



Vegetable growing in Finland

Fredrik Björklund
Horticultural Advisor

Pro Agria Finska Hushållningssällskapet/Suomen Talousseura
fredrik.bjorklund@fhs.fi



Vegetable production areas in Finland

Openfield production

- Main production area is in the south west Turku area and Åland islands and south east.

Greenhouse production

- Main production area of tomato and cucumber is Närpes/Etelä pohjanmaa
- Leafy vegetables (salads, herbs) are grown mainly in Turku area and south east

Difficulties - Challenges

- High production costs
- Few buyers of the products, small market
- Few consumers only 5,5 milion habitants
- Long distances for the products, eweverything traveles via Helsinki
- Low exportvolumes

Advantages - Possibilities

- Clean water and environment
- Long distance to Central Europe
- We have a high tech and good know how about the production

Grocery trademarket in Finland



FINNISH GROCERY TRADE SYNDICATES' MARKET SHARES 2015

16 600 M EUR

GROUP	MARKET SHARE %	GT SALES (M EUR)
 S Group	45.9%	7,613
 K Group	32.7%	5,433
 Lidl*	9.0%	1,492
 Suomen Lähikauppa Oy	6.4%	1,060
 Tokmanni Group*	1.4%	236 ***
 Stockmann*	1.1%	190
 M-ketju*	0.6%	98 **
 Minimani*	0.6%	93
 Other private*	2.3%	385

GT sales incl. VAT

Source: Nielsen Finland Oy

* marked, source: Finnish Grocery Trade Association

** M-ketju figure total sales, incl. household goods, source: Finnish Grocery Trade Association

*** Tokmanni Group, incl. all Tokmanni stores and their GT sales,
source Finnish Grocery Trade Association (PTY).

Nielsen Grocery Shop Directory only includes some of the Tokmanni stores.

Certificationsystems for trading fruit and vegetables

- Puhtaasti Kotimainen /
Rent Inhemskt



- IP-Sigill



- Global G.A.P.

Co-operatives helps the growers

- In Finland we have 3 producer co-operatives that are approved of EU
 - ÅTH, Åland Islands, Fruit and vegetables
 - Vihannes Laitila, Laitila (in the south west), vegetables
 - Närpes Grönsaker, Närpes, vegetables

These co-operatives helps the growers grow and sell their vegetables.

Production for industry

- We have some industry that process vegetables
 - One freezing plant that make frozen vegetables
Peas, carrots, celeriac, leek, etc.
 - One plant that makes cabbage rolls
 - Several plants that make salads for consume
 - Several plants that makes conserved vegetables
pickling cucumbers, red beets

Following trends

- As all others we search for new crops to produce
- Upcoming/Increasing: special types of cabbages, herbs, tomatoes...
- Downgoing/Decreasing: chinese cabbage, normal loose tomato
- Some increasing interest for organic vegetables

