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## Finland

### Food Processing Ingredients Sector

### 2007

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**Report Highlights:** Following EU membership, there has been a move toward mutual investment and consolidation among Finnish food industries and joint Nordic cooperation in general. Food processing is the fourth largest industrial category in Finland. In 2005, the value of food inputs used in the food processing industry amounted to US\$ 6,730 million. About 85% of the raw material used by the Finnish food industry is domestic.

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## TABLE OF CONTENTS

<b>SECTION I. MARKET SUMMARY .....</b>	<b>3</b>
<b>Most Important sectors of the food industry - Imports .....</b>	<b>4</b>
<b>SECTION II. ROAD MAP FOR MARKET ENTRY .....</b>	<b>5</b>
A. ENTRY STRATEGY .....	5
• <b>retailers/wholesale groups (large quantities) .....</b>	<b>5</b>
• <b>specialized importers/distributors (niche and select brand name products) .....</b>	<b>5</b>
• <b>food processors (private label products) .....</b>	<b>5</b>
B. MARKET STRUCTURE .....	6
C. COMPANY PROFILES .....	7
D. SECTOR TRENDS .....	8
<b>III. COMPETITION.....</b>	<b>10</b>
<b>IV. BEST PRODUCT PROSPECTS .....</b>	<b>13</b>
<b>Category C: Products Not Present Because They Face Significant Barriers .....</b>	<b>16</b>
<b>V. POST CONTACT AND FURTHER INFORMATION.....</b>	<b>16</b>

## SECTION I. MARKET SUMMARY

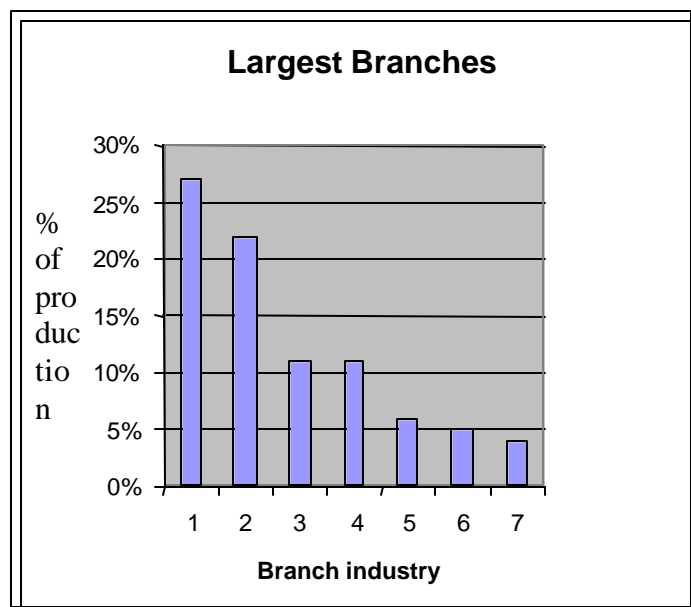
The Finnish economy has enjoyed strong economic growth for several years, outpacing most OECD countries. GDP growth is forecast to be 2.8% in 2007 (3.6% for 2006). Per capita GDP in Finland is US\$ 33,409 and total GDP is US\$ 173 billion. In 1995, Finland entered the European Union (EU) and joined the European Monetary Union (EMU) in 2002, which replaced the Finnish Mark with the Euro. The rate of inflation has remained below the OECD average at 1.7% in 2006 and is forecast to be 1.9% in 2007. The driving force behind Finland's economy is strong private consumption, which has benefited from strong real wage growth and an expanding economy, both at home and abroad.

The food industry in Finland is the fourth largest branch of industry in terms of gross value of production, following metal and engineering, forest and chemical products. There are at present 1,993 food processors active on the Finnish market. The largest production branches of the food industry include meat processing, dairy, bakery, beverages and feed production. In 2005, the value of food inputs used in the food processing industry amounted to US\$ 6,730 million. The U.S. share of food imports was 1.8%. In 2005, the value of food imports was US\$ 3.1 billion. The market share of Finnish food products in Finland is 83%.

