



**ORGANICS IN FINLAND 2020**

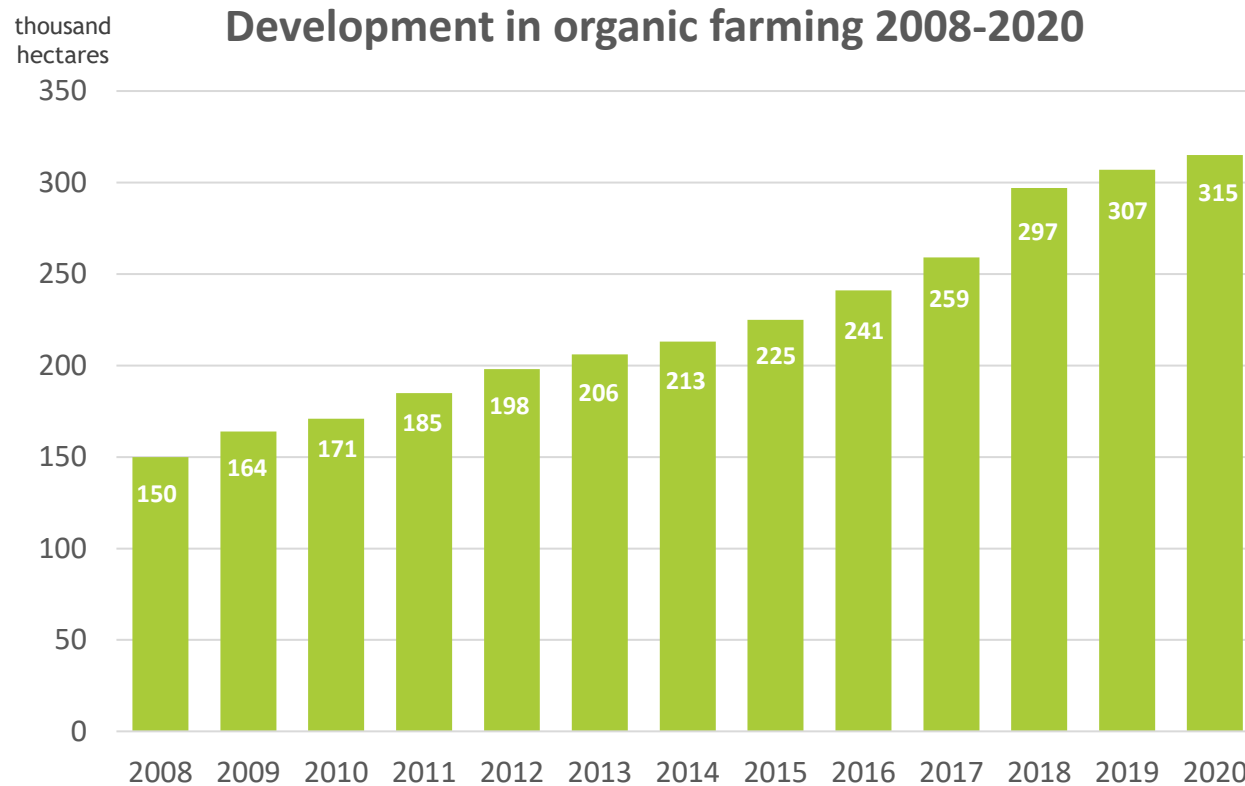


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# Development of the organic sector



Source: Finnish Food Authority

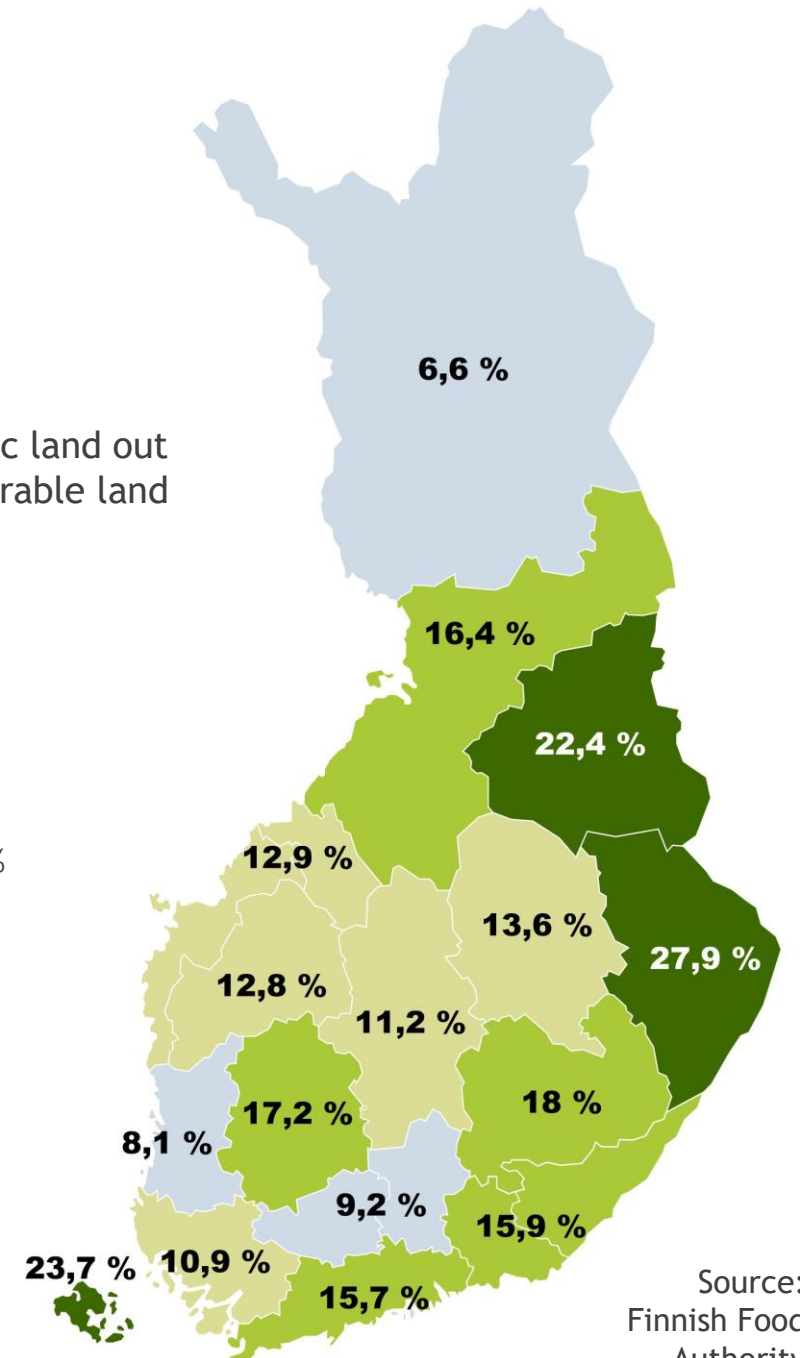
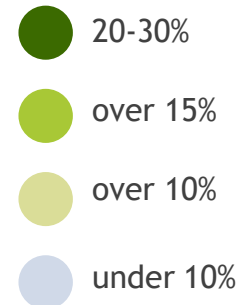
- In 2020 Finland's organically-farmed arable land was 315 112 hectares. Of this, 33 968 hectares were in the process of converting.
- Organically-farmed arable lands increased by 2.7% compared to the previous year.

