

ORGANICS IN FINLAND 2024



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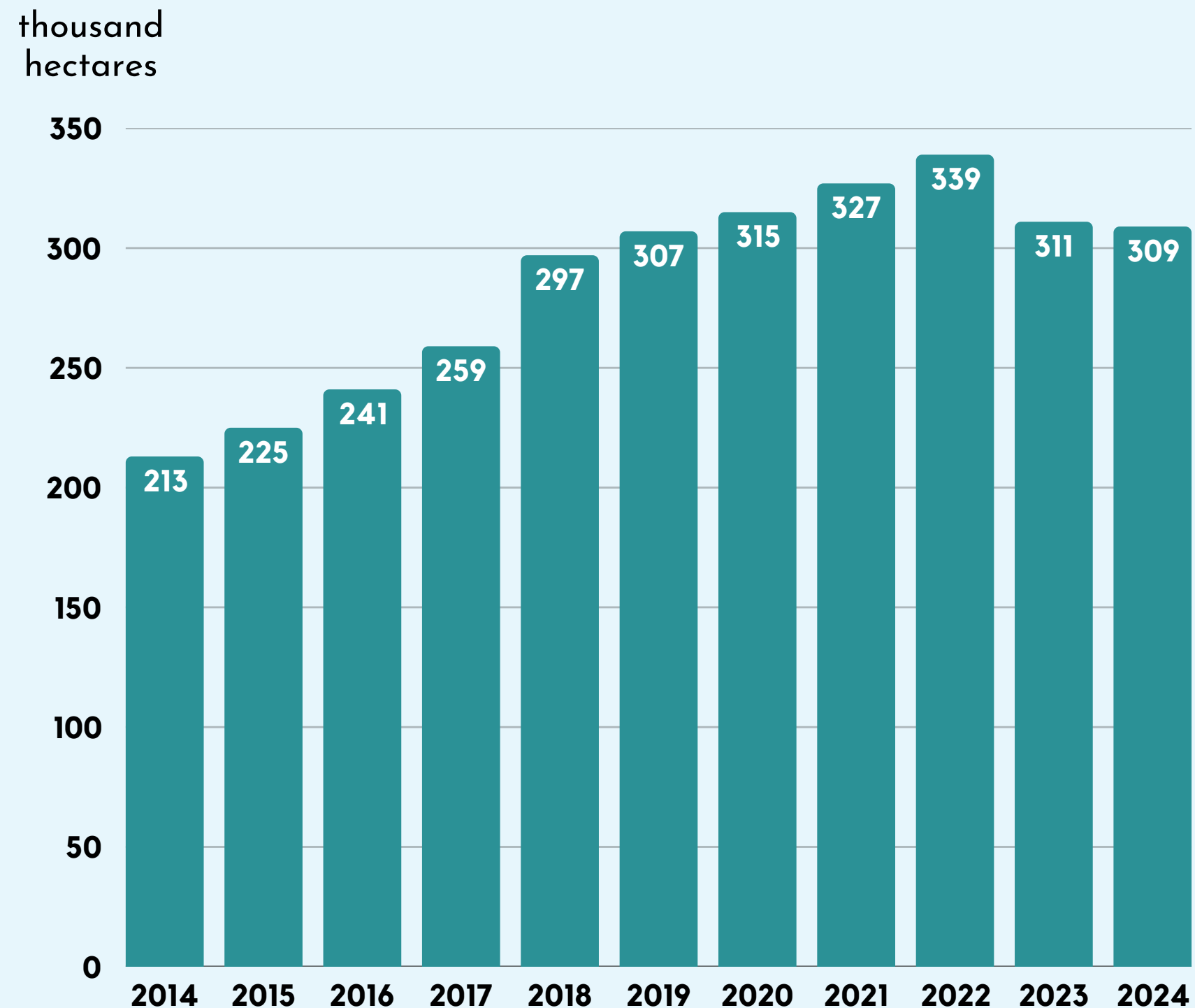


PRO LUOMU



Ministry of Agriculture and Forestry of Finland

Development in organic farming 2014-2024



Source: Finnish Food Authority

DEVELOPMENT OF THE ORGANIC SECTOR

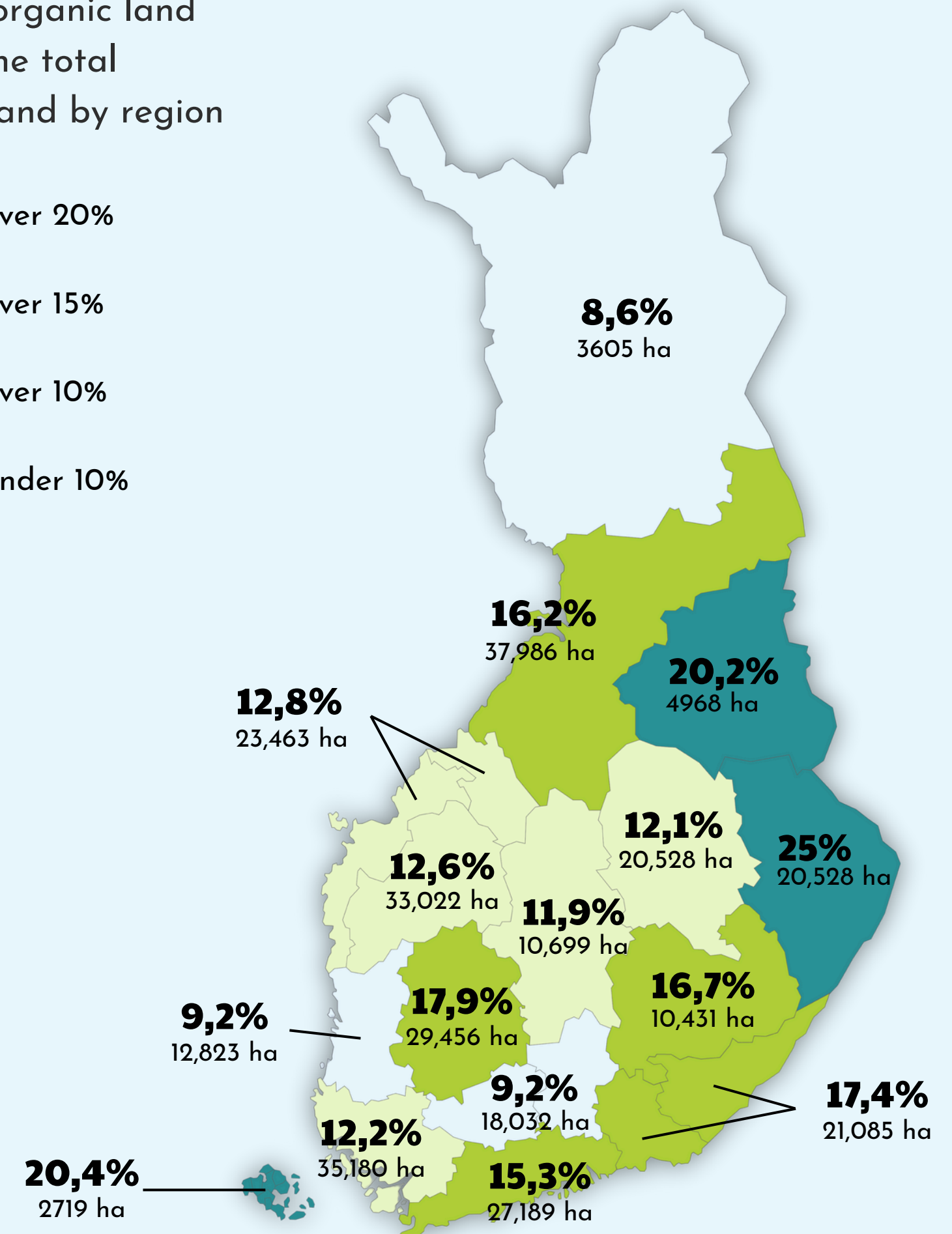
- In 2024 Finland's organically-farmed arable land remained almost the same as a year earlier, and it was 309,487 hectares.
- Of this, 18,095 hectares were in the process of converting.

