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A People's Perspective on the

Green Agriculture and Food Transition *and* the Green Tripartite Agreement in Denmark

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Why *this Study*

Denmark has recently agreed on the so-called **Green Tripartite Agreement** that restructures agriculture and land use to fulfill climate and environmental goals and implement a green transition of the agricultural and food sector. Little is known, though, about **what citizens think** about these changes, the extent to which they are aware of the multiple beneficial outcomes the agreement promises, and which are the mechanism furthering understanding and acceptance of the complex and interconnected goals of the **Green Transition** of the agricultural and food sector in general.

This study explores a people's perspective on the green agri-food transition and the Green Tripartite Agreement in Denmark in two parts: The first part (found in this report) focuses on consumer-citizens views on the green transition in agriculture, and the second part (forthcoming) focuses on consumer-citizens views and behaviour when it comes to the dietary transition.

This report is an outcome of the project 'Green Transition Index' at Aarhus University, Denmark. It is conducted by the MAPP and Land-CRAFT centres and funded by the Business and Social Science (BSS) Faculty, the MAPP Centre, and Land-CRAFT Centre (especially part 1). Part of the funding for the work (especially part 2) also comes from the PlantTip project funded by Novo Nordisk Foundation (see <https://www.plantt看ip.dk/>). The aim is to repeat the study to track potential changes.

About MAPP: MAPP is an internationally well-connected and renowned research centre located at the Department of Management, Faculty of Business and Social Sciences, Aarhus University, with over 35 years of experience. The Centre conducts research that improves market-orientation, innovativeness, and value creation in the food system based on the values of relevance, interdisciplinarity, and social science research excellence – generating insights into people's perception and behaviour in the agricultural and food system.

About Land-Craft: Centre for Landscape Research in Sustainable Agricultural Futures, Land-CRAFT, is part of the Pioneer Centre initiative, and builds on the joint experiences and interdisciplinary collaboration between Aarhus University and the University of Copenhagen and other national and international partners. It is anchored at the Department of Agroecology at the Technical Faculty at Aarhus University. The research centre aims to bring transformational solutions to agricultural systems with a strong focus on climate change mitigation and adaptation strategies.

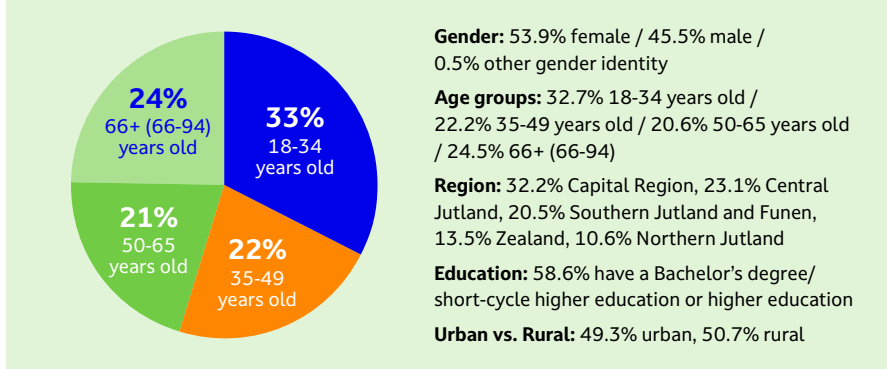


About *the Survey*

In November 2025, a sample of 2.505 citizens residing in Denmark were surveyed through a representative online panel by the research agency Norstat and quota-sampled to reflect the population in Denmark in terms of gender, age, and region.

Note that the order of the results presented in this report is not the order the items were presented to participants in the survey. Also, please note that when we use the word citizen, we mean the role of being a citizen (versus for example a consumer), not citizenship as a nationality. Equally, when we write ‘Danes’ for short, we mean people living in Denmark and not nationality.

Participants in the survey were categorized as living in an urban or rural environment based on Statistics Denmark’s five categories of municipalities (<https://www.dst.dk/da/Statistik/temaer/land-og-by/#Forklaringafkommunegrupper>). These categories are based on the number of inhabitants in the municipality. Urban municipalities ($n = 27$) include those in the capital (*hovedstadskommuner*) or in a large city (*storbykommuner*). Rural municipalities ($n = 71$) include those in a province (*provinsbykommuner*) or a rural area (*oplandskommuner og landkommuner*).



In addition, we asked about the respondent’s personal connection to the agriculture and food industries. Each participant was asked to select whether they or someone in their household worked in agriculture, worked in the food industry, grew up on a farm, whether their parents grew up on a farm, or if their grandparents grew up on a farm. We categorized participants as having no connection to agriculture (if none of these statements were true; $n = 1296$), a limited connection (if one of these statements was true; $n = 758$), and a strong connection to agriculture (if more than one of these statements was true; $n = 451$).

All scales in this survey consist of a 7-point Likert scale with varying semantic labels. In some analyses, these values have been combined into categorical groups. For example, in result 9, ‘agree’ includes scores from 5-7, whereas ‘disagree’ includes scores from 1-3 and in result 12, ‘strongly for’ includes scores from 5-7 whereas ‘strongly against’ includes scores from 1-3. Significant differences mentioned are significant at least at a 5% level.

Executive summary *and reflection*

Here we summarize the main takeaways from the survey on the left. Each number refers to the same numbered result. For each takeaway, you find an observation worth mentioning or our reflection of what this implies, on the right.

Takeaways

1 Most Danes agreed that the agricultural and food sector is important for Denmark. Rural respondents agreed on average slightly more than urban.

2 Danes estimated nearly half of the country is used for agriculture (48%). When told it is in fact 60% and asked whether and how they would suggest changing this, Danes are divided about this topic – nearly 40% suggested a decrease and slightly more than 40% suggested keeping it as is.

3 Citizens in Denmark saw the responsibility for natural and agricultural land areas as clearly distributed between different actors.

4 Danish respondents assessed farmers as particularly competent actors, while trust overall was greatest towards the environmental NGO.

5 The Danish public saw pollution as a major environmental issue. It was ranked as more important than climate and nature conservation.

Reflection

We observed that many rural participants select the highest point of the scale (number 7) – while among urban respondents, many selected the above average point of the scale (number 5). This could indicate a wish to express a strong support among a large share of the rural respondents.

The average suggested change is a reduction in agricultural use from 60% down to 55% of the total land area in Denmark. The Green Tripartite Agreement aims at a reduction of the area currently under agriculture by 15%.

One has to note, though, that percentages are difficult to assess in this context. Respondents might also be unaware about what is considered agriculture versus nature in our landscape. In any case, findings indicate that it is important to explain to citizens why the Green Tripartite Agreement entails a reduction of agricultural land.

Note that the question was about natural and agricultural land areas together, and not only agricultural land. This might explain why responsibility is distributed to that extent.

The result of clearly distributed responsibility (see 3) could also be explained by the fact that participants think that the degree of competence, care and openness – all sub-elements of trust – differs for the different actors.

We noticed that trust towards municipalities is assessed relatively low – this could be because on answering the questions, it is not clear who in the municipality would be relevant in which role. Also, the municipality's role might be less visible and clear-cut compared to either farmers or the Danish Nature Conservation Association.

Pollution by chemicals and in waterways was ranked higher than issues like climate, biodiversity and nature conservation. This could indicate that issues with clear, immediate, and local consequences are ranked higher – either because they are more personally important, or because they are more tangible to both see and act upon. It can also be a result of recent media coverage of, for example, PFAS or nitrogen emissions.



Executive Summary and Reflection

Takeaways

6 Danes saw farmers as responsible for providing food and ensuring animal welfare, followed by protecting the environment and climate change mitigation.

7 Natural resource degradation and scarcity as well as extreme weather events and climate change were perceived as top food security risks. Stagnating production and increasing dependency on imports follows as third. Disruptive global and systemic risks were ranked relatively low.

8 Danes would like information early-on about local Green Tripartite Agreement projects and preferred that there were local community benefits from these projects. Rural respondents called for fairness in procedures and distribution of benefits to a greater degree than urban respondents.

9 The Danish public looked moderately positive at the Green Tripartite Agreement's role for society. However, many did not express their opinion on its effect on stable and quality food supply or life in the countryside. More than half of Danes agree that stable and quality food supply can be ensured. However, less agreed it ensures a liveable countryside.

10 Danes living in the countryside were far more concerned that the Green Tripartite Agreement is a burden to farmers than urban residents. Most rural citizens agreed that the Agreement puts too much of a burden on farmers, while most urban citizens disagreed (with circa 40% each). Many Danes were yet unsure about whether it provides new income opportunities. Urban consumers, though, were more convinced of this.

Reflection

Citizens seem to see two top responsibilities for farmers that directly relate to their work – producing food and taking care of animals in that process. They also see some, though not top responsibility for environment and climate.

The responsibility for environment and climate might be motivated by the high public concern for environmental and waterway pollution (see 5). The ranking shows, however, that citizens do not think farmers have a larger responsibility for ensuring social and economic wellbeing in rural communities.

Citizens appear to see the greatest food security risks in environmental- and climate-related challenges that have a local impact. In contrast, impactful but rare, indirect and global risks were ranked lowest. Similarly as with (5), this might reflect that local issues and risks that are visible and one can more easily relate to, are more on the forefront in public perception, as well as more personally relevant.

Citizens agreed that there should be procedural and distributional fairness involved in Green Tripartite Agreements. However, they agreed less to giving decisional power only to local stakeholders or for a personal benefit from projects. This could indicate an awareness of the distributed responsibility for and collective benefits of the Green Tripartite projects.

The results might indicate many citizens do not yet have an opinion on what the Green Tripartite Agreement brings. There seems to be relatively greater confidence in maintaining the sectors contribution to food production, but some worry about what it could mean for life in the countryside – among urban and rural respondents alike.

The findings showed a clear divide in opinion about the potential burden on farmers between rural versus urban citizens. This might indicate that rural residents fear unevenly distributed experience of the changes or costs of the transition. Findings indicate it is important to stress which potential opportunities arise for farmers from the Green Tripartite Agreement.

Takeaways

11 Danes largely agreed that technological solutions should be used in the green transition of agriculture (with 2 out of 3 agreeing). A nearly equal share, though less among the rural population (with 2 out of 3 versus 1 out of 2 agreeing), agreed that the green agricultural transition should entail shifting production to types of foods with lower impact. The Danish public was divided however, about the degree to which the transition should also include reducing the agricultural land. Urban residents agreed to this more than rural residents.

