

ORGANICS IN FINLAND 2021

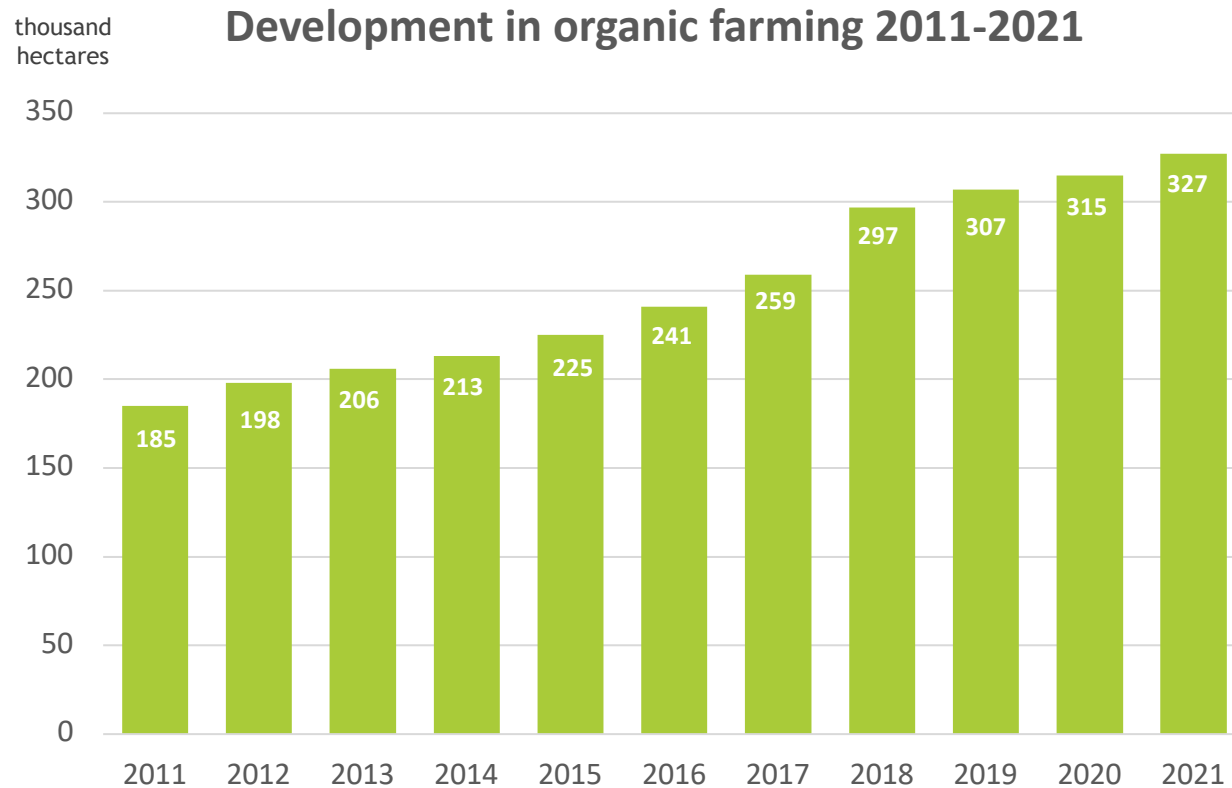


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Development of the organic sector



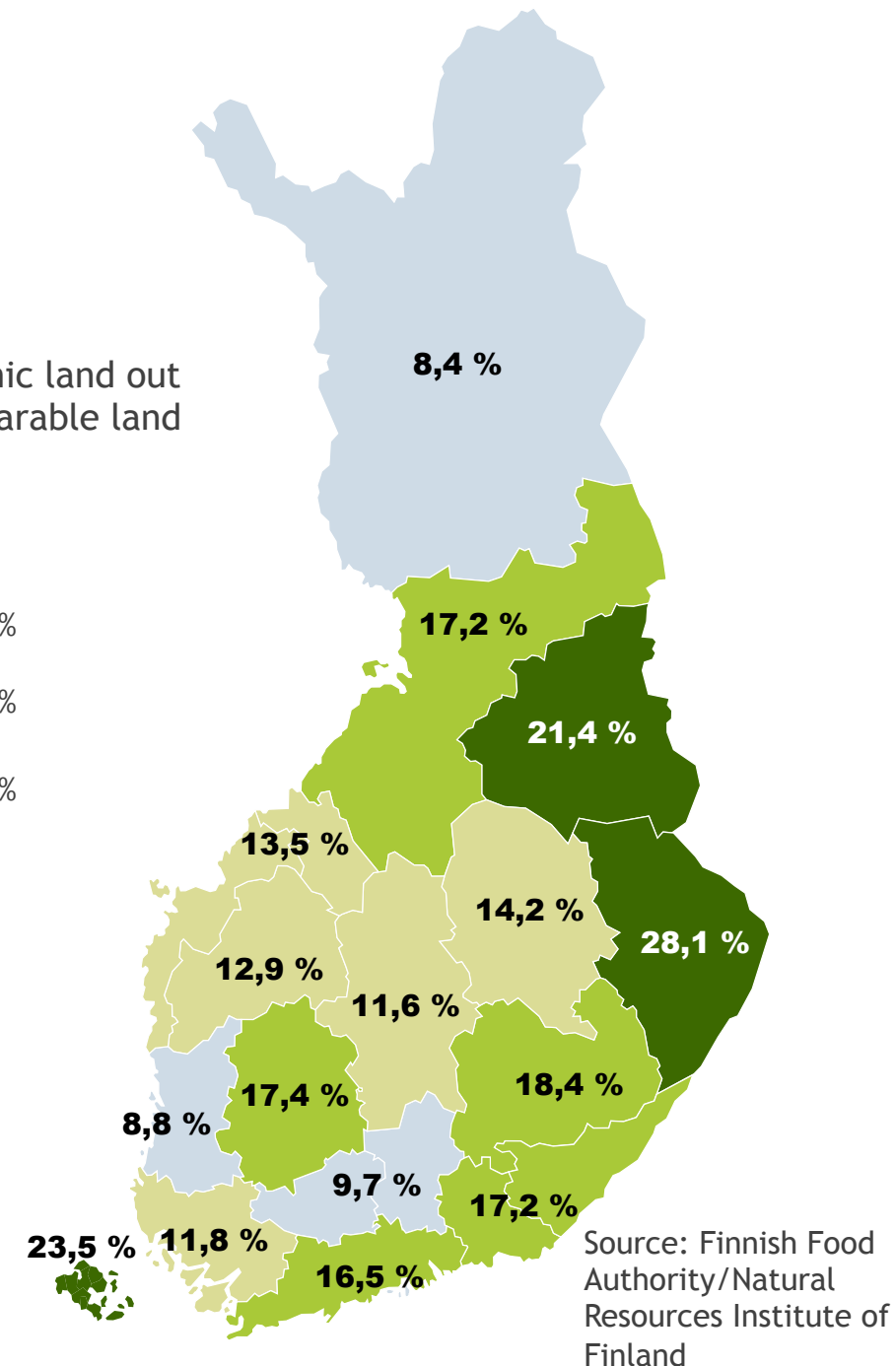
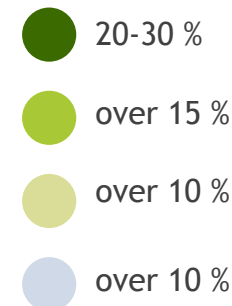
- In 2021 Finland's organically-farmed arable land was 327 736 hectares. Of this, 37 643 hectares were in the process of converting.
- Organically-farmed arable lands increased by 4 % compared to the previous year.

