

CBI Product Factsheet: Canned Fruit and Vegetables in Finland

'Practical market insights on your product'

Finland is a relatively small EU market for canned fruit and vegetables. In 2012 Finland imported 72.6 thousand tonnes canned fruit and vegetables with the value of €86 million. The food retail market in Finland is highly concentrated. Almost all processed fruit and vegetables, including canned, are sold through the supermarkets, hypermarkets and other types of stores that belong to one of the few retail chains. Finnish retail is vertically integrated with sourcing (wholesale) and distribution companies. This product factsheet will provide you with information on product specifications, price information, important requirements for promotion and statistics about canned fruit and vegetables in the Finnish market.

Product: key specifications for the Finnish market

This product fact sheet covers the products of the canned fruit and vegetables. The table below provides you with the corresponding [World Customs Organization Harmonized System codes](#) of products of canned fruit and vegetables group.

Code	Code description
2001.10	Pickled cucumbers and gherkins
2001.90	Pickled fruit and other pickled vegetables
2002.10/90	Tomatoes
2003.10/20/90	Mushrooms
2005.10	Homogenised vegetables
2005.40	Peas
2005.51/59	Beans
2005.60	Asparagus
2005.70	Olives
2005.80	Sweet corn
2005.91/99	Other canned vegetables and mixtures
2008.20	Pineapples
2008.30	Citrus fruit
2008.40	Pears
2008.50	Apricots
2008.60	Cherries

2008.70	Peaches including nectarines
2008.80	Strawberries
2008.91	Palm hearts
2008.92, 2008.99	Mixtures and other fruit, edible parts of plants

The table below provides you with practical and concrete information on buyer requirements in terms of quality, size/quantity, labelling and packaging, legal and non-legal Market Access Requirements (MAR) and terms of payment and delivery in the Finnish market for canned fruit and vegetables. Photographs are added to show examples of packaging and labelling.

Canned fruit and vegetables specification in the Finnish market

Specifications	Brief description of the canned fruit and vegetables specification for the Finnish market
Form of Sale	Canned fruit and vegetables are sold in supermarkets, grocery stores (e.g. K-market, Alepa) and hypermarkets, (e.g. Prisma) and convenience stores, gas marts and kiosks (e.g. R-kioski) and speciality stores.
Weight classes per portion	Retail packaging contains: from 0.05 l (capers, net weight 40 gr) to 2.0 l (pickled cucumbers). The most seen packaging in the retail contains 400gr of weight.
Net weight	Between 40 gr (net weight capers) and 1.1 kg (net drained weight pickled cucumbers)
Labelling	<p>The following items must be mentioned on the label of (pre-packed) processed fruits and vegetables in 2 mandatory languages Finnish and Swedish (see for general rules EU Directive 2000/13/EC) :</p> <ul style="list-style-type: none"> • Name under which the product is sold; • 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 the consumer; • Instructions for use should be included to enable appropriate use of the foodstuff; <p>In addition, any certification logo (if applicable) and/or retailer logo (in the case of private label products) should be on the label. Bar codes are used on all pre-packed products.</p>  <p>The picture below is an example of a label (canned peaches):</p> <p>Source: LEI Wageningen UR</p>
Packaging	Consumer packaging: aluminium can, plastic container, glass jar or a plastic pouch. B2B packaging: products in consumer packaging are packaged in trays and cartons in various sizes depending on the product and requirements of the buyer.