About 85% of the raw material used by the Finnish food industry is domestic. Exports of Finnish foods amounts to about US\$ 1.3 billion and the main export markets include Russia, Estonia, Sweden, the United States and Germany. The most important export products from Finland include cheese, butter and other milk fats, chocolate, sugar-derived products, meat (pork) and alcoholic drinks. The industry as a whole has grown considerably in the last decade and is expected to grow by about 8-10% in the coming years. The food industry generates a high level of technological know-how and R&D, which has resulted in the introduction of a number of products that have gained international attention.

The Finnish food industry's future involves intense discussions about important concepts such as health and fitness. Food companies and research organizations have had many years of cooperation and have produced a diverse range of functional foodstuffs. The latest innovations in this category of food include cholesterol lowering margarine and tooth-friendly natural sugar.

Advantages	Challenges
High standard of living, highly educated work force, growing incomes. English is widely spoken.	US products have a disadvantage as regards price (customs duties, taxes) compared to EU competitors.
Location provides access to a Nordic/Baltic market consisting of 25 million consumers.	Strong hesitations with respect to genetically modified products.
Increasing demand for value-added products, convenience foods and functional foods. Health and fitness key concepts affecting food choices.	US hormone-treated beef or US poultry using antimicrobial treatment not allowed. Zero tolerance for salmonella.
Centralized purchasing and distribution, which means lower distribution costs.	High shipping costs.



1. Meat Processing
2. Dairy products
3. Bread, cookies
4. Beer, soft drinks, mineral waters
5. Feeds
6. Vegetables, fruits
7. Chocolate, sweets, cocoa

**Most Important sectors of the food industry - Imports**

Food Industry Product	2004 Imports (US\$ 1000)	2005 Imports (US\$ 1000)	Change 2004/2005 (%)
Alcoholic beverages	195,173	215,280	10 %
Beer	16,112	16,542	2.7 %
Canned Fruit	30,214	34,099	12.8 %
Canned Vegetables	27,678	30,900	11.6 %
Frozen Fish	15,033	16,322	8.6 %
Dried, salted, smoked Fish	3,989	3,598	- 9.8 %
Canned Fish	42,963	45,707	6.4 %
Poultry	12,347	14,364	16.3 %
Sausages	7,158	7,649	6.9 %
Frozen Berries	15,306	14,124	- 7.7 %
Juices	37,659	36,107	- 4.1 %
Soft drinks and mineral waters	21,257	26,968	27.0 %
Seasonings, soups and stocks	18,044	15,803	- 12.4 %
Ketchup	9,767	11,458	17.3 %
Pasta	13,243	15,287	15.4 %
Nuts	4,698	7,643	62.7 %
Tea	8,407	9,028	7.4 %
Chocolate, cocoa and confectionary	102,579	108,055	5.4 %

Please note that exchange rate differences might have a minor impact on the dollar rate import value.

CY 2005: USD 1.00 equals Euro 0.8039

CY 2004: USD 1.00 equals Euro 0.8053

## SECTION II. ROAD MAP FOR MARKET ENTRY

### A. ENTRY STRATEGY

The best way of entering the Finnish food market is to contact one of the major import/wholesale/retail groups, such as the K-Group, S-Group and Tradeka. The reason for this is that these companies have established logistics and distribution channels and are able to import large quantities and have good storage capabilities. These companies know the market requirements and can assist with any documents necessary for the importation of food products into Finland, such as proper labelling information, sanitary certification, taxes, etc. For additional information on the Finnish retail market, please refer to the Retail Food Sector Report (FI6006), available on the Foreign Agricultural Service web page at <http://www.fas.usda.gov>.

There are, in addition to the major companies mentioned above, import agents specializing in certain food products such as spices and seasonings, for example. These companies in turn sell to large retail chains or to food processors and are optimal for exporters who do not wish to export large volumes (which the larger chains prefer). Some of the food processors also import directly from foreign suppliers, especially for private own label products.

