



## **Paul Holmbeck**

*World Board Member, IFOAM – Organics International, Director,  
Holmbeck EcoConsult*

**Paul Holmbeck** led Organic Denmark as director until 2020, playing a leading role over 25 years in developing Denmark's ambitious organic goals and policies and a strong organic organisation as a driving force for change. Market partnerships have made Denmark the world leader in organic sales, with organic market shares for many basic foods like milk, eggs, flour and many vegetables and fruits of 30-60% of total market share. Paul also played a central role in development of the first EU Organic Action Plan, and Denmark's policies have provided best practice for European organic policy for more than two decades.

Today, Paul is Director in **Holmbeck EcoConsult**, where he advises leaders in government, business, and NGOs around the world on organic market strategies, effective policy frameworks and organizational development. Most recently chosen by the European Commission to present best organic policy practice for ministry officials from the 27 EU member states, and advisor on organic policy frameworks in The Netherlands, Indonesia, Uganda and Canada.

Paul was elected to the IFOAM – Organics International World Board in September 2021.

Articles and more info: <https://paulholmbeck.com/> and Linked In.