



# CBI Product Factsheet: Edible Nuts in Finland

## 'Practical market insights on your product'

Finland is a relatively small EU market for edible nuts. In 2011 Finland imported 11.7 thousand tonnes with the value of €48 million. The food retail market in Finland is highly concentrated. Almost all processed fruit and vegetables and edible nuts, 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. This product factsheet will provide you with information on product specifications, price information, important requirements for promotion and statistics about dried fruit and vegetables in the Finnish market.

### Product: key specifications for the Finnish market

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

Code	Code description
0801.21, 0801.22	Brazil nuts (in shell and shelled)
0801.31, 0801.32	Cashew nuts (in shell and shelled)
0802.11, 0802.12	Almonds (in shell and shelled)
0802.21, 0802.22	Hazelnuts or filberts (in shell and shelled)
0802.31, 0802.32	Walnuts (in shell and shelled)
8024.00	Chestnuts (in shell and shelled)
8025.00	Pistachios (in shell and shelled)
080260	Macadamia nuts (in shell and shelled)
0802.90, 2008.19, 0813.50	Other nuts and mixtures
1202.10, 1202.20, 2008.11	Groundnuts (in shell, shelled, preserved)

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 edible nuts. Photographs are added to show examples of packaging and labelling.  
Edible nuts specification in the Finnish market

Specifications	Brief description of the edible nuts specification for the Finnish market
Form of Sale	Retail: 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: as a snack, sometimes in a nut mix or nut and fruit mix.

<p>Weight classes per portion</p>	<p>In the specialty stores edible nuts can be offered as bulk (not pre-packed) in larger containers. In that case consumer can decide the weight per portion. Other retail: between 100gr and 1kg depending on the packaging.</p>	
<p>Net weight</p>	<p>For pre-packed: between 100 gr and 1kg</p>	
<p>Labelling</p>	<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 <a href="#">EU Directive 2000/13/EC</a>):</p> <ul style="list-style-type: none"> <li>• Name under which the product is sold;</li> <li>• List of ingredients;</li> <li>• Quantity of ingredients or categories of ingredients;</li> <li>• Net quantity;</li> <li>• Date of minimum durability consisting of day, month and year in that order;</li> <li>• Any special storage conditions or conditions of use;</li> <li>• Name or business name and address of the manufacturer or packager, or of a seller established within the Community;</li> <li>• Place of origin or provenance where failure to give such particulars might mislead the consumer;</li> <li>• Instructions for use should be included to enable appropriate use of the foodstuff;</li> <li>• Nuts are liable to cause allergies or intolerances, a clear indication should be given on the label by the words "contains ...(name of the product)". The most common food allergens in Europe are listed in the Regulation (<a href="#">EC</a> <a href="#">1169/2011</a> on food information (see Annex II for specific nuts causing allergies or intolerances). The presence of nuts should always be declared on product labels, since they are a well-known allergen.</li> </ul> <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 (cashew nuts):</p>  <p>Source: LEI Wageningen UR</p> <p>Nuts can cause an allergic reaction in some people.</p>	
<p>Packaging</p>	<p>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.</p>	
<p>Form and Packaging</p>	 <p>Source: LEI Wageningen UR; Rainbow</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</p>	<p>Brief Description</p>	<p>More information</p>

Requirements		
<b>General Food Law and Food safety regulation</b>	The basis of the EU's food safety legislation is the General Food Law ( <a href="#">Regulation (EC) No 178/2002</a> ) which introduces general definitions, principles, obligations and requirements which apply to all food brought on the EU market. These general principles form a horizontal framework. These are supplemented by 'Horizontal' legislations focussing 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.	Check the EU food safety regulation on procedures in matters of food safety. Check the website of <a href="#">Evira</a> for information about its activities, research reports, guides and brochures on food safety issues.  Check the CBI Market Intelligence Platform on <a href="#">EU legislation, General Food Law</a> , and <a href="#">EU legislation on Food Control</a> .
Food Hygiene regulation	In 2006 the European Commission introduced the new hygiene <a href="#">Regulation (EC) No. 852/2004</a> 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.	Check the CBI Market Intelligence Platform on <a href="#">EU legislation on Hygiene of Food and HACCP</a> .
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 <a href="#">EU legislation on Maximum Residue Limits</a> and <a href="#">Contaminants in Food</a> .  See more <a href="#">information about MRLs in the EU</a> 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 <a href="#">traceability</a> .
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 <a href="#">EU export help desk</a> for more information about import tariffs and import regulations. In addition, more information can be found in <a href="#">the Exporting to the Nordic countries guide</a> at the <a href="#">Finnpartnership</a> website, or at the site of the <a href="#">Finnish National Board of Customs</a> . Check also the website of <a href="#">the Ministry of Foreign Affairs of Finland</a> 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 <a href="#">Codex Alimentarius</a> and the <a href="#">UNECE standards</a> . 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	See information <a href="#">EU legislation on Food Contact Materials</a> on the CBI Market

