



THE PUREST FOOD COMES FROM FINLAND

BEING THE GREENEST COUNTRY IN THE WORLD, IT IS ONLY NATURAL THAT FINLAND IS ALSO HOME TO NATURALLY DELICIOUS, PURE, AND SAFE FOOD



Pure, safe, healthy, and delicious food makes people happy. Our secret to happiness is the Finnish lifestyle, where we care for nature and eat healthy and safe food. The food gets its flavors from Europe’s purest soil, waters and air enhanced by the midnight sun. Innovative, natural, healthy, safe and traceable are all key words describing Finnish food.

UNCOMPROMISED TASTE WITH A TWIST

Finland is the northernmost country to practice versatile agriculture, farming and food production techniques. Our long summer days and arctic midnight sun enhance the unique taste of grain, berries, vegetables, herbs and other ingredients. Northern cold climate allows farmers to use far less chemical pesticides than in most countries.

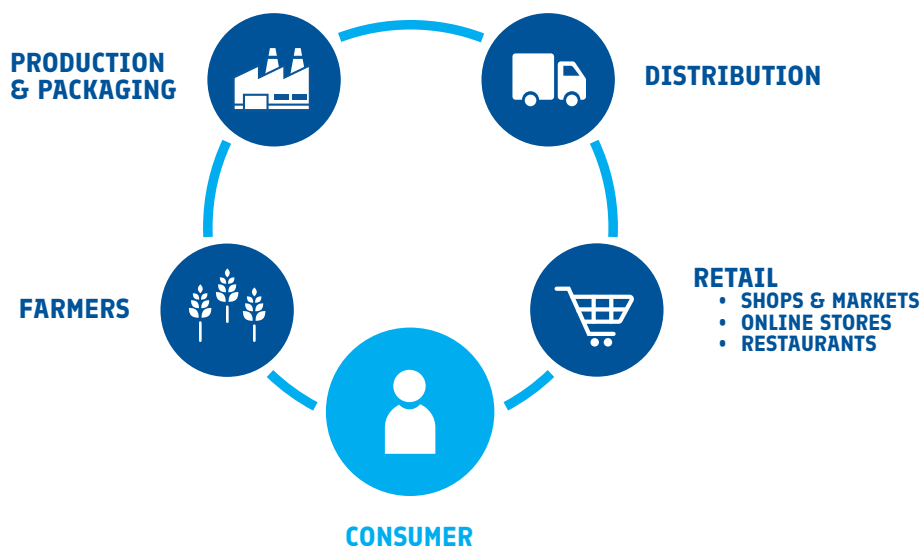
Finns are naturally curious and experimental, especially when it comes down to our favorite ingredients. Finland is the number one country in oat research and innovations, and the second biggest oat exporter in the world. Oats lower the cholesterol level, keep the blood sugar level low, and support good health.

Finns are also world leaders in nutritional expertise, with vast expertise in catering to special diets and offering functional, gluten- and lactose-free foods. As to beverages, they are all based to the pure Finnish water: spring waters available in stylish designed packages, soft drinks and juices made of wild berries. Highly successful craft alcohols, gins, vodkas, long drinks, beer are innovative and trendy, fast conquering the globe.

