposedly what's demanded of them, then hopefully the messages coming from the community, I hope, will be first of all to produce less meat, produce better quality, in better conditions and then health concerns from the consumers. I hope this will reach them.' (Appendix 9, p. 5).

With the financial crises beginning in September 2008 (Kjær 2013), there has been a big focus on the economy and unemployment in the EU. The primary production of the pig meat sector is often operated having only a few employees. CSEU2 argues:

'100.000 of animals where everything is really work optimized, and you have few people working in a big factory like from work perspective you could create probably many more jobs with a more sustainable small scale farms.' (Appendix 8, p. 4).

CSEU3 supports the idea of having small-scale producers and points out, that one of the newer issues in regards to sustainability is food waste, which could be feed to pigs.

Whereby at the issues with imported feed crops and food waste, would be reduced:

'...at the moment, and there is some messages already at the EU level linking that with what the intensive agriculture, especially the foraging animals which are pigs actually, to basically release them from all these factories. To let them just grace on the food waste in order to help to contain at least if not reverse the problem, and that would also improve the animal welfare and hopefully the quality of meat.' (Appendix 9, p. 6).

Thereby, it is understood, that CSEU3 regards that a holistic food production would create less environmental challenges, and that it might improve animal welfare and the meat quality as well.

National:

From CSDKs point of view there are not much good to say about the pig meat industry:

'It is a complete sundown industry, which is just such a pretty terms to use for something shitty [SIC].' (Appendix 10, p. 4).

CSDK do not understand the logic to why the market operators rely on exporting breeding material or agricultural technology, because from her point of view, that export will not last:

'We are exporting breeding material both piglets and boar semen, we are exporting our finishing pigs, we are exporting environmental and pigsty technology, when do you think, that they are able to do it just as good as we are in this country?' (Appendix 10, p. 4).

Moreover, CSDK critiques that the Danish pig meat sector now rely on that the export to China will increase, because the Chinese are usually quite fast to figure out how to provide for themselves:

'...then they are saying that there are that growing middleclass in China, and now we can sell for 250 million kr. nasty sausages in China and what not. What should we do that for? They can make their own in about two seconds or else the Brazilians can.' (Appendix 10, p. 6).

In addition, the Danish pig meat sector is exporting piglets to be raised in other EU countries and finisher pigs are being send to slaughter in countries such as Germany and Poland, which has the consequence that jobs, are lost, leaving Denmark with nothing else but the manure:

'...it is only going one way, and that is downhill, and already we are only getting slaughtered around 19 million out of the 25 million pig we produce in Denmark, the rest are being exported alive for slaughter in Germany and Poland. It is completely mad.' (Appendix 10, p. 6).

'What are we going to do with all this shit [SIC] in Denmark? Because we are not getting anything out of it.' (Appendix 10, p. 6).

According to CSDK, what makes the Danish agricultural method unique is the skilled farmers, cooperation between universities and production and last but not least the state control, especially when it come to the organic certification:

'...it is this synergy and that is what we have on the organic. Almost all other countries have private organic certifications, which means that there is always the possibility of a bit of corruption and friendly favours, and this is completely above board and that is why we can export organic to China, where they are

completely paranoid with foreign substances in the food. It is a unique model we have...' (Appendix 10, p. 7).

Lastly, to close this topic of the interview she sums it up saying:

'We should not be making Danish pork sausages for the Chinese, it is completely crazy, and most certainly should we not make pigs that are going to be slaughtered in Germany, where the only joy we have is the manure.'
(Appendix 10, p. 8).

Sustainable Food Systems

When asked what a sustainable food system is from the stakeholders' point of view the answers were all focused on looking at the entire food chain and in producing food in a more holistic approach:

'...when we think of sustainability it is economic, social, environmental and cultural. So a sustainable food system looks at all of those aspects. It looks holistically at the whole system and the whole chain. To be sustainable the system needs to be sustainable throughout...' (Appendix 7, p. 7).

'For me a sustainable food system (...) is the whole food chain, not only the production.' (Appendix 8, p. 6).

'...most importantly for me it is just the simple message, that it is coherent...'
(Appendix 9, p. 9).

Thereof, it is clear that there are many aspects to consider when addressing the sustainability of food systems. It is much more than merely the primary production and that underlines that dealing with the issues expressed previously is complex:

'It is just everything, the more you think the more issues you get, but it only illustrates, the fact that food is highly political, it's everywhere, it's a commodity, that can be used as a really powerful tool in just anything...'
(Appendix 9, p. 9).

CSEU2 elaborates on what a sustainable food system is to her:

'...for me a sustainable food system should be re-localising really looking into the limits of this food system, and we as responsible consumers should be aware of the limits that we have...' (Appendix 8, p. 7).

A thriving biodiversity is one of the aspects that CSEU1 finds to be important in order for a sustainable food system to be resilient:

'A sustainable food system is one where biodiversity is thriving in the sense of not just preserving biodiversity as you can do in parks, but really in the sense of biodiversity living. Because biodiversity is really the most resilient systems because it naturally evolves and adapt to the conditions of the environment, the climate.' (Appendix 7, p. 6).

National:

When asked what a sustainable food system is from her point of view CSDK states that ecology is the simple answer and elaborates:

'...what we are saying is that sustainable agriculture equals ecology and everything else is just avoiding the question...' (Appendix 10, p. 13).

CSDK is not against agriculture in Denmark:

'So of cause we should have agriculture in Denmark, and at the same time, should it be conducted on some terms, which first of all makes our biodiversity thrive, a proper water environment and on the climate too, that is the agriculture contributes a lot to the carbon dioxide burden.' (Appendix 10, p. 1).

Therefrom, it is understood that agriculture should function on terms, where the environment has opportunity to thrive. According to CSDK, the nature has a resilience, which makes it possible to have a Danish food system, which can feed many people and still be sustainable, but in order for that to be possible, the pig meat sector should down-scale:

'We can have sustainable food systems, meaning that the nature has an enormous resilience.' (Appendix 10, p. 9).

'...we are producing food for 15, 16, 17 million people in Denmark, and that is fine, we can easily keep doing that, and we can also do that when it is organic.'

We are just not going to eat quite as much meat. It is not something like that we all have to be vegans or anything. We are just going to produce a bit less meat and of course that is mostly the pig productions, which has grown extremely... (Appendix 10, p. 10).

CSDK recognizes that it is mainly the production of animal protein, which strains the land:

'...81% is used for feed and thereby the more animals we have in the system, the more pressure lies on the areas (...) and we are importing a lot of feed on top of that.' (Appendix 10, p. 10-11).

