

Organics in Finland 2018



Updated 06.05.2019



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



Centre for Economic Development,
Transport and the Environment



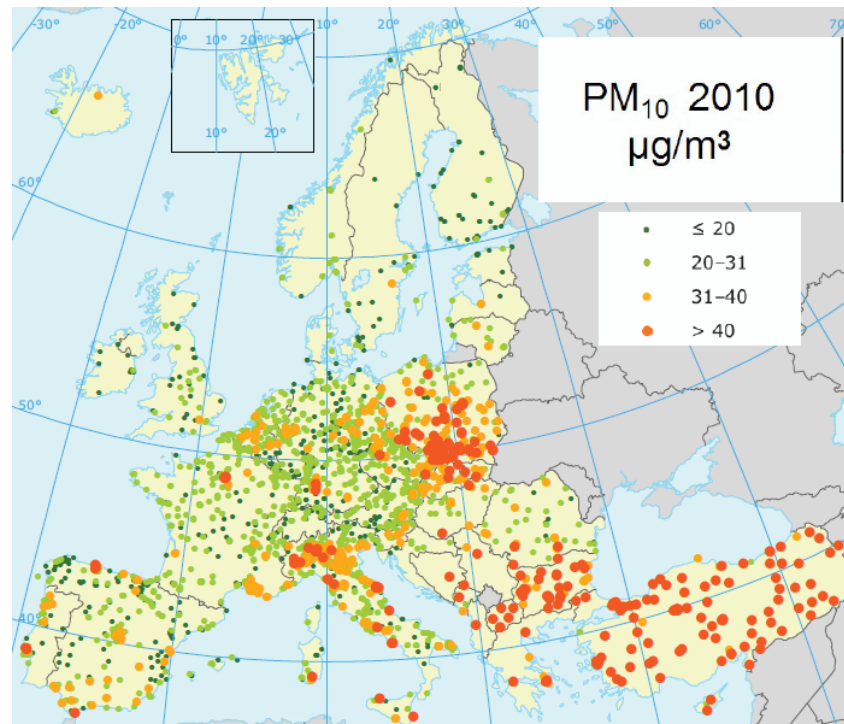
PRO LUOMU 

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

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 Authority (Ruokavirasto).
- The control in the organic production is very tight and comprehensive. In 2018, less than 2% of the organisations monitored were banned from the organic market.
- Finnish organic products are the purest food in Europe, studies say.
- In 2018, there were no findings of prohibited substances taken from samples at organic farms by the organic monitoring programme and national residue control programme. Samples were taken from cereals, vegetables as well as from eggs, milk, meat and honey.

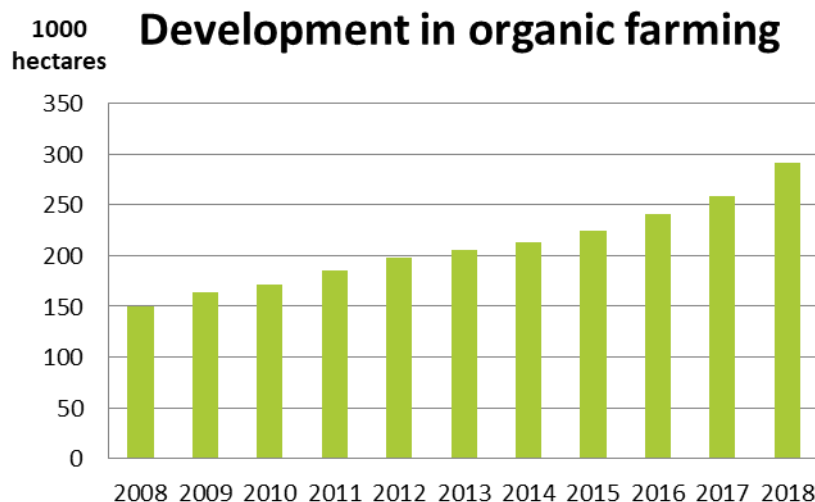
Source: Finnish Food Authority

Organic farming area



- In 2018, Finland's organically cultivated field area was 296 645 hectares (includes in-conversion farms). Area grew by 14% compared to the previous year.
- Approximately 13% of all the fields in Finland were organically cultivated.
- Half of the organically cultivated area is used for forage production.

