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# More organic!

## Government Programme to 2020

- Three levels:
  - Political commitment at the Government level
  - Measures of the different ministries to promote organic production and products
  - Organic production and products in the private sector



# Political commitment

- At the beginning of 2013 the Government adopted the objectives of the programme
- Government Resolution given on 16 May 2013
- Steering group composed of seven ministries: Ministry of Agriculture and Forestry, the Environment, Finance, the Interior, Employment and the Economy, Education and Culture, and Foreign Affairs)
- The objective is to increase the organic production area to 20 % by 2020



# Objectives of the Government Programme

- To increase organic production to meet the demand
- To diversify the range of organic products available
- To improve the supply of and access to organic food in retail stores and professional kitchens

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# 1. More organic production

- Funding necessary to support organic production has been allocated up until the year 2020
- Funding increased by 50% from the earlier level
- National legislation has been updated
- EU legislation is being reformed
- The Rural Development Programme for Mainland Finland 2014-2020 has a key role in promoting the organic production sector



# Rural Development Programme for Mainland Finland 2014-2020

- Includes support for organic production, with special focus on horticulture
- Organic production sector also benefits from farm advisory services
- Regional development projects to promote organic farming, processing and marketing



## 2. Diverse range of products

- Rules concerning the investment aid changed for broiler production
- Updating the national databank ([www.finel.fi](http://www.finel.fi)) on the nutrition content of different foodstuffs



# a project to help sme:s 2016-2018

- food law and its implementation
- education to small and medium sized enterprices
- setting up a food company, restaurant or meat processing company
- processing and sale of food on a farm
- Evira (Finnish Food Safety Authority)
- key priorities of Juha Sipilä goverment





# a project to help exporting companies 2016-2018

- for small and medium sized enterprises
- increase knowledge about administrative requirements of state authorities
- solve problems of food companies
- increase knowledge about conditions for various products
- find interesting export destinations



# 3. Better supply of and access to organic products

- Government Resolution of 3 June 2013 on sustainable environmental and energy solutions
- The objective: 20 % by 2020
- National public procurement and competition legislation has been revised
- new school milk & fruit scheme ??



# Public procurement

- Government resolution 3.6.2013
- organic no problem but
- need of strategic decisions of municipalities
- better knowledge of procurement process
- the municipalities are at stake



# Consumer campaign 2015 - 2016

- to make consumers recognise organic products
- tv, radio, shopping trolleys, web-page
- results: consumers recognise Eu logo better, demand has increased in whole country



# Growth in organic production

	2012	2013	2014	2015	2016
% Production area	8,7%	9,0%	9,4%	9,9%	10,7%
Livestock farms	759	814	825	899	959
Food processors	624	621	651	674	-

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# latest estimates

organic area in 2017 is 11,7 %

average size 57 ha, the area of new farms  
69 ha

number of farms 4 641 = 9,6 %



# share of organic cultivation

Pohjois-Karjala	26,9	Pohjois-Savo	11,5
Kainuu	25,5	Pohjanmaa	11,4
Ahvenanmaa	24,3	Etelä-Pohjanmaa	10,6
Etelä-Savo	16,3	Keski-Suomi	9,1
P-Pohjanmaa	14,6	Varsinais-Suomi	8,5
Pirkanmaa	14,5	Lappi	6,9
Uusimaa	12,3	Satakunta	6,6
Kaakkois-Suomi	12,2	Häme	6,2



# wild collection area

- 13 million hectares of certified organic collection area
- = 1/3 of the area in the world
- bilberry, lingonberry and birch sap biggest
- also wild herbs and mushrooms
- majority is exported

No organic aquaculture in Finland





# exports of organic products

- 70-80 % of cereals (eligible for food) is exported, oats
- other products: potato flour, products with wild berries, chockolate, liqurice, rape seed oil, birch sap
- Denmark, Sewden, Germany



# Organic products in professional kitchens

one third of professional kitchens use some ingredients weekly

private restaurants biggest user

on average 6 %

public kitchens in Sweden 31 %

Kopenhagen almost 90 %



# Organic products in retail stores

- Sales increased by 14 % in 2016
- 3 000 organic products in the largest stores
- more than half of domestic origin



# most sold products (in euros)

eggs	15,4 %
milk	4,1 %
fruit & vegetables	3,9 %
hot drinks	3,3 %
yoghurt + other dairy	1,9 %
cheese	1,5 %
fresh meat	1,1 %
bread + bakery	1,0 %



# market share

Denmark	9,9 %
Sweden	7,2 %
Finland	2,0 %



# Achievements so far

- Political commitment to promote the organic production and product sector
- Good collaboration with the private sector
- A general positive attitude towards organic production and products
- Organic farming is profitable
- Mid-term review (in Finnish)



# Still work to be done

- Increase knowledge about organic food
- Organic products in public procurement
- Better cooperation among all actors
- Rural Development Programme
- EU legislation needs simplification



Finnish Government development programme for the organic product sector and objectives to 2020 (in Finnish, Swedish and English) at

[mmm.fi/luomu](http://mmm.fi/luomu)

