



PRIME MINISTER'S OFFICE
FINLAND



Sustainable Finnish Food Culture

Tips for making it happen

Publications of the Prime Minister's Office 2019:22

Sustainable Finnish Food Culture

Tips for making it happen

Prime Minister's Office

ISBN: 978-952-287-782-6

Layout: Government Administration Unit, Publications

Helsinki 2019

Description sheet

Published by	Prime Minister's Office	24 October 2019	
Title of publication	Sustainable Finnish Food Culture Tips for making it happen		
Series and publication number	Publications of the Prime Minister's Office 2019:22		
ISBN PDF	978-952-287-782-6	ISSN (PDF)	2490-1164
Website address (URN)	http://urn.fi/URN:ISBN:978-952-287-782-6		
Pages	34	Language	Swedish
Keywords	primary sector, food policy, food industry, animal diseases, climate change, beverages, drinking water, fish farming, animal husbandry, sustainable development, sustainable agriculture, domestic products, organic farming, Ministry of Agriculture and Forestry, food, foodstuffs		
Abstract	<p>Food is important to each and every one of us. It is also an integral part of our culture. Finland's unique cuisine and food sector are a product of the country's northern location and natural environment. Other factors affecting Finnish food culture include policy guidelines, food education, ever closer networks in the global economy and international politics, and culinary trends marketed by the media.</p> <p>To truly meet the criteria for sustainability, food must be ecologically, socially and economically sustainable. In Finland, the sustainable domestic production of food rests on a solid foundation, which includes clean water and natural resources, the mainstreaming of sustainability in decision-making, and the concept of wellbeing.</p> <p>The tips that follow include background information about what the political decision-makers and Finnish food industry are already doing to promote sustainability. The main purpose of this publication is to provide practical advice and tips about the choices that organisers of events can make to favour the emergence of a sustainable food culture.</p>		
Publisher	Prime Minister's Office		
Distributed by	Online version: julkaisut.valtioneuvosto.fi		

Kuvailulehti

Julkaisija	Valtioneuvoston kanslia		24.10.2019
Julkaisun nimi	Kohti kestävää suomalaista ruokakulttuuria Ohjeistus periaatteiden viemiseksi käytäntöön		
Julkaisusarjan nimi ja numero	Valtioneuvoston kanslian julkaisuja 2019:22		
ISBN PDF	978-952-287-782-6	ISSN PDF	2490-1164
URN-osoite	http://urn.fi/URN:ISBN:978-952-287-782-6		
Sivumäärä	34	Kieli	ruotsi
Asiasanat	alkutuotanto, elintarvikepolitiikka, elintarviketeollisuus, eläintaudit, ilmastonmuutokset, juomat, juomavesi, kalatalous, karjanhoito, kestävä kehitys, kestävä maatalous, kotimaiset tuotteet, luonnonmukainen viljely, maa- ja metsätalousministeriö, ruoka, ruoka-aineet		
Tiivistelmä	<p>Ruoka koskettaa meitä kaikkia, ja se on keskeinen osa kulttuuria. Ainutlaatuinen kotimainen ruokakulttuuri ja ruuantuotanto ovat pohjoisen luonnon asettamien reunaehtojen muovaamia. Kotimaista ruokakulttuuria ohjaavat poliittisten päättäjien linjanvedot ja ruokakasvatus, yhä tiiviimmin yhteen verkottuva kansainvälinen maailmantalous ja –politiikka sekä mediat, markkinointi ja niiden kuljettamat ruokatrendit.</p> <p>Kestävä ruoka on ekologisesti, sosiaalisesti ja taloudellisesti kestävä. Tulevaisuuden kestävä kotimainen ruuantuotanto rakentuu peruspilareille, kuten puhtaalle vesi- ja luonnonvaroille, kestävälle päätöksenteolle, tutkimukselle sekä hyvinvoinnille.</p> <p>Tämä ohjeistus antaa taustatiedot siitä, mitä Suomessa jo tehdään kestävä ruokakulttuurin eteen niin politiikassa kuin elintarviketuotannossa. Ohjeistuksen tärkein tavoite on tarjota konkreettisia vinkkejä ja neuvoja siihen, miten tilaisuuksien järjestäjät voivat tehdä valintoja kestävä ruokakulttuurin puolesta.</p>		
Kustantaja	Valtioneuvoston kanslia		
Julkaisun jakelu	Sähköinen versio: julkaisut.valtioneuvosto.fi		

