

Tropical and off-season fruits in Finland



**Finnpartnership
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Finland is a relatively small European Union market for tropical and off-season fruits. However, Finnish consumers have a large interest in increasing variety of available products. Increased global mobility and internet make it possible for Finnish people to travel to the countries of origin of tropical fruits and learn about new products. Besides, the food retail market in Finland is highly concentrated. Almost all fresh fruit and vegetables are sold through the supermarkets, hypermarkets, and other stores that belong to one of the few retail chain groups. Finnish retail is vertically integrated with sourcing (wholesale) and distribution companies. In this fact-sheet, specifications for the fresh tropical and off-season fruits in the Finnish market are provided.

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A. Product description

1. HS code and language for popular fruit imported into Finland (in Finnish)

HS Code	In English	In Finnish	In Finnish, plural
0803.00	Banana	Banaani	Banaanit
0804.40	Avocado	Avokado	Avokadot
0804.30	Pineapple	Ananas	Ananakset
0810.50	Kiwifruit	Kiivi	Kiivit
0804.50	Mango, guava, mangosteen	Mango, guava, mangostani	Mangot, guavat, mangostanit
Off season fruits			
0805.10	Orange	Appelsiini	Appelsiinit
0805.20	Mandarin, clementine	Mandariini, klementiini	Mandariinit, klementiinit
0805.50	Lemon, lime	Sitruuna, lime	Sitruunat, limet
0808.10	Apple	Omena	Omenat
0808.30	Pear	Päärynä	Päärynät
0808.40	Quince	Kvitteni	Kvittenit
0806.10	Grape	Viinirypäle	Viinirypälet
0809.10	Apricot	Aprikoosi	Aprikoosit
0801.19	Coconut	Kookospähkinä	Kookospähkinät
0807.11	Watermelon	Vesimeloni	Vesimelonit
0807.20	Papayas	Papaija	Papaijat
0809.30	Peach, nectarine	Persikka, nektariini	Persikat, nektariinit
0809.40	Plum, sloe	Luumu, oratuomi	Luumut, oratuomea
0805.40	Grapefruit, pomelo	Greippi, pomelo	Greipit, pomelot
0810.10	Strawberry	Mansikka	Mansikat
0810.20	Raspberry, blackberry, mulberry, loganberry	Vadelma, karhunvatukka, mulperipuu, loganmarja	Vadelmat, karhunvatukat, mulperipuut, loganmarjat
0810.30	Currant, gooseberry	Herukka, karviaismarja	Herukat, karviaismarjat
0810.40	Cranberry, bilberry	Karpalo, mustikka	Karpalot, mustikat



2. Fruit product description

Below are practical and concrete information on how fruit products are sold in Finland, in terms of quality, size/quantity, labeling and packaging. Other buyer requirements (legal and non-legal Market Access Requirements (MAR) and terms of payment and delivery) are introduced in [section F](#).

2.1. Weight classes per portion

Net weight pre-packed is commonly from 0.125kg to 1.5kg. Sometimes, in high seasons of a particular fruit, there are 2kg and 3kg packages, even 5kg packages.

Avocados, mangoes, and kiwifruit are often sold in 0.5, 0.8, and 1.0 kg packages.



Avocado



Mango



Kiwifruit

Delicate off-season fruit like berries (i.e. blackberry, black currant, blueberry, raspberry) are sold in a 0.125 kg packages in supermarkets, and strawberries are sold in a 0.25kg packages or bigger. Packages weighting 0.25, 0.5, and 1kg are common too, especially during the high season. In local markets, half liter and 1 liter are commonly used.

Nectarines, peaches and grapes are sold in 0.5-1.5 kg packages.



Berries



Peach



Grape

All fruits, and especially non-delicate ones, i.e. avocado, mango, banana, apple, pear, orange, grapefruit, melon, watermelon, lemon, and lime, can be offered as bulk in larger (wooden or plastic) crates or cardboard boxes. In that case, consumers can decide the weight per portion. Melon fruits are sometimes sold in cut pieces and priced per piece. Apples and oranges may be sold per piece in the convenience stores.



Sold in bulk, price by weight



Cut and priced per piece



Sold per piece



2.2. Labeling

The following items must be mentioned on the label of (pre-packed) fresh fruits in two mandatory languages Finnish and Swedish (see for general rules [EU Directive 2000/13/EC](https://eur-lex.europa.eu/eli/dir/2000/13/20160101)):

- the name under which the product is sold;
- the commercial identification: class, size (code), number of units, net weight;
- name and address of the producer;
- place/country of origin.

In addition, any certification logos (if applicable) and/or retailer logos (in the case of private label products) should be on the label. Bar codes are used on all pre-packed products.

Here are some examples of fruit labels in Finnish market:



Blueberry



Avocado



Grape

2.3. Packing

Consumer packaging can be a mesh bag, a plastic container in a mesh bag or in a plastic sachet.



