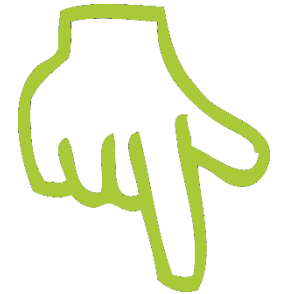


# ORGANICS IN FINLAND 2022

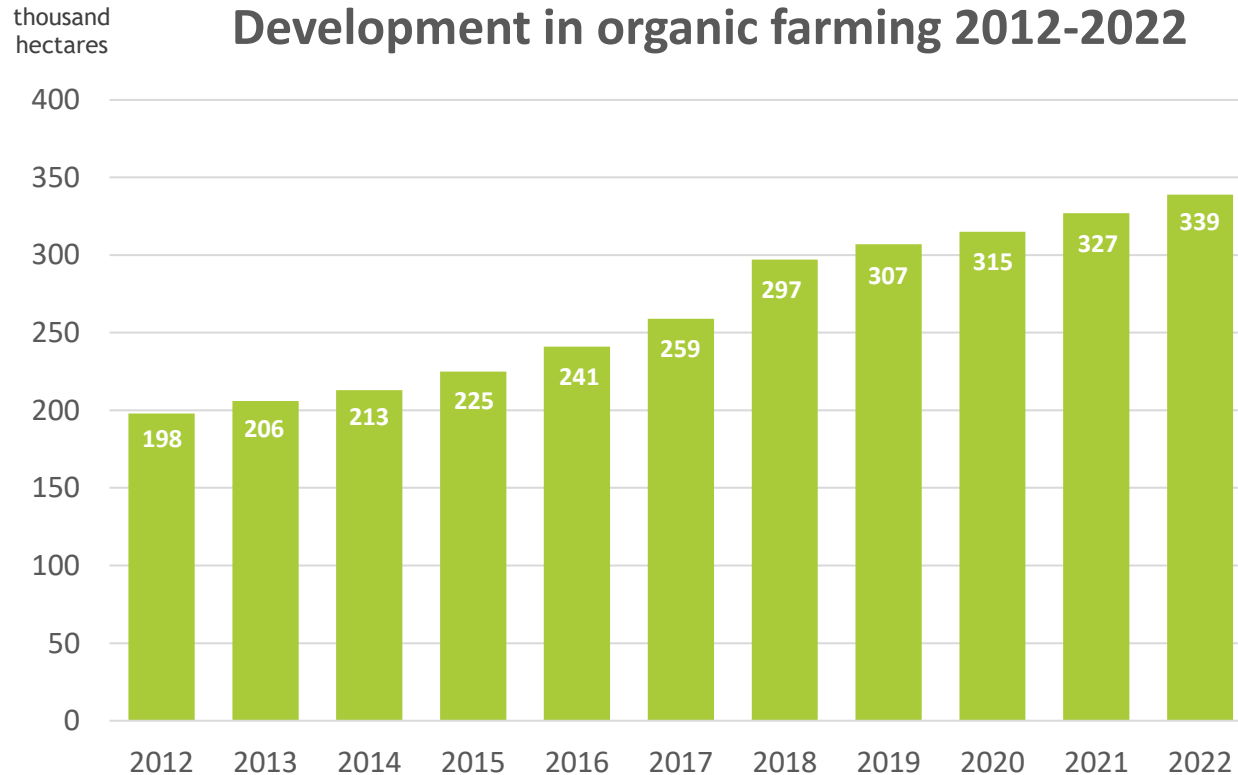
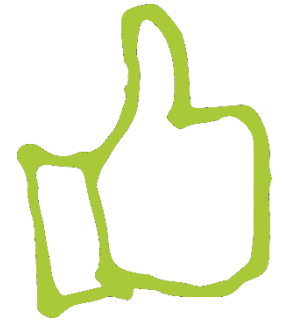


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# Development of the organic sector



- In 2022 Finland's organically-farmed arable land was 339 460 hectares. Of this, 31 573 hectares were in the process of converting.
- Organically-farmed arable land increased by 3.6% compared to the previous year.

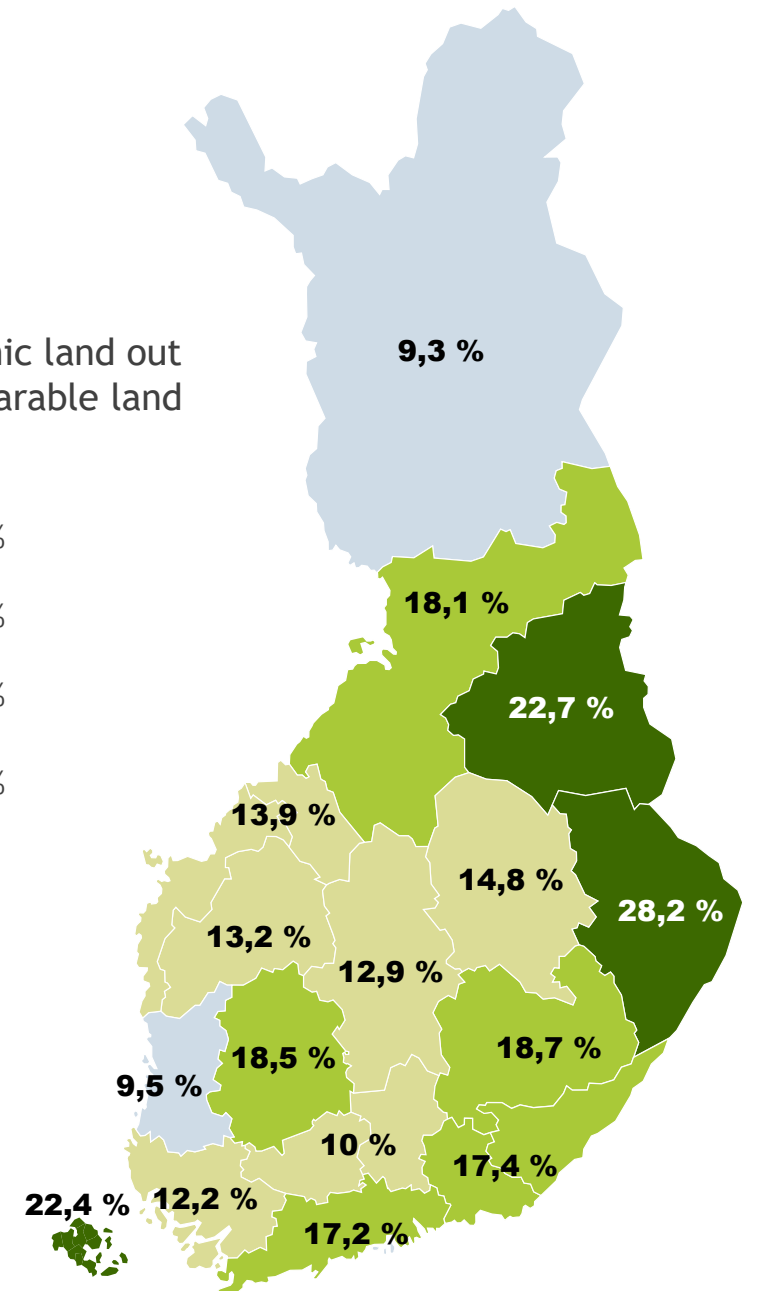
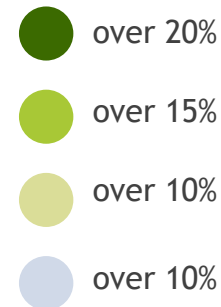
# Organic farming

- The total arable land in Finland used for organic farming was 15%.
- The largest share of organically-farmed arable land was 28.2% in North Karelia.
- The largest area of organically-farmed arable land was in Northern Ostrobothnia, 39 thousand hectares.
- The largest increase in organically-farmed arable land was in Central Finland (15%).
- The average size of the organic farms was 69.9 hectares (the average of all farms was 52 ha).



