

Organics in Finland



Finnish Ministry of Agriculture and Forestry has endowed the production of this material.

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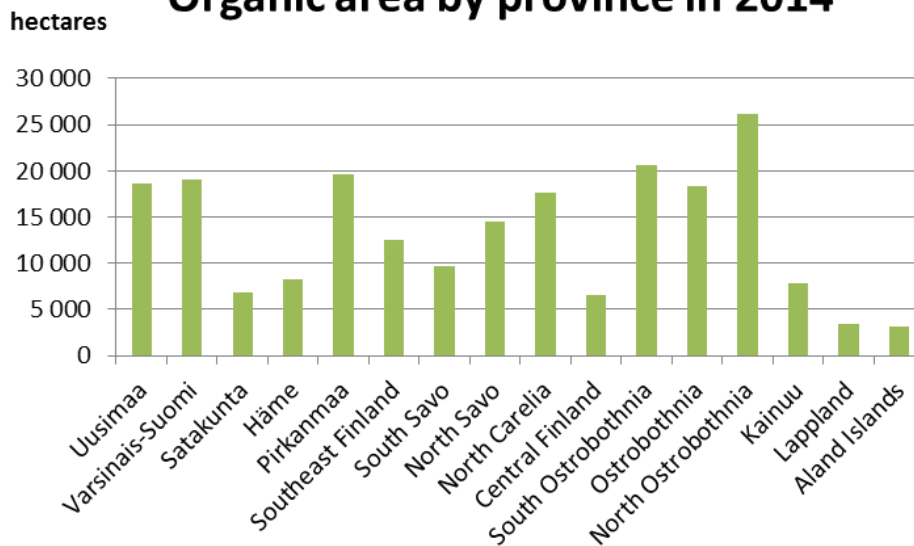


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Organically cultivated field area

- In 2014, there were 4 247 organic farms in total in Finland and the organically cultivated field area was 212 600 hectares (the figure includes in-conversion farms).
- The average size of organic farms is slightly larger than the average size of all Finnish farms.
- In 2014, the average size of organic farms was 50.9 hectares.

Organic area by province in 2014



Source: Finnish Food Safety Authority Evira



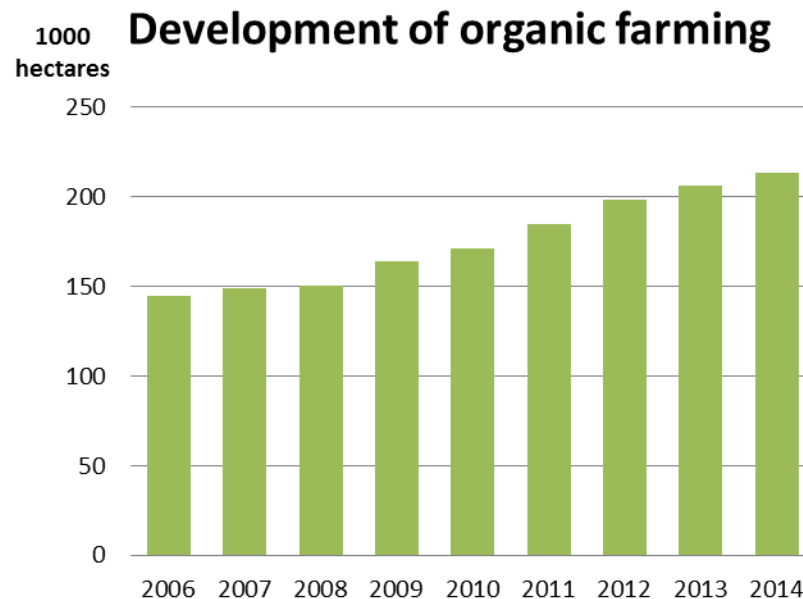
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Development of organic farming in the period between 2006 and 2014



- In the recent years, organically cultivated area has been growing steadily, even though the number of farms has slightly decreased.
- Organic fields comprise 9.4% of the total field area in Finland.
- The area of organically cultivated fields increased by 3 % compared with the previous year.