# Organic farming

- The total arable land in Finland used for organic farming was 13.9%.
- The largest share of organically-farmed arable land was 27.9% in North Karelia.
- The largest area of organically-farmed arable land was in Northern Ostrobothnia, almost 40 thousand hectares.
- The largest increase in organically-farmed arable land was in Tavastia (10%) and in Central Finland (10%).
- The average size of the organic farms was 62.9 hectares (the average of all farms was 50 ha).

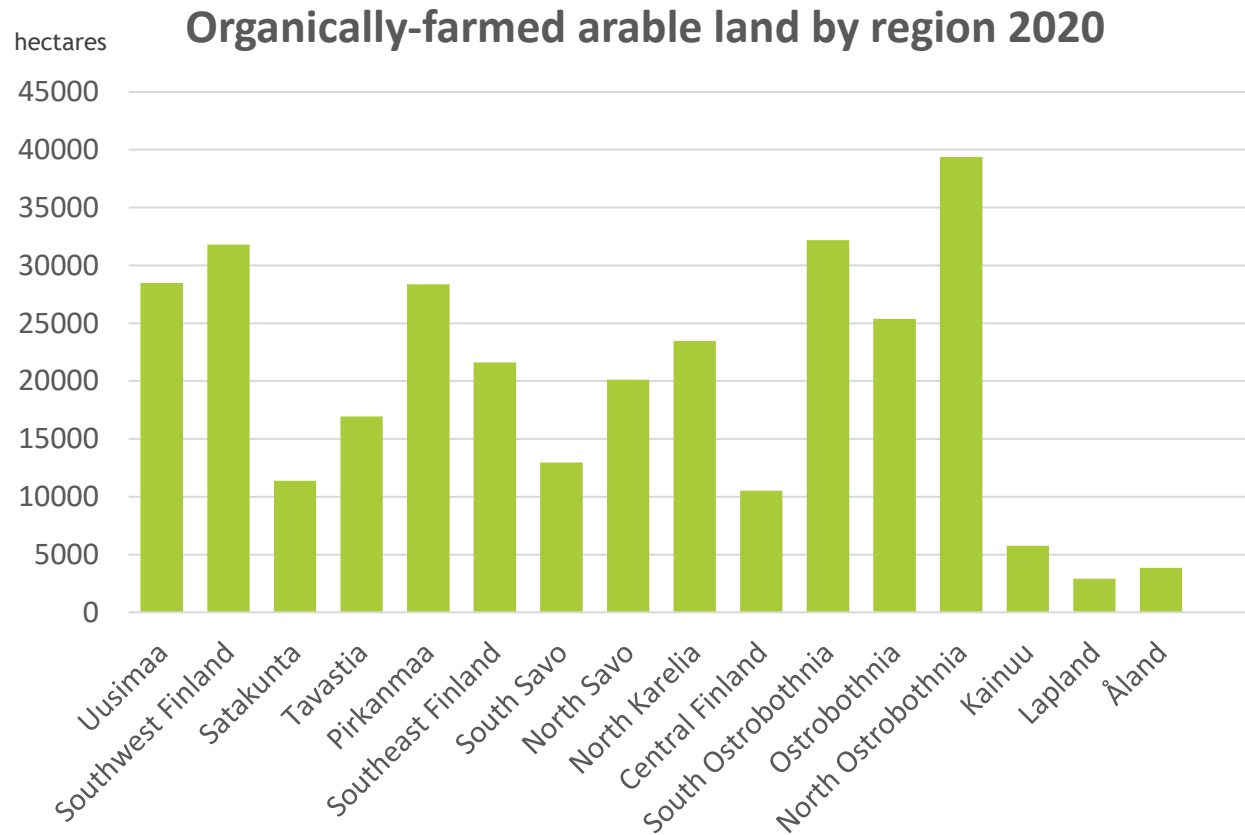


Arable organic land out of the total arable land by region.



