

Organics in Finland



Updated 11.05.2018



The European Agricultural Fund
for Rural Development:
Europe investing in rural areas

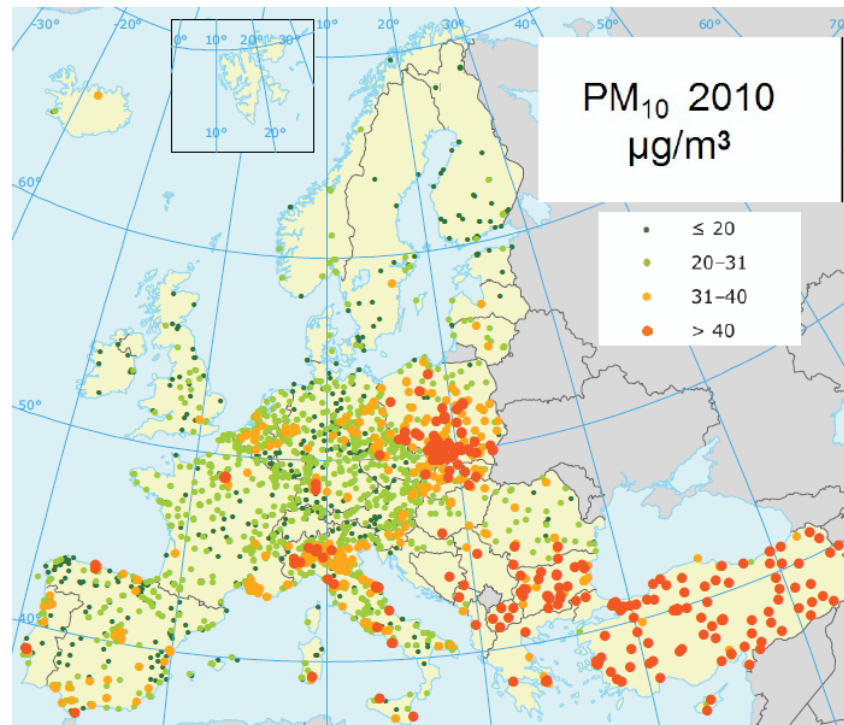
PRO LUOMU

ORGANIC. NATURALLY.

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



ORGANIC. NATURALLY.

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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 2017, less than 2% of the organisations monitored by Evira were banned from the organic market.
- Finnish organic products are the purest food in Europe, studies say.
- In 2017, less than 0.5% of organic samples analyzed by organic monitor program contained residues of prohibited substances. Samples were taken from cereals, vegetables as well as from eggs, milk, meat and honey.

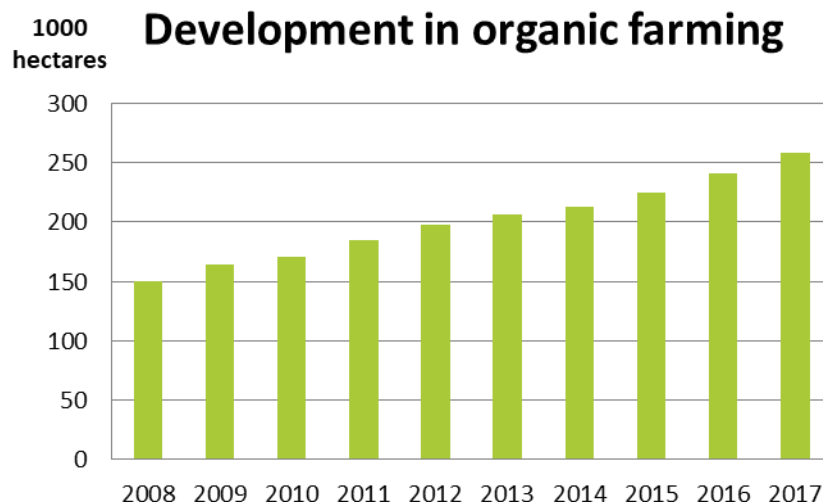
Source: Finnish Food
Safety Authority Evira

Organic farming area



- In 2017, Finland's organically cultivated field area was nearly 259 451 hectares (includes in-conversion farms). Area grew by 8% compared to the previous year.
- Approximately 11% of all the fields in Finland were organically cultivated.
- Over half of the organically cultivated area is used for forage production.

