

Apple and berry farming
in Finland; current
status, latest news and
product development.
- Paula Achrén



About myself

- ▶ Paula Achrén, 37 years
 - ▶ www.paulanpuutarha.fi
 - ▶ IT Engineer / Apple farmer in 3rd generation
 - ▶ Family; husband and 3 children
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- ▶ Apples: 8,5ha
 - ▶ Rhubarb: 0,5ha



How did it got started..

- IT engineer since 2004
- Worked at Elcoteq Design Center 2005
- Started at Nokia 2006
- Decision about taking over the apple farm in Feb 2007
- Studying farming (120ov) at Tuorla
- Moved to farm 2009
- Quit working at Microsoft 2015



History of our farm

- Starting from 1965 : strawberries, cucumbers, dill, carrots, apples..
- All production buildings from 1970
- After year 2000 renovating and concentrating only on apples and rhubarb.
- After 2007 new machinery
- 2016 built 500m2 new production building with up-to-date spaces



Apple product development

- About 80% of apples sold as apples, rest are pressed into juice.
- Own products: applejuice and cider



Apple product development

- Co-operation products: Helsinki Applejack and Glög.



Apple juice making



Servicing also customers based on reservations. Old traditional machine. Juice making service for over 40 years.

Apple juice making



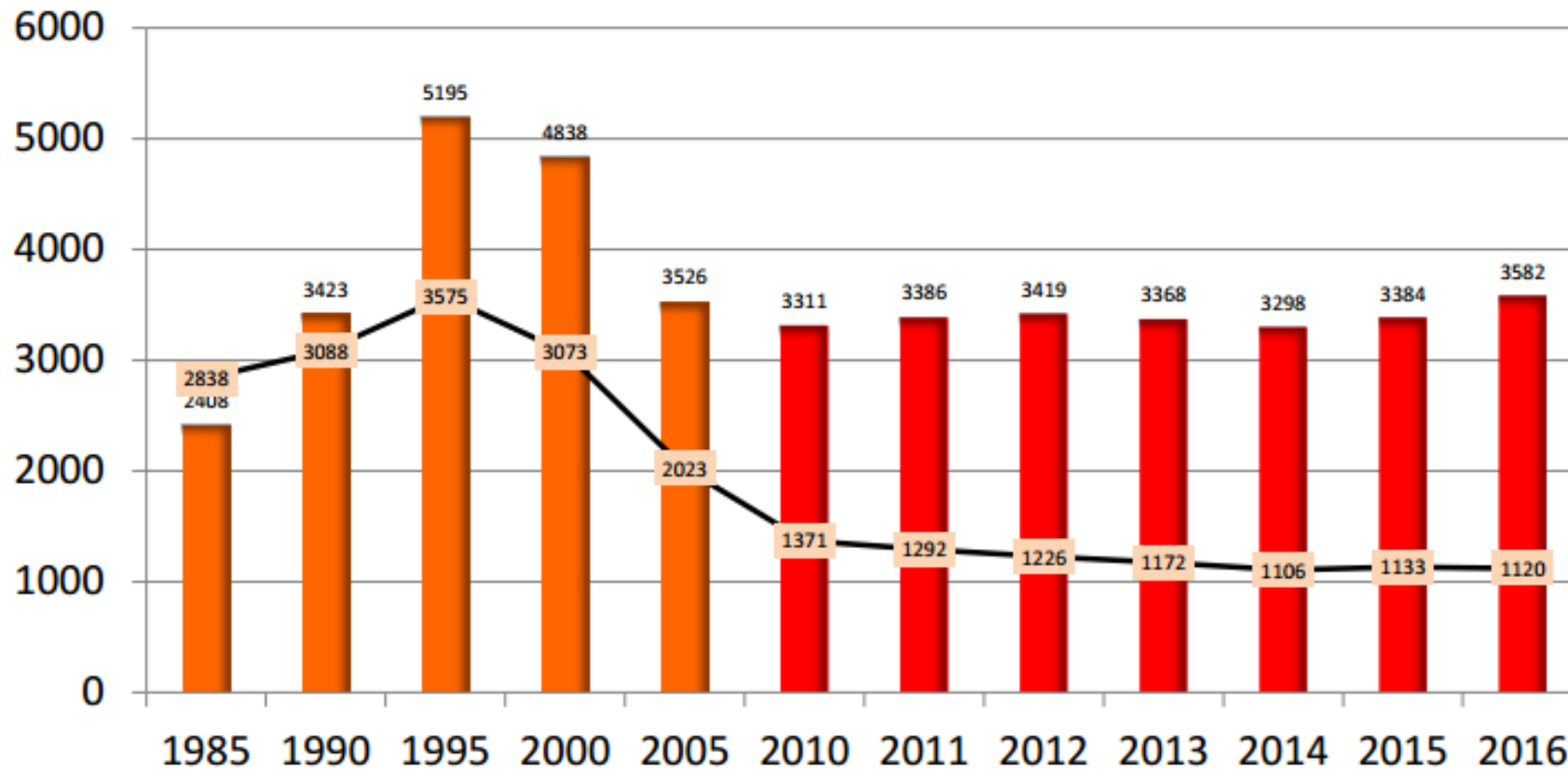
Berry farming changes

- Berry farming has faced big changes during the last few years.
- Especially strawberry and raspberry season has changed from previous few weeks into several months.
- Main reason for longer harvesting season are tunnels
- First strawberries can now be eaten in April and last ones in October 😊
- People are beginning to learn that you can get fresh berries for a much longer time than before.
- The large scale frozen berry industry is helping also in keeping the fresh berry prices in good level



Strawberry production in Finland between 1985-2016

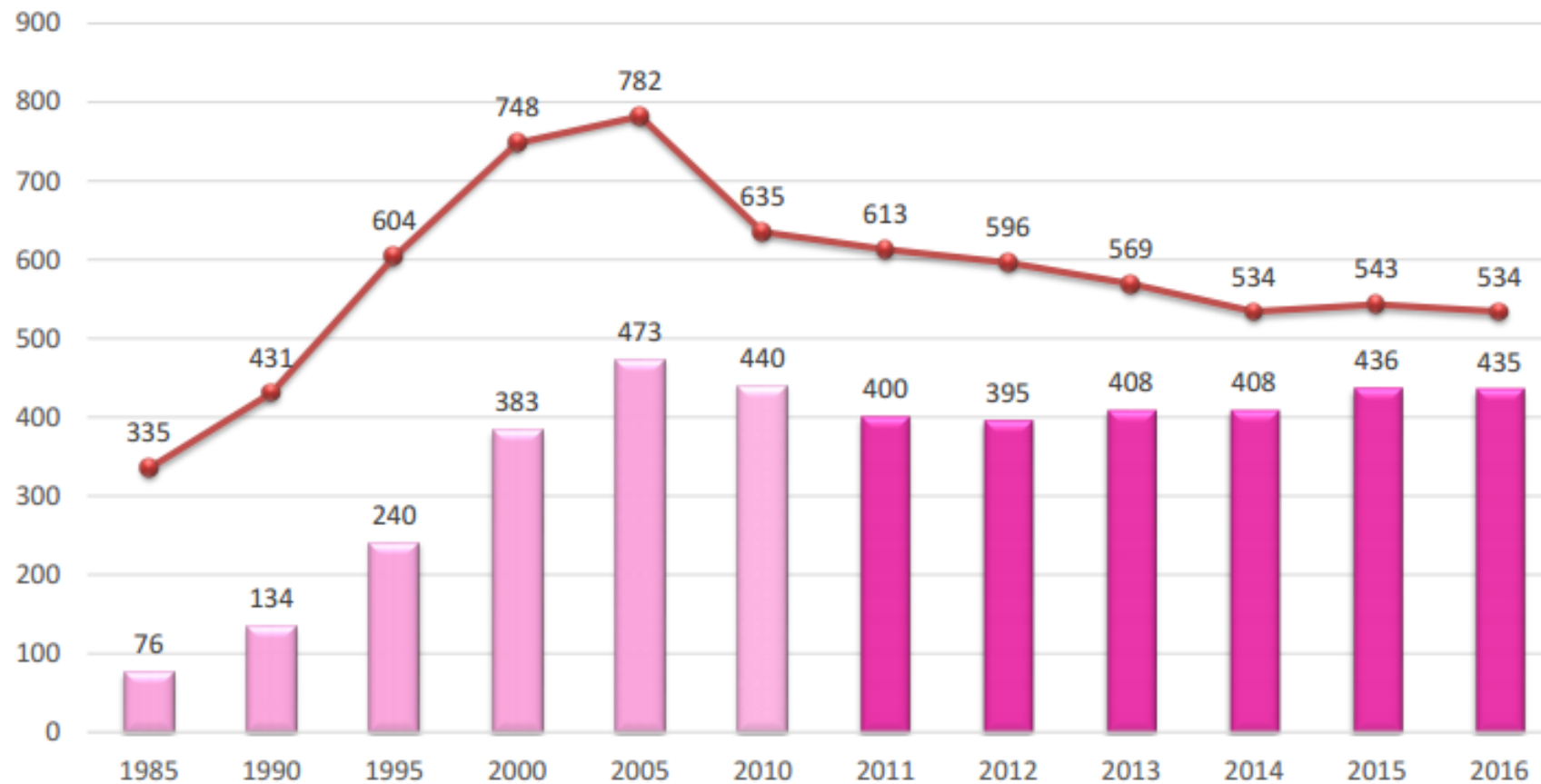
Luke Puutarhayritystilasto - HS/hml



Total area (bars) and number of farms (line)

