

# ORGANICS IN FINLAND 2023







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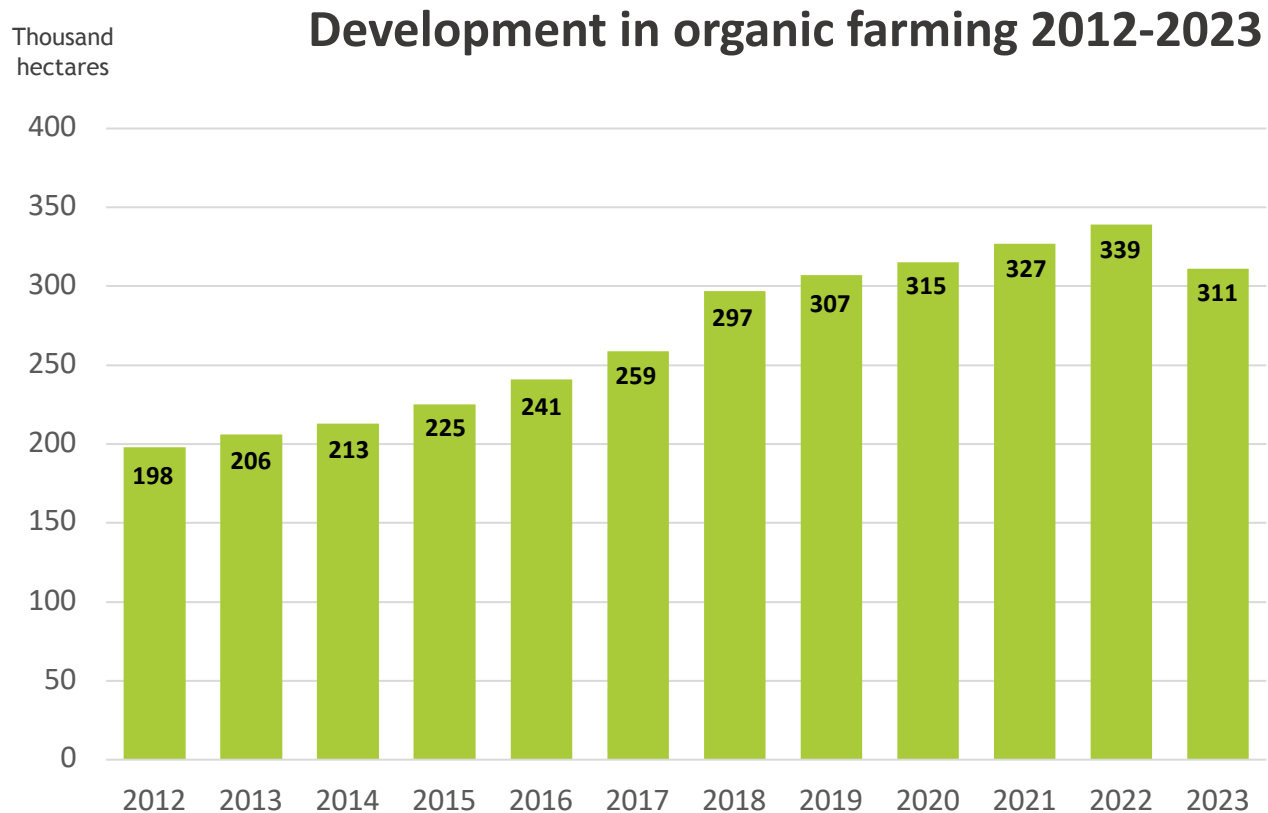


**PRO LUOMU**



Ministry of Agriculture and Forestry of Finland

# Development of the organic sector



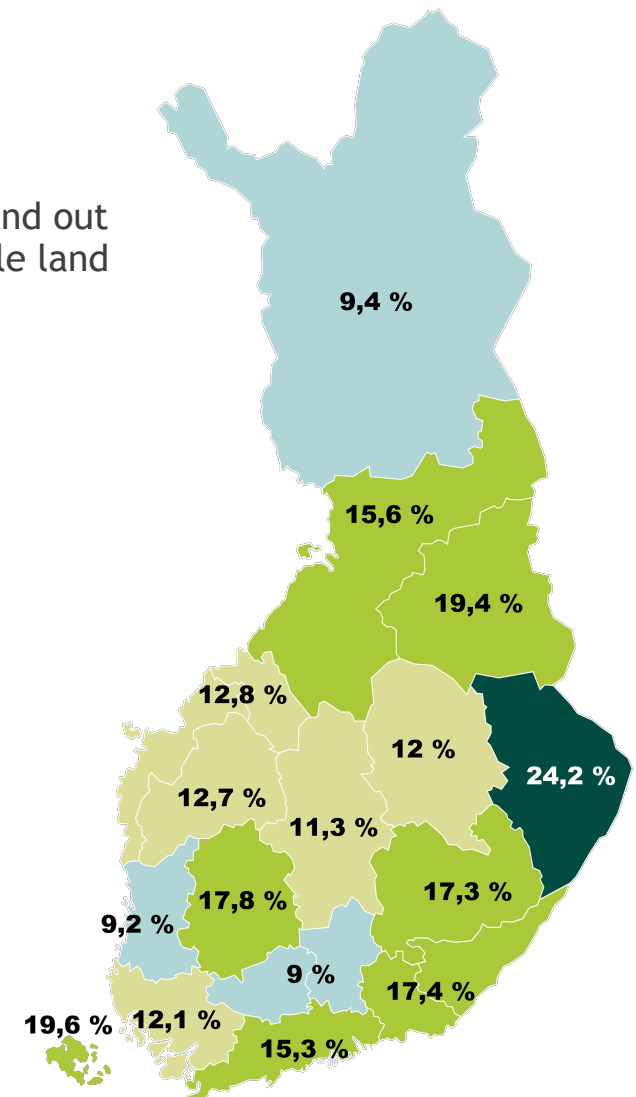
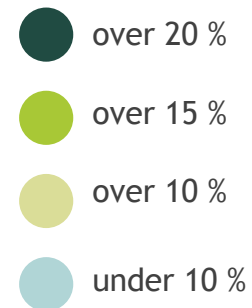
Source: Finnish Food Authority

- In 2023 Finland's organically-farmed arable land was 311,498 hectares. Of this, 24,245 hectares were in the process of converting.
- Organically-farmed arable land decreased by 8% compared to the previous year due to the changes in agricultural subsidies and market situation.

