

Nuts and nut-related snacks in Finland



Finnpartnership

2018



Finland is a relatively small EU market for edible nuts. The food retail market in Finland is highly concentrated. Almost all edible nuts and related snacks are sold through 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 edible nuts and related snacks in the Finnish market are provided.

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A. Product description

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

More vocabulary for nuts can be found [here](#).

| HS Code | In English | In Finnish | In Finnish, plural |
|---|---|---|---------------------------------------|
| 0801.21, 0801.22 | Brazil nuts (in shell and shelled) | Parapähkinä | Parapähkinät |
| 0801.31, 0801.32 | Cashew nuts (in shell and shelled) | Cashewpähkinä | Cashewpähkinät |
| 0802.11, 0802.12 | Almonds (in shell and shelled) | Manteli | Mantelit |
| 0802.21, 0802.22 | Hazelnuts or filberts (in shell and shelled) | Hasselpähkinä | Hasselpähkinät |
| 0802.31, 0802.32 | Walnuts (in shell and shelled) | Saksanpähkinä | Saksanpähkinät |
| 8024.00 | Chestnuts (in shell and shelled) | Kastanja | Kastanjat |
| 8025.00 | Pistachios (in shell and shelled) | Pistaasipähkinä/ Pistaasimanteli | Pistaasipähkinät/ Pistaasimantelit |
| 080260 | Macadamia nuts (in shell and shelled) | Makadamiapähkinä | Makadamiapähkinät |
| 0802.90, 2008.19, 0813.50, 2008.92 | Nuts and mixtures (including mixtures of nuts and dried fruits) | Pähkinäsekoitus / Pähkinämarjasekoitus | |
| 1202.10, 1202.20, 2008.11 | Groundnuts (in shell, shelled, preserved) | Pähkinä /Maapähkinä | Pähkinät/ Maapähkinät |
| | Nut | Pähkinä | Pähkinät |

2. Nut product description

In this report, nut products include nuts (both natural and coated nuts), mixtures of nuts, mixtures of nuts and dried fruits, yogurt or dessert with nuts, chocolate mixed with nuts, and root chips (often made from carrots, sweet potatoes, beetroots, and parsnips). Below are practical and concrete information on how nut 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

Edible nuts can be offered as bulk (not pre-packed) in larger containers. In that case, consumer can decide the weight per portion. There are also nuts packed in between 40gr and 1kg packages.



Sold in bulk



125gr



500gr



60gr

Nut and fruit mixtures are often sold in packages weighted between 50gr and 500gr. Yogurt or dessert covered with nuts are packed separately in the 100gr (or so) cans. Chocolate with nuts can be sold as chocolate bars or a box of different pieces. Root chips can be sold in packages weighted between 75gr and 110 gr.



Fruit nut mix



Root chips



Chocolate bar with nuts



Dessert with nuts

2.2. Labeling

The following items must be mentioned on the label of (pre-packed) nuts in two mandatory languages Finnish and Swedish (see for general rules [EU Directive 2000/13/EC](#)):

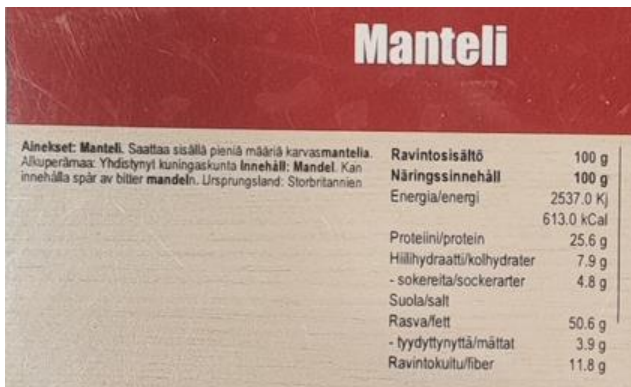
- the name under which the product is sold; specifying if product is naturally dried or sugar is added (for specific types of dried fruit).
- list of ingredients;
- quantity of ingredients or categories of ingredients;
- net quantity;
- date of minimum durability consisting of day, month and year in that order;
- any special storage conditions or conditions of use;
- name or business name and address of the manufacturer or packager, or of a seller established within the community;
- place of origin or provenance (where failure to give such particulars might mislead consumers);
- instructions for use should be included to enable appropriate use of the foodstuff;
- information about nuts should contain specification if they are shelled or in shell.
- regarding certain types of dried fruit which have seeds or pits, the label should declare presence of the seeds or pits.