<p>Form and Packaging</p>	 <p>Source: LEI Wageningen UR, Innova Database</p>	
<p>Terms of payment and delivery</p>	<p>Terms of payment may vary. Sometimes there is an initial payment. Mostly based on indications of price. Or products are sent on consignment. Incoterms are probably the most known terms of delivery. Different terms of delivery, such as FOB, CIF, EX-WORKS and FAS, are commonly applied. The importer often pays for the transport.</p>	
<p>Legal Requirements</p>	<p>Brief Description</p>	<p>More information</p>
<p>Food Hygiene regulation and HACCP</p>	<p>In 2006 the European Commission introduced the new hygiene Regulation (EC) No. 852/2004 which covers all aspects of the food supply chain from a hygiene perspective. For actors in the food supply chain, the EU requires the application of certain rules regarding food safety. 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.</p> <p>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</p>	<p>Check the EU food safety regulation on procedures in matters of food safety. Check the website of Evira for information about its activities, research reports, guides and brochures on food safety issues.</p> <p>Check the CBI Market Intelligence Platform on EU legislation, General Food Law, and EU legislation on Food Control.</p> <p>Check the EU regulation on hygiene.</p> <p>Check the CBI Market Intelligence Platform on EU legislation on Hygiene of Food and HACCP.</p>

	level of primary production as far as possible when exporting processed fruits and vegetables and edible nuts to the EU, including Finland.	
Contaminants/ traces	The EU has set threshold limits for certain substances that could be present in food products, such as microbiological contamination, contaminants and residues of pesticides.	Check the CBI Market Intelligence Platform on EU legislation on Maximum Residue Limits and Contaminants in Food . See more information about MRLs in the EU on the official EU website.
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. In practice, food operators are required to ensure traceability between their sales and their supplier records only (one step backward and one step forward).	See the general principles and requirements of Food Law in regulation (EC) No. 178/2002 on traceability .
Import controls	After allowance products are free by customs to circulate between EU member states. Imports of plant products from DC 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. DC import controls can be undertaken in any one member state before the product is allowed to circulate freely to other member states. The Finnish National Board of Customs provides information on detailed requirement related to imports. Finnish government's Development Policy Programme (2007) and Finland's Trade Policy Programme (2005) advocate facilitation of import from developing countries.	Check the EU export help desk for more information about import tariffs and import regulations. In addition, more information can be found in the Exporting to the Nordic countries guide at the Finnpartnership website, or at the site of the Finnish National Board of Customs . Check also the website of the Ministry of Foreign Affairs of Finland for more information about import policy and facilitation of imports from developing countries.
Marketing standards	The EU does not have its own marketing standards for processed fruits and vegetables and edible nuts. The standards of UNECE (United Nations Economic Commission for Europe) and Codex Alimentarius are considered 'soft law' in the EU and thus provide an important reference for exporters.	See information on the Codex Alimentarius and the UNECE standards . Use the websites' search facility to find specific information on individual products.
Food contact materials	General requirements for all food contact materials are laid down in Framework 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. For example aluminium is used widely as material for canning packaging. The EU council provides guidelines on metals and alloys used as food contact materials.	See information EU legislation on Food Contact Materials on the CBI Market Intelligence Platform. See the technical EU document on the Guidelines On Metals and Alloys Used as Food Contact Materials .
Non-Legal Requirements	Brief Description	More information
Codex Alimentarius	This is the most important international organisation 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.	Check the website of Codex Alimentarius for more information
GLOBALG.A.P.	Global Good Agricultural Practice (GlobalGAP) is a	See the GLOBAL G.A.P

GLOBALG.A.P.	worldwide B2B standard and certification scheme for agricultural products. Finnish retailers (and food service companies) require compliance with food safety and sustainability requirements.	website for more information
BRC 	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 recognised in key western markets of North-America and Europe, including Finland. Large Finnish retailers take BRC into account when choosing a supplier.	See the BRC database and website to check which of your competitors already is BRC certified and to read more about the BRC standard.
BSCI 	The Business Social Compliance Initiative is a leading business-driven initiative for companies committed to improving working conditions in the global supply chain. The standard is used by multiple leading retailers, like Kesko (K-Group) and S-Group in Finland, and can only be accessed upon invitation.	See the BSCI website for more information
Organic  	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 ecolabel and under 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 see http://ec.europa.eu/agriculture/organic/eu-policy/legislation_en and http://www.nordic-ecolabel.org/
Fair Trade 	Focussing on principles of fair pricing, good registration of company processes and good care for labour conditions, the Fair Trade principles are a strong brand in the EU and in Finland in particular as well. Fair Trade products are sold by the all large retail chains. The K-food stores have the largest selection of Fair Trade products in Finland.	For more information about the regulation of Fair Trade products see: http://www.fairtrade.net/ , or visit the Finnish association (unfortunately no English version of the website): http://www.reilukauppa.fi/?194 (in Finnish); http://www.reilukauppa.fi/se/startsidea/ (in Swedish)
Rainforest Alliance 	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.	More information on the Rainforest Alliance is available on their website, http://www.rainforest-alliance.org/