In other words, depending on the product and the volume, there are different ways for American exporters to penetrate the market:

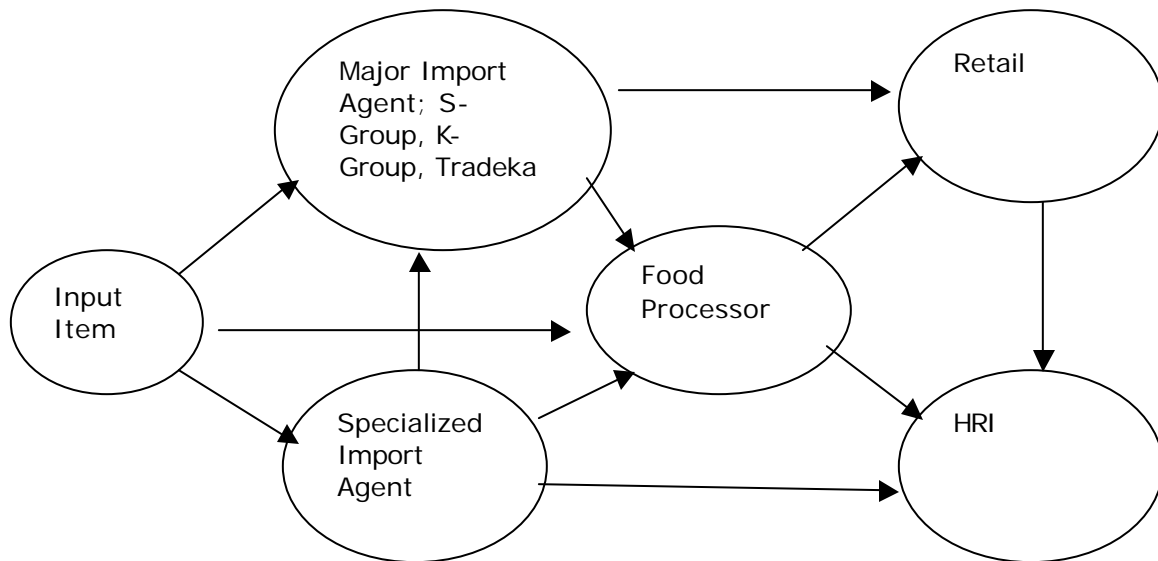
- retailers/wholesale groups (large quantities)
- specialized importers/distributors (niche and select brand name products)
- food processors (private label products)

Finland has been a member of the European Union since 1995 and has adopted EU practices related to imports of agricultural products. Agricultural products are subject to the standard EU import licensing system, quotas, import duties and other provisions. Hence, in general, Finland conforms to EU regulations.

Food safety standards in this market are very strict and imported foodstuffs must meet particular requirements. In negotiations with the EU, Finland received a derogation to maintain the right to continue certain domestic food safety standards for a transitional period following EU membership. In most respects, the Finnish national standards are tougher than those of the EU. For example, in the meat and livestock sectors, Finland maintains what is essentially a zero tolerance for salmonella.

It is important to note that this market is fully open to competitors within the EU, while U.S. exporters face EU import restrictions. For more information, please refer to the FAIRS (Food and Agricultural Import Regulations and Standards) Report (FI6005) available on the Foreign Agricultural Service web page at <http://www.fas.usda.gov>.

## B. MARKET STRUCTURE



The small population base of Finland provides limited opportunity for a highly diversified food processing industry requiring sufficient economies of scale. Consequently, companies have been consolidating. In addition, there is increased emphasis on exporting processed food items - especially cheese, candy, snack food and a variety of jams and preserves. Following EU membership, there has been a move toward mutual investment and consolidation among Finnish food industries and joint Nordic cooperation in general. Several Finnish companies own and operate food processing firms outside of Finland.

Food processing is the fourth largest industrial category in Finland. In 2005, the value of Finnish food exports was approximately US\$ 1.3 billion and the value of food imports US\$ 3.1 billion. The gross value of production was US\$ 11.6 billion and the value added US\$ 2.6 billion. The main sectors of the industry are meat processing, dairy and bakery. The food industry employs more than 37,000 people.