12 Danish public support for policies discussed as part of the green transition of the agriculture and food sector varied a lot, depending on the policy in question. However, agreement was greater than disagreement for all policies, except one (green taxes on food). Meanwhile, support was highest for VAT exemption for more sustainable food (like fruits and vegetables).

Reflection

Reducing agricultural land area was very contested, especially among rural residents. This might reflect a worry about the consequences (similarly to 9 and 10). In contrast, technological solutions to make agriculture greener and more efficient are largely seen as positive. This might reflect that technological solutions are often sought out as a win-win. Interestingly, there is quite a lot of support for shifting production towards food items with lower impact.

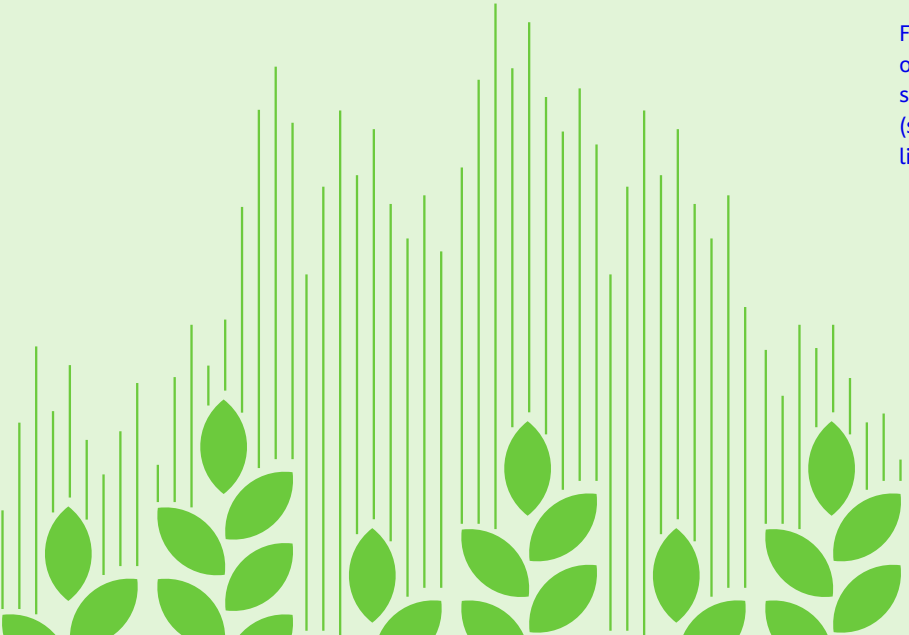
Results might indicate that it is important to show how the green agricultural transition can entail a shift in the foods produced, with a similar win-win as technological solutions. In addition, the benefits of reducing agricultural land in favour of other uses need to be communicated clearly.

As a tendency, we observe that greater support was expressed for policies that reduce consumer food prices (versus increasing them) or provide financial aid for stakeholder actions (e.g. changing land-use, engaging in organic farming, developing technologies). Less support was expressed for taxes or other compulsory measures (e.g. expropriation).

A notable exception to this pattern is binding restrictions in fertilizer use, which more than 2 out of 3 citizens agreed to. This might reflect the concern about pollution (as seen in 5). Another is the requirement for the use of sustainable technologies, which nearly 2 out of 3 agreed to. This could reflect the positive assessment of technological solutions (as seen in 11).

These findings might indicate that we need greater effort in communicating the benefits of less accepted and more restrictive measures. This should include addressing how any stakeholders most affected will be supported in the transition, given citizens might be concerned about the impact on these (as seen in 9 and 10).

For policy makers, the findings suggest that for different types of policy pathways – reducing land under agricultural production, shifting to other food products, or using technological solutions (see 11) - there are policies with both relatively high and low public accept. Thus, policy makers have room to choose.



Resumé og refleksion

Resumé og Refleksion

Resumé

1 De fleste danskere er enige i, at landbrugs- og fødevaresektoren er vigtig for Danmark. Respondenter fra landdistrikter er i gennemsnit i lidt højere grad enige end respondenter fra byområder.

2 Danskerne estimerer, at knap halvdelen af landets areal anvendes til landbrug (48%). Når de oplyses om, at andelen i virkeligheden er 60%, og efterfølgende bliver spurgt, om og hvordan de mener, det bør ændres, er danskerne delte i spørgsmålet – knap 40% foreslår en reduktion, mens lidt over 40% mener, at det bør forblive uændret.

3 Borgerne i Danmark opfatter ansvaret for natur- og landbrugsarealer som klart fordelt mellem forskellige aktører.

4 Danske respondenter vurderer landmænd som særligt kompetente aktører, mens den overordnede tillid er størst til miljøorganisationen.

5 Den danske befolkning ser forurening som et stort miljøproblem. Det vurderes som vigtigere end både klima og naturbeskyttelse (5).

Refleksion

Vi observerer, at mange respondenter fra landdistrikter vælger det højeste punkt på skalaen (7), mens mange respondenter fra byområder vælger et niveau over gennemsnittet (5). Dette kan indikere et ønske blandt en stor andel af de rurale respondenter om at udtrykke stærk opbakning.

I gennemsnit foreslår respondenterne, at landbrugsarealet reduceres fra 60% til 55% af Danmarks samlede areal. Den Grønne Trepert sigter mod at reducere det nuværende landbrugsareal med 15%.

Det er dog vigtigt at bemærke, at procenter kan være vanskelige at vurdere i denne sammenhæng. Respondenterne kan være usikre på, hvad der i praksis regnes som henholdsvis landbrug og natur i landskabet. Samlet set peger resultaterne på, at det er vigtigt at forklare borgerne, hvorfor Den Grønne Trepert indebærer en reduktion af landbrugsarealet.

Det skal bemærkes, at spørgsmålet omhandlede både natur- og landbrugsarealer samlet og ikke kun landbrugsarealer. Dette kan være med til at forklare, hvorfor ansvaret i så høj grad fordeles mellem flere aktører.

Fordeling af ansvar (se 3) kan også forklares ved, at deltagerne vurderer, at graden af kompetence, omsorg og åbenhed – som alle er delelementer af tillid – varierer mellem de forskellige aktører.

Vi observerer, at tilliden til kommuner vurderes relativt lavt. Det kan skyldes, at det i besvarelsen af spørgsmålet ikke er tydeligt, hvem i kommunen der er relevant i hvilken rolle. Derudover kan kommunens rolle fremstå mindre synlig og mindre klart afgrænset sammenlignet med eksempelvis landmænd eller Danmarks Naturfredningsforening.

Kemikalieforurening og vandmiljøet vurderes højere end problematikker som klima, biodiversitet og naturbeskyttelse. Dette kan indikere, at problemstillinger med klare, umiddelbare og lokale konsekvenser prioriteres højere – enten fordi de opleves som mere personligt relevante, eller fordi de er mere konkrete at få øje på og handle på. Det kan også være et resultat af nyere mediedækning af eksempelvis PFAS eller kvælstofudledninger.

Resumé

6 Danskerne ser landmænd som ansvarlige for at levere fødevarer og sikre dyrevelfærd, efterfulgt af ansvar for miljøbeskyttelse og reduktion af klimaforandringer.

7 Nedbrydning og knaphed på naturressourcer samt ekstreme vejrhændelser og klimaforandringer opfattes som de største risici for fødevarerens sikkerhed. Stagnerende produktion og stigende afhængighed af import følger som den tredje vigtigste risiko. Globale og systemiske forstyrrelser vurderes derimod relativt lavt.

8 Danskerne ønsker at blive informeret tidligt om lokale projekter i Den Grønne Trepert og foretrækker, at disse projekter skaber lokale gevinster. Respondenter fra landdistrikter efterspørger i højere grad end respondenter fra byerne retfærdighed i både processer og fordelingen af gevinster.

9 Den danske befolkning er moderat positiv over for Den Grønne Treparts rolle i samfundet. Mange har dog ikke taget stilling til dens betydning for en stabil fødevarerforsyning af høj kvalitet eller for livet i landdistrikterne. Over halvdelen er enige i, at en stabil fødevarerforsyning af høj kvalitet kan sikres, mens færre er enige i, at den bidrager til et levedygtigt liv i landdistrikterne.

10 Danskere bosat i landdistrikterne er i langt højere grad bekymrede for, at Den Grønne Trepert udgør en byrde for landmænd, end dem i byområder. Flertallet af de respondenter fra landdistrikter er enige i, at aftalen lægger en for stor byrde på landmænd, mens flertallet af byboerne er uenige (begge omkring 40%). Mange danskere er fortsat usikre på, om aftalen skaber nye indtægtsmuligheder. Byboerne er dog i højere grad overbeviste om dette.

Refleksion

Borgerne tilskriver landmænd to primære ansvarsområder, der ligger tæt på deres kerneopgave – at producere fødevarer og at tage vare på dyrene i den forbindelse. Derudover tillægges de også et vist, men ikke fremtrædende ansvar for miljø og klima.

Ansaret for miljø og klima kan hænge sammen med den høje offentlige bekymring for forurening af miljø og vandmiljø (se 5). Rangordningen viser dog, at borgerne ikke i samme grad mener, at landmænd har et større ansvar for at sikre sociale og økonomiske forhold i landdistrikterne.

Miljø- og klimarelaterede udfordringer med lokale påvirkninger opfattes af borgerne som de største risici for fødevarerens sikkerhed. I kontrast hertil vurderes mere indgribende, men sjældnere, indirekte og globale risici lavest. Ligesom i (5) kan dette afspejle, at lokale problemstillinger og risici, som er synlige og lettere at relatere til, fylder mere i den offentlige opfattelse og opleves som mere personligt relevante.

Danskerne er enige i, at der bør være både proceduremæssig og fordelingsmæssig retfærdighed i Den Grønne Trepert. De er derimod mindre enige i, at beslutningsansvaret udelukkende skal ligge hos lokale aktører, eller at projekterne skal give personlige gevinster. Dette kan indikere en bevidsthed om det delte ansvar for samt de kollektive gevinster ved projekterne under Den Grønne Trepert.

Resultaterne kan indikere, at mange endnu ikke har en klar holdning til, hvad Den Grønne Trepert indebærer. Der synes at være relativt større tillid til, at sektorens bidrag til fødevarerproduktionen kan opretholdes, men der er samtidig en vis bekymring for, hvad det kan betyde for livet i landdistrikterne – både blandt respondenter fra by- og landområder.