ORGANIC FARMING IN THE REGIONS

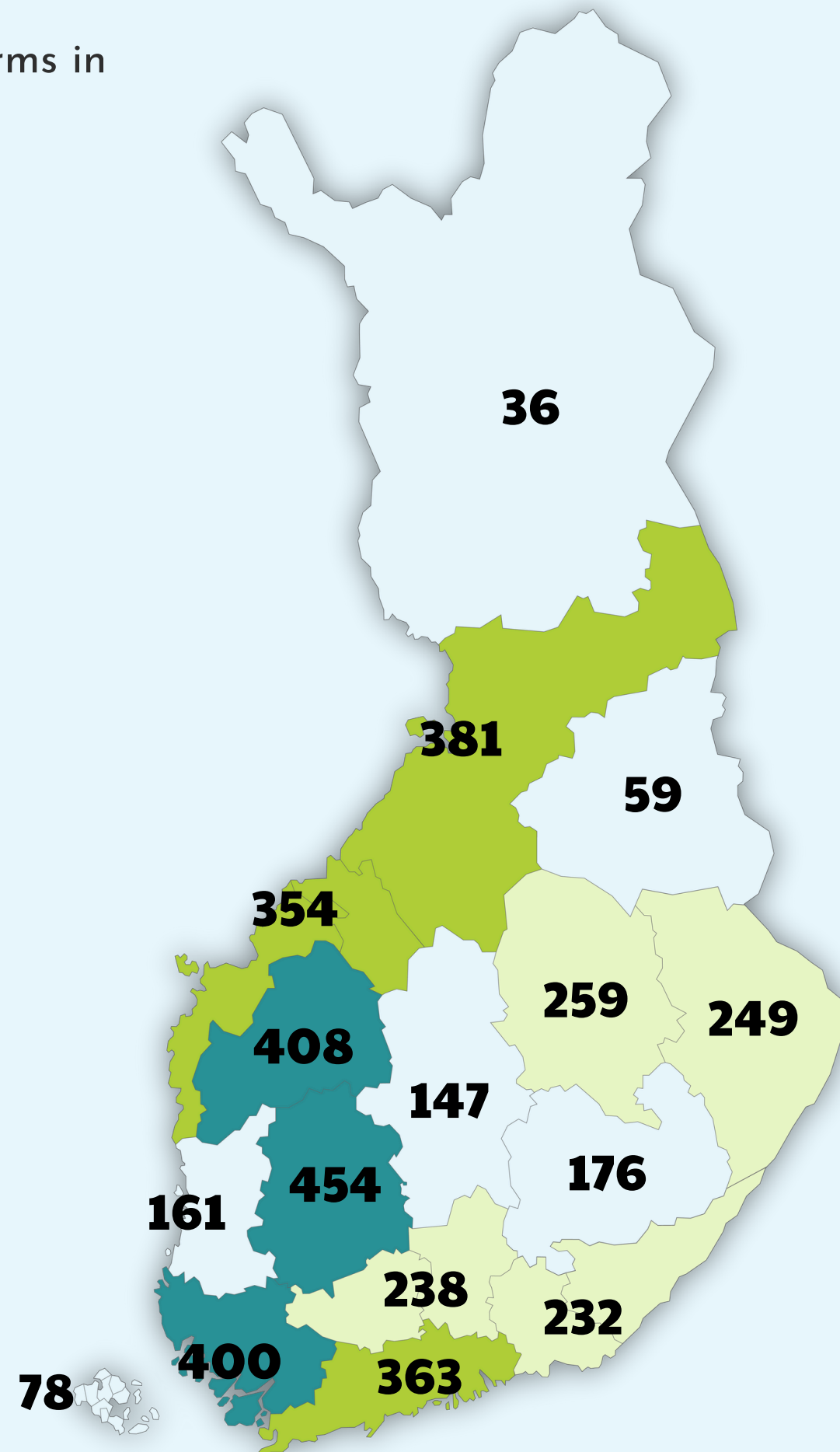
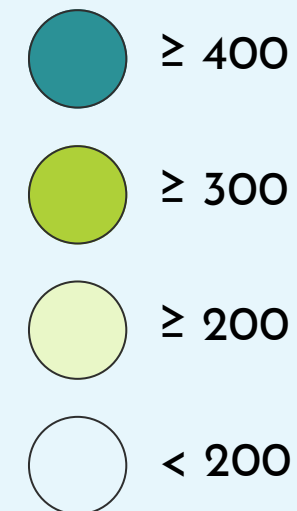
- The total arable land in Finland used for organic farming was 13.9%.
- The largest share of organically-farmed arable land was 25% in North Karelia.
- The largest areas of organically-farmed arable land were in Northern Ostrobothnia (37,986 hectares), Southwest Finland (35,180 hectares) and South Ostrobothnia (33,022 ha).