Price indications for the Finnish market

The table below provides information about the consumer price of canned fruit and vegetables on the Finnish market.

Table 1: Consumer prices for canned fruit and vegetables in the Finnish market

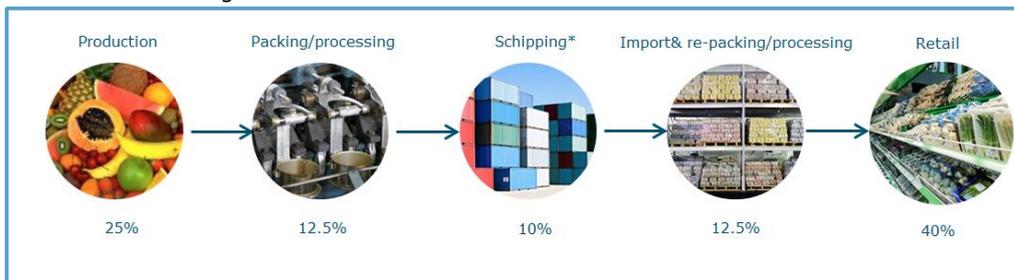
	Retail price (€)**
	2013
Various canned fruit products per 1 kg	€4.30-€13.09
Canned pineapple per 1 kg	Minimum price: €4.30
Canned mandarins per 1kg	€13.09
Canned peaches per 1 kg	Minimum price: €2.50
Fruit mix grape pear ready-to-eat per 1 kg	€20.30
Various canned vegetables per 1kg	€2.20-€15.00
Canned mushrooms per 1 kg	€5.00-€15.00
Canned exclusive mushrooms per 1kg	€50.00

*Prices are based on the semi systematic shop checks and interviews. 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 and type of retail outlet.

** The price range for the most products has unchanged between 2012 and 2013.

Price break down in the canned fruit and vegetables chain

The figure below provides you with an estimation of the price break down that gives an overview of the margins each actor in the trade channel receives.



*Including primary packaging. Shipping costs may vary depending on type of shipment (air or sea) and inland transportation. Import costs may vary due to seasonality, weather conditions and offered volumes.

Promotion activities targeting Finnish retail

In order to export canned fruit and vegetables to the Finnish market following promotional skills and assets can be applied to promote your product successfully on the Finnish market:

- During the European production season, some of the canned fruit and vegetables are available fresh and at the low prices. Next to off season-fruit and vegetables, canned fruit and vegetables are considered as a good substitute for fresh produce during the off-season. The consumer choice between canned and available fresh (off-season) produce is depending on the price and individual preference of the consumers between the freshness aspect of fresh fruit and vegetables and the easy-to-store aspect of canned fruit and vegetables. If applicable, emphasize your ability to be able to easily deliver and to compete on lower prices for those products outside the European production season.
- Finnish consumers have a large interest in increasing variety of available products. There are up to 15 different canned fruit product items and up to 100 different canned vegetable product items, among which one fifth are pickled cucumbers, for sale in a large supermarket. The following products are considered as mainstream: pickled vegetables, canned vegetables that are grown in Europe; canned fruit and fruit cocktails that are

grown in Europe; canned pineapple, since it is widely available at low prices. Niche market varieties of tropical canned fruits and vegetables, like palm hearts, are relatively unknown products in terms of taste as a separate snack and use in preparing foods. Promotion material, such as 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 fast pace.