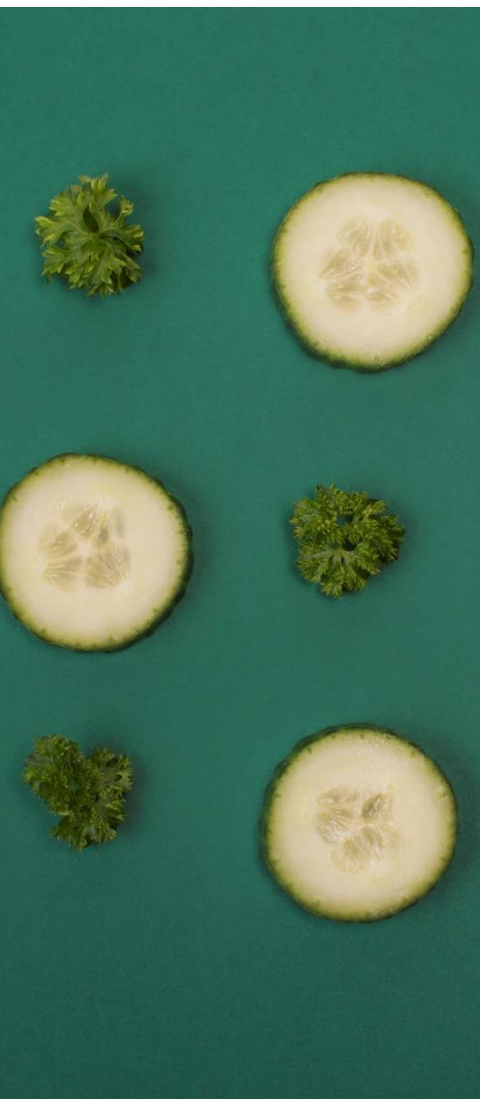
Source: Finnish Food
Safety Authority Evira



Organic farms



- In 2017, there were a total of 4,587 organic farms in Finland, 9.5% of all the Finnish farms.
- The average size of organic farms was 56.6 hectares. An organic farm was on average nearly 10 hectares larger than a non-organic Finnish farm.
- The number of organic livestock farms was 974. Most of them produce beef or milk.
- There were 13 organic pig farms and 3 organic poultry farms. Organic eggs were produced in 51 farms.
- North Ostrobothia had the most organically cultivated areas in Finland, 33,700 hectares.



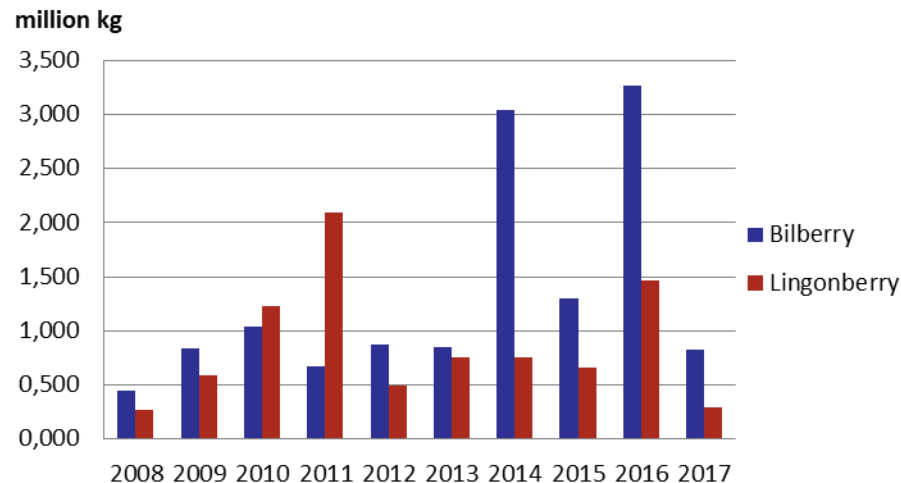
Organic wild collecting



- In Finland, there are a total of 12 million hectares of certified organic wild collecting area. That is approximately a third of all the organic wild collecting area in the world.
- The most important products of organic wild food in Finland are bilberry, lingonberry and birch sap.
- Crops of organic wild berries vary a lot between years. In 2017, a record amount of cloudberries, about 0.13 million kilo, was collected.

