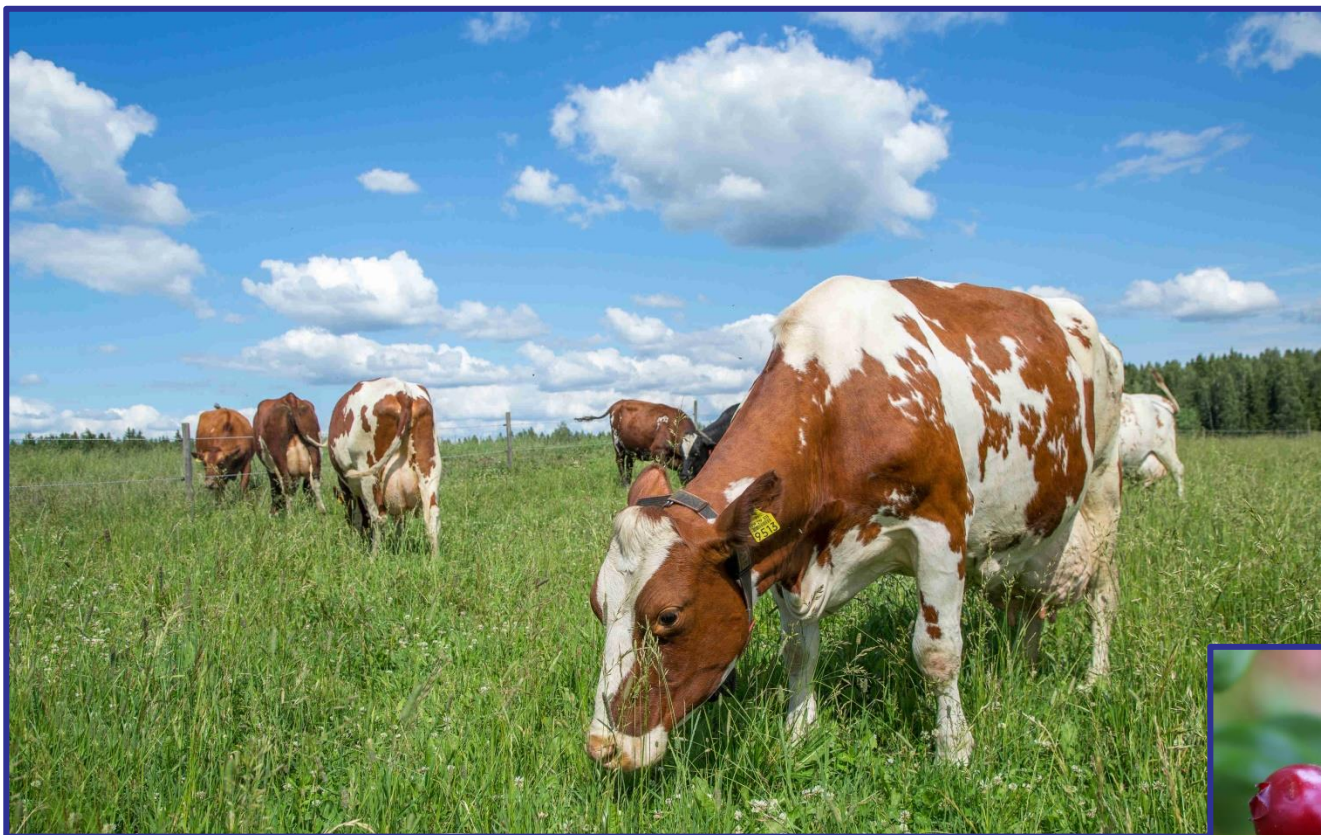


Organics in Finland



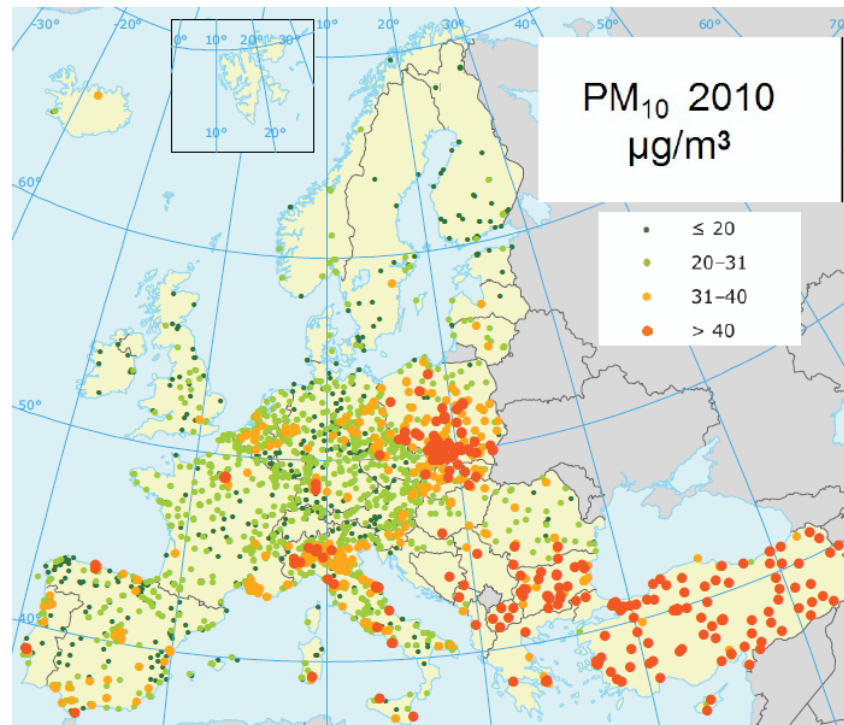
Updated 28.06.2017



Arctic and pure by nature



- Finland is the northernmost country in the world where farming is practiced. The northernmost farm in Finland is on the same latitude as Northern Alaska and Siberia.
- Finland is large, but sparsely populated country with little industry and traffic. The air and soil have remained clean.



Annual means of PM 10
in air in Europe in 2010.
Source: EEA, Airbase, 2012



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Endless light and freezing cold



- In Finland, the growing season is short and light, winter long and cold. In midsummer in the North of Finland, the sun does not set below the horizon.
- Summer's long light season fills natural berries with healthy phenolic compounds. Cool and wet summers create good growing conditions for oatmeal, for example. Its grains grow large and fair. Potatoes also favour light and cool growing season.
