



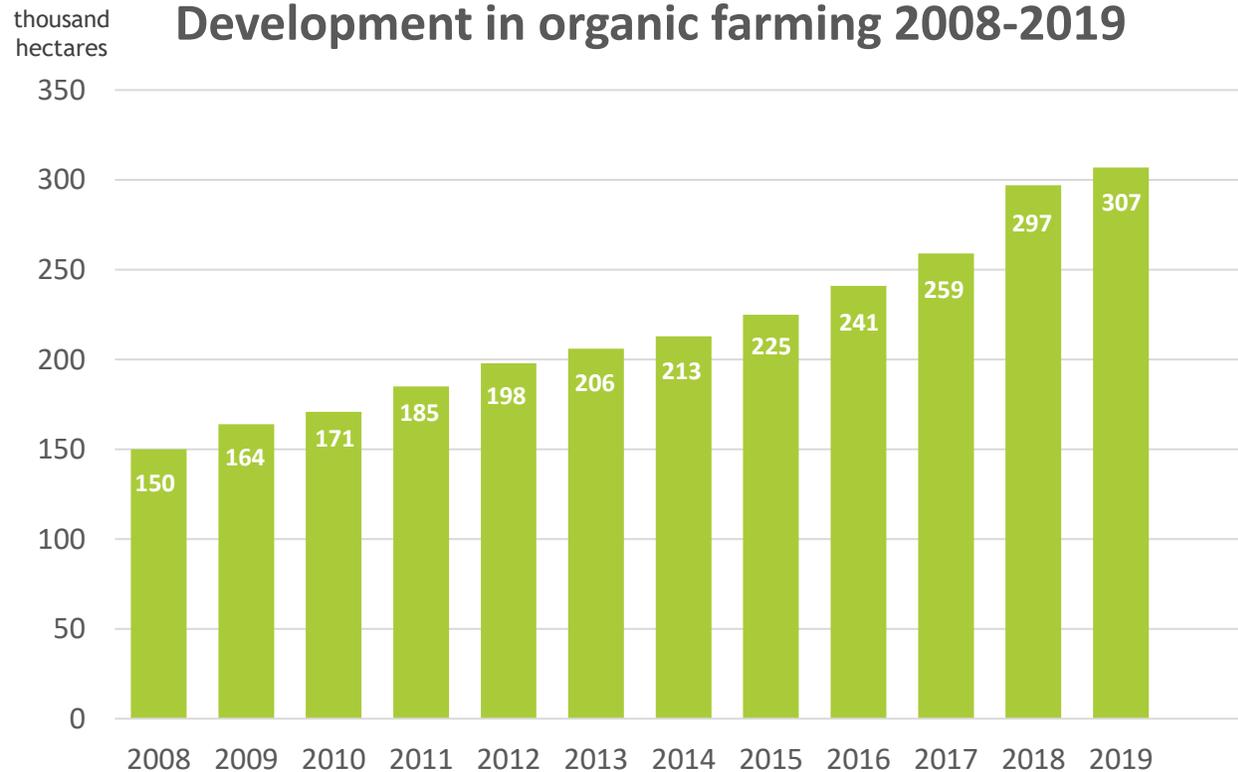
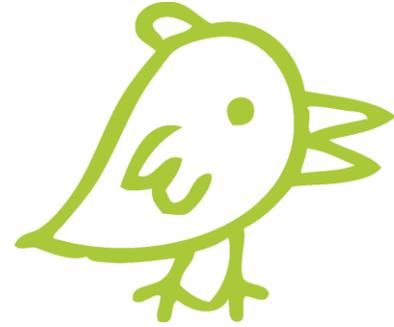
ORGANICS IN FINLAND 2019

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Development of the organic sector