# Organic farming

- The total arable land in Finland used for organic farming was 13.7%.
- The largest share of organically-farmed arable land was 24.2% in North Karelia.
- The largest area of organically-farmed arable land was in Northern Ostrobothnia, 37.7 thousand hectares.
- The average size of the organic farms was 75 hectares (the average of all farms was 53 ha).

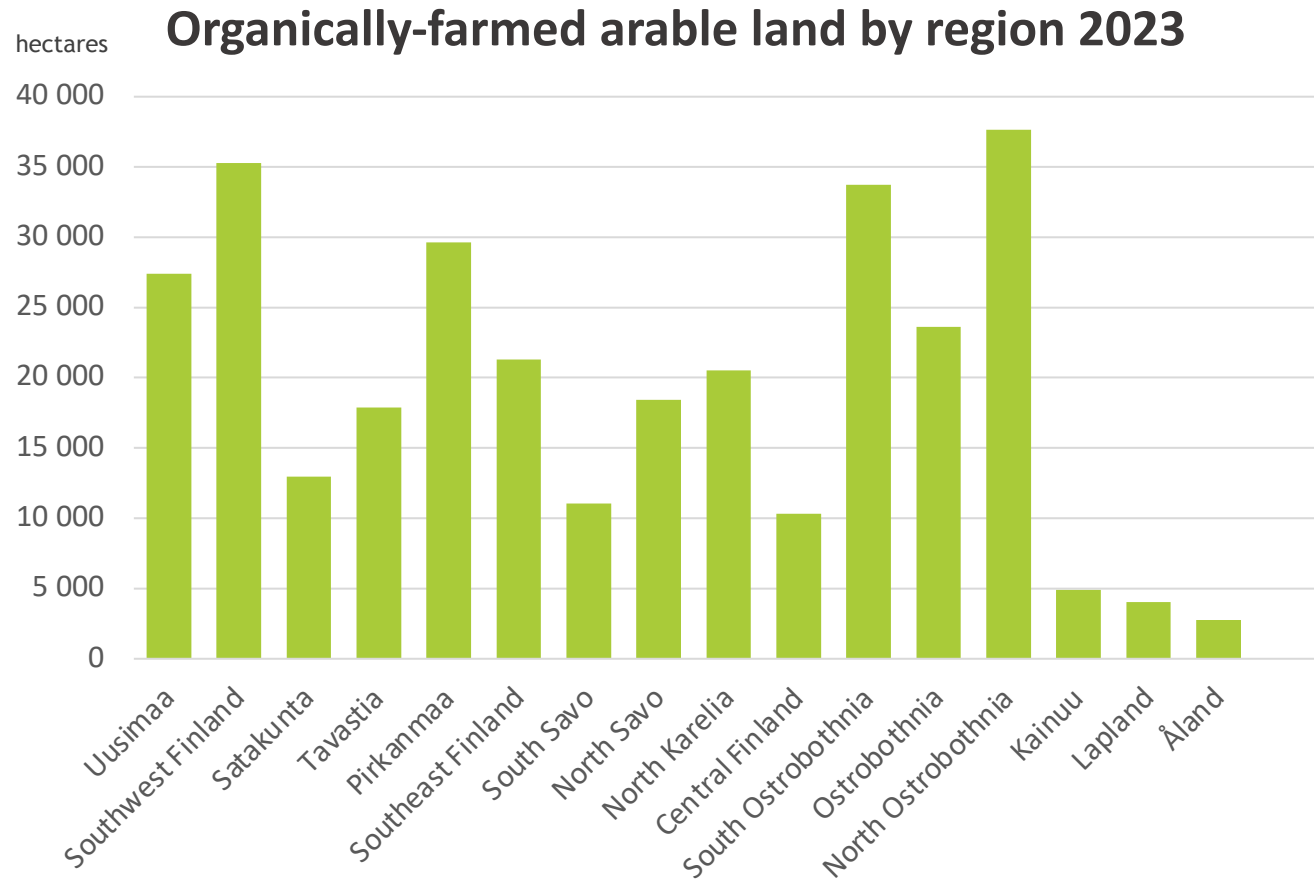
Arable organic land out of the total arable land by region



Source: Finnish Food Authority, Natural Resources Institute of Finland



# Organic farms



- The total number of organic farms was 4,153. This was 9.8% of all farms.
- The total number of organic farms decreased by 14% compared to the previous year.
- New organic commitments were made and 74 new farms converted to organic, of which 28 were livestock farms.