Presentationsblad

Utgivare	Statsrådets kansli	24.10.2019	
Publikationens titel	Mot hållbar finländsk matkultur Anvisningar för att införa principer i praktiken		
Publikationsseriens namn och nummer	Statsrådets kanslis publikationer 2019:22		
ISBN PDF	978-952-287-782-6	ISSN PDF	2490-1164
URN-adress	http://urn.fi/URN:ISBN:978-952-287-782-6		
Sidantal	34	Språk	svenska
Nyckelord	primärproduktion, livsmedelspolitik, livsmedelsindustri, djursjukdomar, klimatförändringar, drycker, dricksvatten, fiskerinäring, boskapsskötsel, hållbar utveckling, hållbart jordbruk, inhemska produkter, ekologisk odling, jord- och skogsbruksministeriet, mat, födoämnen		
Referat	<p>Mat berör oss alla och är en central del av kulturen. Vår unika matkultur och matproduktion har formats av den nordiska naturens yttre villkor. Matkulturen styrs av de politiska beslutsfattarnas riktlinjer samt matfostran, den allt mer integrerade internationella världsekonomin och -politiken samt medierna, marknadsföringen och de mattrender som dessa skapar.</p> <p>En ansvarsfull matproduktion är ekologiskt, socialt och ekonomiskt hållbar. Den framtida hållbara inhemska matproduktionen bygger på grundpelare, såsom rena vatten- och naturresurser, hållbara beslut, forskning och välbefinnande.</p> <p>Denna anvisning ger bakgrundsinformation om de åtgärder som man redan vidtar inom såväl politiken som livsmedelsproduktionen för att skapa en hållbar matkultur. Anvisningens viktigaste mål är att ge konkreta tips och råd om hur anordnare av tillställningar kan göra val som bidrar till en hållbar matkultur.</p>		
Förläggare	Statsrådets kansli		
Distribution	Elektronisk version: julkaisut.valtioneuvosto.fi		

Contents

Introduction	9
At the beginning	11
1 Sustainable Finnish food culture	11
2 With Finnish decision-making we can build a sustainable food policy	13
2.1 Government report on food policy	13
2.2 Government Resolution on responsible procurement of food and food services	14
2.3 National nutrition recommendations and nutrition commitment.....	14
2.4 The Ministry of Agriculture and Forestry's strategy	14
3 What is a sustainable food system and how does it work?	15
4 A sustainable food system has a solid foundation	17
4.1 The arctic clean water and natural resources have a small footprint when they are used wisely	17
4.2 A responsible food chain is constructed in cooperation with nature	18
4.3 The route taken by traceable food benefits all parts of the food chain	19
4.4 The welfare of production animals in Finland is among the best in the world	19
4.5 Finnish food products are given precedence with the help of political decision-making	20
4.6 Finnish innovation and research competence help solve the challenges of changing international food culture	20
4.7 Consumer wellbeing provides inspiration for food sector product development	20
5 Fazer Food Services: A food services provider's perspective of a sustainable food culture	22

6	Taste sensations will make your event memorable, so focus on those	24
6.1	Stories make the products interesting and tempting	24
6.2	Highlight the origin and story behind the food when setting it out and serving it	24
6.3	Demand commitment from your partners	25
7	Sustainable food culture checklist for event organisers	26
1	Menu planning	26
2	Procurement	26
3	Setting out the food and drink	27
4	Serving the food and drink	27
8	Authors	29

INTRODUCTION

Food is important to each and every one of us. It is also an integral part of our culture. Finland's unique cuisine and food sector are a product of the country's northern location and natural environment. Finland is the most northern agricultural country in the world, where the art of using raw materials efficiently has been passed down from one generation to the next for centuries. In the 2000s the Finnish food sector has annually employed an average of 300,000 Finns and is of great importance in ensuring our country's security of supply.

Finland's food culture has been affected not only by the natural conditions, but also by its people. Other factors affecting Finnish food culture include policy guidelines, food education, ever closer networks in the global economy and international politics,

and culinary trends marketed by the media. By our own daily choices, each one of us contributes to building a new food culture and creating many perspectives on what really constitutes Finnish food and drink – which is a source of richness for us. Another important perspective is that of visitors to Finland: tourists' impressions of Finland as a culinary destination are formed by how appetising they find the food and how pleasant they find the customer service.

A sustainable food culture is made up of various sub-areas: ecological, economic, social and cultural. It is founded on food production that uses the necessary natural resources as efficiently as possible. Finns have been required to come up with sensible solutions in order to adapt to the barren, arctic conditions, and this same common sense is still evident in Finnish production and development – including the food economy. Now that climate change and rapid population growth are radically changing global food production, there is more need than ever for a sustainable Finnish food culture.