Plastic container



Mesh bag



*Plastic container in
mesh bag*



Plastic bag

B2B packaging is often crates and boxes. They can come in various sizes depending on products and requirements of buyers.





B. Finnish fruit market

1. Fruits produced and cultivated in Finland

There are several fruits produced and cultivated in Finland, i.e. strawberry, bilberry, blueberry, lingonberry, cloudberry, raspberry, and apples.

2. Wholesalers

The following wholesalers are Finland-based: [Satotukku](#), [Mr Good Food](#), [Uudenmaan Vihannes Oy](#), [Vihannespörssi Oy](#), [Fresh Servant Oy AB](#), [Fruitkit Oy](#), [Etelä Pohjanmaan Taimisto](#), and some other company contacts can be found [here](#).

These are wholesalers exporting fruits to Finland: [Driscoll](#) (American), [Jaguar](#), [Nature's Pride](#) (Dutch), [Hoogstraten](#) (Belgium), Berry World (British), [Pepinogold](#) (German), and [Geia](#) (Danish).

3. Retailers

The 2 largest chains in Finland are [K-group](#) and [S-group](#), having a market share of almost 80%. In 2016, S-group's share was 47.2%, and K-group's was 36.2%. [Lidl](#) took the 3rd place with 8.8%. More information about Finnish agriculture and food sector can be found [here](#).

The main retailers of fruit in Finland are:

- hypermarkets, i.e. [K-citymarket](#) (belonging to K-group), [Prisma](#) (S-group);
- supermarket, i.e. K-supermarket and K-market (belong to K-group), Lidl, Alepa and S-market (belong to S-group), Stockmann Delicate (belong to [Stockmann](#)).

The major Finnish retail chains are vertically integrated with Finnish sourcing (wholesale) and distribution companies (i.e. [Kespro](#), [Inex Partners](#), and [Tuko Logistics](#)), which also supply catering services. Buying is often centralized nationally for large (mainstream) product volumes from countries of origin directly.

The major retail chains are vertically integrated with sourcing (wholesale) and distribution companies. That makes it possible to maintain an efficient delivery system and countrywide network of supermarkets and other stores in a country that is populated with a very low density, especially in the northern parts.



Prisma



Stockmann



K-citymarket



K-citymarket



Alepa



Pop-up shops

There are also a few local markets in Helsinki (capital city) that sell off-season fruits, i.e. [Hakaniemen Kauppahalli](#), [Vanha Kauppahalli](#), ethnic markets (i.e. [Aseanic Trading Oy](#), [Vii-voan](#), [Thai Orchid Market](#)) and pop-up shops that often sell fruits produced or cultivated in Finland during high seasons.

Supermarkets sell both fresh and processed products under their private label next to other brands (i.e. "Rainbow" and "X-tra" belong to S-group, "Pirkka" and "K-menu" belong to K-group). This demands exporters maintaining a certain level of quality when supplying a private label.



Rainbow



X-tra



K-menu



Pirkka

4. Market information

Finnish consumers have a large interest in increasing variety of available products. Increased global mobility and internet make it possible for Finnish people to travel to the countries of origin of tropical fruits and learn about new products.



The supply chain of fresh fruit in Europe and in Finland in particular develops toward a more sustainable approach of production and handling. Environmental and social issues are becoming more important for consumers and retailers. Market share of organic products in food sector was 2.3% in 2017, with S-group's grocery stores being the largest sellers of organic products in Finland ([Organic sales in Finland](#)).

In Finland when shopping for food in general and fruit in particular, hybrid consumption is a stronger phenomenon than price consciousness ([K-group news](#)). The research in 2017 shows that almost half of Finnish people fall into this category, meaning they only accept the highest quality or the most ethical option for a particular product, but also simultaneously are extremely price conscious about another product. Finnish people also spent 19.7% on fruit and vegetables out of expenditure for food and non-alcoholic beverages. ([Finnish agriculture and food sector 2017](#)). In 2015, annual consumption per person of fresh vegetables was 62.3kg and that of fresh fruit was 45kg.

During the European growing season, the off-season fruit are widely available and are offered relatively cheaply.

Mainstream fruits in Finland are:

- apples and strawberries that are produced in Finland. Berries are offered for relatively high price, because of labor intensive growing methods and therefore, they are not consumed on a large scale. Some cultivars, i.e. Royal Gala apples, are considered of better quality and are sold within upper limit margin price for apples.



Strawberry



Royal Gala apple



Apple

- 'southern' off-season fruits such as banana, avocado, mandarins, oranges, grapes, and lemons. They are widely available for relatively low prices, except for avocado. Other 'southern' off-season fruit or tropical fruit such as mangosteen, citrus fruit, and papaws are less known products in usage.