The Finnish food industry's primary market is domestic. The market share of Finnish food products in Finland is 83 percent. However, with EU membership in 1995, Finland was required to eliminate its import licensing system. This opened Finland's food industry to more competition from other EU member countries. This, in turn, has forced changes in the form of mergers and acquisitions, as well as international expansion. For example, the Finnish baking industry (primarily Fazer Oy) has grown into an international group of companies. The dairy industry (Valio) is also exporting to Sweden and the Baltics.

In 2005, imports of foodstuffs into Finland from the U.S. accounted for 1.8 percent, while the EU countries had a combined share of 73.8 percent. The industry processes both domestic agricultural products and imported raw materials. However, 85 percent of the raw material used by the Finnish food industry is domestic.

Major companies dominate certain sectors including Atria (meat and meat products), Fazer (chocolate and bakery products), Raisio (margarine, starch, and bakery products), Sinebrychoff (soft drinks, beer), Marli (liquors, fruit juices) and Valio (dairy).

### C. COMPANY PROFILES

Company (Product Types)	Sales (USD Mil/Year)	End-Use Channels	Production Location	Procurement Channels
Atria Oy (meats, poultry and prepared meals)	USD 920/2005	Retail and HRI	Finland, Sweden, Baltics and Russia	Import; Direct
HK Ruokatalo Oy (meat products, poultry meat, processed meat products and convenience foods)	USD 800/2005	Retail and HRI	Finland, Baltics and Poland	Direct
Saarioinen Oy (meats, poultry, prepared meals, condiments)	USD 290/2005	Retail and HRI	Finland, Sweden and Estonia	Importers; Direct
Valio Ltd (dairy)	USD 1 288/2005	Retail and HRI	Finland, Sweden, Belgium, Baltics, Russia, USA	Direct
Cloetta Fazer (confectionary, bakery products)	USD 2 919/2005	Retail and HRI	Finland, Sweden	Importers; Direct
Vaasan&Vaasan Oy (milling and bakery)	USD 263/2005	Retail and HRI	Finland	Importers; Direct
Oy Snellman Ab (cold cuts, convenience foods)	USD 88/2005	Retail and HRI	Finland	Importers; Direct
Felix Abba (ketchups, dilutables, fish products, dessert products, pizza and frozen foods)	USD 78/2005	Retail and HRI	Finland, Sweden, Norway, Baltics, Austria and Thailand	Importers; Direct
Oy Panda (confectionary)	USD 42/2005	Retail and HRI	Finland	Direct
Kaslink Foods Ltd (sauce)	USD 92/2005	Retail and HRI	Finland	Importers; Direct

bases, main and dessert course sauces, soups, non-carbonated soft drinks and milk and cream replacement products.				
Raisio (cereals, margarine, functional foods)	USD 440/2004	Retail and HRI	Finland	Direct
Chips Oy (snacks, fish products and convenience foods)	USD 280/2005	Retail and HRI	Finland, Sweden, Norway, Denmark, Baltics, Russia	Direct
Ingman Foods Oy (milk-based foods)	USD 268/2005	Retail and HRI	Finland	Importers; Direct
Oy Sinebrychoff AB (soft drinks, beer, cider, sports drinks, etc)	USD 251/2005	Retail and HRI	Finland, Denmark (JV)	Importers; Direct
Oy Marli AB (fruit juices)	USD 39/2005	Retail and HRI	Finland	Imports; Direct

#### D. SECTOR TRENDS

The strong private consumption trend, fuelled by rising real wages and an expanding economy, has created a demand for convenience and healthy foods. Consumer awareness of food safety and healthy eating habits has increased greatly over the past decade and consumers are focusing more on quality as a whole. Some important factors of quality include freshness, nutritional value and raw material content. Labelling plays an important part here to inform of these aspects. Additionally, sound production conditions, from animal welfare to the use of fertilizers and pesticides in plants, remain vital aspects for Finnish consumers. Retailing companies are therefore evaluating their supply chains as regards environmental and social responsibility. The variety and number of private label products has increased greatly in the past few years and products in this category. The lands of origin are noted on the imported private label products. In other words, retailing companies in Finland in the food processing industry adhere to the so-called life-cycle approach, which cover “the whole supply chain from the purchase of raw materials to the consumption and disposal of the end product” ([www.etl.fi](http://www.etl.fi)). The goal is to minimize the environmental drain in the overall production of foodstuffs, packaging and distribution.

