

Finnish Food Strategy

**Sverige och Maten – Vad ingår i en svensk livsmedelsstrategi?
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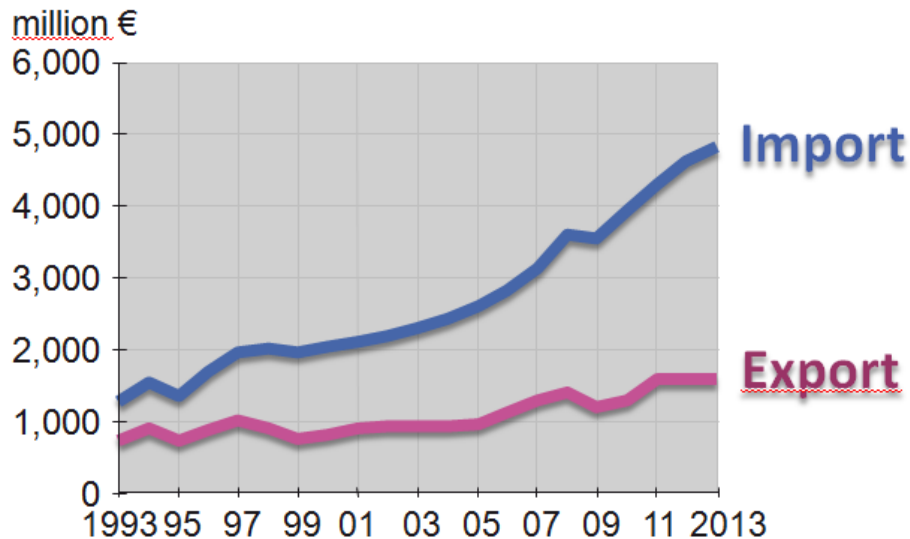
Food in numbers

- Food sector employs about 300 000 people in Finland
 - Primary production
 - Food industry
 - Trade
 - HoReCa