Source: Finnish Food Authority



# Organic plant production





# Horticulture production

| ORGANIC YIELD          | 2023     |         | 2022     |         |
|------------------------|----------|---------|----------|---------|
|                        | milj. kg | share % | milj. kg | share % |
| Wheat                  | 17,6     | 2,4     | 22,3     | 2,6     |
| Rye                    | 11,1     | 12,2    | 9,3      | 14,3    |
| Barley                 | 13,1     | 1,2     | 16,1     | 1,1     |
| Oats                   | 86,6     | 8,6     | 107      | 8,9     |
| Mixed grains           | 10,9     | 27,5    | 23,1     | 43,6    |
| Buckwheat              | 0,4      | 30,8    | 0,3      | 27,3    |
| Turnip rape & rapeseed | 3,2      | 7,9     | 3,1      | 5,5     |
| Potatoes               | 8,4      | 1,7     | 9,5      | 1,7     |
| Peas                   | 9,3      | 10,7    | 8        | 8,7     |
| Broad beans            | 1,9      | 17      | 3        | 15,6    |

- In 2023, 142 million kg of organic grains were produced in Finland. The yield of organic grains decreased by 21% compared to the previous year. Challenging weather conditions affected the organic harvest quantity.
- Almost 5% of the country's total grain yield was organic.
- Of the total rye harvest, 12.2% was organic, and of the total oat harvest, 8.6% was organic.
- Organic grains (wheat, rye, barley, oats) were farmed on a total area of 56,300 hectares. The sector shrank by 16% compared to 2022.
- The main organic grain is oats: More than half of the organic grain harvest consisted of organic oats as in previous years.
- Buckwheat, mixed grains and broad beans account for the largest share of the total production.

Source: Natural Resources Institute of Finland



# Horticulture production

| Organic horticulture (1000 kg) |       |      |      |      |
|--------------------------------|-------|------|------|------|
|                                | 2023  | 2022 | 2021 | 2020 |
| Peas                           | 81    | 349  | 344  | 638  |
| White cabbage                  | 719   | 686  | 758  | 712  |
| Carrots                        | 2 245 | 2697 | 2497 | 3176 |
| Onions                         | 366   | 549  | 318  | 476  |
| Tomatoes                       | 446   | 906  | 826  | 676  |
| Cucumbers                      | 291   | 321  | 262  | 162  |
| Berries                        | 533   | 669  | 728  | 631  |
| Apples                         | 109   | 78   | 151  | 107  |

- In 2023, 151 companies cultivated organic openfield vegetables, on a total of 415 hectares. The area under cultivation decreased by 60% compared to the previous year.
- In terms of area, the most important openfield vegetable was peas (180 ha).
- Greenhouse tomatoes and cucumbers were farmed on a total area of 3 hectares.
- Organic berries were produced on 900 hectares. The total area increased by 69 hectares compared to the previous year.
- Organic apples were produced on 70 hectares. The total area increased by 9 hectares compared to the previous year.



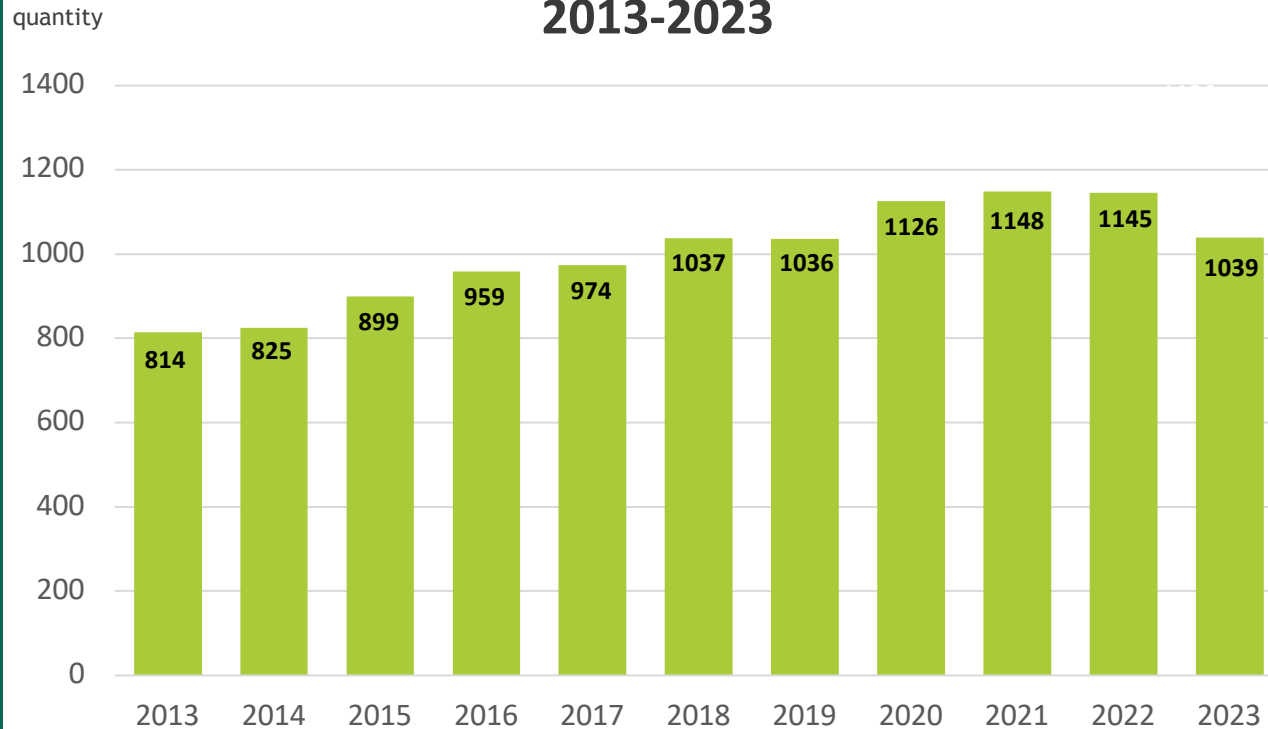
# Organic livestock production





# Livestock farms

Organic livestock farms  
2013-2023



Source: Finnish Food Authority

- In 2023, there were 1039 organic livestock farms in Finland.
- There were 116 organic dairy farms and 37 organic egg farms.
- There were 407 organic beef farms, 7 organic pork farms and 3 organic chicken farms.
- The largest number of organic livestock farms from all the regions were in Northern Ostrobothnia (111 farms), Pirkanmaa (102 farms) and in Southern Ostrobothnia (102).