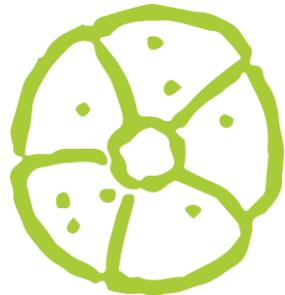


Source: Finnish Food Authority

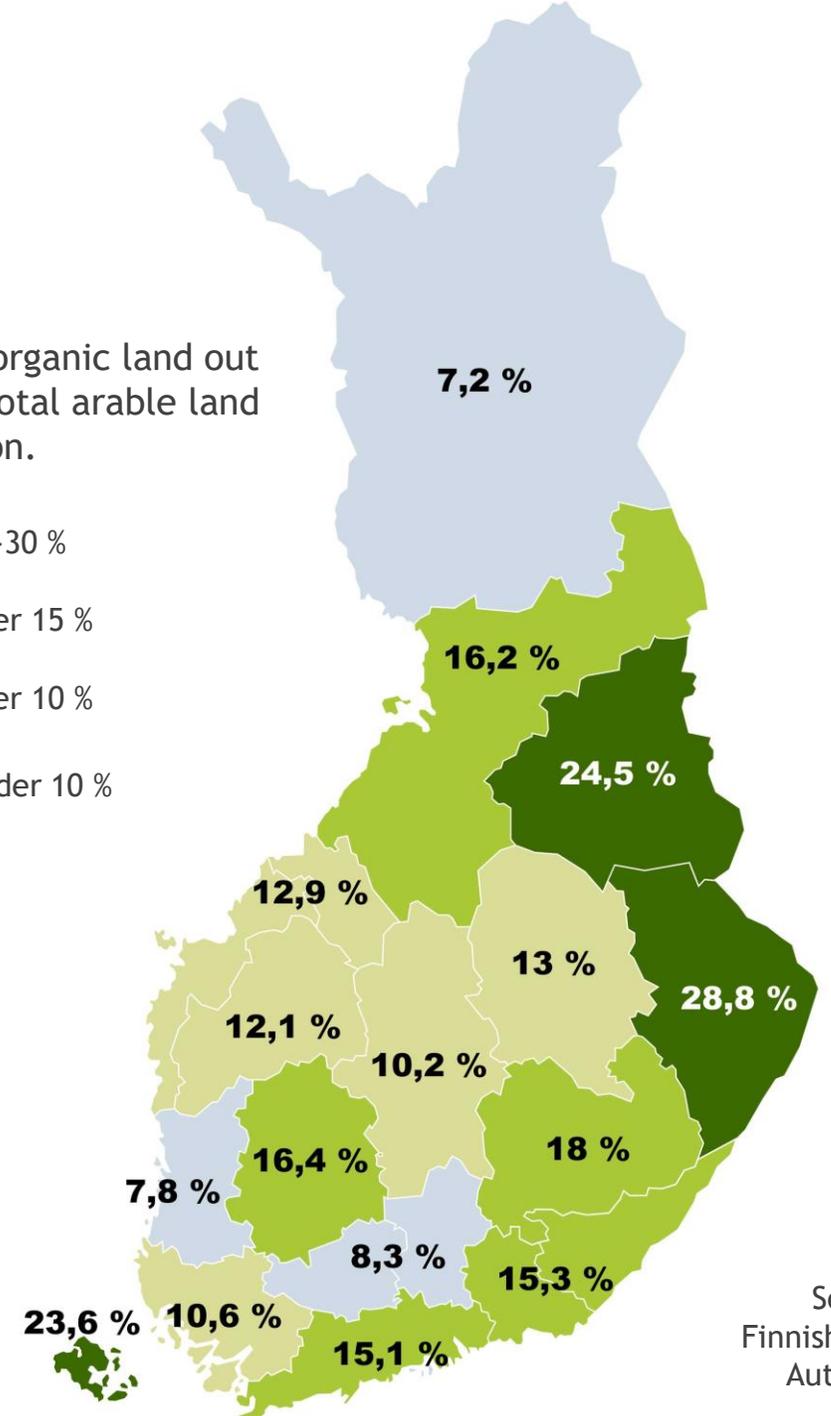
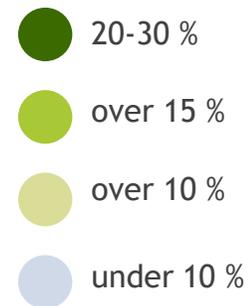
- In 2019, Finland's organically-farmed arable land was 306 756 hectares. Of this, 49 106 hectares were in the process of converting.
- Organically-farmed arable land increased by 3.4% compared to the previous year.
- In 2019, no new farms were included in the organic subsidy due to budget limitations, so the arable land increased only marginally.

Organic farming

- The total arable land in Finland used for organic farming was 13.5%.
- The largest share of organically-farmed arable land was 28.8% in North Karelia.
- The largest area of organically-farmed arable land was in Northern Ostrobothnia, almost 40 thousand hectares.
- The largest increase in organically-farmed arable land was in South-East Finland (8 %).
- The average size of the organic farms was 60.9 ha (the average of regular farms was 49 ha).