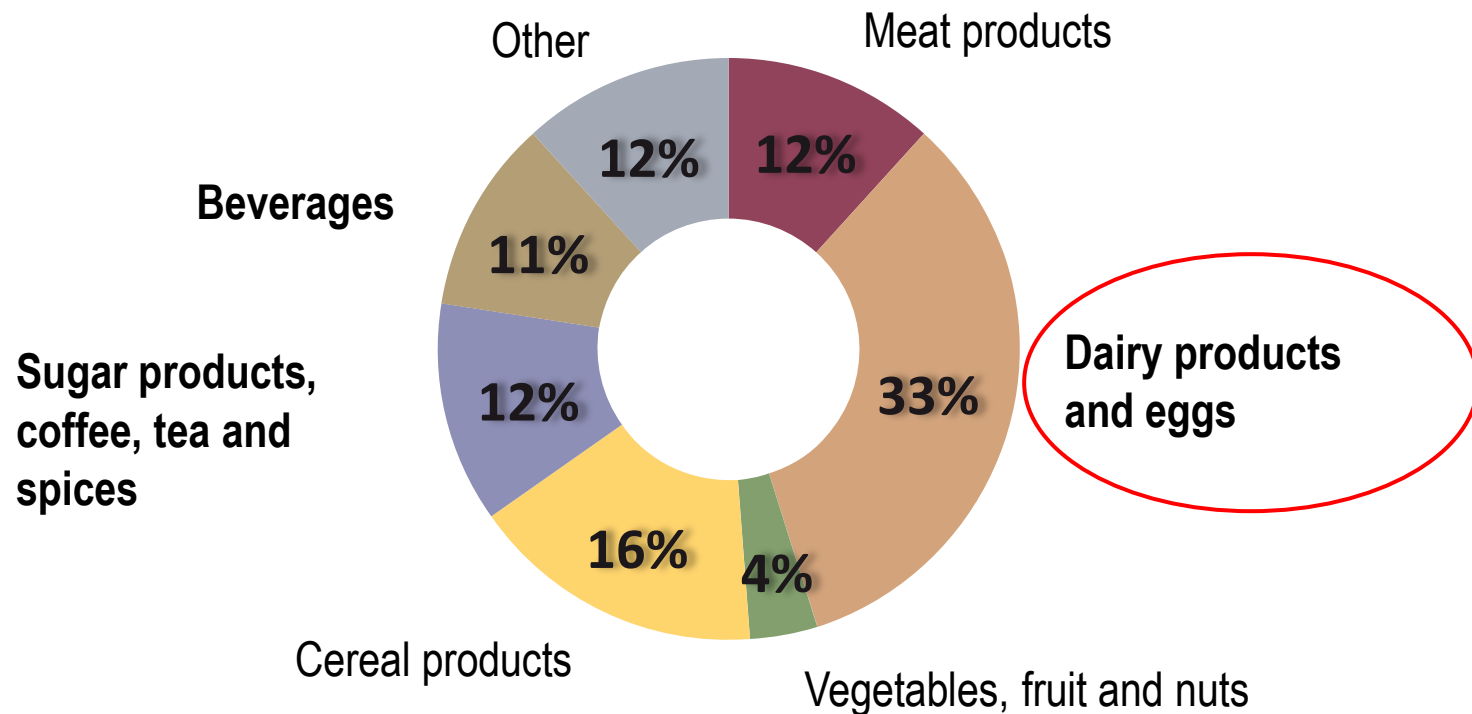


- Finns prefer domestic food: 80% of the food consumed is produced in Finland
- Food exports and imports
 - Exports € 1,590 million
 - Imports € 4,825 million

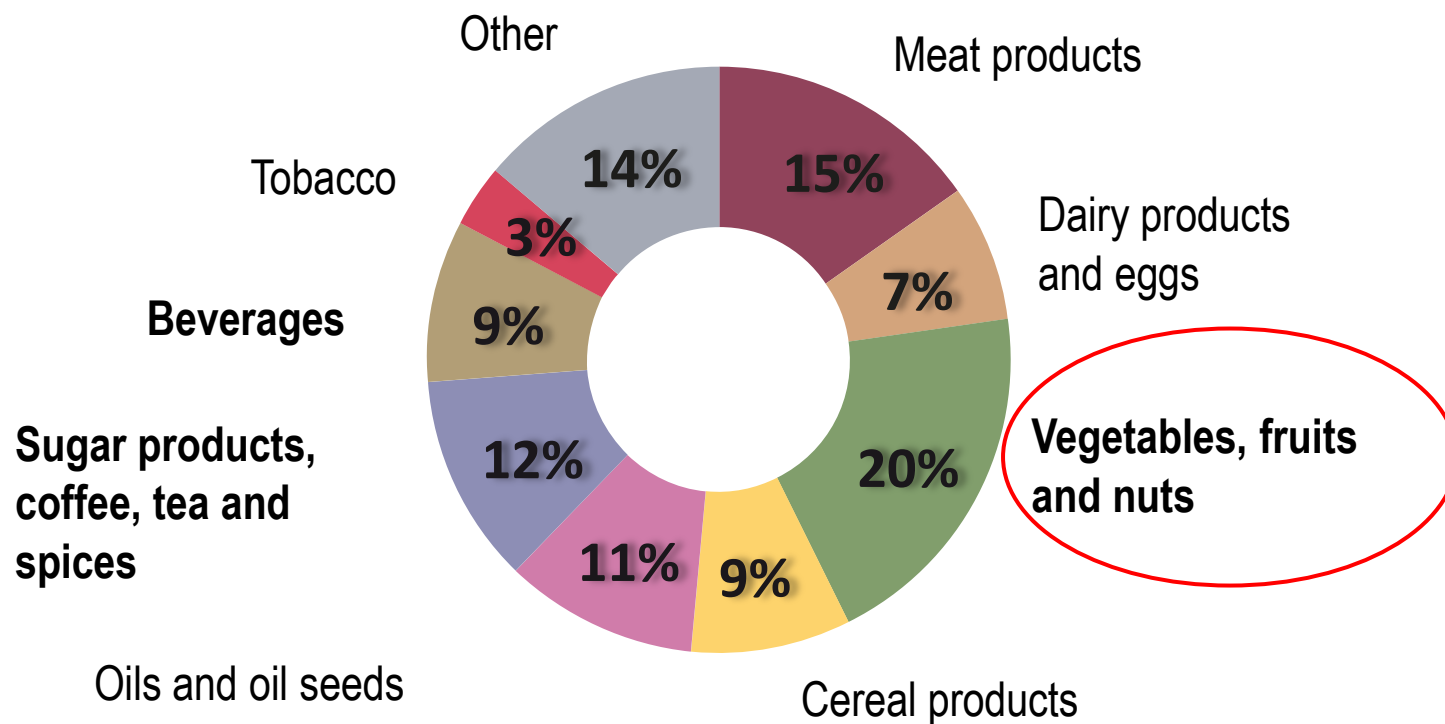
Exports and imports of agricultural and food products (CN 01–24) in 1993–2013, million euros



Structure of Finland's food exports in 2013 (%)



Structure of Finland's food imports in 2013 (%)



Food policy development

- **Food policy:** comprises the fields of food production, food and nutrition security and food safety
 - Experts from all fields are needed
 - Collaboration at all levels from local to international

→ **Food policy is part of national health policy in addition to production and market policy**

New demands for developing agriculture

- cost-efficient, consumer-driven
 - quality standards for agricultural products
- Quality Strategy 1999 and 2004

Government report on food safety

- National goals for food safety: current and near future
- 2006, 2010 and 2013

1995
EU



Food policy development



2008 – 2011 Promotional program for Finnish food culture
(Programmet för främjande av finländsk matkultur) to increase appreciation of food

- Additional activities to increase local and organic food consumption, quality development, guide food consumption and increase international collaboration.