- Cold winters limit crop production potential, but also create hard conditions for pests and weeds. Pesticides are not needed as much as elsewhere in Europe.
- In summer, it rains a lot, so irrigation is needed only occasionally.

Strict controls guarantee quality

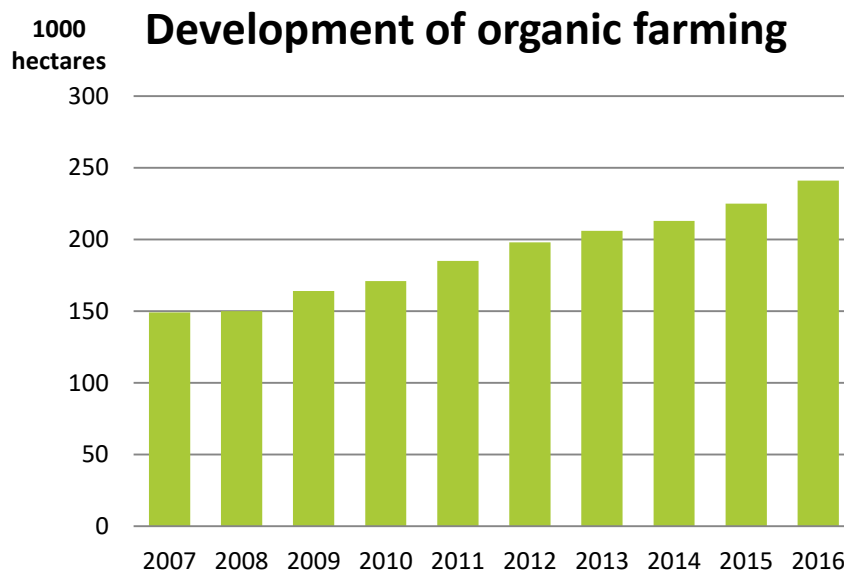


- Organic production is controlled by Finnish Food Safety Authority Evira.
- The control in the organic production is very tight and comprehensive. In 2015, less than 2% of the organisations monitored by Evira were banned from the organic market.
- Finnish organics are the purest food in Europe, studies say. The EU has found, year after year, Finnish organics free of any contaminants.
- In 2015, the organic control system did not find any residues of prohibited substances. Samples were taken from cereals, vegetables as well as from milk and honey.