CSDK refers to some scenarios which were calculated some years ago by a committee, saying that in theory the entire agricultural sector in Denmark could shift to organic production, if only the pig meat production were down-scaled to half of what it is today:

'...they made an organic scenario too, and the only thing, which would actually happen by shifting to complete ecology, and this is not coming from some freaky types [SIC] from alternative research facilities, who have made these calculations. It is coming from the nation's brightest men and woman in this field, and the only thing which would happen, that would be that you had to cut the pig production to half, the rest would be sustained...' (Appendix 10, p. 11).

CSDK recognises that shifting the entire agricultural production to ecology, might sound unrealistic to many. However, increasing the share of how much of the Danish agriculture is organic would have an effect as well:

'I know that it sounds completely unrealistic, and I just have to say, let us try just a little bit at a time. We have about 7% ecology now, well 20% would mean a lot, 25, 30, 40% would mean very very much...' (Appendix 10, p. 12).

CSDK explains that there are this myth, which could explain why the industry sometimes think that environmental organisations are against agriculture:

'...because there has emerged some kind of myth within the last 30 years, where we have had a more goal-orientated environmental regulation in agriculture, and that is that environment and nature is opposite to agricultural production, and this is where we say no, they are each other's prerequisites...' (Appendix 10, p. 11).

According to CSDK ecological food systems would mean less strain on the land, and more jobs in the entire food system. She sums it up:

'...so you are getting an extensiveness in the primary production and an intensification in the whole way you relate to the production and the processing...' (Appendix 10, p. 12).

According to CSDK, the ecology in Denmark has had an enormous success, which is due to the Danish traditions of industry working together with the state and the universities:

'When we look at the intensive agricultural countries like the Netherlands, Germany, Denmark, Great Britain, USA. Then we are supreme world champions [in ecology] and that is because within the last 25 years we have had this close cooperation between the industry and the state, in developing and supporting the ecology, both when it comes to the certification scheme, research and processing, all these things.' (Square brackets added by author - Appendix 10, p. 12-13).

Despite the ecological success in Denmark, CSDK often come by conventional farmers, who does not take it seriously:

'Even though the ecology strictly speaking has had an enormous success in Denmark and even though 30% of the milk consumed in Denmark is organic, and that is completely unheard of globally, then the ecology is still looked at as something nice and snug...' (Appendix 10, p. 13).

According to CSDK this ignorance of ecological farming, being a sound alternative to conventional farming is shared by the greatest farmers association in Denmark. Moreover, she wonders why ecology is only something that the Ministry of Food, Agriculture and Fisheries are taking into consideration:

'...the 3000 ecologist, where the majority are members of the Danish Agriculture and Food Council, but they are not considered as equal members. So the entire comprehension of the ecology as a sustainable way of agriculture, is not at all integrated in it, and the only place where you understand it a little. That is the Ministry of Food, but they do not understand it in the Ministry of the Environment. They have never used ecology as an environmental and nature policy tool.' (Appendix 10, p. 14).

CAP 2020

When the first draft of the CAP 2020 came from the Commission, CSEU3 thought that it looked positive. However, now when the final CAP 2020 has been passed, her opinion has changed:

'...we were quite happy actually to see the first draft of the communication coming from the commission. There was specific inclusion of public health objectives, good food, healthy food, population health etc. and during the years between 2010 and 2013/14 nothing was left from that.' (Appendix 9, p. 12).

The other civil society stakeholders recognises the same feeling of disappointment:

'...it was very much a shared reaction with the other organisations, because we were all in favour of a much fairer and greener CAP-reform, and everybody was pretty much disappointed with what happened...' (Appendix 7, p. 8-9).

'NGOs are completely disappointed...' (Appendix 8, p. 8-9).

According to CSEU2 the only ones that are satisfied with the CAP 2020 is the Commission and to some degree the Parliament:

'Everyone seems to be kind of disappointed only the Commission is saying that this is now the greenest reform (...) that we agreed on through history' (Appendix 8, p. 9).

'...so the Parliament is I think happy from a perspective that they managed to have any kind of joint position and that they didn't take the whole thing apart.' (Appendix 8, p. 9).

From the quote above, it is understood, that the reason why the Parliament might be positive towards the CAP 2020, is that since it was the first time, where they co-decided on the CAP, they find it to be positive that they could reach some kind of consensus.

CSEU3 expresses that she is not only dissatisfied with the content of CAP 2020, but also with the entire process of the reform:

'...it was hugely untransparent, a lot of influence from the big industries, the agro business industry. A lot of MEPs actually, who were involved in the process from the agri-committee, I don't know to what extent this is actually

checked, but apparently they are actually recipients of the money coming from the CAP...' (Appendix 9, p. 12-13).

According to CSEU2 the only positive to say about the CAP-reform is, that it was recognised that there are some issues. However, she is not satisfied with the way it has been dealt with:

'There was a recognition of the problem but really either nothing was done, or wrong solutions were taken' (Appendix 8, p. 7).

Thereby, it is understood that in CSEU2's opinion, the EU has not dealt with the issues. Furthermore, the initiatives towards greening are too vague leaving it up to the individual member states how to interpret them:

'So it is basically what was decided here in Brussels level is: you take it and you do whatever you want, and so it is up to the member states, and as we know very few member states are even less caring about some of these thing than the commission.' (Appendix 8, p. 7-8).

Negotiating any kind of policy-making is a matter of compromise, and according to CSEU1, it is difficult to get through with ones objective because there are many different angles to look at it from. What irritates her is that the CAP 2020 is claimed to be green, which she highly disagrees on:

'But overall of course it is policy making, so there is a certain degree of coming towards one another (...) It is very difficult to get through because there are many people here that wants different things, so it is a compromise. But at the same time, there were not much happening as to the satisfaction as to how the CAP ended. Especially when it came to greening because it was and it is still being agued as being the novelty of this cap reform, when really it is not green.' (Appendix 7, p. 9).

From CSEU3's point of view the reason why market operators have a corporate social responsibility (CSR) policy in their company, is for the mere purpose to make it seem as though they are taking a responsibility:

'I know that they [the industry] have these CSR departments, but I do not believe in that either. I think it is just to tick of [the box] like a green washing

or health washing or something, just to be left alone, I would say.' (Square brackets added by author - Appendix 9, p. 10).