Source: Finnish Food Authority / Natural Resources Institute of Finland

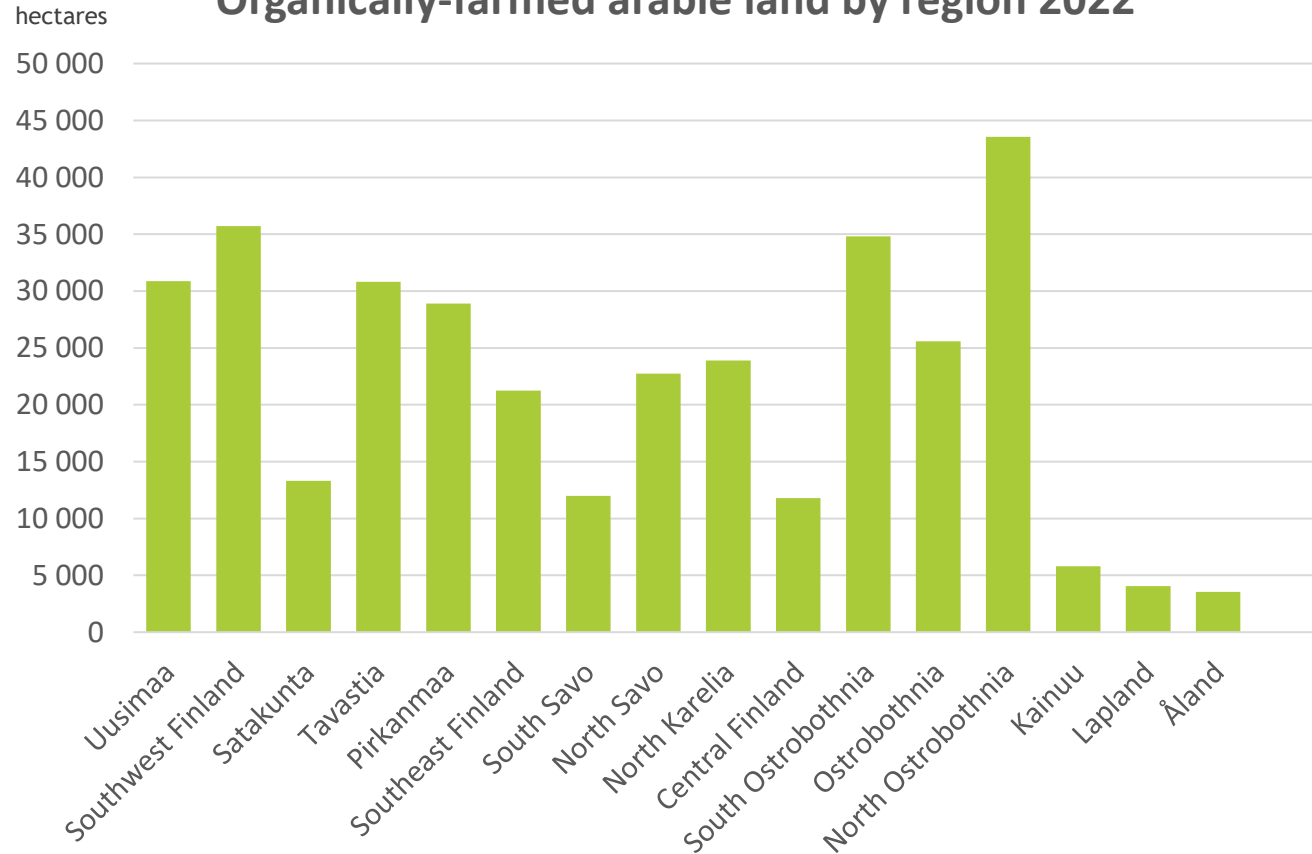
Arable organic land out of the total arable land by region.



# Organic farms



Organically-farmed arable land by region 2022



- New organic commitments were made and 152 new farms converted to organic, of which 47 were livestock farms.
- The total number of organic farms was 4 857. This was 11% of all farms.
- The total number of organic farms decreased by 1% compared to the previous year. This was likely due to uncertainty related to the new period of the European Union's Common Agricultural Policy (CAP). Additionally, the new rules of the organic regulation that came into effect on January 1, 2022, as well as the uncertain market situation, may have partially influenced the decrease.

# Organic plant production



# Horticulture production



ORGANIC YIELD	2022		2021	
	milj. kg	share %	milj. kg	share %
Wheat	22,3	2,6	18,3	2,7
Rye	9,3	14,3	10,1	15,1
Barley	16,1	1,1	12,5	1,2
Oats	107	8,9	58,2	7,4
Mixed grains	23,1	43,6	15,4	44
Buckwheat	0,3	27,3	0,2	28,6
Turnip rape & rapeseed	3,1	5,5	2,7	6,6
Potatoes	9,5	1,7	11	2
Peas	8	8,7	5	11,7
Broad beans	3	15,6	1,7	14,2

- In 2022, 177 million kg of organic grains were produced in Finland. The yield of organic grains increased by 55% compared to the previous year.
- Almost 5% of the country's total grain yield was organic.
- Of the total rye harvest, 14% was organic, and of the total oat harvest, 9% was organic.
- Organic grains (wheat, rye, barley, oats) were farmed on a total area of 67 000 hectares.
- The main organic grain is oats: 60.5% of the organic grain yield were oats.
- Mixed grains, buckwheat and broad beans account for the largest share of the total production.

# Horticulture production



Organic horticulture 1000 kg				
	2022	2021	2020	2019
Peas	349	344	638	595
White cabbage	686	758	712	592
Carrots	2697	2497	3176	3113
Onions	549	318	476	388
Tomatoes	906	826	676	746
Cucumbers	321	262	162	221
Berries	669	728	631	618
Apples	78	151	107	116

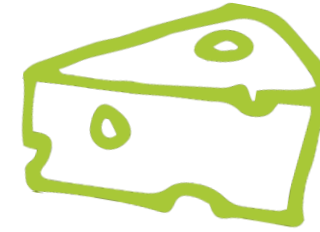
- In 2022, 195 companies cultivated organic openfield vegetables, on a total of 1085 hectares. The area under cultivation increased by 10% compared to the previous year.
- In terms of area, the most important openfield vegetable was peas (774 ha).
- The total area of greenhouse tomatoes and cucumbers decreased by one hectare from last year, amounting to a total of 4 hectares.
- Organic berries were produced on 831 hectares.
- Organic apples were produced on 61 hectares.