Organic farming

- The total arable land in Finland used for organic farming was 14,4 %.
- The largest share of organically-farmed arable land was 28.1% in North Karelia.
- The largest area of organically-farmed arable land was in Northern Ostrobothnia, almost 40 thousand hectares.
- The largest increase in organically-farmed arable land was in Lapland (27 %).
- The average size of the organic farms was 66.7 hectares (the average of all farms was 51 ha).

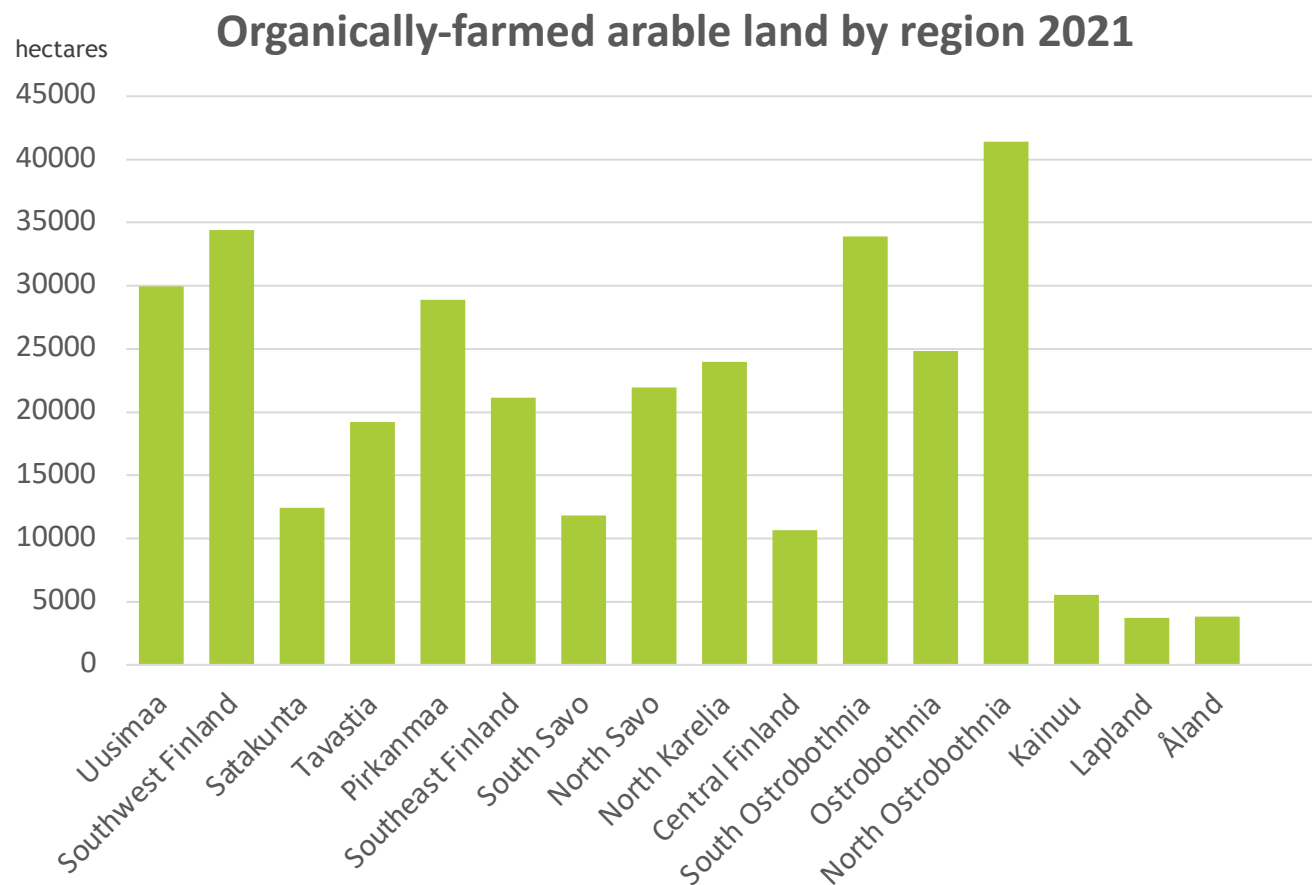


Arable organic land out of the total arable land by region.



Source: Finnish Food Authority/Natural Resources Institute of Finland

Organic farms



Source: Finnish Food Authority

- New organic commitments were made and 151 new farms converted to organic, of which 55 were livestock farms.
- The total number of organic farms was 4 911. This was 11% of all farms.
- The total number of farms decreased by 2 % compared to the previous year. This was partly due to uncertainty regarding the new terms of the EU's common agricultural policy (CAP). Moreover this may have been partially influenced by the lack of awareness regarding the production guidelines of the new organic regulation that entered into force on 1.1.2022.