Source:  
Finnish Food  
Authority

# Organic farms



Source: Finnish Food Authority

- New organic commitments were made after a one-year hiatus, and 310 new farms converted to organic, of which more than a hundred were livestock farms.
- The total number of organic farms was 5 010. This was 11% of all farms.
- The total number of farms decreased by one percent compared to the previous year. This was partly due to organic support conditions. Livestock farms have been able to transfer arable production to organic at first, but at the end of the five-year commitment period, these farms have either had to change to organic livestock production, increase the cultivation of crops for sale or give up organic farming. Due to the requirement of the commitment, livestock farms have stopped organic production.



# Organic plant production



# Plant production

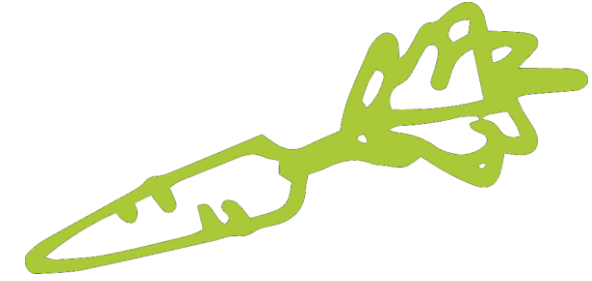


ORGANIC YIELD	2020		2019	
	Mill. kg	share %	Mill. kg	share %
Wheat	17,9	2,6	18,1	2
Rye	9,5	14,1	9,9	5,4
Barley	22,9	1,7	18,3	1,1
Oats	83,4	7	76,3	6,5
Mixed grains	22	44,9	20,9	45,3
Buckwheat	0,3	33,3	0,2	16,7
Turnip rape & rapeseed	1,8	5,8	1,4	3,4
Potatoes	15,6	2,5	12,5	2
Peas	7,7	14,2	6	17,7
Broad beans	4,5	19,3	5,2	17,3

Source: Natural Resources Institute of Finland

- In 2020, almost 156 million kg of organic grains were produced in Finland. The yield of organic grains was 9% higher than in the previous year.
- Almost 5% of the country's total grain yield was organic.
- Organic grains (wheat, rye, barley, oats) were farmed on a total area of 59 200 hectares.
- The main organic grain was oats: oats were more than half of the organic grain yield. There was a 9% increase in production from 2019.
- Legumes, buckwheat and mixed grains account for the largest share of the total production.

# Horticulture production



Organic horticulture 1000 kg					
	2020	2019	2018	2017	2016
Peas	638	595	300	367	80
White cabbage	712	592	410	530	297
Carrots	3176	3113	2906	2145	2318
Onions	476	388	215	222	247
Tomatoes	676	746	1427	958	962
Cucumbers	162	221	459	390	279
Berries	631	618	547	581	488
Apples	107	116	153	346	123

Source: Natural Resources Institute of Finland

- In 2020, 198 companies cultivated organic openfield vegetables, on a total of 1 399 hectares. The area under cultivation increased by 10% compared to the previous year.
- In terms of area, the most important openfield vegetable was peas (1 042 ha).
- Greenhouse tomatoes and cucumbers were produced organically on a total of 5 hectares.
- Organic berries were produced on 770 hectares. The area of cultivation increased 57%.
- The area of organic apples remained the same at 69 hectares.