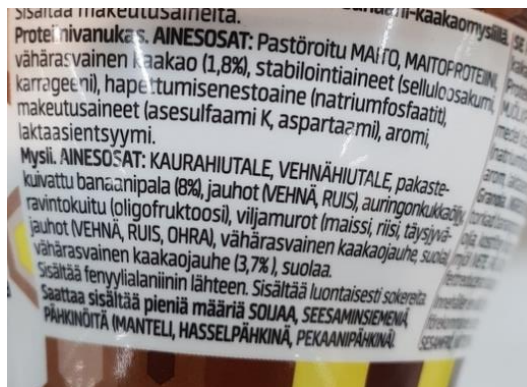
Nut products are liable and well-known to cause allergies or intolerances; a clear indication should be given on the label by the words “contains nuts” or “name of the product”. The most common food allergens in Europe are listed in the [Regulation \(EC\) 1169/2011](#) on food information (Annex II for specific nuts causing allergies or intolerances).

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 (B2C) nut product labels in the Finnish market:



Label on bulk almonds



Notice on products containing nuts (in bold)

2.3. Packing

Consumer packaging: plastic bag or plastic container or foil bag.

B2B packaging: products in consumer packaging are packaged in cartons in various sizes depending on the product and requirements of the buyer.

Packaging used for dried fruit and edible nuts must:

- protect the organoleptic and quality characteristics of the product
- protect the product from bacteriological and other contamination (including contamination from the packaging material itself)
- not pass on any odour, taste, colour or other foreign characteristics to the product.

For yogurt or dessert mixed with nut products sold to consumers, the nut mixture is packed separately from the yogurt or dessert, as shown in below picture. (with reference to [CBI](#) for the export packaging).



Cashew export packaging



Dried mango export packaging



(B2C) dessert with nuts



B. Finnish nuts and nut-related snacks market

1. Nut and nut-related snacks brands in Finnish market

The following nut brands are Finland-based: [Ekolo](#), [Foodin](#), [Nutisal](#) and [Parrots](#) (belong to [Cloetta](#)), [Waow](#) (belong to [Fanfaria Trading Co.](#)), [Meira](#), [Risenta](#) (belong to Paulig Foods), [Karviaisten tila](#), as well as [Anyday Nuts](#) and [Taffel](#) (both belonging to [Orkla](#)), [Green Taste](#) (belong to [Makua Foods Oy](#)), [Grefinn Oy](#), [Mauste-Sallinen Oy](#), [Estrella](#) (nuts with spices and flavors), [It's pure](#), [Earth control](#), together with brands that belong to giant retailers, i.e. [Pirkka](#) ([K-group](#)), and [Rainbow](#) ([S-group](#)).

Here are brands that make nut related snacks, i.e. yogurt or dessert with nuts, nut bars, or chocolate with nuts: [Panda](#) and [Fazer](#) (Finnish), [Njie](#) (Swedish), [Dr.Oetker](#) (German), [Maxim](#) (American, specializing in energy bars and protein bars), and [Milbona](#) (belong to [Lidl](#)). Other chocolate brands also have a small selection of chocolate mixed with nuts. More information about chocolate brands in Finland can be found [here](#).

Some food brands also started producing root chips, which have become increasingly popular snacks in Finland, i.e. [Rainbow](#) (belong to S-group), [Pirkka](#) (belong to K-group), [Terra](#), [RIPS Vege Chips](#) (belong to [CoreFinland Oy](#)), or [Lidl](#).

These brands export their nuts and snacks products to Finland: [Biona](#), [Tesco](#), and [Eat Natural](#) (English), [Den Lille Nøtte Fabrikken](#) (Norwegian), [Exotic Snacks AB](#), [Albina Snacks](#), and [Smiling](#) (Swedish), [Arimex](#) ([Finnsweet](#) is the commercial agent of Arimex in Finland), [Seeberger](#) and [Kluth](#) (German), [Alesto](#) (belong to [Lidl](#), Germany), [Urtekram](#) (Danish).

2. 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 can be found [here](#).