Organic plant production



Plant production



ORGANIC YIELD	2021		2020	
	milj. kg	share %	milj. kg	share %
Wheat	18,3	2,7	17,9	2,6
Rye	10,1	15,1	9,5	14,1
Barley	12,5	1,2	22,9	1,7
Oats	58,2	7,4	83,4	7
Mixed grains	15,4	44	22	44,9
Buckwheat	0,2	28,6	0,3	33,3
Turnip rape & rapeseed	2,7	6,6	1,8	5,8
Potatoes	11	2	15,6	2,5
Peas	5	11,7	7,7	14,2
Broad beans	1,7	14,2	4,5	19,3

- In 2021, almost 115 million kg of organic grains were produced in Finland. The yield of organic grains decreased by about 26 % compared to the previous year. The harvest of both conventional and organic grain was worse than in a long time, and this was due to a rainy spring and dry summer.
- Almost 5% of the country's total grain yield was organic.
- Organic grains (wheat, rye, barley, oats) were farmed on a total area of 57 200 hectares.
- The main organic grain was oats: oats were more than half of the organic grain yield.
- Rye, buckwheat and mixed grains account for the largest share of the total production.

Horticulture production



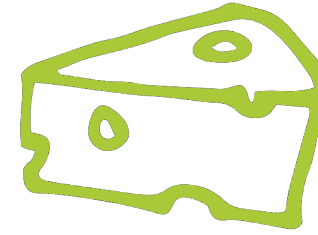
Organic horticulture 1000 kg				
	2021	2020	2019	2018
Peas	344	638	595	300
White cabbage	758	712	592	410
Carrots	2497	3176	3113	2906
Onions	318	476	388	215
Tomatoes	826	676	746	1427
Cucumbers	262	162	221	459
Berries	728	631	618	547
Apples	151	107	116	153

- In 2021, 170 companies cultivated organic openfield vegetables, on a total of 973 hectares. The area under cultivation decreased by 30 % compared to the previous year.
- In terms of area, the most important openfield vegetable was peas (661 ha).
- Greenhouse tomatoes and cucumbers were produced organically on a total of 5 hectares.
- Organic berries were produced on 820 hectares. The area of cultivation increased by 7 %.
- Organic apples were produced on 64 hectares.

Organic livestock production



Livestock farms



- In 2021, there were 1 148 organic livestock farms in Finland.
- There were 144 organic dairy farms and 412 beef farms. There were 16 organic pork farms and three organic chicken farms. 54 farms produced organic eggs.
- The largest number of organic livestock farms from all the regions were in Northern Ostrobothnia (133 farms) and Pirkanmaa (116).

Livestock production



ORGANIC MEAT	2021		2020		2019	
	milj. kg	share %	milj. kg	share %	milj. kg	share %
Beef	3,46	4	3,35	3,85	2,67	3,04
Pork	0,77	0,44	0,73	0,42	0,76	0,44
Mutton	0,32	24,24	0,34	23,61	0,34	22,82
Poultry	No data available					

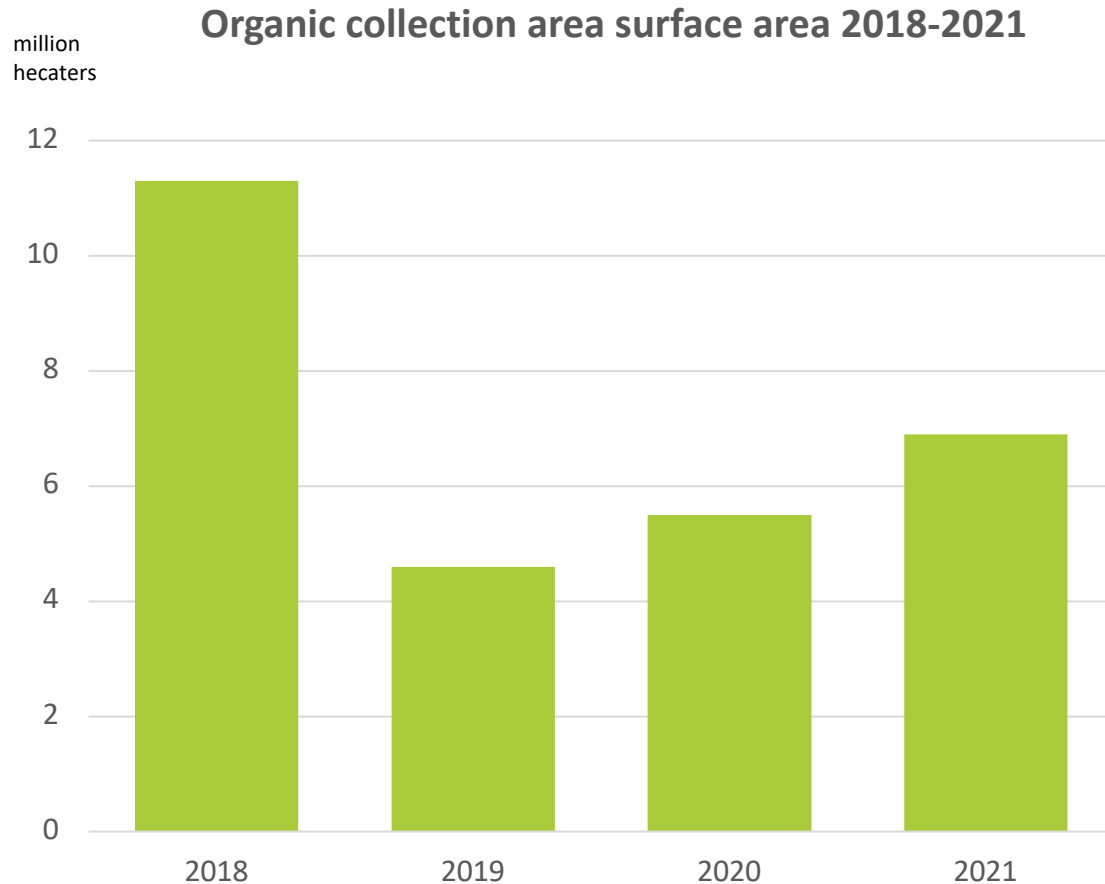
ORGANIC MILK AND EGGS	2021		2020		2019	
	milj. l/kg	share %	milj. l/kg	share %	milj. l/kg	share %
Milk	80,9	3,67	79	3,38	74	3,2
Eggs	5,25	6,77	5,16	6,79	5,2	6,88

- In 2021, 4.6 million kilos of organic meat was produced in Finland (not incl. poultry), i.e. about 4% more than the previous year. Organic meat accounted for about 1% of total meat production.
- Over three-quarters of all organic meat was beef.
- Organic milk production increased by 2,4% from the previous year and accounts for 3.7% of total milk production.