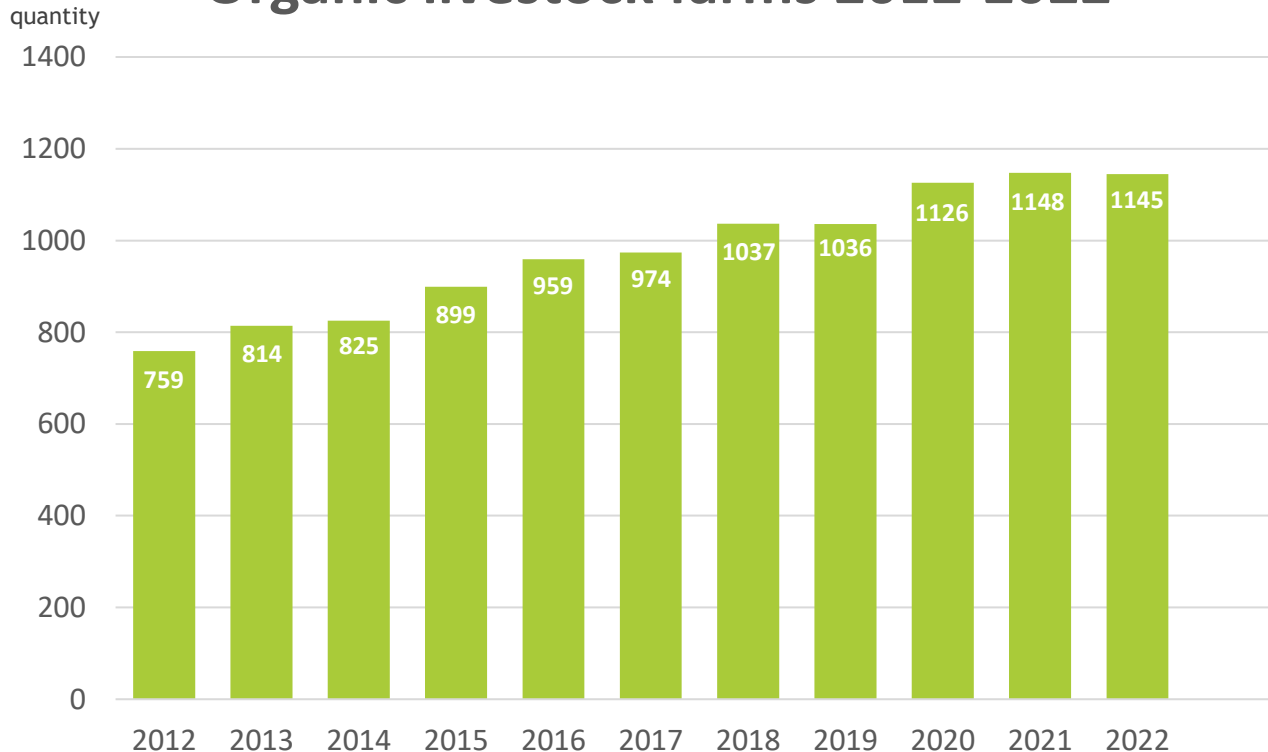
# Organic livestock production



# Livestock farms



## Organic livestock farms 2012-2022



- In 2022, there were 1 145 organic livestock farms in Finland.
- There were 135 organic dairy farms and 421 beef farms. There were 10 organic pork farms and three organic chicken farms. 53 farms produced organic eggs.
- The largest number of organic livestock farms from all the regions were in Northern Ostrobothnia (128 farms) and Pirkanmaa (113).

# Livestock production



ORGANIC MEAT	2022		2021		2020	
	milj. kg	share %	milj. kg	share %	milj. kg	share %
Beef	3,42	4	3,46	4	3,35	3,85
Pork	0,73	0,43	0,77	0,44	0,73	0,42
Mutton	0,28	21,21	0,32	24,24	0,34	23,61
Poultry	No data available					

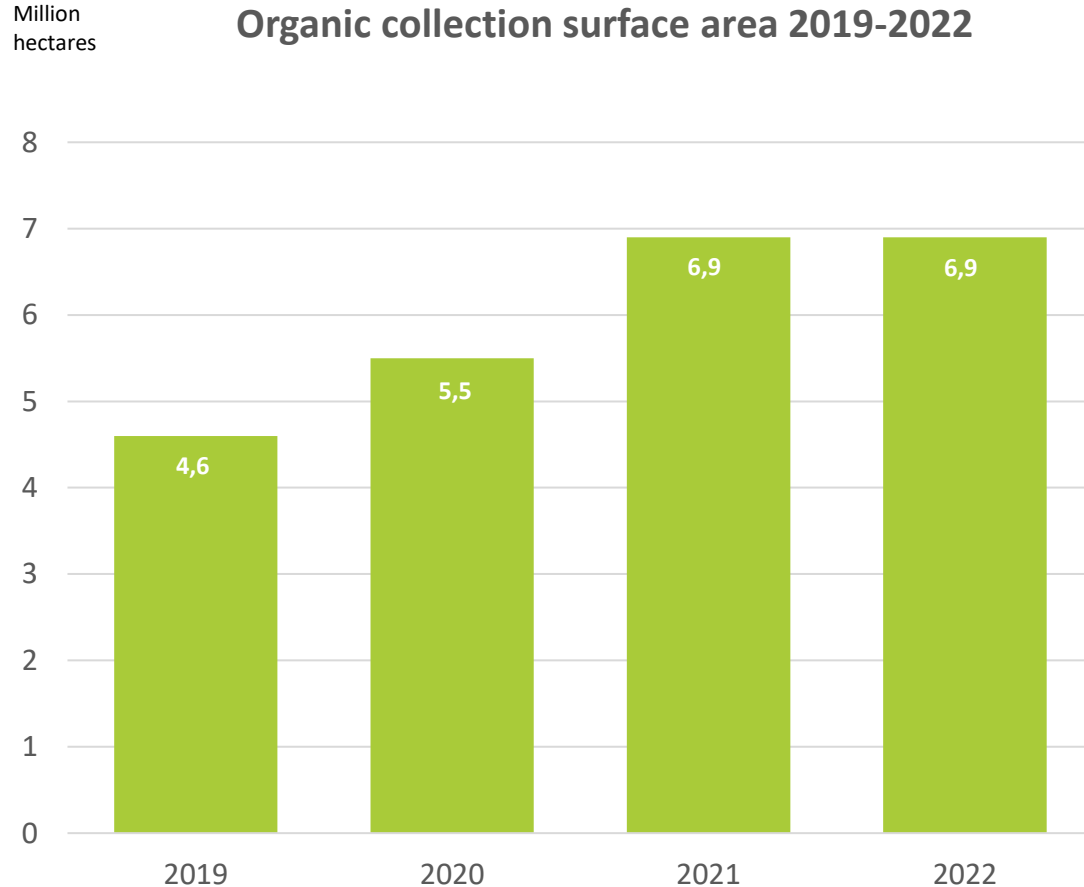
ORGANIC MILK AND EGGS	2022		2021		2020	
	milj. l/kg	share %	milj. l/kg	share %	milj. l/kg	share %
Milk	80,6	3,75	80,9	3,67	79	3,38
Eggs	5,98	8,5	5,25	6,77	5,16	6,79

- In 2022, 4.4 million kilos of organic meat was produced in Finland (not incl. poultry), which is about 4% less than the previous year.
- Organic meat accounted for about 1% of total meat production.
- 77% of all organic meat production was beef.
- Organic milk production decreased by 0.4% from the previous year and accounts for 3.7% of total milk production.