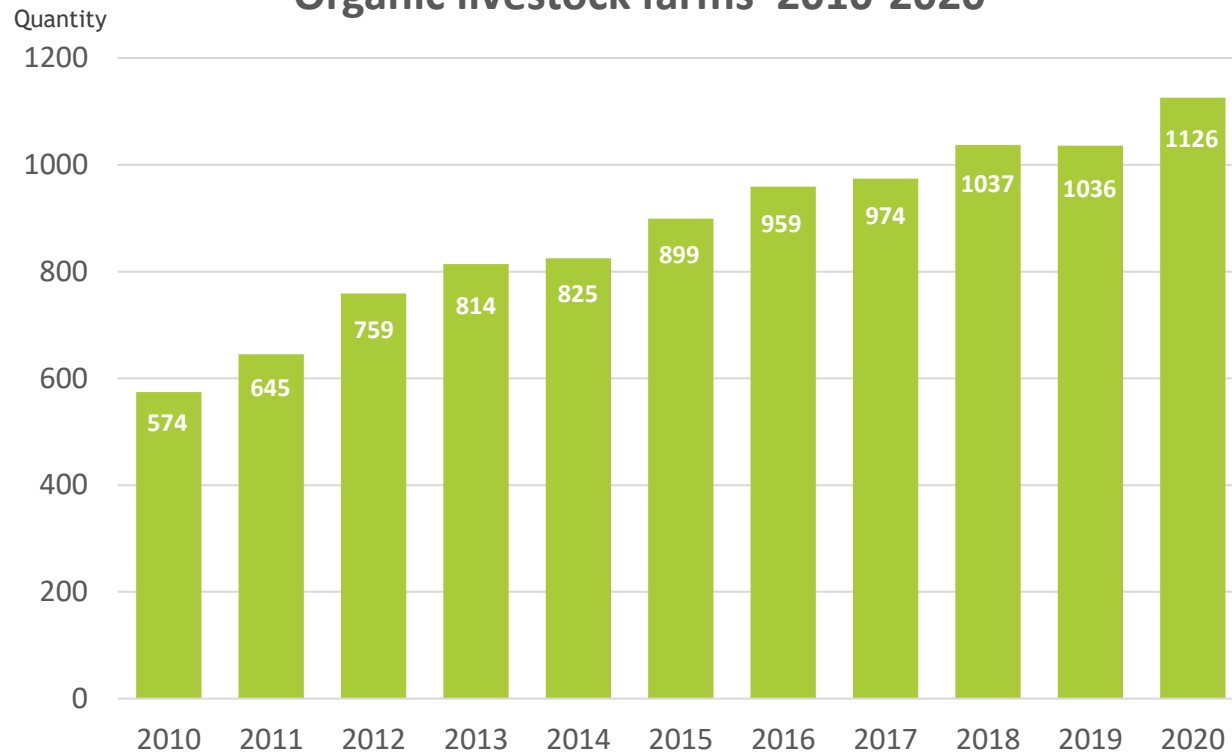


**Organic livestock production**

# Livestock farms



Organic livestock farms 2010-2020



Source: Finnish Food Authority

- In 2020, there were 1 126 organic livestock farms in Finland.
- There were 144 organic dairy farms and 426 beef farms. There were 16 organic pork farms and three organic chicken farms. 51 farms produced organic eggs.
- The largest number of organic livestock farms from all the regions were in Northern Ostrobothnia (128 farms) and Pirkanmaa (114).
- The construction of an organic young chicken farm began in Satakunta towards the end of the year. It was introduced in April 2021.

# Livestock production



ORGANIC MEAT	2020		2019		2018	
	Mill. kg	share %	Mill. kg	share %	Mill. kg	share %
Beef	3,35	3,85	2,67	3,04	2,61	3
Pork	0,73	0,42	0,76	0,44	0,74	0,4
Mutton	0,34	23,61	0,34	22,82	0,36	23,7
Poultry	No data available					

ORGANIC MILK AND EGGS	2020		2019		2018	
	Mill. l/kg	share %	Mill. l/kg	share %	Mill. l/kg	share %
Milk	79	3,38	74	3,2	69	3
Eggs	5,16	6,79	5,2	6,88	4,67	6,7

- In 2020, 4.4 million kg of organic meat was produced in Finland (not incl. poultry), i.e. about 17% more than the previous year. Organic meat accounted for about 1% of total meat production.
- Over three-quarters of all organic meat was beef.
- Organic milk production increased by 7% from the previous year and accounts for 3.4% of total milk production.



# Organic wild collection



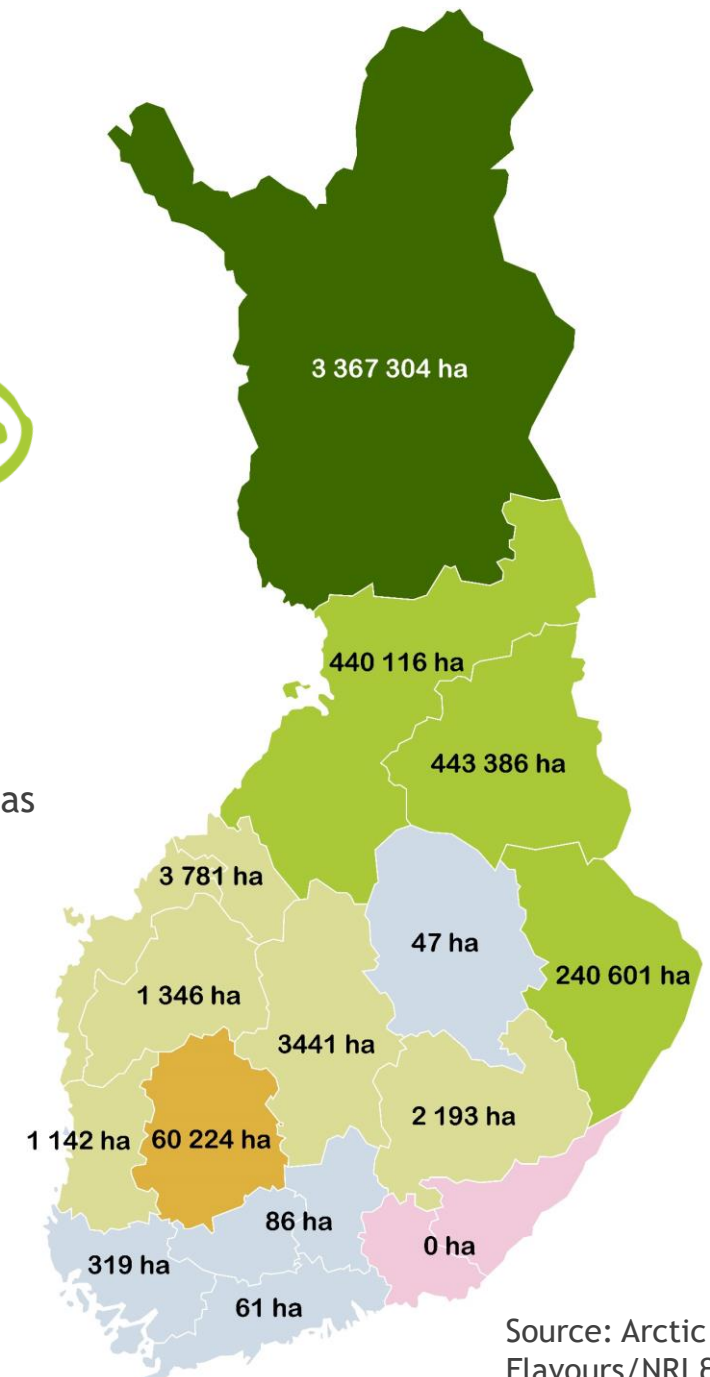


# Organic wild collection

- Finland has nearly 4.6 million ha certified for organic wild collection, most of which is located in the province of Lapland.
- According to the change that came into force in 2019, forest owners will be required to make an active commitment to the organic wild collection system. As a result, the area decreased by more than half.
- Current forest management practices would allow more than 90% of Finland's forests to be certified as an organic wild collection area.
- The area data for organic foraging areas by province is based on 2019 data.