Organic wild collection

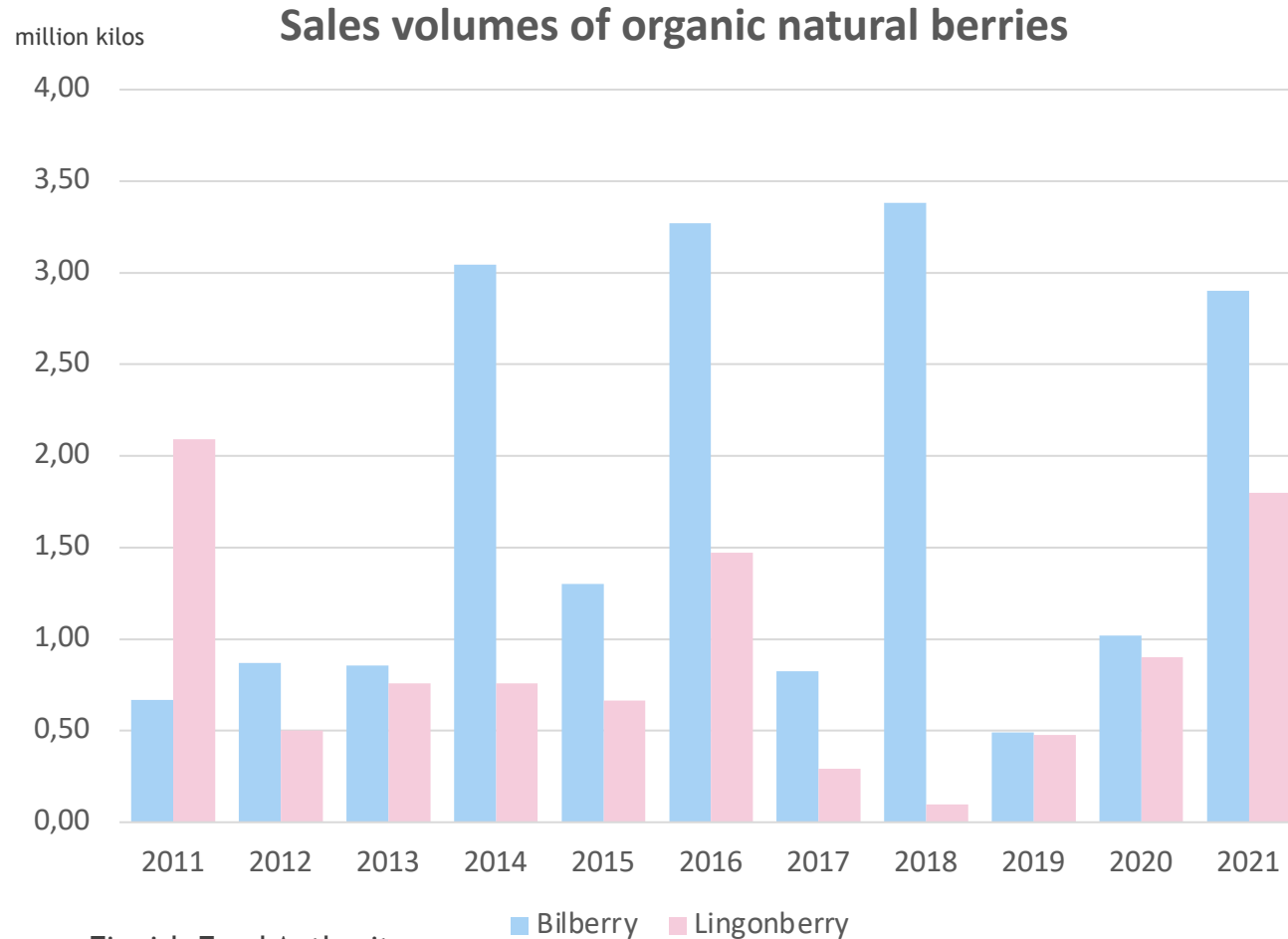


Organic wild collection



- The change in production conditions that entered into force in 2019 required the renewal of the organic contracts of the collection areas with forest owners. As a result, Finland's organic collection area was reduced to less than half at that time.
- There were approximately 6.9 million hectares of certified organic collection area in Finland in 2021. The area is now about half as large as in 2019. Approximately 80% of the organic collection area is in Northern and Eastern Finland.
- In 2021, the nature service areas of Metsähallitus were connected to organic control, thanks to which the area grew considerably. The majority of Finland's state forests are now included in the organic collection area. The challenge is how to grow Finland's organic collection area in the future.