The main retailers of edible nuts and related snacks in Finland are:

- hypermarkets, i.e. [K-citymarket](#) (belonging to K-group), [Prisma](#) (S-group);
- supermarket, i.e. K-market (belong to K-group), Alepa, S-market, and [Food Market Herkku](#) (belong to S-group) and [Lidl](#);
- Speciality shops, i.e. [Punnitse&Säästä](#), [it's Pure](#), [Ruohonjuuri](#), and [R-kioski](#);
- Online shops, i.e. [Vegekauppa](#), [Foodin](#), [Ruohonjuuri](#), [Nutly](#), [Fitnessfirst](#).

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. [Tukkutori](#) is one of the places for wholesalers and [Maustemesta](#) is an importer and (wholesale) reseller.

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 stores in a country with very low density population, especially in the northern parts.



The retailers can also buy from foreign trading houses, which represent various small and medium-sized suppliers. This applies specially to niche products, such as nuts in general, which are sold in relatively small volumes or are offered on a temporary basis in the supermarket. Such trading houses could be found elsewhere in the EU.

Some pictures of nut product sections in big retailers and specialty shops:



Stockmann



K-supermarket



Prisma



Lidl



It's Pure



Punnitse&Säästä



There are also a few local markets in Helsinki (the capital city) that sell nuts and related snacks, i.e. [Hakaniemen Kauppahalli](#), [Vanha Kauppahalli](#), ethnic markets (i.e. [Aseanic Trading Oy](#), [Vii-voan](#), [Thai Orchid Market](#)).

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 to maintain a certain level of quality when supplying a private label.

3. Market information

Finnish consumers have a large interest in increasing variety of available products. In Finland, nuts are sold as natural or coated with spices and flavors.

There are trends that offer opportunities for exporters from developing countries:

- Consumer demand in vegan, gluten free, and natural food;
- Root vegetable chips have been gradually becoming popular, meaning exporting root vegetables to Finland is getting bigger markets (see more [here](#) for yam, cassava, taro, yautia, and here for [sweet potatoes](#));
- Low sugar products are in demand on the Finnish market. This trend is not very favourable for dried fruit as it contains higher concentration of sugar compared to fresh fruit. However, it is not expected that this trend will significantly influence consumption of naturally dried fruit;
- Consumption of superfruit is likely to increase, so the use of freeze-drying technology for berries is expected to increase too.

The supply chain of nuts and related snacks in Europe and in Finland in particular develops towards 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 nuts in particular, hybrid consumption is a stronger phenomenon than price consciousness ([K-group news](#)). The research in this news (conducted 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. In 2017, annual consumption of nuts per person was 1.5kg ([Statista](#)).

[Additional information](#)

In many cases, nut 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.

Yogurt or dessert mixed with nuts take a very small portion in the nuts and related snacks market.



Some pictures of different nut products sold in Finland:



Mixture of nuts



Cashew



Brazil nuts



Almond in shell



Almond



Pistachios



Ice-cream with nuts



Spiced nuts



Fruit and nut bar



Yogurt with nuts



Dry roasted nuts mix



Root chips



Hazelnuts cover in chocolate



C. Retail price

Table 1: Indicative consumer prices of nuts and related snacks in Helsinki in October 2018 (per kilogram, including organic products)

| Product | K-Supermarket | Prisma | Stockmann | It's pure | Lidl |
|--|----------------|----------------|----------------|---------------|----------------|
| Cashew (natural or roasted, with or without oil added) | €17.30 – 36.79 | €17.9 – 30.7 | €19.5 – 37.5 | €19.90 – 29.9 | €17.75 |
| Brazil nut | - | - | €18.5 | €39.90 – 49.9 | €19.95 |
| Almond (natural or roasted, with or without oil added) | €18.90 – 38.17 | €13.75-26.5 | €18.5 | €19.90 – 22.9 | €13.75 |
| Pistachios (natural or salted) | €26.80 – 33.95 | €17.27 | €18.5 | €24.90 | €17.8 |
| Walnut | €25.40 | €16.9 – 42.14 | €48.43 | €19.90 – 29.9 | €17.45 |
| Pecan | - | €19.5 – 45 | €18.5 | €29.90 – 49.9 | - |
| Macadamia | - | €41.5 | €73.75 | €49.90 | - |
| Hazel nuts | - | €14.25 – 17.9 | - | €29.90 | - |
| Groundnuts (peanuts) | €4.58 – 11.95 | €3.15 – 9.66 | €4.59 – 13.0 | €9.9 – 14.9 | €3.58 |
| Mix of nuts | €13.93 – 35.64 | €17.95 – 27.07 | €19 – 42.14 | €25.90 | €16.45 – 17.95 |
| Mix of nuts and dried fruits | €16.13 – 29.17 | €11.4 – 32.5 | €16.36 – 26.67 | €24.90 – 31.6 | €16.45 |
| Cashew cookie | - | €36.86 | €41.43 | - | - |
| Fazer Geisha chocolate with hazelnut | - | €14.5 | €16.76 | - | - |
| Pecan pie | - | - | - | €37.5 | - |
| Dessert with nuts | - | €6.56 – 10.61 | - | - | €3.37 |
| Root chips | €31.87 – 41.80 | €14.90 | - | - | €12.90 |