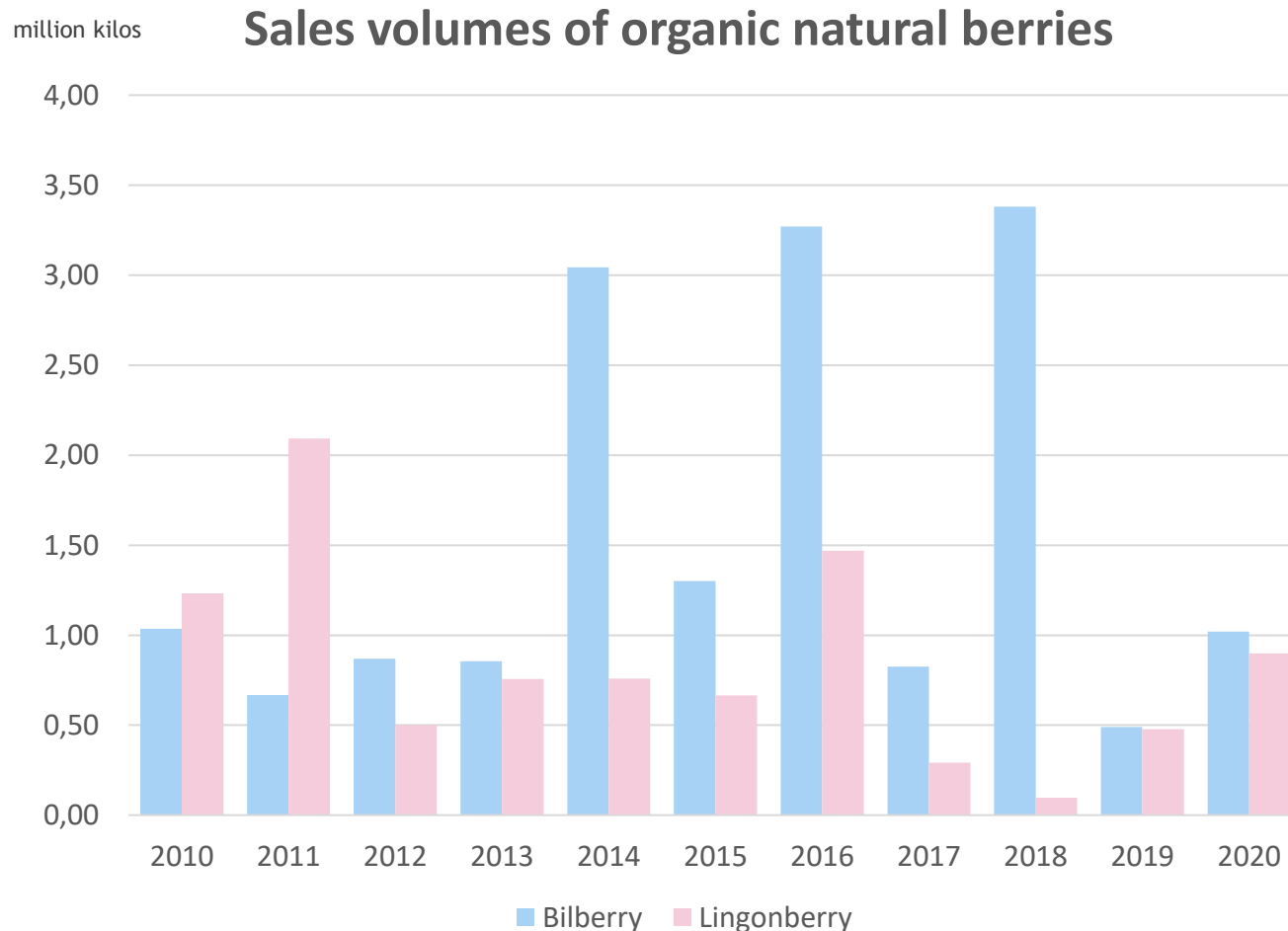
Organic foraging areas by province



Source: Arctic Flavours/NRI & FFA



# Organic wild collection products



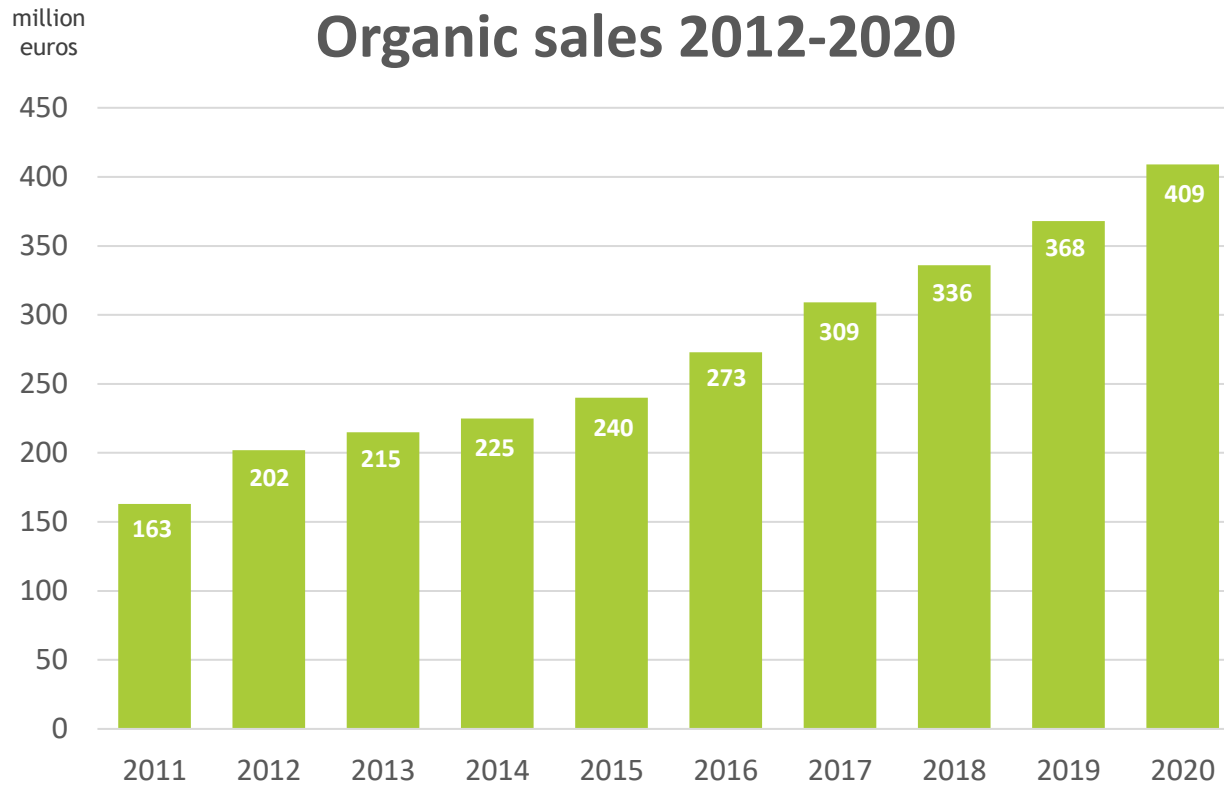
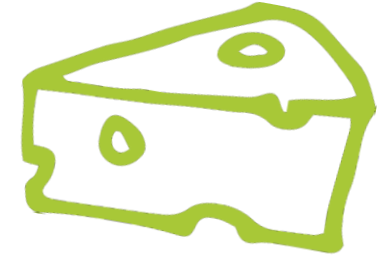
Source: Finnish Food Authority

- The main organic natural products are bilberries, lingonberries and birch sap.
- In 2020, one million kilos of organic bilberries, slightly under 0,9 million kilos of lingonberries, and 8 thousand kilos of organic cloudberrries were picked up for sale.
- In 2020, 21% of all bilberries, 11% of lingonberries, and 8% of all cloudberrries sold were organic.