Resultaterne viser en tydelig holdningskløft mellem borgere i landdistrikter og borgere i byområder i vurderingen af den potentielle byrde for landmænd. Dette kan indikere, at borgere i landdistrikter frygter en skæv fordeling af konsekvenserne eller omkostningerne ved omstillingen.

Resultaterne peger på, at det er vigtigt at fremhæve, hvilke muligheder Den Grønne Trepert kan skabe for landmænd.

Resumé

11 Danskerne er overordnet set enige i, at teknologiske løsninger bør anvendes i den grønne omstilling af landbruget (to ud af tre er enige). Et næsten tilsvarende niveau – dog lavere blandt folk i landdistrikterne (to ud af tre mod én ud af to) – er enige i, at omstillingen også bør indebære en omlægning af produktionen mod fødevarer med lavere klima- og miljøpåvirkning. Den danske befolkning er derimod delt i spørgsmålet om, i hvilken grad omstillingen også bør omfatte en reduktion af landbrugsarealet. Her er respondenter i byområder i højere grad enige end borgere i landdistrikter.

12 Den danske befolknings opbakning til politiske tiltag, der diskuteres som en del af den grønne omstilling af landbrugs- og fødevarersektoren, varierer betydeligt afhængigt af det konkrete tiltag. For alle tiltag – med undtagelse af grønne afgifter på fødevarer – er opbakningen dog større end modstanden. Samtidig er opbakningen størst til momsfratagelse på mere bæredygtige fødevarer (såsom frugt og grønt).

Refleksion

Reduktion af landbrugsarealet er et meget omstridt emne, særligt blandt borgere i landdistrikter. Dette kan afspejle en bekymring for konsekvenserne (jf. 9 og 10). Omvendt opfattes teknologiske løsninger, der kan gøre landbruget grønnere og mere effektivt, generelt positivt. Det kan hænge sammen med, at teknologiske løsninger ofte opfattes som win-win. Det er samtidig interessant, at der er relativt stor opbakning til at omlægge produktionen mod fødevarer med lavere klima- og miljøpåvirkning.

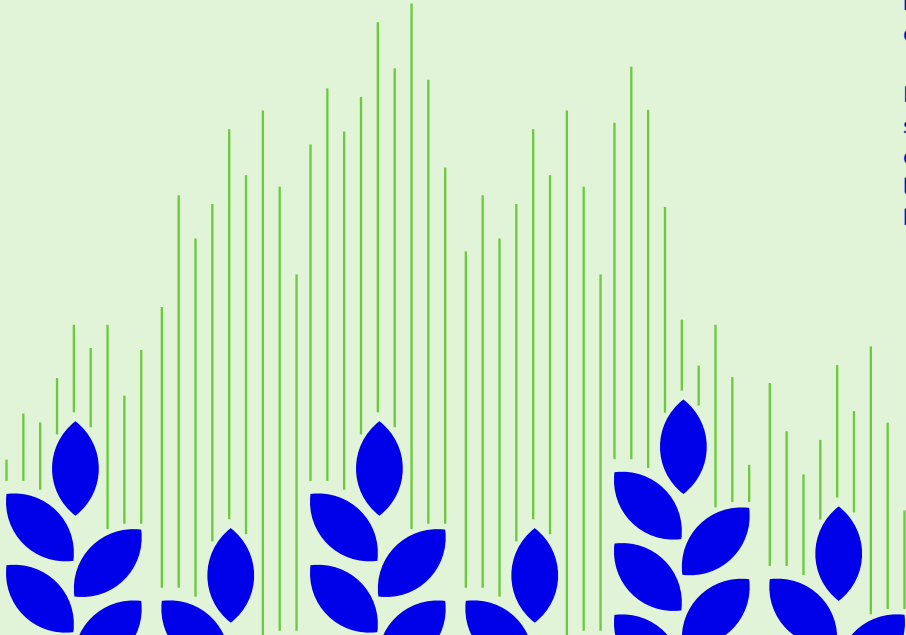
Resultaterne kan indikere, at det er vigtigt at synliggøre, hvordan den grønne omstilling af landbruget kan indebære en ændring i, hvilke fødevarer der produceres – med et tilsvarende win-win-potentiale som ved teknologiske løsninger. Derudover er der behov for tydeligt at kommunikere fordelene ved at reducere landbrugsarealet til fordel for andre anvendelser.

Som en generel tendens observerer vi, at der er større opbakning til politiske tiltag, der reducerer fødevarerpriserne for forbrugerne (frem for at øge dem) eller yder økonomisk støtte til aktørers handlinger (fx ændret arealanvendelse, omlægning til økologi eller udvikling af teknologier). Der er derimod mindre opbakning til afgifter eller andre mere indgribende tiltag (fx ekspropriation).

En bemærkelsesværdig undtagelse fra dette mønster er bindende restriktioner på brugen af gødning, som mere end to ud af tre borgere er enige i. Dette kan afspejle bekymringen for forurening (som set i 5). En anden undtagelse er krav om anvendelse af bæredygtige teknologier, som næsten to ud af tre er enige i. Dette kan hænge sammen med den positive vurdering af teknologiske løsninger (som set i 11).

Resultaterne kan indikere, at der er behov for en større indsats i forhold til at kommunikere fordelene ved mindre accepterede og mere restriktive tiltag. Dette bør inkludere, hvordan de mest berørte aktører vil blive understøttet i omstillingen, da borgerne kan være bekymrede for konsekvenserne for disse (som set i 9 og 10).

Resultaterne tyder på, at der inden for forskellige politiske omstillingsspor (se 11) – såsom reduktion af landbrugsarealet, omlægning til andre fødevarer og anvendelse af teknologiske løsninger – findes tiltag med både relativt høj og lav offentlig opbakning. Dermed har beslutningstagere et vist handlerum.



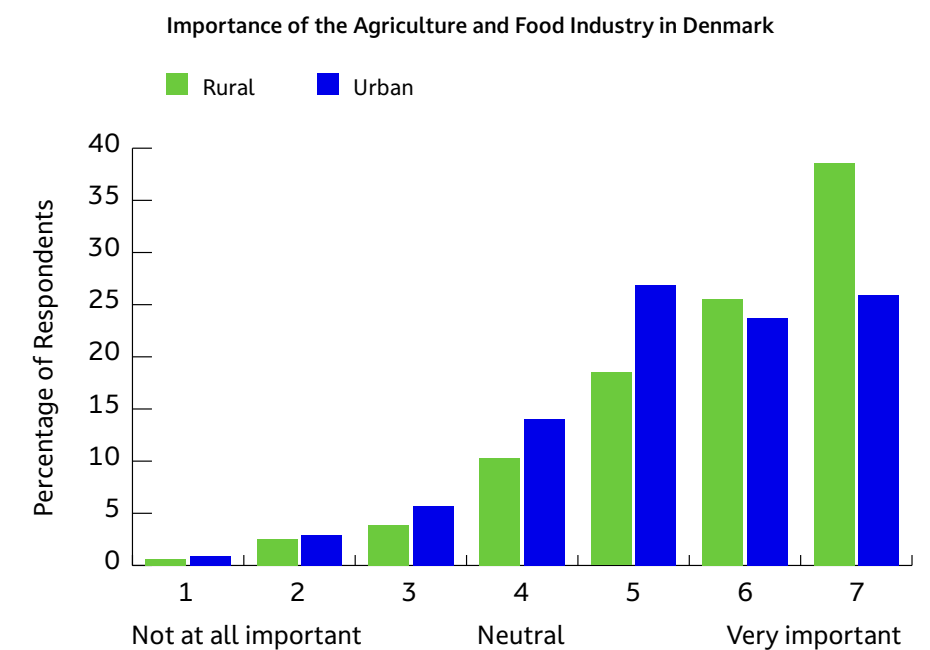
Results

1. Importance of the Agriculture and Food Industry

80% of Danes believe that the agriculture and food industry is important for Denmark.

We asked participants, “In your opinion, how important are the agriculture and food industry for Denmark?” (in Danish, “Hvor vigtig er landbrug- og fødevarerhverv for Danmark efter din mening?”).

Participants were given a scale where 1 meant “not important at all” (“ikke vigtig overhovedet”) and 7 meant “very important” (“meget vigtig”).



80% of our respondents agreed that the industry is important. Participants who live in a rural environment thought that the agriculture and food industry was more important for Denmark than people who live in an urban environment. One's connection to agriculture also makes a difference: Residents with a stronger agricultural connection perceived the agriculture and food industry as more important than those who have a limited or no agricultural connection.

2. Percentage of Danish Land Area *Taken up by Agriculture*

The Danish public were asked to consider “How much of the Danish land area do you think is taken up by agriculture?” (in Danish, “*Hvor meget af Danmarks areal tror du, at landbrug optager i dag?*”). Participants were given an open field where they could answer any percentage between 1 and 100.

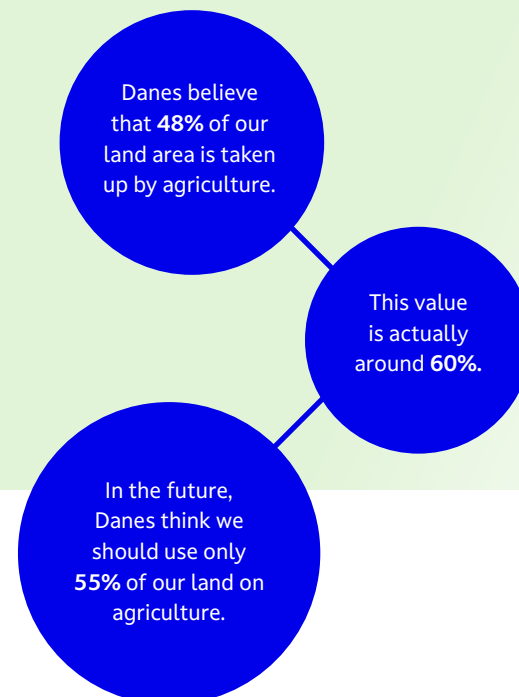
According to the findings, on average, citizens believe that 48% of the land area is taken up by agriculture - with urban and rural respondents answering similarly. Overall, 59% of the Danish public believed the land area taken up by agriculture was less than what it actually is, which is 60%.

After we informed participants that this number was actually around 60%, we then asked them to consider the future with a follow-up question, “What percentage of land area do you think should be used by agriculture in Denmark in the future?” (in Danish, “*Hvor stor en procentdel af landarealet du mener bør bruges til landbrug i Danmark i fremtiden?*”).