Raspberry production in Finland

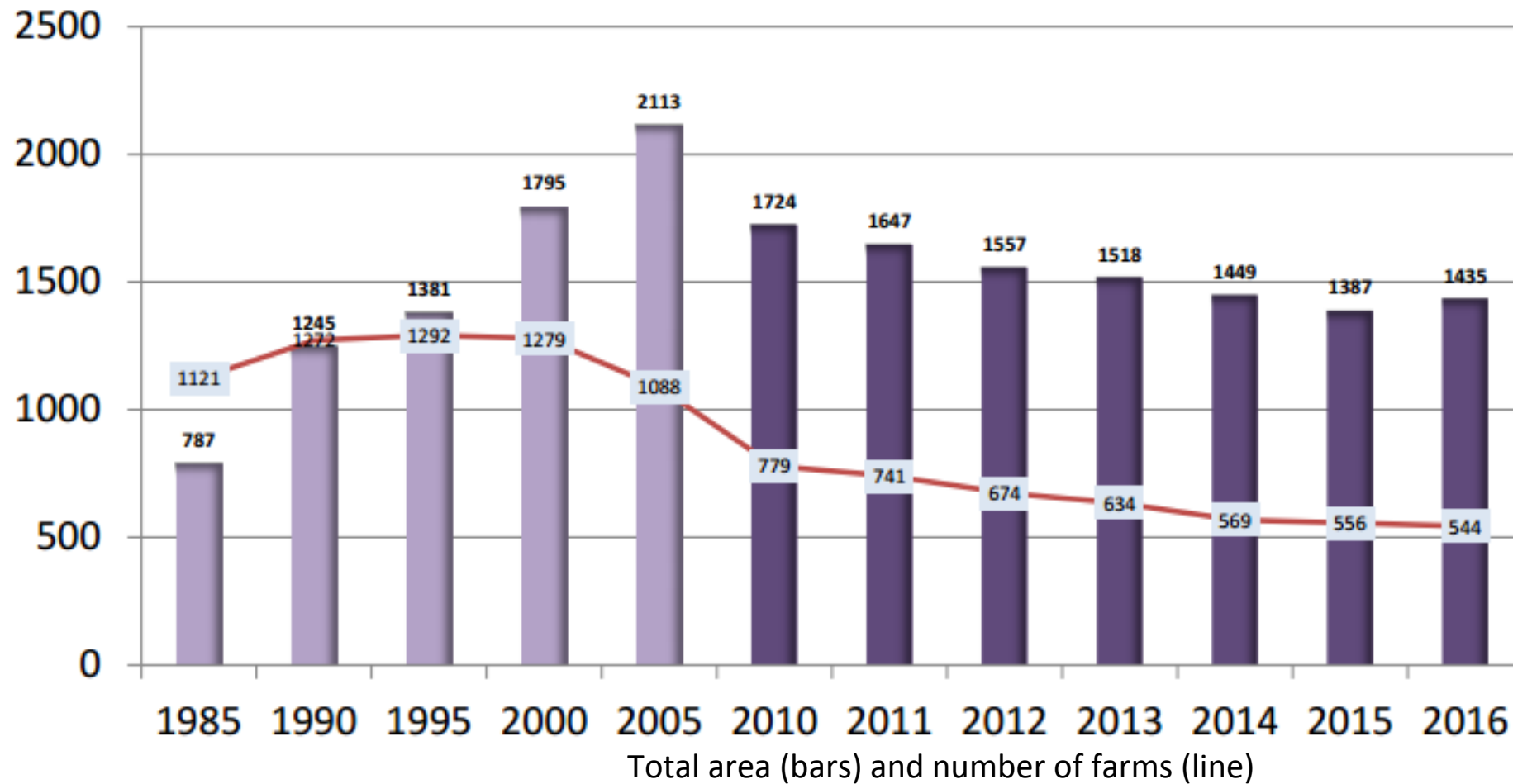
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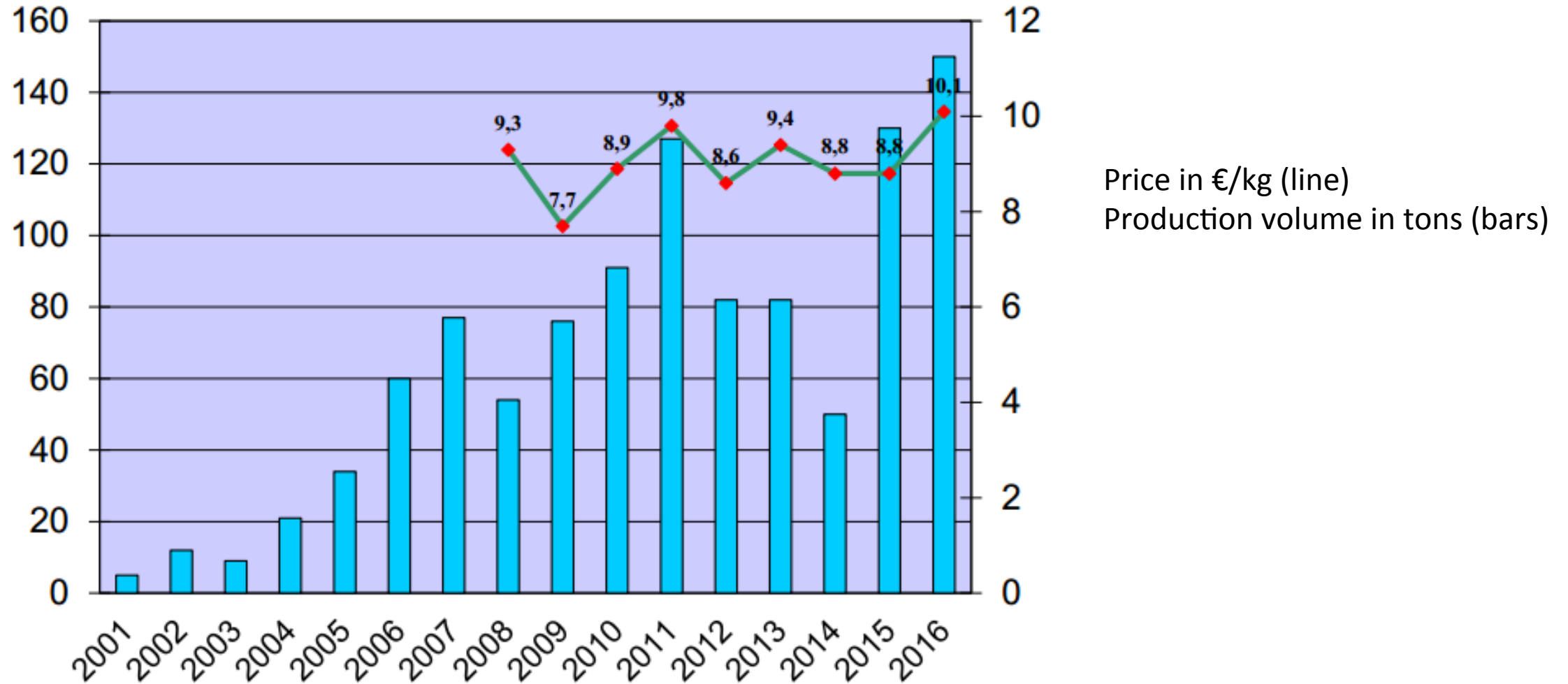
Total area (bars) and number of farms (line)