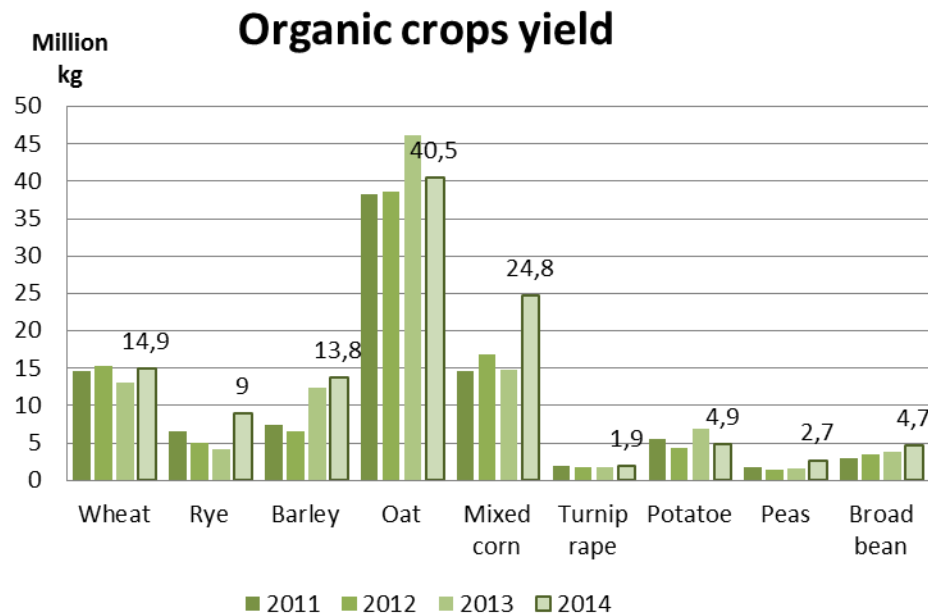


Source: Finnish Food
Safety Authority Evira

Organic plant production



- In 2014, the total amount organic corn produced in Finland was 103 million kilo. The crops increased yields by nearly 13 million kilo compared with the previous year.
- The harvested area of organic crops was 48 300 hectares.
- The crops of organic corns comprised 2.5% of the total corn production in Finland.
- Expert evaluation shows that 70% of organic corn was exported as cereal products. The most important corn in export was oat.



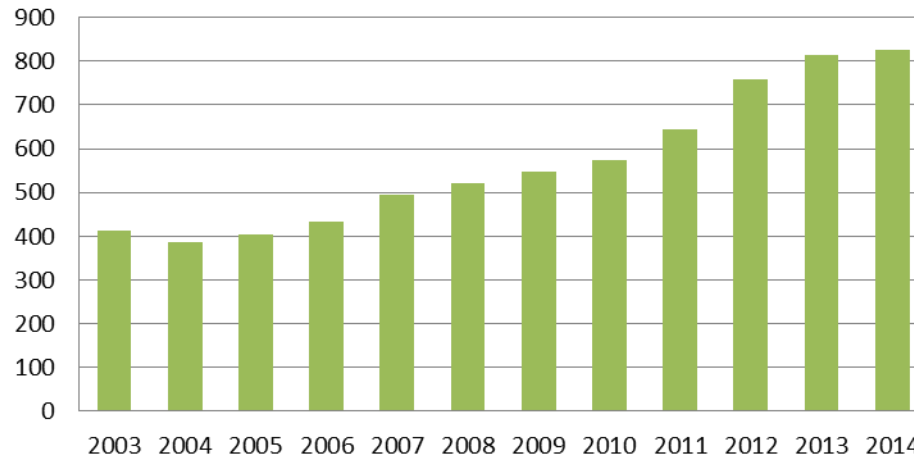
Source: Natural Resources Institute Finland Luke / Farm statistics

Organic livestock farms



- The number of organic livestock farms has grown in the recent years. In 2014 there were 825 organic livestock farms in Finland.
- The majority of the organic livestock farms produce beef or milk. There are only 14 organic pig farms and four organic poultry farm. Organic eggs are produced in 37 farms.
- About 40% of all organic farms are livestock farms, however, only half of them raise their animals organically.

Organic livestock farms



Source: Finnish Food Safety Authority Evira

Organic livestock production



- Availability of organic meat reflects the amount of farms: organic beef is rather well available. However, there is very little organic pork and poultry in the market.
- The proportion of organic mutton and lamb is clearly bigger than that of beef and pork. Organic milk and eggs are more easily available than organic meat.