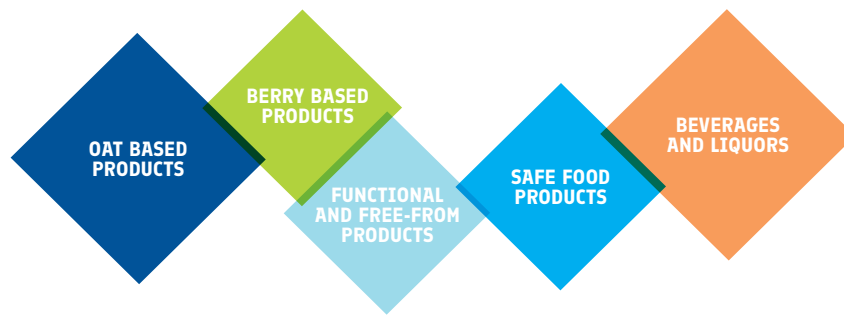
KEY FIGURES



*Sources: EU/Impact Assessment, Evira, European Environment Agency



THE MAIN FOOD & BEVERAGE INDUSTRY SEGMENTS



A whole industry of food innovation, wellness and flavors has grown from one of Finland's best loved and most widely grown crops – oat. Finland's share of the EU's total oat production accounts for 13% each year. The low use of pesticides and fertilizers, clean soil and pure water combine to produce high quality crop yields. Finnish manufacturers are constantly coming up with new ways to innovate with oats, and the variety of **Oat Based Products** in Finland goes from oat-based yoghurts, creams and ice-creams to gluten-free bread and snacks, baby food and smoothies.

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 in Finland, 37 of them edible and 12 of them farmed commercially. Innovative Finnish businesses are experts in making **Berry Based Products**, like powders, dried berries, smoothies, shots, cold pressed juices, liquors, extracts and snacks. The star attraction of Finland's berry crops is the bilberry, which is the wild version of blueberry. Finnish bilberries are highly appreciated due to their dense concentration of vitamins and nutrients, and bilberries have three to four times more anthocyanin polyphenols than cultivated blueberries.

In health enhancing food and beverages sector, Finland is a significant innovator and producer of functional, gluten- and lactose-free foods. Finnish scientists and the food industry have been developing gluten-free products for more than 30 years, and 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.

Supply chain integrity, healthy animals and excellent livestock welfare with no hormones and low antibiotics use. Antibiotics for generating growth are totally forbidden and cleanliness highly regulated to ensure the high quality of **Safe Food Products**. These are the hallmarks of the Finnish meat industry, which is valued by restaurateurs from Hong Kong to Tokyo, and as far away as in New Zealand. The salmonella free Finnish eggs are also produced totally without using any antibiotics since 2009. Finland is also known for the fish; salmon, rainbow trout and pike-perch are known among all culinary oriented consumers.

The same climate that makes life harsh at these latitudes is the secret behind our drinks' intense and unique flavors. Finland is known for pure spring water, delicious gins and vodkas, carefully matured whiskies made from pure Finnish rye, and various kind of berry-based **Beverages and Liquors**.

EXAMPLES OF COMPANIES IN THE INDUSTRY CATEGORIZED BY THEIR FIELD

Oat based products: Fazer Mills, Gold & Green Foods, Helsinki Mills, Myllyn Paras, Raisio

Berry based products: Kaskein, Kiantama, Roberts Berrie

Functional and Free from products: Kaslink, Moilas, Raisio, Valio

Safe food products: Atria, HK Scan, Hätälä, Kalaneuvos, Munax

Beverages and liquors: Altia, Arctic Brands Group, Finnspring, Hartwall, Kyrö Distillery, Laitilan, Lignell&Piispanen, Mallaskoski, Olvi, Stallhagen, VEEN Waters Finland

MORE INFORMATION

FOOD FROM FINLAND

<https://www.businessfinland.fi/suomalaisille-asiakkaille/palvelut/verkostot/biotalous-ja-cleantech/food-from-finland/>

BUSINESS FINLAND: FOOD & BEVERAGE

<https://www.businessfinland.fi/en/do-business-with-finland/explore-finland/food-beverage/>

FOOD FROM FINLAND

Food from Finland is the official government-funded program to promote Finnish foods, drinks and the food industry. It helps Finnish food companies to internationalize and creates new growth for the whole industry. One of the program targets is to double Finnish food exports to around €3 billion by 2023 and to increase the number of Finnish food companies operating in international markets from current 16% to 25%. The program helps companies to access new markets, find the right partners, and strengthen their brand and value proposition. The export and innovation services have a strong link to Business Finland's innovation funding. The program is carried out in cooperation with Team Finland organizations, The Finnish Food and Drink Industries' Federation (ETL) and private companies in the Finnish food sector.