Source: Finnish Food Authority

Arable organic land
out of the total
arable land by region



Number of farms in the regions



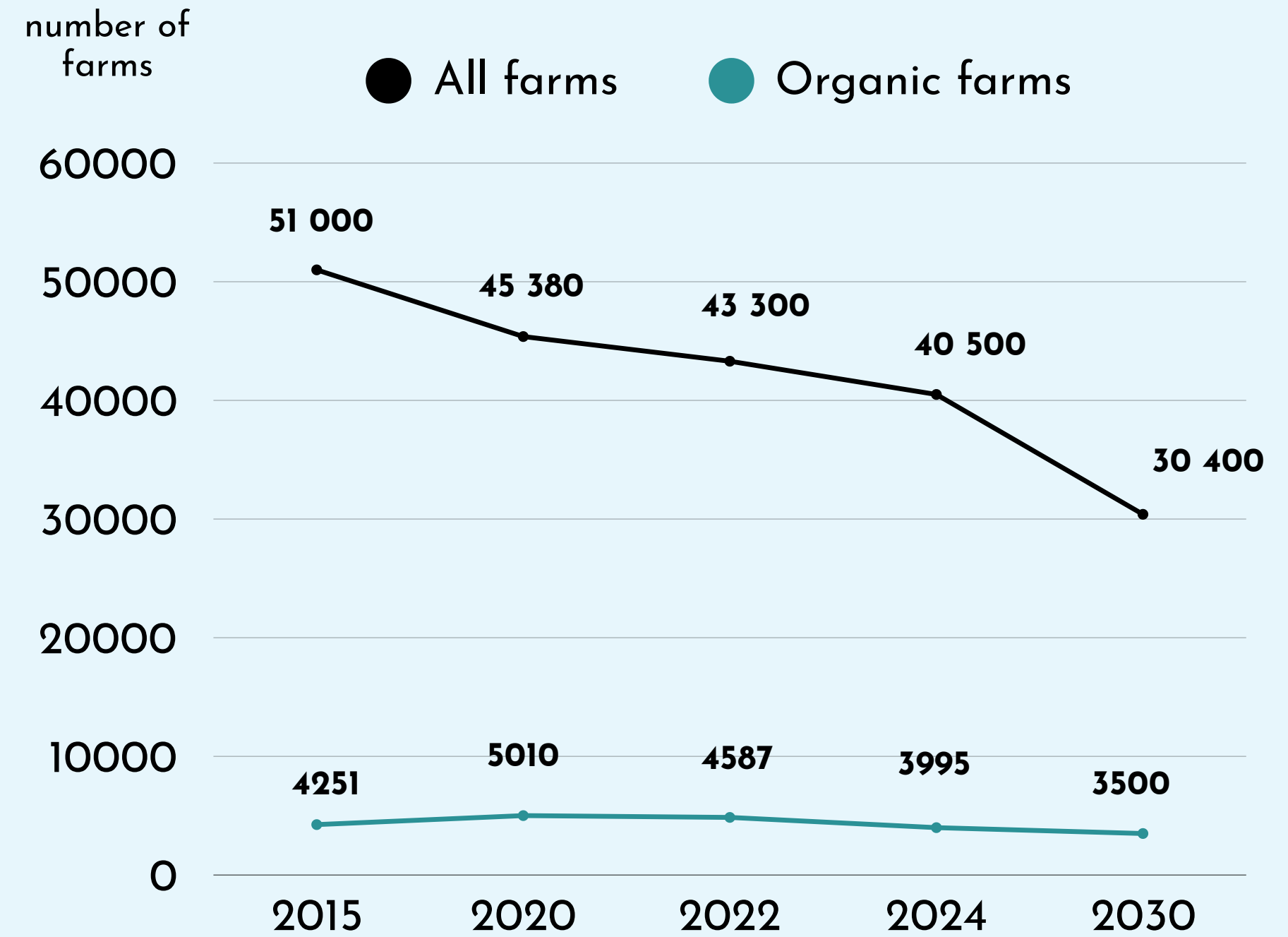
ORGANIC FARMS

- The total number of organic farms was 3995.
- The highest numbers of organic farms were found in Pirkanmaa, South Ostrobothnia and Southwest Finland.
- The total number of organic farms decreased by 4% compared to the previous year.
- New organic commitments were made and 38 new farms converted to organic, of which 10 were livestock farms.
- The average size of the organic farms kept increasing and it was 77.5 hectares (the average of all farms was 55 ha).

NUMBER OF FARMS IN FINLAND

- In 2024, around 10% of all farms in Finland were organic.
- The number of farms has generally been on the decline in recent years: between 2015 and 2024, the number of all farms fell by 40% and the number of organic farms by 18%.

Number of farms in Finland 2015-2024
(all farms & organic farms) & forecast
for 2030



ORGANIC FARMS HAVE BETTER PROFITABILITY EXPECTATIONS

- The future outlook for organic farms is slightly more positive than for conventional farms: 23% of organic livestock farms and 18% of organic crop farms consider the future profitability of farming to be very or fairly good. The corresponding figure for conventional farms is 14%.
- Organic farms can also be considered more ambitious: 72% of organic livestock farms and 62% of organic crop farms strongly or fairly agree that they have a clear objective for the coming years (compared to 56% of conventional farms).



ORGANIC PLANT PRODUCTION



Organic yield	2024		2023	
	milj.kg	share %	milj.kg	share %
Wheat	13,8	1,8	17,6	2,4
Rye	4,4	10,1	11,1	12,2
Barley	14,9	1,3	13,1	1,2
Oats	91,1	7,5	86,6	8,6
Mixed grains	14,5	31	10,9	27,5
Buckwheat	0,4	26,7	0,4	30,8
Turnip rape & rapeseed	4,4	9	3,2	7,9
Potatoes	5,7	1	8,4	1,7
Peas	12,5	12,1	9,3	10,7
Broad beans	2,5	18,5	1,9	17

ORGANIC PLANT PRODUCTION

- In 2024, 143 million kg of organic grains were produced in Finland, which is almost the same as in 2023.
- 4% of the country’s total grain yield was organic.
- Organic grains (wheat, rye, barley, oats) were farmed on a total area of 64,000 hectares.