# Organic wild collection

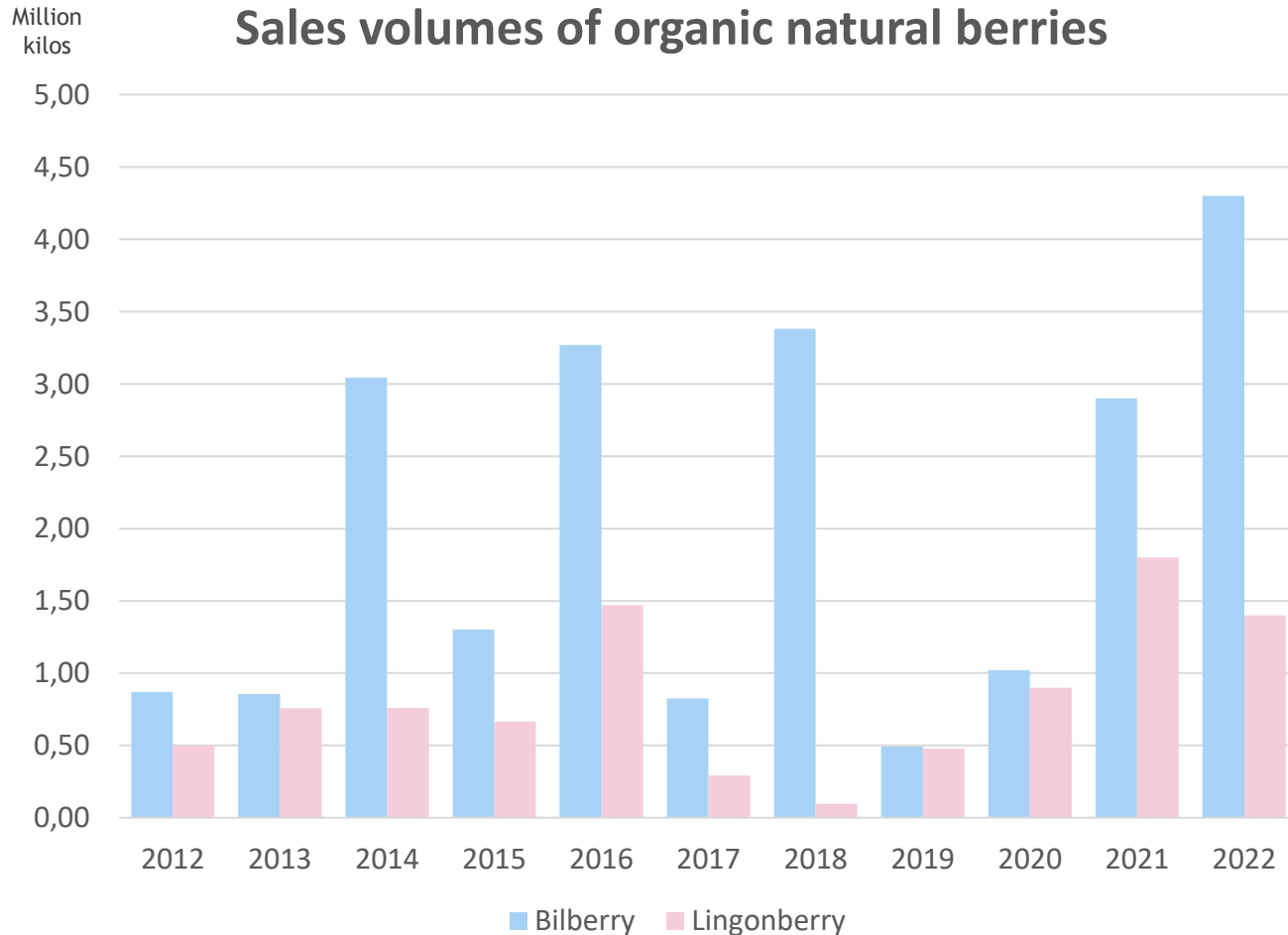


# Organic wild collection



- There were approximately 6.9 million hectares of certified organic collection area in Finland in 2022. The area is now about half as large as in 2019.
- The largest amount of organic collection area is found in Lapland.
- In 2021, the areas managed by Metsähallitus' nature services were also included in organic certification, and the significant increase in organic collection area in 2021 is largely attributed to this. The majority of Finland's state-owned forests are now certified as organic collection areas, and the challenge lies in how to further expand organic collection areas in Finland in the future.