Black –and greencurrant production

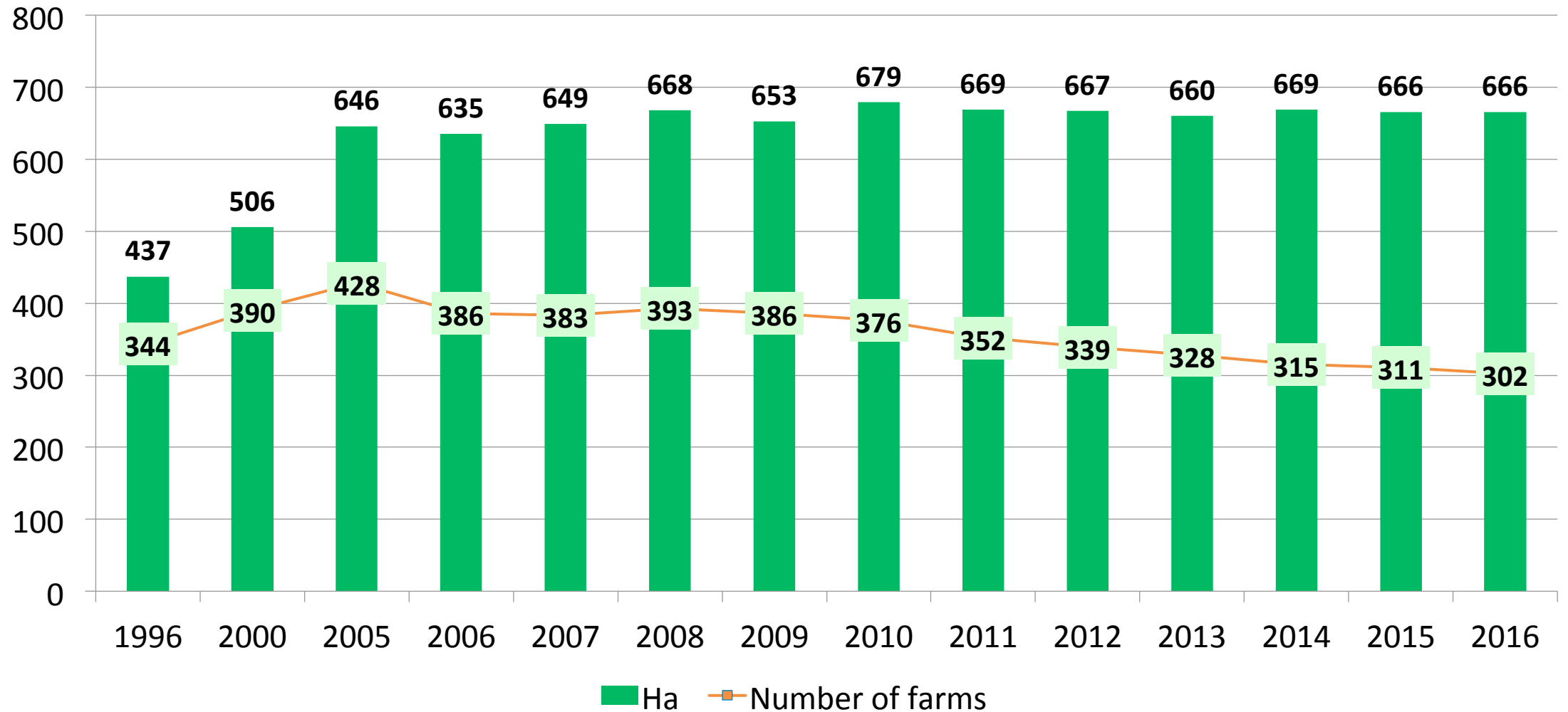
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