HORTICULTURE PRODUCTION

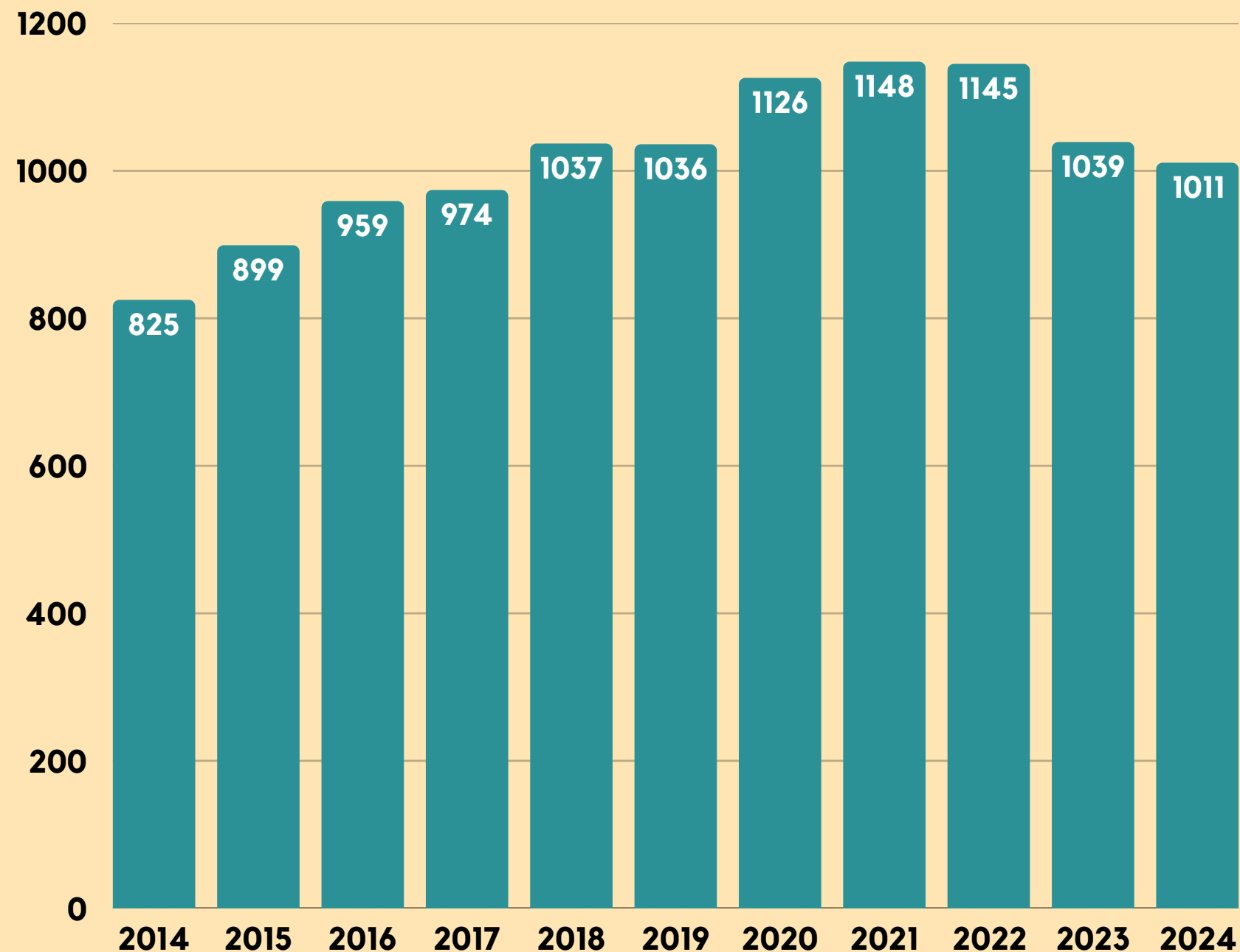
- In 2024, 139 companies cultivated organic openfields vegetables, on a total of 440 hectares. The area under cultivation increased by 6% compared to previous years.
- 240 companies cultivated organic berries on a total of 922 hectares. The area under cultivation increased about 2,5% compared to the previous year.
- 53 companies cultivated organic apples on a total of 61 hectares. The area under cultivation decreased by 15% compared to the previous year. However, the organic apple harvest almost doubled compared to 2023.

Organic horticulture (1000kg)				
	2024	2023	2022	2021
Peas	125	81	349	344
White gabbage	786	719	686	758
Carrots	2471	2245	2697	2497
Onions	199	366	549	318
Tomatoes	97	446	906	826
Cucumbers	79	291	321	262
Berries	620	533	669	728
Apples	205	109	78	151

ORGANIC LIVESTOCK PRODUCTION



Organic livestock farms 2014-2024



LIVESTOCK FARMS

- In 2024, there were 1011 organic livestock farms in Finland. The number of farms decreased by 28 compared to the previous year.
- TOP 3 regions with the highest number of organic livestock farms:

1. NORTH OSTROBOTHNIA (108)

2. SOUTH OSTROBOTHNIA (101)

3. PIRKANMAA (97)

NUMBER OF LIVESTOCK FARMS IN FINLAND

- In 2024, there were...
 - 403 organic cattle farms (-4 vs. 2023)
 - 104 organic milk farms (-12 vs. 2023)
 - 53 organic beekeeping farms (-4 vs. 2023)
 - 41 organic egg farms (+4 vs. 2023)
 - 5 organic pork farms (-2 vs. 2023)
 - 1 organic broiler farm (-2 vs. 2023)



LIVESTOCK PRODUCTION

- In 2024, 4.5 million kilos of organic meat was produced in Finland (not incl. poultry). The quantity increased slightly compared to 2023.
- Organic meat accounted for about 2% of total meat production.
- 80% of all organic meat production was beef.
- Organic milk production was less than 67 million litres, which is about 9% less compared to the previous year.
- Organic egg production increased slightly from the previous year, probably due to the stabilisation of production after the challenges of previous years.

