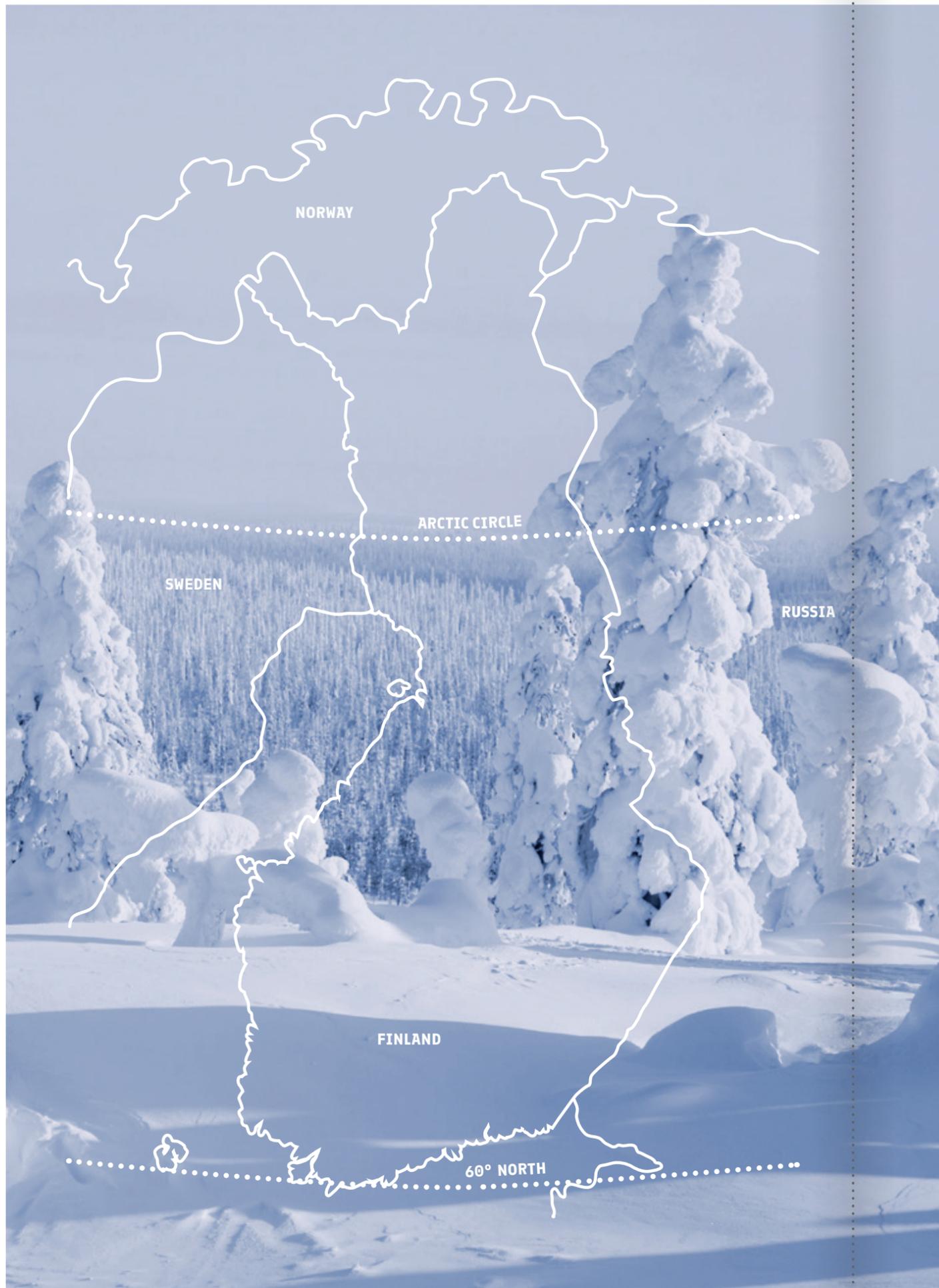


FINNISH FOOD MAGAZINE





Naturally Delicious



PURE FINNISH FOOD HAS ITS ROOTS IN ARCTIC NATURE

Healthy and tasty food is sought after globally. Food from Finland brings delicious products from the Arctic North to the table without any compromises of safety and quality.