# Livestock production

| ORGANIC MEAT | 2023              |         | 2022     |         | 2021     |         |
|--------------|-------------------|---------|----------|---------|----------|---------|
|              | milj. kg          | share % | milj. kg | share % | milj. kg | share % |
| Beef         | 3,55              | 4,2     | 3,42     | 4       | 3,46     | 4       |
| Pork         | 0,59              | 0,37    | 0,73     | 0,43    | 0,77     | 0,44    |
| Mutton       | 0,22              | 19,6    | 0,28     | 21,21   | 0,32     | 24,24   |
| Poultry      | No data available |         |          |         |          |         |

| ORGANIC MILK AND EGGS | 2023       |         | 2022       |         | 2021       |         |
|-----------------------|------------|---------|------------|---------|------------|---------|
|                       | milj. l/kg | share % | milj. l/kg | share % | milj. l/kg | share % |
| Milk                  | 73,4       | 3,44    | 80,6       | 3,75    | 80,9       | 3,67    |
| Eggs                  | 4,72       | 6       | 5,98       | 8,5     | 5,25       | 6,77    |

- In 2023, 4.4 million kilos of organic meat was produced in Finland (not incl. poultry).
- Organic meat accounted for about 2% of total meat production. The quantity increased slightly compared to 2022.
- 80% of all organic meat production was beef.
- Organic milk production decreased by 9% from the previous year and accounts for 3.4% of total milk production.