Additional information

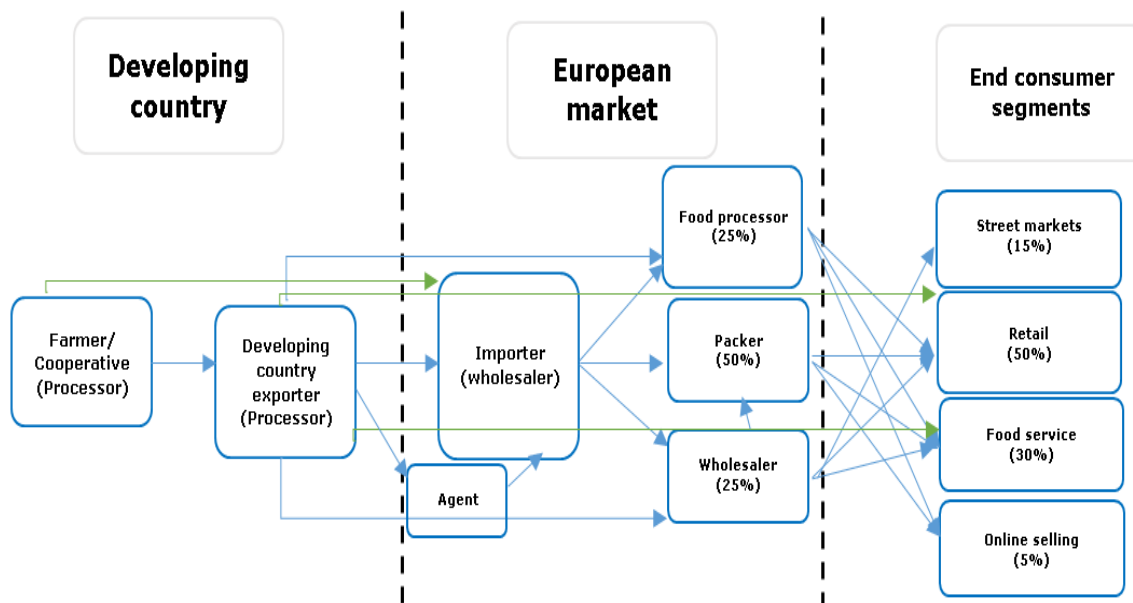
Consumer prices are based on the semi systematic shop checks. Be aware that these figures are just indications due to price volatilities. Prices depend on weather conditions, volumes supplied, season, type of shipment, quality, country of origin, type and location of retails, and any promotion campaign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



D. Channels to bring nuts into the Finnish market

1. European market channels for edible nuts

The figure below describes the general process for edible nuts to come to a European market and its end consumers. In this edible nut sector, specialized importer is the preferred channel for market entry, though sometimes exporters from developing countries can also supply retails or food service directly.



Source: [CBI](#)

2. Direct contact with buyers through trade fairs

Local 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 nut products in Europe:

- [Snackex](#) – industry-defining event for the savory snacks business. Hosted in Spain.
- [Fruit Logistica](#) – known as the world's leading international trade fair for fresh fruits and vegetables, dried fruits, and tree nuts. Hosted in Germany.
- [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.

[Finnpartnership](#) provides Matchmaking service to support exporters in developing countries in seeking for potential Finnish business partners (and vice versa).