On average, after learning the current rate is 60%, the Danish public thought we should use 55% of land area for agriculture in the future. This would be a decrease from our current use. Answers by the rural versus urban residents differed slightly (56% versus 53%, respectively). 39% of participants suggested the land area for agriculture should decrease, 42% that it should stay the same, and 19% that it should increase.

The Green Tripartite Agreement does in fact aim to reduce the area under agricultural use. More than 15% of Denmark’s agricultural land – roughly 390,000 hectares – is expected to be taken out of agricultural production. This area will mainly be used for restoration of approximately 140,000 hectares of carbon-rich lowland soils and the re-establishment of around 250,000 hectares of new forest by 2045 (*Miljø og Ligestillingsministeriet*, 2024).

Importantly, it is not an easy task for respondents to assess percentages, thus the exact numbers should not be given too much weight but rather seen as an indication of direction of change. In addition, studies have shown that citizens are not necessarily aware of the boundaries between agriculture and nature – agricultural fields might be perceived as nature, as for example recently found among most of the younger population (Tænketanken Frej, 2026). This could then explain a misestimation of the share of agricultural versus natural land.



3. Perceived Responsibility for *Danish Land Use*

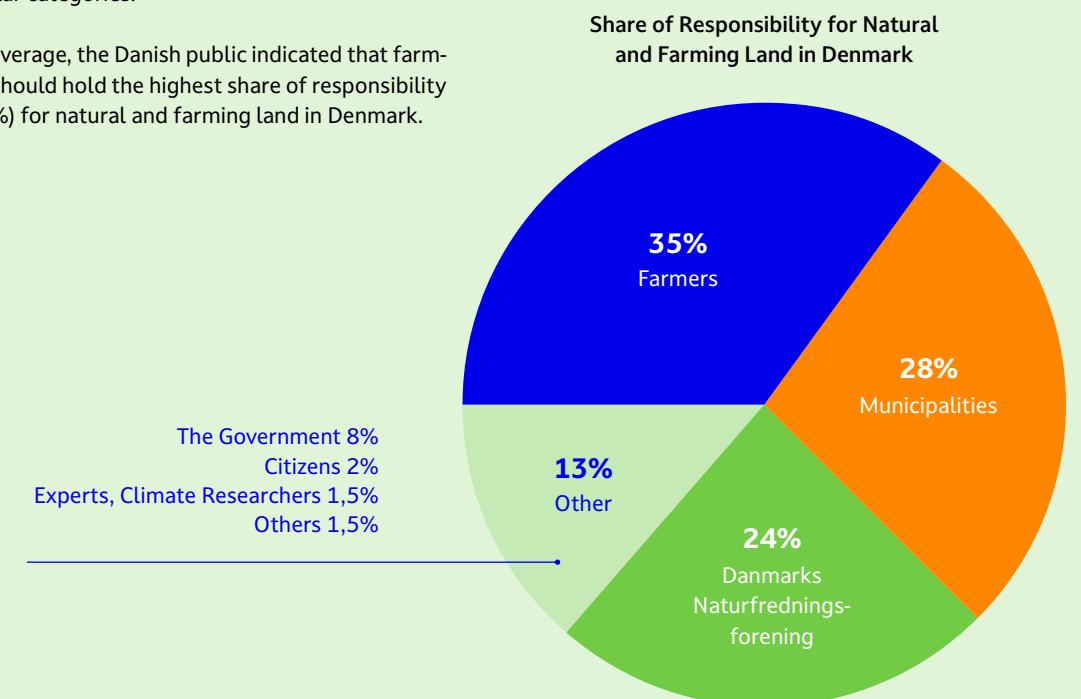
Citizens were asked to consider which actors should be responsible for the natural and farming land in Denmark:

“Who should be co-responsible for deciding how we use natural and farming land in Denmark?” (in Danish, “*Hvem bør efter din mening være (med-) ansvarlig for at bestemme, hvordan vi anvender natur- og landbrugsarealer i Danmark?*”). Three actors were provided: farmers (*landmænd*), municipalities (*kommuner*), and the Danish Nature Conservation Association (an environmentally focused NGO, *Danmarks Naturfredningsforening*). Participants could also name any other actors they felt should be included in this consideration. These responses were reviewed and grouped into similar categories.

On average, the Danish public indicated that farmers should hold the highest share of responsibility (35%) for natural and farming land in Denmark.

Meanwhile, participants believed that municipalities should hold the second highest share of responsibility (28%) and the Danish Nature Conservation Association comes third with about 24% of this responsibility. In the other category, open comments most commonly named the government as a fourth actor (8%), followed by citizens (2%) and experts and climate researchers (1.5%), respectively.

Overall, the results show that participants see a clearly distributed, shared responsibility for nature and land use in Denmark, with several stakeholders involved.



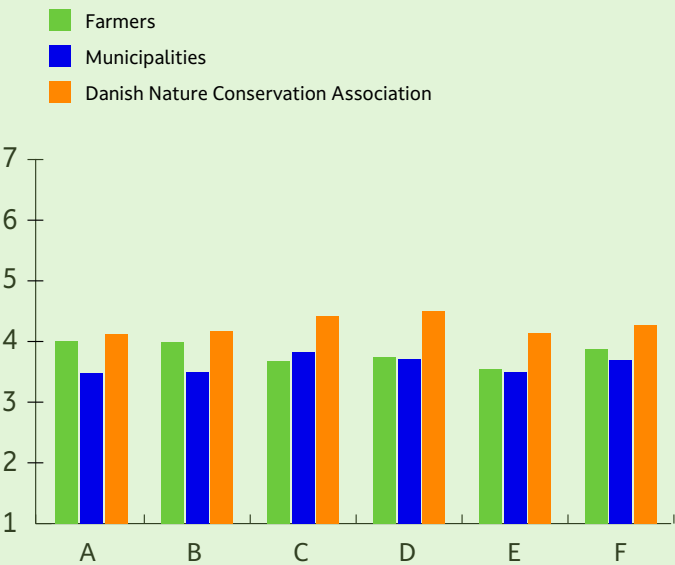
4. Trust in Actors: Competence, Care, and Openness

Citizens in Denmark were given several statements (as shown in the figure below) and asked to consider “How much you agree or disagree with each, when we talk about nature- and agricultural land use and the food sector” (in Danish, “*Hvor enig eller uenig du er med følgende, når vi taler om natur-, landbrug- og fødevaresektor*”). For each statement, participants were asked about one of three actors – farmers (*landmænd*), municipalities (*kommuner*), or the Danish Nature Conservation Association (*Danmarks Naturfredningsforening*). The items all measure trust but are further differentiated into the sub-categories of competence (items A and B), care (items C and D) and openness (items E and F; de Jonge et al., 2007; Macready et al., 2020; Poortinga & Pidgeon, 2003).

We observed that the majority of respondents selected the neutral option of ‘4’ when assessing each of these statements for all of the three actors. This might indicate that they were unsure how to answer the question.

Overall, though, we found that farmers were seen as particularly competent in their role. Meanwhile, the environmental NGO, the Danish Nature Conservation Association, was seen as the most trustworthy in terms of all three constructs – competence, care, and openness. Finally, municipalities were assessed as having relatively low trust by Danish citizens, at least in comparison to the other two actors.

Trust in Actors: Competence, Care, and Openness



Farmers are regarded as highly competent while NGOs are most trusted.

- A: [Actor] are competent enough to deal with the issues around the production of food, nature, and land use.
[Aktør] er kompetente nok til at håndtere udfordringerne omkring fødevareproduktion, natur og arealanvendelse.
- B: [Actor] have the necessary skilled people to deal with issues regarding nature, land use, and food production.
[Aktør] har de nødvendige kvalificerede folk til at håndtere udfordringer vedrørende natur, arealanvendelse og fødevareproduktion.
- C: [Actor] are acting in the public interest with regard to nature, food production, and land use.
[Aktør] handler i offentlighedens interesse med hensyn til natur, fødevareproduktion og arealanvendelse.
- D: [Actor] listen to concerns related to nature, food production, and land use raised by the public.
[Aktør] lytter til de bekymringer om natur, fødevareproduktion og arealanvendelse, som borgerne rejser.
- E: [Actor] provide all relevant information about food production, nature, and land use to the public.
[Aktør] giver offentligheden alle relevante informationer om fødevareproduktion, natur og arealanvendelse.
- F: [Actor] are honest about issues around the production of food, nature, and use of land.
[Aktør] er ærlige om udfordringerne ved fødevareproduktion, natur og arealanvendelse.

5. Importance of Environmental Issues

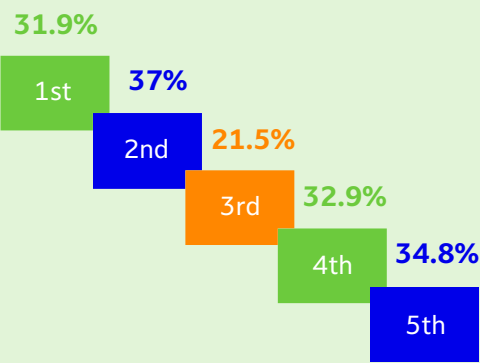
Participants were asked which of five environmental issues they consider the most important in terms of environmental sustainability and asked to rank them in order of importance, from most to least important. The question was introduced as follows: “What do you think are the most important issues related to environmental sustainability? Please rank in order of importance what you think about the issues from the following list.” (in Danish, “*Hvad mener du er de vigtigste udfordringer i forhold til miljømæssig bæredygtighed? Rangér venligst nedenstående liste efter hvor vigtig du synes, de er.*”).

These results showed that the Danish public chose pollution as a major issue rather than climate and nature conservation. This might indicate that when asked which challenge is important, citizens give local environmental problems and pollution greater weight than more global, systemic challenges. In addition, the two top issues have been prominent in recent public debates and in the media (note the survey answers were collected in November 2025), particularly in connection with the Green Tripartite Agreement and farming practices in general.

Danes perceive pollution as a major issue.

The top two issues were related to chemical pollutants in the environment (31.9% chose this as the first) and pollution affecting water quality of waterways (37.0% chose this as the second), followed by greenhouse gas emissions and climate change (21.5% chose this as the third). The issues relating to biodiversity and protecting threatened species as well as preserving and recreating natural environments were ranked lower by most respondents.