Organic meat	2024		2023		2022	
	milj.kg	share %	milj.kg	share %	milj.kg	share %
Beef	3,69	4,27	3,55	4,08	3,42	4,07
Pork	0,59	0,37	0,59	0,37	0,73	0,43
Mutton	0,22	20,95	0,22	19,6	0,28	21,21
Poultry	No data available					

Organic milk and eggs	2024		2023		2022	
	milj. l/kg	share %	milj. l/kg	share %	milj. l/kg	share %
Milk	66,6	3,17	73,4	3,44	80,6	3,75
Eggs	5,11	6,39	4,72	6,28	6,28	8,23

ORGANIC WILD COLLECTION

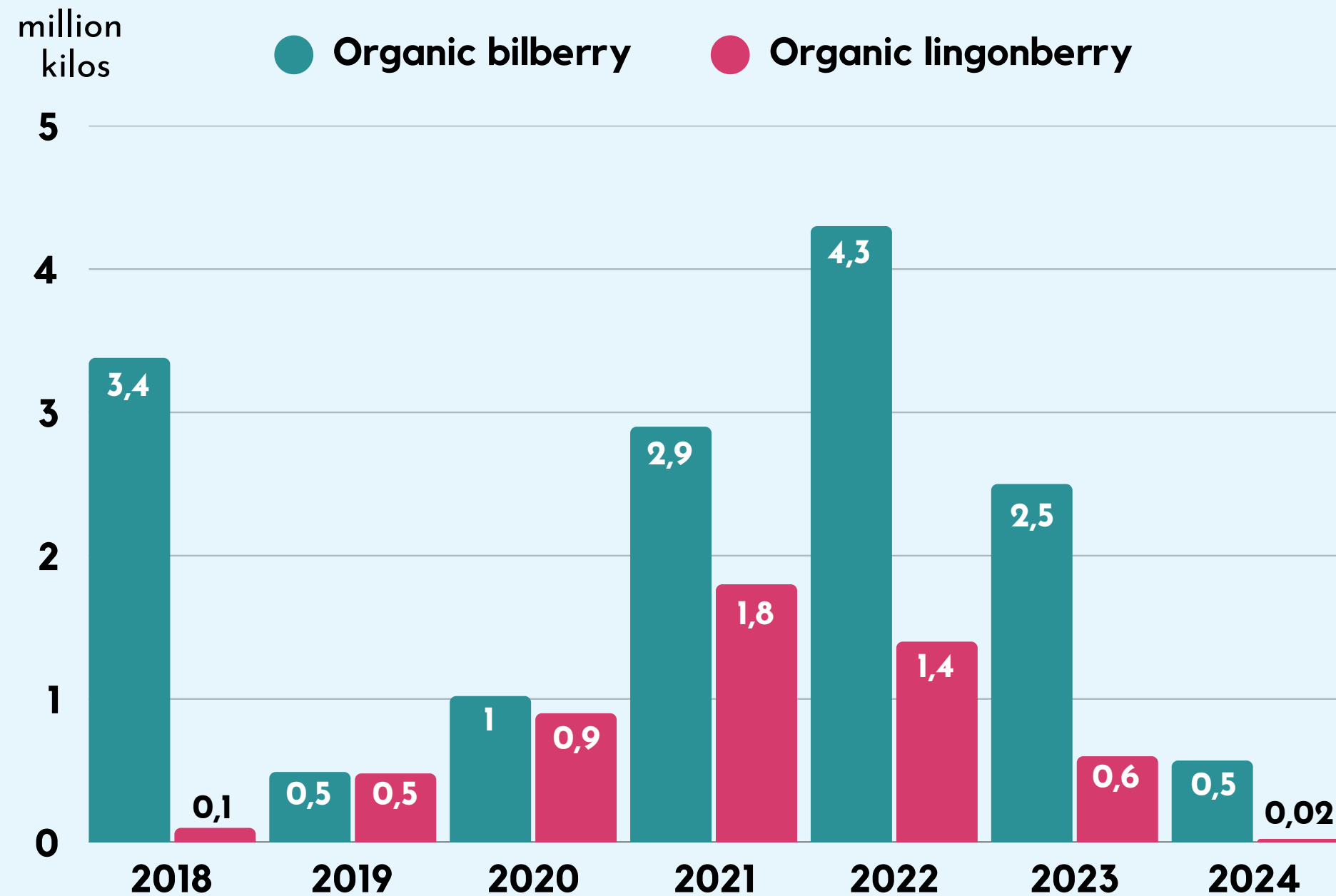


ORGANIC WILD COLLECTION

- There were approximately 6.9 million hectares of organic wild collection area in Finland in 2024. The largest amount of organic collection area is found in Lapland.
- The most important organic natural berries are bilberry, lingonberry and cloudberry.
- In 2024, a total of around 600,000 kg of organic bilberries, lingonberries and cloudberryes were harvested for sale (compared to 3.1 million kg in 2023).
- The lower collection volume than in the previous year was mainly due to the low number of foreign wild berry pickers, as the Ministry of Foreign Affairs suspended the acceptance of Schengen visa applications from wild berry pickers in Thailand.