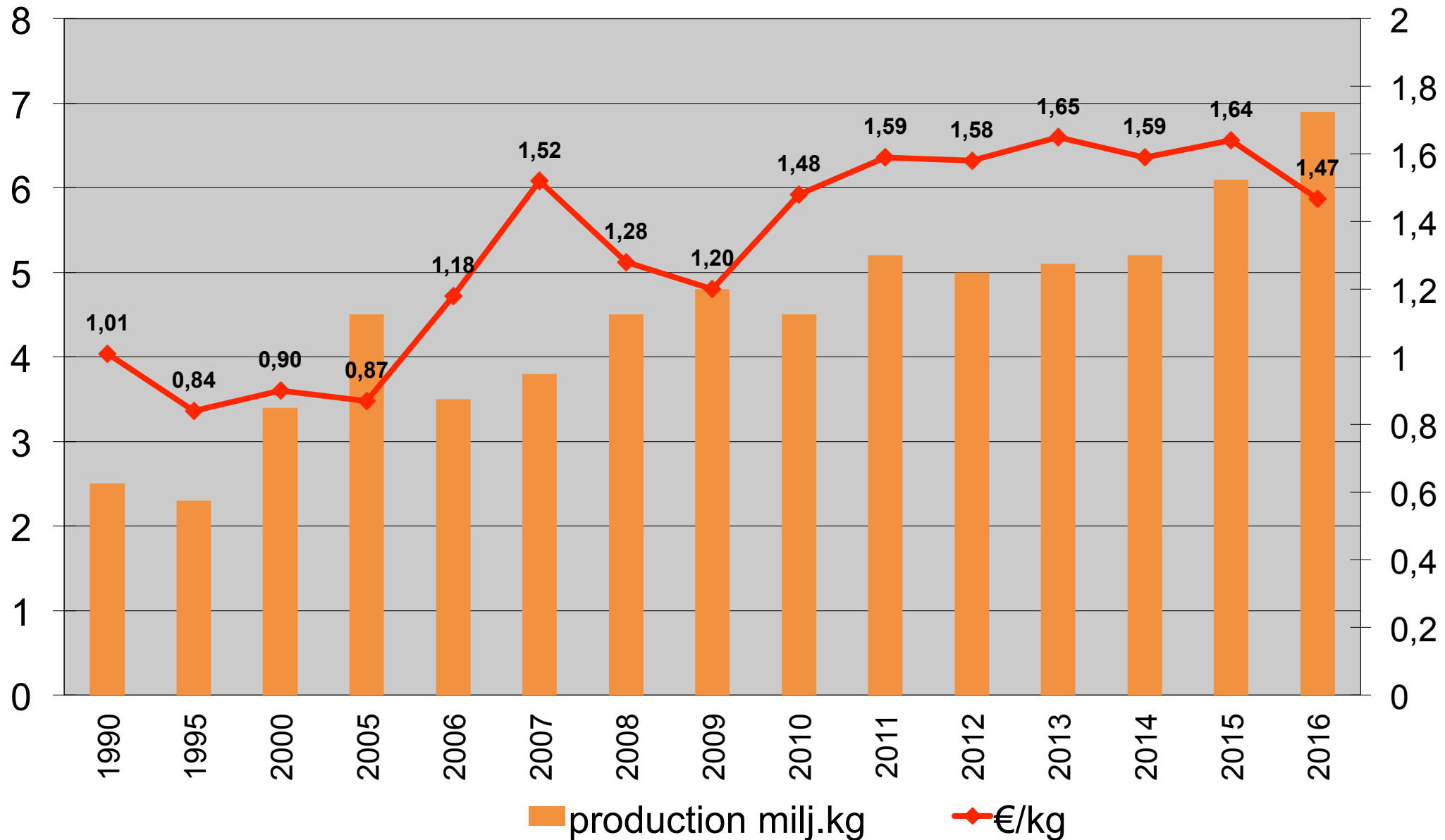
Blueberry production volumes and farmer prices