Importance of Environmental Issues



- 1st Avoiding release of chemical pollutants into the environment. Undgå udslip af kemiske stoffer i miljøet.
- 2nd Reducing pollution that causes bad water quality in streams, fjords, and the sea. Reducere forurening, der giver dårlig vandkvalitet i vandløb, fjorde og havet.
- 3rd Reducing greenhouse gas emissions and preventing climate change. Reducere udledningen af drivhusgasser og forebygge klimaforandringer.
- 4th Protect threatened species and safeguard biodiversity. Beskytte truede arter og sikre biodiversitet.
- 5th Preserve and restore natural environments. Bevare og genoprette naturområder.

6. Top Responsibilities of Farmers

Danes see farmers responsibility in providing food and ensuring animal welfare.

Presented with a list of eight potential responsibilities, participants were asked what they consider to be the three main responsibilities of farmers in society (European Commission: Directorate-General for Agriculture and Rural Development, 2024). The question was phrased as follows: What do you think should be the three main responsibilities of farmers in our society? (in Danish “Hvad mener du, bør være landmændenes tre hovedansvar i vores samfund? Vælg efter dine prioriteter – dvs. det største ansvar først”). These priorities are shown here, with a more detailed table with all priorities in the appendix of this report.

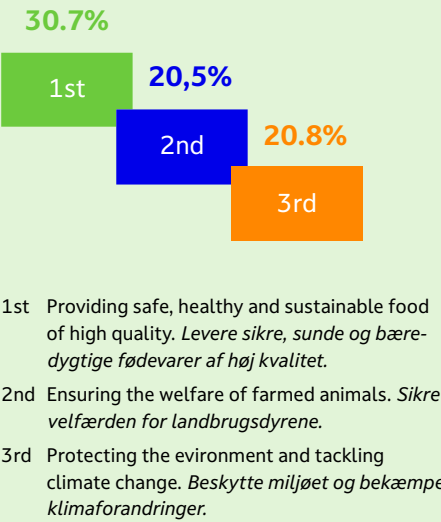
The two top priorities that emerged were related to food production and animal welfare. The first was “providing safe, healthy and sustainable food” while the second is “ensuring the welfare of farmed animals” (in Danish, “Leverer sikre, sunde og bæredygtige fødevarer af høj kvalitet” and “Sikre velfærden for landbrugsdyrene”, respectively). The third priority for farmers responsibility in the public perception appears to be “Protecting the environment and tackling climate change” (“Beskytte miljøet og bekæmpe klimaforandringer”).

The least chosen responsibilities relate to rural employment and improving life in the countryside (“Creating growth and jobs in rural areas” and “Encouraging and improving life in the countryside” (in Danish, “Skabe vækst og arbejdspladser i landområder” and “Fremme og forbedre livet på landet”).

Taken together, the distribution showed a clear ranking of importance: The public perceives farmers as being responsible for food provision and animal welfare, but also for environmental protection and climate change mitigation, but not in charge of ensuring social and economic level of life in rural areas.

Interestingly, this differs from a similarly phrased question asked to young people in Denmark, where biodiversity appeared a major priority, climate emerged as equally highly important as animal welfare, while supply of food ranged relatively lower (Tænketanken Frej, 2026).

Responsibilities of Farmers



7. Risks to Food Security

Participants were presented with a list of nine potential risks to food security in Denmark and were asked to rank which three they perceived to be the most important ones (European Commission: Directorate-General for Agriculture and Rural Development, 2024). The question was introduced as follows: “What do you think are the most important risks to food security in Denmark? Pick your top three from the following list” (In Danish, “Hvad mener du er de største risici for fødevareforsyning i Danmark? Vælg efter din vurdering – dvs. den største risiko først”). These priorities are shown here, with a more detailed table with all priorities in the appendix of this report.

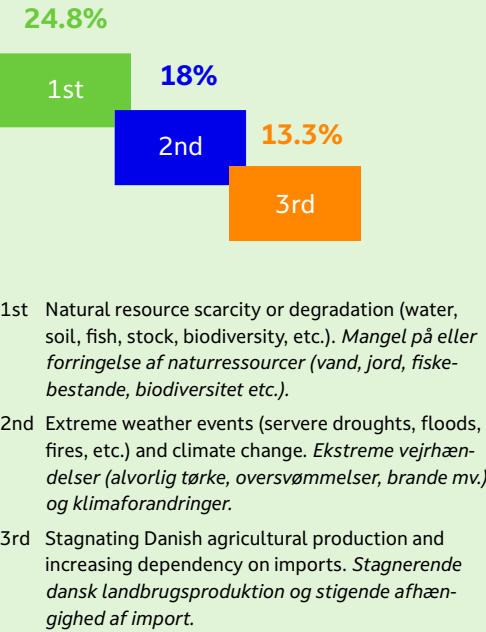
Nature degradation and extreme weather are perceived risks to food security.

The risk most often chosen as first was “Natural resource scarcity or degradation (water, soil, fish stock, biodiversity, etc.)” (in Danish, “Mangel på eller forringelse af naturressourcer (vand, jord, fiskebestande, biodiversitet etc.)”). This was followed by “Extreme weather events (severe droughts, floods, fires, etc.) and climate change” (in Danish, “Ekstreme vejrhændelser (alvorlig tørke, oversvømmelser, brande mv.) og klimaforandringer”). Thus, the two top risks to food security in public perception refer to environmental and climate-related factors. The risk of “Stagnating Danish agricultural production and increasing dependency on imports” (in Danish, “Stagnerende

dansk landbrugsproduktion og stigende afhængighed af import”) emerged as the third most important risk.

The risks least chosen as top risks (by only 2-5%) to food security, in turn, were disruptive events such as an economic crisis, infrastructure breakdown or a global health crisis as substantial risk to food security in Denmark. Risks of medium importance (chosen as top risk by 9-12%) appeared to be those relating supply chain vulnerabilities (e.g. due to geopolitical conflict, animal disease, or reduction in farm numbers).

Important Risks to Food Security



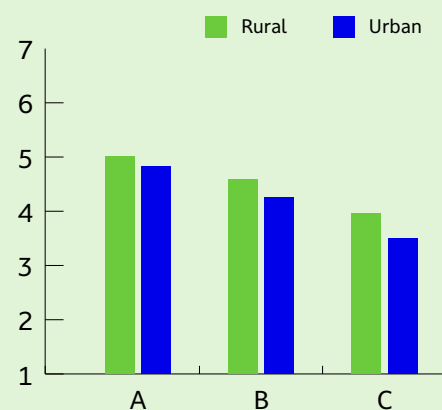
8. Local Involvement in Green Tripartite Projects

Citizens in the survey were presented with a short description of the Green Tripartite Agreement using a quote from the respective ministry website (find the exact phrasing in the appendix of the report) and then asked to which extent they agreed or disagreed to a range of statements that reflect fairness in the involvement of local communities (Azarova et al., 2019; Vuichard et al., 2022:). The six statements, presented in a randomized order, related to procedural fairness and distributional fairness concerning local projects under the Green Tripartite Agreement.

For procedural fairness, the highest agreement was related to the importance of being informed early, followed by having a voice in early stages. The lowest agreement concerns whether deci-

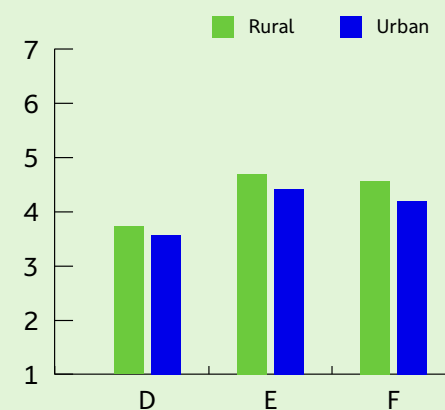
sions should be left solely to local decision-makers. For distributional fairness, respondents express greater agreement to benefits being shared with the local community, compared to personal benefits. The results indicated consistently higher agreement among rural residents compared to urban residents of urban areas for both procedural fairness (involvement in decisions) and distributional fairness (sharing of benefits). Overall, the results suggests that the public – and in particular rural residents - perceives early information and local benefits as important for acceptance of local Green Tripartite projects.

Procedural Fairness



- A. It is important for me to be informed at an early stage when a Green Tripartite Agreement project planned near the place I live. *Det er vigtigt for mig at blive informeret tidligt, når et projekt under den grønne trepart planlægges i nærheden af, hvor jeg bor.*
- B. It is important for me to have a voice at an early stage when a Green Tripartite Agreement project is planned near the place I live. *Det er vigtigt for mig at få indflydelse tidligt, når et projekt under den grønne trepart planlægges i nærheden af, hvor jeg bor.*
- C. Whether a Green Tripartite Agreement project should be done or not should be only decided by local decision-makers. *Om et projekt under den grønne trepart skal gennemføres eller ej, bør kun afgøres af de lokale beslutningstagere.*

Distributional Fairness



- D. It is important for me that I benefit personally when a Green Tripartite Agreement project is planned near the place I live. *Det er vigtigt for mig, at jeg selv får en fordel, når et projekt under den grønne trepart planlægges i nærheden af, hvor jeg bor.*
- E. It is important for me that the local community benefits when a Green Tripartite Agreement project is planned near the place I live. *Det er vigtigt for mig, at lokalsamfundet får en fordel, når et projekt under den grønne trepart planlægges i nærheden af, hvor jeg bor.*
- F. Whether a Green Tripartite Agreement project should be done or not, should depend on benefits being shared by the local community. *Om et projekt under den grønne trepart skal gennemføres eller ej, bør afhænge af, om fordelene deles med lokalsamfundet.*

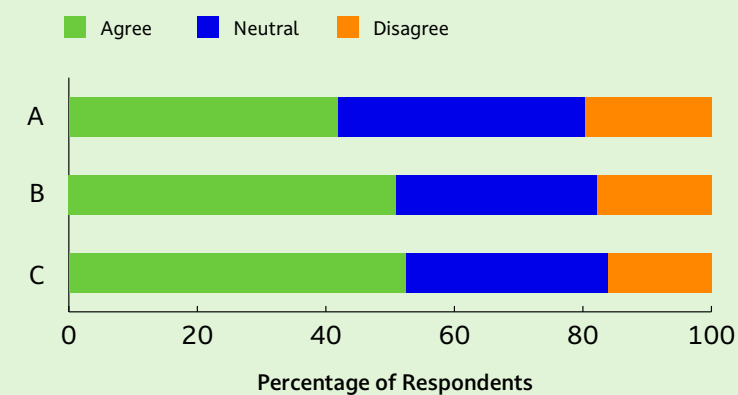
9. The Green Tripartite Agreement's Role for Society

Participants were asked to assess the extent to which they thought that "...Denmark, through or as a consequence of the Green Tripartite Agreement, is fulfilling its role in..." (in Danish, "*I hvilken grad mener du, at Danmark gennem og/eller som følge af den grønne treparts aftale, lever op til sin rolle i at ...?*") three areas: 1) securing a stable food supply in Denmark at all times, 2) providing safe, health and sustainable food of high quality (European Commission: Directorate-General for Agriculture and Rural Development, 2024), and 3) ensuring a liveable and recreational countryside.