# Organic wild collection products



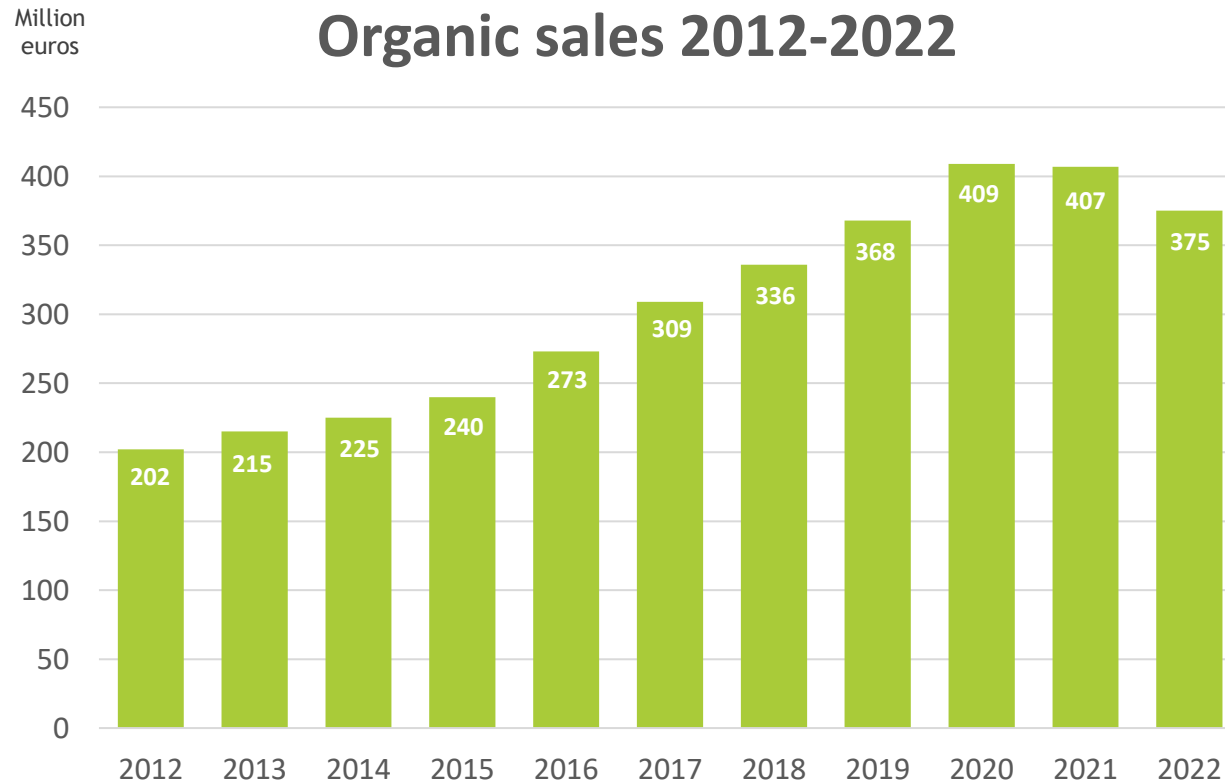
Source: Finnish Food Authority

- The most important organic natural berries are bilberry, lingonberry and cloudberry.
- In 2022, 4.3 million kilos of organic bilberries, 1.4 million kilos of organic lingonberries and 170 thousand kilos of organic cloudberrries were picked up for sale.
- Due to the hot summer in June and July and the rainy August, the organic bilberry harvest was excellent.
- The organic lingonberry harvest was poor in some areas due to severe drought.
- In 2022, about 45% of all bilberries, 17.4% of all lingonberries and 63% of all cloudberrries sold were organic.

# Organic market



# Finnish organic market



- In 2022, organic sales decreased by 8% compared to the previous year, and organic products were sold in grocery stores for a total of 375 million euros.
- The increase in food prices and increased price awareness among consumers have significantly affected the sales of organic products.
- However, organic sales are still at a higher level than before 2019 when the restrictions brought by the COVID-19 pandemic significantly increased the consumption of organic products.
- The market share of organic products in the Finnish grocery trade is 2.2%.



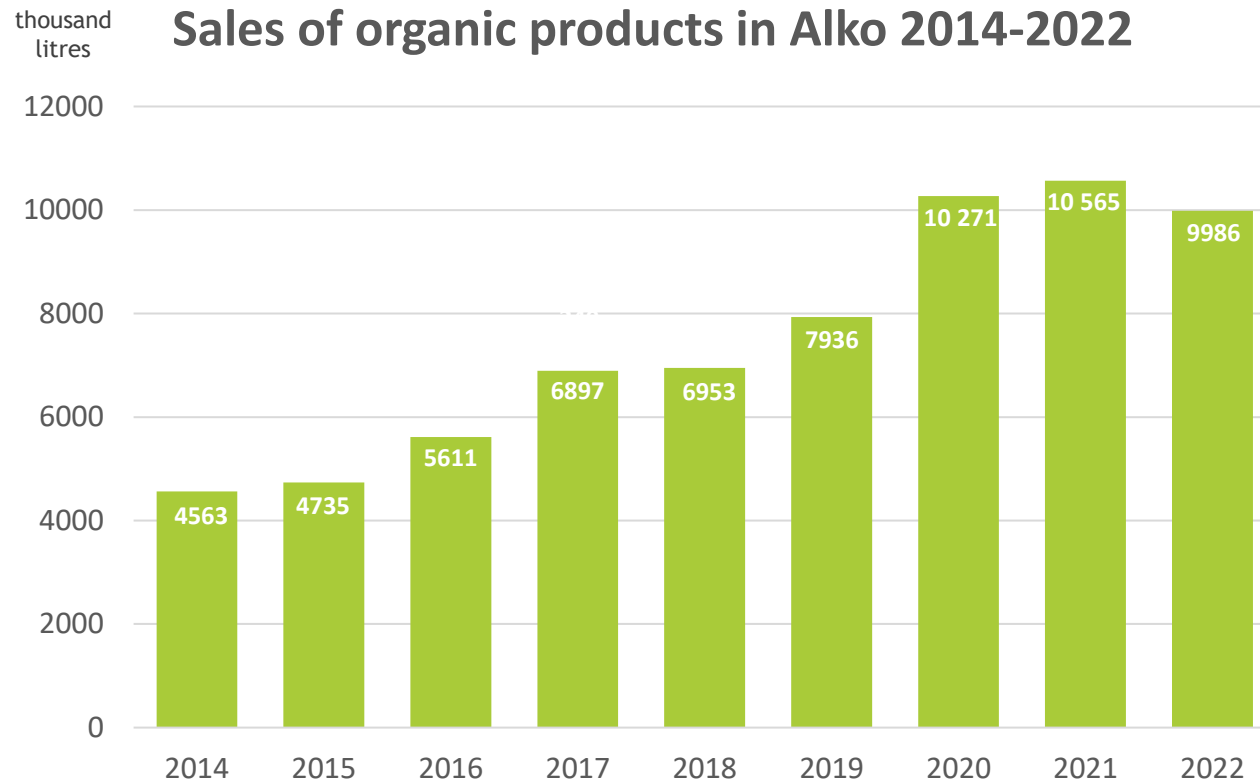
# Organic products in grocery stores



PRODUCT GROUP	ORGANIC (total sales)
Baby food	23 %
Eggs	16 %
Vegetable oils	14 %
Flakes and groates	12 %
Juices and kissels	8 %
Flours	8 %
Coffee, tea, cocoa	7 %
Fruits	6 %
Milk	4 %
Vegetables	3 %

- In 2022, the most popular organic products were bananas, milk, eggs, coffee and orange juice.
- Organic baby food was the only product group that managed to increase both value and volume.
- There was little change in value and volume for yellow fats, juices and kissels, flakes and groates.