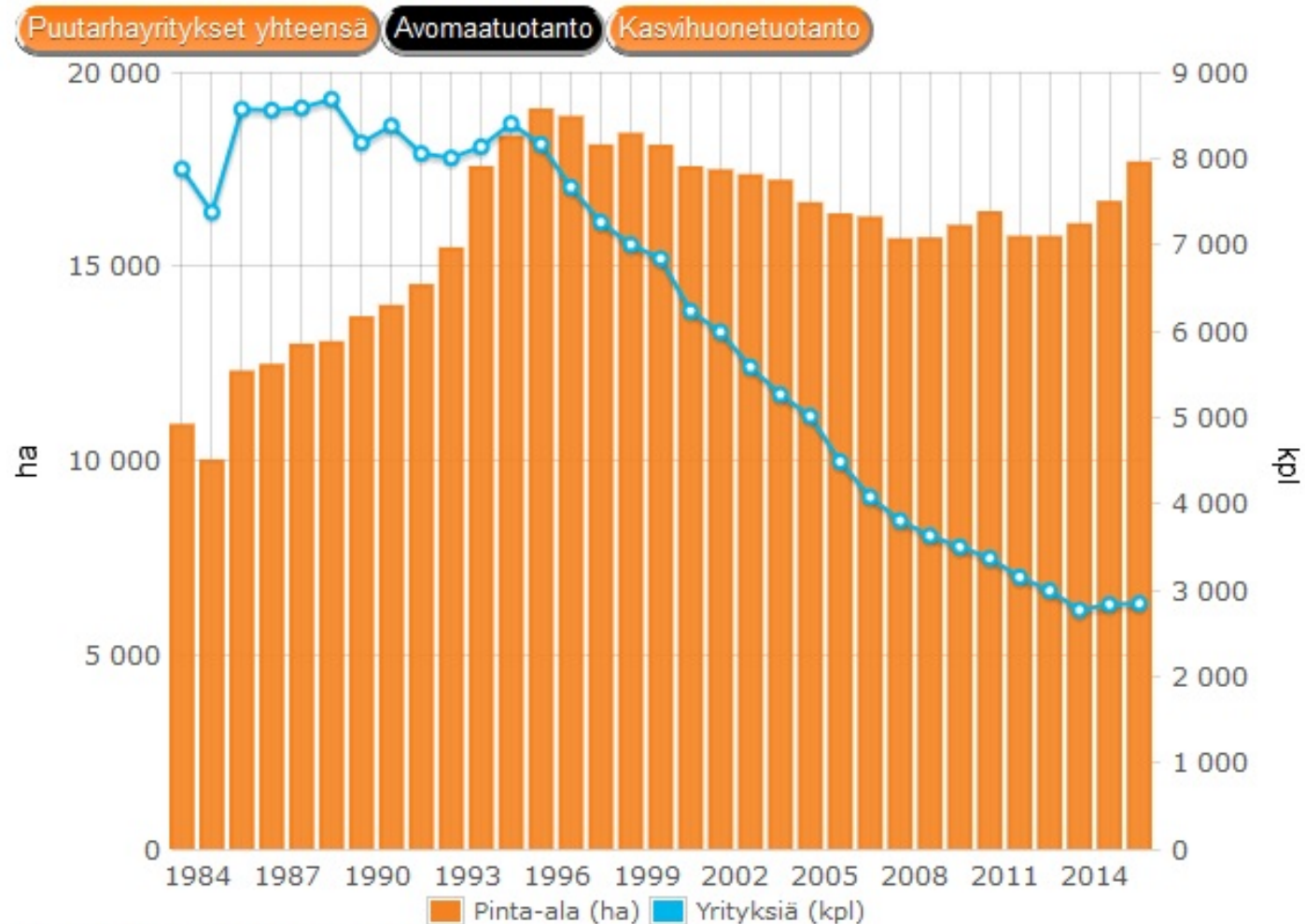


Fredrik Björklund / FHS



Open field production overview

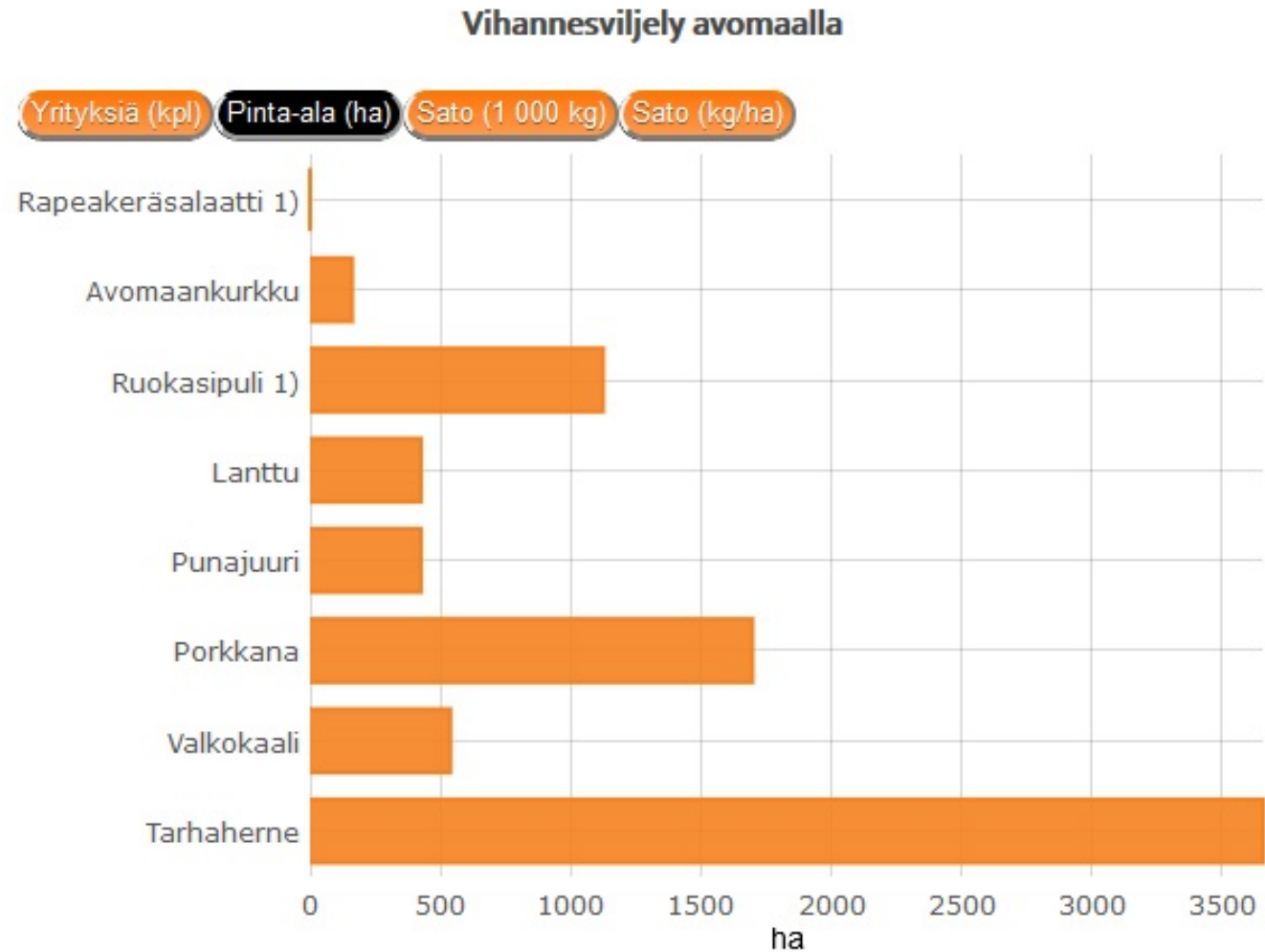
Puutarhayritysten lukumäärä ja pinta-ala 1984-



Lähde: SVT: Luonnonvarakeskus, Puutarhatilastot.

Fredrik Björklund / FHS

Open field production, main crops



Lähde: SVT: Luonnonvarakeskus, Puutarhatilastot.