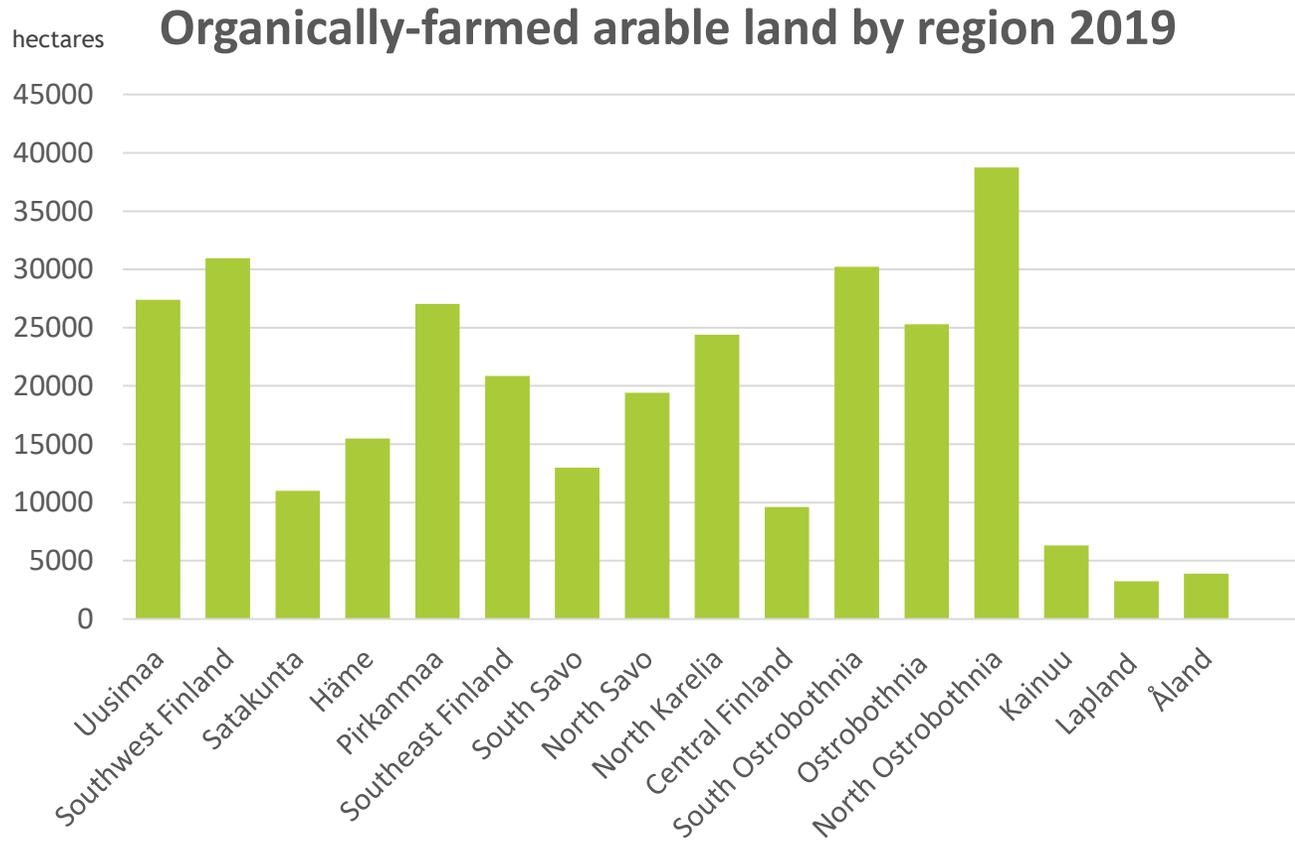


Arable organic land out of the total arable land by region.



Source:
Finnish Food
Authority

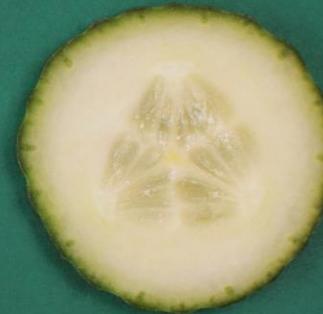
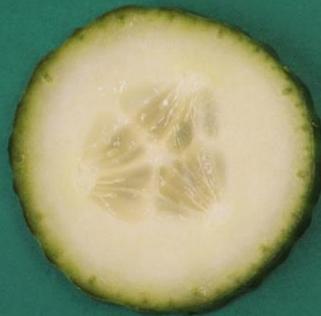
Organic farms



Source: Finnish Food Authority

- 88 new farms converted to organic in 2019.
- The number of organic farms remained the same as in the previous year, i.e. 5 039 farms. This was 10.7% of all farms.
- In 2019, no new farms were included in the organic subsidy, so the number of organic farms increased only marginally.

Organic plant production



Plant production

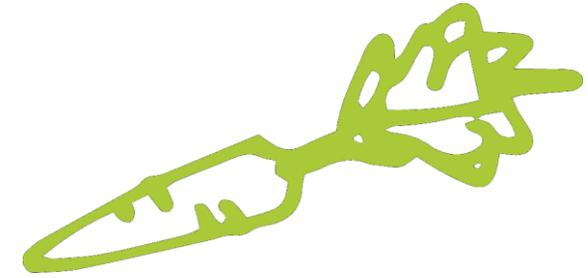


ORGANIC YIELD	2019		2018	
	Mill. kg	share %	Mill. kg	share %
Wheat	18.1	2	10	2
Rye	9.9	5.4	4.2	10
Barley	18.3	1.1	11.8	0.9
Oats	76.3	6.5	45.9	5.6
Mixed grains	20.9	45.3	14.2	36.7
Buckwheat	0.2	16.7	0.5	27.9
Turnip rape & rapeseed	1.4	3.4	1.1	1.6
Potatoes	12.5	2	13.5	2.2
Peas	6	17.7	3	14.7
Broad beans	5.2	17.3	2.5	10.4

Source: Natural resources institute of Finland

- In 2019, 143 million kg of organic grains were produced in Finland. The yield of organic grains was 66% higher than in the previous year. The increase in organically-farmed arable land in 2018 and better growth conditions over the previous couple of years impacted the yield.
- 3.6% of the country's total grain yield was organic.
- Organic grains were farmed on a total area of 49 300 hectares.
- The main organic grain was oats: oats were more than half of the organic grain yield. There was a 66% increase in production from 2018.
- Oats and legumes account for the largest share of total organic production.

Horticulture production



Organic horticulture 1000 kg					
	2019	2018	2017	2016	2015
Peas		300	367	80	35
White cabbage		410	530	297	338
Carrots		2906	2145	2318	2200
Onions		215	222	247	338
Tomatoes		1427	958	962	1110
Cucumbers		459	390	279	131
Berries		547	581	488	517
Apples		153	346	123	70

Source: Natural Resources Institute of Finland

- In 2018, 180 companies cultivated organic open-field vegetables, on a total of 1 027 hectares. The area under cultivation increased by more than a third compared to the previous year.
- The growing season was exceptionally dry, which reduced the yield of several organic horticulture products.
- Greenhouse tomatoes and cucumbers were produced organically on a total of 5 hectares.
- Organic berries were produced on 678 hectares and organic apples on 67.5 hectares.

Note! The 2019 horticulture statistics for organic vegetables will be completed in May 2020.