According to CSEU2, the legislations in the CAP will only have an impact on the pig meat producers, who cannot manage their business without EU subsidies:

'...this is the thing, if you do not apply for European founding through the CAP you are out of any kind of obligations on the CAP.' (Appendix 8, p. 8).

According to these stakeholders, the EU should do more to improve the conditions for a more sustainable European food system:

'The commission has had a big role in the development of the agricultural sector in Europe, so it can have a big role in the development of sustainable systems in Europe.' (Appendix 7, p. 11).

In addition, CSEU1 recognises that not all issues can be solved by laws, because a lot of the change needs to happen through a cultural change, whereby civil society organisations can help by hosting awareness raising activities, which she finds to be fundamental for the institutions. She explains how they try to raise awareness:

'We are showcasing what sustainable food production can look like, and having debates and involving the institutions.' (Appendix 7, p. 1).

CSEU3 suggests that the Commission should do more research on possible solutions. Moreover, she emphasises that this should be done by the right DG, in order for the research findings to be recognised for what it is:

'I think if the EU the Commission was commissioning certain research, but good parts of the commission so for example not that research on the impact of food taxes on health is done by, because it is, DG Enterprise at the moment. Obviously they just mistranslates stuff, it should be done by DG SANCO e.g. so the responsible for health sees that as a priority and therefor decides to explore at least possibilities, at least sees what is the evidence for what is done.' (Appendix 9, p. 17).

As stated earlier the EU has been accused for being too vague in the CAP 2020, leaving too much to self-regulation by the member states. CSEU3 recognises that a certain degree of self-regulation is needed, since the member states have a better understanding of what is

needed on their national level, and in which conditions the implementations are to be introduced. However, there are some areas, where the EU should use directives instead of self-regulations to be sure that the changes are implemented in a proper way at national level:

'...directives that have to be introduced into national law, at the national level, and I'm not saying that the entire policy governing food production, food consumption, or food system in general should be done in this way, but there are certainly some issues that could be done at the EU level in terms of directives. That then has to be done properly at the member states level.'

(Appendix 9, p. 16).

As the last topic of the interviews, the stakeholders were asked what they would work towards when the CAP 2020 was to be evaluated. The civil society stakeholders all stated that they would work towards a change making so that the CAP would be discussed from a more holistic point of view. Thereby, the CAP could be changed from revolving around agriculture to addressing the entire food system:

'We will keep working towards a common sustainable food policy and not just the CAP. We try to push us through different in ways to have as much a holistic approach...' (Appendix 7, p. 11).

'Thinking much more about the way of producing, marketing, processing, in a more holistic way would also be very important, and this is the kind of thing we are looking into, what are those existing examples already where we have more re-localised systems in a sustainable way and I'm really inspired by the community supported agriculture.' (Appendix 8, p. 12-13).

Thereby, it is understood that the civil society stakeholders will work towards an overall change in the European food systems and they recognise, that change in the degree they want, will not happen overnight:

'...how do you change consumption? It is a very long-term process. You start with meat atlases, where you educate people about the effects and eventually after ten years, you might have people listening and reducing their consumption. so it is a long term process, it is not something that can happen by tomorrow or maybe not even by the next CAP reform, and maybe you would need more and more reforms to come somewhere.' (Appendix 8, p. 13).

'...we will really be pushing in that direction, and it takes time, so we take the time to push.' (Appendix 7, p. 12).

National:

When asked what CSDK's position is towards the CAP 2020, she explains that they are a member of a European umbrella organisation. Therefore, they have not been directly involved with the process of the CAP-reform. However, they have kept their attention on the process from afar and they are not satisfied with how the CAP-reform turned out:

'Compared to what was given the prospect of 4 years ago when they first started talking about it, then it is very very weak...' (Appendix 10, p. 15).

CSDK states that they were positive towards the CAP-reform when it was initiated:

'...it sounded as though, both coming from the Commission of agriculture and from the former Danish minister, that you would have 30% of the single payments reserved for some kind of environmental initiatives...' (Appendix 10, p. 15).

CSDK recognises that they did not get what they wanted out of the CAP-reform, but she states that the EU have previously contributed to beneficial common environmental standards, and that they should do something similar on the agricultural area:

'...that is to set the high common standards. After all there are times where we say, if we could just decide for ourselves, but to a great extent, even when it comes to the environment, having the EU has been fantastic, because they are setting some high common standards.' (Appendix 10, p. 16).

'...in the agricultural field the bar has probably been set too low.' (Appendix 10, p. 17).

Navigating in the EU system is difficult according to CSDK. Therefore CSDK uses the umbrella organisation, where they are members to get their message heard:

'...it is a tremendously heavy system, and what we are trying to say also through our umbrella organization that is that the thing about viewing ecology as more than just an alternative approach for managing agriculture and producing foodstuff, but also a nature and environmental policy-tool...' (Appendix 10, p. 18).

Danish Food and Agriculture Policy

When asked about their position towards Dan Jørgensen as the Minister for Food, Agriculture and Fisheries CSDK expresses that they are very positive towards him:

'I think, that he is a really good man, and I think that he can, and if the government wants to, then it can become a really important matter for them to profile in relation to the right-wing, that is the whole food field.' (Appendix 10, p. 18).

According to CSDK the minister do affect the sector to a certain degree, but what really matters is when the market situations change such as political tensions or financial crisis:

'...for example that the Russians has closed for all import, that is the sort of things that are going to determine it. You can only regulate so much and what the greatest challenge is, that immensely many of the banks has claims in agriculture.' (Appendix 10, p. 18-19).

Thereby, the financial situation is very determining for the agricultural sector, which according to CSDK is why nobody is interested in making too many changes all at once:

'...that is why nobody is interested in rocking the boat [SIC] way too much, there are truly many (farmers) who are right on the edge, if the interest rates are increasing, then they are just finished and therefore, the government is very aware not to in a jiffy impair the production conditions...' (Brackets added by author - Appendix 10, p. 19).

In regards to the minister's focus on animal welfare, CSDK thinks that it is strange that the market operators are not willing to give it a go. Maybe it could improve production:

'...all the time it is with that attitude that we must squeeze squeeze squeeze and yield more more more, instead of saying that you give the animals some proper conditions and then it might be that they actually repay for it.' (Appendix 10, p. 19).

In general, CSDK feels that the current government has been really good at listening to the stakeholders:

'After all this government has been, no matter what else you can say about them, they have been really interested in involving the stakeholders...'

(Appendix 10, p. 20).