Organic wild collection productus



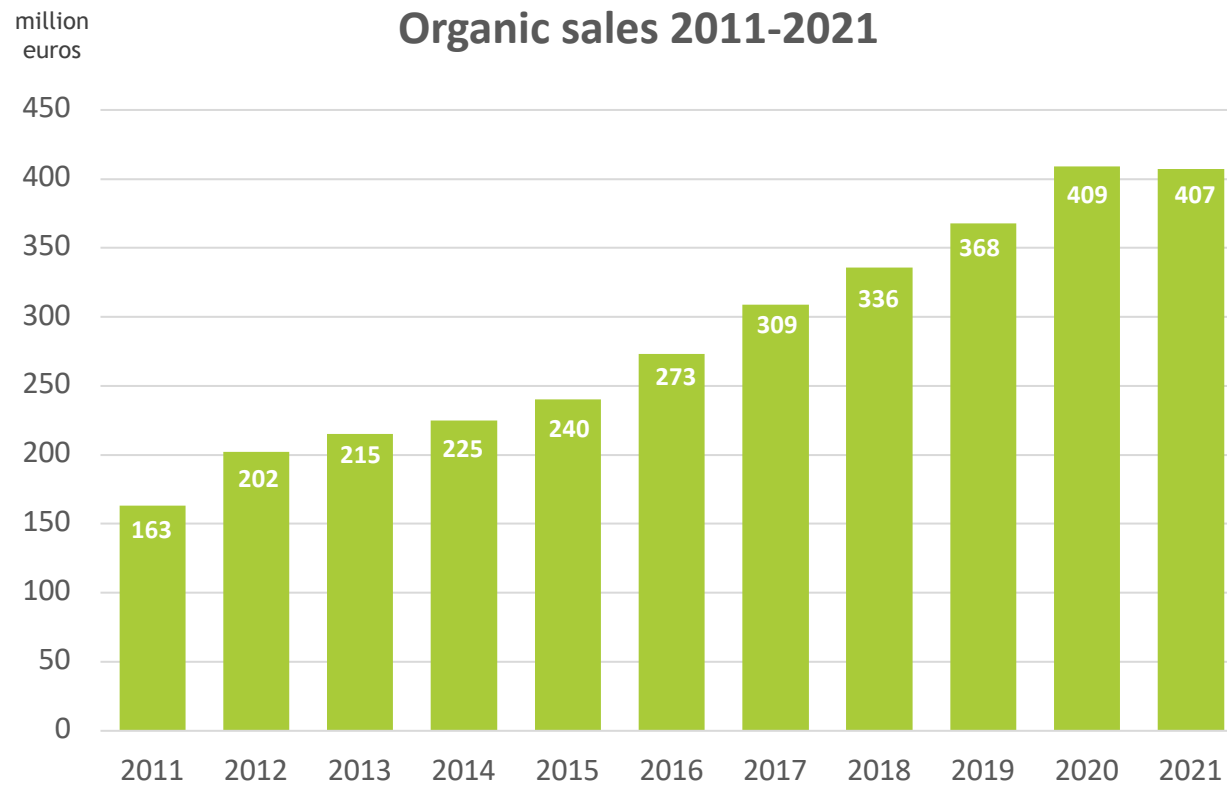
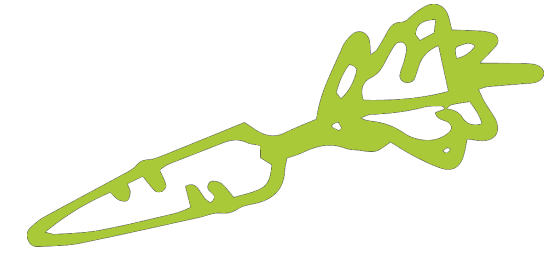
Source: Finnish Food Authority

- The most important organic natural berries are bilberry, lingonberry and cloudberry.
- In 2021, more than 2,9 million kilos of organic bilberries, just under 1,8 million kilos of organic lingonberries and 118 thousand kilos of organic cloudberrys were picked up for sale.
- The quantities increased significantly from the previous year, hot June-July and abundant rain in August contributed to a good harvest. There were also more foreign berry pickers in Finland than in the previous year.
- In 2021, about 55% of all bilberries, 17% of lingonberries, and 51% of all cloudberrys sold were organic.

Organic market



Finnish organic market



- In 2021, EUR 407 million worth of organic products were sold in retail stores. Sales decreased by 0,5% from the previous year, but have increased by 9,3% since 2019, i.e. the time before the pandemic. The sales figures of 2021 are compared to the first year of the pandemic and the record year for grocery stores.
- The market share of organic products in the Finnish grocery trade is 2.5%.