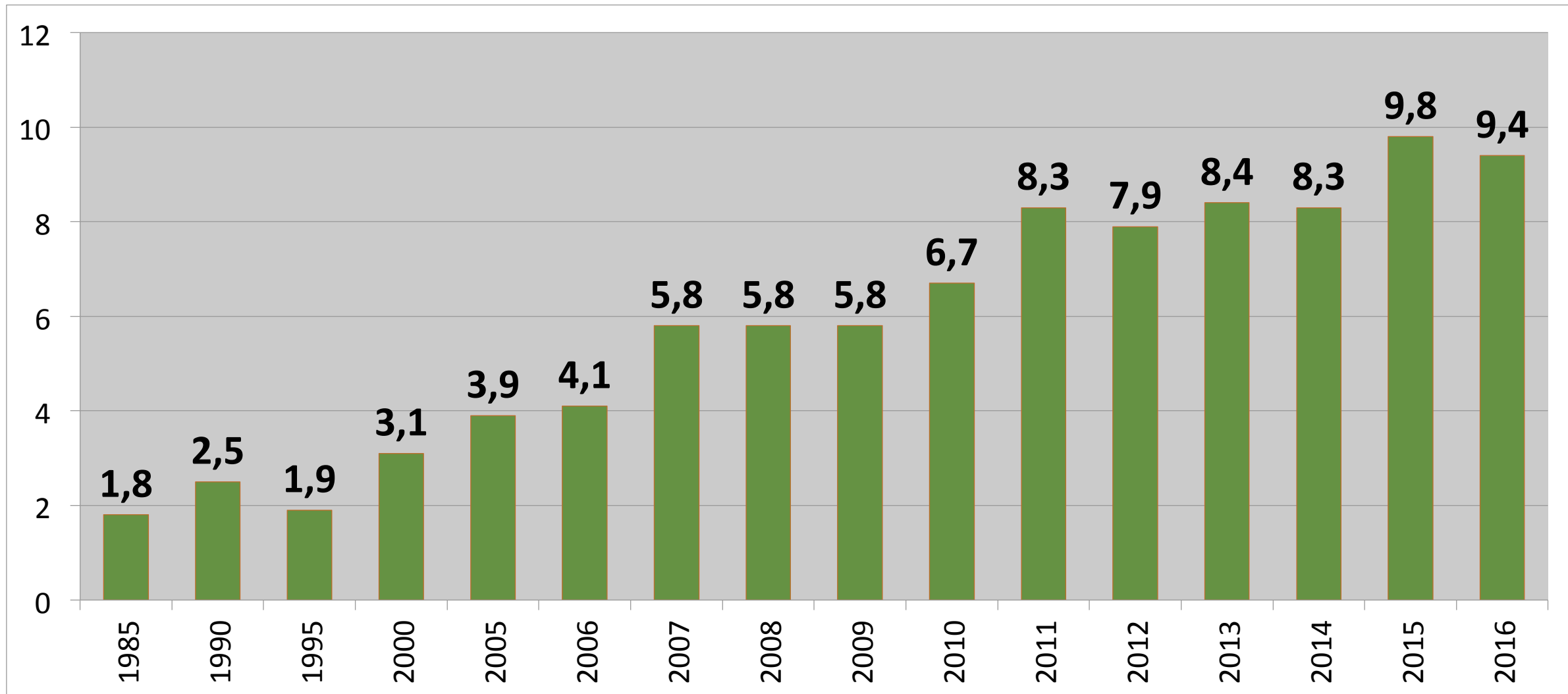
Apple production in Finland between 1996-2016