Organic farming area



- In 2016, Finland's organically cultivated field area was 240 600 hectares (includes in-conversion farms). Area grew by 7% compared to the previous year.
- Approximately 10% 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 2016, there were a total of 4,415 organic farms in Finland, 8.8% of all the Finnish farms.
- The average size of organic farms was 54.5 hectares. An organic farm was on average nearly 10 hectares larger than a non-organic Finnish farm.
- The number of organic livestock farms was 959. Most of them produce beef or milk.
- There were 14 organic pig farms and 3 organic poultry farms. Organic eggs were produced in 48 farms.
- North Ostrobothia had the most organically cultivated areas in Finland, 32,000 hectares.



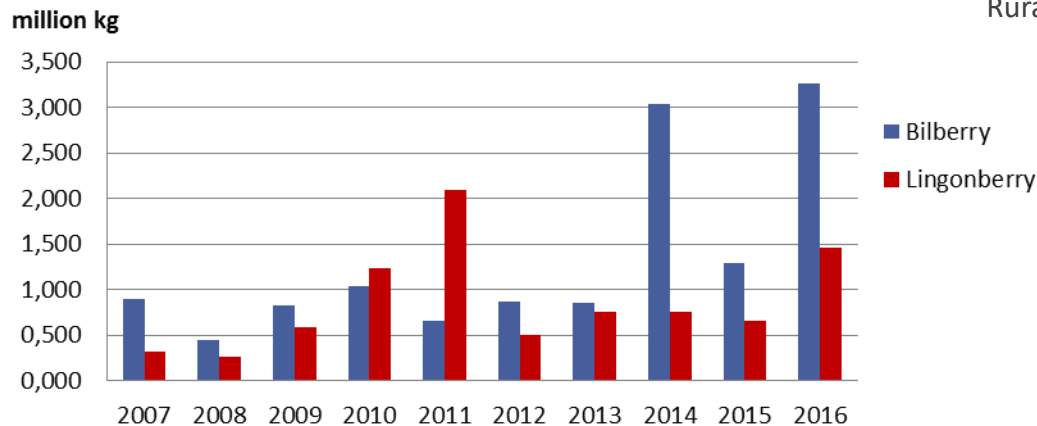
Organic wild food

- In Finland, there are a total of 13 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 most important products of organic wild food in Finland are bilberry, lingonberry and birch sap. Wild herbs and mushrooms are also collected.
- The majority of the organic wild foods are exported.



Organic bilberry and lingonberry in sales

Source: Agency for Rural Affairs Mavi





Plant production

- In 2016, the total amount of organic corn produced in Finland was 80 million kg, accounting for 2% of the whole harvest in the country.
- More than half of the organic corn yield was oat.
- The harvested area of organic crops was 42,800 hectares.
- Most of the organic corn kilos were harvested in Uusimaa, Varsinais-Suomi, North Ostrobothnia and Pirkanmaa.

Source: Natural Resources Institute Finland Luke/ Agricultural statistics

Organic crop yield and percentage of the total production						
	2016		2015		2014	
	million kg	%	million kg	%	million kg	%
Wheat	7,6	0,9	12,4	1,2	14,9	1,4
Rye	7,8	9	8,8	8,2	9	12
Barley	8,1	0,5	9,4	0,6	13,8	0,7
Oat	47,9	4,6	45,4	4,6	40,5	3,9
Mixed corn	8,7	23,5	6,9	20,0	24,8	34,9
Turnip rape	0,9	2,3	1,4	3,0	1,9	5,8
Potato	7,2	1,2	4,8	0,9	4,9	0,8
Peas	3,6	14,4	5	19,7	2,7	18,9
Broad bean	6,1	15,3	4,1	15,4	4,7	21,9



Horticulture



- The most important organic horticultural products in Finland are carrot, tomato, onion and cabbage.
- In 2016, 164 companies cultivated organic open-field vegetables in a total of 282 hectares. 20 companies cultivated organic greenhouse tomatoes and cucumbers in a total of 6 hectares.
- Organic berries were cultivated in 549 hectares. Over half of the yield were strawberries. Organic apples were produced in 58 hectares.

Organic horticulture 1 000 kg				
	2016	2015	2014	2013
Pea	80	35	45	44
White cabbage	297	338	558	342
Carrot	2318	2200	2274	1968
Onion	247	338	650	486
Tomato	962	1110	1203	1082
Cucumber	279	131	160	135
Berries	488	517	385	438
Apple	123	70	55	50

Source: Natural Resources
Institute Finland Luke/
Agricultural statistics

Attention: Former
incorrect data of Luke
corrected in June 2017.