3. Promotion

In order to export nuts and related snacks to the Finnish market, exporters should consider the following information:

- Nuts are perceived as a healthy snack. Many consumers eat nuts as a snack, often in a mix with dried fruit, instead of unhealthier snacks, i.e. crisps. If applicable, emphasize health aspects of products.
- With non-mainstream nuts: promotion materials, i.e. recipes that are published in the media with a big exposure in the country, are able to boost the consumption of a product in a faster pace.
- Innovative seasonings and mixtures as well as innovative packaging, i.e. one portion ready-to-eat, draw consumers' attention. Ask Finnish contacts or an intermediary about mandatory packaging requirements.
- If applicable, emphasize the ability to deliver according certification schemes, i.e. [Organic](#), [Fair Trade](#) and [Rainforest Alliance](#).
- If applicable, emphasize the ability to compete on lower prices with consistent high quality, or to provide large volumes in time (especially when supplying to an alliance).

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.

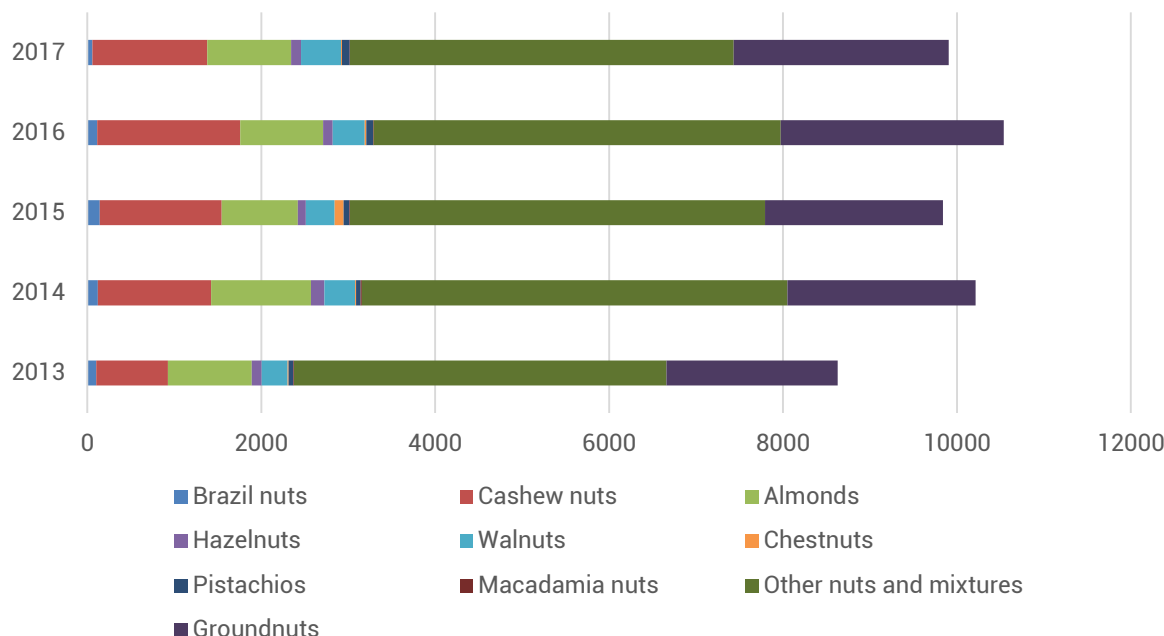
- Invest in communication

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 nuts market

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



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

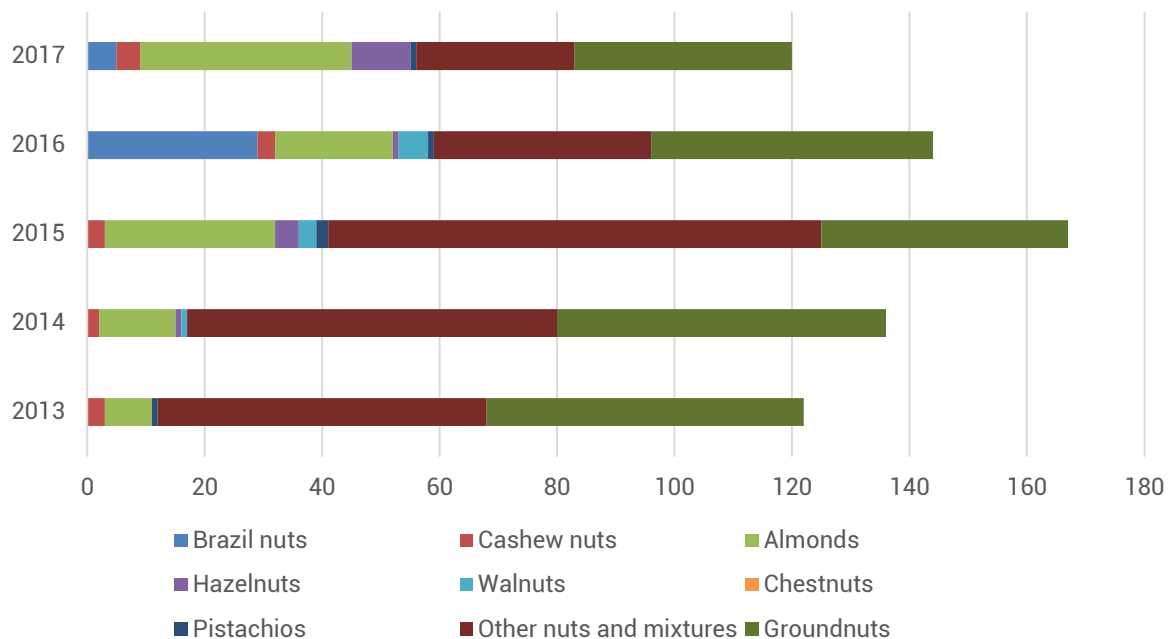