Kumquat



Carambola



Papaya



Persimmon



Pitaya



Grapefruit



Kiwifruit



Lemon



Plum

Additional information

In many cases, fruit sourcing is centralized at the European level. Kesko Food is a member of Associated Marketing Services (AMS), a strategic buying alliance based in the Netherlands. The S-Group has its own channels through CoopNorden. Some purchasing decisions are made in such buying alliances.



C. Retail price

Table 1: Indicative consumer prices of tropical and off-season fruit in Helsinki in September 2018 (per kilo)

Prices are based on the semi systematic shop checks. Be aware that these figures are just indications due to price volatilities. Prices depend on weather conditions, volumes supplied, season, type of shipment, quality, country of origin, type and location of retails, and any promotion campaign happening.

Product	K-Citymarket	Prisma	Stockmann	Lidl	Alepa
Banana	€1.59	€1.29	€1.59	€1.29	€1.59
Avocado class 1	€7.49	€7.25	€7.25	€5.58	€6.69
Pineapple	€1.79	€1.89	€2.15	-	€3.15
Kiwifruit	€5.78	€4.98	€5.95	€4.98	€4.30
Mango	€3.00	€4.45	€5.00	-	€2.65
Orange	€2.29	€1.85	€2.65	€1.79	€2.15
Mandarin	€2.49	€3.29	€3.45	-	€1.79
Lemon	€3.29	€3.65	€3.80	€3.59	€8.65 (organic)
Apple	€0.79-2.99	€0.75-3.25	€1.5-5.15	€1.38-4.42	€0.98-2.75
Pear	€2.29	€2.59	€2.55	€2.15	€2.45
Grape	€5.29-7.47	€5.5-5.96	-	€5.38	€6.58
Watermelon	€1.69 (in whole)	€2.15	€3.35	-	€3.15
Peach	€2.50	€2.15	-	-	€2.95
Plum	€3.98	€2.79	€3.45	€2.78	€3.15
Grapefruit	€2.19	€2.50	€2.59	€2.69	€3.15
Strawberry	€13.72	€13.96	€6.90	-	€15.00
Blueberry	€23.02	€23.84	€28.00	€23.12	€25.20
Raspberry	€23.02	€26.32	€28.00	-	€27.12
Coconut	€3.95	€1.19	€3.5	-	-
Carambola	€17.95	€11.89	€19.90	-	-
Pitaya	€14.90	€16.70	€15.90	-	-
Kumquat	€14.95	€10.70	€15.90	-	-
Papayas	€7.95	€6.49	€9.90	-	-
Passionfruit	€9.95	€11.00	€12.90	-	-
Pomegranate	€4.95	€5.25	€5.55	€4.99	-
Persimmon	€5.95	-	€6.15	-	-
Guava	€16.90	-	-	-	-



D. Channels to bring fruit into the Finnish market

1. Direct contact with buyers through trade fairs

International trade fairs can serve as a useful contact opportunity.



[Local and Organic Food Fair](#) - meeting place with companies and entrepreneurs who produce local and organic food. Hosted in Helsinki, Finland.

Important international trade fairs for fruits in Europe:

- [Fruit Logistica](#) – known as the world's leading international trade fair for fresh fruits and vegetables, dried fruits, and tree nuts. Hosted in Germany.
- [Fruit Attraction](#) - international trade show for the fruit and vegetable industry. Hosted in Spain.
- [Anuga](#) - the largest trade fair for food and beverage. Hosted in Germany.
- [BIOFACH](#) - a fair dedicated to organic food. Hosted in Germany.
- [SIAL](#) – the world's largest food innovation exhibition. Hosted in France.

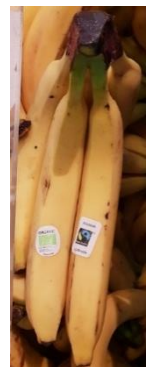
Additional information

When visiting a trade fair, one should always have samples that are well-prepared and properly labeled. These samples need to represent product quality and showcase skills to potential buyers.

2. Promotion

In order to export tropical fruit and off-season fruit to the Finnish market, exporters should consider the following information:

- During European growing season, with off-season fruits: if applicable, emphasize the ability to be able to easily deliver and to compete on lower prices for those fruits outside the European production season.
- With fruits sold at relatively high price, i.e. berries or Royal Gala apples, if applicable, emphasize the ability to compete on lower prices.
- With non-mainstream fruits or new cultivars of mainstream ones: promotion materials, i.e. recipes on the package of the product are a large added value. If the recipes are published in the media with a big exposure in the country, it is possible to boost the consumption in a faster pace.
- If applicable, emphasize the ability to provide large volumes at a consistent quality in time, even very large volumes if supplying an alliance in Europe.
- If applicable, emphasize the ability to deliver according certification schemes, i.e. [Organic](#), [Fair Trade](#) and [Rainforest Alliance](#).
- If aiming at private label supply, emphasize the ability of being able to provide large volumes at a consistent quality in time.