Overall, participants expressed moderately positive assessments across all three areas. Around half agree that the Green Tripartite Agreement is contributing to securing a stably food supply as well as providing safe, healthy and sustainable, high-quality food. Relatively fewer agree that the Green Tripartite Agreement is contributing to ensuring a liveable and recreational countryside.

We observe around a third of all respondents choose the 'neutral' response of 4. This might suggest uncertainty among the public about the future effect of the Green Tripartite Agreement, which is yet in its early stages. Thus, citizens might yet be unfamiliar with the policies and consequences involved. There were no significant differences between urban and rural participants.

Role of the Green Tripartite Agreement



- A. Ensure a liveable and recreational countryside. *Muliggør et livligt og rekreativt liv i landdistrikterne.*
- B. Providing safe, healthy, and sustainable food of high quality. *Leverer sikker, sund og bæredygtig mad af høj kvalitet.*
- C. Securing a stable supply of food in Denmark at all time. *Sikre en stabil forsyning af fødevarer i Danmark til en hver tid.*

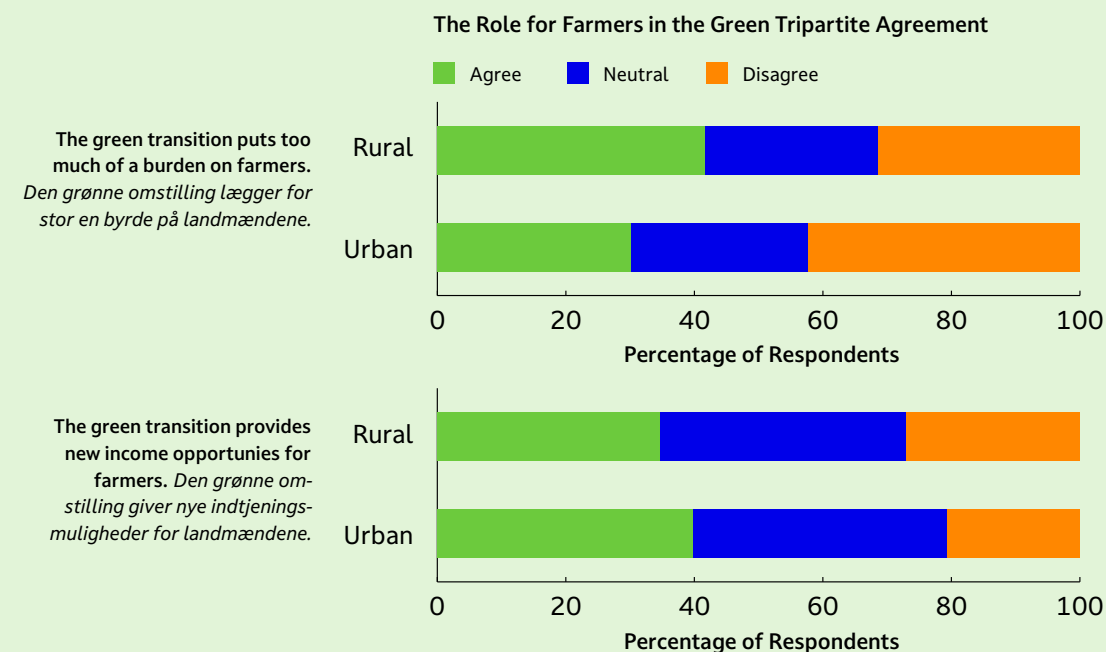
10. The Green Tripartite Agreement's *Role for Farmers*

Participants were asked to assess two statements regarding potential risks and opportunities associated with the Green Tripartite Agreement. The statements were presented in a randomized order, and participants rated their level of agreement or disagreement. The statements were introduced as follows: "The green transition puts too much of a burden on farmers" (Danish: *"Den grønne omstilling lægger for stor en byrde på landmændene"*) and "The green transition provides new income opportunities for farmers" (In Danish: *"Den grønne omstilling giver nye indtjeningsmuligheder for landmændene"*).

For both statements, we find differences between residents in rural versus urban environments. This is especially pronounced for the first statement, "The green transition puts too much of a burden on farmers", where participants from rural areas show a clearly higher level of agreement, 42%, compared to urban residents who only agreed to this with 30%. For the disagreement, this is reversed: Here, it is urban consumers who disagree to 42%.

For the second statement, "The green transition provides new income opportunities for farmers", the response distribution for urban and rural respondents is more similar. In both groups, a relatively large share of 35-40% of participants agrees, while a smaller share of less than 30% disagrees. However, around 40% of respondents selected the neutral answer of 4 on the scale, which indicates uncertainty about the effects on farmers.

The differences between people from rural versus urban areas was considerably larger for the "burden" statement than for the "opportunity" statement. This suggests that the significant difference in views by residents in urban compared to rural environments was more pronounced for concerns about negative effects on farmers.



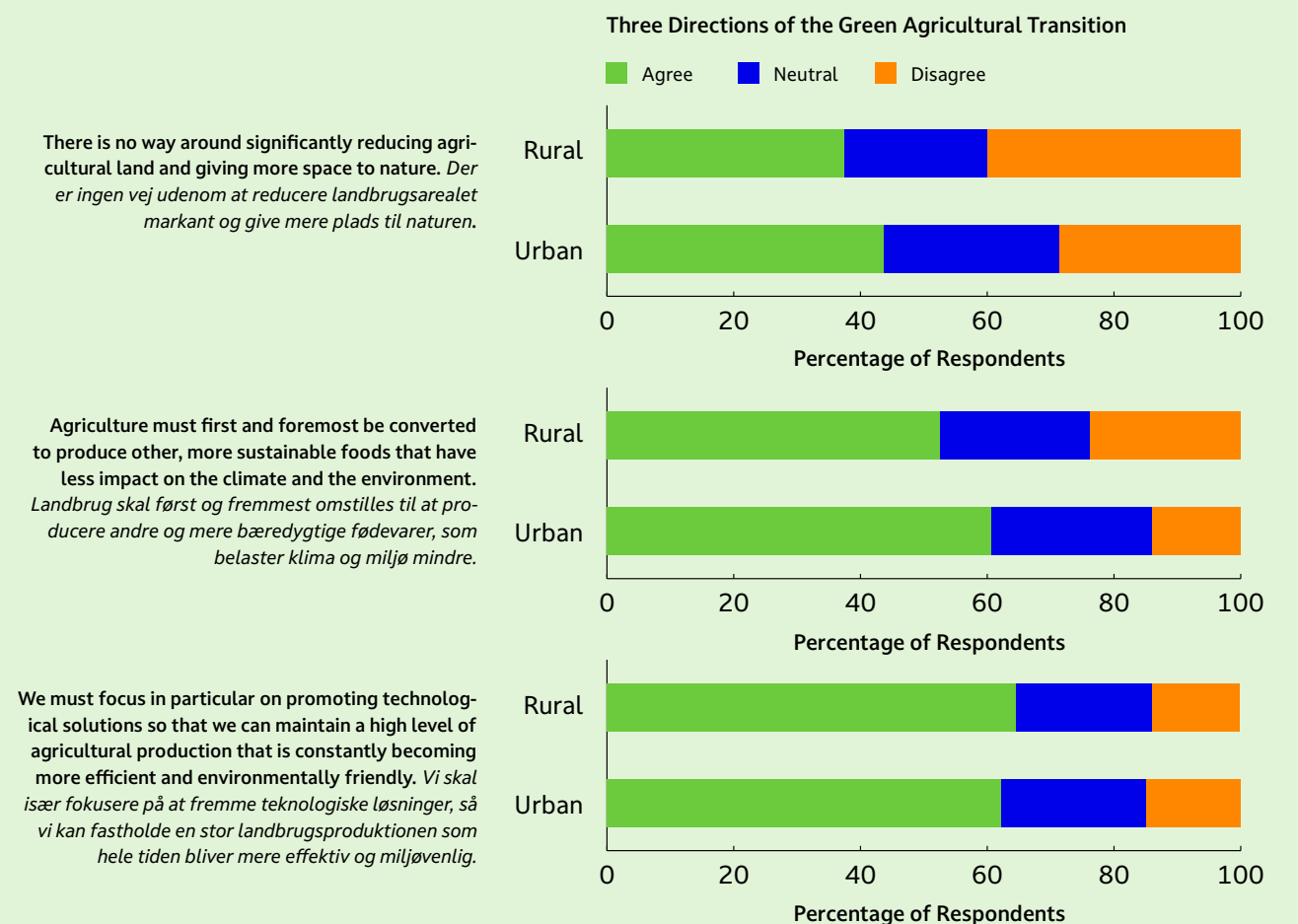
11. Direction of the *Green Agricultural Transition*

Citizens were asked which direction they think the transition of the green sector will and should take. We presented three statements to be assessed on a 7-point disagree-agree scale, each indicating a different pathway, that we introduced as follows: "There are different opinions about how Danish agriculture can best be made sustainable. Some emphasize that agriculture should be take up less space, others that production should be reorganized, while others believe that technology can solve problems. How much do you agree or disagree with the following statements" (in Danish, *"Der er forskellige holdninger til hvordan dansk landbrug bedst kan gøres mere bæredygtige. Nogle fremhæver at landbruget skal fylde mindre, andre at produktionen skal omlægges, mens andre mener at teknologi kan løse problemerne. Hvor enig eller uenig er du i følgende udsagn?"*).

For the first item (which read in Danish, *"Der er ingen vej udenom at reducere landbrugsarealet markant og give mere plads til naturen"*), 40% agreed and 35% disagreed. Here, there was a clear difference between the rural and urban population.

For the second statement (which read in Danish *"Landbrug skal først og fremmest omstilles til at producere andre og mere bæredygtige fødevarer, som belaster klima og miljø mindre"*), with 56% a clear majority of citizens agreed, while only 19% disagreed. Here again a difference between rural and urban population could be seen.