Source: Agency for
Rural Affairs Mavi

Organic bilberry and lingonberry in sales





Plant production

- In 2017, the total amount of organic corn produced in Finland was 95 million kg, accounting for 2.8% of the whole harvest in the country.
- Crops increased nearly one fifth compared with the previous year.
- The harvested area of organic crops was 39,100 hectares.
- The most important organic cereal is oats: more than 60% of organic crops was oats.

Source: Natural Resources Institute Finland Luke

Organic crop yield and percentage of the total production						
	2017		2016		2015	
	million kg	%	million kg	%	million kg	%
Wheat	11,1	1,4	7,6	0,9	12,4	1,2
Rye	5,8	5,1	7,8	9	8,8	8,2
Barley	10,6	0,7	8,1	0,5	9,4	0,6
Oat	59,2	5,8	47,9	4,6	45,4	4,6
Mixed corn	8,7	30,2	8,7	23,5	6,9	20,0
Turnip rape	0,7	2,1	0,9	2,3	1,4	3,0
Potatoe	9,4	1,5	7,2	1,2	4,8	0,9
Peas	1,9	21,3	3,6	14,4	5	19,7
Broad bean	3,7	10,9	6,1	15,3	4,1	15,4



Horticulture



- Finnish organic horticulture is on clear growth path - the growth of production is market-oriented.
- In 2017, 176 companies cultivated organic open-field vegetables in a total of 771 hectares. *Production area doubled compared with the previous year.*
- Organic berries were cultivated in 590 hectares. Over half of the yield were strawberries.
- Organic apples were produced in 67 hectares. Crops nearly tripled compared with the previous year.

Organic horticulture 1000 kg				
	2017	2016	2015	2014
Pea	367	80	35	45
White cabbage	530	297	338	558
Carrot	2145	2318	2200	2274
Onion	222	247	338	650
Tomato	958	962	1110	1203
Cucumber	390	279	131	160
Berries	581	488	517	385
Apple	346	123	70	55

Source: Natural Resources
Institute Finland Luke/
Agricultural statistics



Livestock production

- 3.78 million kg of organic meat was produced in Finland in 2017. Production decreased by 10% compared to the previous year.
- Two thirds of all organic meat was beef.
- Organic milk and egg production increased by 10% compared to the previous year.

Organic meat production (with bones)						
	Organic (million kg)			Organic %		
	2017	2016	2015	2017	2016	2015
Beef	2,62	2,91	2,95	3,1	3,4	3,4
Pork	0,84	0,95	0,72	0,5	0,5	0,4
Sheep/Mutton	0,32	0,32	0,27	24,8	24,9	23,0
Poultry	*	0,18	0,21	*	0,1	0,2

Source: Natural Resources Institute Finland Luke (2016-2017) and Pro Luomu/TNS Gallup Oy (2015). Statistics of poultry are not available due to data protection.

Milk and eggs	Organic production			Organic %		
	2017	2016	2015	2017	2016	2015
Milk, million litres	62,6	55,1	54,2	2,7	2,4	2,3
Eggs, million kg	3,88	3,33	3,1	5,7	5	4,7