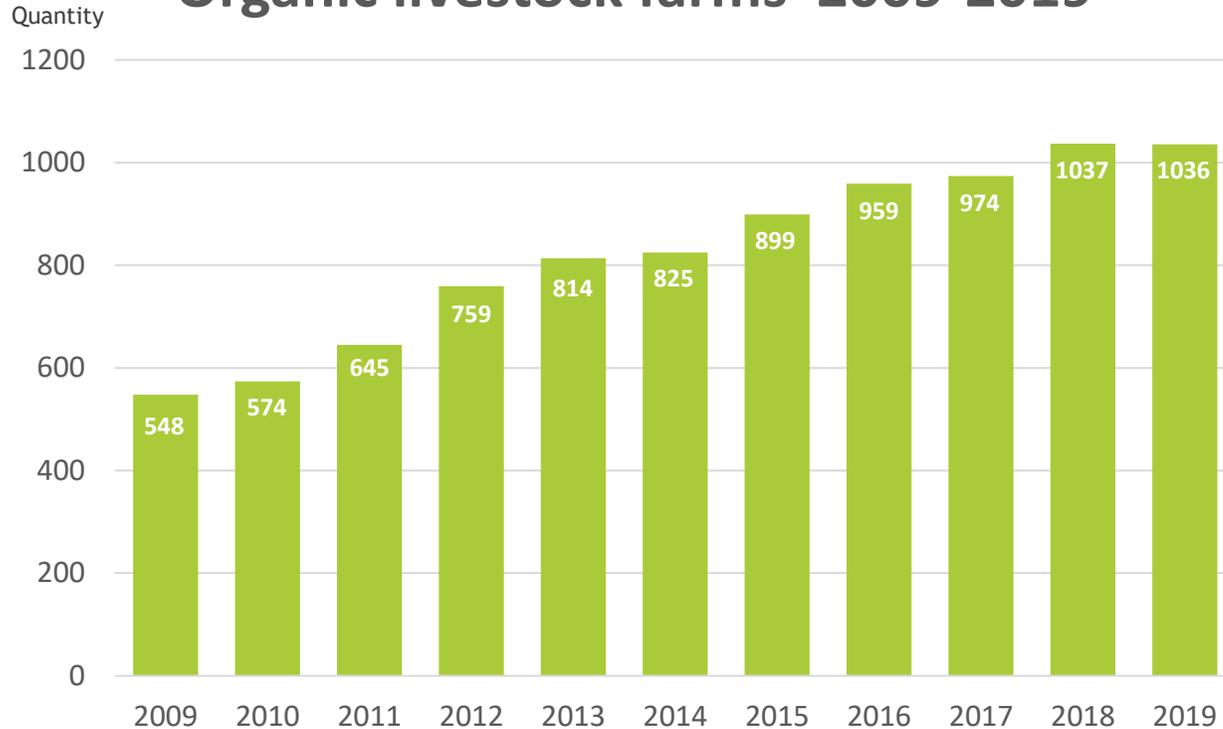
Organic livestock production



Livestock farms



Organic livestock farms 2009-2019



Source: Finnish Food Authority

- In 2019, there were 1 036 organic livestock farms in Finland.
- There were 150 organic dairy farms and 396 beef farms. There were 15 organic pork farms and three organic chicken farms. 53 farms produced organic eggs.
- The largest number of organic livestock farms from all the regions were in Northern Ostrobothnia (119 farms) and Pirkanmaa (113).

Livestock production



ORGANIC MEAT	2019		2018		2017	
	Mill. kg	share %	Mill. kg	share %	Mill. kg	share %
Beef	2.67	3.04	2.61	3	2.62	31
Pork	0.76	0.44	0.74	0.4	0.84	0.5
Mutton	0.34	22.82	0.36	23.7	0.32	24.8
Poultry	No data available					

ORGANIC MILK AND EGGS	2019		2018		2017	
	Mill. l/kg	share %	Mill. l/kg	share %	Mill. l/kg	share %
Milk	74	3.2	69	3	62.6	2.7
Eggs	5.2	6.88	4.67	6.7	3.88	5.7

- In 2019, 3.8 million kg of organic meat was produced in Finland (not incl. poultry), i.e. about 2% more than the previous year. Organic meat accounted for about 1% of total meat production.
- Over 70% of all organic meat was beef.
- Production of organic eggs increased by 11% from the previous year.
- Organic milk production increased to 74 million litres and accounts for 3.2% of total milk production.



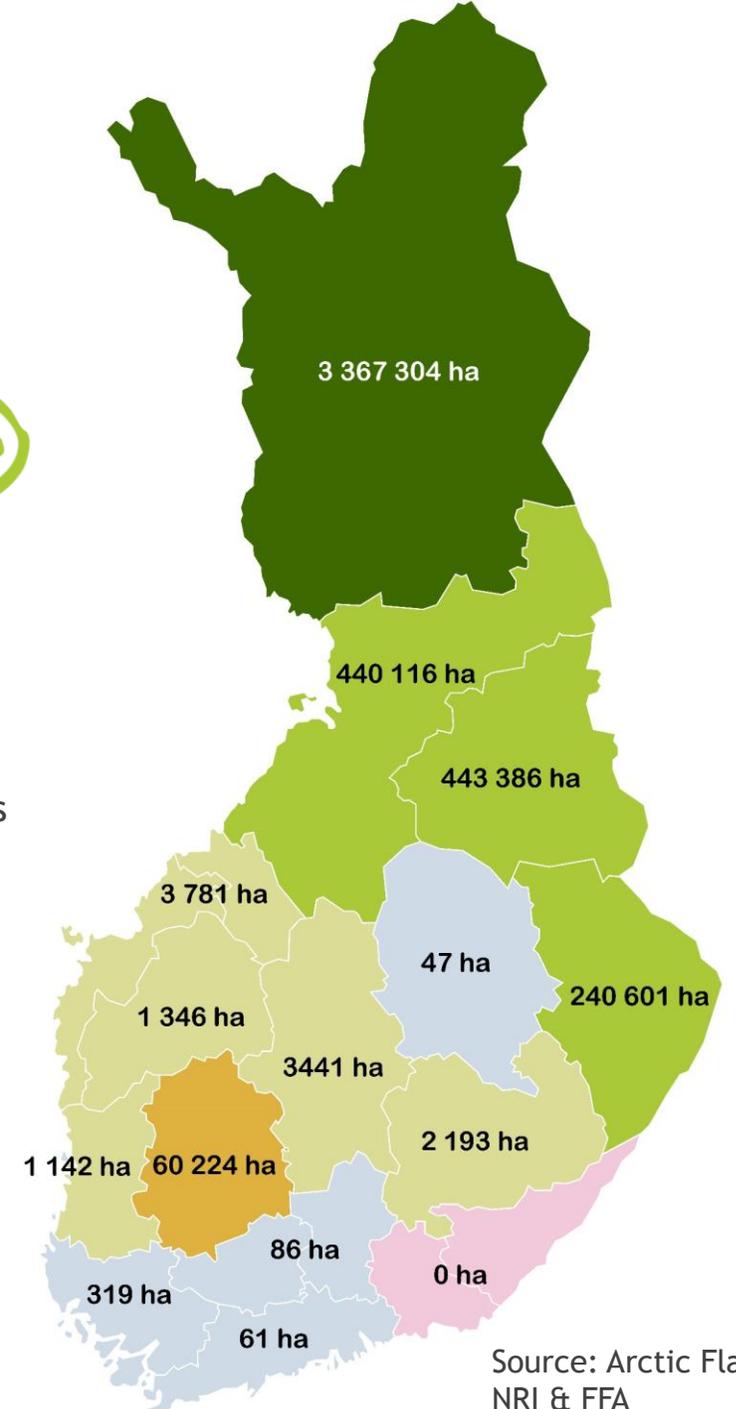
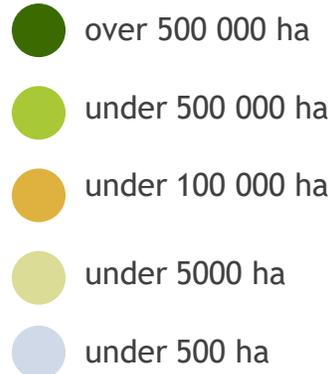
Organic wild collection

