

# PATHWAY TO GROWTH DEVELOPMENT NEEDS OF THE PLANT-BASED FOOD VALUE CHAIN IN FINLAND

The Pathway to Growth report presents the key needs identified by stakeholders in the Finnish plant-based food sector for developing the industry's value chain. Developing the sector is essential and urgent, as we are undergoing a significant transition in how food is produced and consumed, both now and in the

future. Decisive and swift actions are necessary to seize the emerging opportunities and proactively address forthcoming challenges.

Plant-based food is seen to have a special potential for fostering growth in the Finnish food industry. In addition to promoting growth,

strengthening the prerequisites for plant-based food also helps achieve many other societal objectives. Therefore, developing the sector should be viewed not only as part of agricultural policy but also as integral to economic, employment, environmental, health, and safety policies.

## KEY STAKEHOLDER NEEDS FOR DEVELOPING FINLAND'S PLANT-BASED FOOD VALUE CHAIN

### 1. Establishing a Strategy and Precise Metrics to Lay the Foundations for Growth

It's crucial to establish a shared vision on which areas of plant-based foods Finland can excel in globally. This facilitates aligning actions towards specific specialties. Adopting new, more suitable metrics is essential for effectively tracking the progress of plant-based eating, industry performance, and overall impact.

### 2. Securing the Availability of Raw Materials from Agriculture and the Ingredient Industry

With plant-based eating becoming more common, Finland needs to diversify primary production and strengthen processing industries for ingredients. Ensuring a varied range of raw materials not only enhances supply security but also opens up economic opportunities. The distinctiveness of raw materials in the market has been identified as a potential competitive factor in both the export of food products and ingredients.

### 3. Strengthening Finland's Position as a Forerunner in the Food Technology

Finland has the potential to claim a position as a forerunner in food technology. Creating competitiveness and export advantages requires public RDI funding for research aimed at innovations, and for commercializing the consequently emerging concepts and expertise. Public research projects broadly advance the entire sector and accelerate corporate innovation activities.

### 4. Adapting to Evolving Skillsets and Expertise

As diets and food technologies evolve, there's a need to adapt to the corresponding shift in required skillsets and expertise, especially within the food industry, professional kitchens, and research. In particular, strengthening the capabilities of public food services to offer plant-based options effectively can promote sustainable dietary habits. In addition, addressing shortages in food technology expertise calls for new educational modules and training opportunities.

### 5. Considering Norms in Mainstreaming Plant-Based Foods

Fostering plant-based eating goes beyond getting the product price and taste right – it also means changing norms and structures. Efforts to adopt and maintain a plant-based diet, for example in purchase situations, must be made even easier and more appealing.

Industry and policymakers need to integrate consumer behavior insights more tightly into their decision-making. Recognizing the benefits of plant-based foods to Finland's common interests will foster a positive attitude towards them.