Apple production amount and mid price between 1990-2016

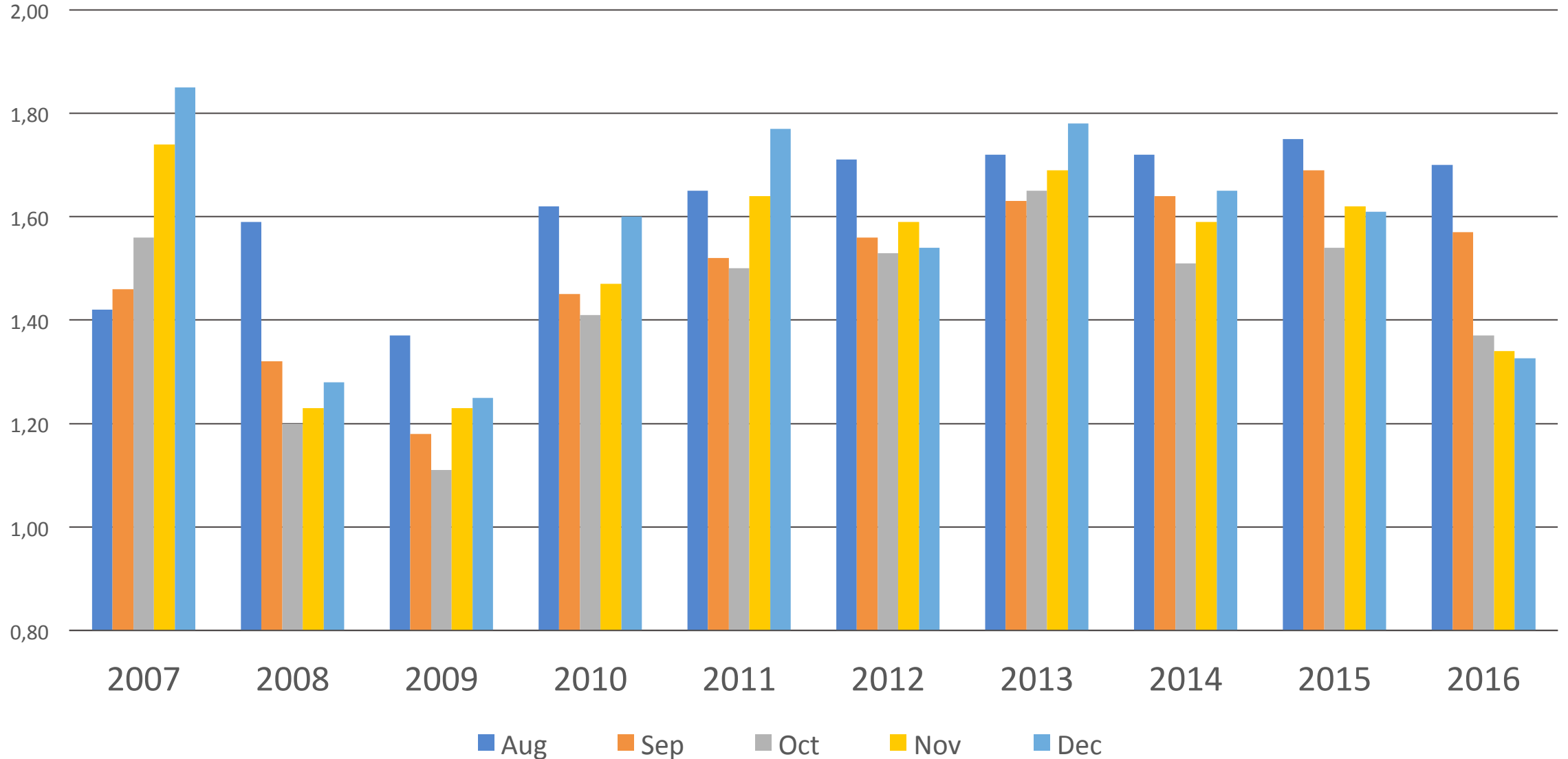


Value of the apple production, milj. €



Monthly midprice of apples (€/kg, tax 0) changes 2007-2016

Source: Kasvistieto Oy



Changes in farming

- Climate changes - threats and or possibilities?
- Longer growing season con's:
 - Frost damage during flowering if an early spring
 - Frost damage late autumn when picking winter apples
 - Milder winters - more bugs
- Longer growing season pro's:
 - Possibilities for new varieties
 - Longer production season



Challenges with changes in farming

- Limitations in allowable chemicals, pesticides and fungicides
- Grower must always know exactly WHY, WHEN and WHAT to spray.



Installation of
feromone traps

Hail storms



Pictures from Aug and Nov
2016

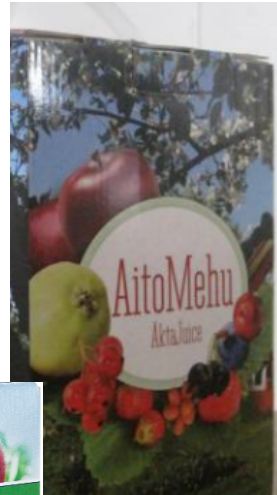
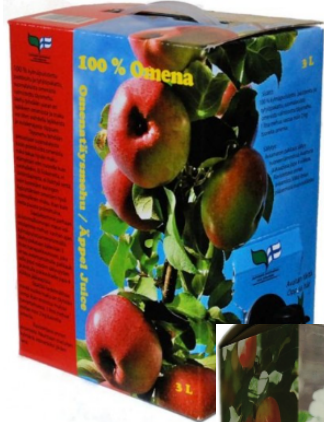


Wild animals

- Damages made by deers, moose, hare ...
- Difficult to keep out



Competition



- Cheap apples imported ie.from Poland
 - Even worse - sold as Finish!

Still a lot of manual work



Future of apple production in Finland

- ▶ Demand for local products is high
- ▶ Production volumes are increasing
- ▶ New apple varieties are bringing new possibilities
- ▶ "teaching" people to demand local apples all year round
- ▶ ULO (ultra low oxygen) storing



Future...

- ▶ Plant more trees per hectare
- ▶ Old fields 600-800 trees/ha up to 2500 trees/ha



Future

- ▶ Feed the trees with foliar sprays and drip irrigation
- ▶ Monitor the soil: too wet / too dry



Future...



Future...

- ▶ Storing the apples as long as possible