Edible nuts are not grown in Finland due to the climate. Therefore, Finland is dependent on their imports.

The total imports of edible nuts increased from 8.6 to 9.9 thousand tons per year between 2013 and 2017. Importing from developing countries has been increasing, for example nearly a doubled amount of cashews was imported from Vietnam in 2017 compared to the one in 2013.

Nut mixtures and groundnuts were the most popular nut products imported into Finland, taking two third of the market. The following common nuts were cashew and almond.

Top-3 suppliers of edible nuts in 2017 were Netherlands, Germany, and Denmark. This is mostly re-exported, sometimes after an additional processing stage. Top-3 suppliers from the developing countries in 2017 were Turkey, Vietnam, and India.

Shelled cashew nuts showed the largest growth in imports between 2013 and 2017: 60%. Brazil nuts showed the largest drop in imports during the period, by nearly 50%. Hazelnuts had the most stable imports, while walnuts and pistachios increasingly gained more interest.

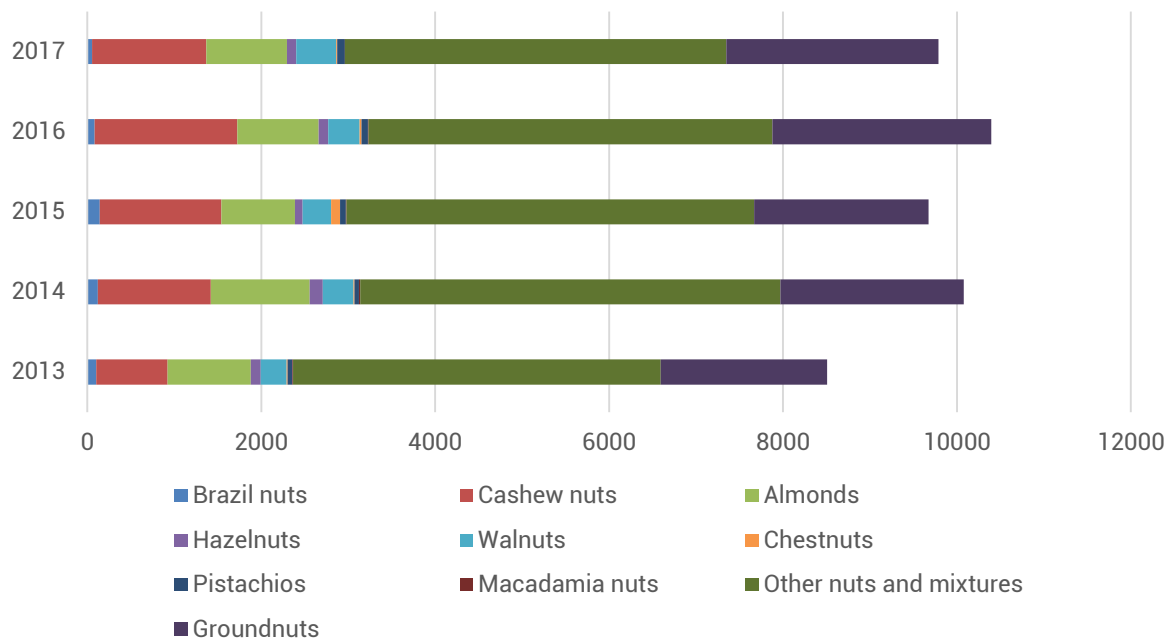
**Figure 2: Finnish exports of nuts, in tons, from 2013-2017**

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

Finland is a net importer of edible nuts. The total exports of edible nuts in Finland are relatively small and therefore volatile: it varies between 120 and 167 tons in the period 2013-2017. Most exports are re-exports of imported nuts.