Finland, untouched landscapes, crystal-clear waters and gleaming forests are components making Finnish food fresh and tasty. Naturally delicious, Finnish food and drink products stand for purity, quality and reliability – from the cultivation of the ingredients and the manufacturing process right through the process of distribution.

PASSIONATE ABOUT PURE AND HEALTHY FOOD

Finns are passionate about pure and healthy food. Cutting down on fat and salt is an everyday practice for many Finns and consumers don't have to worry about harmful effects related to antibiotic use in domestic meat production.

Finnish cuisine places a great importance on nutrition-rich cereals such as oats, barley and rye. Another national health asset, wild berries are widely used and they are also an important export crop. Bilberry, for example, has three to four times more anthocyanin polyphenols than cultivated blueberries. The berry is also packed with vitamins C and E and a source of dietary fiber. You can enjoy Finnish super berries in such forms as IQF berries (individually quick frozen), juices, concentrates, purées, 100% berry powders, spray-dried powders, crushed and dried berries. Why not taste a delicious berry smoothie to keep you energetic!

A world leader in nutritional expertise, Finland has vast expertise catering to special diets and offering functional, gluten- and lactose-free foods. Finnish food – it's natural and good for you!

Eero Vottonen, Finland's Bocuse d'Or candidate in Lyon 2017, is a perfect example of a Finn with a passion for delicious food that is based on the best ingredients. In this magazine, you'll have access to Eero's Food from Finland signature courses bringing the pure taste of Finland to your plate.