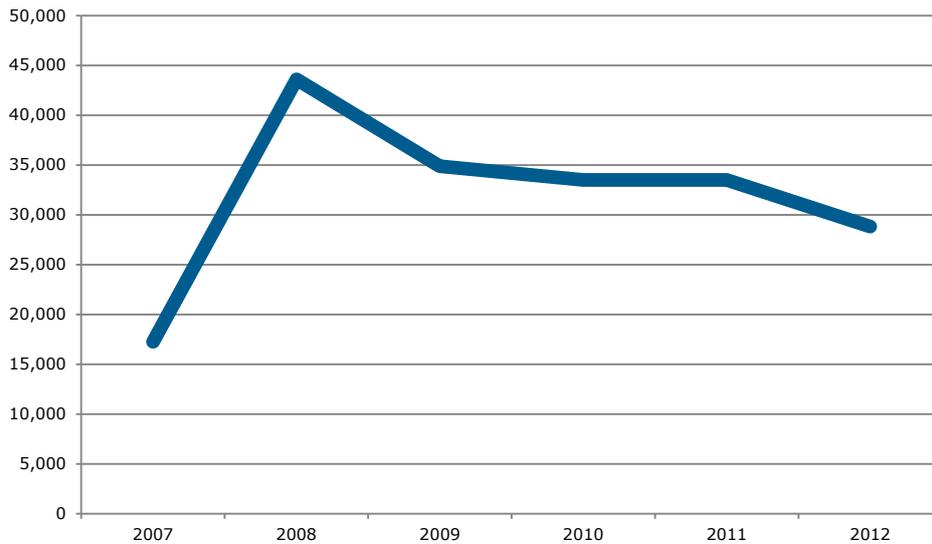
- Innovative seasonings and mixtures and innovative packaging, such as one portion ready-to-eat, draw attention of the consumers. Inquire your Finnish contact or an intermediary about the package requirements.
- Canned fruit and vegetables are perceived as a good substitute for fresh fruits and vegetables. Emphasize health aspects of your product.
- The supply chain of food in Europe and in Finland in particular develops toward a more sustainable approach of production and handling. Environmental and social issues are becoming more and more important for consumers and the retailers. In S-group's grocery stores, the largest sellers of organic products in Finland, sales of organic products increased by 50% in 2011. If applicable, emphasize your ability to deliver according certification schemes, e.g. Organic, Fair Trade and Rainforest Alliance.
- In 2012, 12.5% of total Finnish household expenditure is for food and non-alcoholic beverages in 2012. The EU-27 average is 13%. Yet, Finnish consumers perceive food as expensive. This means that they are relatively price sensitive. If applicable, emphasize your ability to compete on lower prices.
- The major Finnish retail chains are vertically integrated with Finnish sourcing (wholesale) and distribution companies, which also supply the catering services. Buying is centralized nationally for large (mainstream) product volumes from countries of origin directly. Emphasize your ability of being able to provide large volumes at a consistent quality in time. Inex is the importer/wholesaler for S-Group; Kesko Food is the importer/purchaser for K-Group; Tuko logistics is the importer/wholesaler for Suomen Lähihauppa Oy and Stockmann Group; German based Lidl has its own European purchase and distribution network.
- In many cases buying 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. Emphasize your ability of being able to provide very large volumes at a consistent quality in time when supplying to an alliance.
- The retail can also buy from foreign trading houses, which represent various small and medium-sized suppliers. This applies especially to niche products, such as canned mandarins, that are sold in relatively small volumes or are offered on a temporary base in the supermarket. Such trading houses could be found elsewhere in the EU. Contact the intermediate fruit trading house about the requirements for the Finnish retail.
- Supermarkets sell both fresh and processed products under their private label next to other brands (e.g. S-Group's "Rainbow", "X-tra"; K-group's "Pirkka"; Suomen Lähihauppa Oy's and Stockmann's "Eldorado"), which demands maintaining a certain level of quality when supplying a private label. Emphasize your ability of being able to provide large volumes at a consistent quality in time when aiming at private label supply.
- International trade fairs can serve as a useful contact opportunity. [Fruit Logistica](#) is known as the world's leading international trade fair for fresh fruits and vegetables, dried fruits, and tree nuts. Other fairs are ANUGA (Cologne), BIOFACH (Nuremberg), GULFOOD (Dubai) and SIAL (Paris).
- Look also at the website of Finnpartnership for useful links for contacting Finnish companies: http://www.finnpartnership.fi/www/en/exporting_to_finland/index.php
- Visit CBI's [Buyer's black box](#) for further information or go to <http://www.kwintessential.co.uk/resources/global-etiquette/finland-country-profile.html> for business etiquettes or visit <https://www.cia.gov/library/publications/the-world-factbook/geos/fi.html> for some basic facts about Finland.