Open field vegetableproduction overview

2016

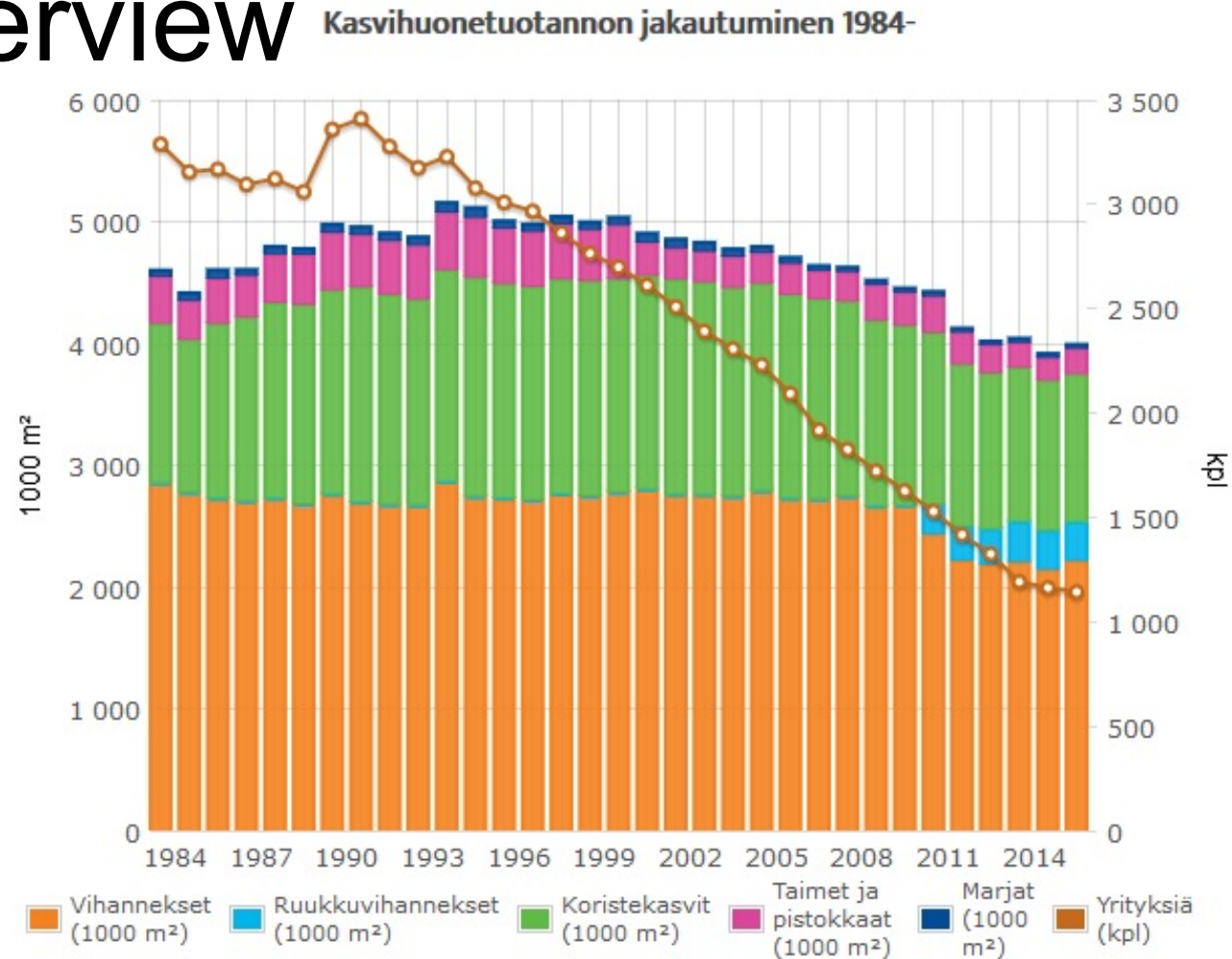
Vihannesviljely avomaalla / kokonaistuotanto							
	Yrityksiä (kpl)	Pinta-ala (ha)	Sato (1 000 kg)		Yrityksiä (kpl)	Pinta-ala (ha)	Sato (1 000 kg)
2016							
KOKO MAA							
YHTEENSÄ (laji)	1 516	10 391,00	177 168,00				
Tarhaherne	681	3 656,00	7 167,00	Avomaankurkku	113	161	9 132,00
Pensaspapu	58	48	87	Kurpitsa	45	19	320
Valkokaali	176	538	19 390,00	Kesäkurpitsa	83	63	1 652,00
Punakaali	43	31	857	Pehmeäkerä- ja erikoissalaatit	..	..	..
Kukkakaali	109	272	2 332,00	Rapeakeräsalaatti 1)	..	..	..
Parsakaali	97	200	1 072,00	Muut salaatit	..	..	..
Savojjinkaali	11	6	73	Salaatit	81	330	3 646,00
Ruusukaali	16	25	206	Kiinankaali	39	110	1 635,00
Kyssäkaali	37	12	212	Lehtiselleri	16	13	158
Porkkana	326	1 697,00	72 910,00	Pinaatti	17	71	1 023,00
Punajuuri	166	425	11 410,00	Raparperi	42	11	132
Lanttu	154	425	12 269,00	Tilli	142	114	193
Nauris	114	269	1 392,00	Persilja	40	8	33
Mukulaselleri	27	27	933	Valkosipuli	83	27	141
Palsternakka	88	121	1 994,00	Parsa	29	26	13
Ruokasipuli 1)	337	1 124,00	26 096,00	Sokerimaissi	43	21	90
Purjo	46	30	597	Muut vihannekset	249	512..	

Challenges in open field vegetable production

- Finding fields with a good/suitable history for a decent price and distance to the farm
- The range of pesticides and herbicides are getting more limited every year – making it hard to manage problemsituations to an economically tolerated cost
- Labour costs are increasing
- Byrocrasy is increasing to gowernment and different instances



Greenhouseproduction overview



Lähde: SVT: Luonnonvarakeskus, Puutarhatilastot.