Additional information

Doing business in Finland:

- Adapt to the Finnish business culture

Finnish people consider punctuality as essential. Therefore, be consistent, punctual, reliable, and honest. That means replying in time to inquiries (within 48 hours), being open and realistic, as well as not making promises that might not be fulfilled. Physical contacts such as backslapping or putting hands on shoulders are not generally done.

Finnish partners also value the following factors in doing business: efficient negotiations, explicit offers and terms, consistent quality, punctuality, as well as compliance with law, contracts, and other specified requirements. In addition, product documentation should be ready and up-to-date. Visit this [link](#) for more information.

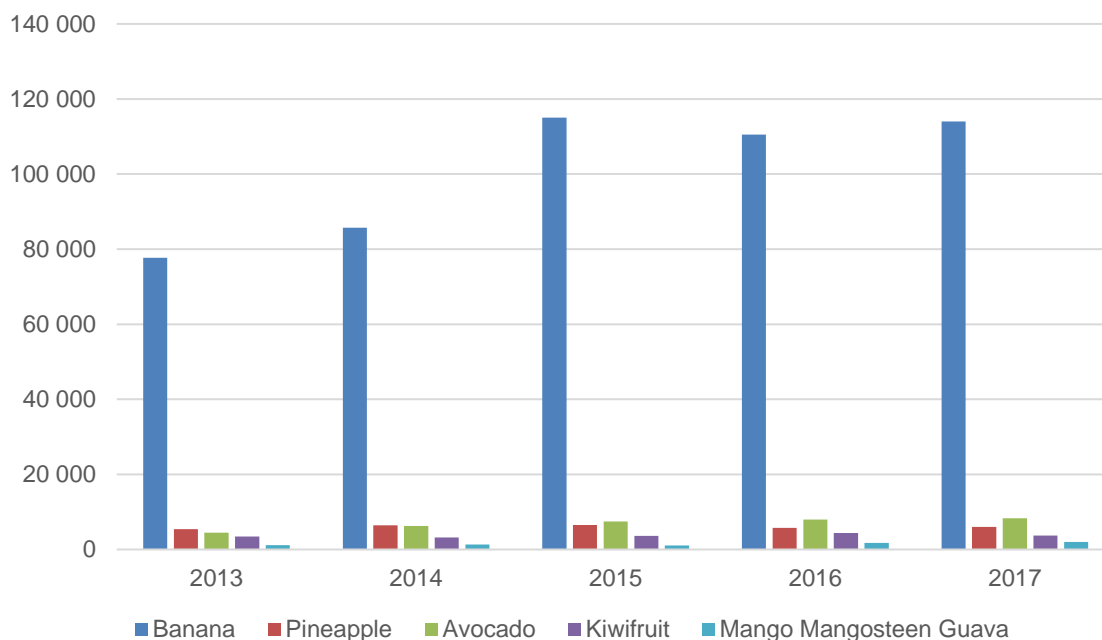
- Invest in communication

Finnish buyers will greatly appreciate if suppliers invest in professional communication, such as a good website, company brochure, product specifications, and business cards. Modern (free of charge) methods of communication to stay in touch with their buyers, i.e. LinkedIn, Skype and Facebook, are widely known and increasingly accepted as (additional) promotional tools.