'...but really, we have been involved in very much. There is no doubt about it, and nobody can come and say that it is the same with the right-wings, god damned [SIC] it is not, not at all, they are wildly indifferent.' (Appendix 10, p. 20).

7. Discussion

By combining key elements from the concept of multi-level governance and stakeholder analysis, this thesis has investigated stakeholders' position on the Danish pig meat sector and agricultural sustainability. Firstly, this chapter will discuss the findings, which were analysed in the previous Chapter 6, by comparing and contrasting them according to the three grouping categories of state, market and civil society. This in order to discuss how the individual stakeholder views the challenges and opportunities for the Danish pig meat sector.

Thereafter, experiences and reflections will be made on the applied and studied analytical framework. Finally, the representation and categorisation of the selected stakeholders will be discussed.

7.1 Discussion of Findings

As presented above the following will discuss the findings from the previous chapter by comparing and contrasting the statements. For the sake of structure, the discussing will be divided into the levels of state, market and civil society. Lastly, the two national stakeholders will be compared in relations to the Danish food and agriculture policy.

7.1.1 State

Since there were merely one stakeholder interview with a representative from the state level, whom were situated on the supranational level, official documents from the Danish government was analysed as an alternative. Therefor statements alone cannot be compared. However, initiatives from the Danish state will serve as representations for the Danish Government's position towards the topics in the interview guide. These will be compared and contrasted with the findings from the stakeholder interview with SEU (State EU).

The pig meat sector was the first topic of the analysis. SEU was very concerned that the European pig meat sector was outdated, vulnerable and dangerous. His main concerns was that the sector was polluting ground water, had poor animal welfare causing stress for the pigs, which in his opinion resulted in meat of a bad quality. Moreover, he stated that the sector was highly dependent on feed import and the use of antibiotics on a regular basis.

The latter resulting in antibiotic resistance, which potentially can be endangering human health.

SEU's perception is that the challenges mentioned above will have consequences and that these will end up stopping the production of the European pig meat sector. However, he does not recognise any serious reconsidering of the pig meat production model from the market operators. Therefore, SEU's position is that something has to be done in order to make both market operators and fellow state operators realise the vulnerability and danger that the current pig meat production is causing. He thinks that pressure needs to come from multiple sides for this to happen.

The Danish government has launched the preparation for an action plan on the background of a certificate signed by multiple stakeholders from state, market and civil society. The action plan is specifically aiming for better animal welfare in the Danish pig meat production. These actions are however not to endanger the growth opportunities for the pig meat sector.

It can be discussed whether the points of action in the signed certificate will make a difference, since they are relatively vague. Some of the points of the action plan are clear such as stopping castration without anaesthesia by 2018 the latest, while others are open for interpretation like the share of tail clipping should be reduced (Ministeriet for Fødevarer, Landbrug og Fiskeri 2014, 1-3). That the action points are to some degree relatively vague can be a reason why stakeholders from multiple levels could agree on signing the certificate. Nevertheless, this certificate is the first step towards joint action to improve some of the challenges for the Danish pig meat sector.

This certificate is together with the plan for growth in the foodstuff sector initiatives from the government to improve animal welfare while supporting the pig meat sector. The Government recognises that there is a need for jobs especially in this sector. Therefore initiatives aiming at solving some of the challenges SEU mentioned, has to comply with the market operators, so that the jobs are kept in Denmark and possibly new jobs can arise.

These initiatives from the Danish government are examples on joint actions, such as SEU was calling for. However, they are not solving the issues in the pig meat sector overnight, but actions are taken, which must be seen as a step in the right direction.

Sustainable food systems was another topic addressed in the interview. SEU's perception was that in order for to improve sustainability, we should reconsider the European diet and the role animal protein plays in it in order to rebalance how much food can naturally be produced. The Danish government is addressing sustainability in an entirely different way; they have passed an action plan to improve ecology in Denmark together with the 'moon-pig' project. These are to improve environment, animal welfare and create economic growth. The 'moon-pig' project is a partnership between multiple stakeholders from state, market and civil society. Thereby, SEU and the Danish government agrees that the environment should be improved. However, the Danish government has no objectives about diets in relation to sustainability.

The CAP 2020 was addressed in the interview as well. However, the Danish government had no official documents addressing the CAP 2020, but merely objectives as to what it should entail from the launching of the reform.

SEU's position towards the CAP 2020 was that not enough was passed to solve the challenges mentioned earlier, but that the concerns was recognised by the European institutions and the steps had after all have been taken in the right direction. For future CAP reforms, he will work towards a more holistic view on our food systems, why he thinks that the policy should be called Common Food Policy. The Danish government's position was that the new CAP should help solve environmental challenges, rethink the two pillars, to support innovative projects in rural areas and make the payment system simpler.

7.1.2 Market

When addressing the pig meat sector both market stakeholders point out that the market situations are what concerns the pig producers the most. MEU point out that there is a growing global market, but he doubts that the European market operators are able to seize the opportunity of growth due to European legislations and regulations, which puts an extra burden on the companies, making it difficult to compete. MDK does not think that the European legislations and regulations is troubling. The national Danish regulations however, is straining the Danish pig meat producers, which together with the high wages is contributing factors to why the export of Danish piglets has grown. MDK's position is that uniform conditions all over EU would benefit the Danish market operators. MEU agrees that uniform conditions would benefit competition and thereby market operators would have better access to operate across the EU countries. However, it can be discussed if they mean

the same, when saying uniform conditions. MDK argues that the Danish standards are much higher than in other in other EU countries, why a stricter EU regulation would benefit Danish market operators. MEU argues that some EU countries overstates when implementing EU policy, which challenges competition. Therefore, the supranational and the national representative might disagree on what should be done to improve competition within EU.

MEU admire the Danish pig meat sector for its efficacy and high environmental standards. Furthermore, he argues that it is the Danish pig meat sector, which often presents new research, which seem reassuring to him, that research can solve some of the challenges of the future. Furthermore, he argues that intensive production does not have to be negative, it depends on how you make it function, which MDK agrees with.

A sustainable food system is in MEU perception a system where production can increase while decreasing environmental impact. MEU might have been inspired by looking at the Danish model, because according to MDK the Danish regulations mean that the Danish pig meat sector is relatively sustainable compared to other EU member states. Furthermore, MEU argues that a sustainable food system is the entire food system and not only the production, which is why retailers and consumers has a responsibility as well.

