

Quality of Life and Management of Living Resources

Key Action n° 5

Sustainable agriculture, fisheries and forestry, and integrated development of rural areas including mountain areas

**Development of Origin Labelled Products :
Humanity, Innovation and Sustainability**

DOLPHINS

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OLP sector in Finland

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1. Types of origin signs

PDO label

Since 1995, the Finnish system of food labelling has been based on the EU's regulation. Under the EU regulation 2081/92 one Finnish label has been accepted. The PDO-label was assigned to a product of a special potato variety cultivated in the province of Lappi.

Country of origin -labels

There are two labels, which refer mainly to the country of origin. The "Food from Finland"-label, which is used for processed and packaged food and the "Pure Domestic" -label, which is used only for vegetables.

Regional label with quality aspect

Another distinctive feature of origin labelled products in Finland is that the other aspects than solely origin is included. A good example is the Uniquely Finnish-label (see chapter 3.2.2 for details).

2. General information

2.1 The OLP-sector share of the whole food sector in Finland

The impact of PDO/PGI labelled products on the Finnish food sector is small. The stronger impact can be seen through the labels, which indicate a country of origin. However, the overall description according to statistics (turnover, export rate, volumes etc.) are not available.

2.2. Market share sorted by type of origin sign

Not available

2.3. Regional distribution

The PDO-label has been assigned to a special potato variety, Lapin puikula, which is grown only in the northernmost Finland in the province of Lappi. Other labels of origin signal their quality on the national level.

3. Presentation of Finnish label of origin

3.1. The "Food from Finland" - label

3.1.1. Large variety of products

In 1993 the label "Food from Finland" was launched. The evolution of this label was very rapid, in the next year this label was used in as many as 2,000 food products. In 2001 this label can be found in 8,650 food products and it is used by 289 manufacturers. This amount is approximately 16 % of all Finnish food manufacturers.



3.1.2. By sector

The breakdown by sector is presented in table 1.

Table 1 : The breakdown of "Food from Finland"-labelled products by sector

	Number of products	Percent of products
Meat products	5268	61
Milk products	941	11
Cereal products	601	7
Drinks	429	5
Vegetables	385	4
Others	1126	12
Total	8650	100

This label indicates the domestic origin for consumers and unlike the other labels it is clearly a label of origin and therefore other dimensions like quality has not been required. Manufacturers mostly use this label at the moment. However, in the future this label is planned to cover the entire food chain from producers to consumers.

This label is mainly used for processed and packaged food product. A common characteristic for all products is that a level of domestic raw material is high. For the food products of animal origin this requirement is 100 %.

This label is translated in other languages in the following way in German "Essen aus Finnland " and in French "Aliments de Finlande".

3.2. "Uniquely Finnish" – label

3.2.1. Products

This label refers to the products or services that belong to the one of the following: speciality foods (50 %), traditional crafts (13 %) or rural tourism (37 %). The "Uniquely Finnish" -label is a national sign of origin and quality. The label is dedicated to the small rural firms in Finland.



3.2.2. By sector

The breakdown by sector is presented in table 2.

Table 2 : The breakdown of "Uniquely Finnish" -labelled products by sector

Product category	Percent of products
Berries, potato, vegetables	22
Bakery	17
Milk products	15
Fish products	11
Meat products	10
Cereals	9
Others	16
Total	100

For the first time this label was used in 1993. In the end of 1994 this label was used by 69 rural entrepreneurs, of which 36 are in the food sector. By the year 2001 this label was admitted to 330 entrepreneurs, of which approximately 240 are active entrepreneurs. Mainly this label highlights the domestic origin of food product and the use of quality systems. Approximately 10-20 entrepreneurs are also exporters but nor the number of exporters neither the volumes are significant.

This label is translated in other languages in the following way in English "Uniquely Finnish", in German "Qualität aus Finnland" and in French "Exclusivement Finlandais".

3.3. PDO - label

3.3.1. Product

First PDO-label was assigned to the Lapin puikula, which is a special northern product acclimatised only to the northern areas and climatic conditions of Finland. The quality and disease resistance of the Lapin puikula decrease if taken to more southern growing conditions. The product receives its special nature due to special climatic conditions prevailing in the northernmost Finland.



3.3.2. Size of the sector

At this moment approximately 10-20 producers cultivate this product and the average cultivation area is 5-10 hectares per farm. For biggest farmers the PDO-labelled potatoes are marketed through the Finnish franchising groups and the smaller farms usually sell their products directly to consumers.

4. Conclusion

In the case of Finland the origin labelled products are treated in a very broad context, i.e., including the entire country as a basis for the origin labelling. One reason is that, for the time being, there is only one product, which have been assigned the PDO -label. This label was assigned to the *Lapin puikula*, which is a special northern product acclimatised only to the northern areas and climatic conditions of Finland.

Other reason to cover the concept of origin labelled products broadly is that for consumers the OLPs mean not merely the origin but also the other quality aspects. In Finland many studies that have been conducted lately indicate that the domestic origin of the food product generally refers to the safety aspect of food quality. These new dimensions of food quality are difficult to be identified by consumers before buying, and sometimes even after the actual consumption. Therefore the origin of the food products have been emphasised by consumers. For consumers the origin labelled products provide one way, or an actual tool, for judging which products are safer and of higher quality than other products.