E. Export and import in the Finnish fruit market

Figure 1: Finnish imports of tropical fruits, in tons, from 2013-2017

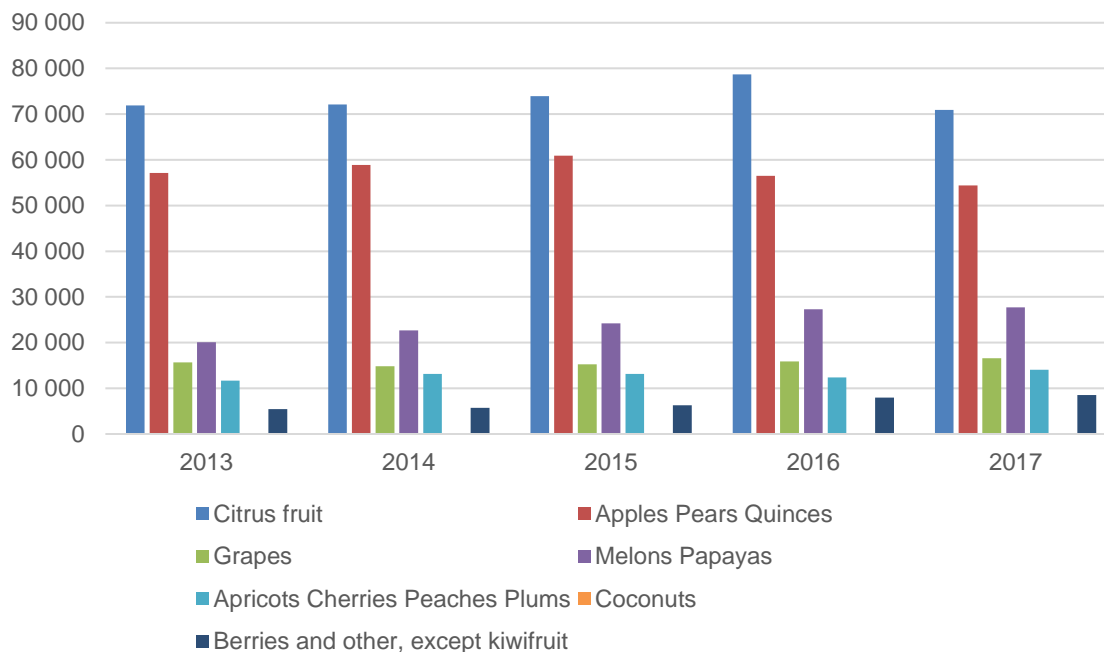


Source: [International Trade Center \(2018\)](#)

Tropical fruits are not grown in Finland due to the climate. Therefore, Finland is totally dependent on their import. The imported volume of each tropical fruit generally increased in the period from 2013-2017, with total volume of 134 thousand tons in 2017. Avocadoes showed the largest growth in imports between 2013 and 2017: 87%. The imports of bananas grew by 48%.

Bananas had, by far, the largest imported volume: 114 thousand tons in 2017 (increasing by 37 thousand tons from 2013), or 85% of all tropical fruits. Avocado, 8.3 thousand tons or 6.2%, and pineapples, 6 thousand tons or 4.4%, were second and third products in terms of import volume. Mangoes, mangosteens, and guavas were the least popular tropical fruit, with just over 2 thousand tons imported in 2017 in total.

Top-3 supplier countries of tropical fruits in 2017 were Costa Rica (90 thousand tons, mostly bananas), Ecuador (15 thousand tons, mostly bananas) and Spain (14.5 thousand tons).

**Figure 2: Finnish imports of off-season fruits, in tons, from 2013-2017**

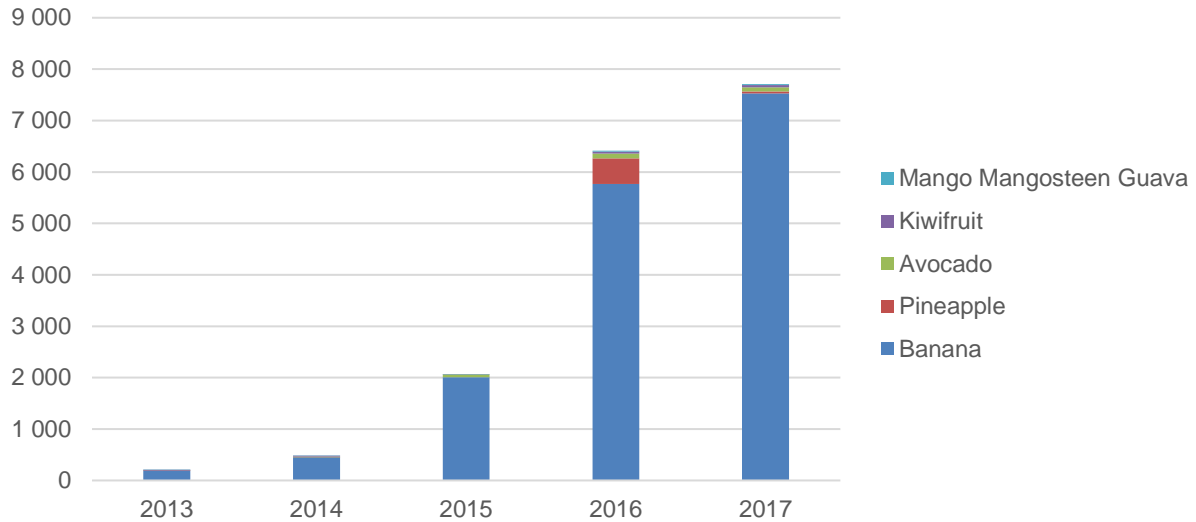
Source: [International Trade Center \(2018\)](#)

The total imports of off-season fruit in Finland were 192 thousand tons in 2017. Citrus fruit and apples, pears, quinces were the most popular, with imported volumes of 70 thousand tons and 54 thousand tons accordingly. However, the volume of these fruits throughout this 2013-2017 period slightly decreased. By contrary, imported volumes of melons and papayas grew by about 30%, from 20 thousand tons in 2013 to 27 thousand tons in 2017. Coconut imports greatly fluctuated during the period, and decreased from 173 tons to 73 tons in 2017.

