

# Organics in Finland 2015



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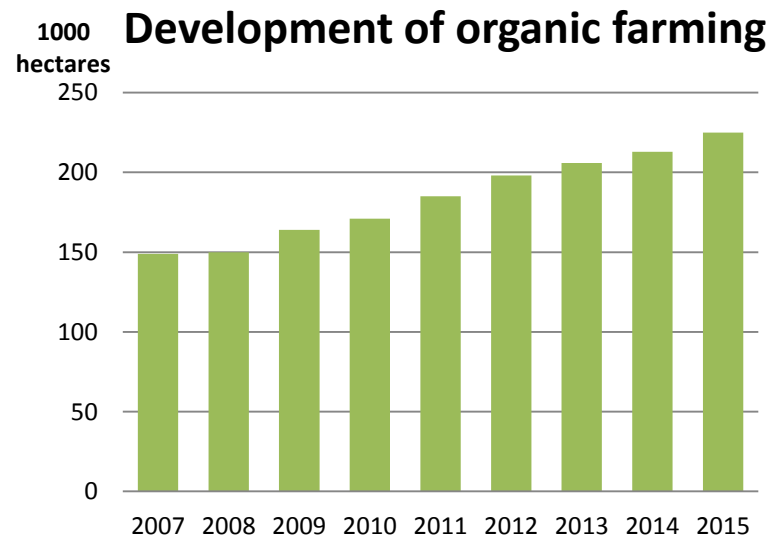


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# Development of organic farming area



- In 2015, Finland's organically cultivated field area was 224,615 hectares (includes in-conversion farms). Area grew by 6% compared to the previous year.
- 9.9% of all the fields in Finland were organically cultivated.
- The aim of the government development programme for the organic sector is that 20% of all the fields in Finland would be organically cultivated by 2020.



Source: Finnish Food Safety Authority Evira



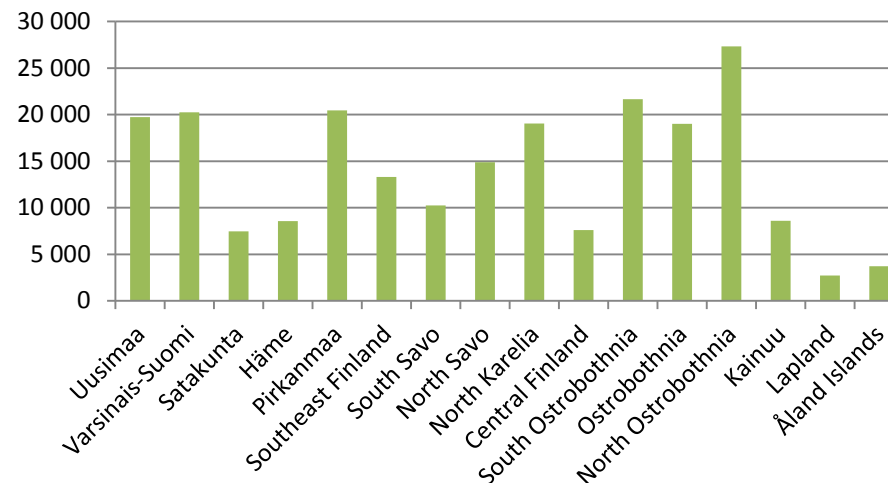
# Organic farms



- In 2015, there were a total of 4,251 organic farms in Finland, about 8% of all the farms.
- The average size of organic farms was 52.8 hectares. An organic farm was on average 8.8 hectares larger than a non-organic Finnish farm.
- Of all the Finnish regions the most organically cultivated field areas were in the regions of North and South Ostrobothnia and Pirkanmaa.

**Organic area by region in 2015**

hectares



Source: Finnish Food Safety Authority Evira

# Horticulture



- The most important organic horticultural products in Finland are carrot, tomato, onion and cabbage.
- In 2015, 160 companies cultivated organic open-field vegetables in a total of 255 hectares. 22 companies cultivated organic greenhouse tomatoes and cucumbers in a total of 5 hectares.
- Organic berries were cultivated in 557 hectares. Two thirds of the yield were strawberries. Organic apples were produced in 53 hectares.