Place: key insights in market places for the Finnish market

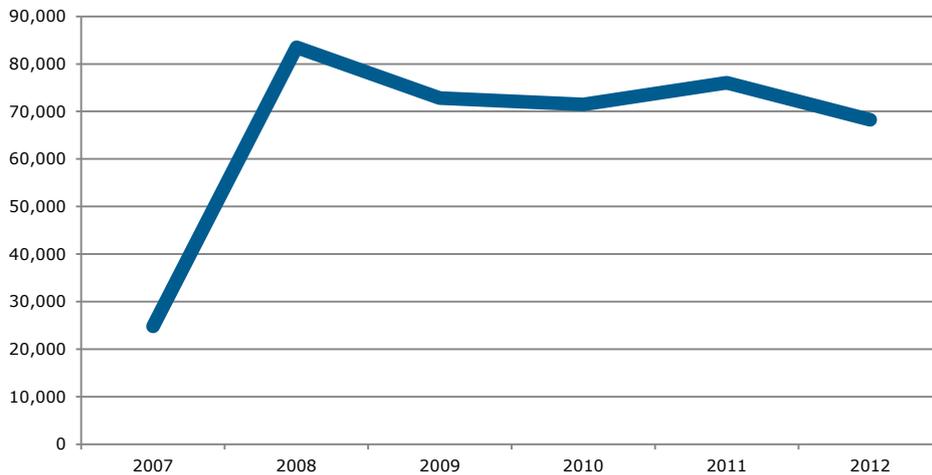
The figures below provide insights in the production, consumption, imports and exports of canned fruits and vegetables on the Finnish market.

Figure 1: Production, consumption, exports and imports of canned fruits and vegetables in the Finnish market*

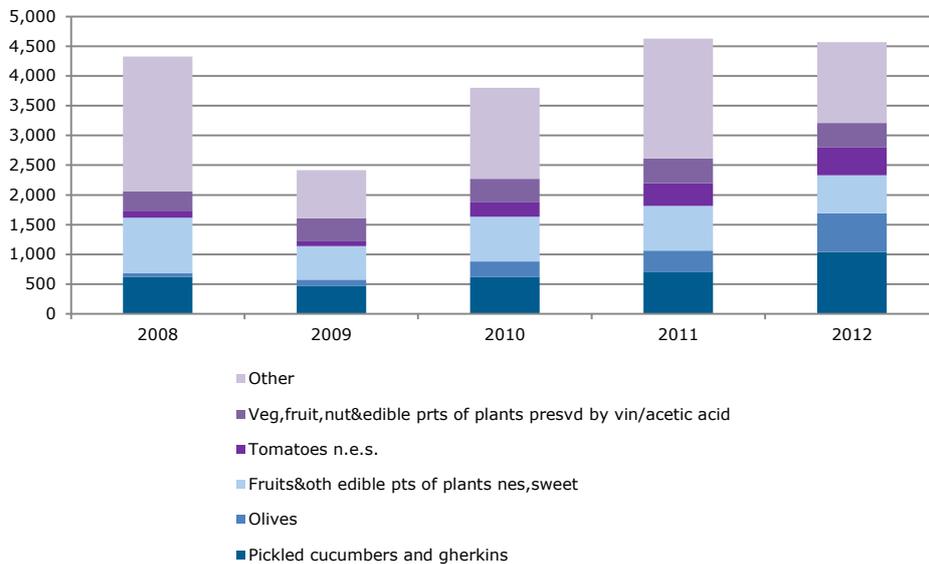
Finnish production of canned fruit and vegetables, in 1000 kg