Top-3 supplier countries of off-season fruits in 2017 were Spain (70 thousand tons), Italy (27 thousand tons), and Netherlands (23.4 thousand tons). Top-3 supplier countries from developing countries in 2017 were Egypt, Brazil, and South Africa. Apples had the largest imported volume: 43 thousand tons in 2017, or 22% of all off-season fruits. Mandarins (31 thousand tons, or 16%) and oranges (27 thousand tons, or 14%) were second and third products in terms of imported volume. Berries and other off-season fruits (except kiwifruit) showed the largest growth in imports between 2013 and 2017, with 8.5 thousand tons imported in 2017.



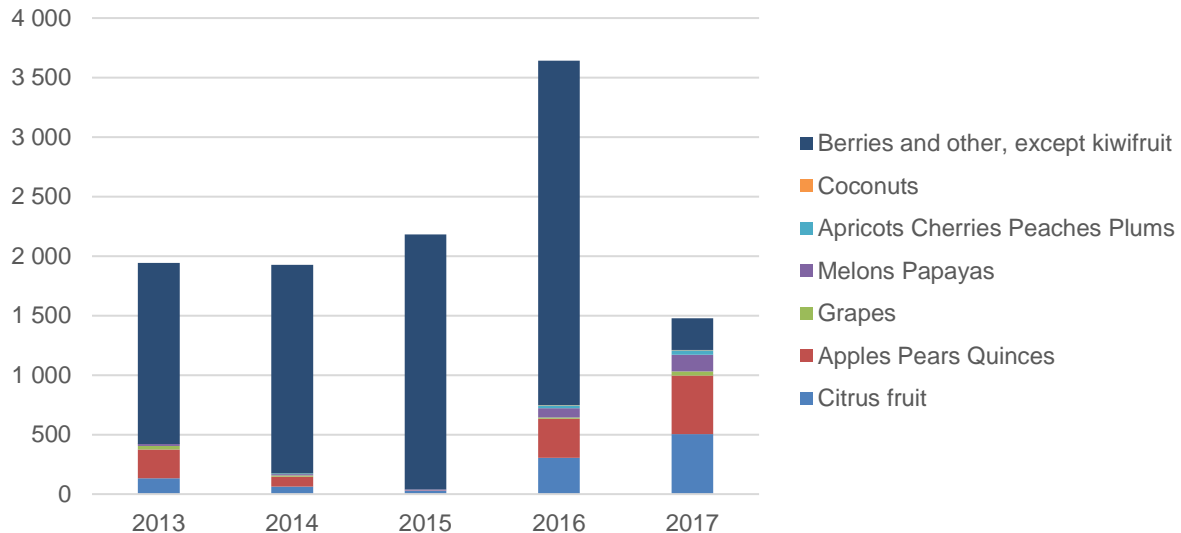
Figure 3: Finnish exports of tropical fruits, in tons, from 2013-2017



Source: [International Trade Center \(2018\)](#)

Exports of each tropical fruit in Finland between 2013 and 2017 increased, with the total exports increasing from 208 tons to 7711 tons, mostly from bananas. Bananas had the largest exported volumes, at 7.5 thousand tons in 2017. Most exports of tropical fruit went to Estonia (7.5 thousand tons). The other popular destination countries were Latvia and Sweden.

Figure 4: Finnish exports of off-season fruits, in tons, from 2013-2017



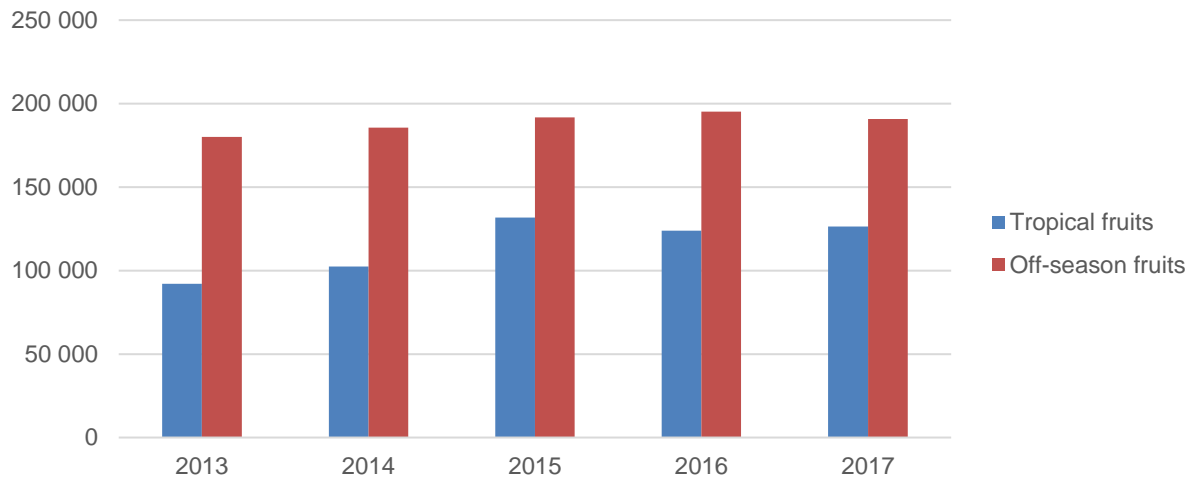
Source: [International Trade Center \(2018\)](#)

Berries and other off-season fruits, except kiwifruit, had the largest exported volume throughout the period of 2013-2016, at 2.8 thousand tons, and decreased significantly in 2017, at 265 tons. By contrary,



exported volume of citrus fruits grew strongly from 134 tons in 2013 to 504 tons in 2017. Most of the exports went to Sweden and Estonia.

