PURE FOOD
FROM FINLAND
The world needs another agricultural revolution. We need **healthier** and **safer** food which is produced sustainably.

Finland is in an excellent position to help propel this revolution because **safe** and **sustainable food** is already the national philosophy.
Long winters create a unique industry

- Finland has long winters, a pristine environment and a short, **intense growing period**. These conditions result in the dense and unique taste of Finnish food, as well as the domestic industry’s focus on quality instead of quantity.

- **Milk** makes up 24.4% of the total output of the Finnish agricultural sector, according to Statistics Finland. Milk is followed by **vegetables** and **horticulture products** (12%), **grains** (10.5%), **cattle** (9.5%) and **pork** (6.6%).
Finland has the purest water on Earth.

Source: Unicef

Photo: Elina Manninen/Visit Finland
Finnish strengths in food industry

- Finland is an attractive place to develop energy efficient and automated vertical farming because of the long, dark and cold winters. Such solutions are economically viable in Finland before they are profitable in sunnier countries.

- Finland also has strengths in agricultural machinery, including everything from tractors to robot milking machines. The three main segments include agricultural equipment, solutions for livestock, and forest and utility machinery.
Finland has the world’s largest harvesting area for wild organic products, 11.6 million hectares, which represents 30% of the total area in the world where such products can be collected.

Source: Natural Resources Institute Finland (LUKE)
Excellent food safety

• Finland takes food safety seriously. Finnish food is known for its purity throughout the food chain, its hygiene, traceability and accountability, which are among the best in the world.

• Finland has a unique salmonella control program which requires all forms of salmonella to be monitored throughout the production chain.*

• Finnish poultry farms have been antibiotic-free since 2009 and the quantity of antibiotics administered to livestock is among the lowest in Europe, according to the Natural Research Institute. Animal welfare is strictly controlled by the authorities in each municipality.
Many of Finland’s **beverages** take advantage of the climate, clean environment and latitude. The pure spring water goes into **gins** and **vodka**s, rye goes into **whiskies**, and berries are popular for **juices** and **liquors**.
• Finland is a significant **innovator** and producer of functional, **gluten-** and **lactose-free** foods.

• Finns consume one of the highest amounts of milk per capita in the world (about 130 litres per person per year). But almost 1/5 of Finns are lactose intolerant. That is one of the reasons for the long tradition of making special food products.

• Finland is a forerunner in functional food research, development and product innovations, like **Xylitol birch sugar**, **Lactobacillus GG**, **Benecol cholesterol lowering ingredient** and plant-based protein products such as **pulled oats**, **rapeseed proteins** and products made of **Nordic Fava beans**.
Finland has the cleanest air in the world.

Source: World Health Organization
Investments in food innovations

• Finland is among the highest investors to food sector R&D, measured as a percentage of industry turnover. As a result of this Finnish food and beverage companies are constantly introducing new innovative products to domestic and international markets.
  – Finland is a small country and is actively searching for international food and beverage partners.

• Finnish agrotechnology innovations include machinery, tractors, robotics and IoT (Internet of Things) solutions.
Finland is the #1 country in oat research and innovations.

Source: Business Finland
Finnish oat expertise

- Oats have become an area of Finnish expertise. Oats are becoming more popular, thanks to their nutrition, versatility and ability to be used in special diets such as gluten-free foods or meat substitutes.

- Finland produces 13% of European oats and is the 2nd largest oat exporter, according to the Finnish Oat Association.

- Rye and malt are two grains which grow well in Finland’s Nordic environment and are becoming more popular around the world.
Finnish superfood

• Superfoods like berries and oats are significant Finnish agricultural products and have received major research and development.

• Many wild berries are exported just as they are, but Finland is also skilled at developing berry-based products such as powders, dried berries, liquors, snacks and even beauty products.

Photo: Julia Kivelä/Lakeland Finland
The Every Person’s Right says anyone can fish and pick berries and mushrooms, even on private property, as long as you don’t disturb others.
Food export and international partners

• **Finnish authorities** want to promote the export of Finnish food, so the government has invested systematically in order to help our international food and beverages business.
  – Finland wants to work with international partners to develop sustainable food solutions for our world.

• Food and beverage exports from Finland jumped **13%** in 2019, according to Business Finland. The biggest increases were in China (**+82%**), Germany (**+30%**), South Korea (**+29%**), and Sweden (**+16%**).
Thank you!