# Organic alcohol beverages

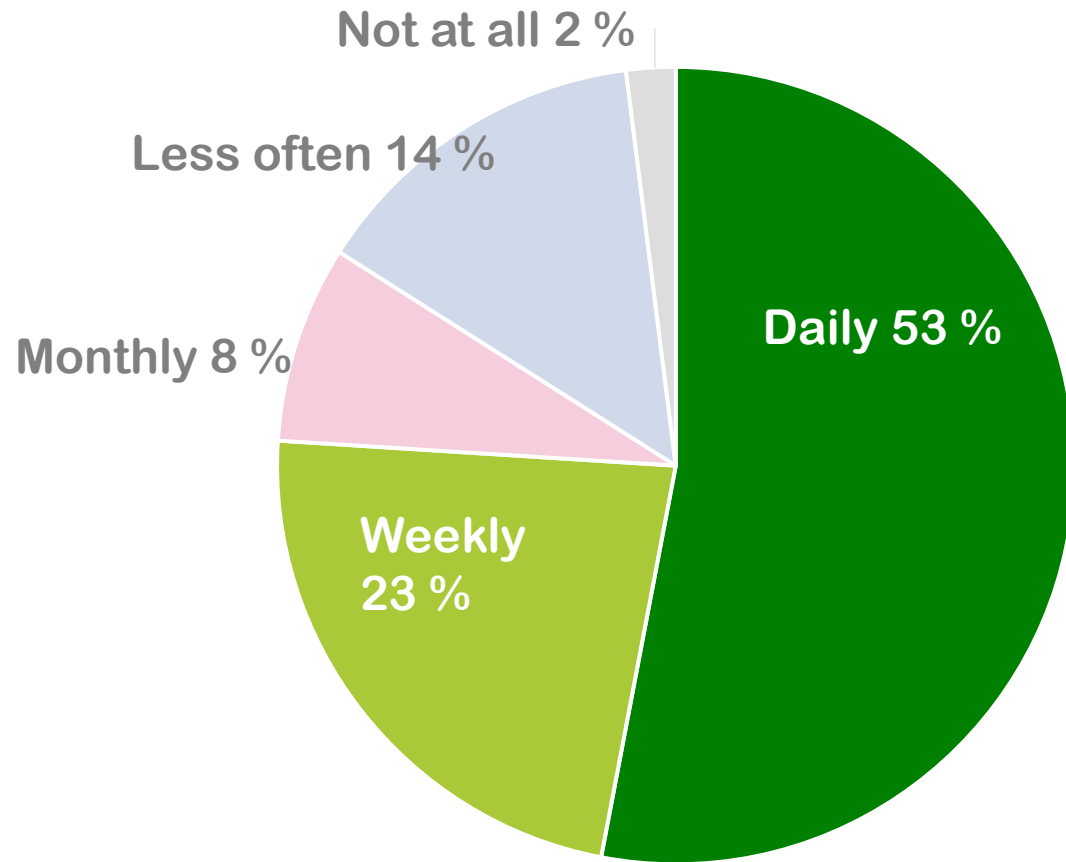


- Sales of Alko's organic products in liters decreased by 5.5% compared to the previous year.
- In 2022, Alko's selection included a total of 1776 organic products, of which 1627 were mild wines. The selection of organic products has increased by 7% from the previous year.
- Around 9.5 million litres of organic wines were sold, accounting for 19% of the total volume of wines sold.
- 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



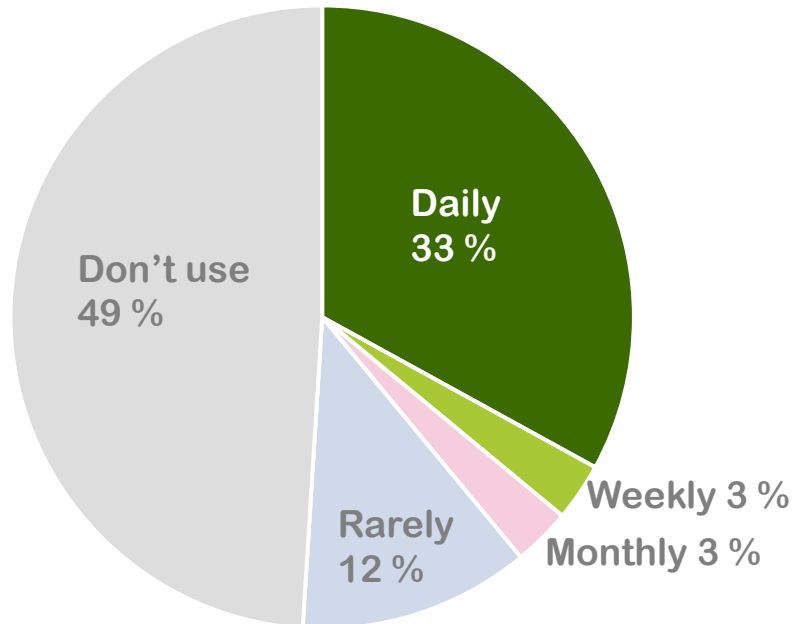
## Use of organic products in public professional kitchens



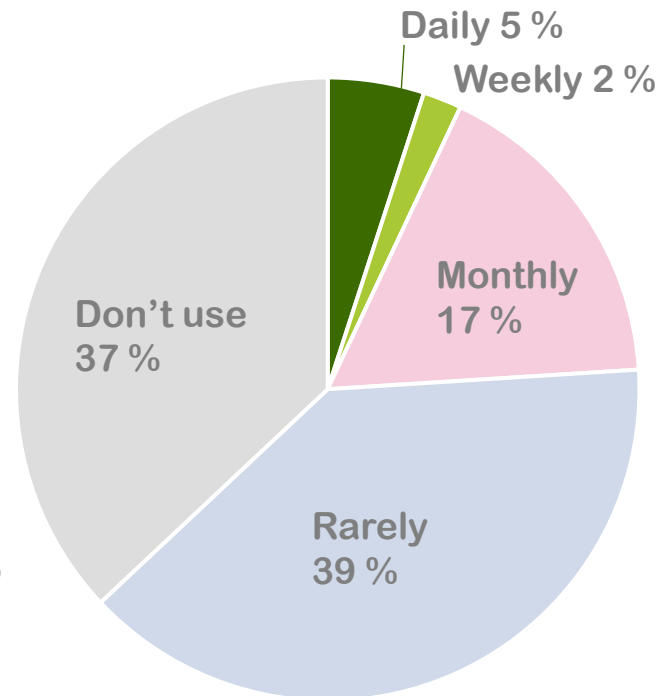
- According to a survey conducted in 2022, more than half of food services say they use organic food every day. 23% of food services use organic products weekly, and only about 2% say they do not use organic at all.
- The reasons for using organic in professional kitchens are quality, customer well-being, taste and the development of responsible operations.
- Flakes, groates and milk are most commonly used. 33% of food services use organic milk every day.

# The school distribution support encourages the use of organic products

Use organic milk

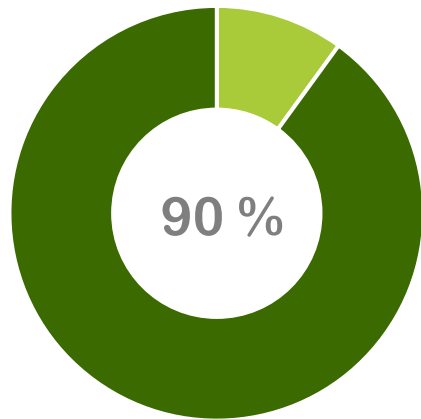


Use organic vegetables/root vegetables

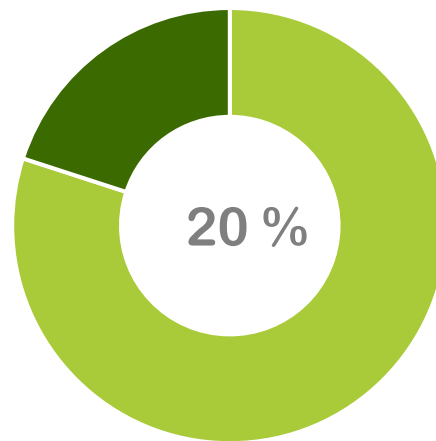


- The EU supports the use of organic milk and organic vegetables in schools and daycare centres through an increased school distribution subsidy.
- In the academic year 2021-2022, organic milk accounted for 24% of the milk distributed through school subsidies. A total of 3 million litres of organic milk was consumed in schools and daycare centres.
- Of the vegetables distributed through school subsidies, organic produce accounted for 0.5% in the academic year 2021-2022. Organic carrots and bananas were the most commonly used organic vegetables in the school distribution programme.
- According to the survey conducted by the "Promoting Organic Food in Food Services" project, 33% of public kitchens use organic milk on a daily basis, and 5% of public kitchens use organic vegetables daily.