Both MEU and MDK recognises that since they work with the pig meat sector, they are against the idea of eating less meat, which is not surprisingly. However, they have different argues to why. MEU argues that it is common sense not to have an exorbitant consumption of pig meat products, and that any kind of overconsumption would be unhealthy. This is of cause true to a certain extent; however, some foodstuffs are still healthier than others are. MDK argues that reducing meat consumption is unrealistic, since it is only natural that if consumers get a higher living standard e.g. in China, they will start eat more animal protein. To stop that would require a political power demonstration, which is doubtful will ever happen. Another argument from MEU is that pig meat is more sustainable than beef, since it requires less water and feed crops. However, saying that other types of meat puts a greater strain on the environment, does not make pig meat sustainable.

Both market stakeholders states that the CAP 2020 does not have a great effect on the pig meat sector. However, they agree that the CAP budget could be spend differently. MEU argues that the EU does not get that much out of spending the money the way they are now. He suggests that some of the money could be spend on research instead, whereby solutions

on how to tackle future challenges could be discovered, which could benefit both business growth and the environment. MDK think that the environment would benefit from the subsidies being more flexible, so that farmers could be compensated for not using land, where nutrients are easily washed out. However, he recognises that such a restructuring would require many resources, which is why nobody dares to take the initiative.

MEU argues that since both market operators and NGOs are complaining about the CAP 2020, there must be something good in it. Furthermore, he argues that to him it would be positive if the CAP could benefit the environment, but that it should not put a strain on the market conditions. MDK argues, that much of the CAP is up for the member states to self-regulate and this will consequently affect that it is implemented differently, which can be a strain on the competition conditions. He furthermore argues that in order to have common competition conditions across EU, the EU could be stricter resulting in equal conditions in all member states. However, this can be discussed since there are big differences in the member states, not all countries would be as equipped to tackle strict regulations as well as Denmark would, and thereby conditions might be equal on paper, but not in reality.

7.1.3 Civil Society

When addressing the pig meat sector all representatives from the civil society argues that, it made no sense to them. The stakeholders from the supranational level expressed that they were very worried about the strain the pig meat sector puts on the environment in terms of biodiversity and water resources. CSDK states that she cannot see any logic in why Denmark should have this sort of pig meat production. The Danish pig meat sector exports breeding material, piglets and finisher pig for slaughter, and since there are close to no jobs in it, the only thing Denmark gets out of it is an overload of manure causing environmental strain.

The stakeholders from both tiers are puzzled as to why Europe and therein Denmark, wants to produce so much cheap pig meat. They recognises that it can provide meat for many, but they cannot see why that should be a good thing, since the product is of a poor quality and might be unhealthy to consume. Moreover, they are all concerned with the use of imported feed crops, where the majority is of GMO origin, which only puts a strain on the environment and health conditions in other areas of the world. Furthermore, the stakeholders from the supranational level worries about the use of antibiotics and other medicines in the pig meat sector, and what consequences it have can with antibiotic

resistant bacteria. They are therefore worried, that the problems caused by the pig meat industry will reach a point of no return.

To CSDK a sustainable food system equal ecology. Her position is that an ecological Danish agriculture can produce food to just as many as is it are now, if only the pig meat sector were reduced by half. According to CSDK, ecology would put less strain on the environment and improve the economy as well, since there is a higher profit when selling the produce and more jobs both in primary production and in the processing of the foodstuff. CSDK argues that the Danish organic brand has a high success due to it being state controlled, which makes it trustworthy making it possible to export to buyers such as China, having little trust in their own food systems. Therefore, she wonders why ecology is not taken more serious.

The stakeholders from the supranational level views a sustainable food system as one that has a holistic approach, both considering economic, social, environmental and cultural aspects. Furthermore, a sustainable food system should benefit biodiversity, which would make it resilient, have a natural balance of what can be produced and be re-localised. Especially CSEU1 and CSEU2 argues for a re-localised food systems, and that small-scale farms would be preferable since it would create more jobs benefitting the local community.

When addressing CAP 2020 all civil society stakeholders are disappointed, saying that it seemed promising when it was launched, but that almost nothing it left to improve neither the environment nor animal health. CSDK thinks that the EU ought to set high common standards. The supranational stakeholders agree and they want a more holistic approach to governing the European food systems, wishing for a Common Sustainable Food Policy instead of the CAP. CSEU1 and CSEU3 both recognises that making the changes for environment and health will take time, maybe it will take many CAP-reforms before it happens. Furthermore, CSEU2 states that educating the farmers is a crucial task, because the knowledge about how to farm without modern paraphernalia such as pesticides and artificial fertilisers are gone.

7.1.4 Danish Food and Agriculture policy

In relation to the Danish food and agriculture policy CSDK is very positive towards the minister and the government in general, since they engage in debates and negotiations with the stakeholders. However, CSDK agrees with MDK that it is the market situations that determines a lot, since many financial institutes and farmers are pressured financially.

Therefore, the government cannot change too much at a time. MDK cannot see the correlation between the government's goal of creating jobs, and Dan Jørgensen's quest for animal welfare. According to MDK, the jobs are in pig slaughterhouses and not in sows running loose. Therefore, he questions why so much money is given to the animal welfare project instead of investing them to put a hold on the export of piglets and finisher pigs for slaughter. However, CSDK questions if improving animal welfare might payoff in the animals providing better meat or faster growth.

7.2 Analytical Framework

The analytical framework for this thesis was a combination of the concept of multi-level governance and stakeholder analysis. Multi-level governance provided a theory on how governance are affected by multiple stakeholders and how they are relating to each other in policy processes. By combining this theory with the analytical tool of stakeholder analysis, the stakeholders to place in the multi-level governance table was identified. Moreover, stakeholder analysis provided a tool to systematically gather and analyse qualitative information or findings, which contributed with structure for the study.

Stakeholder analysis provides the opportunity to implement other analytical processes. In this study, meaning condensation was used to process and analyse the interviews. However, a variety of other analytical tools and theories could have been applied such as discourse analysis focusing on language instead of meaning or Actor Network Theory (ANT) focusing on networks and relations. However, that would have meant for another scope for the study, why meaning condensation was found appropriate.

7.3 Selected Stakeholders

The stakeholders participating where selected to serve the purpose of the study. Therefore, getting contact with stakeholders from state, market and civil society on both the supranational and national level was the goal. However, numerous stakeholders could have a vested interest in the study, whilst selecting a few to represent the multiple levels of governance was necessary. Especially in the EU institutions there are numerous stakeholders with individual and very different positions towards the subjects of the study. Therefore, I must emphasise that the stakeholder were merely representing the levels, not to be understood as representative in any way. Having conducted the interviews with other stakeholders could have resulted in very different findings e.g. an interview with an MEP

from the conservative group would most certainly have given other findings. Since the stakeholders are not to be looked at as representative, nor is this study generalizable, but rather snap-shots of the reality as perceived by the stakeholders at that point in time, when the interviews were conducted.