Accordingly, companies in the food processing industry in Finland strive towards the following:

- Safe products and production
- Ensuring origin of all raw material



- Ensured product hygiene
- Ethical principles in support of operations
- Environmental responsibility

Atria Oy is one example of a Finnish food manufacturer whose product range includes, for example, meat and meat products, chicken, turkey and convenience foods for retail as well as for institutional catering. The company claims that the raw materials used originate from the best cultivation and cattle breeding areas and the processing of meat and poultry products represent the latest technology. HK-Ruokatalo is another example of a food processing company with the aim to develop ecologically more sustainable methods of poultry production and processing.

Below are some notable trends in the food processing industry in Finland:

- environmental and social responsibility in food retailing (ecological impacts of doing business)
- environmentally responsible foodstuffs – ecologically sound products and processes
- safe and ethically produced raw materials for further processing
- life-cycle approach - shorter supply chains – cost effective flow of goods
- operational efficiency and creating competitive advantage
- ecological and ethical purchasing decisions
- more efficient management of both selection and delivery of foodstuffs
- healthy trends – low fat and low cholesterol products

The trend towards a more healthy lifestyle continues amongst the Finnish population and the rising demand for healthy and functional food and drink products continues and here, Finland is at the forefront of the development of health enhancing foods. Innovations in this area include the cholesterol-reducing “Benecol” products and the anticaries “Xylitol” sweeteners. Growing interest in the area of organic food products amongst Finnish consumers can also be seen and products in this category are gaining market share as well. There is no defined legislation for functional foods in Europe as of yet. Generally, functional foods are considered to be products which, in addition to their nutritional function, have been scientifically proven to boost health or prevent illness. Products that boost health are thus popular as well as convenience products. Fresh, ready-made food is one of the most rapidly developing product groups in the daily consumer goods sector in Finland. Sales have increased greatly in the last few years and this trend is expected to continue. Consumer preference for products such as slightly more expensive refined cooked meat products over cold sausage cuts has been noted amongst companies in the food industry. The ready-made foods market is expected to grow in the years ahead.

Foreign investments have been the focus of various sections of Finnish society as of late, including high government officials. Finland’s president, Ms Tarja Halonen, recently expressed the need for more investments, innovations and immigrants in Finland “in order to stay afloat in the midst of intensive globalisation”. Some strong aspects in the competition for foreign investments include advanced technology and widespread competence. Safety, a clean environment, little bureaucracy, non-existent corruption and short trips to work also have a positive effect on foreign investment decisions. Another attractive issue for companies investing in Finland is the potential market of about 80 million people located nearby – consisting of the neighbouring Nordic countries, the Baltic region and Russia. The logistics possibilities of Finland’s neighbouring countries are particularly interesting to Japanese and American companies, among others.

At present there are some 2,400 foreign companies in Finland (of which foreign ownership is at least 50 %). There are, on average, 200 new foreign companies established in Finland every year and the number of new foreign companies entering Finland is on the rise. Most significant countries investing in Finland include Sweden, the United States, Germany and Great Britain.

### III. COMPETITION

As a result of the increase in consumer awareness, as regards health issues and environmental responsibility, there is heightened demand for products that fit in this category. Foodstuffs such as organic products in larger quantities could be price competitive if able to meet the demands of the Finnish food sector.