Organic wild collection

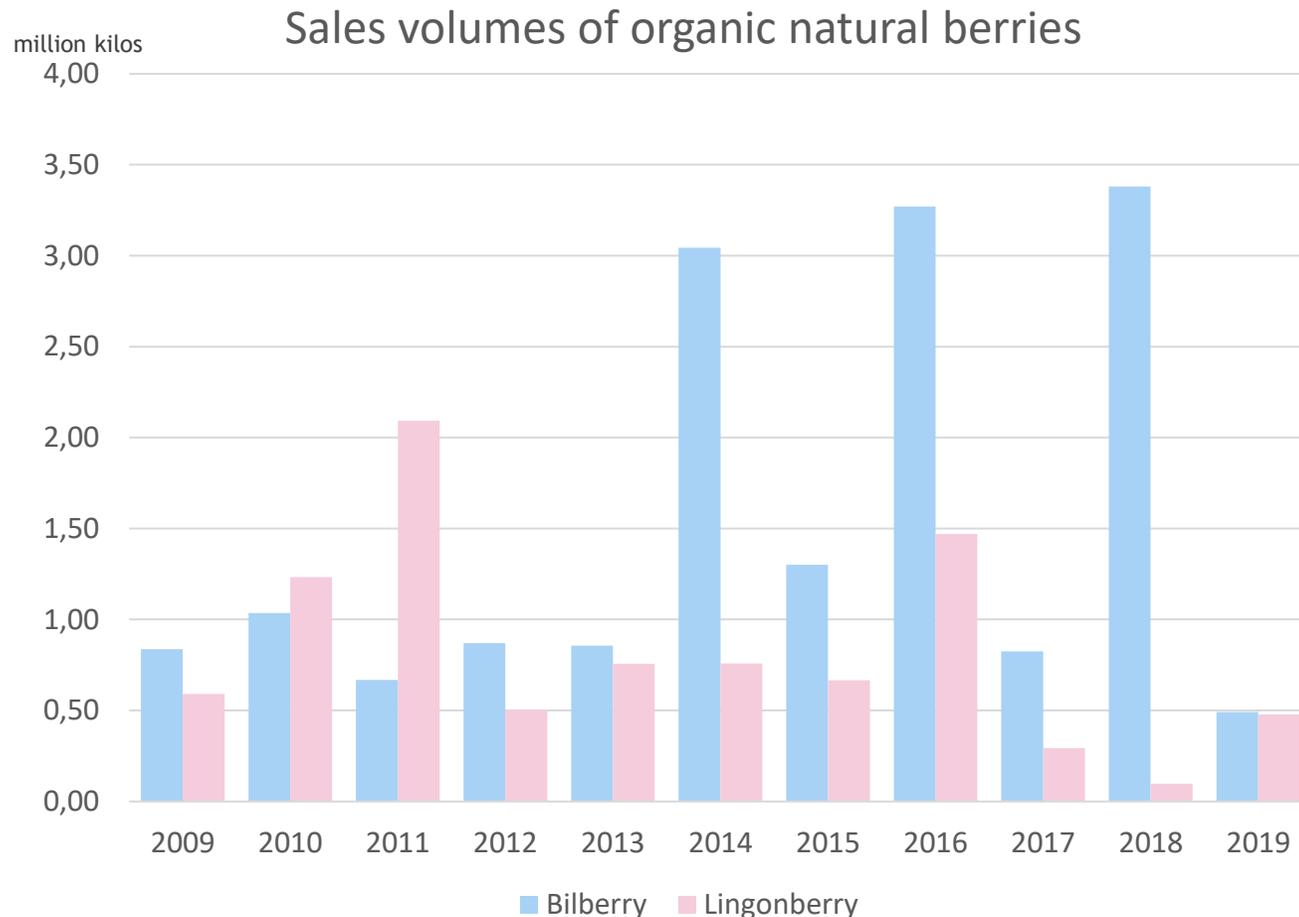
- Finland has nearly 4.6 million ha certified for organic wild collection, most of which is located in the province of Lapland.
- According to the change that came into force in 2019, forest owners will be required to make an active commitment to the organic wild collection system. As a result, the area decreased by more than half.
- Current forest management practices would allow more than 90% of Finland's forests to be certified as an organic wild collection area.



