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# PURE FOOD FROM FINLAND

Photo: Elina Manninen/Keksit



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

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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

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- 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%).



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**Finland has  
the purest  
water on Earth.**

Source: Unicef



Photo: Elina Manninen/Visit Finland



## Finnish strengths in food industry

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- 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.





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**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)



Photo: Elina Manninen / Keksit

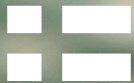


## Excellent food safety

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- 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.





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Many of Finland's **beverages** take advantage of the climate, clean environment and latitude. The pure spring water goes into **gins** and **vodkas**, rye goes into **whiskies**, and berries are popular for **juices** and **liquors**.

Photo: Ilona Savola/Visit Finland



# Food innovations from Finland

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- 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**.





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**Finland has the cleanest  
air in the world.**

Source: World Health Organization

Photo: Katri Lehtola/Kuvatoimisto Keksi



# Investments in food innovations

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- 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.





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**Finland is the #1  
country in oat research  
and innovations.**

Source: Business Finland

Photo: Business Finland





## Finnish oat expertise

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- 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



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## **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.



Photo: Julia Kivelä/Visit Finland





# Food export and international partners

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- **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%).

A man wearing a green sweater and a flat cap is holding a wooden tray with food, including a large piece of meat and some berries, by a lake. The background shows a calm body of water and a forested shoreline under a soft, golden light.

# Thank you!

Photo: Elina Manninen / Keksit