Sales volumes of organic natural berries 2018-2024



Source: Finnish Food Authority

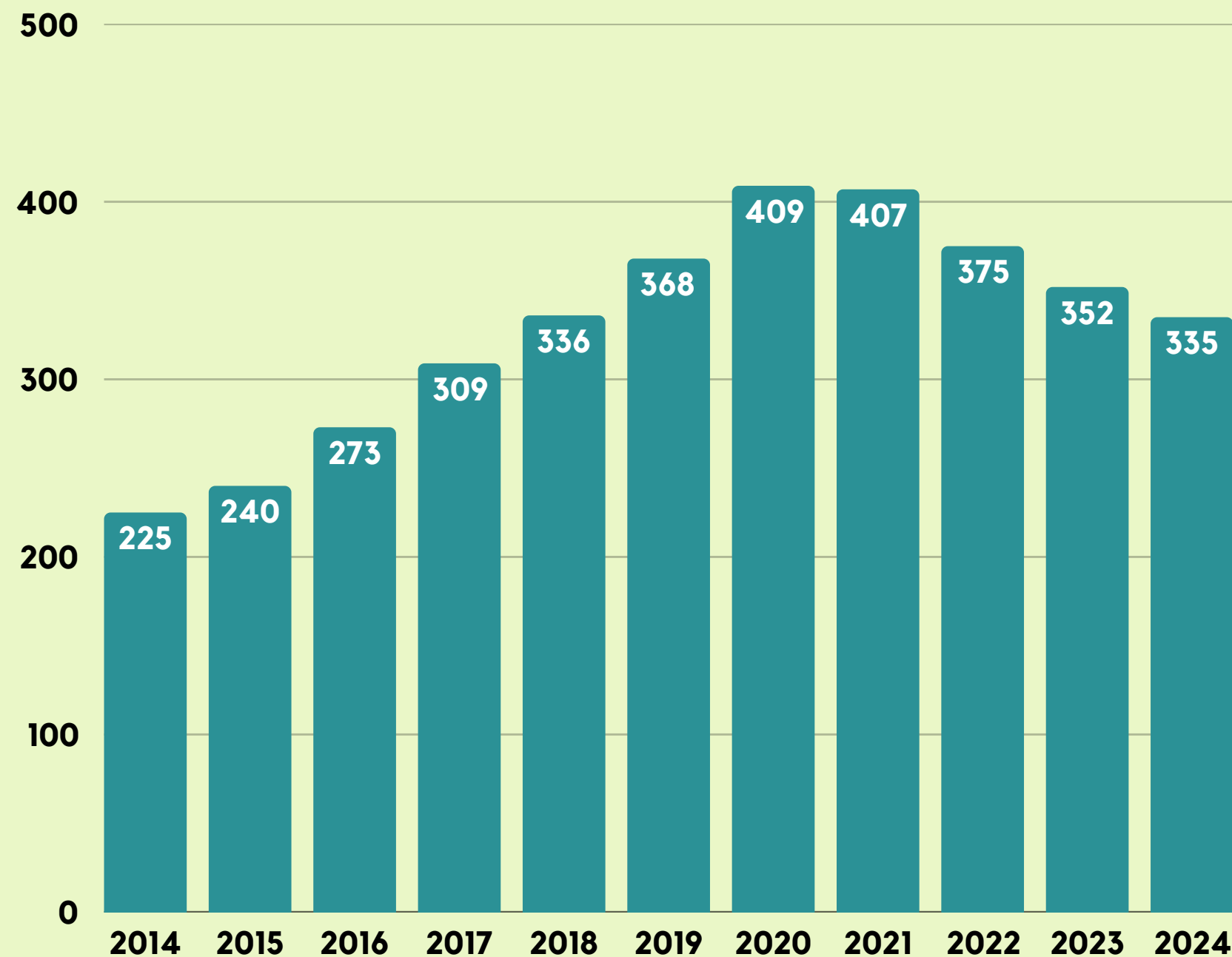
ORGANIC WILD COLLECTION PRODUCTS

- In 2024, 570,000 kilos of organic bilberries were picked up for sale. About 48% of all bilberries sold were organic.
- 23,000 kilos of organic lingonberries were picked up for sale, which was 0.6% of all lingonberries sold.
- 5000 kilos of organic cloudberries were picked of for sale, which was 17% of all cloudberries sold.



ORGANIC MARKET

Organic sales 2014-2024



Source: Pro Luomu

FINNISH ORGANIC MARKET

- In 2024, organic products were sold in grocery stores for a total of 335 million euros. Organic sales decreased by 5% compared to the previous year.
- The value of total organic sales was particularly affected by the decline in sales of large organic product groups, such as milk and other dairy products and fruit and vegetables.
- Consumers' increased price awareness still affected to the sales of organic products.
- The market share of organic products in the Finnish grocery trade was 1.8%.