Organic foraging areas by province



Organic wild collection products



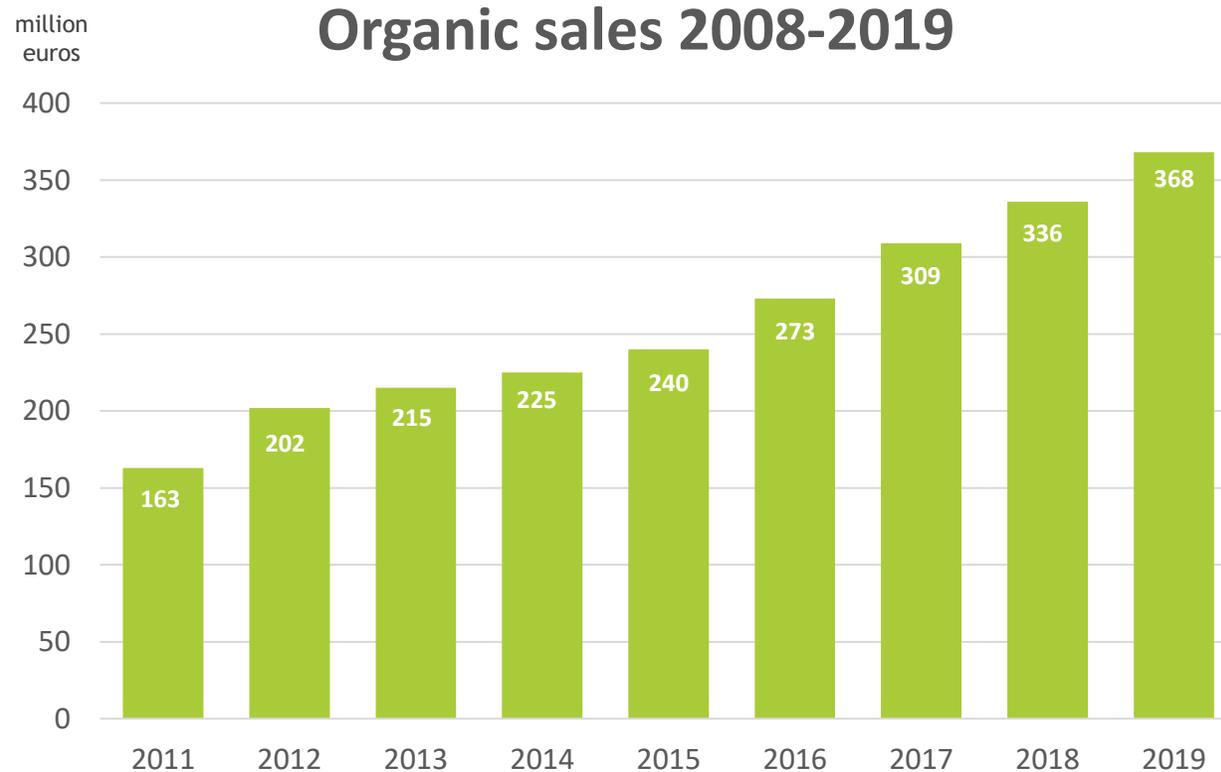
- The main organic natural products are bilberries, lingonberries, and birch sap.
- In 2019, 0.5 million kilos of organic bilberries, slightly under 0.5 million kilos of organic lingonberries, and 19 thousand kilos of organic cloudberrries were picked for sale.
- In 2019, 11.5 % of all bilberries, 8 % of all lingonberries, and 30 % of all cloudberrries sold were organic.

Source: Finnish Food Authority

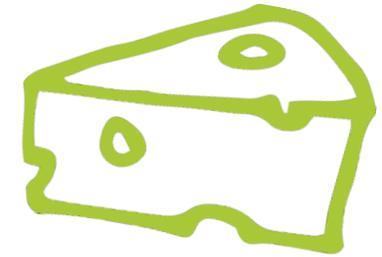


Organic market

Finnish organic market



Source: Pro Luomu



- Organic sales have more than doubled in a decade. In 2019, EUR 368 million worth of organic products were sold in retail stores. Sales increased by 9.6% compared to the previous year.
- The market share for organic products in the Finnish grocery trade is 2.6%.

Places selling organic products

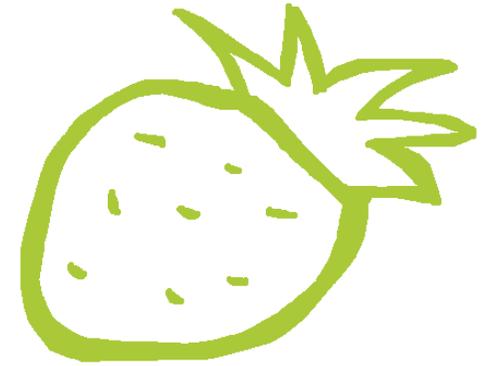


Sales channels for organic products used by Finns

Grocery stores	81 %
Markets	27 %
Speciality shops	16 %
Farms	13 %
REKO-circles	5 %
Online shops	4 %
Food circles	4 %

- Finns buy organic products from ordinary grocery stores. Most organic consumers also shop for organic products at markets, specialty shops, and directly from farms.
- Alternative sales channels still account for a small share of total sales. On the other hand, direct sales can even be the most significant for individual producers.
- More meat, bread, and other cereal products are the most wanted in the organic selections of stores.