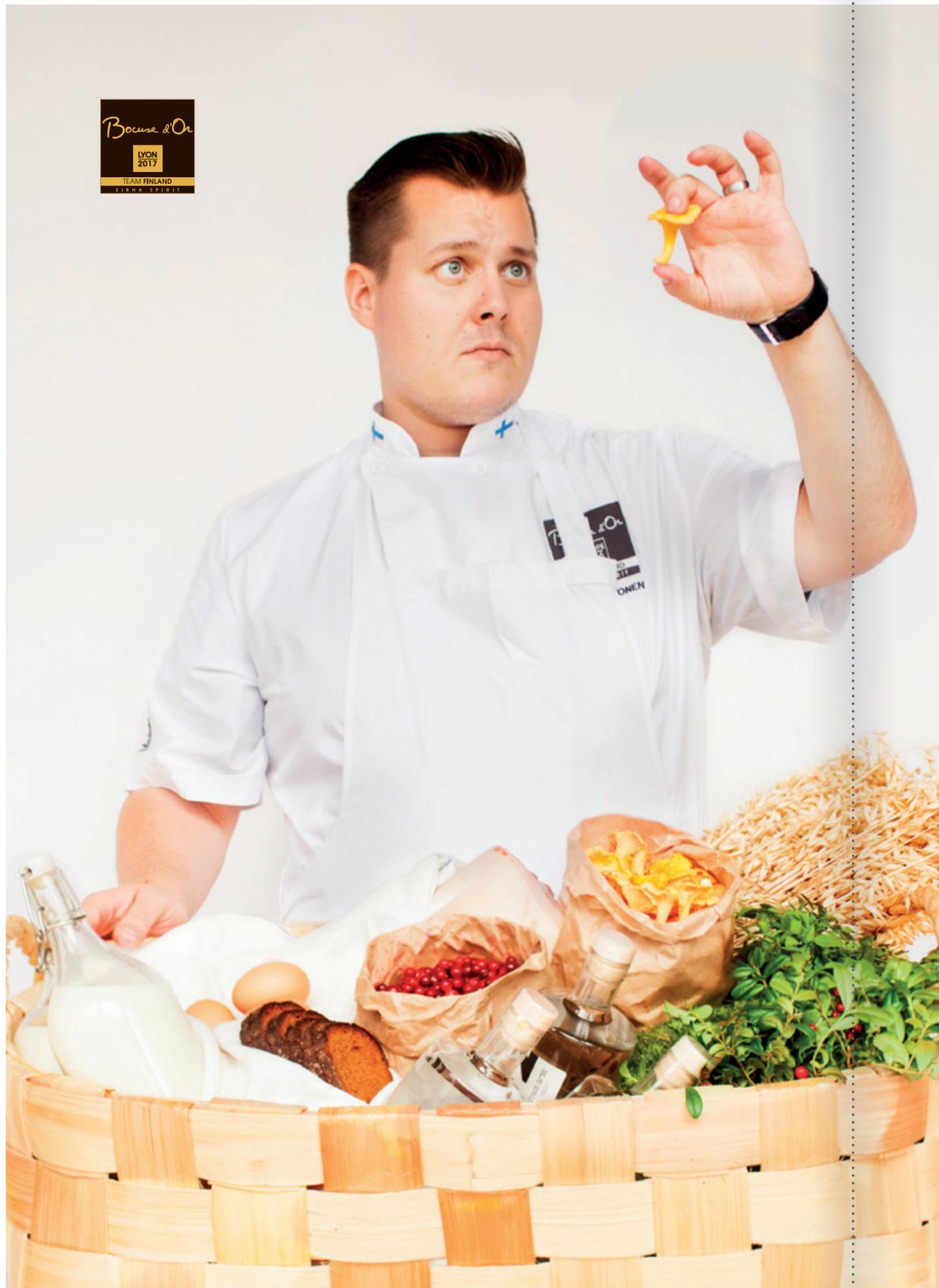
FOOD FROM FINLAND EXPORT PROGRAM

Food from Finland is a Team Finland export program representing the Finnish food and drink industry, its high quality and its naturally delicious products. The program is funded by the Ministry of Economic Affairs and Employment and is managed by a public, state-owned company, Finpro. It is executed in cooperation with the Finnish Food and Drink Industries' Federation (ETL) and most importantly, private companies in the Finnish food sector.

I'm happy that you have found yourself a copy of Food from Finland – Naturally Delicious Magazine. Enjoyable moments!

Esa Wrang
Program Director
Food from Finland

www.foodfromfinland.fi



TASTE SHAPES THE CREATIVITY OF CHEF EERO VOTTONEN

Eero Vottonen is one of the leading chefs in the Finnish culinary scene. A nominated and award-winning professional in cooking contests in Finland and abroad, he has now only one clear target in his mind – to win the world’s most recognised contest for chefs, the Bocuse d’Or competition in January 2017 in Lyon, France.

Vottonen is known for the strong yet pure tastes that he creates. He explains that the inspiration for his work lies in his Finnish roots, especially in the childhood food memories where ingredients were pure and the dishes were well prepared.

It is no wonder that only carefully chosen, quality ingredients end up in Vottonen’s kitchen today. Those who have had the pleasure of tasting his cooking know how heavenly the tastes are that he is able to create out of them. When you ask about Vottonen’s personal favourites, he names mushrooms, potatoes, onions, white fish and crayfish.

“The principals for cooking in a fine dining restaurant and at home are the same”, states Vottonen. “Delicious food is based on the same idea of bringing the best out of your fresh ingredients”.

Eero Vottonen

Born 1983, lives in Helsinki, Finland

Coach for the Bocuse d’Or Team Finland 2014-2015

Bocuse d’Or candidate representing Finland in Lyon 2017



KEVÄT

Spring

180 000

Finland is often called the Land of a Thousand Lakes.



NATURAL PURITY

Finland has one of the purest and cleanest water in the world.

PREMIUM SPIRITS – INFUSED WITH THE ARCTIC NATURE

If you've tasted any premium alcohol in Finland, the chances are it's infused with nature. While production quality is taken for granted, it's the organic berries, herbs and wildflowers that add a special essence to many Finnish drinks.

In the town of Kuopio, drinks manufacturer Lignell & Piispanen has been hand picking berries in the forest since the 1850s to make their signature range of berry liquors. The fresh local water adds to the purity of the product.

"Clean, pure, natural high-quality ingredients with the local know-how is the key to the success" explains managing director Harri Nylund. "Finland has one of the purest and cleanest water in the world. We are the country of thousands of lakes, and Finnish people respect nature and its cleanliness" says Nylund.