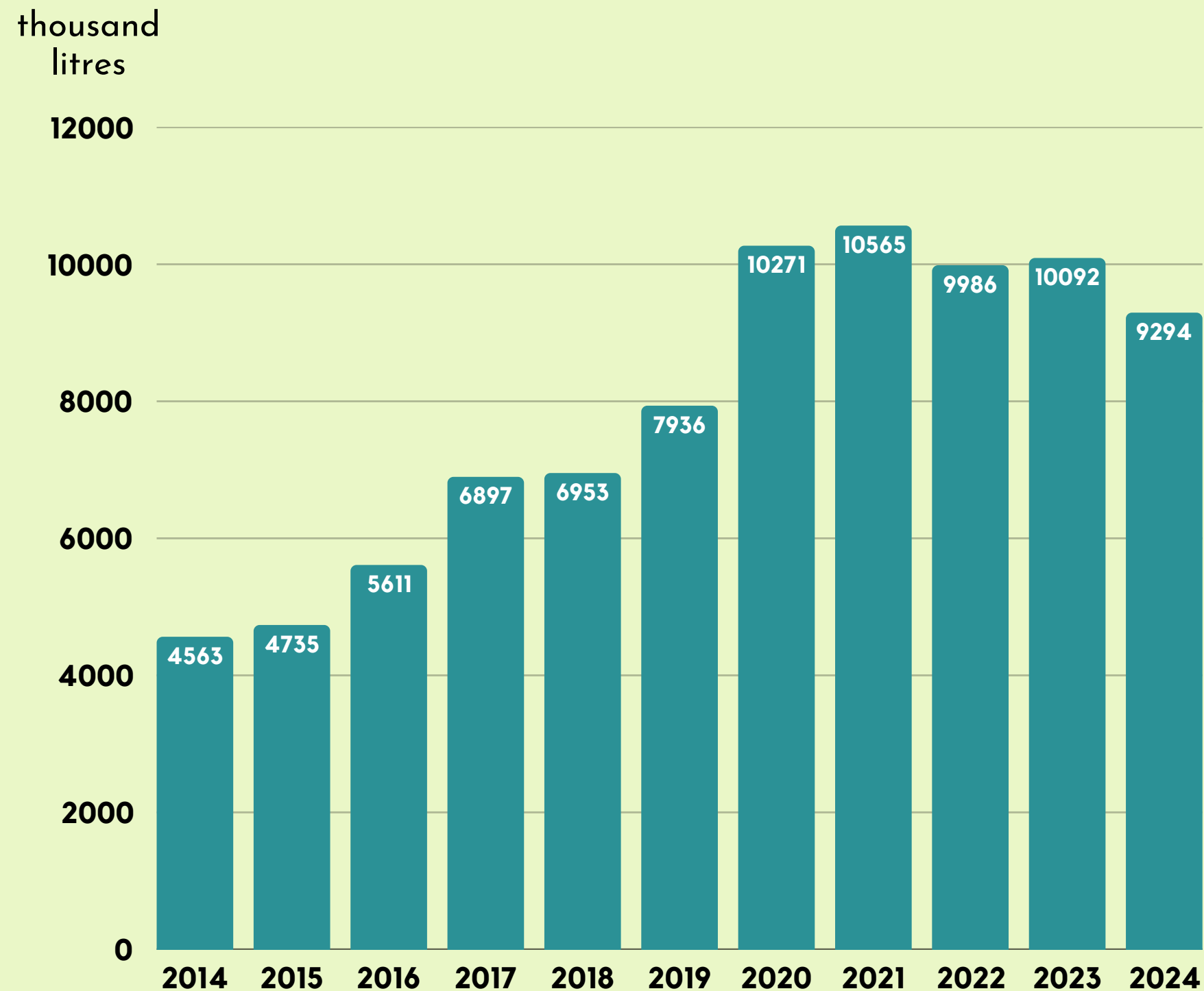
ORGANIC PRODUCTS IN GROCERY STORES

- The product category of organic baby food, organic flakes and groates and dried organic fruit and nuts showed positive development in 2023.
- In 2024 the most popular organic products were:

- 1. BANANAS
- 2. EGGS
- 3. MILK
- 4. ORANGE JUICE
- 5. COFFEE

Product group	Organic (total sales)
Baby food	25%
Eggs	13%
Vegetable oils	12%
Flakes and groates	11%
Flours	7%
Coffee, tea, cocoa	7%
Juices and kissels	6%
Fruits	5%
Milk	3%
Vegetables	3%

Sales of organic products in Alko 2014-2024



Source: Alko

ORGANIC ALCOHOL BEVERAGES

- In 2024, Alko's selection included a total of 1692 organic products, of which 1562 were mild wines. The selection of organic products decreased by 12% from the previous year.
- Around 8.8 million litres of organic wines were sold, accounting for 20% of the total volume of wines sold.
- Sales of organic products in litres decreased by 8.5% compared to 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



MORE ORGANIC WITH THE SCHOOL DISTRIBUTION

- The EU supports the use of organic milk and organic vegetables in schools and daycare centres through an increased school distribution subsidy.
- In academic year 2023-2024, organic milk accounted for 28% of the milk distributed through school subsidies. A total of 3.1 million litres of organic milk was consumed in schools and daycare centres.
- Of the vegetables distributed through school subsidies, organic produce accounted for 0.8% in the academic year 2023-2024. A total of 16 000 kilos of organic vegetables was consumed in schools and daycare centres: organic bananas and carrots were the most commonly used organic vegetables.



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. In 2024, 6% on public food services reported to have already reached the goal of 25%.
- 89% of food services are aware of the organic target set by the Finnish government. In addition, 30% of public kitchens have set their own goal to increase the use of organic products.
- 63% of public food services report using at least some organic product daily. The number has grown significantly in previous years.



TOP 5 ORGANIC PRODUCTS IN PUBLIC FOOD SERVICES

A top-down view of a chef's hands in bright green gloves working on a stainless steel countertop. The chef is shaping pieces of dough. Several pieces of dough are scattered on the table, some already shaped into small, crescent-like forms. The background is a clean, industrial kitchen environment.

1. FLAKES AND GROATES

2. MILK

3. DAIRY PRODUCTS

4. COFFEE

5. FLOURS

DESIRE TO INCREASE THE USE OF ORGANIC PRODUCTS

- 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 (incl. frozen), fruits, cereal products and eggs.
- 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.
- The reason for using organic in professional kitchens are quality, taste, customer well-being and the development of responsible operations.



ORGANIC CONSUMER



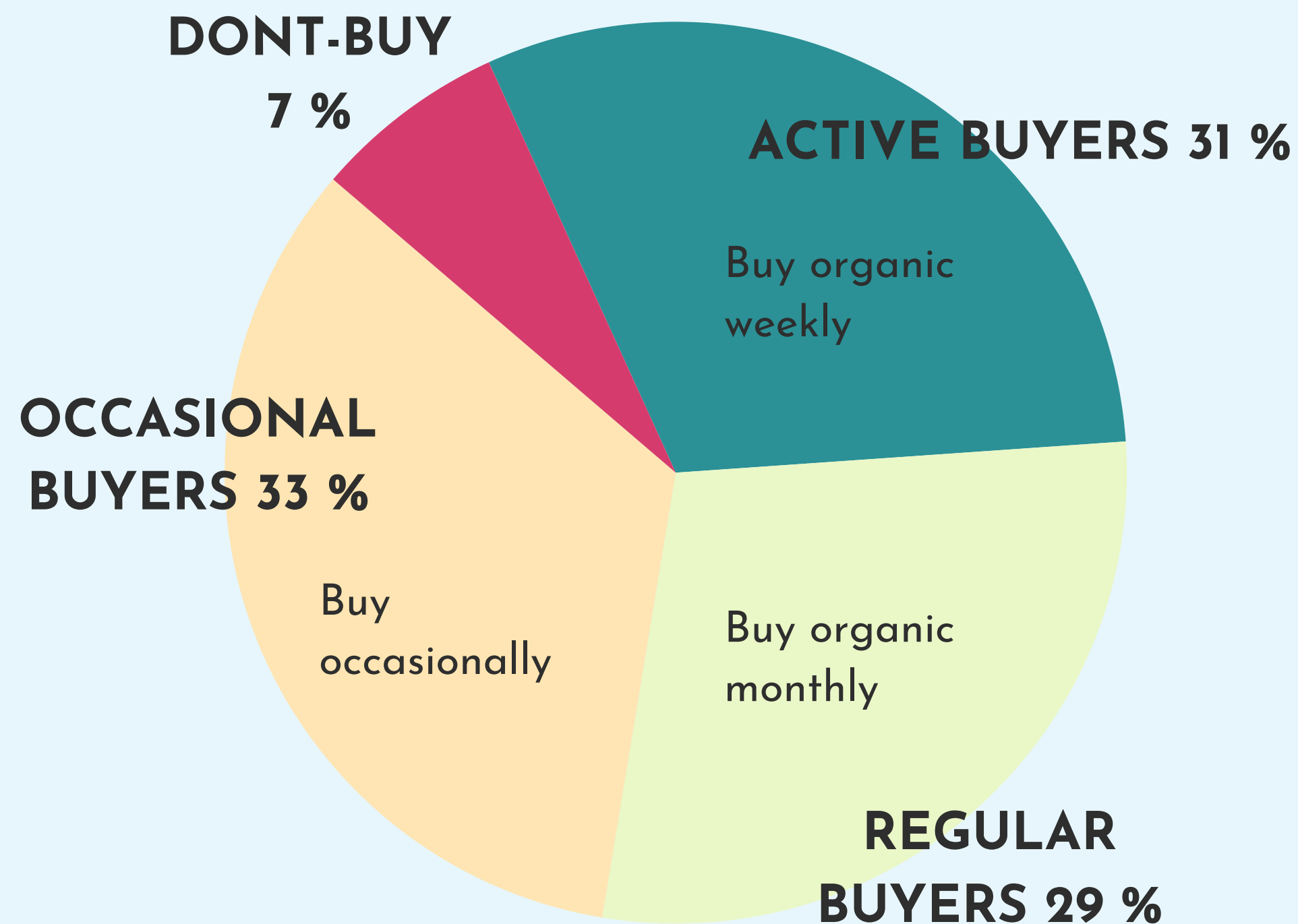
A woman with long brown hair, wearing a mustard-colored jacket over a black top, is pushing a metal shopping cart through a grocery store aisle. The cart is filled with various organic products, including a large pineapple, several red apples, yellow lemons, a purple eggplant, a green avocado, and a bunch of fresh green herbs. A brown paper shopping bag is also visible in the cart. The background shows shelves stocked with various grocery items, including bags of bread and jars of jam, all slightly out of focus.