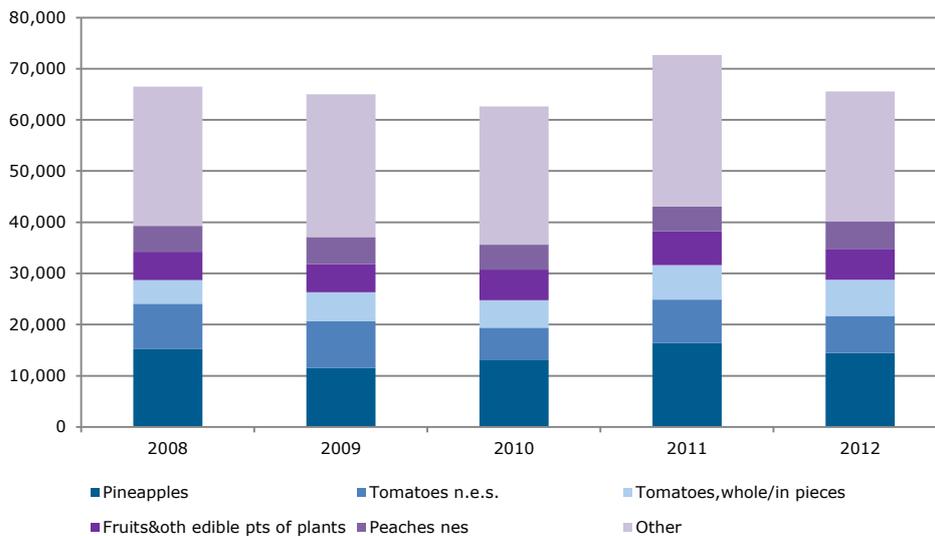
Finnish apparent consumption of canned fruit and vegetables, in 1000 kg



Finnish export of canned fruit and vegetables, in 1000 kg



Finnish import of canned fruit and vegetables, in 1000 kg



Source: United Nations COMTRADE database, Eurostat PRODCOM. LEI calculation 2013.

*Eurostat PRODCOM production data are used for indicating the production. UN COMTRADE data are used for indicating the imports and the exports. Eurostat PRODCOM production, exports and imports data are used to indicate apparent consumption. Apparent consumption is defined as the difference between the sum of production and imports, and exports of canned fruit and vegetables. 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.

Some important insights for you to take into consideration are:

- The total production volumes of canned fruit and vegetables in 2012 were 28.8 thousand tonnes. Usually, the fruit and vegetables processing industry uses mostly domestic produce, because ingredients for canning have to be fresh.
- The apparent consumption of canned fruit and vegetables was 68.2 thousand tonnes in 2012. Finland's population was about 5.4 million in that year. This means that apparent consumption of canned fruit and vegetables was about 12.6 kg per person.

