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The aim of this mixed-method longitudinal study was to explore the role the Danish Organic Cuisine Label plays in maintaining organic food production in public catering. Baseline, end-point and 1-year-follow-up were compared among 622 kitchens participating in organic conversion projects. Numbers of certified kitchens increased from baseline to end-point (p < 0.001). This level was maintained at follow-up. Further, certified kitchens were found to increase their use of organic food at 1-year follow-up (p = 0.012) whereas non-certified kitchens did not. The study identified motives and barriers behind acquiring the label. In conclusion, the Organic Cuisine Label contributed to maintaining organic food productions.

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