Source: Natural Resources Institute Finland Luke



Export of organic products



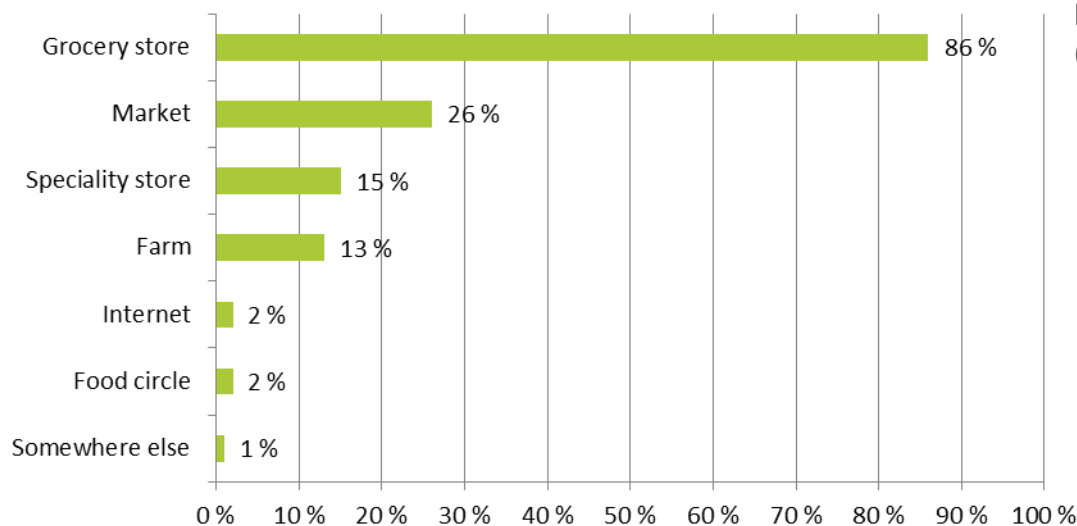
- The main organic export products of Finland are organic oat and oat products, such as flakes and oatmeals. The growth of export is mainly only limited because of the lack of ingredients.
- Other organic exports are organic bread, potato flour, wild berries and liquorice.
- The most important export 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 farmers' markets, speciality shops and directly from the farms.
- Consumers wish more meat, bread and other cereal products in the organic selections of shops.

Where have you bought organic?

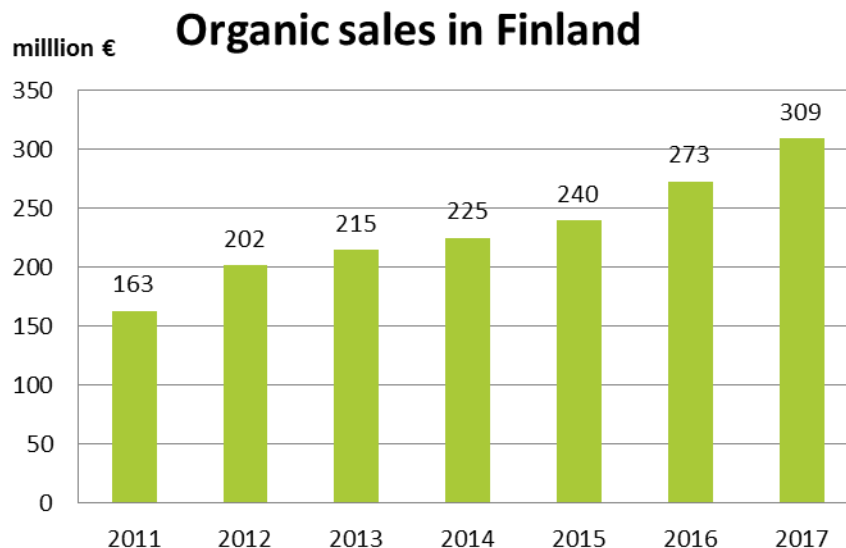


Source: TNS Gallup/
Luomun kuluttaja-
barometri 2017
(Organic barometer)

Organic market in Finland



- In Finland, organic sales have grown all through the 2010s: in the years 2012-2017 organic sales grew over 50%.
- The organic market in Finland was worth 309 million euros in 2017. Organic sales in grocery stores increased by 13% compared to the year before.
- The market share of organic products is 2.3%.



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

Organics in grocery stores



- In the grocery shops, the biggest organic sellers are fruits, milk, other liquid dairy products and vegetables. These three product groups cover over one third of all organic sales.
- The second biggest organic sellers are coffee and tea, and eggs.
- Vegetable oil and eggs hold the biggest market share in their product groups.