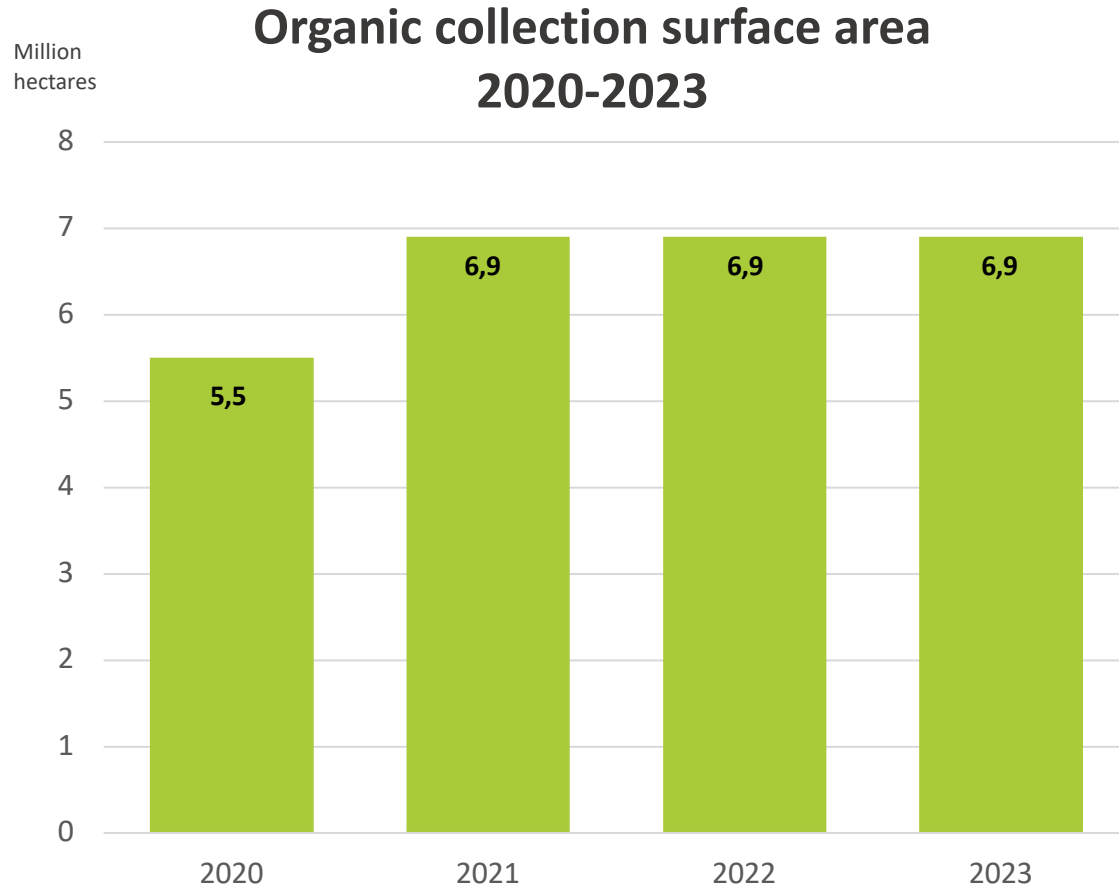


# Organic wild collection





# Organic wild collection

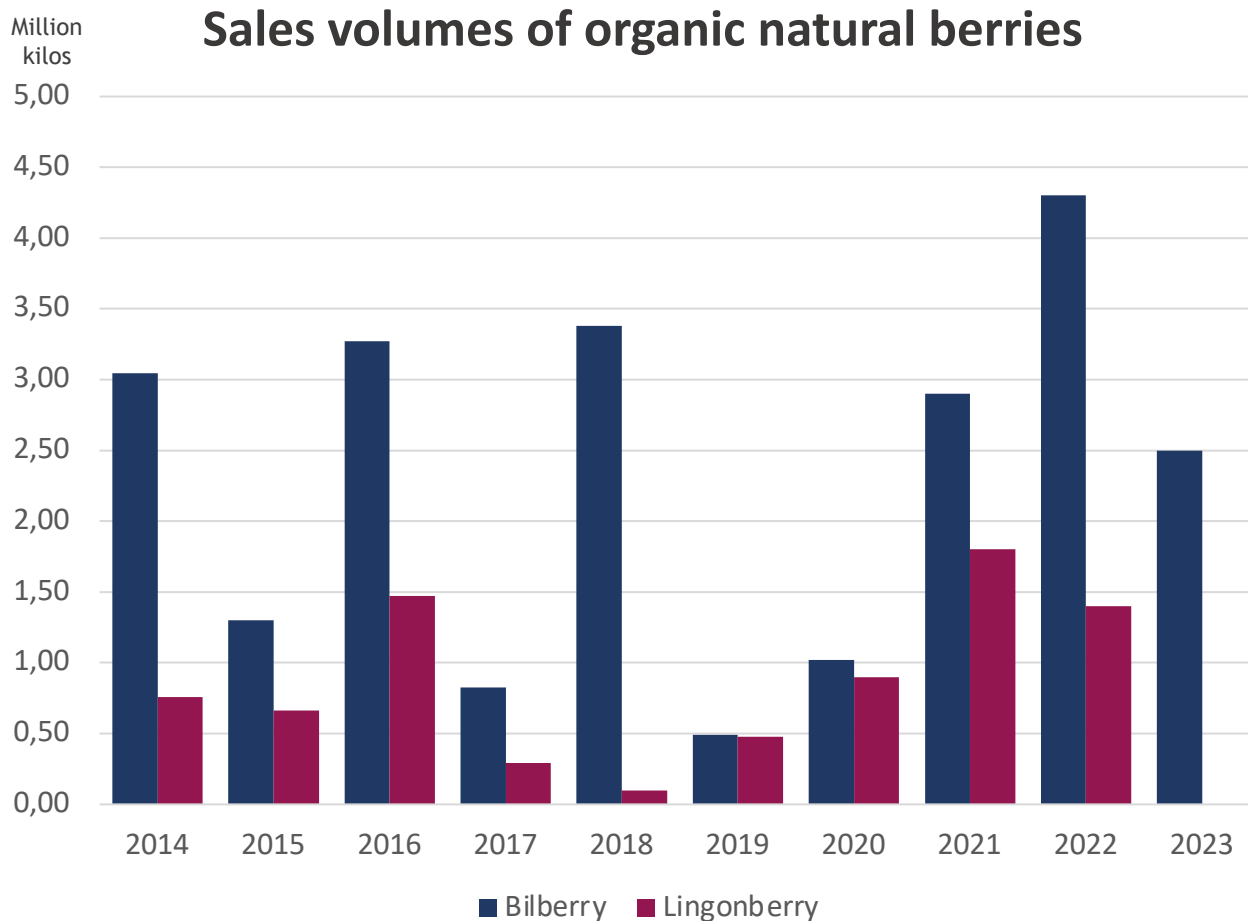


- There were approximately 6.9 million hectares of certified organic collection area in Finland in 2023.
- The largest amount of organic collection area is found in Lapland.
- The area of organic collection areas has remained stable in recent years.

Source: Finnish Food Authority



# Organic wild collection products



*\*The quantity of organic lingonberries is not available for the year 2023*

Source: Finnish Food Authority, Arktiset Aromit ry

- The most important organic natural berries are bilberry, lingonberry and cloudberry.
- Commercial organic wild berries are primarily gathered from organic collection areas in Eastern and Northern Finland. Nearly 90% of commercial organic wild berries are picked by foreign pickers.
- In 2023, the harvest of wild berries remained at most moderate due to varying weather conditions. The lower commercial availability of organic wild berries compared to previous years was also influenced by the shortage of foreign pickers
- In 2023, 2.5 million kilos of organic bilberries were picked up for sale, which is 1,8 million kilos less than the previous year. About 62% of all bilberries sold were organic.
- The quantity of organic lingonberries in 2023 was only less than half of the amount in 2022, and the quantity of organic bilberries was about a quarter.