Organic horticulture 1 000 kg			
	2015	2014	2013
Pea	35	45	44
White cab	338	558	342
Carrot	2200	2274	1968
Onion	338	650	486
Tomato	1110	1203	1082
Cucumber	131	160	135
Berries	517	385	438
Apple	70	55	50

Source: Natural Resources Institute Finland Luke/  
Agricultural statistics

# Plant production



- In 2015, the total amount of organic corn produced in Finland was 83 million kg, accounting for 2.3% of the whole harvest in the country.
- More than half of the organic corn yield was oat.
- The harvested area of organic crops was 38,800 hectares.
- Most of the organic corn kilos were harvested in Uusimaa, Varsinais-Suomi, Pirkanmaa and Southeast Finland.

Source: Natural Resources Institute Finland Luke/ Agricultural statistics

Organic crop yield and percentage of the total production						
	2015		2014		2013	
	million kg	%	million kg	%	million kg	%
Wheat	12.4	1.2	14.9	1.4	13	1.5
Rye	8.8	8.2	9	12	4.2	15.7
Barley	9.4	0.6	13.8	0.7	12.4	0.6
Oat	45.4	4.6	40.5	3.9	46.1	3.8
Mixed corn	6.9	20	24.8	34.9	14.8	22.5
Turnip rape	1.4	3	1.9	5.8	1.8	3.5
Potato	4.8	0.9	4.9	0.8	6.9	1.1
Peas	5	19.7	2.7	18.9	1.6	14.6
Broad bean	4.1	15.4	4.7	21.9	3.8	21.8



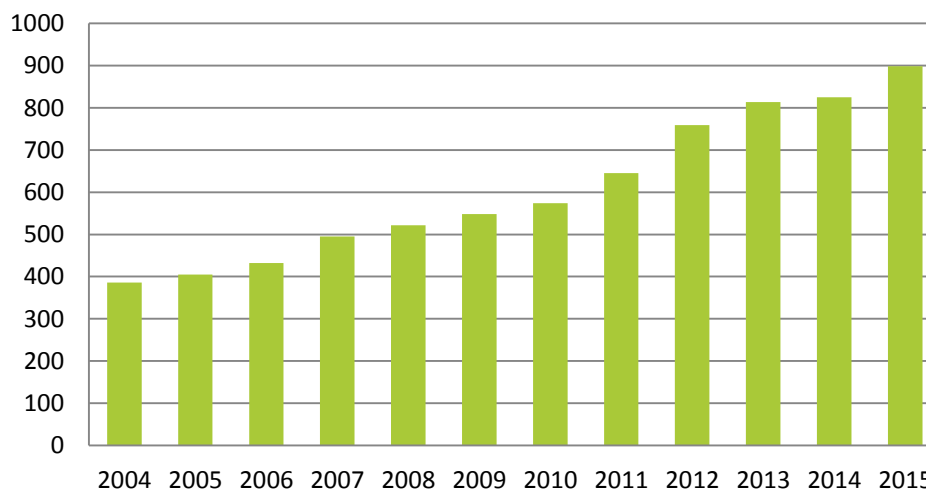
# Livestock farms

- In 2015, there were 899 organic livestock farms in Finland. Most of them produce beef or milk.
- There were 14 organic pig farms and 4 organic poultry farms. Organic eggs were produced in 48 farms.
- Pirkanmaa, the Ostrobothnia regions, North Savo and Varsinais-Suomi have the most organic livestock farms.



**Organic livestock farms**

Source: Finnish Food Safety Authority Evira





# Livestock production



- 4.4 million kg of organic meat was produced in Finland in 2015. Production increased by one third compared to the previous year.
- Especially organic beef production increased a lot, because many beef cattle farms moved to organic.
- 75% of all organic meat was beef.
- Organic milk and egg production also increased.