Market share of organics in certain product categories in 2017 (by value)	
Product category	Share of organic
Vegetable oils	20 %
Eggs	17 %
Children's food	15 %
Flakes and groats	14 %
Flour	8 %
Oat, soy and rice beverages	8 %
Fruit	6 %
Coffee and tea	6 %
Milk	4 %

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



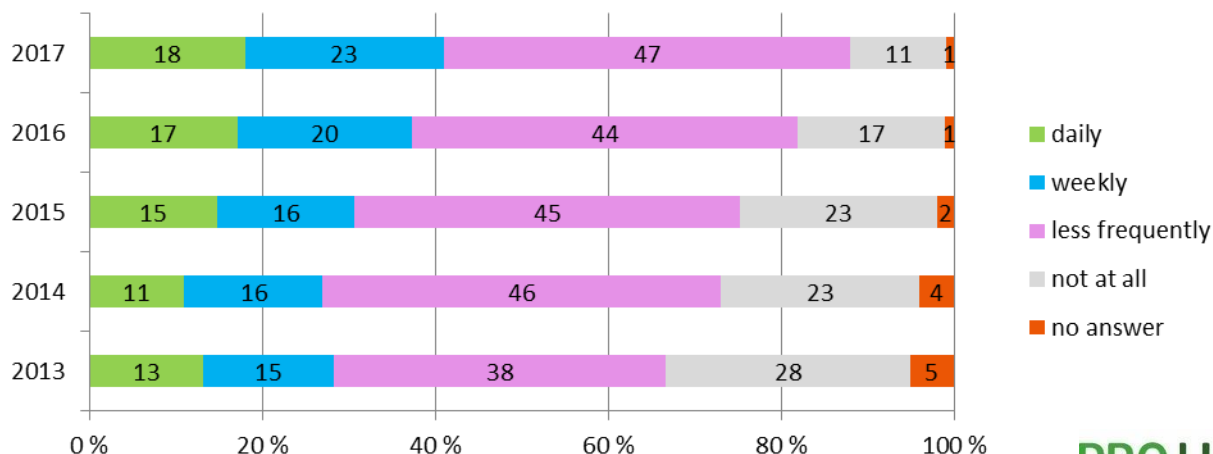
Organics in catering services



- About 40% of the professional kitchens use organics at least once a week. The most commonly used organics are cereal products, vegetables, fruits and berries.
- The most common reasons for using organics in the professional kitchens are environment, taste and ethics.
- Since August 2017, the government has paid higher subsidies of school deliveries for organic milk, fruits and vegetables.

Source: Taloustutkimus Oy/
Food Service Feedback 2017

Usage frequency of organics in catering services

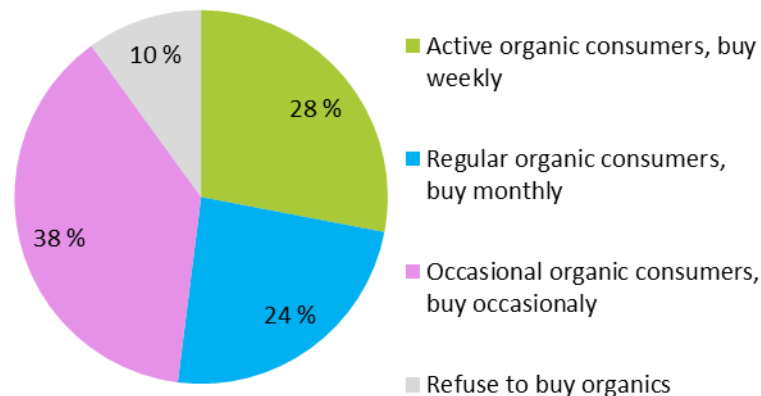


Organic consumer



- More than half of Finns buy organics frequently e.g. at least once a month. During the recent years, the use of organics has become more common and spread widely.
- Women in the age group 30-49 and families with children are the biggest organic users. The share of men has grown in this group.
- Consumers value purity, good taste, health and environmental friendliness in organic products.

Finnish organic consumers



Source: Kantar TNS/
Luomun kuluttajabarometri 2017
(Organic barometer)

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: Kantar TNS/
Luomun kuluttajabarometri 2017
(Organic barometer)

How will your organic consumption change in the future