Vegetableproduction in greenhouses main

	YHTEENSÄ (laji)			Tomaatti			Kasvihuonekurkku			Avomaankurkku			Pehmeäkeräsalaatti			Rapeakeräsalaatti		
	2016			2016			2016			2016			2016			2016		
	Yrityksiä (kpl)	Kasvihuoneala (1 000 m2)	Sato (1 000 kg)	Yrityksiä (kpl)	Kasvihuoneala (1 000 m2)	Sato (1 000 kg)	Yrityksiä (kpl)	Kasvihuoneala (1 000 m2)	Sato (1 000 kg)	Yrityksiä (kpl)	Kasvihuoneala (1 000 m2)	Sato (1 000 kg)	Yrityksiä (kpl)	Kasvihuoneala (1 000 m2)	Sato (1 000 kg)	Yrityksiä (kpl)	Kasvihuoneala (1 000 m2)	Sato (1 000 kg)
KOKO MAA	560	2 192,00	85 303,00	334	1 062,00	40 621,00	213	519	39 140,00	77	72	1 178,00	55	157	2 885,00	15	16	32
Uusimaa	34	84	2 097,00	21	25	622	17	28	1 049,00	5	2	42	6	6	208	4	9	17
Varsinais-Suomi	177	580	9 618,00	77	145	3 617,00	45	85	3 896,00	32	49	885	29	81	781	7	6	14
Satakunta	27	139	4 236,00	14	79	2 899,00	11	30	1 240,00	3	1	5	1..	..	..	..	..	..
Häme	21	23	327	13	7	141	8	6	115	7	3	18	4	4	43	1..	..	..
Pirkanmaa	22	55	1 371,00	16	33	838	10	5	39	5	1	7	2..	..	..	..	..	..
Kaakkois-Suomi	16	31	1 220,00	12	9	195	7	8	823	5	3	39	4	7	138..	..	..	..
Etelä-Savo	14	17	156	9	4	30	6	7	75	9	6	50	1..	..	..	1..	..	..
Pohjois-Savo	11	26	1 130,00	8	15	352	6	9	771	3	0	2	1..	..	..	1..	..	..
Pohjois-Karjala	5	15	310	3	5	52	3	8	240	2..	..	..	..	..	..	..	..	..
Keski-Suomi	6	10	188	5	4	69	5	6	119..	..	..	..	..	..	..	..	..	..
Etelä-Pohjanmaa	15	112	5 860,00	10	46	1 748,00	7	29	2 919,00..	..	..	..	2..	..	..	..	..	..
Pohjanmaa	187	1 015,00	56 625,00	132	663	29 099,00	77	273	26 798,00	4	5	98	3	9	121	1..	..	..
Pohjois-Pohjanmaa	9	31	753	8	16	394	8	14	353	1..	..	..	1..	..	..	..	..	..
Kainuu	2..	..	..	2..	..	..	1..	..	..	..	..	..	..	..	..	..	..	..
Lappi	3	4	60	1..	..	..	1..	..	..	..	..	..	..	..	..	..	..	..
Ahvenanmaa	11	37	352	3	5	165	1..	..	..	1..	..	..	1..	..	..	..	..	..

Greenhouse production

- 30% of the tomatoes and 75% of the cucumbers (production, kg) is produced under artificial lighting
- Cucumbers 57Ha tot, 20Ha under artificial lighting
- Tomatoes 104 Ha tot, 30 Ha under artificial lighting
- Paprikas (includes chilis) 8Ha 2017 normally 6 Ha

Greenhouse production

- We use mainly biofuels for heating the greenhouses.
 - Peat, Woodchips
- Biological pestcontrol is mainly used

Possibilities in vegetable production

- Vegetableconsumtion is increasing
- Bying locally is popular

The key for success, philosophy

1. Earning the trust of the consumers.
2. Producing safe and high quality products with good taste.
3. Keeping the two points above as a motto.
4. Never misuse the trust of the consumer.



**Good Luck Producing
Vegetables!**

Fredrik Björklund / FHS

Questions ?

Thank You!

Fredrik Björklund

fredrik.bjorklund@fhs.fi



Pro Agria
Finska Hushållningssällskapet
- Suomen Talousseura

Fredrik Björklund / FHS