# Organic market



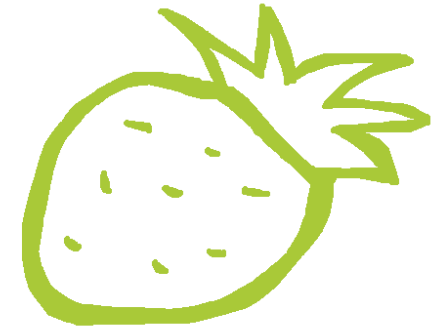
# Finnish organic market



Source: Pro Luomu

- Organic sales have more than doubled in a decade. In 2020, EUR 409 million worth of organic products were sold in retail stores. Sales increased by 9.7% compared to the previous year.
- The market share of organic products in the Finnish grocery trade is 2.6%.

# Organic products in the shop



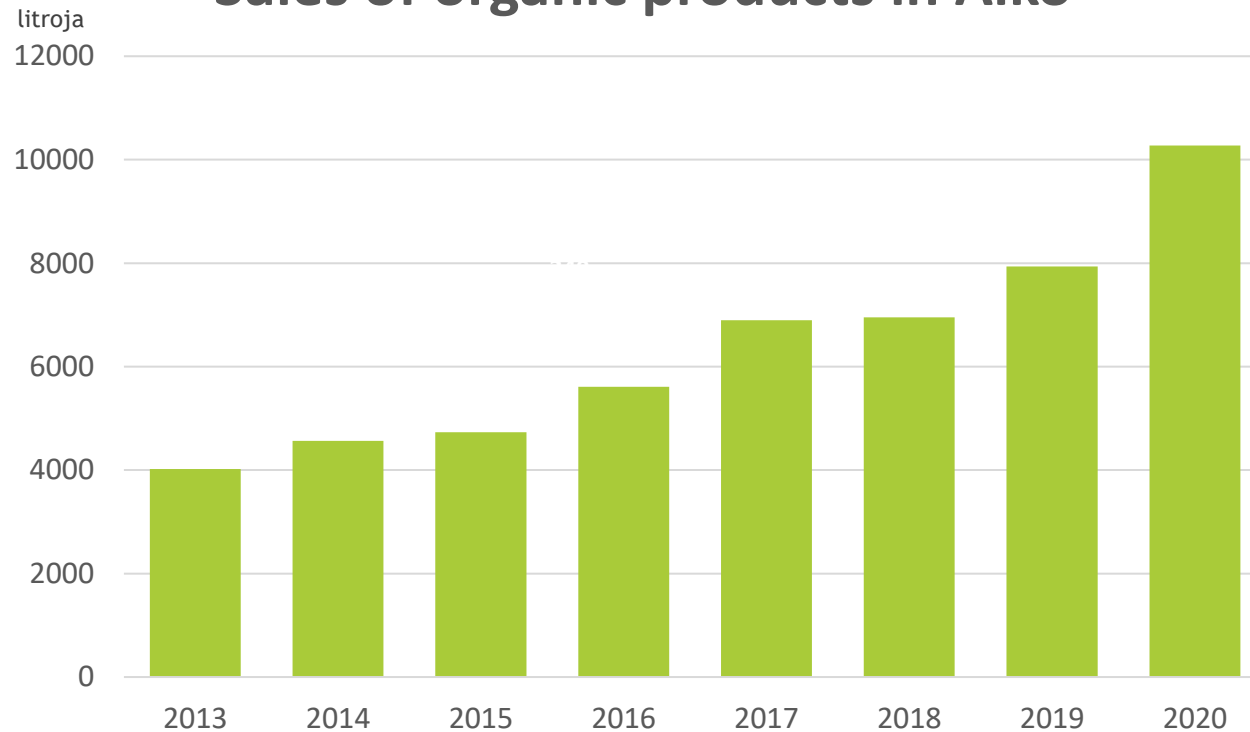
PRODUCT GROUP	ORGANIC (total sales)
Baby foods	24 %
Eggs	21 %
Vegetable oils	18 %
Flakes and groates	14 %
Flours	9,5 %
Coffee and tea	8 %
Juice and fruit soups	8 %
Fruits	7 %
Vegetables	5,5 %
Milk	4,5 %
Plant-based drinks	4,5 %