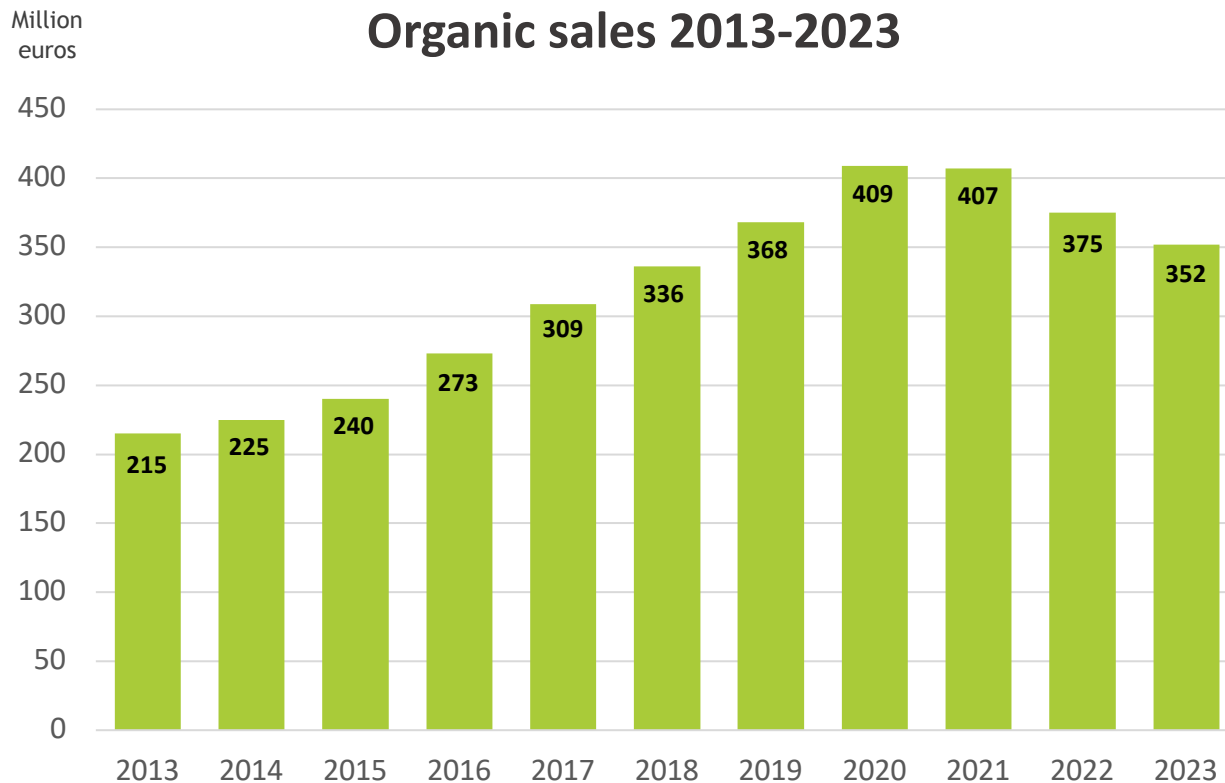


# Organic market





# Finnish organic market



Source: Pro Luomu ry

- In 2023, organic products were sold in grocery stores for a total of 352 million euros. Organic sales decreased by 6% compared to the previous year.
- The increase in food prices and increased price awareness among consumers have significantly affected the sales of organic products.
- The market share of organic products in the Finnish grocery trade is 1.9%.

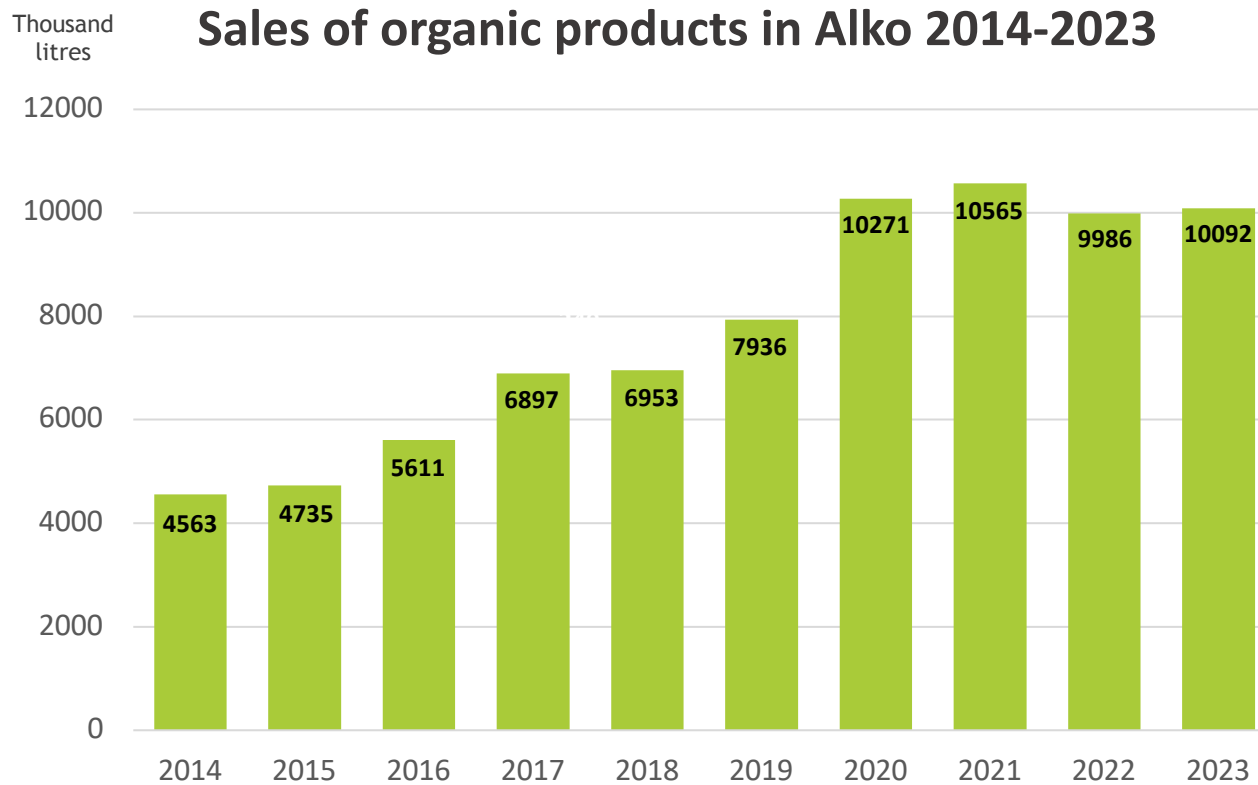
# Organic products in grocery stores

| PRODUCT GROUP      | ORGANIC<br>(total sales) |
|--------------------|--------------------------|
| Baby food          | 23 %                     |
| Eggs               | 13 %                     |
| Vegetable oils     | 13 %                     |
| Flakes and groates | 11 %                     |
| Juices and kissels | 7 %                      |
| Flours             | 7 %                      |
| Coffee, tea, cocoa | 7 %                      |
| Fruits             | 6 %                      |
| Milk               | 3 %                      |
| Vegetables         | 2 %                      |

- In 2023 the most popular organic products were bananas, eggs, milk, orange juice and coffee.
- Similar to 2022, the product category of organic baby food showed positive development in 2023. Also showing growth were organic seasonings and preserves.



