

Organic food production & consumption in the Nordic countries: possibilities and challenges

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Northern European Countries and Field Area in Organic Production (Source: Eurostat 2014)



Population, prosperity and consumption of organic food, number of certified organic producers, area and % of certified organic farmland in the Nordic countries 2012

(Source: Löes, Anne-Kristin & al, 2015)

Country	Population, mill.	GDP/capita 1000 Euros 2012	Organic consumption, % of retail sales	Nr of certified organic producers	Certified organic farmland, thousand ha	Certified land, % of total
SWEDEN	9,3	35,6	3,9	5601	478	15,6
FINLAND	5,4	31,9	1,6	4322	198	8,7
DENMARK	5,5	32,7	7,6	2651	195	7,4
NORWAY	4,9	47,2	1,2	2590	55	5,1



National targets for organic agriculture, promoting actors and coordination of research

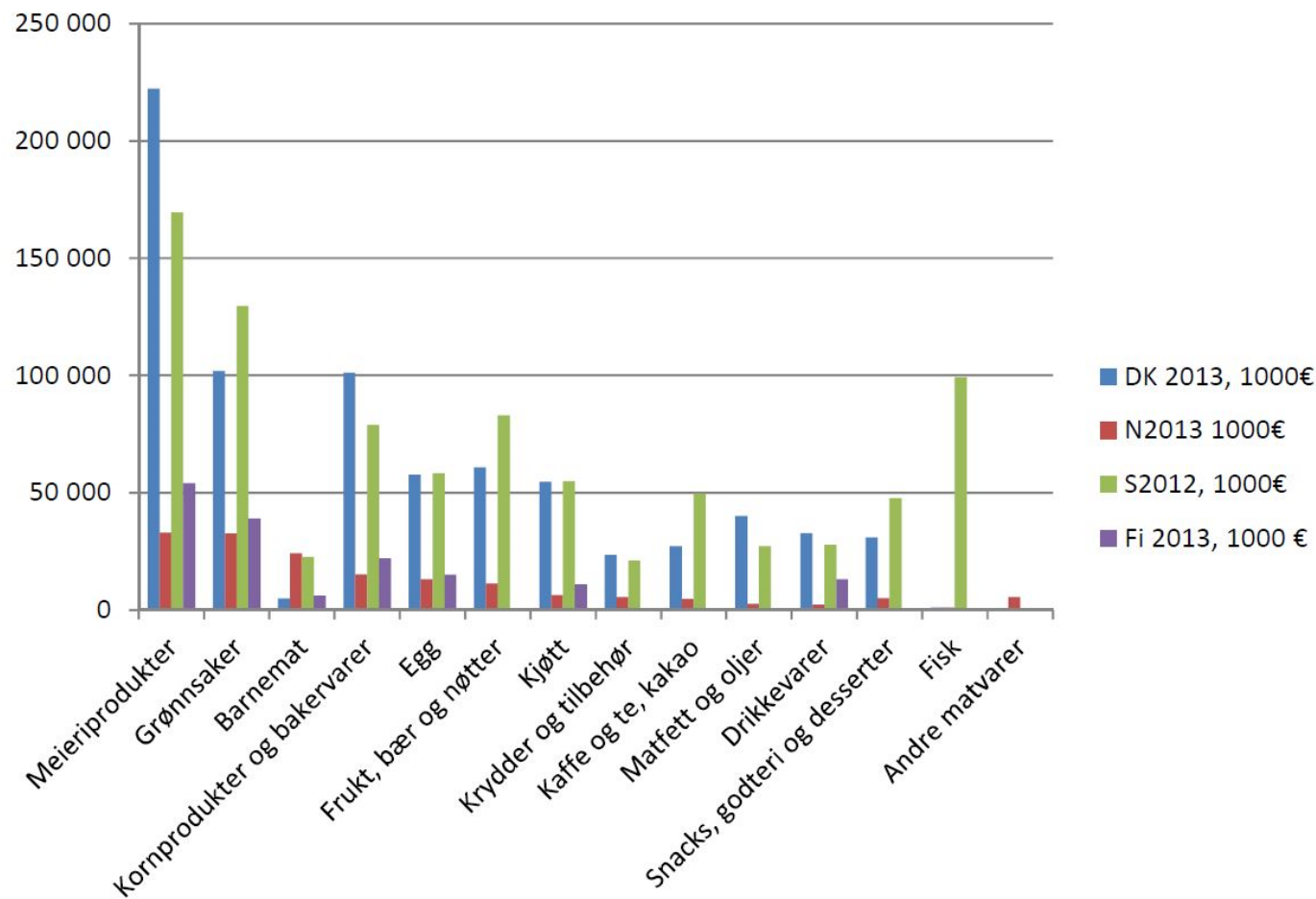
(Source: Löes Anne-Kristin & al, 2015)