Source: TNS Gallup Oy/Pro Luomu

Organic Meat

Animal/year	Organic (million kg)			Total production (million kg)			Percentage organic (%)		
	2014	2013	2012	2014	2013	2012	2014	2013	2012
Cattle	2,1	2	1,7	82,3	80,4	80,4	2,6	2,4	2,1
Pig	0,7	0,7	0,5	186,1	194,5	192,8	0,4	0,4	0,2
Sheep	0,2	0,2	0,1	1,0	0,9	0,9	22,4	18,2	11,6
Poultry	0,08	0,03		113,4	111,1		0,1	0,03	

Source: Luke / Farm statistics

Other livestock products	Organic			Total production			Percentage organic (%)		
	2014	2013	2012	2014	2013	2012	2014	2013	2012
Milk, million litres	47,2	41,2	37,6	2288,5	2220	2188,4	2	1,9	1,7
Eggs, million kg	2,8	2,5	2,2	62,2	62,7	58,6	4,5	4	3,7

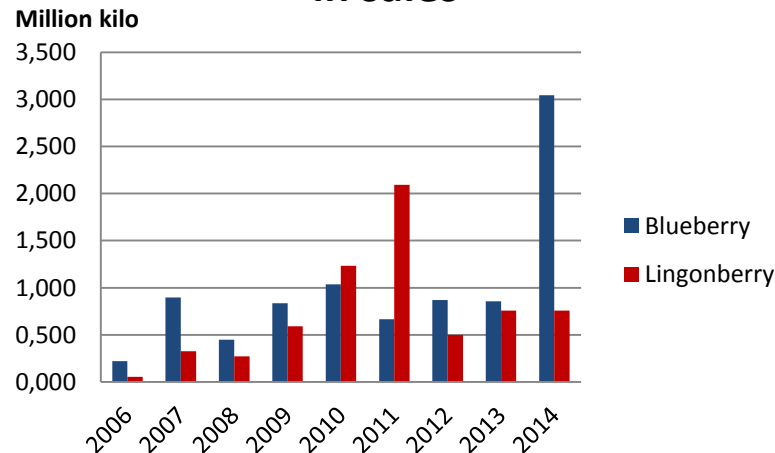
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Organic wild food

- Finland has the largest area in the world approved for organic wild food collection. This area is about 9 million hectares in total and majority of it is situated in Lapland.
- If industrial fertilizers or herbicides have not been used in the past three years, the area can be approved as the collecting area of organic wild food.
- Blueberry and lingonberry are the best selling organic wild berries. In 2014, organic blueberry sold over 3 million kilo.
- Organic cloudberry sold also quite well, nearly 90 000 kilo.

Organic blueberry and lingonberry in sales



Source: Agency for
Rural Affairs Mavi

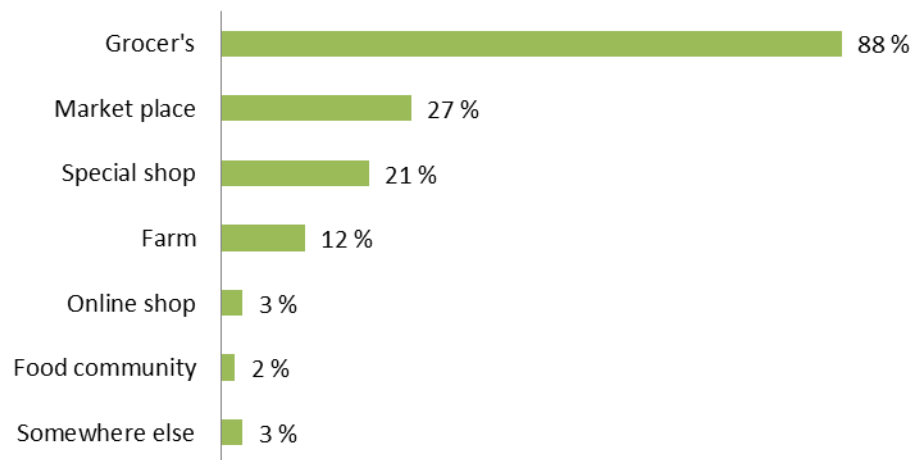
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Manufacture and sales of organic products



- In the recent years, a number of new enterprises which produce and process organic goods have been accepted in the control system of organic production.
- Consumers buy organics usually from ordinary grocer's. Organics are also bought from market places, special shops or straight from the farms.
- Online shops and different food communities may become more significant in the future.

Where did you buy organics?