# Organic alcohol beverages



Source: Alko

- In 2023, Alko's selection included a total of 1928 organic products, of which 1762 were mild wines. The selection of organic products has increased by 8.6% from the previous year.
- Sales of Alko's organic products in litres increased by 1% compared to the previous year.
- Around 9.6 million litres of organic wines were sold, accounting for 20% 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





# The government's organic target

According to the target  
by Finnish government

**25%**

of the ingredients used  
in public kitchens should  
be organic by 2030.

According to the state-  
set organic goal, it is  
reported to have  
already reached

**6%**

of food services.

# The government's organic target is well known

**89 %**

of food services are aware of the organic target set by the Finnish government.

Nearly

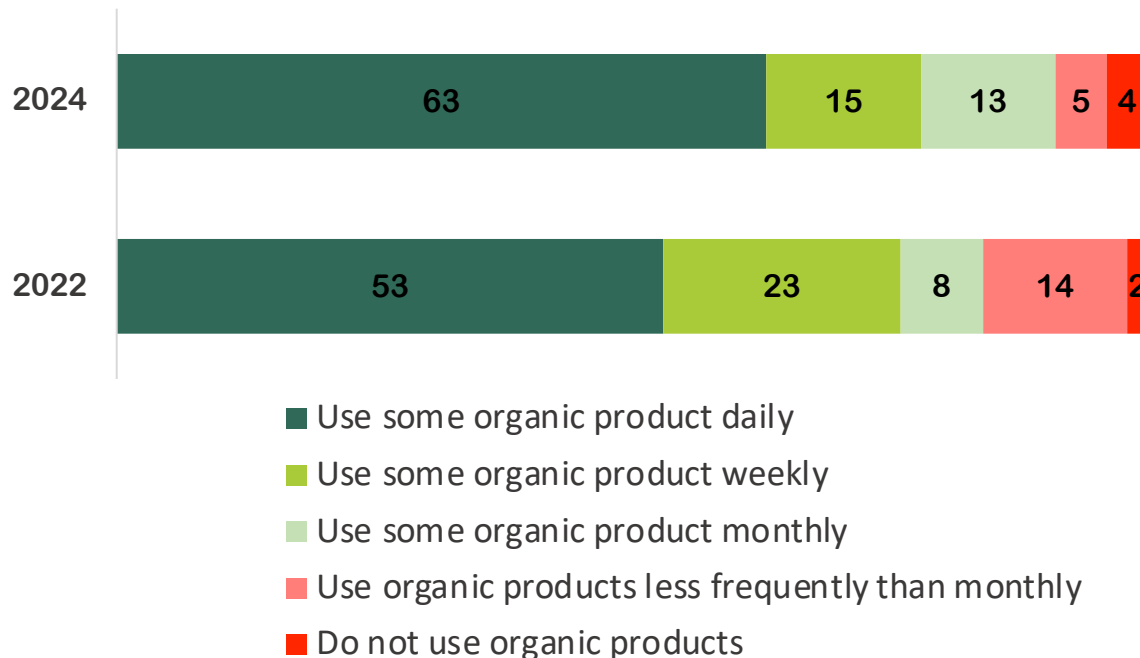
**30 %**

of public kitchens have set their own goal to increase the use of organic products.



# Increasing the use of organic

Use of organic food in public kitchens



- 63% of public food services report using at least some organic product daily. The number has grown significantly over the last two years.
- Weekly, 15% of food services use organic products. Only 4% say they don't use organic products at all.
- Organic flakes, groates and milk are the most commonly used organic products in public kitchens.
- 45% of public kitchens use flakes and groates on a daily basis, and 39% of public kitchens use organic milk daily.

Source: Promoting organic Food in Food Services (LuRu) project / Survey on the Use of Organic Food in Public Food Services 2024

# Most commonly used organics in public food services

## TOP 5 Organic products in public food services

1. Flakes and groates
2. Milk
3. Dairy products
4. Coffee
5. Flours

- The reason for using organic in professional kitchens are quality, taste, customer well-being and the development of responsible operations.
- The use of organic products is most common in food services for children, i.e. kindergarten and school meals. The use of organic products in care services is significantly lower.



# Desire to increase the use of organic products

These are desired to be added as organic options in professional kitchens

1. Vegetables & root vegetables
2. Berries (including frozen)
3. Fruits
4. Grain products
5. Eggs

- 30% 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, root vegetables, berries and fruits.
- Milk, grain products, and eggs are also among the organic preferences of many food services.