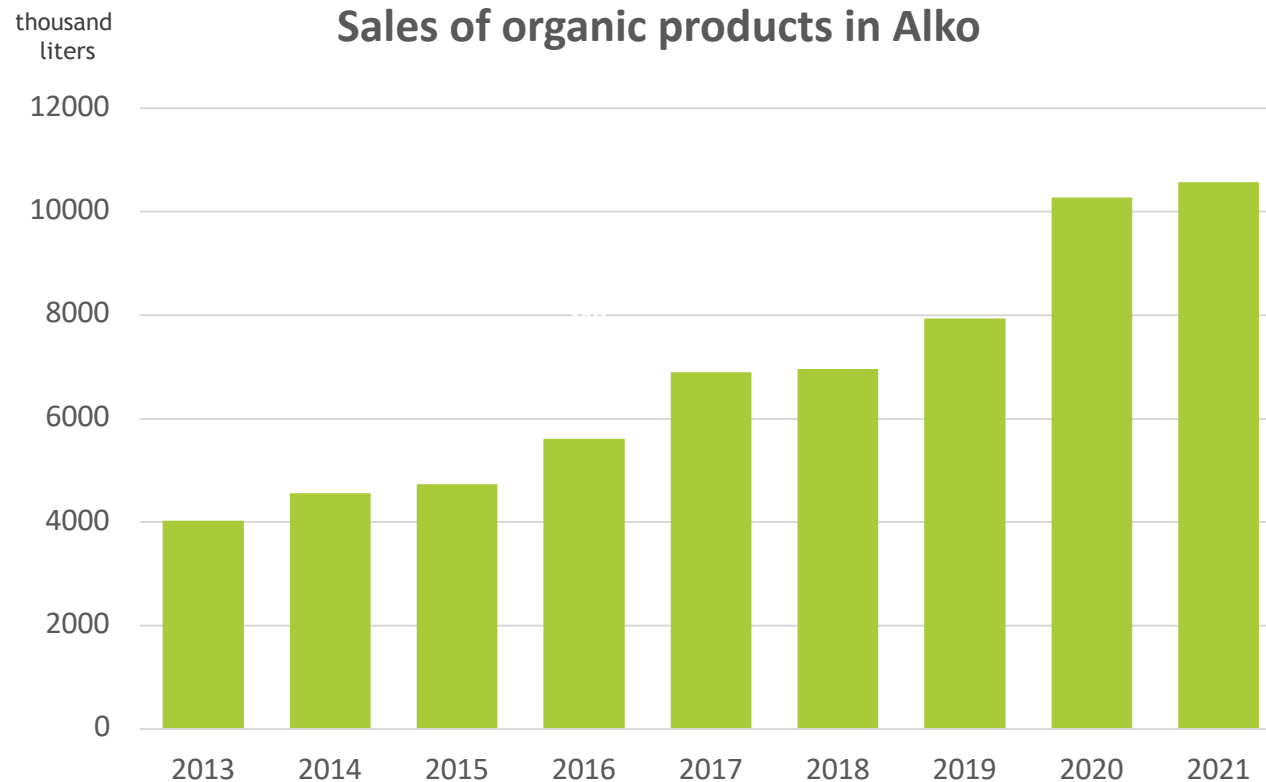
Organic products in the shop



PRODUCT GROUP	ORGANIC (total sales)
Baby foods	24 %
Eggs	20 %
Vegetable oils	17 %
Flakes and groates	13 %
Juices and fruit soups	9 %
Flours	9 %
Coffee, tea, cocoa	8 %
Fruits	7 %
Vegetables	5 %
Milk	4 %

- The most popular organic products were bananas, eggs, milk, minced meat and coffee.
- The product groups which increased their sales the most were juices, fruit soups, seasoning, brewing products and baby foods.
- The highest market share of organic products was in the organic baby food group.

Organic alcohol beverages

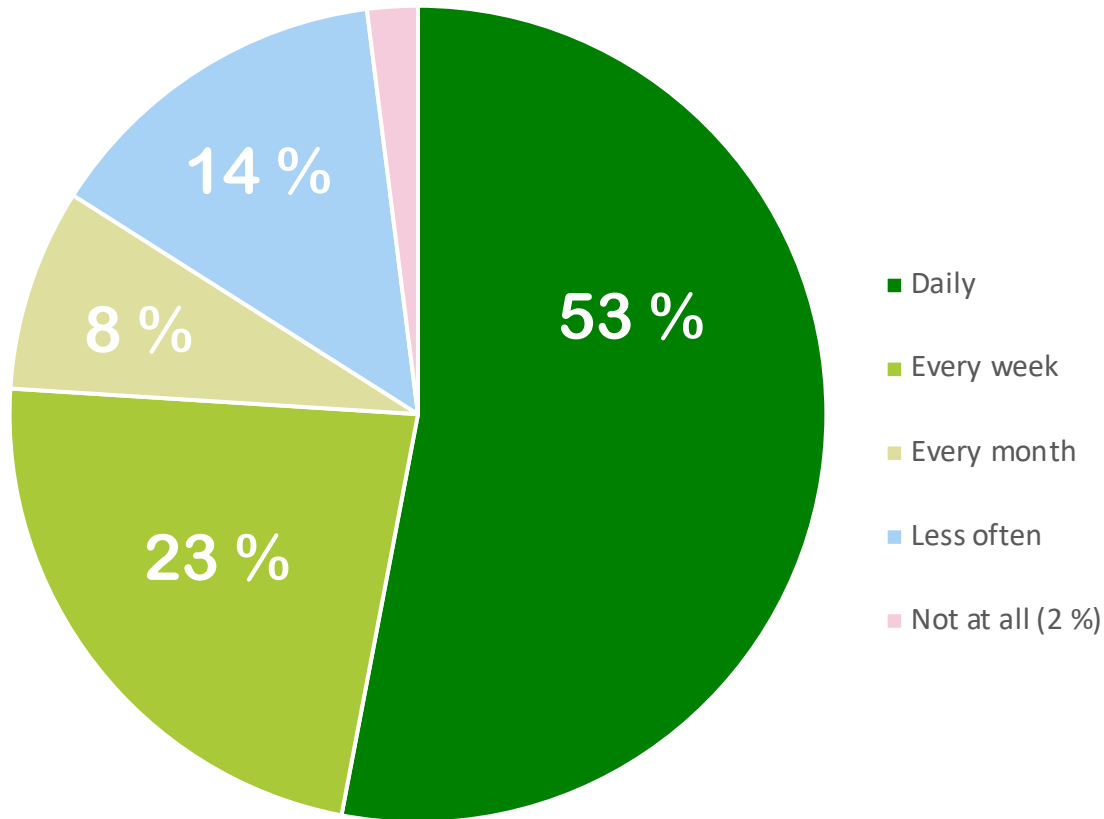


- Sales of Alko's organic products in liters increased by 3% compared to the previous year.
- Alko's range has included organic products since 1994. In 2021, Alko's selection included a total of 1659 organic products, of which 1515 were mild wines. The selection of organic products has increased by 17% from the previous year.
- In grocery stores, sales of organic alcoholic beverages are low and the share has remained below 2% for a long time.

Organic in professional kitchens

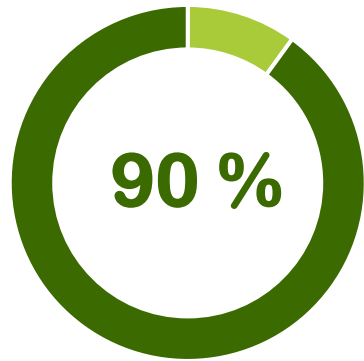


Use of organic products in professional kitchens

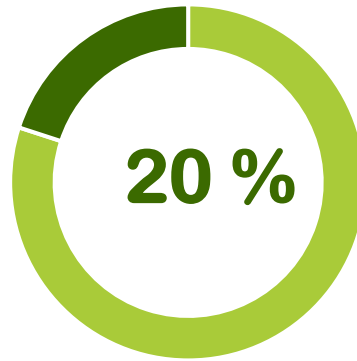


- According to a survey conducted in 2022, more than half of food services say they use organic food every day. 23% of food services use organic products weekly, and only about 2% say they do not use organic at all.
- The reasons for using organic in professional kitchens are quality, customer well-being, taste and the development of responsible operations.
- Flakes, groates and milk are most commonly used. 33% of food services use organic milk every day.
- Organic milk accounted for 28% of school-subsidized milk in the academic year 2020-2021. A total of 2,8 million liters were consumed in schools and kindergartens. The amount increased by 12% compared to the previous academic year.