Meat production (with bones)						
	Organic million kg			Organic %		
	2015	2014	2013	2015	2014	2013
<b>Beef</b>	2.95	2.1	2	3.4	2.6	2.4
<b>Pork</b>	0.72	0.7	0.7	0.4	0.4	0.4
<b>Lamb/mutton</b>	0.27	0.2	0.2	23.0	22.4	18.2
<b>Poultry</b>	0.21	0.08	0.03	0.2	0.1	0.03

Source: TNS Gallup Oy/  
Pro Luomu

Source: Natural Resources Institute Finland Luke/Agricultural statistics

	Organic			Organic %		
	2015	2014	2013	2015	2014	2013
<b>Milk million litres</b>	54.2	47.2	41.2	2.3	2	1.9
<b>Eggs million kg</b>	3.1	2.8	2.5	4.7	4.5	4.1

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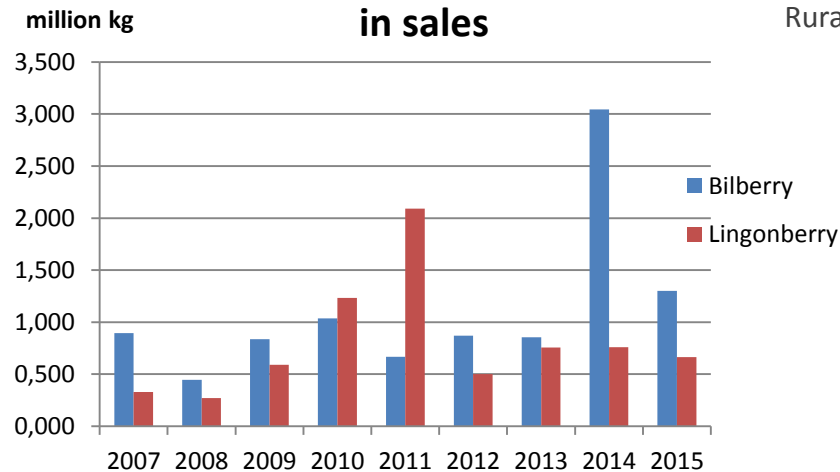
# Organic wild food



- In Finland, there are a total of 12.2 million hectares of certified organic wild food collecting area. That is approximately a third of all the organic wild food collecting area in the world.
- The majority of organic forests are in Lapland.
- An area can be approved as a collecting area of organic wild food, if industrial fertilisers or herbicides have not been used in the past three years.

**Organic bilberry and lingonberry  
in sales**

Source: Agency for  
Rural Affairs Mavi

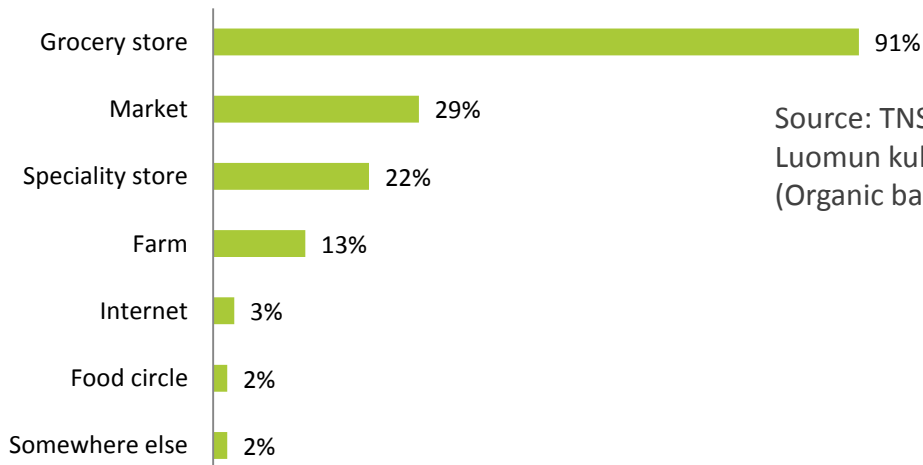


# Sales of organic products



- Finnish people buy organic products most commonly from standard grocery stores.
- The consumers who buy the most organic products, also buy them more often from speciality shops and directly from the farms.
- REKO-rings (groups of farmers and consumers operating via Facebook) are a fast growing outlet for the direct sale of organic products. There are already more than one hundred of them in Finland.