Source: Finnish Food Authority





Organic farms



- In 2018, there were a total of 5,039 organic farms in Finland, 10.6% of all the Finnish farms.
- The average size of organic farms was 58.9 hectares. An organic farm was on average 10 hectares larger than a non-organic Finnish farm.
- The number of organic livestock farms was 1,037. Most of them produce beef or milk.
- There were 15 organic pig farms and 3 organic poultry farms. Organic eggs were produced in 52 farms.
- North Ostrobothnia had the most organically cultivated areas in Finland, 38,200 hectares.

Source: Finnish Food Authority

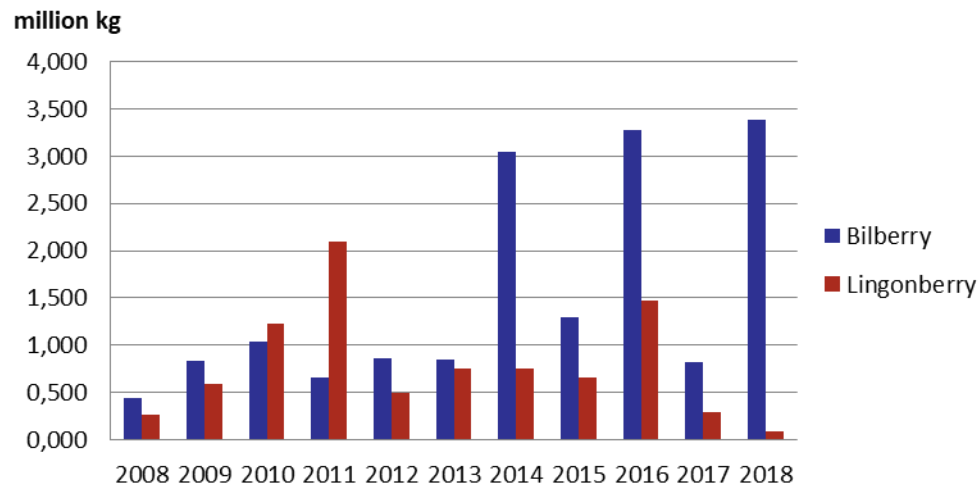
Organic wild collecting



- In Finland, there are a total of nearly 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 considerably between years. In 2018, a record amount of organic blueberries, over 3.38 million kilo, were collected for sales.

Source: Finnish Food Authority

Organic bilberry and lingonberry in sales





Plant production



- In 2018, the total amount of organic corn produced in Finland was nearly 87 million kg, accounting for 3.2% of the whole harvest in the country.
- The harvested area of organic crops expanded to 46 900 hectares in total. Due to the dry summer, the organic crop yield diminished by 9% compared with the previous year.
- 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						
	2018		2017		2016	
	million kg	%	million kg	%	million kg	%
Wheat	10	2	11.1	1.4	7.6	0.9
Rye	4.2	10	5.8	5.1	7.8	9
Barley	11.8	0.9	10.6	0.7	8.1	0.5
Oat	45.9	5.6	59.2	5.8	47.9	4.6
Mixed corn	14.2	36.7	8.7	30.2	8.7	23.5
Turnip rape	1.1	1.6	0.7	2.1	0.9	2.3
Potatoe	13.5	2.2	9.4	1.5	7.2	1.2
Peas	3	14.7	1.9	21.3	3.6	14.4
Broad bean	2.5	10.4	3.7	10.9	6.1	15.3



Horticulture



- In 2018, 180 companies cultivated organic open-field vegetables in a total of 1,027 hectares. The growing area expanded by more than one third compared to the previous year.
- The exceptionally dry growing season resulted in crop failures of several organic horticulture products.
- Organic berries were cultivated in 678 hectares. Over half of the yield were strawberries.
- Organic apples were produced in 65 hectares.

Source: Natural Resources Institute Finland Luke

Organic horticulture 1000 kg					
	2018	2017	2016	2015	2014
Pea	300	367	80	35	45
White cabbage	410	530	297	338	558
Carrot	2906	2145	2318	2200	2274
Onion	215	222	247	338	650
Tomatoe	1427	958	962	1110	1203
Cucumber	459	390	279	131	160
Berries	547	581	488	517	385
Apple	153	346	123	70	55



Livestock production



- In 2018, 3.71 million kg of organic meat was produced in Finland (poultry not included). It comprised about 1% out of all meat production.
- Two thirds of all organic meat was beef.
- Organic egg production increased by 20% compared to the previous year.