Figure 5: Apparent consumption of general tropical fruit and off-season fruit in Finland, in tons, from 2013-2017



Source: calculated from [International Trade Center database](#)

The apparent consumption of tropical fruits increased from 92 thousand tons in 2013 to 126 thousand tons in 2017. That of off-season fruits stayed relatively stable at around 185 thousand tons annually during the period 2013-2017.

The data of International Trade Center are used to indicate apparent consumption. Apparent consumption is defined as the difference between imports and exports. Variations in stock are not taken into the account. It does not necessarily reflect the actual consumption, since importing countries may also export imported product again after an additional processing stage within another product group. This consumption also does not take into account the production of fruits in Finland.

Regarding [production of organic berries in Finland](#), strawberries (346 tons in 2017) and currant (158 tons in 2017) had the largest volumes of production.

Additional information

Not all off-season fruit is grown in Finland due to the climate. Products like citrus fruit, grapes, (water)melons do not grow in Finland. For those products, Finland is fully dependent on imports. Finland produces strawberries, apples and berries in substantial amounts. Other amounts of off-season fruit that can be grown in Finland are not substantial and not found in the official statistics. For those products, Finland is partly dependent on imports.



F. Requirements for importing fruits into Finland

1. Terms of payment

Terms of payment may vary, mostly based on indications of price. Sometimes there is an initial payment or products are sent on different consignment.

[Incoterms](#) are probably the most known terms of delivery. Different terms of delivery, i.e. FOB, CIF, EX-WORKS, and FAS, are commonly applied. Importers often pay for the transport. This should be discussed clearly between buyers and suppliers.

2. Legal requirements

General Food Law and Food safety regulation	The basis of the EU's food safety legislation is the General Food Law (Regulation (EC) No 178/2002) which introduces general definitions, principles, obligations, and requirements which apply to all food brought on the European Union market. These general principles form a horizontal framework. These are supplemented by 'Horizontal' legislations focusing on a specific type of consumer protection or "Vertical" legislations covering a specific product group. Evira is the Finnish Food Safety Authority that is entrusted to ensure food safety in Finland, and has information about its activities, research reports, guides and brochures on food safety issues in Finnish market.
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More information about EU legislation, General Food Law, and EU legislation on Food Control can be found in [CBI Market Intelligence Platform](#).

Food Hygiene regulation	The Hygiene Regulation (EC) No. 852/2004 covers all aspects of the food supply chain from a hygiene perspective. Other related legislation documents can be found here . Food chain actors should comply with the general hygiene requirements and requirements regarding,
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- (a) microbiological criteria;
- (b) procedures;
- (c) temperature control;
- (d) maintenance of the cold chain;
- and (e) sampling and analysis.

[Hazard Analysis Critical Control Point \(HACCP\)](#) is a methodology, based on seven principles, which food processors, packagers, and distributors must use to identify the potential hazards that can be introduced while the food is under their care. For food operators within the EU, HACCP is a legal requirement. It could be argued, that the presence of a HACCP based system is a legal requirement for food exporters to the EU as well. In the case of processed fruit and vegetables, the operators are encouraged to apply principles based on HACCP at the level of primary production as



far as possible when exporting processed fruits and vegetables and edible nuts to the EU, including Finland.

More information about EU legislation on Hygiene of Food and HACCP can be found in [CBI Market Information](#).