Source: TNS Gallup Oy/
Luomun kuluttajabarometri
2013 (Organic barometer)

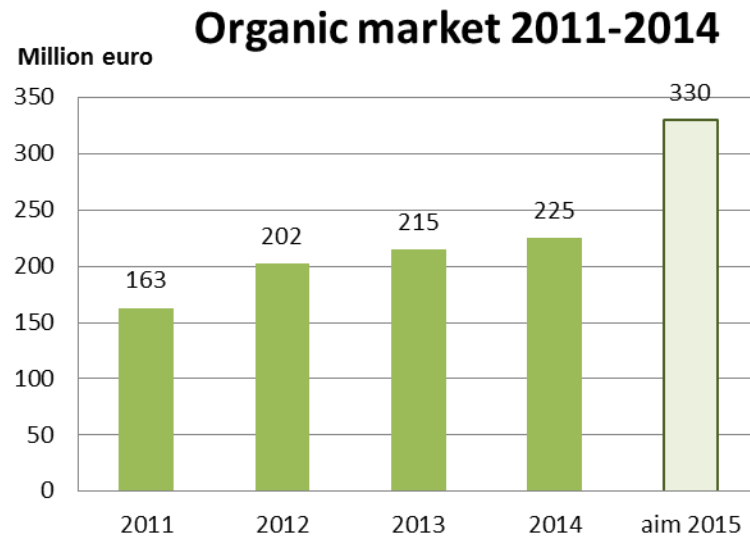
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Organic market in Finland



- Sales of the organic products are not compiled in statistics. Therefore, the size of the market can only be estimated.
- In 2011 and 2012 the organic market grew very fast. In 2013 and 2014, the economic depression slowed down the growth. However, the organic market grew faster than the mean sales in retail shops.
- The market share of organics rose to 1.7% in 2014.



Source: Estimation of Pro Luomu, based on data collected from shops

Organic products in retail shops



- The selection of organic goods is growing in retail shops. The selection of goods in the biggest Finnish retail shops include some 3 000 organic products. Some 60% of them are domestic products.
- Organic milk is the best-selling organic product in Finland. About one third of all organic sales comes from dairy products.
- Other large organic product groups are fruits, vegetables, baked products and eggs.
- In some product groups, for example eggs and flakes, the market share of organics is nearly 10%.

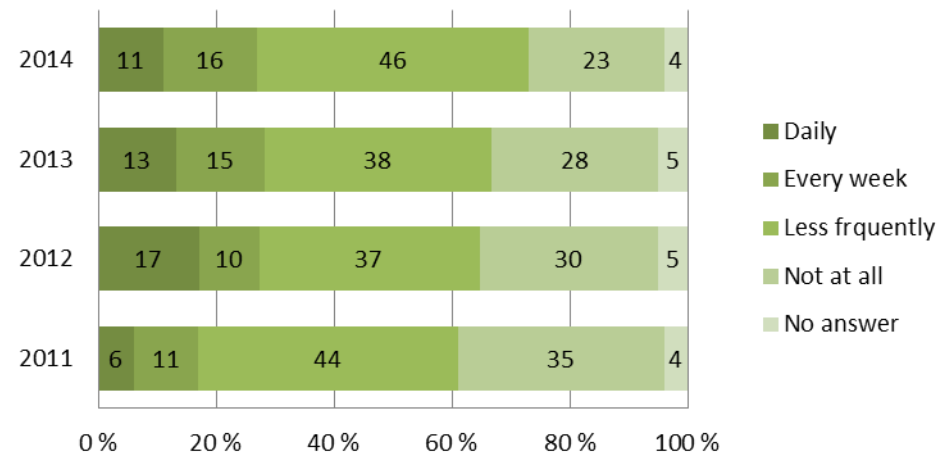
Source: Estimation of Pro Luomu,
based on data collected from shops.

Organic products in catering industry



- So far, Finnish professional kitchens use relatively little organic raw materials. Different flakes, flours and bread are the most popular products. In the wholesales of Horeca sector, the value of organic sales was about 0.6% in 2013.
- The share of organics in the public caterings is about 5% (in kilos). The biggest share of the organics (10%) are served in the day care centers.
- 13% of the Finnish municipalities have made a strategic decision to raise the share of organics in their catering.