Livestock production



- 4.36 million kg of organic meat was produced in Finland in 2016. Production increased by 5% compared to the previous year.
- The production of organic pork rose the most in relative terms, thanks to the increase in piglet production.
- Two thirds of all organic meat was beef.
- Organic milk and egg production also increased.

Organic meat production (with bones)						
	Organic (million kg)			Organic %		
	2016	2015	2014	2016	2015	2014
Beef	2,91	2,95	2,1	3,4	3,4	2,6
Pork	0,95	0,72	0,7	0,5	0,4	0,4
Sheep/Mutton	0,32	0,27	0,2	24,9	23,0	22,4
Poultry	0,18	0,21	0,08	0,1	0,2	0,1

Source:
Pro Luomu/
TNS Gallup (2014-15)
Luke (2016)

Source: Natural Resources Institute Finland Luke

Milk and eggs	Organic			Organic %		
	2016	2015	2014	2016	2015	2014
Milk, million litres	55,1	54,2	47,2	2,4	2,3	2
Eggs, million kg	3,33	3,1	2,8	5	4,7	4,5

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Export of organic products



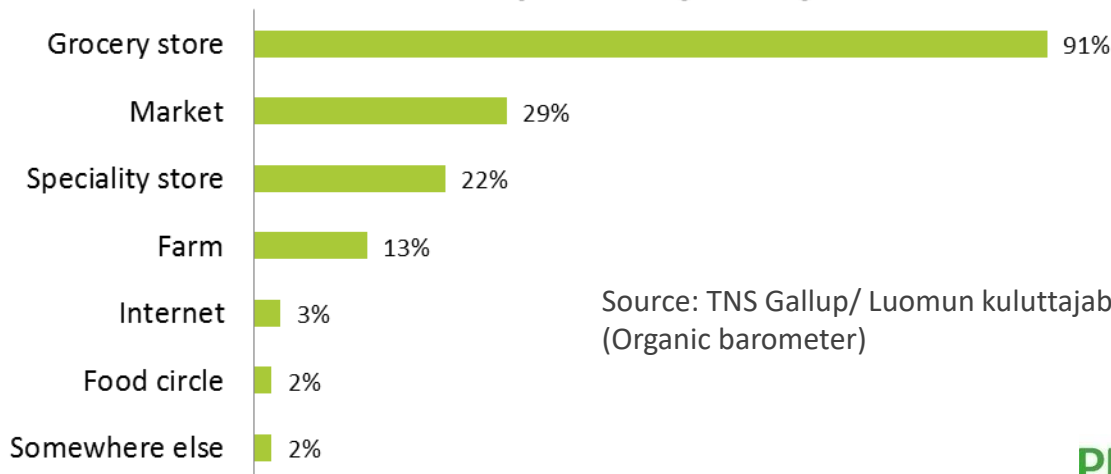
- The main organic export products of Finland are organic oat and oat products, such as flakes and oatmeals. The majority of organic oat products produced in Finland are exported. The growth of export is mainly only limited because of the lack of ingredients.
- Other organic exports are organic bread, potato flour, wild berries and liquorice.
- The most important export countries are Denmark, Sweden, Germany and France.
- Companies exporting organic products are also interested in the strongly growing organic markets of the affluent countries in Asia and the Middle East.

Sales of organic products



- Finnish people buy organic products most commonly from 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 more than 150 of them in Finland.

Where have you bought organic?



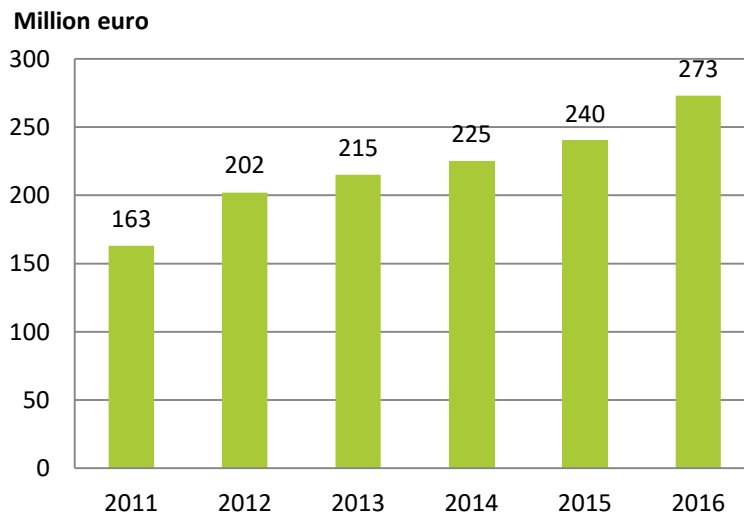
Source: TNS Gallup/ Luomun kuluttajabarometri 2015
(Organic barometer)