Whilst there were three stakeholders from the supranational level of civil society, non from the national state level and one from each of the remaining levels, the distribution of stakeholders was skewed. This happened firstly, because I was keen to get as many interviews as possible and secondly, because the contact assisting in the recruiting process had a profound insight in this level in particular. Moreover, it might have been easier to get contact to these stakeholders, since NGOs have a reputation that they have to be keen on talking to as many as possible to get their message through, because they do not have the same resources as the market operator does. However, these stakeholders gave relatively similar statements, why the study might not have been that much different, if only one of the stakeholders participated.

Unfortunately, it have not been possible to get an interview with a represent from the national state level, which is why official documents was used as an alternative. However, more thorough investigation of the government or ministry's position towards the pig meat sector and agricultural sustainability through a face-to-face interview would have benefitted the study.

When initially planning the interviews, the duration was estimated to be approximately one hour. However, not all the participant could find time to meet for that long. Therefore, the duration have not been the same for all interviews. This might have affected the outcome of the interviews, since the time to go in depth was not the same with each stakeholder. Furthermore, the quotes form the Danish interviews had to be translated, this can have affected the meaning of the quotes. However, none of the stakeholders was native English, why their statements was on another language then their native tongue. This may also have affected the meaning of the quotes. However, since all stakeholders on the supranational level is used to work in English, this is not found to be an issue of concern.

8. Conclusion

The research question of this thesis was *'What are the different stakeholders' positions on the Danish pig meat sector, and is agricultural sustainability an area of concern?'*

This conclusion seeks to answer the research question by concluding on the analysis and discussion.

By conducting this qualitative study using multi-level governance, stakeholder analysis and meaning condensation, the researcher have succeeded in gaining insight and knowledge about stakeholder's position towards the Danish pig meat sector and agricultural sustainability. Emphasising that the data gathered is to be considered as snap-shots of stakeholder's positions on the specific day of communicating with the researcher.

On this background, the present study concludes that the participating stakeholders have very different positions towards the Danish pig meat sector and agricultural sustainability. On the findings from this study, the national stakeholders seem to have a greater level of cooperation towards a Danish pig meat sector being more efficient, economically sustainable and less straining on the environment whilst still having their differences of opinion on how this can be done. This is to some degree due to the facilitating of the national government, but also the Danish tradition of working together across the horizontal levels of governance. On the findings, the supranational stakeholder from different horizontal tiers seem to have a greater distance between them especially the civil society and the market. The stakeholder representing EU seemed to have a position towards both the pig meat sector and agricultural sustainability, which were almost similar to the positions from the civil society. This however, would most likely have been different if another stakeholder of this level had been participating. Moreover, it seems as though the civil society stakeholders from this level have a much wider working objective, which is probably due to the wide cooperation between the organisations.

The market stakeholders on both levels are positive towards the Danish pig meat sector and does not seem to be concerned with agricultural sustainability in regards to the environment. They are much rather concerned with the economic sustainability, and how it is affected by market situations and national policy in the various EU member states. The civil society stakeholders are worried about the pig meat sector, and they see numerous challenges caused by the sector. Therefore, they are also very concerned with agricultural

sustainability primarily in regards to the environment and health, but economic aspects are also mentioned, as it is a determinant for social equity through jobs.

There is an implication that the CAP is moving towards stricter regulations facilitating a sustainable European food system. However, that challenge has been recognised on all the multiple levels of governance and with the finalising of the CAP 2020, a small step has been taken. In the years to come the CAP 2020 will be implemented on national levels, showing that this small step will make a difference for agricultural sustainability.

Bibliography

- /ritzau/. EU vil holde ekstraordinært topmøde om ukraine. in DR [database online]. Ørestad, Denmark, 2014 [cited May 26 2014]. Available from <http://www.dr.dk/Nyheder/Udland/2014/03/03/03151632.htm> (accessed May 26, 2014).
- Angrosino, Michael. 2007. *Doing ethnographic and observational research* SAGE Publications Ltd.
- Bijker, Wiebe E. 1997. *Of bicycles, bakelites, and bulbs : Toward a theory of sociotechnical change*. 1. MIT Press paperback edition ed. Cambridge, Mass.; London: MIT Press.
- Christensen, Ulla, Lone Schmidt, and Lise Dyhr. 2008. Det kvalitative forskningsinterview. In , eds. Signild Vallgård, Lene Koch, 61-86.
- Crossman, Ashley. Purposive sample. in About.com [database online]. About.com, 2014 [cited May 13 2014]. Available from <http://sociology.about.com/od/Types-of-Samples/a/Purposive-Sample.htm> (accessed May 13, 2014).
- Dahlager, Lisa, and Hanne Fredslund. 2008. Hermeneutisk analyse. In , eds. Signild Vallgård, Lene Koch, 154-178.
- Erhvervs- og vækstministeriet. 2013. *Fakta: Vækstplan for fødevarer*. København K., Danmark: Erhvervs- og vækstministeriet, .
- eu-oplysningen.dk. Europa parlamentet. in Folketinget [database online]. København K., Denmark, 2013 [cited May 25 2014]. Available from <http://www.eu-oplysningen.dk/fakta/institutioner/ep/> (accessed May 25, 2014).
- europa.eu. The common agricultural policy - A glossary of terms. in The European Commission [database online]. Brussels, Belgium, a [cited June 2 2014]. Available from http://ec.europa.eu/agriculture/glossary/index_en.htm#p (accessed June 2, 2014).
- . The common agriculture policy after 2013. in The European Commission [database online]. Brussels, Belgium, b [cited June 2, 2014 2014]. Available from <http://ec.europa.eu/agriculture/cap-post-2013/> (accessed June 2, 2014).
- . Council of the european union. in The European Union [database online]. Brussels, Belgium, c [cited May 26 2014]. Available from http://europa.eu/about-eu/institutions-bodies/council-eu/index_en.htm (accessed May 26, 2014).
-