The National Quality Strategy for the Finnish Food Sector is a joint program of the different actors in the sector which describes the values, vision and operational principles of the sector and procedures applied. The actors in the food sector – primary production-food industry-transport-trade-authorities etc. are committed to implementing the national Quality Strategy. Hence, control over social quality has become more important as companies within the foodstuffs industry aim at evaluating their supply chains as regards environmental and social responsibility. Imported products of EU origin have to pass inspection and pay the Value Added Tax of 17%. Import products originating outside the EU also face inspection and three different taxes, including customs duty, excise tax and VAT.

Systems for controlling the supply chain of foodstuffs have been implemented by the food and drink industry. Agricultural inputs supplied to the foodstuffs industry are often based on a system referred to as “contract farming”. These contracts are company-specific programs in which quality requirements and other criteria regarding raw material content are defined. Imported raw materials such as cacao and coffee are examples of inputs in which a certification system for monitoring the environmental and social conditions in cacao plantations and cultivations has been developed and is used by companies in Finland that produce chocolate and related products.

Competition from local suppliers in Finland is quite stiff as a result of, among other things, the self-sufficiency goal. The current support to Finnish farmers consists of standard EU CAP support, Least Favored Area support (LFA) under CAP, CAP environmental support, and national support funded by the Finnish government. Support payments amount to about 45% of the total agricultural income of farmers. The Finnish Government advocates the maintenance of internal production support and export subsidies because much of its agriculture could not compete without them. Moreover, Finland exports many products to other countries, including; meat products, dairy products, functional/health-oriented food, beer and soft drinks, chocolate and confectionary, bakery products, milling and malt products and oils and fats, among other things. The close proximity of the Baltic countries and Russia has also allowed for many joint ventures and the purchase of factories and packing facilities there.

Product Category	Major Supply Sources in 2005	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
Fish and Seafood	1. Finland 40 % 2. Sweden –	Close proximity to Finland.	Local and nearby seafood production

<p>Net imports: 29,455 tons</p> <p>USD 65,627</p>	<p>30%</p> <p>3. Norway – 20%</p> <p>4. Thailand – 10%</p> <p>USA is an insignificant supplier</p>	<p>Finland.</p> <p>Thailand is able to provide tuna fish for the fish canning industry.</p>	<p>is significant in volume and price competitive.</p>
<p>Dairy</p> <p>Net imports: 68,048 tons</p> <p>USD 143,448</p>	<p>1. Finland - 85%</p> <p>2. Sweden – 15%</p>	<p>Quality assurance procedures make the dairy farms that produce milk an integral part of the Valio Group operating system.</p>	<p>Local production is significant in volume and price competitive.</p>
<p>Meats (Beef and Pork)</p> <p>Net imports: 23,083 tons</p> <p>USD 67,155</p>	<p>1. Finland – 85 %</p> <p>2. S.America – 10 %</p> <p>3. New Zealand – 5 %</p>	<p>Finland strives towards self-sufficiency thru its extensive farm support system.</p>	<p>Local production is significant in volume and price competitive.</p>
<p>Poultry</p> <p>Net imports: 4,987 tons</p> <p>USD 14,364</p>	<p>1. Finland – 95%</p> <p>2. Brazil – 5%</p>	<p>Zero tolerance for salmonella – preference for local poultry products.</p>	<p>Local production is significant in volume and price competitive.</p>
<p>Confectionery</p> <p>Net imports: 29,698 tons</p> <p>USD 63,980</p>	<p>1. Finland – 60%</p> <p>2. EU – 30%</p> <p>3. S.America - 5%</p> <p>4. Asia – 5%</p>	<p>Finland produces high quality confectionary products. S.America and Asia can supply products not present in local market.</p>	<p>Local production is significant but more competition on market could affect prices favourably.</p>
<p>Canned Fruit and Vegetables</p> <p>Net imports: 65,311 tons</p> <p>USD 64,996</p>	<p>1. Finland – 40%</p> <p>2. EU – 40%</p> <p>3. Asia – 10%</p> <p>4. Other – 10%</p>	<p>EU is a major supplier of these products.</p> <p>U.S. organic products in this category could have great potential.</p>	<p>Local production is not sufficient due to geographical location.</p>
<p>Frozen Berries and Vegetables</p> <p>Net imports: 61,474 tons</p>	<p>1. Finland – 40%</p> <p>2. EU – 60% (of which 20% from the Baltics)</p>	<p>The Baltic countries are major suppliers in this category.</p> <p>U.S. organic products in this category could</p>	<p>Local production is not sufficient due to geographical location.</p>