In 2009 Prime Minister's Office appointed a preparatory body to work on a National Food Strategy

→ **2010 “Food for Tomorrow”, the National Food Strategy**

– Government Report on Food Policy (2010); activities to meet the food strategy objectives

→ **2011 Food in the Government Programme:** opportunities for growth in the food sector as part of health and nutrition policy



2011 Food in the Government Programme

- Growth opportunities in the food sector
 - Food safety is our strength
 - Focus on organic products and local foods
- **National Food Strategy** (2010) and **Food policy actions** (2010) provide the guidelines
 - In addition to organic and local products, more focus on improving the competitiveness of the food sector
 - Consumers have the right to know the origin of the food → transparency and traceability needed in the food chain
 - Package labels
 - Traceability systems → producers/trade



'The making of' National Food Strategy

- Steering Group appointed by the Ministry of Agriculture and Forestry
 - Representatives to cover the production, safety and health aspects
 - Innovative approach, expertise in trends and brands also included
- Seminar
 - Broad participation of different areas
 - UK Food Strategy presented
- Web consultation
 - Public consultation
 - Strategy report with two parts:
 - I) Background material, knowledge base
 - II) Framework for action, suggestions how to proceed



Actions under the Food Policy Report 1/2

- Securing profitability and competitiveness of the food chain in the changing operating environment (global competition and climate change)
- Creating traceability and responsibility systems for the food chain
- Supporting consumer-driven research, development and innovation and practical application of the results
- Promoting food research development by encouraging networking



Actions under the Food Policy Report 2/2

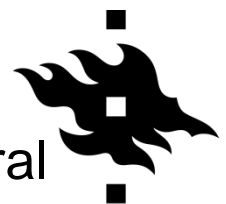
- Supporting collaboration with special focus on SMEs
- Securing public sector food procurement skills and resources
- Supporting food education, healthy dietary habits and organic and local food
- Improving horizontal collaboration of ministries in food policy
 - The Ministry of Agriculture and Forestry Coordinates the food sector together with the other ministries.

→ Large entities, time and support required for all this to come true!



Progress: Where are we now? 1/3

- In 2012 **Report on local food**
 - Proposal for a programme on local food
 - Guidelines on how to proceed 2013 - 2020
 - Strengths of local products: contribute to rural viability, close to consumer, flexibility in production, possibility to influence, ecological aspects of food production, added value for trade and HoReCa selection
- In 2012 **Professor of Food Culture** at the University of Helsinki
 - Prof Johanna Mäkelä
 - To increase understanding and awareness of food as a cultural and social phenomena



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Progress: Where are we now? 2/3

- In 2013 **More Organic** -development programme
 - In 2013 9% of arable lands under organic production; by 2020 20%
 - Wider range of organic products for consumers and public catering
 - Procurement expertise in public catering and increased use of organic products



Progress: Where are we now? 3/3

- **In 2013 Food Policy Committee** established: seven ministries as well as industry, trade and NGO representatives
 - Brings together food policy issues, promotes and intensifies food and nutrition related political actions for the common good
 - Follows the progress of activities
 - Improves
 - coordination of food and nutrition related policies
 - collaboration within the food chain and between authorities
- Work proceeds with **traceability systems**
- First national **quality program** established: 'Sikava' for pork meat
 - Quality program for vegetables to be completed next



The way forward

- In the near future we need more effective collaboration within the food chain: production - processing /industry – retail
 - Call for further responsibility of the food chain
- School meals since 1943
 - Sustainability, value and appreciation of food
 - Food waste management! (Household food waste 23 kg/person/year, total food chain 400 milj. kg ie. 10 – 15 % of food produced)
- Challenges: fewer people in the countryside, maintaining profitability of the food chain requires continuous efforts
- Future opportunities in bioeconomy, novel approaches to combat environmental challenges and climate change, production closely coupled with consumer choices - hopefully towards pure, local products!



The way forward

‘In 2030 the Finnish consumers eat tasty, wholesome, sustainably produced and safe food.

Consumers have the ability to make informed choices.

A transparent, highly skilled, flexible and internationally competitive food and service system responds to the demand.

The growth and advancement of the sector find support in well-coordinated, high-level research and development.’

(Vision of the National Food Strategy “Food for Tomorrow”)