Country	Pub- lishing year of the latest Natio- nal Action Plan	Target for organic farm- land %/ year	Target for organic consump- tion, %/year In Public Sector	Organization(s) promoting organic food production	Coordinating body for organic reseach
SWEDEN	2012	20/2013	25/2010	Organic Sweden KRAV	EPOK, Swedish University of Agricultural Sciences (SLU)
FINLAND	2012	20/2020	10/2015 20/2020	Ministry of Agriculture and Forestry, Pro Luomu Association	Finnish Organic Research Institute (FORI)
DENMARK	2015	11/2020	60/2020 (2013)	Danish Agriculture and Food Council Organic Denmark	International Centre for Research in Organic Food Systems (ICROFS)
NORWAY	2009	15/2020	15/2020	Oikos - Organic Norway	Bioforsk Organic Food and Farming



Market value of organic food in the Nordic countries 2013

(Source: Solemdal, L, Friis Pesersen, S., 2014, 7)



The share of organic milk products in milk product markets 2014

(Source: Nnenna Liljeroos, 2015)

Country	%
DENMARK	24 %
SWEDEN	12 %
FINLAND	2,8 %
NORWAY	2,6 %

Source: Promar Estimates, Datamonitor



Characteristics in the milk production system in the Nordic countries

- 'Fresh milk' countries with heavy product development
- Dominance of a particular dairy company in each country (Arla, Tine, Valio)
- Smaller rivals growing, limited competition
- Big dairies based on conventional milk and less interested in organic milk (Tine, Valio)
- Active on domestic markets
- Arla exports to UK, other countries and Asia, Valio's biggest exports to Russia until 2015



National features in organic food production & consumption: Denmark

(Sources: Löes, A-K & al 2015, Solemdal&Friis Pederssen 2014, Wistrand, H.,2015)

- Share of organics of the total food market 8%
- One of the world's most mature organic markets
- Organic labels are very well known and trusted
- Consumers are interested in health, sustainability and origin of food
- Politicians interested and engaged in the organic sector: development in public catering
- Products in need: fruits, vegetables, meat



National features in organic food production & consumption:Sweden

(Sources: Löes, A-K & al 2015, Solemdal&Friis Pederssen 2014, Wistrand, H.,2015)

- Share of organics in total food market 6% and growing rapidly (estimate 8% in 2015)
- Food scandals in 2013 became the main drivers for organics
- Good selections available
- The national targets will be revised in 2015
- Leading in the organic field area in the Nordic countries



National features in organic food production & consumption: Norway

(Sources: Löes, A-K & al 2015, Solemdal&Friis Pederssen 2014, Wistrand, H.,2015)

- Share of organics in total food market low: 1.2%
- No strong political support (Conservative government since 2013)
- Organic labels not very well known
- High level GDP doesn't mean high level consumption of organics
- The latest national Action Plan was published 2009



National features in organic food production & consumption: Finland

(Sources: Löes, A-K & al 2015)

- Share of organics in total food market is low: 1,6%
- Consumers' uncertainty about the organic value, lack of knowledge
- Lack of organic products in selections
- Uncertainty and lack of knowledge of the connection between conventional food and illnesses



Challenges in organic food production in the Nordic countries

- Politician's and consumers' trust on conventional food
- Processing expertise, equipments and patents are concentrated in "big industries"
- Furious competition between the big ones
- Growing new small entrants
- Tradition of small business entrepreneurship in food sector is weaker than in Central European countries
- Concentrated retail system across the Nordic countries
- Concentration in milk and meat products in Northern diets: development activities in organic fish (lake fish), berries, fruits and vegetables are neglected



Possibilities in organic food production in the Nordic countries

- Policicians' support in most Nordic countries
- High level education at all levels in the Nordic countries
- High level technological development
- High quality of products
- High level ecological thinking
- Possibility to take use of Arctic Brand (common to Finland, Sweden and Norway)
- Big markets for organic health and wellness products in USA, Japan and China
- Baby food markets, elderly and ageing people, hospital use
- Public sector can be the forrunner (case Danmark, also Sweden and Finland)