Increasing the use of organic



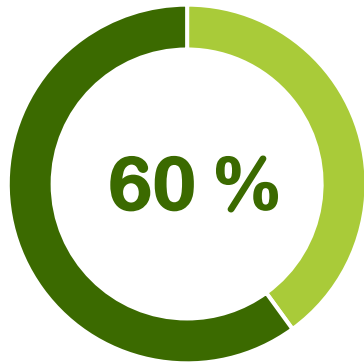
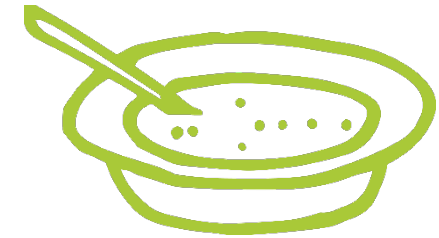
90 %
of food services
know about
the state goal
for increasing the
use of organic



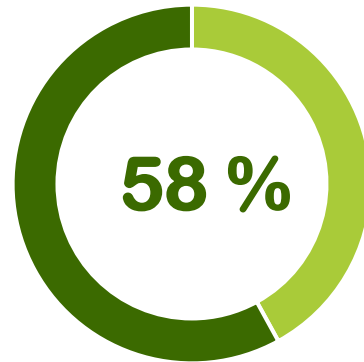
20 %
of food service
customers (e.g.
municipality)
have made a decision
to increase the
use of organic
(“I can’t say” -answers
deleted)

- 43% of professional kitchens would like to increase the use of organic products in at least some product groups.
- The product groups in which there is the greatest desire to increase the use of organic are vegetables and berries, milk, flakes and groates, as well as eggs and meat
- According to the goal set by the Finnish government, 25% of the ingredients in public kitchens should be organic by 2030. The goal is well known in food services.

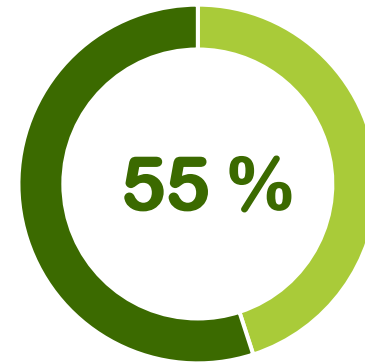
Organic outside the home



60 %
thinks that
offering organic
in schools and
kindergartens
is at least fairly
important



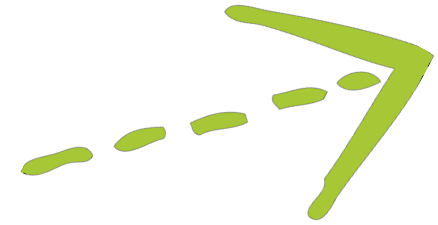
58 %
thinks that
offering organic
in restaurants
is at least fairly
important



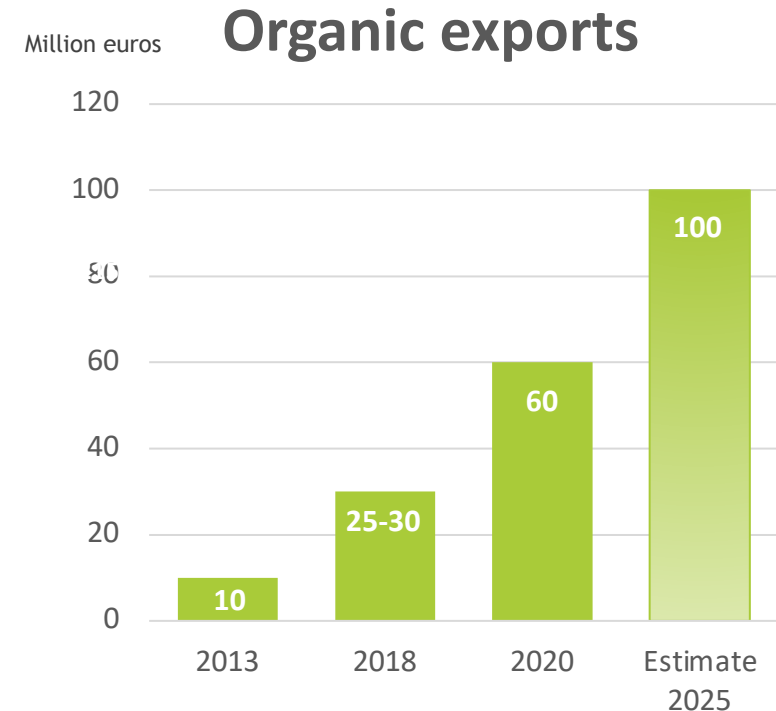
55 %
thinks that
offering organic
in workplace
catering services
is at least fairly
important

- According to a consumer survey conducted in 2021, clearly more than half of Finnish people consider it at least fairly important that organic is used in professional kitchens.