Another small batch producer making good use of the natural ingredients around them is award-winning Kyrö Distillery. Their gin is blended with meadowsweet, sea buckthorn, cranberries and birch leaves. And the end product is "herbal and sweet with essential oils of meadowsweet and gentle citrus on the nose... ending with notes of pepper or rye on the tongue" according to the master distillers.

Finnish craft products are finding new export markets all the time. Hartwall's gin long drink, which first gained popularity during the 1952 Helsinki Olympic Games, is now being exported to Sweden with great success. And small-batch Mallaskoski brewery will soon start sending its Panda beer to China.

Innovation in the Finnish drinks industry never stops. Whether they're young enterprises like Helsinki Distilling Company, whose pink grapefruit twist on the traditional long drink has found new audiences and export opportunities in Denmark; or a distilling giant like Altia which produces the world-famous Finlandia vodka in a range of flavours inspired by Finland – like cranberry and raspberry – or more exotic tastes like mango, coconut and tangerine.

As customers place increasing value on original, clean, organic products – and as new taste trends emerge – Finnish companies are well placed to take advantage of the burgeoning export opportunities.



WHITEFISH AND SOUR CREAM FLAVOURED WITH GIN AND DILL

EERO VOTTONEN – Finnish gin is a sterling spirit and also our new export success story. In this recipe the infallible combination of gin, dill and juniper berries transports the whitefish to a new dimension. The dish is perfect as the crowning glory of a May Day brunch or the star turn of a Spring soirée.

WHITEFISH

600 g boneless whitefish fillets with skins
0.25 dl sugar
0.25 dl salt
4 sprigs of dill
0.5 dl Finnish gin
10 crushed juniper berries

Mix the sugar, salt, chopped dill, gin and crushed juniper berries. Place the whitefish fillets in a dish and spread the salt mixture on top. Cover with baking paper and leave to stand for three hours. Wipe the fillets and cut into thin slices.

SOUR CREAM

1 dl whipping cream
100 g smetana
1 tbsp spirit vinegar
Black pepper

Whisk the cream and smetana into a foam and season with the vinegar and ground black pepper. Serve the whitefish and sour cream with a good malt loaf.

An aerial photograph of a vast forest during sunrise. The sun is low on the horizon, creating a warm, golden glow and casting long shadows. A layer of mist or fog hangs over the trees in the distance. The sky is a mix of soft pinks, oranges, and blues. The word 'KESESÄ' is written in large, white, bold, sans-serif capital letters across the center of the image. A vertical dotted line runs down the middle of the image, separating the left and right halves.

KESESÄ

Summer

60°N

Finland's longitude gives it a unique arctic climate.

RICH IN VITAMINS

Wild berries contain more vitamins, minerals, trace elements, and polyphenols than many fruits.



BERRIES – HAND PICKED SUPERFOOD

It's no surprise that berries thrive in Finland, a country with a landscape dominated by forests, lakes and fells. More than 50 varieties of berries grow here – 37 of them edible, and 12 of them farmed commercially.

The other ingredients that produce perfect crops of bilberries, cloudbberries, lingonberries, sea buckthorn, strawberries, raspberries (and more) include the long warm days and white nights, which extend the summer growing season. Even the bitterly cold winters play their part, killing bugs and plant disease, and greatly reducing the use of pesticides by farmers.

“During the growing season, berries get a lot of light, and so they grow very fast and the sun enhances the taste of the berries” explains Simo Moisio, director of Arctic Flavours, a berry company based in north east Finland. Simo also explains that the pure water used during berry cultivation makes the berries very clean.

The star attraction of Finland's berry crops is the bilberry – which is native to northern Europe, and not to be confused with the larger, cultivated north American blueberry. Bilberries can be found all over the forest floor in mid-to-late summer when the conditions are just right. Many Finns enjoy the annual ritual of going off on an expedition to pick bucketfuls of the deep indigo-coloured berries.

Finnish bilberries are highly prized due to their dense concentration of vitamins and nutrients, and bilberries have “three to four times more anthocyanin polyphenols than cultivated blueberries” says Simo Moisio. That means more nutrients, more vitamins C and E, more fibre and most importantly more flavour per berry!