Organic meat production (with bones)						
	Organic (million kg)			Organic %		
	2018	2017	2016	2018	2017	2016
Beef	2.61	2.62	2.91	3	3.1	3.4
Pork	0.74	0.84	0.95	0.4	0.5	0.5
Sheep/Mutton	0.36	0.32	0.32	23.7	24.8	24.9
Poultry	*	*	0.18	*	*	0.1

Source: Natural Resources Institute Finland Luke. *Statistics of poultry are not available due to data protection.

Milk and eggs	Organic			Organic %		
	2018	2017	2016	2018	2017	2016
Milk, million litres	69	62.6	55.1	3	2.7	2.4
Eggs, million kg	4.67	3.88	3.33	6.7	5.7	5

Source: Natural Resources Institute Finland Luke

Export of organic products



- In 2018, Finland exported about 25 to 30 million euro worth of organic foodstuffs. The share of the organics of the whole food export of Finland is about 2%.
- The value of the export has tripled in five years.
- The biggest product groups in organic exports are milling and bakery products, several oats based products, milk products and natural products.
- Finland also exports organic sweets, potato flour and organic special coffees.
- The biggest share of organic export is directed to Germany and Sweden and several countries in Central Europe. Export is also directed to China, Japan, South Korea and United States.

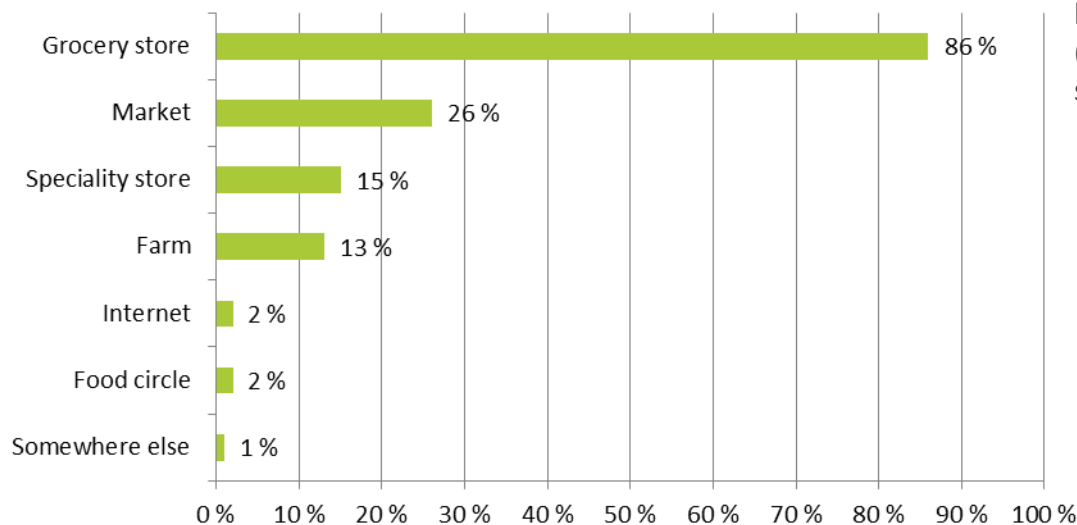
Source: Export survey by Pro Luomu 2019

Buying 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?



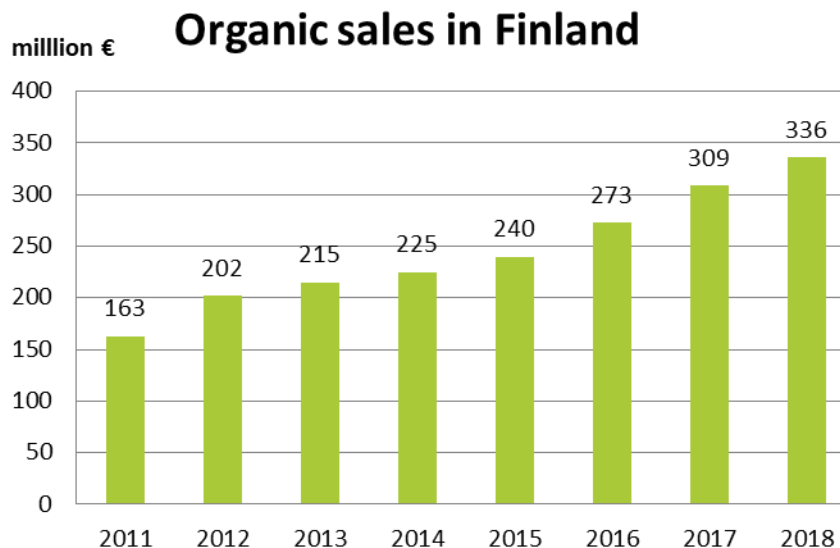
Source: KantarTNS/
Luomun kuluttaja-
barometri 2017
(Organic consumer
survey)

Organic market in Finland



- In Finland, organic sales have grown all through the 2010s.
- The organic market in Finland was worth 336 million euros in 2018. Organic sales in grocery stores increased by 9% compared to the previous year.
- The market share of organic products is 2.4%.