-
- . Countries. in The European Union [database online]. Brussels, Belgium, d [cited June 1 2014]. Available from http://europa.eu/about-eu/countries/index_en.htm (accessed June 1, 2014).
- . Court of justice of the european union. in The European Union [database online]. Brussels, Belgium, e [cited May 26 2014]. Available from http://europa.eu/about-eu/institutions-bodies/court-justice/index_en.htm (accessed May 26, 2014).
- . Departments (directorates-general) and services. in The European Union [database online]. Brussels, Belgium, f [cited May 27 2014]. Available from http://ec.europa.eu/about/ds_en.htm (accessed May 27, 2014).
- . EU institutions and other bodies. in The European Union [database online]. Brussels, Belgium, g [cited June 1 2014]. Available from http://europa.eu/about-eu/institutions-bodies/index_en.htm (accessed June 1, 2014).
- . Europa-kommissionen. in The European Union [database online]. Brussels, Belgium, h [cited May 25 2014]. Available from http://europa.eu/about-eu/institutions-bodies/european-commission/index_da.htm (accessed May 25, 2014).
- . European council. in The European Union [database online]. Brussels, Belgium, i [cited May 26 2014]. Available from http://europa.eu/about-eu/institutions-bodies/european-council/index_en.htm (accessed May 26, 2014).
- . European parliament. in The European Union [database online]. Brussels, Belgium, j [cited May 25 2014]. Available from http://europa.eu/about-eu/institutions-bodies/european-parliament/index_en.htm (accessed May 25, 2014).
- . European parliament / committees. in The European Union [database online]. Brussels, Belgium, k [cited May 27 2014]. Available from <http://www.europarl.europa.eu/committees/en/parliamentary-committees.html> (accessed May 27, 2014).
- europarl.europa.eu. Dan JØRGENSEN. in The European Parliament [database online]. Brussels, Belgium, [cited May 27 2014]. Available from http://www.europarl.europa.eu/meps/da/28156/DAN_JORGENSEN_home.html (accessed May 27, 2014).
- European Commission. 2013. *Overview of CAP reform 2014-2020*. Brussels, Belgium: European Commission, 5.
- FAO Corporate Document Repository. The decision-making machinery of the EU. in FAO [database online]. www.fao.org, [cited June 1 2014]. Available from <http://www.fao.org/docrep/w7415e/w7415e05.htm> (accessed June 1, 2014).
- Friends of the Earth. 2008. *What's feeding our food? - the environmental and social impacts of the livestock sector*. London, England: Friends of the Earth, .
-

- Gamble, Andrew. 2004. Foreword. In *Multi-level governance.*, eds. Ian Bache, Matthew Flinders. 1st ed., v-vii. Oxford, England: Oxford University Press.
- George, Stephen. 2004. Multi-level governance and the european union. In *Multi-level governance.*, eds. Ian Bache, Matthew Flinders. 1st ed., 107-126. Oxford, England: Oxford University Press.
- Goldenberg, Maya J. 2006. On evidence and evidence-based medicine: Lessons from philosophy of science. *Social Science & Medicine* 62 : 2621-32.
- Halcomb, Elizabeth J., and Patricia M. Davidson. 2006. Is verbatim transcription of interview data always necessary? *Applied Nursing Research*(19): 38-42.
- Høyer, Klaus. 2008. Hvad er teori, og hvordan forholder teori sig til metode? In *Forskningsmetoder i folkesundhedsvidenskab.*, eds. Signild Vallgård, Lene Koch. 3rd ed. Vol. 1, 17-41. Copenhagen, Denmark: Munksgaard Danmark.
- Jackson, Sherri L. 2011. Getting started: Ideas, resources and ethics. In *Research methods and statistics: A critical thinking approach.*, ed. Linda Schreiber-Ganster. 4th ed. Vol. 1, 29-56. Belmont, United States of America: Wadworth Cengage Learning.
- Kjær, Christian. Finanskrisen fylder 5 år - sådan startede den. in TV2 [database online]. finans.tv2.dk, 2013 [cited May 29 2014]. Available from <http://finans.tv2.dk/nyheder/article.php/id-71305392:finanskrise-fylder-5-%C3%A5r--s%C3%A5dan-startede-den.html> (accessed May 29, 2014).
- Klein, Hans K., and Daniel L. Kleinman. 2002. The social construction of technology: Structural considerations. *Science, Technology, & Human Values* 27 (1): 28-52.
- Kvale, Steinar. 2007. Analyzing interviews. In *Doing interviews.*, ed. Uwe Flick. 1st ed., 101-119. California, United States of America: Sage Publications.
- . 1997. *Interview: En introduktion til det kvalitative forskningsinterview.* Vol. 1. udgave. Kbh.: Hans Reitzel.
- Kvale, Steinar, and Svend Brinkmann. 2009. Interview analyses focusing on meaning. In *InterViews - learning the craft of qualitative research interviewing.*, eds. Steinar Kvale, Svend Brinkmann. 2nd ed. Vol. 1, 201-218. Los Angeles, United States of America: Sage Publications, Inc.
- . 2009. Preparing for interview analysis. In *InterViews - learning the craft of qualitative research interviewing.*, eds. Steinar Kvale, Svend Brinkmann. 2nd ed. Vol. 1, 189-199. Los Angeles, United States of America: Sage Publications, Inc.
- Landbrug og Fødevarer. Svineproduktion i danmark. in Landbrug og Fødevarer [database online]. lf.dk, 2014 [cited June 2, 2014]. Available from http://www.lf.dk/Viden_om/Landbrugsproduktion/Husdyr/Svin.aspx (accessed June 2, 2014).
-