- The largest product groups in organic sales were fruit, vegetables, milk, and other liquid dairy products, which accounted for a third of total organic sales.
- The product groups that increased their sales the most were flour, sweetening and seasoning. Sales of vegetables, coffee and tea also grew well.
- The highest market share of organic products was in the organic baby food group.

# Organic alcohol beverages



## Sales of organic products in Alko



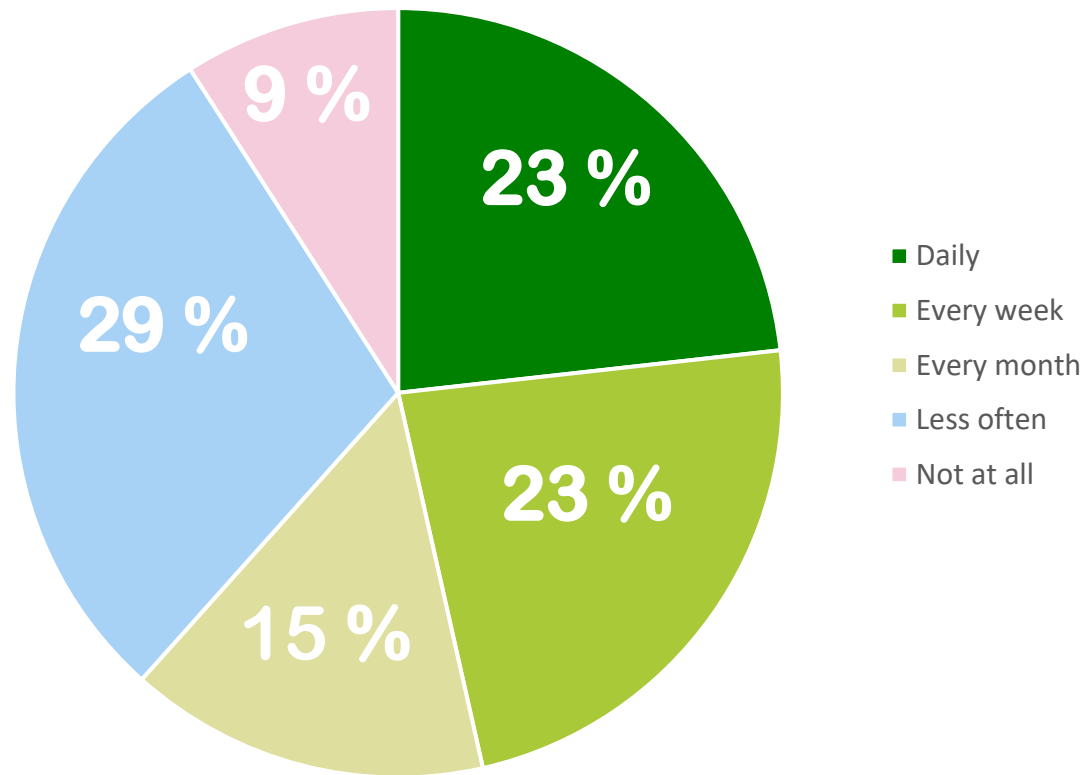
- Sales of Alko's organic products in liters increased by more than 29% compared to the previous year.
- Alko's range has included organic products since 1994. In 2020, Alko's selection included a total of 1412 organic products, of which 1270 were mild wines and 31 beers. In five years the range has more than tripled.
- In grocery stores, sales of organic alcoholic beverages are low and the share has remained below 2% for a long time.