Main drivers for organic production

- Environmental values
 - biodiversity
 - clean soils and watercourses
- Ethical values
 - animal welfare
 - future generations
- Economic issues
 - lower input costs
 - lower import costs
 - strengthening local and national economies
- Health issues
 - the effects of pesticides for human beings' health (research in progress)
 - positive health effects of organic food (more antioxidants, anti-infective effects)



Consumers' expectations

(Sources: Kallinen, A. 2015, Solemdal, L, Friis Pedersen, S., 2014)

- Information delivery, health arguments
- Availability (near, easy to find, everyday)
- Available in restaurants and public catering, too
- Reasonable price
- The higher price means better income for the producer (not shopkeeper)
- Broader product range



Organic agriculture (% of the field area) in Europe 2000-2012

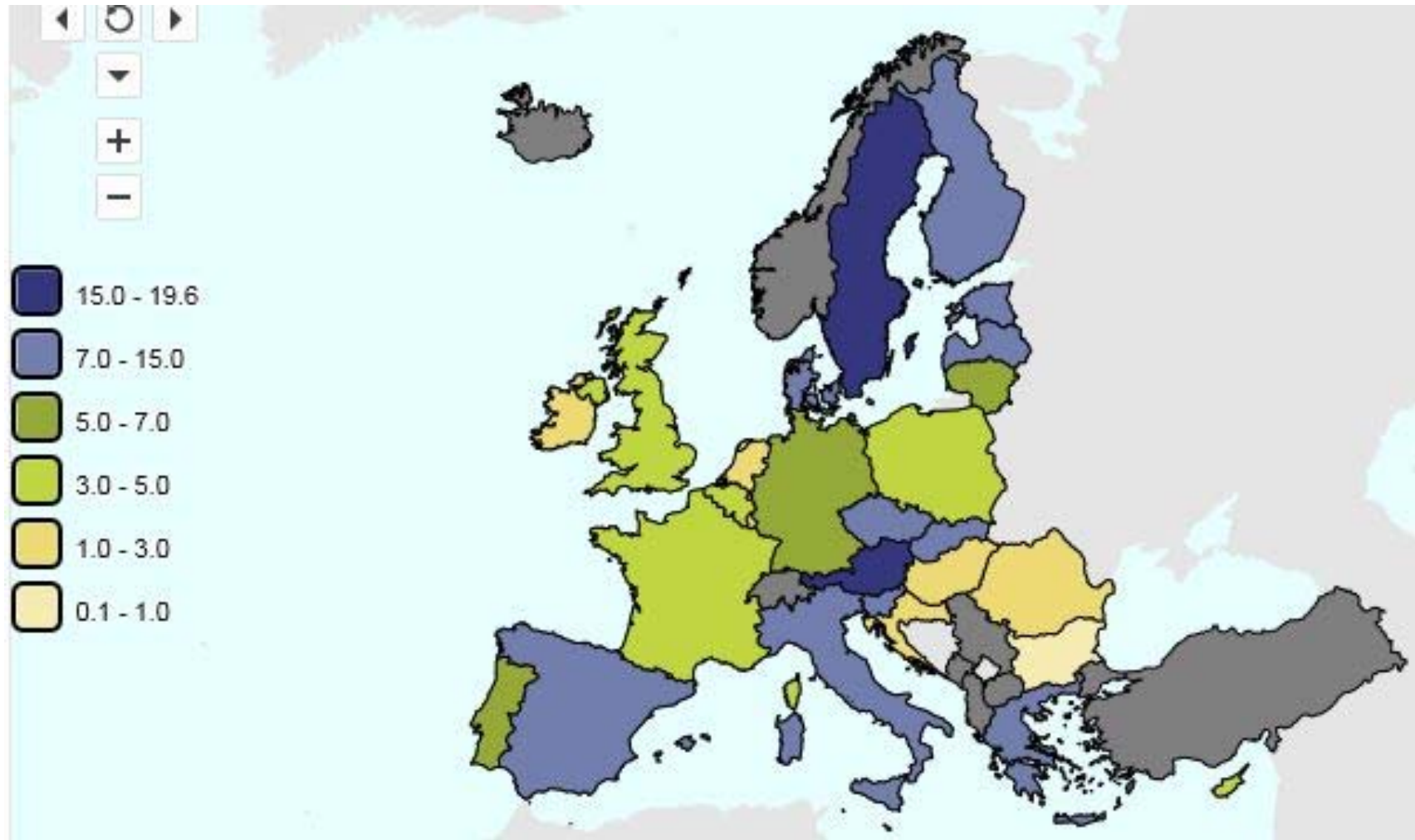
(Source: Eurostat 2014)