Organic exports from Finland



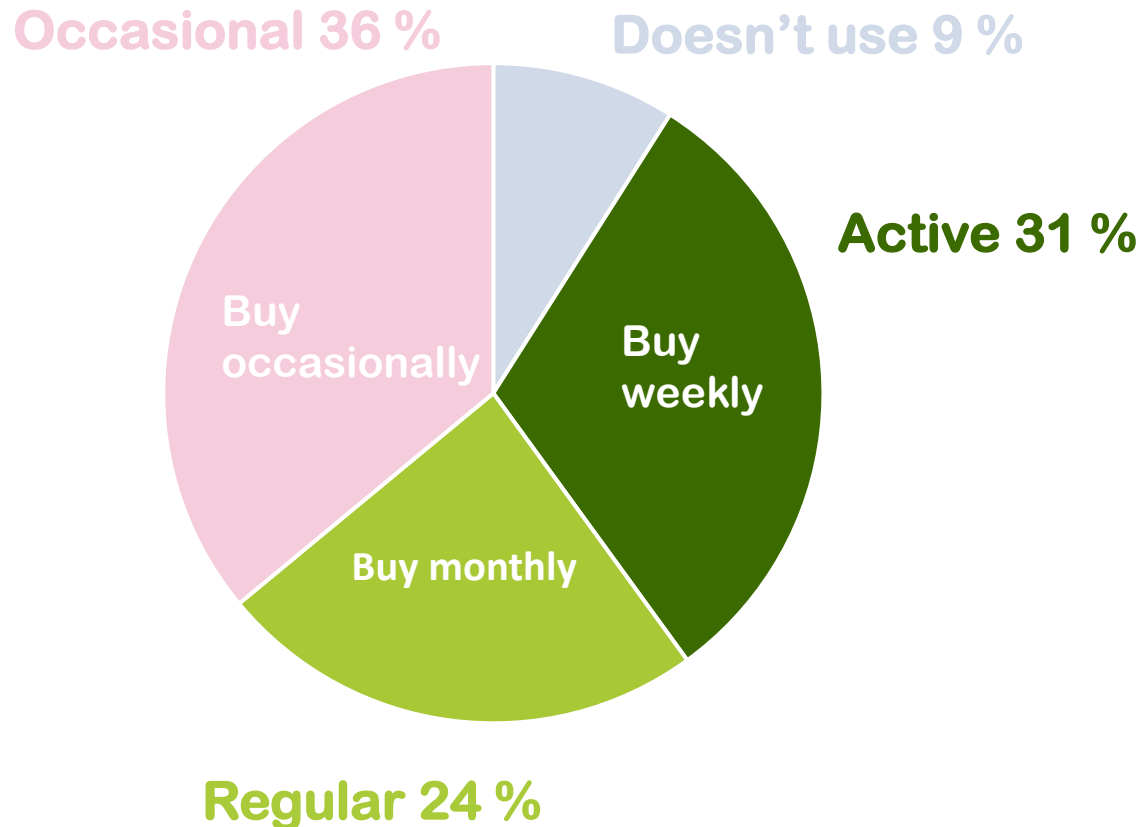
- In 2020, approximately EUR 60 million in organic food was exported from Finland. Organic accounts for 3.4% of total food exports.
- In two years, the value of exports had doubled.
- The largest product groups for organic exports are flour-milling products and dairy products, as well as baked goods and various natural products such as natural berries and birch sap.
- Organic potato flours, sweets, baby food and alcohol beverages are also exported from Finland.
- Almost half of the exports were semi-finished goods and only 10% raw materials.
- Organic products are exported mostly to Germany and Sweden, as well as to the other Nordic countries and Central Europe. Exports are also made to China, Japan, and the United States.



Organic consumers

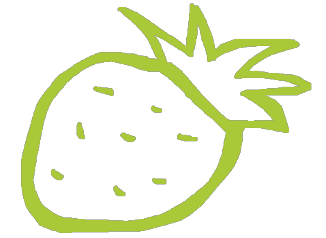


Organic consumer



- According to the 2021 consumer barometer 1,7 million Finns buy organic food at least once a week. More than half buy organic products at least once a month.
- In particular, families with children and women over 60 are key user groups of organic products. The shares of men aged between 30 and 50, and young women have also increased. Organic products are bought in the Helsinki metropolitan area slightly more than in the rest of the country.
- The recognition of the EU's organic label has grown steadily over the past decade, and according to the 2021 consumer survey, 52% of Finnish consumers recognize it with at least some certainty.

Places selling organic products



Sales channels for organic products used by Finns

Grocery stores	81 %
Markets	19 %
Online grocery shops	17 %
Farms	9 %
Speciality shops	8 %
REKO markets	6 %
Other online shops	3 %
Food circles	2 %

- According to the 2021 consumer barometer, consumers report buying organic products most commonly from regular grocery stores. The second most popular purchase channel for organic products is the market.
- More organic products are purchased online than before, and the online grocery shop has become the third most popular purchase channel for organic products. Especially families with children (children 0-6 years old) and young adults buy organic products from the online grocery shop.

Organic consumption

- The most important criterion for purchasing organic products is purity and that organic products are free from food additives and pesticides. Environmental friendliness and healthiness are also highlighted in the purchasing criteria. The importance of taste has decreased as other qualities have been emphasized more than before.
- Finns want to increase their use of organic food, and 83% of active consumers, who buy organic food every week, say that they intend to increase their consumption of organic food in the future, the corresponding figure for the entire population is 53%.
- More than half of consumers could buy more organic if it was cheaper. However, the importance of price has continued to decline. Making sure that producers get a fair price for organic products is also important for consumers. In particular, active organic consumers want better availability and more selections for organic products.



Criteria for purchasing organic products

1. Pure / free from food additives and pesticides
2. Environmentally friendly / natural
3. Healthy
4. Good taste
5. Animal welfare

Coronavirus pandemic



- According to the 2021 consumer barometer, the corona pandemic increased 20% of consumers' interest for organic food. Especially the interest of young adults and families with children (children 0-6 years old) increased.
- Organic sales in 2021 are compared to the first year of the corona pandemic, and a record year for grocery store sales, which is why organic growth in many product groups remained low or turned to a decline.
- The development of organic sales in different product categories in 2021 reflects the development of food sales as a whole. In 2020, the baking boom was visible, among other things, in the sale of organic flour, which grew by almost 30% at that time. In 2021, sales of flour decreased by about 10%. It could be concluded from this that the biggest enthusiasm for baking has subsided and people have probably already moved outside their home circles in 2021.

A challenge for the development of organic sales in 2021 was especially the strong growth in sales of ready-made meals during the corona pandemic, because in that product group there aren't many organic options available.



The Organics in Finland 2021 compilation has been produced by the Local Food, Organic and Natural Products – Food Sector Coordination project, which is funded by the Ministry of Agriculture and Forestry.



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