# Organic consumers





# Finnish people and organic products

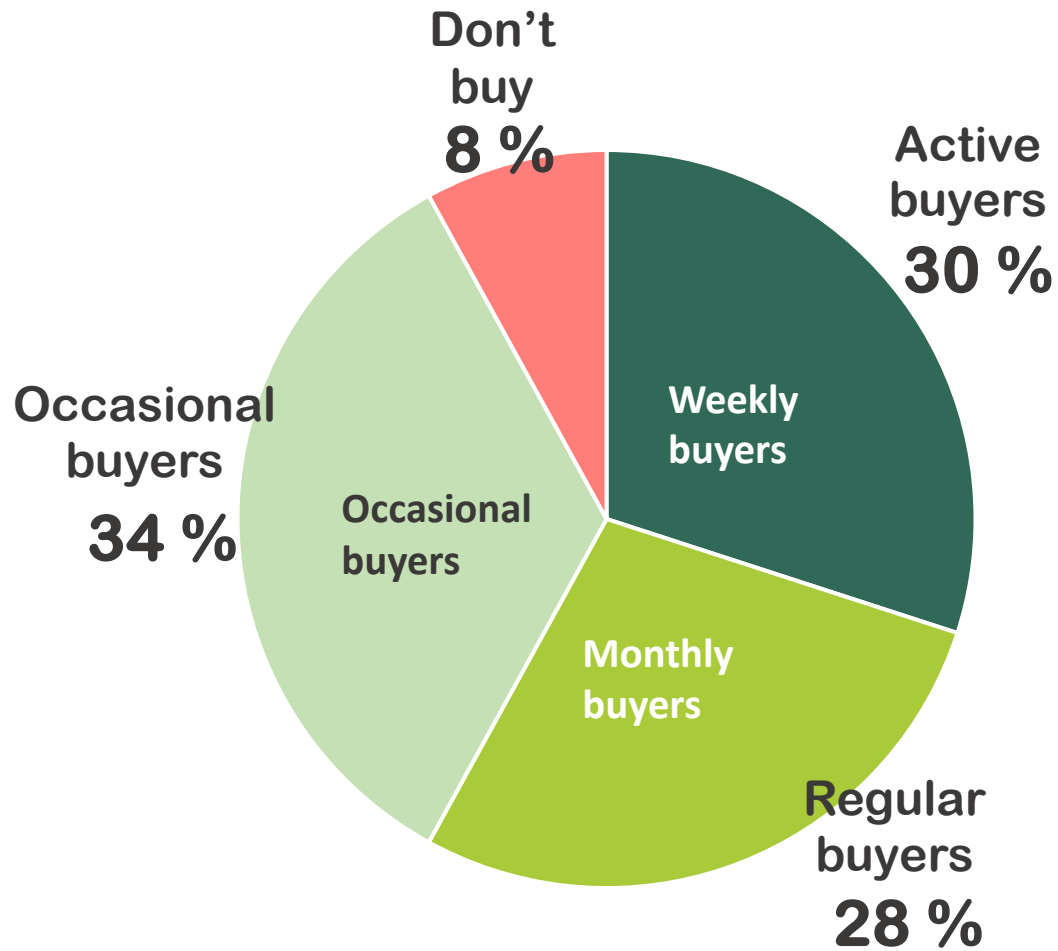
**2,3**

**Finns buy organic products regularly, meaning at least every month.**

**30 %**

**of Finns already recognize the EU organic label with certainty.**

# Consumers of organic products



- Active buyers of organic products purchase them weekly. This group includes families with children, highly educated individuals, and residents of the capital region.
- Regular buyers purchase organic products at least monthly. This group is characterized by higher education levels.
- Occasional buyers purchase organic products occasionally. This group tends to have lower to middle-level education.
- Non-buyers do not purchase organic products at all. This group tends to have basic or lower to middle-level education. The proportion of non-buyers has steadily decreased since 2015.

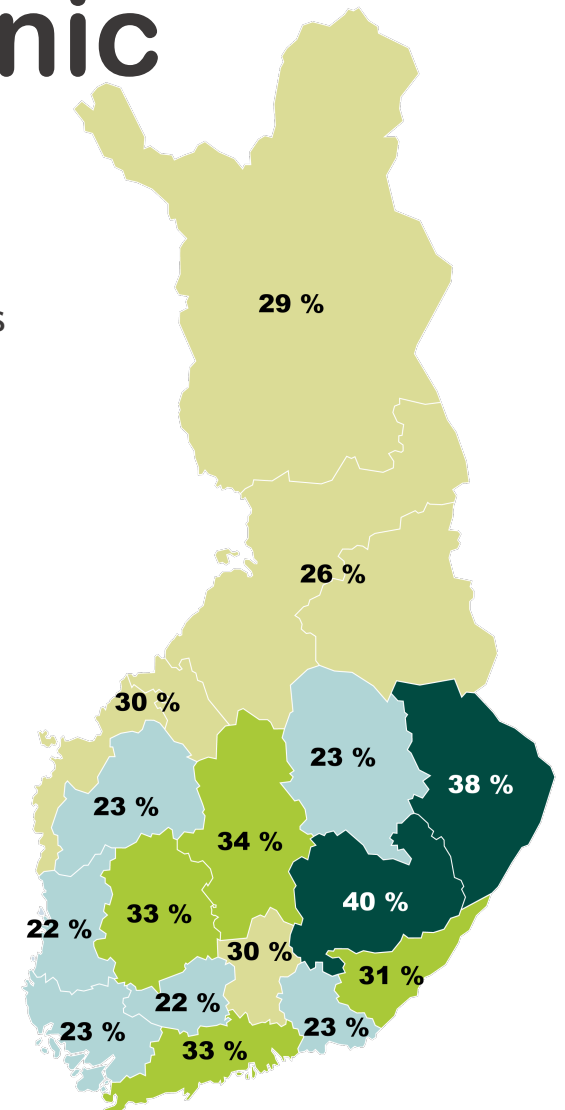
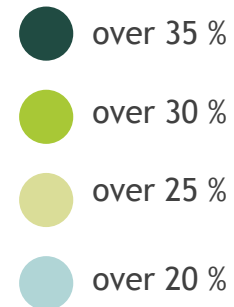
Source: Kantar Agri



# Active buyers of organic

- The proportion of active buyers of organic products is larger than average in South Savo, North Karelia, Central Finland, Uusimaa, and Pirkanmaa.
- This group emphasizes interest in the origin of food and local food.

Proportion of active buyers of organic products in the regions



Source: Kantar Agri





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Ministry of Agriculture and Forestry of Finland

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