



From Policy to Economic Growth: Unleashing the Potential of Localised Production

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Presentation overview



- Finnish food policy: local food
 - Definition
 - Policy aim & outcome
- Examples
 - Lapland region
 - School meals
- Policy instruments



Finnish food policy: LOCAL FOOD



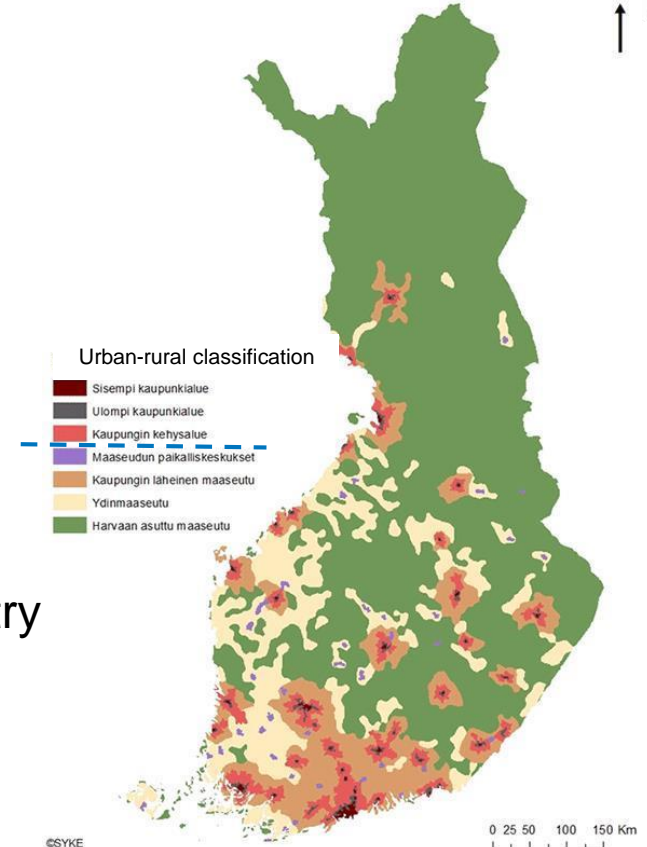
- Local food promotes the economy, employment and food culture of the region. Local products have a shorter supply chain, better traceability and less emissions from transport.
 - Note, EU diet, transport causes only 6% of overall emissions
 - Local food –policy enhance: organic production, animal welfare, sustainability & climate targets 
- Local food definition (FI): food produced and processed from raw materials of that region (19 regions in Finland), and is marketed and consumed in that region. Local food day (9th of Sep 2023)
- The Ministry of Agriculture and Forestry prepared a Local Food Programme in collaboration with stakeholders. Adopted as a Government Resolution 2013, update 2021. [Local food – but of course!](#) Implementation mainly with the CAP tools.
- Policy aim:
 - Diversify and increase local food production and supply, improve new distribution channels and increase the processing level.
 - Enhance the SME processing and sales opportunities through **legislation, information and research**.
 - Increase the share of local food in public procurement by **procurement know-how** and requirements, and quality criteria.
 - Promote cooperation of local food sector operators
 - Add value and visibility of local food and FBO



Overview of the outcome in Finland



- **Local food strengthens food security:** Finland is ranked no 1 in [global food security index](#) (affordability, availability, quality & safety, **sustainability** & adaptation)
 - In Finland self-sufficiency rate of food is appr. 80 %
- Use of **Finnish food** in **public kitchen/food service** is 83% (value based, year 2019, variation 70 to 95%), growing trend (78% in 2013)
- On a national scale local food consumption improves food system resilience to shocks (pandemic, trade tension) and short supply chain strengthens traceability, hence restores citizen trust.
- Use of **local (regional) food** in **public kitchen/food service** varies greatly: country average 16%
 - Use of local food depends on the region: 1% Helsinki region to 47% Satakunta region
 - Use of local food boosts employment
 - Use of local food reduces cost of procurement



72% of Finns live in urban areas, which are 5% of the surface area of Finland

Case: Lapland Food

- Russian aggressive military action in Ukraine, increased cost of food and national structural changes to our health care system (incl. municipal meal service) demand action on food security.
- **Information** (all forms and routes) **to decision makers** on local food, production potential and added value for the community. Started 2022.
 - Tool to calculate local economic impact of procurement
- Lapland has 21 public food service providers (Lapland population 177 000).
- **Findings:**
 - Average purchase of local food 15% (variation 5 to 30%)
 - Procurement knowledge varies: technical skills ok, lack of market research and –dialogue
 - **Key finding:** well functioning market dialogue and collaboration between food service providers and local suppliers benefits all parties.
 - Demand increases supply of local produce.
 - Personnel resources in meal services are a key factor for a well-executed procurement process.



Case: School meals



- Free of charge, warm meal everyday, since 1940's: investment in human capital with a significant positive impact on both the national and local economy.
- Approximately 830,000 school meals are served daily to pre-primary, basic and upper secondary education children. (FI population 5.5 million)
 - Average cost of meal 2,8 euros ie. 6% of total operating costs of education in municipalities
 - 30% of daily nutrition needs + educational experience
- School meals are secured by 1) national legislation, 2) guidelines for procurement and 3) school meal nutrition recommendations.
- Municipalities in charge of school meal (planning, budgeting, financing, service procurement) are encouraged to use seasonal and local produce. Describe approach in municipal procurement strategy.
- [Eating and learning together](#), school meal nutrition guidelines encourage to seasonal and local products. Encourage to make field trips to local producers: connect with food systems and build food citizenship.
 - [School meals for all](#) summary report
- Note, also OECD is working on measuring the performance of school meal policies. More to come...



FOOD and nutrition POLICY INSTRUMENTS



POLICY INSTRUMENT

A significant policy impact with a combination of instruments!

Legislation

- School meals: Act on Early Childhood Education and Care, Basic Education Act, Basic Education Decree

Financial instruments

- EU funded School fruit, vegetables and milk scheme to support the use of healthy foodstuffs in schools and in day care

Guidelines

- Nutrition recommendations by National Nutrition Council
- School-meal recommendation

Public procurement

- Guidelines for sustainable public food procurement

Collaboration with stakeholders

- Information campaigns: Local is better!
- Voluntary agreements eg. Nutrition Commitment

HARD

SOFT