2.6 MILLION FINNS BUY ORGANIC PRODUCTS

REGULARLY, MEANING AT LEAST

EVERY MONTH.

Finns as organic consumers



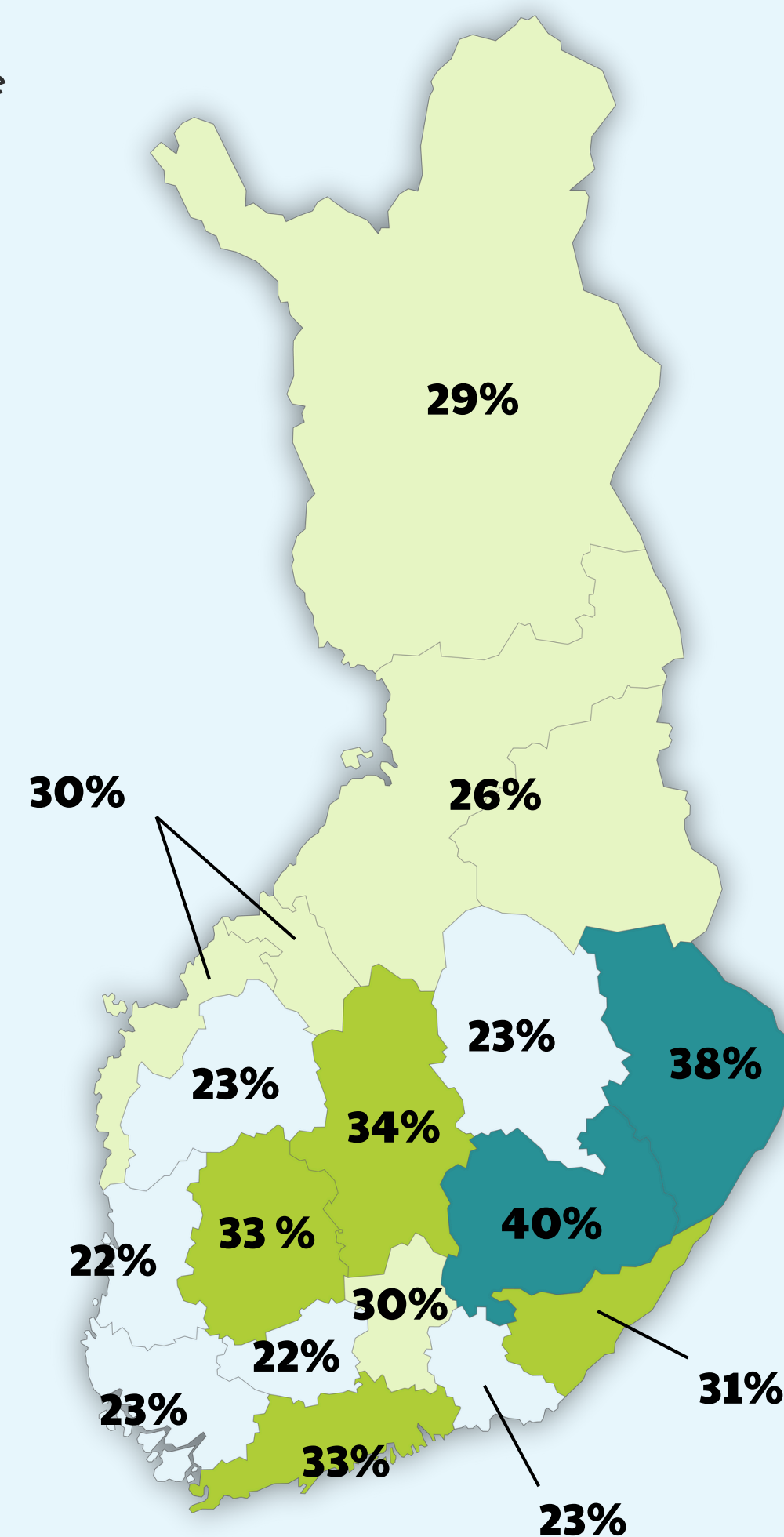
FINNISH PEOPLE AND ORGANIC PRODUCTS

- The three main reasons for consumers to buy organic are purity of organic food, absence of additives and pesticides, its environmental friendliness and its taste.
- Women, highly educated people and people living in the metropolitan area are highlighted in the active buyers of organic food.
- Families with children are also an important group of organic consumers: 35% of them buy organic actively.
- 70% of Finns recognise the EU organic label by its name or logo when they see it.

ACTIVE BUYERS OF ORGANIC FOOD

- In 2023, Pro Luomu surveyed for the first time the interest in and purchase of organic products by Finns in different regions.
- In six regions, the proportion of people actively buying organic products exceeded the Finnish average (31%): South Savo, North Karelia, Central Finland, Pirkanmaa, Uusimaa and South Karelia.

Proportion of active buyers of organic products in the regions





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Ministry of Agriculture and Forestry of Finland

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