Organic products in the shop



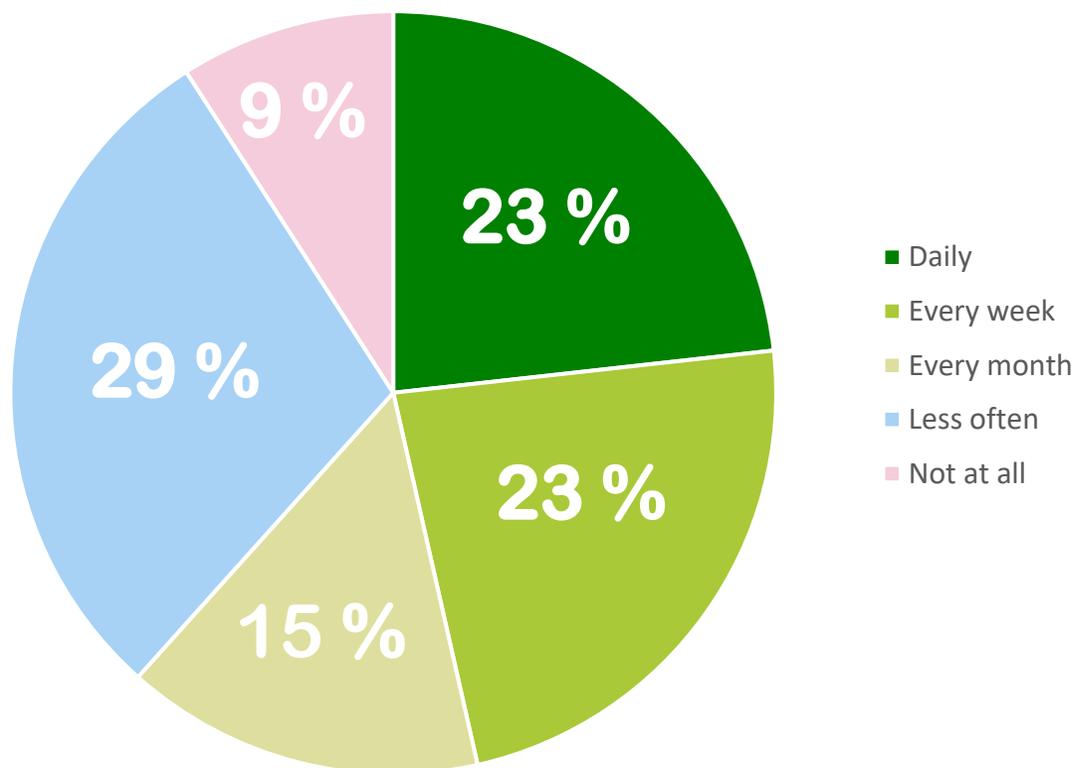
PRODUCT GROUP	ORGANIC (total sales)
Baby foods	23 %
Vegetable oils	19 %
Eggs	18 %
Flakes and groates	14 %
Flours	9 %
Coffee and tea	8 %
Fruits	7,5 %
Juices and fruit soups	7 %
Plant-based drinks	5 %
Milk	4,5 %
Vegetables	4,5 %

- The largest product groups in organic sales were fruit, milk, and other liquid dairy products, as well as vegetables. Coffee and eggs were also still popular organic products.
- In total, the five most popular product groups account for approximately 45% of total organic sales.
- The highest market share of organic products was in the organic baby food group.

Organic in professional kitchens



Use of organic products in professional kitchens



- About 46% of professional kitchens use organic products at least every week. Cereal products, milk and dairy products, and eggs are most commonly used.
- The reasons for using organic products in professional kitchens are environmental issues, taste, and ethics.
- Well over half of Finns consider it at least quite important that organic products are used in professional kitchens.

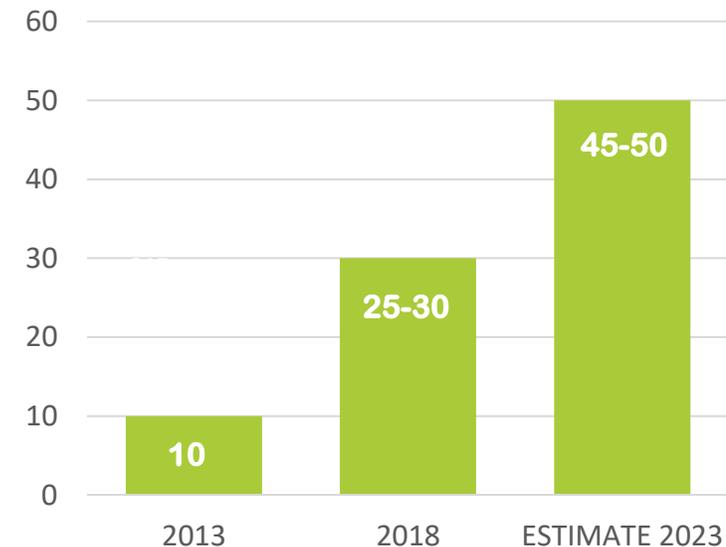
Organic exports from Finland

- In 2018, approximately EUR 25-30 million in organic food was exported from Finland. Organic accounts for about 2% of total food exports.
- The value of exports has tripled over five years.
- The largest product groups for organic exports are flour-milling products and baked goods, as well as various oat-based products, dairy products, and natural products.
- Organic sweets, potato flours, and speciality coffees are also exported from Finland.
- Organic products are exported mostly to Germany and Sweden, as well as to the other Nordic countries and central Europe. Exports are also made to China, Japan, and South Korea, as well as to some extent to North America.