## Where have you bought organic?



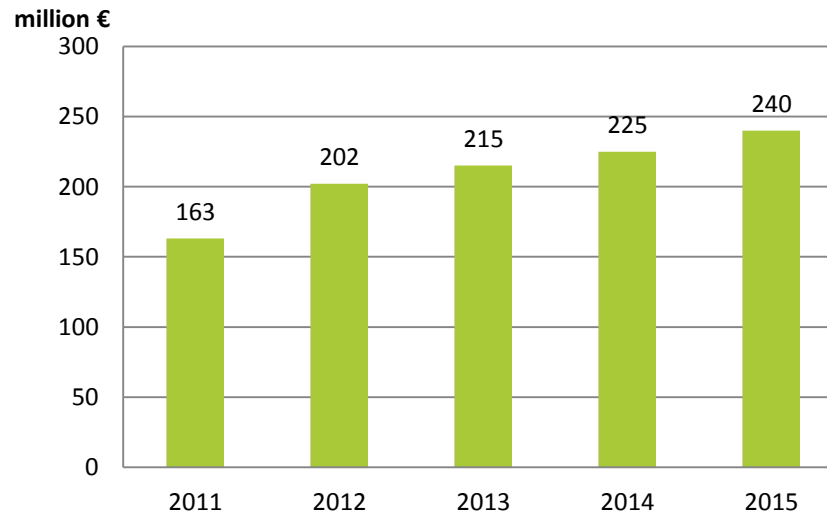
Source: TNS Gallup Elintarviketieto Oy/  
Luomun kuluttajabarometri 2015  
(Organic barometer)

# Organic market in Finland



- The organic market in Finland was worth about 240 million euros in 2015. Organic sales in grocery stores increased by almost 7% compared to the year before.
- The market share of organic products rose to 1.8%.
- Trade specialists evaluate that organic food sales will have increased to 410 million euros by 2020.

**Organic market in Finland 2011-2015**



Source: Estimate by Pro Luomu, based on data collected from grocery shops

# Organic products in grocery stores



- The selection of organic products in grocery stores is growing. The biggest grocery stores already provide up to 3,000 products. About 55% of them are domestic.
- Organic milk is the best-selling organic product in Finland, accounting for about 15% of Finland's total organic sales.
- The biggest organic product group is fruits and vegetables. The sale of organic fruits and vegetables has been growing for several years in a row.
- In some product groups, such as eggs and flakes, the market share of organic is nearly 10% of the sales of the whole product group.

Source: Estimate by Pro Luomu, based on data collected from grocery shops

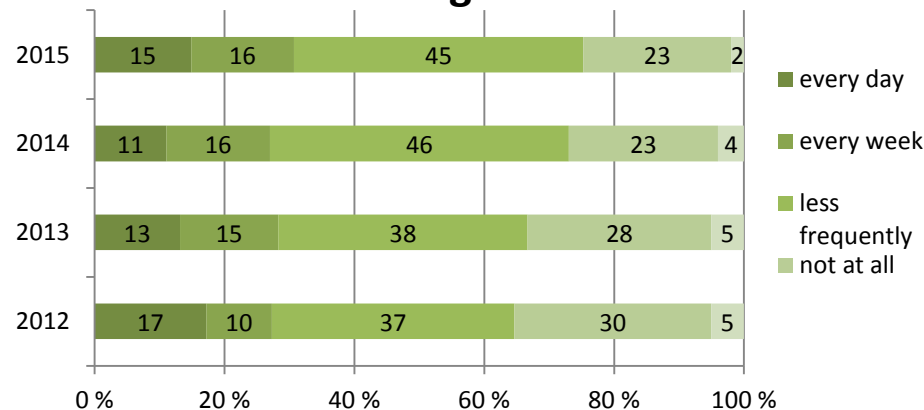


# Organic products in the catering services

- Almost a third of professional kitchens in Finland use some organic ingredients weekly.
- The most commonly used organic products are flakes and groats, milk and other dairy products, coffee and tea, vegetables and root vegetables.
- The biggest users of organic ingredients are private restaurants. In the public sector, the biggest users are kindergartens.