No significant difference between urban and rural respondents was observed for the third statement (which read in Danish *"Vi skal især fokusere på at fremme teknologiske løsninger, så vi kan fastholde en stor landbrugsproduktion som hele tiden bliver mere effektiv og miljøvenlig."*). Over 60% of citizens, rural and urban alike, agreed that such technological solutions are a good way to go, while only 15% expressed scepticism by disagreeing.



12. Acceptance of Policies

Citizens were asked to state their agreement to a range of concrete policies that have been discussed. Some of these policies reflect the pathways from the previous question – for example, financial support for nature restoration is a measure to achieve a reduction in agricultural production, green taxes can contribute to changing to other crops and foods, and requirements to use certain technologies reflect a focus on technological solutions.

Public acceptance of policies differ widely, but support is greater than rejection for most.

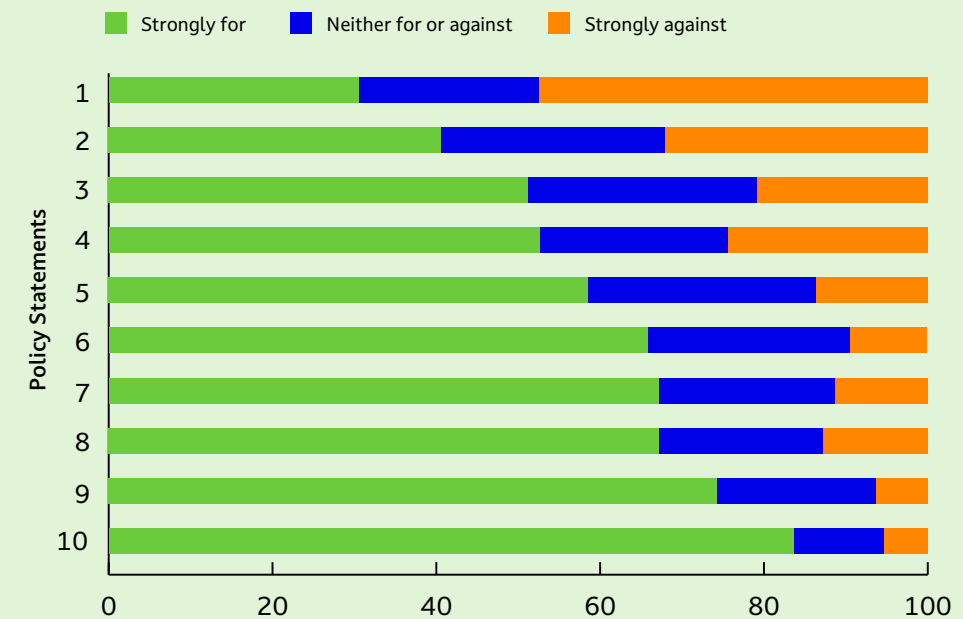
The ten policies were introduced as follows, “Different policies are being discussed as part of the green transition of agriculture – some are for, others are against. To what extent are you for or against the following policy measures?” (in Danish, “Forskellige politiske tiltag bliver diskuteret som en del af den grønne omstilling af landbruget – nogle er for, andre er imod. I hvilken grad er du for eller imod følgende politiske tiltag?”). In the figure, policies are ranged in order of most agreement.

The extent of citizen’s agreement versus disagreement differed a lot across the different policies. Most policies received more agreement than disagreement. The only exception to that is green taxes on consumers purchase of food (for example beef). The strongest support was for VAT exemption for more sustainable foods (such as fruits and vegetables), followed by financial support for voluntary land use changes from agricultural production to nature.

There appears to be a tendency of greater support for policies that lower prices or support stakeholders, compared to taxes and compulsory action, a finding that is replicated by the recent ClimAct survey (ClimAct, 2025). In contrast to this, though, also mandatory restrictions on fertilizer use receives relatively large support, as does requirement to use certain sustainable technologies.

There is also quite a difference in how large public support is for measures that are of the same ‘type’ – e.g. green taxes at different places of the value chain (producer versus consumer), different type of measures to support different actors (farmers, organic sector, plant-based producers, research and innovation), or different policies that similarly aim at reducing agricultural land area (via voluntary agreement with financial support versus compulsory state involvement using expropriation).

Acceptance of Ten Policies in the Green Agricultural Transition



- Green taxes on consumer purchases of food (e.g., on beef). *Grønne afgifter på forbrugernes køb af fødevarer (fx på oksekød).*
- Compulsory state acquisition (i.e., expropriation) of agricultural land with full compensation in cases where farmers do not voluntarily stop cultivating fields with a high climate and environmental impact. *Tvungen statslig overtagelse (dvs. ekspropriation) af landbrugsjord med fuld kompensation i tilfælde hvor landmænd ikke frivilligt stopper med at dyrke marker med stor klima- og miljøbelastning.*
- Financial support to develop alternative proteins/plant-based foods. *Økonomisk støtte til udvikling af alternative proteiner og plante-baserede fødevarer.*
- Green taxes on agricultural production (e.g., on greenhouse gases, nitrogen, and pesticides). *Grønne afgifter på landbrugsproduktion (fx på drivhusgasser, kvælstof og pesticider).*
- Requirements for the use of sustainable technologies in agriculture (e.g., feed additives, new livestock housing technologies, and nitrification inhibitors). *Krav om brug af bæredygtige teknologier i landbruget (fx fodertilsætningsstoffer, nye staldteknologier og nitrifikationshæmmere).*
- Financial support for the development of new innovative production techniques (e.g., pyrolysis, biochar, and grass protein). *Økonomisk støtte til udvikling af nye innovative produktionsteknologier (fx pyrolyse, biokul, og græsprotein).*
- Binding requirements for greater reductions in agricultural fertilizer use to limit nitrogen emissions. *Bindende krav om større reduktioner i landbrugets brug af gødning for at begrænse kvælstofudledningen.*
- Increased support for organic farming and food. *Øget støtte til økologisk landbrug og fødevarer.*
- Financial support for voluntary afforestation, removal of low-lying land, and other nature restoration. *Økonomisk støtte til frivillig skovrejsning, udtagning af lavbundslande, og anden naturgenopretning.*
- VAT exemption for sustainable foods (e.g., fruits and vegetables). *Momsfritagelse af bæredygtige fødevarer (fx frugt og grønt).*

Appendix

Importance of Environmental Issues (n = 2505)

Statement in English (Danish)	1st choice	2nd choice	3rd choice	4th choice	5th choice
Avoiding release of chemical pollutants into the environment. (Undgå udslip af kemiske stoffer i miljøet).	31,9%	26,1%	19,2%	13,0%	9,7%
Reducing pollution that causes bad water quality in streams, fjords, and the sea. (Reducere forurening, der giver dårlig vandkvalitet i vandløb, fjorde og havet).	29,3%	37,0%	20,6%	8,6%	4,4%
Reducing greenhouse gas emissions and preventing climate change. (Reducere udledningen af drivhusgasser og forebygge klimaforandringer).	20,8%	15,5%	21,5%	17,7%	24,6%
Protect threatened species and safeguard biodiversity. (Beskytte truede arter og sikre biodiversitet).	8,9%	11,3%	20,4%	32,9%	26,5%
Preserve and recreate natural environments. (Bevare og genoprette naturområder).	9,1%	10,0%	18,3%	27,8%	34,8%

Note. The percentage of participants who chose each statement as their first through fifth choice is listed here. Each column sums to 100%, representing the full sample's distribution for each statement. Statements are ordered from most to least chosen.

Responsibilities of Farmers (n = 1252)

Statement in English (Danish)	1st choice	2nd choice	3rd choice
Providing safe, healthy and sustainable food of high quality. (Leverer sikre, sunde og bæredygtige fødevarer af høj kvalitet).	30,7%	25,1%	19,9%
Ensuring the welfare of farmed animals. (Sikre velfærden for landbrugsdyrene).	21,4%	20,5%	17,6%
Protecting the environment and tackling climate change. (Beskytte miljøet og bekæmpe klimaforandringer).	17,5%	17,6%	20,8%
Securing a stable supply of food in Denmark at all times. (Sikre en stabil forsyning af fødevarer i Danmark til enhver tid).	17,5%	16,9%	15,9%
Supplying the population with a diversity of quality products. (At forsyne befolkningen med et varieret udvalg af kvalitetsprodukter).	8,6%	11,2%	11,0%
Creating growth and jobs in rural areas. (Skabe vækst og arbejdspladser i landområder).	2,4%	5,1%	7,9%
Encouraging and improving life in the countryside. (Fremme og forbedre livet på landet).	2,0%	3,7%	7,0%

Note. The percentage of participants who chose each statement as their first, second, and third choice is listed here. Each column sums to 100%, representing the full sample's distribution for each statement. Statements are ordered from most to least chosen.

Important Risks to Food Security (n = 1252)

Statement in English (Danish)	1st choice	2nd choice	3rd choice
Natural resource scarcity or degradation (water, soil, fish, stock, biodiversity, etc.). (Mangel på eller forringelse af naturressourcer (vand, jord, fiskebestande, biodiversitet etc.)).	24,8%	18,1%	15,8%
Extreme weather events (severe droughts, floods, fires, etc.) and climate change. (Ekstreme vejrhændelser (alvorlig tørke, oversvømmelser, brande mv.) og klimaforandringer).	18,2%	18,0%	15,7%
Stagnating Danish agricultural production and increasing dependency on imports. (Stagnerende dansk landbrugsproduktion og stigende afhængighed af import).	14,2%	13,7%	13,3%
Diminishing number of farm holdings in Denmark. (Faldende antal landbrug i Danmark).	11,6%	10,4%	8,0%
Geopolitical events, e.g. wars and conflicts, large scale trade disputes. (Geopolitiske begivenheder, f.eks. krig og konflikter, større handelsstridigheder).	11,3%	11,4%	13,7%
Animal health events, such as bird flu, or plant health events, such as pest attacks. (Dyresundhedshændelser, f.eks. fugleinfluenza, eller plantesundhedshændelser, f.eks. skadedyrsangreb).	9,4%	15,5%	16,8%
Economic downturns and poverty. (Økonomiske nedture og fattigdom).	5,2%	7,1%	9,2%
Technological events, such as software system problems and infrastructure deficiencies. (Teknologiske hændelser, f.eks. problemer med softwaresystemer og mangler i infrastrukturen).	3,1%	2,7%	3,7%
Human health events, such as COVID-19. (Sundhedskriser, så som COVID-19).	2,2%	3,1%	3,8%

Note. The percentage of participants who chose each statement as their first, second, and third choice is listed here. Each column sums to 100%, representing the full sample's distribution for each statement. Statements are ordered from most to least chosen.