million euros

Organic exports

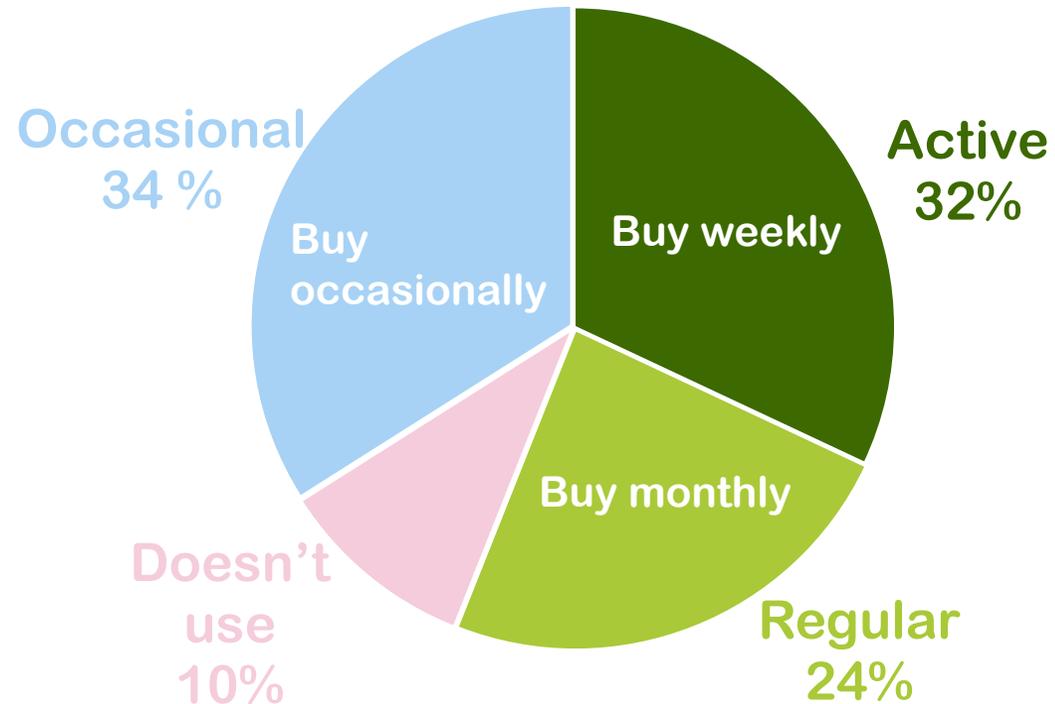


Source: Pro Luomu

Organic consumers



Organic consumers



- 2.2 million Finns use organic regularly.
- The use of organic products has expanded more evenly to different population groups, from the Helsinki metropolitan area to elsewhere in the country, to different income groups, and to non-university graduates. The proportion of men has increased, but families with children are still the key user group.
- Purity and no pesticides, taste, and health are highlighted as the most important purchasing criteria for organic products. The importance of taste and environmental friendliness has increased.

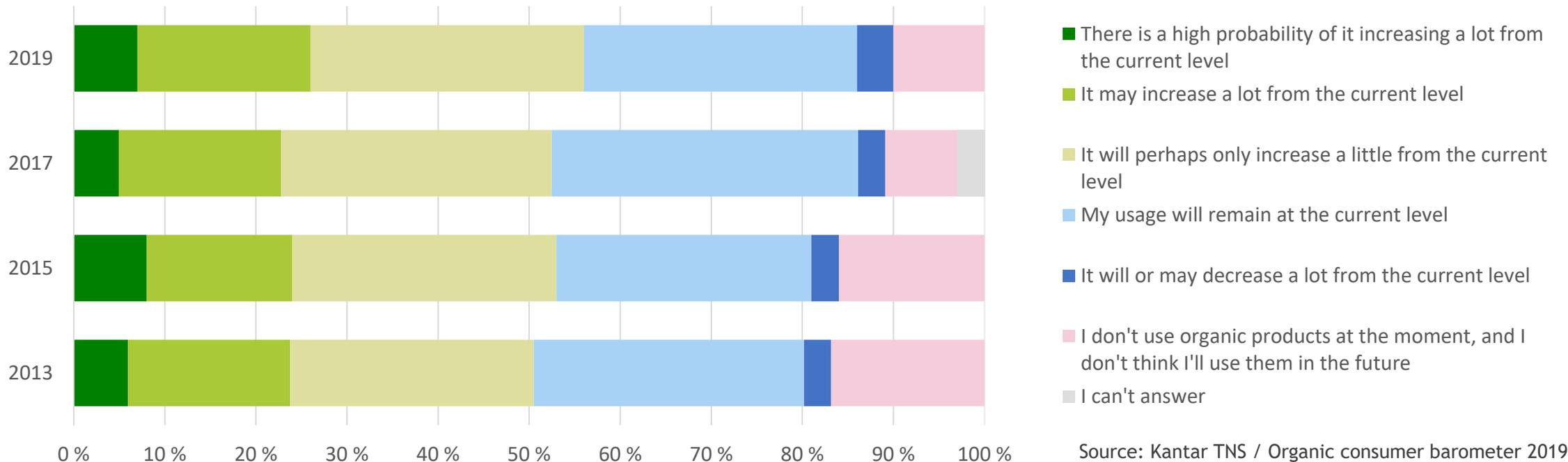
Source: Kantar TNS /
Organic consumer barometer 2019

Development of organic consumption

- Active users need more availability and selection, occasional users need more convincing of the differences between organic and regular products.
- More than half could likely or very likely buy more organic foods if the price were cheaper.
- However, the importance of price is lower than it was two years ago. Fair compensation for producers is still considered to be important.



How will your organic consumption change in the future?



Source: Kantar TNS / Organic consumer barometer 2019



The European Agricultural Fund for Rural Development has supported the production of this material.



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