- Finland is a net importer of canned fruit and vegetables. The total exports of canned fruit and vegetables in Finland are volatile: they vary between 2.4 and 4.6 thousand tonnes in the period 2008-2012.
- The value of export was €5.4 million in 2012.
- In 2012, pickled cucumbers and gherkins were exported the most (21% of the total export value in canned fruit and vegetables). Most canned fruit and vegetables were exported to Sweden (192 tonnes).
- The total import of all processed fruit and vegetables grew from 158 to 177 thousand tonnes per year between 2007 and 2011. During the same period, imports of processed fruit and vegetables from the developing countries (CBI definition) were about 11% each year.
- The total import of canned fruit and vegetables varied between 62.6 and 72.6 thousand tonnes per year between 2008 and 2012 with the value of €86 million in 2012. The imports from developing countries (CBI definition) declined from 9.6% to 5.9% of the total volume between 2008 and 2012.
- Top-3 suppliers of canned fruit and vegetables in 2011 were the Italy (9.8 thousand tonnes), Thailand (9.1 thousand tonnes) and Spain (7.5 thousand tonnes). Top-3 suppliers from the developing countries in 2012 were Thailand, Indonesia and Kenya.
- Canned pineapples (14.5 thousand tonnes), tomatoes n.e.s., prepared or preserved other than by vinegar or acetic acid (7.2 thousand tonnes) and tomatoes whole and in pieces prepared by vinegar or acetic acid (7.0 thousand tonnes) are products with the largest import volumes in 2012.
- Tomatoes (whole and in pieces) showed the largest growth in imports between 2008 and 2012: 52%. The import of beans grew with 45% and the import of mixed vegetables grew with 41%. Mushrooms, prepared or preserved otherwise than by vinegar or acetic acid, are a product with a significant import volume that showed the largest drop in imports between 2008 and 2012: 26%. The imports of canned declined with 5% in the same period.
- The major retail chains are vertically integrated with sourcing (wholesale) and distribution companies. That makes it possible to maintain an efficient delivery system and Finland wide network of supermarkets and other stores in a country that is populated with a very low density, especially in the northern parts.
- The food retail market in Finland is highly concentrated. The three major retail chains in Finland are S-Group (45% food retail market share in 2011), Kesko Oy (or K-Group) (35% food retail market share in 2011) and Suomen Lähikauppa Oy (8% food retail market share in 2011) (Source: USDA GAIN report F11201, 2012). Other food retail stores operating in Finland are Lidl (hard discount) and Stockmann Group (department stores). Almost all food is sold through the supermarkets, hypermarkets and other stores that belong to one of the retail chain groups.

More information

Export and market entry support:

CBI Market Intelligence Platform: http://www.cbi.eu/marketintel_platform

Finnpartnership-Finnish Business Partnership Programme:

<http://www.finnpartnership.fi/www/en/index.php>

Fruit Logistica: <http://www.fruitlogistica.de/en/>

Certification schemes:

GLOBALG.A.P.: http://www.globalgap.org/uk_en/

Fair Trade: <http://www.fairtrade.net/> and <http://www.reilukauppa.fi/?194> (in Finnish);

<http://www.reilukauppa.fi/se/startside/> (in Swedish)

Rainforest Alliance: <http://www.rainforest-alliance.org/>

The Nordic Swan: <http://www.nordic-ecolabel.org/>

BRC Global Standards: <http://www.brcglobalstandards.com/>

Marketing and trade standards:

European legislation: <http://eur-lex.europa.eu/en/index.htm>

UN Economic Commission for Europe: <http://www.unece.org/tradewelcome/trade-home.html>

WHO/FAO Codex Alimentarius: <http://www.codexalimentarius.org/codex-home/en/>

EU organic legislation: http://ec.europa.eu/agriculture/organic/eu-policy/legislation_en

Statistics and sector information:

EU Expanding Exports Helpdesk: <http://exporthelp.europa.eu/>

UN Comtrade Statistics Database: <http://comtrade.un.org/db/>

Retail chains:

S-Group: <https://www.s-kanava.fi/web/vk/en/asiakasomistajalle>

K-Group: <http://www.kesko.fi/en/>

Suomen Lähikauppa Oy: <http://www.lahikauppa.fi/fi/etusivu>

Lidl: http://www.lidl-info.com/cps/rde/xchg/country_selection

Stockmann Group: <http://www.stockmanngroup.fi/en/en/>

This survey was compiled for CBI by LEI Wageningen UR

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