In 2017, groundnuts and other nuts (including mixtures) were exported the most (30% and 22.5% respectively of the total export volume). Most edible nuts were exported to Estonia (47% of the total volume in 2017), Russia, and Netherlands.

During the period from 2013 to 2017, cashew's export remained relatively stable at around 3 tons annually. By contrary, export of other nuts (including mixtures) varied greatly between 27 and 84 tons per year. Meanwhile, almond's export increased steady from 8 tons in 2013 to 36 tons in 2017.

**Figure 3: Apparent consumption of nuts in Finland, in tons, from 2013-2017**

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

The apparent consumption of edible nuts fluctuated during the period 2013-2017 but generally increased from 8,5 thousand tons to 9,7 thousand tons. The increase followed the "health" trend. Other nuts and mixtures seemed to be in greatest demand, followed by groundnuts, cashew, and almond.

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.



F. Requirements for importing nuts in to Finland

1. Terms of payment and delivery

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 in 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.

More information about EU legislation, General Food Law, and EU legislation on Food Control can be found in [CBI Market Information](#).

Food Hygiene regulation The [Hygiene Regulation \(EC\) No. 853/2004](#) covers all aspects of the food supply chain from the hygiene perspective. Other related legislation documents can be found [here](#). Food chain actors should comply with the general hygiene requirements and requirements regarding,

- (a) microbiological criteria;
- (b) procedures;
- (c) temperature control;
- (d) maintenance of the cold chain;
- and (e) sampling and analysis.

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

Contaminants/ traces The European Commission set threshold limits for certain substances that could be present in food products, for example, microbiological contamination, contaminants and residues of pesticides. More information about MRLs in the EU can be found on the [official EU website, EU Regulation No. 396/2005](#) and [its amendments](#).



| | |
|------------------------|---|
| Traceability | 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 are used for consumption, through all stages of production, processing, and distribution. |
| 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 Exporting to the Nordic countries is provided in Finnpartnership's website and specifically to Finland here (this presentation was used in a 'Doing Business with Finland' seminar in Namibia).</p> |
| Marketing standards | The EU does not have its own marketing standards for edible nuts and processed fruits. The standards of United Nations Economic Commission for Europe (UNECE) and the Codex Alimentarius (WHO and FAO) are considered 'soft law' in the EU and thus provide an important reference for exporters. |
| Food contact materials | General requirements for all food contact materials are laid down in the Regulation 1935/2004 . Specific EU regulations have been established for ceramics, regenerated cellulose film, plastics, recycled plastics and active and intelligent materials. In addition, there are Directives on single substances or groups used in the manufacture of food contact materials. |

3. 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 Edible nuts and dried fruit sector can be found in the [CBI Market Intelligence Platform on EU Buyer Requirements](#).

| | |
|--------------------|---|
| Codex Alimentarius | Codex Alimentarius is the most important international organization which establishes internationally recognized standards related to food safety. Although |
|--------------------|---|



the Codex standards are not mandatory, the EU uses them as a basis for the development of its own food policy and standards. EU legislation frequently refers to the Codex as the basis for the established requirements.

HACCP

[Hazard Analysis Critical Control Point](#) 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 also be argued that the presence of a HACCP based system is a legal requirement for food exporters to the EU. In the case of nuts, the operators are encouraged to apply principles based on HACCP at the level of primary production as far as possible when exporting edible nuts and processed fruits to the EU, including Finland.



[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.



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



For exports of 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.

For more information about the regulation for organic products, visit [European Commission website](#).



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 about the regulation of Fair Trade products, visit the [Finnish association's website](#) (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 compared to other certifications.



G. References and useful sources

Export, import, and market entry support

- [CBI Market Intelligence Platform](#)
- [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 Union 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 nuts and related snacks: [S-Group](#), [K-Group](#), [Lidl](#).
- [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.