Organic market in Finland



- The organic market in Finland was worth 273 million euros in 2016. Organic sales in grocery stores increased by 14% compared to the year before.
- The market share of organic products is 2%.
- Trade specialists evaluate that organic food sales will have increased to 410 million euros by 2020.

Organic market in Finland 2011-2016



Source: Pro Luomu
(estimate based on data
collected from grocery shops)



Organics in grocery stores



- Grocery stores in Finland provide up to 3,000 organic products. Over 50% of them are Finnish.
- By value, the biggest organic product group is fruits and vegetables. Organic milk comes second and eggs third.
- Within product groups, organic eggs hold the biggest market share, accounting for 15% of Finland's total egg sales (by value).

Market share of organics in certain product groups in 2016 (by value)	
Product group	Share of organic
Eggs	15,4 %
Milk	4,1 %
Fruits and vegetables	3,9 %
Non-alcoholic drinks (coffee etc)	3,3 %
Other dairy	1,9 %
Cheese	1,5 %
Bakery	1,0 %
Meat	1,1 %

Source: Pro Luomu
(estimate based on data
collected from grocery shops)



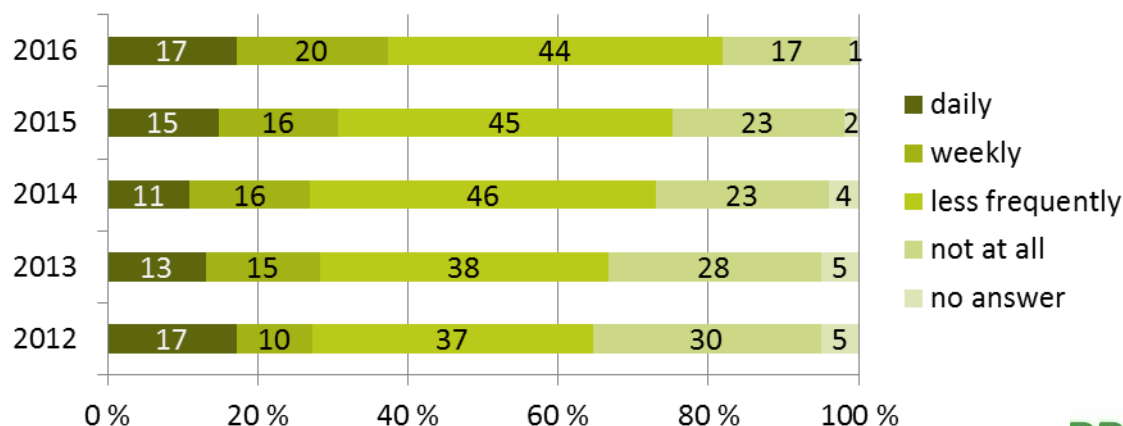
Organics in catering services



- Over one third of professional kitchens in Finland use some organic ingredients weekly.
- The most commonly used organic products in professional kitchens are cereal products, milk and other dairy products, and vegetables. Organic coffee and tea are also popular.
- The biggest users of organic ingredients are private restaurants. In the public sector, the biggest users are kindergartens.

Source: Taloustutkimus Oy/
Food Service Feedback 2016

Usage frequency of organics in catering services



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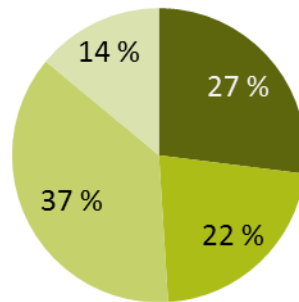
Organic consumer



- 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



- Active consumers, buy organic weekly
- Regular consumers, buy organic monthly
- Occasional consumers, buy organic occasionally
- Organic refusers, don't buy organic

Development of 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?