Source: Taloustutkimus Oy/  
Food Service Feedback 2015

Usage frequency of organic products in  
catering services



Kuva: EkoCentria/Tero Takalo-Eskola



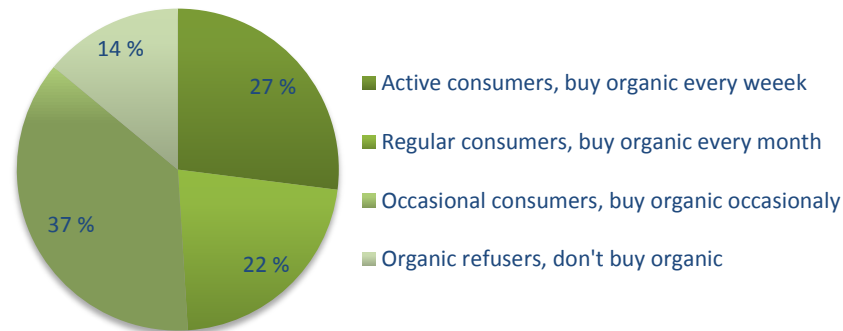
# Organic consumer



- More and more Finns are buying organic products regularly. The most frequent users are found in the Helsinki area.
- The most important reasons for Finns to buy organic are purity of the products, good taste, wholesomeness and because products are more ecological.
- Families with children and childless couples of different ages are the most active organic consumers.

Source: TNS Gallup Elintarviketieto Oy/  
Luomun kuluttajabarometri 2015  
(Organic barometer)

## Finnish organic consumers



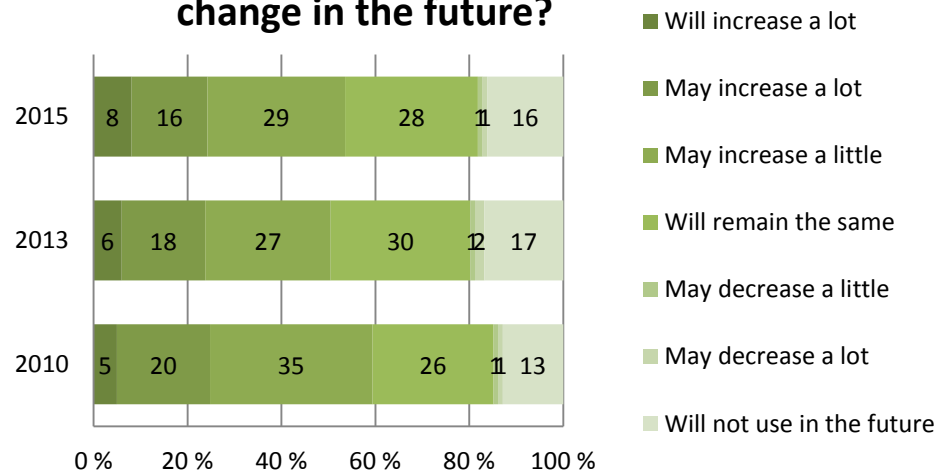
# Development of organic consumption



- Half of the consumers estimate that their consumption of organic products will increase in the near future. The main factor stopping organic consumption is the price.
- Having more information about fair prices for producers and a wider selection of products would also help increase consumption.

Source: TNS Gallup Elintarviketieto Oy/  
Luomun kuluttajabarometri 2015  
(Organic barometer)

## How will your organic consumption change in the future?



# Export of organic products



- The value of Finnish organic exports in 2015 was approximately ten million euros.
- The main organic export products are organic oat and oat products, such as flakes and oatmeals. The majority of organic oat products produced in Finland are exported. The growth of export is mainly only limited because of the lack of ingredients.
- Other organic exports are organic bread, potato flour, wild berries and liquorice.
- The most important export countries are Denmark, Sweden, Germany and France, but in a small scale, organic products are exported all over the world.