- ▶ Bring the apples into stores in perfect condition
- ▶ Concentrate on the quality of the fruits
 - ▶ You want to keep the customers loyal to your product



Continious learning

- ▶ Farmers are responsible for keeping up with "self-development" and training
- ▶ Many interesting things are ongoing around the world - but one must be also critical
- ▶ In Finland the Fruit and Berry farmers association is holding yearly (twice a year) conferences where latest information is shared
- ▶ Co-operation with colleagues - or are they competitors ? (I personally don't thinks so..)
- ▶ EU laws - be aware of the changes.
- ▶ Profitability - calculations - know where / what to invest and how much labor costs etc are.

Future apple production development

- ▶ Chips
- ▶ Jam
- ▶ Relish
- ▶ Sauce
- ▶ Seasoned bits in sauce
- ▶ Glög
- ▶ Vinegar
- ▶ Alcohol ...



More ideas from around the world..

- ▶ Future orchard systems, NZ:
<https://www.youtube.com/watch?v=VF6Ak6sUT2w>
- ▶ Mechanical thinning: https://www.youtube.com/watch?v=L6xgbgaiX_U
- ▶ Root bruning: <https://www.youtube.com/watch?v=lkNIX7lZbjU>
- ▶ Mechanical apple picking: <https://www.youtube.com/watch?v=mS0coCmXiYU>
- ▶ <https://www.youtube.com/watch?v=UaL3UxUclKY>

A photograph of two deer in a fenced enclosure. In the foreground, a young spotted fawn stands in tall green grass, looking towards the camera. Behind it, an adult doe stands on a gravel path that leads into a dense forest. The area is enclosed by a wire fence supported by wooden posts. The background is filled with lush green trees and ferns. The word "Kiitos!" is overlaid in large green letters on the right side of the image.

Kiitos!