	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.	Intelligence Platform.
<b>Non-Legal Requirements</b>	<b>Brief Description</b>	<b>More information</b>
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 <a href="#">Codex Alimentarius</a> for more information
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 be argued, that the presence of a HACCP based system is a legal requirement for food exporters to the EU also. 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.	See the CBI Market Access Requirements database for more information on <a href="#">Hazard Analysis Critical Control Point</a>
GLOBALG.A.P. <b>GLOBALG.A.P.</b>	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.	See the <a href="#">GLOBAL G.A.P</a> website for more information
BRC 	Next to GlobalGAP, BRC global standard (British Retail Consortium) 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 GlobalGAP. It is especially a buyer requirement if you supply to large international retailers. Like IFS, SQF and several other industry-developed standards, 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 <a href="#">BRC database and website</a> 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 <a href="#">BSCI</a> website for more information
<b>Organic</b>  	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 <a href="http://ec.europa.eu/agriculture/organic/eu-policy/legislation_en">http://ec.europa.eu/agriculture/organic/eu-policy/legislation_en</a> . and <a href="http://www.nordic-ecolabel.org/">http://www.nordic-ecolabel.org/</a>
<b>Fair Trade</b>	Focussing on principles of fair pricing, good	For more information about

 <p>FAIRTRADE INTERNATIONAL</p>	<p>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 in Finland.</p>	<p>the regulation of Fair Trade products see: <a href="http://www.fairtrade.net/">http://www.fairtrade.net/</a>, or visit the Finnish association (unfortunately no English version of the website): <a href="http://www.reilukauppa.fi/?194">http://www.reilukauppa.fi/?194</a> (in Finnish); <a href="http://www.reilukauppa.fi/se/startside/">http://www.reilukauppa.fi/se/startside/</a> (in Swedish)</p>
 <p>RAINFOREST ALLIANCE CERTIFIED</p>	<p>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.</p>	<p>More information on the Rainforest Alliance is available on their website, <a href="http://www.rainforest-alliance.org/">http://www.rainforest-alliance.org/</a></p>

### Price indications for the Finnish market

The table below provides information about the consumer price of edible nuts on the Finnish market.

**Table 1: Consumer prices for edible nuts in the Finnish market**

	Retail price (€)***
	2013
Various nuts and mixes per 1 kg	€10.00-€50.00
Groundnuts (Peanuts) per kg	€5.00-€22.00
Cashew nuts per 1 kg	€15.00-€30.00
Pistachios per 1 kg	€15.00-€60.00

\*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 edible nuts 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

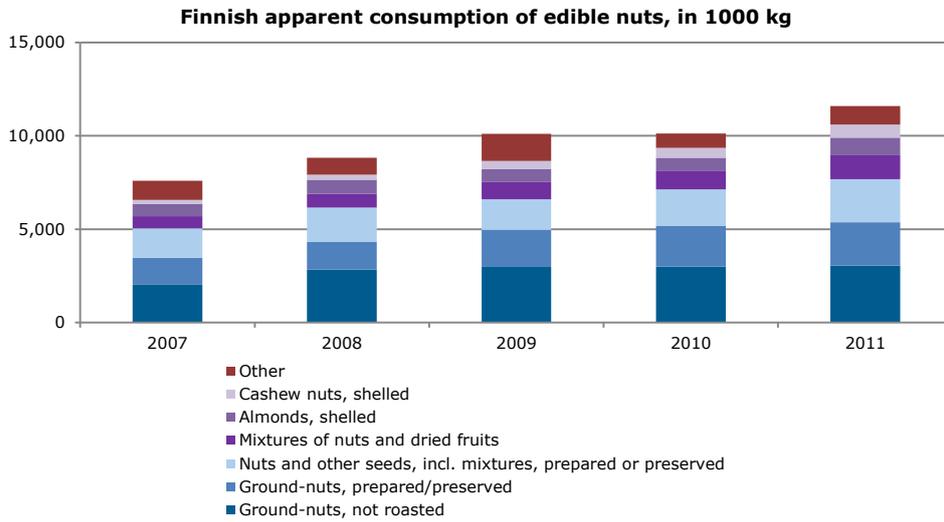
In order to export edible nuts to the Finnish market following promotional skills and assets can be applied to promote your product successfully on the Finnish market:

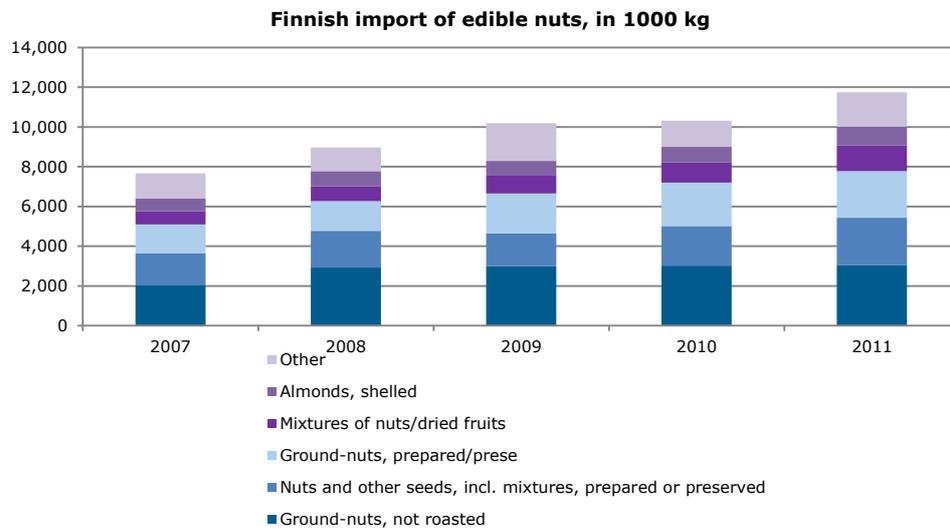
- Finnish consumers have a large interest in increasing variety of available products. Yet, except for products like peanuts, which are perceived as mainstream, nuts are relatively unknown products in terms of taste. Promotion materials, such as recipes, that are published in the media with a big exposure in the country are able to boost the consumption of a product in a faster pace.
- Innovative seasonings and mixtures and innovative packaging, such as one portion ready-to-eat, draw attention of the consumers. Ask your Finnish contact or an intermediary about packaging requirements.
- Nuts are perceived as a healthy snack. Many consumers eat nuts as a snack, often in a mix with dried fruit, instead of more unhealthy snacks like crisps. 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.
- Among Finnish households, slightly over 12% of total household expenditure is for food and non-alcoholic beverages. This share is relatively low. Yet, Finnish consumers perceive food prices as high and will mostly choose lower prices given preferred product characteristics such as quality and sustainability. 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 (e.g. Kesko Food, Inex and Tuko Logistics), 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.
- 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 nuts in general, which 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 Lähikauppa 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](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 consumption, imports and exports of edible nuts on the Finnish market.

#### Consumption\*, exports and imports of edible nuts in the Finnish market





\*Data of UN Comtrade are used to indicate apparent consumption. Apparent consumption is defined as the difference between imports and exports of edible nuts. 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.

Source: United Nations COMTRADE database, DESA/UNSD. LEI calculation 2013

Some important insights for you to take into consideration are:

- Edible nuts are not grown in Finland due to the climate. Therefore, Finland is dependent on its imports.
- The apparent consumption of edible nuts increased from 7.6 thousand tonnes in 2007 to 11.6 thousand tonnes in 2011. The increase follows the "health" trend. Finland's population was about 5.4 million in 2011. This means that apparent consumption of edible nuts was 0.47 kg per person in that year.
- 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 53 and 187 tonnes in the period 2007-2011. Most exports are re-exports of imported nuts.
- The value of export was €880 thousand in 2011.
- In 2011, prepared or preserved mixtures of nuts were exported the most (36% of the total export volume). Most edible nuts were exported to Estonia (36% of the total volume).
- The total imports of edible nuts increased from 7.6 to 11.7 thousand tonnes per year between 2007 and 2011. Since 2011 there has been substitution between imports from developing countries and the rest of the world.
- The total imports of edible nuts in 2011 had the value of €48 million.
- Top-3 suppliers of edible nuts in 2010 were Netherlands (3.5 thousand tonnes), Germany (2.0 thousand tonnes) and Denmark (2.5 thousand tonnes). This is mostly re-exported, sometimes after an additional processing stage. Top-3 suppliers from the developing countries in 2010 were Turkey (695 tonnes), Vietnam and India. Most edible nuts are re-exported to Finland by another EU country.
- Ground nuts (peanuts) not roasted (26% of the total volume), prepared or preserved mixtures of nuts (20 % of the total volume) and prepared and preserved ground nuts (20% of the total volume) are products with the largest imported volumes in 2011.
- Shelled cashew nuts showed the largest growth in imports between 2007 and 2011: 224%. Unshelled Brazil and cashew nuts showed the largest drop in imports between 2007 and 2011: imports diminished to zero. The imports of ground nuts increased with 60% (for prepared and preserved) and 51 % (for not roasted) between 2007 and 2011.
- The major retail chains are vertically integrated with sourcing (wholesale) and distribution companies. That makes it possible to maintain an efficient delivery system and country 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. Nuts are also sold in specialty nut and dried fruit shops (for example DeliService Punnitse & Säästä Oy), and health shops.

#### **More information**

Export and market entry support:

CBI Market Intelligence Platform: [http://www.cbi.eu/marketintel\\_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/](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](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](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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