Maximum residue Limits (MRLs)	<p>The European Commission set rules on maximum residue limits of pesticides in EU Regulation No. 396/2005 and its amendments. In establishing an MRL, the EU takes into account GlobalG.A.P recommendations, data on consumer residue intake, physico-chemical, and biological properties of the chemical.</p> <p>More information about MRLs in the EU can be found on the official EU website.</p>
Traceability	<p>The general principles and requirements of Food Law is described in regulation (EC) No. 178/2002 on traceability. Under EU law, "traceability" means the ability to track any food, feed, food-producing animal, or substance that will be used for consumption, through all stages of production, processing, and distribution.</p>
Import controls	<p>Products are free by customs to circulate between EU member states after allowance into EU border. Imports of plant products from developing countries must come through designated Border Inspection Posts (BIPs) and be subjected to a series of checks before they are granted access to the EU market. This control can be undertaken in any member state before the product is allowed to circulate freely to other member states.</p> <p>The Finnish National Board of Customs provides information on detailed requirement related to imports. Finnish government's Development Policy Programme (2012) advocates facilitation of import from developing countries.</p> <p>More information about import tariffs and import regulations can be found in EU Trade Help Desk and Finnish customs. In addition, guide to Export to the Nordic countries is provided in Finnpartnership website and specifically to Finland here.</p>
Marketing standards	<p>EU marketing standards are aligned with international standards, as pursued by the United Nations Economic Commission for Europe (UNECE) and the Codex Alimentarius (WHO and FAO). They apply to products marketed within the EU as well as to their import and export. European Commission Regulation (EC) No. 905/2010, amending Regulation (EC) No. 1580/2007, lays down the implementing rules on the Common Organization of the Market for Fruit and Vegetables and on specific rules as regards the fruit and vegetable sector. The general regulation refers to the applicability of the EU marketing standards for fresh fruit and vegetables, uniform quality requirements for packages with mixed fruits and vegetables, and checks of conformity along the supply chain.</p>



4. Non-legal requirements

In addition to EU and EFTA legal requirements, other non-legal requirements must be met in order to supply Finnish buyers. Industry standards have emerged from retailer initiatives, laying down minimum rules of conduct and practices, requirements for product quality and food handling that are above and beyond the legal requirements.

More information on both legal and for extra information on both legal and non-legal buyer requirements in the Fresh Fruit and Vegetables sector can be found in the [CBI Market Intelligence Platform on EU Buyer Requirements](#).



Global Good Agricultural Practice (GlobalGAP) is a worldwide B2B standard and certification scheme for agricultural products. Finnish retailers (and food service companies) require compliance with food safety and sustainability requirements.

The [GlobalGAP website](#) may be useful, if buyers are interested to source GlobalGAP certified fresh products, or to know more about the GlobalGAP standard and certification scheme.



Next to HACCP, [British Retail Consortium \(BRC\) global standard](#) is a widely applied safety and quality standard. A food safety certification is very important in the EU, including Finland. Certification according to BRC global standards is somewhat stricter than HACCP. The adoption of HACCP is the main requirement. BRC standard is mostly a buyer requirement, when you supply to large international retailers. BRC is endorsed by the Global Consumer Goods Forum and has thus been recognized in key western markets of North-America and Europe, including Finland. Large Finnish retailers take BRC into account when choosing a supplier.

The website can be used to check if any competitors are BRC certified and to read more about the BRC standard.



For exports of processed fruit and vegetables and edible nuts produced organically, all countries in the EU accept the same [European regulation scheme](#) for organic production. Almost every EU country has one or more additional domestic organic labels. In Finland, the retailers sell both under the EU eco-label and the Nordic Swan eco-label. [The Nordic Swan](#) is the official sustainability ecolabel for the Nordic countries (Denmark, Finland, Iceland, Norway, and Sweden and their associated territories), introduced by the Nordic Council of Ministers. The S-Group grocery stores are the largest sellers of organic products in Finland.



Focusing on principles of fair pricing, good registration of company processes and good care for labor conditions, the [Fair Trade](#) principles are a strong brand in the EU generally and in Finland particularly. Fair Trade products are sold by the all large retail chains. The K-group grocery stores have the largest selection of Fair Trade products in Finland.

For more information, visit the [Finnish association](#) (unfortunately no English version of the website).



[The Rainforest Alliance](#) certification scheme aims at reducing the environmental and social impact of agricultural production. Rainforest Alliance works to conserve biodiversity and improve livelihoods by promoting and evaluating the implementation of the most globally respected sustainability standards in a variety of fields. Retailers in Finland increasingly add Rainforest Alliance products to their assortment, but the number of products is limited comparing with other certifications.



G. References and useful sources

Export, import, and market entry support

- [CBI Market Intelligence Platform](#)
- [CBI Market information – Buyer requirements](#)
- [CBI – Import from developing countries](#)
- [Finnpartnership – Import from developing countries](#)

Certification schemes

- [GLOBALG.A.P.](#)
- [Fair Trade](#)
- [Rainforest Alliance](#)
- [The Nordic Swan](#)
- [BRC Global Standards](#).

Marketing and trade standards

- [European legislation](#)
- [UN Economic Commission for Europe](#)
- [WHO/FAO Codex Alimentarius](#)
- [EU organic legislation](#)

Retail chains in Finland and basic market information

- Retail chains in Finland for fruit: [S-Group](#), [K-Group](#), [Lidl](#), and [Stockmann](#).
- [Consumer behaviors towards food in Finland 2017](#)
- [Finnish agriculture and food sector 2017](#)
- [Finland business culture](#)

Statistics and sector information

- [International Trade Center's trade statistics](#)
- Information on packaging can be found at the [website of ITC on export packaging](#)
- [The EU Trade Helpdesk](#)

This report was compiled and updated by Finnpartnership based on CBI's marketing reports.