# Desire to increase the use of organic products



90 %  
of food services are  
aware of the organic  
target set by the  
government



20 %  
of food service  
customers (e.g.,  
municipality) have  
made the decision to increase  
the use of organic food in  
their food services  
("Don't know" responses have  
been removed)

- 43% of public kitchens would like to increase the use of organic food in at least some product categories.
- The product categories where there is the most desire to increase the use of organic food are vegetables and berries, milk, flakes and grains, as well as eggs and meat.
- According to the target set by the Finnish government, 25% of the ingredients used in public kitchens should be organic by 2030. The government's target is well known in public food services.

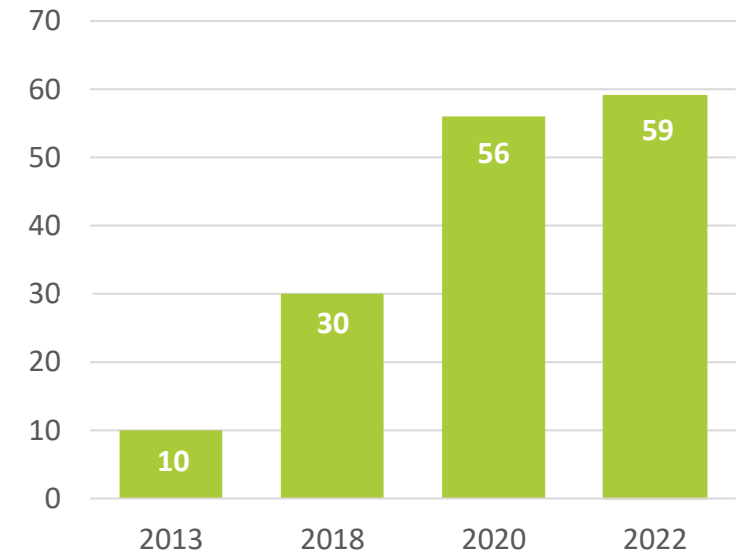
# Export of organic products from Finland



- Organic food products were exported from Finland for approximately 59 million euros in 2022. The share of organic products in the total value of food exports was about 3%.
- The value of organic exports has increased slightly since 2020.
- The largest product category in organic exports is milled products, accounting for approximately 40% of the value of organic exports and 30% of Finland's total milled product exports.
- Other significant product categories included dairy and non-dairy alternatives, bakery products, and natural products.
- Of the exports, 62% consisted of semi-finished products, while only 4% were raw ingredients.
- Finnish organic products are exported to over 40 different countries. According to the survey, the most popular export destinations for organic products were Germany, Sweden, the Netherlands, the United States, and South Korea.

Million euros

## Export of organic products

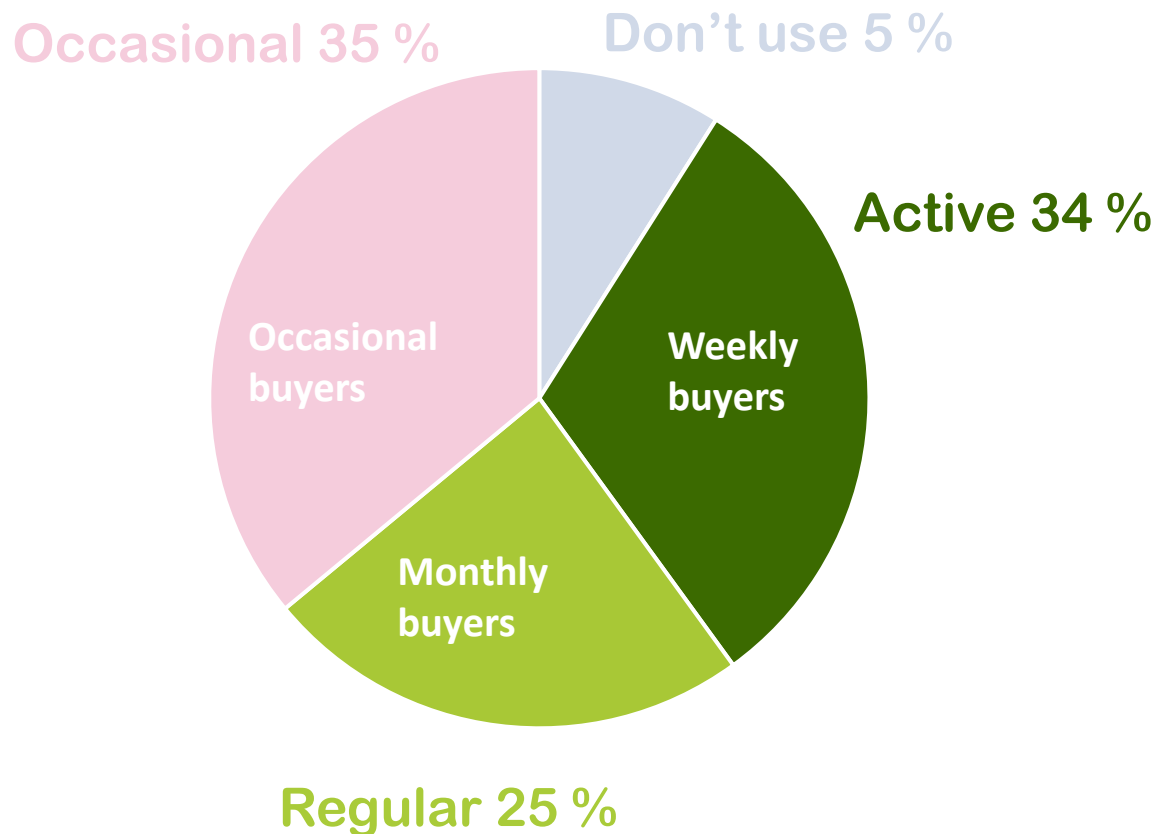


\*Excluding alcoholic beverages

# Organic consumers



# Consumers of organic products



- According to a consumer survey conducted in 2022, over 1.5 million Finns purchase organic products on a weekly basis.
- Small families with young children continue to be a key consumer group for organic products, and women buy more organic products than men. In addition, in 2022, childless couples were particularly prominent among active organic consumers, with over 40% of them reporting weekly organic purchases.
- Organic products are purchased slightly more in the Helsinki metropolitan area and other university cities compared to the rest of the country.
- The awareness of the EU organic label has grown significantly in recent years, and according to a consumer survey conducted in 2022, at least 65% of Finns can identify it with reasonable certainty.