-
- . Danish pig meat industry - denmark is among the world's largest pig meat exporters. in Landbrug og Fødevarer [database online]. agricultureandfood.dk, a [cited June 2, 2014 2014]. Available from [http://www.agricultureandfood.dk/Danish Agriculture and Food/Danish pig meat industry.aspx#](http://www.agricultureandfood.dk/Danish_Agriculture_and_Food/Danish_pig_meat_industry.aspx#) (accessed June 2, 2014).
- . Videnscenter for svineproduktion - Dansk/Engelsk. in Landbrug og Fødevarer [database online]. lf.dk, b [cited June 3 2014]. Available from <http://vsp.lf.dk/Services/Dansk-engelsk.aspx#K>: (accessed June 3, 2014).
- Lang, Tim, and Michael Heasman. 2004. Food democracy or food control. In *Food wars - the global battle for mouths, minds and markets.*, eds. Tim Lang, Michael Heasman. 1st ed., 257-282. Abingdon Oxon, United Kingdom: Earthscan.
- Langergaard, Luise Li, Søren Barlebo Rasmussen, and Asgar Sørensen. 2006. *Viden, videnskab og virkelighed*. 1st ed. Frederiksberg, Denmark: Samfundslitteratur.
- Larsen, Malene Charlotte. 2012. NÅÿr dataindsamlingen gÅÿr online - udfordringer for den kvalitative internetforsker. In , eds. Michael H. Jacobsen, Sune Q. Jensen, 233. Copenhagen: Hans Reitzels Forlag.
- Lundsgaard, Rikke, Thyge Nygaard, Christian Reng, Rikke M. Killeen, and Gitte Holmstrup. 2014. *Sådan ligger landet... - tal om landbruget 2013*. København Ø., Danmark: Danmarks Naturfredningsforening og Dyrenes Beskyttelse, .
- Matthews, Bob, and Liz Ross. 2010. Part D: Data analysis. In *Research methods - A practical guide for the social sciences.*, eds. Bob Matthews, Liz Ross. 1st ed. Vol. 1, 315-428. Essex, England: Pearson Education Limited.
- Ministeriet for Fødevarer, Landbrug og Fiskeri. 2014. *Topmødeerklæring - bedre velfærd for svin*. København K., Danmark: Ministeriet for Fødevarer, Landbrug og Fiskeri, .
- . 2012. *Økologisk handlingsplan 2020*. København K, Danmark: Ministeriet for Fødevarer, Landbrug og Fiskeri, .
- . Dan jørgensen - fødevareminister. in fvm.dk [database online]. København K., Danmark, a [cited May 27 2014]. Available from <http://fvm.dk/minister/> (accessed May 27, 2014).
- . Tidligere ministre - fødevareministre, landbrugsministre og fiskeriministre. in Ministeriet for Fødevarer, Landbrug og Fiskeri [database online]. København K., Danmark, b [cited May 31 2014]. Available from <http://fvm.dk/ministeriet/minister/tidligere-ministre/> (accessed May 31, 2014).
- Ministry of Food, Agriculture and Fisheries. 2010. *Towards a new common agricultural policy*. Copenhagen, Denmark: Ministry of Food, Agriculture and Fisheries, .
- NaturErhvervstyrelsen. Månegrissen. in Ministeriet for Fødevarer, Landbrug og Fiskeri [database online]. København K., Danmark, [cited June 1, 2014 2014]. Available from <http://naturerhverv.dk/tvaergaaende/maanegrissen/> (accessed June 1, 2014).
-

-
- ngo.org. Definition of NGOs. in NGO Global Network [database online]. www.ngo.org, [cited June 2, 2014 2014]. Available from <http://www.ngo.org/ngoinfo/define.html> (accessed June 2, 2014).
- Nugent, Neill. 2003. The historical evolution. In *The government and politics of the european union.*, eds. Neill Nugent, William E. Paterson and Vincent Wright. 5th ed., 1-2. Basingstoke, Hampshire, England: Palgrave Macmillan.
- . 2003. The institutions and political actors of the european union. In *The government and politics of the european union.*, eds. Neill Nugent, William E. Paterson and Vincent Wright. 5th ed., 109-292. Basingstoke, Hampshire, England: Palgrave Macmillan.
- Oxford Dictionaries. Sustainable. in Oxford University Press [database online]. oxforddictionaries.com, [cited June 3, 2014 2014]. Available from <http://www.oxforddictionaries.com/definition/english/sustainable> (accessed June 3, 2014).
- Oxford Martin Programme on the Future of Food. What is the food system? in The University of Oxford and The Oxford Martin School [database online]. futureoffood.ox.ac.uk, [cited June 3 2014]. Available from <http://www.futureoffood.ox.ac.uk/what-food-system> (accessed June 3, 2014).
- Renting, Henk, and Han Wiskerke. 2010. New Emerging roles for public institutions and civil society in the promotion of sustainable local agro-food systems. Paper presented at 9th European IFSA Symposium, Vienna.
- Schendelen, Rinus van. 2005. The europeanisation of public affairs. In *Machiavelli in brussels - the art of lobbying the EU*. 2nd ed., 23-53. Amsterdam, The Netherlands: Amsterdam University Press.
- . 2005. The playing field: EU common decision-making. In *Machiavelli in brussels - the art of lobbying the EU*. 2nd ed., 55-100. Amsterdam, Netherlands: Amsterdam University Press.
- Schmeer, Kammi. 2000. Section 2: Stakeholder analysis guidelines. In *Policy toolkit for strengthening health sector reform.*, eds. Susan Scribner, Derick Brinkerhoff. 1st ed. Vol. 1, 18-65 Health Sector Reform Initiative.
- Seidenfaden, Rikke G., and Skautrup, Peter. Kanelsneglen er i fare. in DR [database online]. Ørestad, Denmark, 2013 [cited May 25 2014]. Available from <http://www.dr.dk/Nyheder/Indland/2013/11/24/142038.htm> (accessed May 25, 2014).
- Sørensen, Asgar. 2010. *Om videnskabelig viden -gier, ikke og ismer*, ed. Asgar Sørensen. 1st ed. Vol. 1. Frederiksberg, Denmark: Samfundslitteratur 2010.
- The European Commission. 2014. *Denmark - common agricultural policy*. Brussels, Belgium: The European Commission.
-

The World Bank. What is stakeholder analysis? in The World Bank Group [database online]. [www.worldbank.org](http://www1.worldbank.org/publicsector/anticorrupt/PoliticalEconomy/PDFVersion.pdf), [cited June 2 2014]. Available from <http://www1.worldbank.org/publicsector/anticorrupt/PoliticalEconomy/PDFVersion.pdf> (accessed June 2, 2014).

The World Commission on Environment and Development. 1987. *Report of the world commission on environment and development: Our common future*. The World Commission on Environment and Development, .

Vorre, Nicolaj. "Det betyder alt, at vi overlever". in FødevareWatch [database online]. foedevarewatch.dk, 2014 [cited June 2, 2014]. Available from http://foedevarewatch.dk/Fodevarer/article6768410.ece?utm_source=Feed&utm_medium=haveYouRead&utm_campaign=Middag&utm_content=2014-06-02+12%3A22%3A00 (accessed June 2, 2014).

Wikipedia. Dan jørgensen. in Wikipedia [database online]. wikipedia.org, 2014 [cited May 27 2014]. Available from http://da.wikipedia.org/wiki/Dan_Jørgensen (accessed May 27, 2014).