Today, there are at least one hundred small businesses in Finland making berry products, like powders, dried berries, smoothies, shots, cold pressed juices, liquors, extracts and snacks.

One of the key export markets for Finnish berries is Asia, where consumers remain very interested in the healthy properties of berry superfoods.



BERRIES, GOAT MILK YOGHURT AND SPRUCE BUDS

EERO VOTTONEN – There's nothing that compares to Finnish forest berries, they are the best in the world. As a child I used to pick bilberries and strawberries in a cup from the forest near our cottage. At home I would just add some milk in the cup. It's a tradition that still continues with my own children. Berries and milk – what an excellent local food!

In this recipe the goat's milk yoghurt adds a lively earthy flavour to the dish but normal plain yoghurt also works just fine.

BERRY AND CREAM PUDDING

1.5 dl cream
1.25 dl milk
1 tbsp Finnish berry powder (bilberry or lingonberry)
50 g sugar
2 gelatine sheets
120 g goat's milk yoghurt

Soak the gelatine sheets in cold water. Heat the milk, cream, sugar and berry powder almost to the boil. Squeeze the softened gelatine sheets dry and add to the mixture. Let the mixture cool and add the goat's milk yoghurt. Divide the mixture into serving dishes and place in the fridge to congeal.

BERRY AND SPRUCE BUD COMPOTE

200 g fresh berries (bilberries, lingonberries)
About 1 tbsp crushed spruce buds
0.25 dl Finnish bilberry wine or liqueur

Mix the berries, spruce buds and bilberry wine or liqueur. Leave to infuse for two hours in a cold place. Serve the berries with the pudding. Tip: you can also make the compote without the spruce buds if they are not available.

SYKSY

Autumn

19 H

The sun shines most of the day during summer.

OAT INNOVATIONS

Finnish manufacturers are constantly coming up with new ways to innovate with oats.



OATS – LOADED WITH MIDNIGHT SUN

Who would have thought, from one tiny grain, a whole industry of food innovation, wellness and flavours can grow? But that's the story behind the humble oat, one of Finland's best loved and most widely grown crops – accounting for 13 % of the EU's total oat production each year.

While oats thrive in temperate climates all across the world, they particularly enjoy cooler temperatures and some rain – meaning the growing season in Finland is not as short as you might think, and even a 'bad' Finnish summer can be a good summer for oats! The low use of pesticides and fertilizers, clean soil and pure water combine to produce high quality crop yields.

Traditionally, Finns have used oats to bake breads and make porridge – and during the coldest winter months, generations of Finns have started their days with a bowl of warm porridge mixed with berries. And it's that long association with oats that make Finnish researchers such experts on the cereal's health benefits. So how can oats improve your health?

A specific compound found in oats called beta-glucan has been shown to lower or reduce blood cholesterol. High cholesterol is a risk factor in the development of coronary heart disease, and in 2012 the European Union approved oats as a food that not only reduces cholesterol, but also reduces the blood glucose spike that can happen after eating a meal.

And there's more. While eating oat foods may help to reduce the risk of heart disease and type 2 diabetes, oat fibre can also contribute to gut health; they're low in calories which helps with weight management; and oat grain is rich in antioxidants as well. That makes the healthy properties of oats, and the natural quality of the harvested product, attractive for wellness-conscious consumers.

So how do Finnish food companies broaden their range of healthy oat foods beyond traditional porridge and bread? The answer of course is through innovation.

Oat foods have become such an important part of Finland's food economy that they've sparked a whole new growth of consumer products in recent years. From oat-based yoghurts, creams and ice-creams to gluten-free bread and snacks; baby food and smoothies, Finnish manufacturers are constantly coming up with new ways to innovate with oats.

Some of the country's biggest and best known brands like Fazer use Finnish oats extensively in their bread products, and in their gluten-free ranges. Fazer also opened its own mill in recent years, to produce more high quality oats. Others companies like Bioferme produce their award-winning Yosa range of oat-based yoghurts. While OATrim helps with weight reduction and stomach health. And Gold&Green's "pulled oats" product – made from beans and oats but with a texture more like pulled pork – has been so phenomenally successful in Finland that supply barely keeps up with demand.