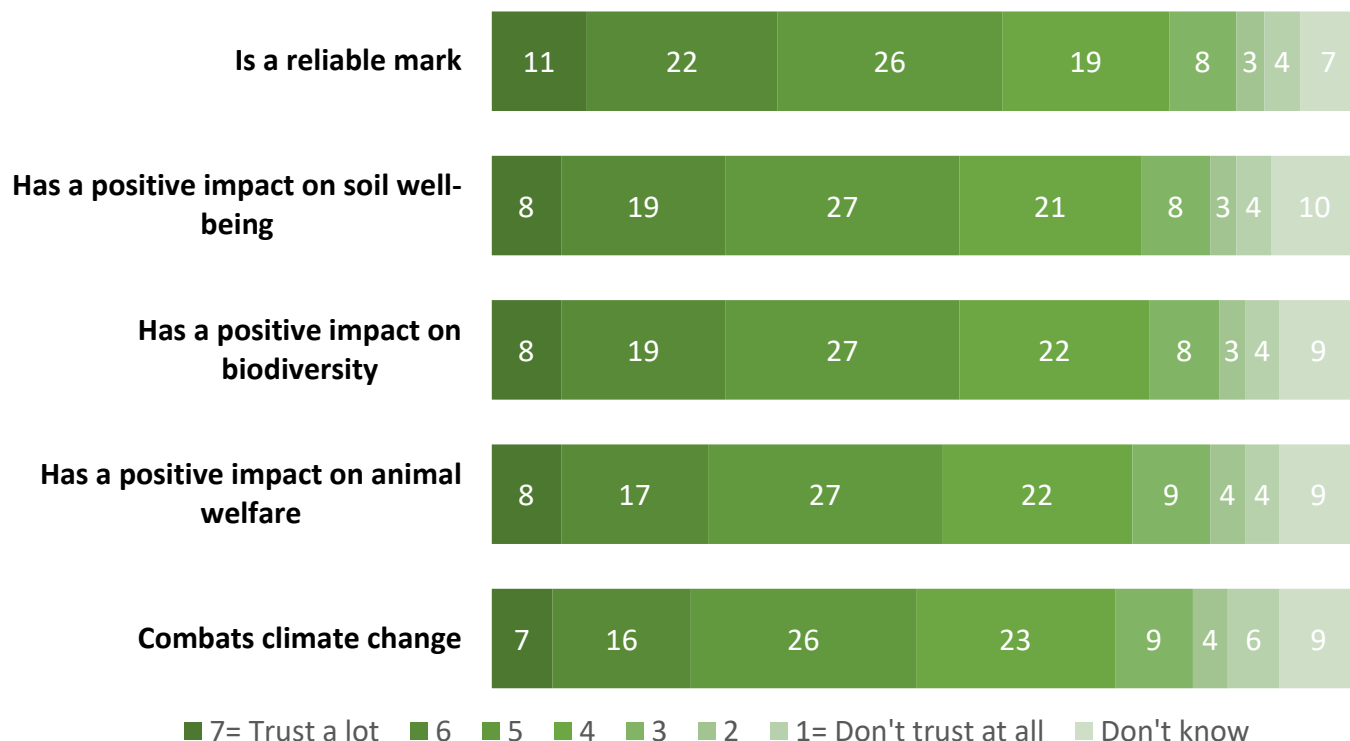


# Finns trust organic products



To what extent do you trust the EU organic label?

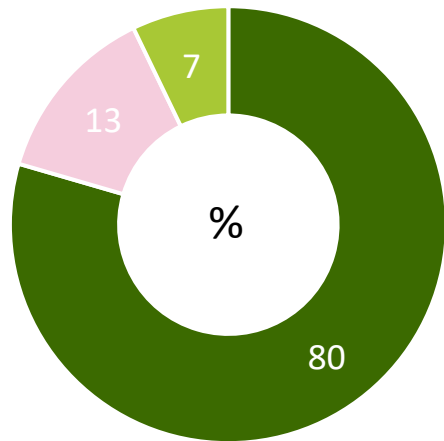
I trust that the EU organic label...



- Nearly two-thirds (65%) of Finns already recognize the EU organic label, and 59% consider it at least somewhat reliable as a mark.
- Also, the trust in what the organic label guarantees is at a high level - over half of Finns trust at least somewhat that organic production has a positive impact on soil health and biodiversity.

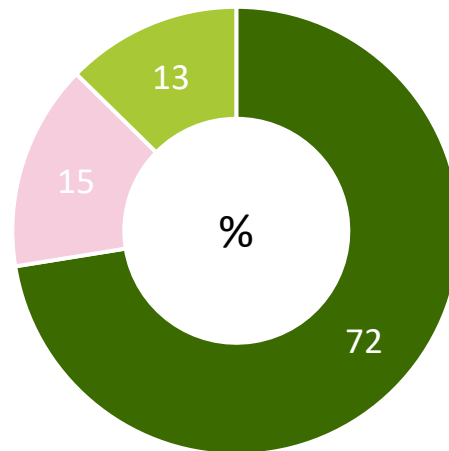
# Finns want to act responsibly - responsible products are difficult to identify

Want to act more sustainably in the future



■ Agree  
■ Don't know  
■ Disagree

Many products have sustainability labels, but it's difficult to know which ones to trust



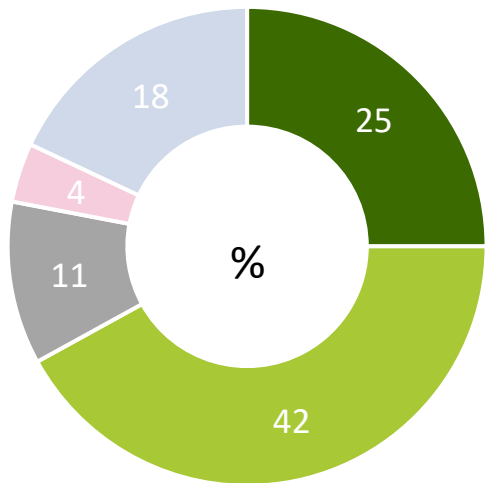
■ Agree  
■ Don't know  
■ Disagree

- 80% of Finnish consumers would like to act more sustainably in the future. Nearly as many, 78%, believe that they can contribute to sustainable development through their choices.
- However, consumers find it difficult to know which brands they can trust.
- 57% of Finnish consumers believe that the organic label influences their purchasing decisions to some extent.

# Inflation affects consumer behaviour

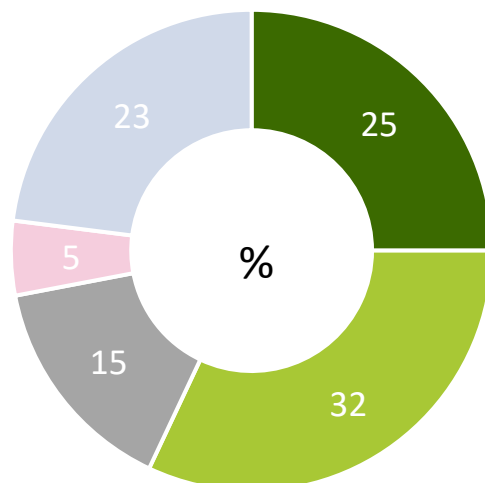


The price of food has increased so much that it significantly affects what food I buy from the store



■ Completely agree  
■ Somewhat agree  
■ Somewhat disagree  
■ Strongly disagree  
■ Don't know

The price of food has increased so much that it significantly affects how well I can prioritize responsible choices when grocery shopping



■ Completely agree  
■ Somewhat agree  
■ Somewhat disagree  
■ Strongly disagree  
■ Don't know

- Inflation strongly affects consumer behaviour and has had visible consequences for the organic market, which fell in value in 2022 after over ten years of positive growth.
- According to consumer research (Kantar TNS Agri 2023), up to 67% of Finns state that price increases generally affect their food purchasing decisions.
- 57% of Finns report that they feel that the increase in food prices significantly affects their ability to make responsible choices when grocery shopping.



The Organics in Finland 2022 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.



Maa- ja metsätalousministeriö  
Jord- och skogsbruksministeriet  
Ministry of Agriculture and Forestry

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