USD 47,409		have great potential.	
Alcoholic beverages, including beer  Net imports: 123,062 tons  USD 231,822	<ol style="list-style-type: none"> <li>1. Finland – 50%</li> <li>2. EU 50% (of which 30% from the Baltics)</li> </ol>	Close proximity to Baltics allows for private imports in significant quantities.	Local tax structure places local production and sales at a disadvantage.
Juices (orange and other juices)  Net imports: 53,579 tons  USD 36,107	<ol style="list-style-type: none"> <li>1. Finland – 40%</li> <li>2. EU – 40% (of which 10% from the Baltics)</li> <li>3. Other – 10%</li> </ol>	EU and Baltics supply fruit and fruit juices to the industry.  U.S. organic products in this category could have great potential.	Local production is not sufficient due to geographical location.
Soft drinks and mineral waters  Net imports: 72,091 tons  USD 26,968	<ol style="list-style-type: none"> <li>1. Finland – 60%</li> <li>2. EU – 40% (of which 10% from the Baltics)</li> </ol>	Close proximity of EU countries and Baltics allows for private imports in significant quantities.	Price competition makes products from the EU and neighbouring Baltic countries more attractive.
Seasonings  Net imports: 1,842  USD 5,488	<ol style="list-style-type: none"> <li>1. Finland – 30%</li> <li>2. EU – 40%</li> <li>3. Asia – 15%</li> <li>4. S.America – 15%</li> </ol>	EU, Asia and S.America supply price competitive seasonings to the food industry for processing, retail and HRI.	Local production is not sufficient due to geographical location.

In short, products originating from the EU have an advantage over products coming from countries outside the EU zone as they do not face more taxes and restrictions. Products originating from countries in the nearby region also have an advantage over the United States, for example, as distribution/transport costs are lower.

However, please note that due to transshipments from other EU countries, significant sales of U.S. origin products to Finland do not show up in trade data.

## IV. BEST PRODUCT PROSPECTS

## Category A: Products Present in the Market Which Have Good Sales Potential

Product Category	2005 Market Size	2005 Imports	5-Year Avg. Annual Import Growth	Import Tariff Rate	Key Constraints Over Market Development	Market Attractiveness for USA
Alcoholic beverages	170,064 litres	USD 215 Mil.	18%	22% VAT in addition to excise tax and an environmental surtax on alcohol beverages	High taxes on alcohol makes it difficult for competition to affect prices positively	Demand for wines and sparkling wines has increased along with the trend towards a more healthy lifestyle, i.e. drinking less in one sitting, combining food and drink.
Mineral water&soft drinks, beer (with an alcohol content below 4.7%)	761,572 litres	USD 44 Mil.	9%	22% VAT in addition to excise tax and an environmental surtax on alcohol beverages. 17% VAT on imports from the EU zone. Countries outside the EU face the 17% VAT, customs duty and excise tax.	High competition from local and nearby producers.	Demand for beverages in packages such as cans has increased. Interest in different types of imported beers (with an alcohol content below 4.7%) on the rise.
Juices	269,715 litres	USD 36 Mil.	6%	17% VAT on imports from the EU zone. Countries outside the EU face the 17% VAT, customs duty and excise tax.	Competition from established suppliers in the EU zone.	Organic products in this category could be a possible opportunity for U.S. suppliers.
Canned products	49,284 tons	USD 30 Mil.	2%	17% VAT on imports from	Competition from	Organic products in this