Individual oat flakes may be tiny. But together, they become an important product fueling breakfasts and healthy living and new Finnish innovation.



OATMEAL AND FOREST MUSHROOMS

EERO VOTTONEN – Finnish oats work well in many different kinds of recipes. One of my own favourites is oatmeal bread. In this recipe I combine Finnish oatmeal and the best forest mushrooms in the world, creating a veritable symphony of flavours. This porridge makes a wonderful side dish or a meal in itself.

CEP PUREE

- 300 g cubed ceps (porcini)
- 1 shallot
- 3 garlic cloves
- 50 g butter
- 2 dl chicken stock
- 2 dl cream
- 2 tbsp sherry wine vinegar
- Salt and pepper

Chop the onions. Melt the butter and fry the cubed ceps and onion until they turn a nice colour. Add the chicken stock and cream. Boil for about 10 minutes and then blend in a food mixer. Season with the wine vinegar, salt and freshly ground pepper.

PORRIDGE

- 400 g ripe oatmeal
- 200 g cep puree
- 5 g dried chantarelles
- 5 g dried ceps
- 50 g French cream
- 50 g grated Finnish cheddar
- 1 tbsp chopped parsley
- 1 tbsp chopped chives
- (1 g dried ramsons)
- salt

Soak and crush the dried mushrooms. Add the oatmeal, cep puree, mushrooms and some of the soaking liquid into a saucepan and heat until boiling. Add the French cream. Remove the saucepan from the heat add the grated cheese and herbs to the porridge. Season with salt, if required. Let the porridge stand for a moment before serving. Serve the mushroom porridge as a side dish to fish or meat, or as it is.

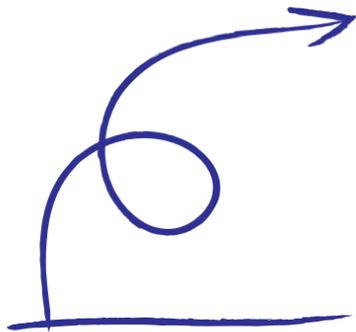
A blue-tinted photograph of a snowy mountain landscape. The foreground shows a snow-covered slope with some rocky outcrops. The background features rolling snow-covered hills under a clear sky. A vertical dotted line runs down the center of the image. The word 'TALVI' is written in large, bold, white, sans-serif capital letters across the middle of the image.

TALVI

Winter

-51,5°C

The coldest temperature record since 1999.



PASSIONATE PRODUCT DEVELOPERS

Finnish scientists and the food industry have been developing gluten-free products for more than 30 years. There is also a long tradition of making low-lactose and lactose-free products like milk, cream, yoghurt and butter.



FREE FROM FOODS – GIFT FROM THE FINNISH FOOD SCIENTISTS

The free-from foods revolution is sweeping across supermarket shelves, restaurants and kitchens worldwide, fueling innovation and export opportunities for Finnish companies.

More than 30 years ago, Merja Scharlin started making fruit and vegetable juices in her garage, the sort of home industry which typifies Finnish small batch producers: someone with a passion for their product, starting modestly, and selling on a local scale.

Now, her company Bioferme's award-winning range of organic oat-based yoghurts and smoothies are among the most recognisable products in the country. Their Yosa product line is made by fermenting oats, combined with probiotic lactic acid and healthful bifid bacteria. That's an example of developing free-from products through innovation. But sometimes, free-from products are a result of necessity.

Almost 20% of Finns are lactose intolerant, so there is a long tradition in Finland of making low-lactose and lactose-free products like milk, cream, yoghurt and butter. In parts of southern Europe and in Asia, an even higher percentage of the population have some level of lactose intolerance, so Finnish expertise in the production of lactose-free foods is an important selling point.

Finnish scientists and the food industry have been developing gluten-free products for more than 30 years: primarily for celiac patients, but increasingly now for people who switched to a low-gluten or gluten-free lifestyle. People with allergies to other cereals like wheat, barley or rye can also use these products. Gluten-free breads, cakes and beer are widely available and again, for specialist companies making these sort of products, there is a growing export market as tastes and food trends emerge and evolve.