Local Involvement of Green Tripartite projects

In the introduction of this item, participants were given a brief description of the Green Tripartite Agreement, which stated: “The Green Tripartite is the name of the agreement agreed upon by the government and key stakeholders involved in land use for agriculture and nature. In the summer of 2024, the parties behind the Green Tripartite signed the historic agreement on a Green Denmark, which aims to ensure more nature, cleaner water, and a sustainable transition of the agricultural sector. The agreement entails a comprehensive restructuring of Denmark’s land use and a series of initiatives to protect the environment and reduce climate impact.” In Danish, this statement was, “Den Grønne

Trepart er navnet på det samarbejde, som regeringen og centrale interessenter er blevet enige om på landbrugs- og naturområdet. Parterne bag Den Grønne Trepart indgik i sommeren 2024 den historiske Aftale om et Grønt Danmark, der skal sikre mere natur, renere vand og en bæredygtig omstilling af landbruget. Aftalerne indebærer en gennemgribende omlægning af Danmarks areal og en række initiativer for at beskytte miljøet og reducere klimabelastningen.” In addition to this description, there was a link provided for them to get more information, which is copied here: <https://mgtp.dk/groent-danmark/om-den-groenne-trepart>.

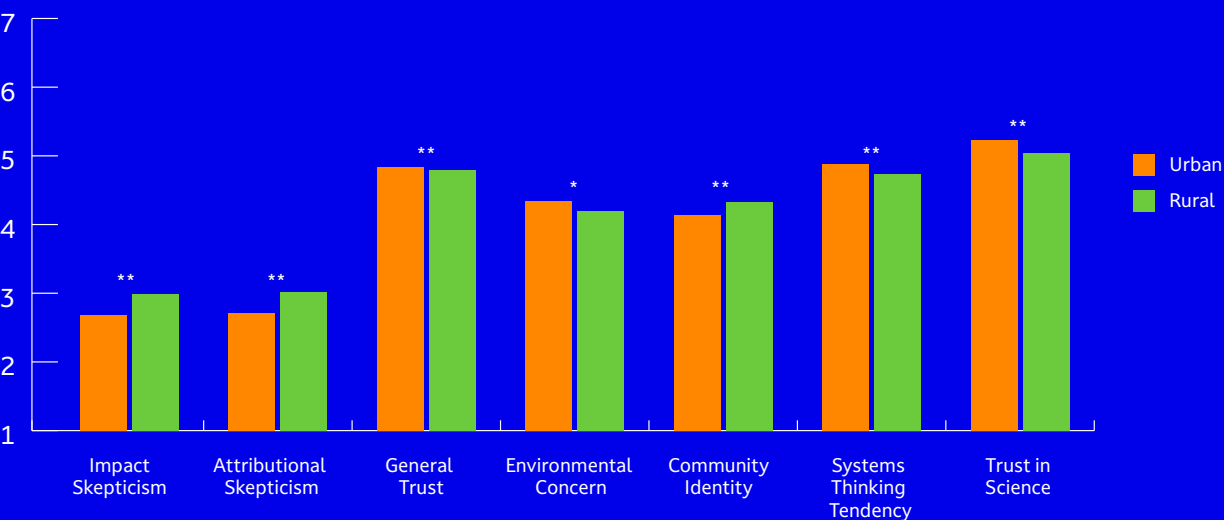
Sample differences between urban and rural environments

Urban and rural residents in Denmark showed significant differences in a range of questions asked about the green transition in the agricultural sector and the Green Tripartite Agreement. We therefore explored which characteristics distinguish our urban and rural residents in the survey.

scepticism asks whether climate change is due to natural processes, human activity, or both. The global warming check asked whether the government should do more to fight global warming, or not. Finally, systems thinking tendency is one's ability to consider not just individual parts of a system but the whole system as well as the interactions within a system.

Eight different constructs were measured, including both so-called psychographics (such as the tendency to trust others or the perception of a community identity) as well as measures of belief (e.g. abouts climate change): impact scepticism (Kröner et al., 2025), attributional scepticism (Kröner et al., 2025), a global warming check (The Guardian, 2025), general trust (Kalkbrenner & Roosen, 2016), environmental concern (Haws et al., 2014), community identity (Kalkbrenner & Roosen, 2016), systems thinking tendency (Dolanksy et al., 2020), and trust in science and technology (Kerschner & Ehlers, 2016). For the specific questions asked in English and Danish, see the next point in this appendix. Impact scepticism measures whether one thinks there is an impact of climate change, whereas attributional

There are significant differences between those who live in an urban or rural environment for all constructs, except general trust. Moreover (not included in the figure), 75.8% of Danes in urban environments think the government should do more to fight global warming - this is lower for Danes in rural environments where only 64.5% agree. The differences indicate that there is on average higher environmental concern and lower impact scepticism and attributional scepticism regarding climate change among the urban residents, but also a higher trust in science and a greater tendency to engage in systems thinking. In turn, participants in rural areas express to have a higher level of community identity than participants in urban areas.



Note. * = p <.01; ** = p <.001.

Measured Constructs for Urban/Rural Environment Comparison

All eight constructs, their references (if applicable), and items and scale are included, in both English and Danish.

Construct and Items	Scale
Impact Skepticism (Kröner et al., 2025)* How serious of a problem do you think climate change is at this moment? <i>(Hvor alvorligt et problem vurderer du, at klimaforandringerne er lige nu?)</i>	1 = Not at all a serious problem <i>(Slet ikke et alvorligt problem)</i> 7 = An extremely serious problem <i>(Et ekstremt alvorligt problem)</i>
Attributional Skepticism (Kröner et al., 2025)* Do you think that climate change is caused by natural processes, human activity, or both? <i>(Mener du, at klimaforandringer skyldes naturlige processer, menneskelig aktivitet eller begge dele?).</i>	1 = Entirely by natural processes <i>(Udelukkende på grund af naturlige processer)</i> 4 = Equally by natural processes and human activity <i>(Lige dele naturlige processer og menneskelig aktivitet)</i> 7 = Entirely by human activity <i>(Udelukkende menneskelig aktivitet)</i>
Global Warming Check (The Guardian, 2025) Do you think the national government should do more to fight global warming? <i>(Mener du, at regeringen bør gøre mere for at bekæmpe global opvarmning?)</i>	Yes/no <i>(Ja/nej)</i>
General Trust (Kalkbrenner & Roosen, 2016) Generally speaking, most people can be trusted. To which extent do you agree or disagree with this statement? <i>(Generelt set kan man stole på de fleste mennesker. I hvilken grad er du enig eller uenig med dette udsagn?)</i>	1 = Strongly disagree <i>(Helt uenig)</i> 7 = Strongly agree <i>(Helt enig)</i>
Environmental Concern (Haws et al., 2014) To which extent do you agree or disagree with following statements? <i>(Hvor enig eller uenig er du i følgende udsagn?)</i>	1 = Strongly disagree <i>(Helt uenig)</i> 7 = Strongly agree <i>(Helt enig)</i>
1. It is important to me that the products I use do not harm the environment. <i>(Det er vigtigt for mig, at de produkter, jeg bruger, ikke skader miljøet.)</i>	
2. My purchase habits are affected by my concern for our environment. <i>(Mine indkøbsvaner er påvirket af min bekymring for miljøet.)</i>	
3. I would describe myself as environmentally responsible. <i>(Jeg vil beskrive mig selv som miljømæssigt ansvarlig.)</i>	
4. I am willing to be inconvenienced in order to take actions that are more environmentally friendly. <i>(Det er i orden for mig, at det giver ekstra besvær at være miljøvenlig.)</i>	

Construct and Items	Scale
Community Identity (Kalkbrenner & Roosen, 2016) To which extent do you agree or disagree with following statements? <i>(Hvor enig eller uenig er du i følgende udsagn?)</i>	1 = Strongly disagree <i>(Helt uenig)</i> 7 = Strongly agree <i>(Helt enig)</i>
1. I feel strongly attached to the community I live in. <i>(Jeg føler mig stærkt knyttet til det lokalsamfund jeg bor i.)</i>	
2. There are many people in my community whom I think of as good friends. <i>(Der er mange mennesker i mit lokalsamfund, som jeg betragter som gode venner.)</i>	
3. I often talk about my community as being a great place to live. <i>(Jeg taler ofte om mit lokalområde som et fantastisk sted at bo.)</i>	
Systems Thinking Tendency (Dolanksy et al., 2020) Read each of the following statements and select the frequency you would use each way of thinking when you want to make an improvement or a change in your life. <i>(Læs hvert af følgende udsagn og vælg hvor ofte du bruger denne måde at tænke på, når du ønsker at forbedre eller ændre noget i dit liv.)</i>	1 = Never <i>(Aldrig)</i> 2 = Very rarely <i>(Meget sjældent)</i> 3 = Rarely <i>(Sjældent)</i> 4 = Occasionally <i>(Af og til)</i> 5 = Frequently <i>(Ofte)</i> 6 = Very Frequently <i>(Meget ofte)</i> 7 = Always <i>(Altid)</i>
1. I think understanding how the chain of events occurs is crucial. <i>(Jeg mener, at det er vigtigt at forstå, hvordan en kæde af begivenheder opstår.)</i>	
2. I think of a big problem as a series of connected, smaller issues. <i>(Jeg betragter et større problem som en række af sammenkoblede mindre problemer.)</i>	
3. I consider the cause and effect that is occurring in a situation. <i>(Jeg overvejer årsagen og effekten i en given situation.)</i>	
4. I recognize that systemic problems are influenced by past events. <i>(Jeg erkender, at systematiske problemer er påvirket af tidligere begivenheder.)</i>	
Trust in Science and Technology (Kerschner & Ehlers, 2016) To which extent do you agree or disagree with the following statement? <i>(Hvor enig eller uenig er du i følgende udsagn?)</i>	1 = Strongly disagree <i>(Helt uenig)</i> 7 = Strongly agree <i>(Helt enig)</i>
Science and technology make our lives healthier, easier, and more comfortable. <i>(Videnskab og teknologi gør vores liv sundere, nemmere og mere komfortabelt.)</i>	
Note. *These items are reverse coded.	

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**A People’s Perspective on the
Green Agriculture and
Food Transition and the Green
Tripartite Agreement in Denmark**



What do citizens in Denmark think about the green transition in agriculture?

What is important to people when it comes to farming?

How aware are residents in Denmark yet about what the Green Tripartite Agreement brings?

Which transition pathways and policies are seen as more or less positive?