# Organic in professional kitchens



Use of organic products in professional kitchens

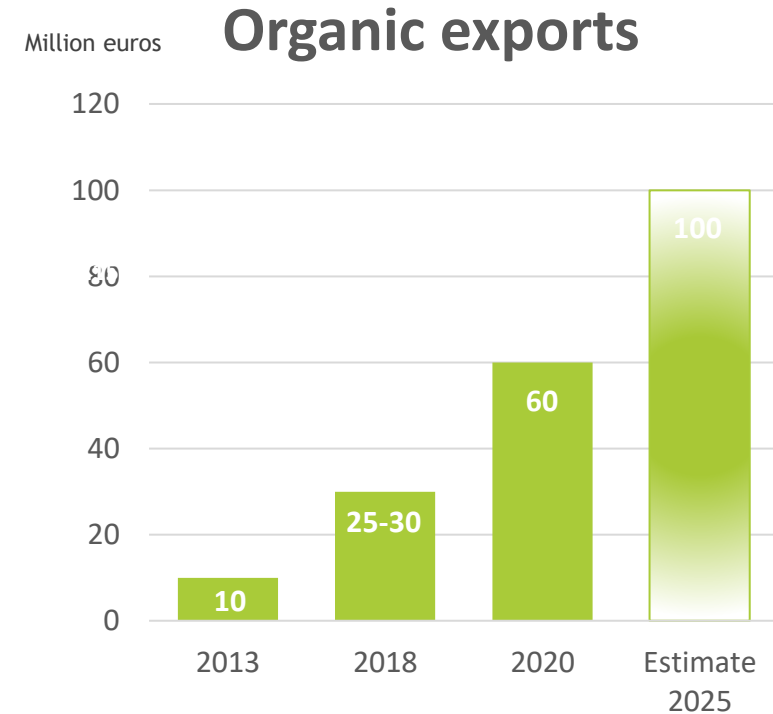


- About 46% of professional kitchens use organic products at least every week. Cereal products, milk and dairy products, and eggs are most commonly used.
- The reasons for using organic products in professional kitchens are environmental issues, taste, and ethics.
- The use of organic products is most common in food services for children, i.e. kindergarten and school meals.
- Well over half of Finns consider it at least quite important that organic products are used in professional kitchens.
- Organic milk accounted for 22% of school-subsidized milk in the school year 2019-2020. A total of 2.5 million litres of organic milk was consumed in schools and kindergartens.

# Organic exports from Finland



- In 2020, approximately EUR 60 million in organic food was exported from Finland. Organic accounts for 3.4% of total food exports.
- In two years, the value of exports had doubled.
- The largest product groups for organic exports are flour-milling products and dairy products, as well as baked goods and various natural products such as natural berries and birch sap.
- Organic potato flours, sweets, baby food and alcohol beverages are also exported from Finland.
- Almost half of the exports were semi-finished goods and only 10% raw materials.
- Organic products are exported mostly to Germany and Sweden, as well as to the other Nordic countries and Central Europe. Exports are also made to China, Japan, and the United States.



Source: Pro Luomu 2021



**Organic consumers**

# Organic consumer



- Three-quarters of consumers are interested in organic food.
- At least once a month, 62% of consumers buy organic products. Families with children (children 0-6 years) are a key group of buyers, but especially men under 30 years also buy organic products. Organic products are bought in the Helsinki area a little more than in other parts of the country.
- The number of regular buyers of organic food has risen steadily in recent years.
- 65% of consumers recognise the EU organic label. It is the most recognised organic label in Finland.

# Places selling organic products



## Sales channels for organic products used by Finns

<b>Grocery stores</b>	<b>81 %</b>
<b>Markets</b>	<b>27 %</b>
<b>Speciality shops</b>	<b>16 %</b>
<b>Farms</b>	<b>13 %</b>
<b>REKO markets</b>	<b>5 %</b>
<b>Online shops</b>	<b>4 %</b>
<b>Food circles</b>	<b>4 %</b>

- According to the 2019 consumer barometer, consumers report buying organic products most commonly from regular grocery stores. Consumers who use the most organic products also buy organic products at markets, specialty shops, and directly on farms.
- The share of alternative sales channels in total sales is still small.
- According to the survey, e-commerce sales have increased slightly compared to previous years.
- The next consumer barometer will be conducted in the fall of 2019, so the information on this page is based on the 2019 survey.



# Organic consumption



- The Suomi Syö -survey conducted during the corona pandemic shows that the most important criterion for purchasing organic products is the desire to support small farmers and producers.
- 30% of consumers choose an organic product because they want to reduce the climate impact of the food they consume.
- Nearly one-fifth of consumers choose an organic product regardless of price, whenever possible. Price is still the biggest reason why organic products are not bought. However, the importance of price has decreased compared to 2018.
- In particular, young people are positive about organic, but for them price affects more in choice than other age groups.

## Criteria for purchasing organic products

1. Willingness to support small farmers and producers
2. Organic products are pure/ natural
3. Good taste
4. Quality products
5. Environmentally friendly choice

# Coronavirus pandemic



- According to a survey commissioned by Pro Luomu in 2020, one-fifth of Finns say that the coronavirus pandemic has increased their interest in organic food.
- The corona pandemic brought challenges for organic producers. The supply of labour for organic producers became more difficult because foreign labour was not as available in Finland as in previous years because of the restrictions in place due to the coronavirus. The farms used more domestic labour than before, and organic production attracted many Finns who wanted to work on farms.
- The restaurant sector was also affected by the corona restrictions, and professional kitchens were particularly affected by teleworking and remote education. Among other things, the use of organic milk subsidized in school distribution decreased because schools were closed part of the time.
- The demand for organic vegetables and flours in grocery stores increased as people cooked more food at home than before.
- Due to the corona situation, many companies had to develop new operating models. For example, some restaurants increased sales through e-commerce and some small companies invested in product development.

The European Agricultural Fund for Rural Development has supported the production of this material.



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