Finnish know-how, innovation, high quality production and leadership in research and development of free-from foods is appreciated, and valued in export markets where there is a growing awareness of – and need for – free-from products.

TOP LEVEL

The Finnish meat industry has a monitored and secure food safety chain from farm to fork.



HIGH QUALITY

Finnish meat producers offer a wide range of high-quality products with an emphasis on flavour: responsibly produced pork, beef, poultry and lamb products, processed meats and convenience foods.

MEAT – EMPHASIS ON PURE FLAVOR

Supply chain integrity. Healthy animals. Excellent livestock welfare. No hormones and low antibiotics use. Highly regulated cleanliness. Quality products, with an emphasis on flavour. These are the hallmarks of the Finnish meat industry, which is valued by restaurateurs from Hong Kong to Tokyo, and as far away as New Zealand.

“In Finland we have very high levels of animal health, it’s a fresh and clean environment” explains Staffan Snellman, Director of Export at Snellman, one of Finland’s best known meat producers. “These things are important” he adds.

In a world where more people are becoming aware of how their food is produced; along with an emphasis on local, small batch production; and ethical treatment of animals, one of the stand-out qualities of the Finnish meat industry is that there has never been large scale commercialised farming.

“We work with independent family farms” explains Snellman, whose family-run company was founded company 60 years ago by his father and four uncles in the town of Jakobstad on Finland’s north west coast. “We prefer families, because we know that when a farm is run by family members, they do it in a better way. We know that the result of the quality depends on this, and also on the animal welfare”.

The premier restaurants of Hong Kong and Japan are the destination for high quality pork. In fact, Finnish pork is produced to such an exacting standard that it can be used by sushi chefs, and eaten raw by customers. “Natural pork is our biggest export from Finland” says Petri Haaparanta, Vice President of Exports at HKScan Finland Oy, who have recently launched their new Omega Pork product in Hong Kong.

Despite being a small country, Finland’s meat industry has a big reputation – and this year Finnish producers have been exploring new market opportunities in South Africa and China. “Being identified as a Finnish company is an advantage” says Petri Haaparanta. “Finland as a country probably has the best reputation you can get”.



PORK CHEEK STEWED IN PORTER WITH CELERIAC PUREE

EERO VOTTONEN — One of my earliest memories related to food is a brown hare roast served at my grandmother's house. It was skillfully prepared in a baking oven and flavoured with porter beer and syrup. I wanted to create a similar experience using pork cheek which is absolutely the best part of the animal! As a side dish I'm serving a gentle puree made with celeriac which represents the very elite of Finnish root vegetables.

PORK CHEEK

- 20 pieces of pork cheeks
- 200 g button mushrooms
- 1 bottle (0.33 dl) Finnish Porter or other strong-tasting dark beer
- 4 dl meat stock
- 4 bay leaves
- 6 pimentos
- 2 sprigs of thyme
- Salt and crushed dill

Fry the pork cheeks and chopped button mushrooms. Place them in an oven dish and add all the other ingredients except the salt and dill. Cover with a lid and stew the pork cheeks in the oven for 10 hours at 80 degrees. Season with salt and dill when the cheeks are ripe and break easily.

CELERIAC PUREE

- 600 g peeled celeriac
- 3 dl milk
- 3 dl cream
- 100 g butter
- 50 g smoked unripened cheese
- Salt and lemon juice

Chop the celeriac into small cubes and place in a saucepan with the milk and cream. Heat and stew the celeriac until completely cooked. Drain the celeriac and keep the liquid. Puree the celeriac in a food mixer with the butter and unripened cheese. Add some of the leftover liquid if the puree is too thick. Season with salt and lemon juice. Serve with the stewed pork cheeks and roasted winter root vegetables.

HUNGRY FOR MORE?

Pure tastes from the Arctic North are a click away. Premium Finnish food and drink products and the professionals behind them can be found on www.foodfromfinland.fi. Follow the latest Naturally Delicious stories also on Facebook/nomfinland and on Twitter @FoodFromFinland

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