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 and other liquid dairy products and vegetables. These three product groups cover one third of all organic sales.
- The second biggest organic sellers are coffee and tea, and eggs.
- Banana is the best seller among the single organic products.

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

Market share of organics in certain product categories in 2018 (by value)	
Product category	Organic %
Vegetable oils	20
Baby food	20
Eggs	18
Flakes and groats	14
Flour	9
Oat, soy and rice beverages	8
Fruit	7
Coffee and tea	7
Milk	4



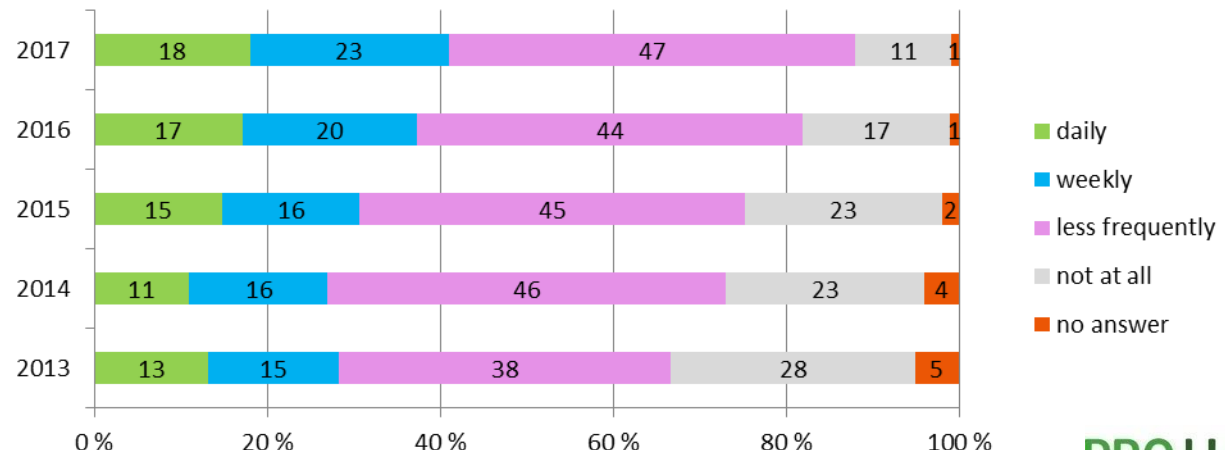
Organics in catering services



- About 12% of the raw material (in kilo) used in the public professional kitchens is organic.
- In 2017, about 40% of the professional kitchens used organics at least once a week. The most commonly used organics were cereal products, vegetables and fruits.
- The most common reasons for using organics in the professional kitchens are environment, taste and ethics.

Source: Taloustutkimus Oy/ Food Service Feedback 2017 and a survey about the use of organics in professional kitchens 2019

Usage frequency of organics in catering services

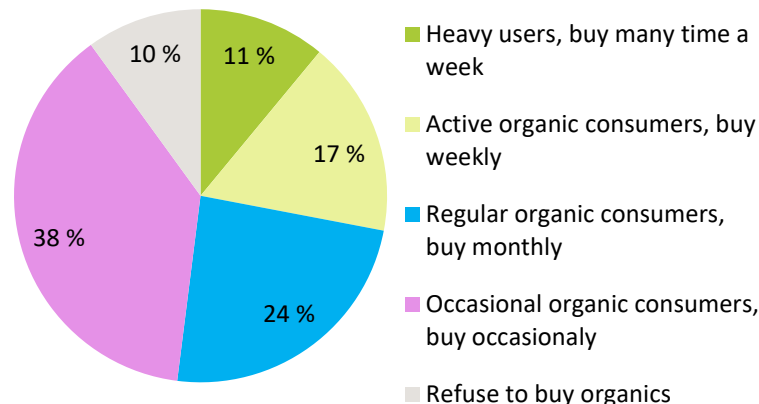


Organic consumer



- 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: KantarTNS/
Luomun kuluttajabarometri 2017
(Organic consumer survey)

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: KantarTNS/ Luomun kuluttajabarometri 2017
(Organic consumer survey)

How will your organic consumption change in the future