				the EU zone. Countries outside the EU face the 17% VAT, customs duty and excise tax.	established suppliers in the EU zone.	category could be a possible opportunity for U.S. suppliers.
Seasonings	7,108	USD 6 Mil.	-4%	17% VAT on imports from the EU zone. Countries outside the EU face the 17% VAT, customs duty and excise tax.	Competition from established suppliers in the EU zone.	Organic products in this category could be a possible opportunity for U.S. suppliers.
Nuts	2,875	USD 8 Mil.	50%	17% VAT on imports from the EU zone. Countries outside the EU face the 17% VAT, customs duty and excise tax.	Competition from established suppliers in the EU zone.	Organic products in this category could be a possible opportunity for US suppliers.
Chocolate and confectionary	43,245	USD 108 Mil.	9%	17% VAT on imports from the EU zone. Countries outside the EU face the 17% VAT, customs duty and excise tax.	Competition from established suppliers in the EU zone.	Organic products in this category could be a possible opportunity for U.S. suppliers.
Pasta products	15,152	USD 15 Mil.	12%	17% VAT on imports from the EU zone. Countries outside the EU face the 17% VAT, customs duty and excise tax.	Competition from established suppliers in the EU zone.	Healthy alternatives, such as whole wheat, for example as well as organic products in this category could be a possible opportunity for U.S. suppliers.
Tea	5,182	USD 10 Mil.	17%	17% VAT on imports from the EU zone. Countries	Competition from established suppliers in	Health trend has spurred tea drinking habits – such as green

				outside the EU face the 17% VAT, customs duty and excise tax.	the EU zone.	tea, red tea, etc.
Green Coffee	162,553	USD 109 Mil.	40%	17% VAT on imports from the EU zone. Countries outside the EU face the 17% VAT, customs duty and excise tax.	Competition from established suppliers in EU and for private label uses – so-called contract farming.	Finns have always been, and still are, heavy coffee drinkers.

Please note that due to transshipments from other EU countries, significant sales of U.S. origin products to Finland do not show up in trade data.

#### Category B: Products Not Present in Significant Quantities but Which Have Good Sales Potential

Product Category	2005 Market Size	2005 Imports	5-Year Avg. Annual Import Growth	Import Tariff Rate	Key Constraints Over Market Development	Market Attractiveness for USA
Beef	9,595	USD 30 Mil.	40%	17% VAT on imports from the EU zone. Countries outside the EU face the 17% VAT, customs duty and excise tax.	Restrictions exist for meat and meat products, including hormone treated meat.	Imports of hormone-free frozen beef could be a possible opportunity for U.S. exporters in this category.
Fresh and dried fruit	244,588	USD 189 Mil.	2%	17% VAT on imports from the EU zone. Countries outside the EU face the	Competition from countries in the EU zone and neighboring countries.	Organic products in this category could be a possible opportunity for U.S. suppliers

				17% VAT, customs duty and excise tax.		
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### Category C: Products Not Present Because They Face Significant Barriers

Products in this category include poultry and meat related barriers, such as the zero tolerance for salmonella, EU AMT Ban (Anti Microbial Treatment) and EU hormone ban.

## V. POST CONTACT AND FURTHER INFORMATION

The Finnish National Board of Customs - [www.tulli.fi](http://www.tulli.fi)

Ministry of Agriculture and Forestry - [www.mmm.fi](http://www.mmm.fi)

The Finnish Food and Drink Industries' Federation - [www.etl.fi](http://www.etl.fi)

Finnish Food Safety Authority - [www.evira.fi](http://www.evira.fi)

National Product Control Agency for Welfare and Health - [www.sttv.fi](http://www.sttv.fi)

Invest in Finland – [www.investinfinland.fi](http://www.investinfinland.fi)

National Product Control Agency for Welfare and Health - [www.sttv.fi](http://www.sttv.fi)

[www.foodwest.fi](http://www.foodwest.fi)

Alko Group – [www.alko.fi](http://www.alko.fi)

Kesko Ltd. (K-Group) – [www.kesko.fi](http://www.kesko.fi)

The S-Group – [www.s-kanava.fi](http://www.s-kanava.fi)

Tradeka – [www.tradeka.fi](http://www.tradeka.fi)

Finnish legislation – [www.finlex.fi](http://www.finlex.fi)