Use of organics in catering industry



Source: EkoCentria/
Taloustutkimus Oy

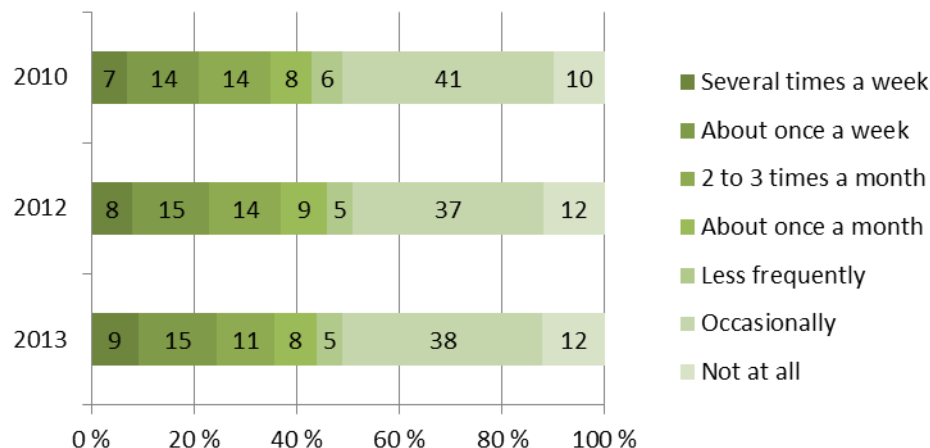
Organic consumer



Photo: Luomusalonki

- Quarter of Finns use organics frequently. They buy organics weekly and appreciate purity, environmentally friendly production and good taste. The most frequent users are found in Helsinki area and in families with small children.
- Quarter of Finns use organics seldom. They buy organics regularly and appreciate purity and domestic production. These consumers are mainly adults who live in the cities.
- About half of Finns buy organics only occasionally or not at all.

How often do you buy organics?



Lähde: TNS Gallup Oy/
Luomun kuluttaja-
barometri 2013
(Organic Barometer)

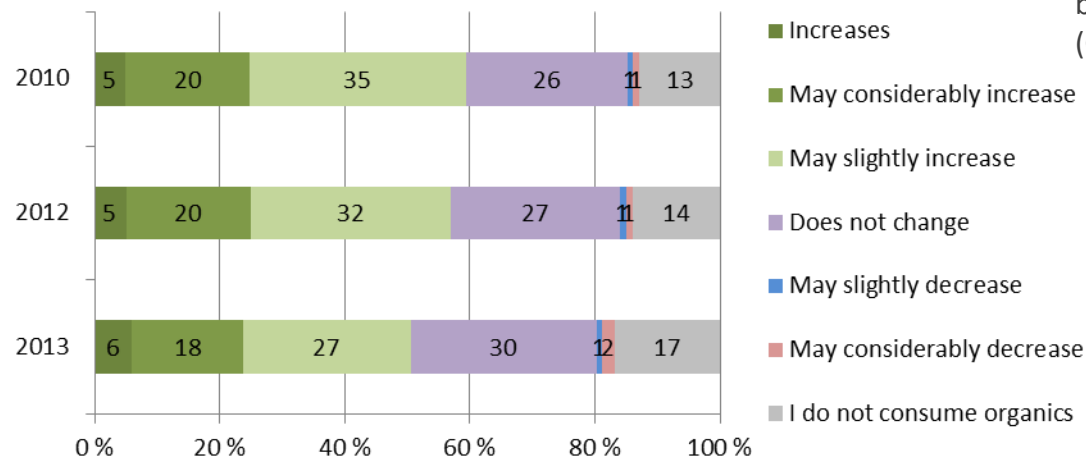
Development of organic consumption



- More than half of the consumers estimate that their consumption of organics will increase in the near future. The growth is, however, stabilizing.
- The main factor decreasing organic consumption is the price. Information about fair producer prices and differences between organic and conventional products would also increase the consumption.

How will your consumption of organics change?

Source: TNS Gallup Oy/
Luomun kuluttaja-
barometri 2013
(Organic Barometer)



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Finnish organic export



- The value of Finnish organic export in 2014 was approximately ten million euros.
- Main organic export product is organic oat and oat products as flakes and snacks. As much as 80-90% of organic oat products made in Finland is exported.
- Other organic export products are organic bread, potato flour, wild berries and liquorice.
- Most important export countries are Denmark, Sweden, Germany and France. In a small scale, organic products are exported all over the world.
- So far organic export to Russia has been modest but the growing organic market there is very interesting to Finnish organic industry.



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