geo\time	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
EU (28 countries)	:	:	:	:	:	:	:	:	:	:	:	:	5,7
EU (27 countries)	:	:	:	:	:	3,6	3,7	4	4,4	4,7	5,2	5,5	5,7
Belgium	1,5	1,6	2,1	1,7	1,7	1,7	2,1	2,4	2,6	3	3,6	4,1	4,4
Bulgaria	:	:	:	:	:	0,2	0,1	0,3	0,3	0,2	0,5	0,5	0,8
Czech Republic	:	:	:	7	7,2	7,1	7,2	8,2	9	10,6	12,4	13,1	13,1
Denmark	5,9	6,3	6,5	6,3	5,8	4,9	5,1	5	5,6	5,9	6,1	6,1	7,3
Germany	3,2	3,7	4,1	4,3	4,5	4,7	4,9	5,1	5,4	5,6	5,9	6,1	5,8
Estonia	:	:	:	:	7,2	7,2	9,6	8,7	9,6	11	12,8	14,1	14,9
Ireland	0,6	0,7	0,7	0,7	0,7	0,8	0,9	1	1	1,1	1,1	1,1	1,1
Greece	0,7	0,7	2	6,4	6,5	7,6	7,6	7	7,8	8,5	8,4	5,2	11,1
Spain	1,5	1,9	2,6	2,9	2,9	3,1	3,7	4	5,3	6,6	6,7	7,5	7,5
France	1,2	1,4	1,7	1,9	1,8	1,9	1,7	1,9	2	1,9	2,9	3,4	3,6
Croatia	:	:	:	:	:	:	:	:	:	:	:	:	2,4
Italy	6,7	8	7,6	7	6,4	7,3	7,9	7,9	7,5	8,1	8,6	8,4	8,9
Cyprus	:	:	:	:	0,6	1	1,2	1,5	1,6	2,6	2,8	2,9	3,4
Latvia	:	:	:	:	1,6	6,8	9,4	8,1	8,9	8,7	9,2	10,1	10,6
Lithuania	:	:	:	:	1,4	2,3	3,5	4,5	4,6	4,8	5,2	5,4	5,5
Luxembourg	0,8	1,6	2,2	2,3	2,5	2,4	2,4	2,6	2,7	2,7	2,8	2,8	2,7
Hungary	:	:	1,6	2	2,3	2,2	2,1	1,8	2,1	2,4	2,4	2,3	2,4
Malta	:	:	:	:	0	0,1	0,2	0,3	0,4	0,5	0,2	0,2	0,3
Netherlands	1,6	1,9	2,2	2,2	2,5	2,5	2,5	2,5	2,6	2,6	2,5	2,5	2,6
Austria	13,8	14	14,5	15,4	16	16,7	16,7	17	17,4	18,5	19,5	19,6	18,6
Poland	:	:	:	0,2	0,5	1	1	1,8	2	2,3	3,3	4,1	4,6
Portugal	1,2	2	2,1	3,2	5,6	6,2	7,2	6,3	5,7	4,3	5,8	6,1	6,1
Romania	:	:	:	:	:	0,7	0,8	1	1	1,2	1,3	1,6	2,1
Slovenia	:	:	:	:	4,6	4,6	5,5	5,9	6,1	6,3	6,4	7	7,3
Slovakia	:	:	:	2,2	2,6	4,6	6,2	6,1	7,3	7,5	9,1	8,6	8,6
Finland	6,7	6,7	7,6	7,1	7,2	6,5	6,3	6,6	6,5	7,2	7,4	8,2	8,7
Sweden	5,9	6,6	6,8	7,2	7	7	7,2	9,9	10,9	12,8	14,3	15,7	15,8
United Kingdom	3,3	3,8	4,2	3,9	3,9	3,5	3,4	3,7	4,1	4,2	4,1	3,7	3,4
Iceland	:	:	:	:	:	:	:	:	:	:	:	:	:
Norway	2	2,6	3,1	3,7	3,9	4,2	4,3	4,7	5,1	5,5	:	:	:
Switzerland	:	:	:	:	:	11	:	:	:	:	:	:	:

:=not available e=estimated b=break in time series

Organic agriculture in Europe 2012

(Source: Eurostat 2014)



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