The tips that follow include background information about what the political decision-makers and Finnish food industry are already doing to promote sustainability. The ELO Foundation for the Promotion of Finnish Food Culture has assembled a diverse selection

of food industry experts to present the relevant legislation and to offer their best advice regarding its practical implementation. Johanna Mäkelä, Professor of Food Culture, has written the following introduction to Finnish food culture.

The main purpose of this publication is to provide practical advice and tips about the choices that organisers of events can make to support the emergence of a sustainable food culture. These can be found in the final section of the text on page 10.

Bettina Lindfors,

Executive Director
ELO Foundation for the Promotion of Finnish Food Culture

AT THE BEGINNING

1 Sustainable Finnish food culture

In 2017, the centenary of Finland's independence, rye bread was selected as the national food. It is a staple food prepared from the scarce raw materials available in this northern country, and it is also felt to reflect the Finnish identity. Rye bread is honest and fair. It also contains a dash of *sisu*, a Finnish word that loosely means "stoic determination", which describes the Finnish national character. The bread was an excellent choice as a national food, as in addition to Finnishness it also depicts local food cultures. In Finland, regional bread cultures have retained their uniqueness thanks to local bakeries.

Rye bread encapsulates the way in which food, drink and eating are part of daily life, but the strong, symbolic status of this everyday food also shows that Finnish food culture has changed. Eating, which was previously affected by the scarcity of food, has now, with rising affluence after the Second World War, been transformed by the effortless abundance of food.

Social changes, such as industrialisation, urbanisation and the increasing numbers of women at work, have commoditised and commercialised the selection of food. Food is prepared in households less often, as many meals are eaten outside of the home, at schools and workplaces. In today's fast-paced life, the pursuit of effortless food preparation has become more important. Semi-processed foods and ready meals make meal preparation easier during the week. However, this doesn't mean that Finns are no longer interested in cooking. As people no longer need to prepare every single meal themselves, they can enjoy preparing their own meals at the weekends and during holidays.

The rise in the standard of living and the use of various alternatives and services mean that Finns are now able to think about their food choices and the consequences of these more than before. Eating has also become more complex as traditional customs and selections have changed.

In the past we ate what was available and what we could afford. Nowadays, our choices are affected by many other factors. In addition to price, we now think about the quality of food, its origin, the way it was produced, how healthy it is, responsibility, ethical factors and sustainability. This increase in the opportunities for making choices means that people make different decisions and make use of different alternatives. Contrasting ways of preparing and eating food exist side by side and are intertwined. They are what create Finnish food culture, in which eating meals together functions as a form of social glue. Eating together maintains social relationships and creates new ones. Meals structure our everyday lives and celebrations.

The everyday necessity of food and drink highlights the importance of food culture as part of a more sustainable way of life. Sustainable food culture inevitably affects the different dimensions of sustainability, from ecological to economic, and from social to cultural sustainability. In order to achieve a sustainable food culture, we need to consider and implement common values and joint everyday practices. At the same time, an understanding of the history of food culture builds a bridge to a sustainable future in which the simple inventions of previous centuries, such as rye bread, are still relevant.

Johanna Mäkelä
Professor of Food Culture, University of Helsinki

2 With Finnish decision-making we can build a sustainable food policy

Food is part of daily life and celebrations, which means that, in many ways, it is a social and political issue. The Finnish food sector has been developed by several government programmes, and several documents outlining food policy have been prepared on the subject. The Ministry of Agriculture and Forestry manages Finnish food policy in cooperation with the Government. Listed below are a few of the most important political decisions outlining the strategy for food and drink culture, which those operating in the sector should know.

2.1 Government report on food policy

In 2017, the Government issued a report on food policy to Parliament that includes the following vision for 2030, “The best food in the world”. This vision for the future depends on the high quality, sustainability and responsibility of the Finnish food system. Consumers’ responsibility and awareness of their own role in the food system is also important.

Compared with previous reports, the current report places far more emphasis on the export of foodstuffs and food sector skills, the security of supply and the importance of clean water resources. Food tourism is also specified as a new sector that will be a source of growth. The report comprises seven subject areas, three of which are primary production, research and competitiveness. Key measures are listed in the report for each subject area and these will be implemented in accordance with a more detailed action plan.

2.2 Government Resolution on responsible procurement of food and food services

Central government bodies are bound by a Government Resolution issued in 2016 on responsible procurement of food and food services. The Government expects procurement of food and food services to focus on the use of food and services that have been produced by environmentally friendly cultivation and production methods and that promote animal welfare and food safety. This decision supports Finland's long-term work to combat antimicrobial resistance as part of a sustainable food system.

The development of the local food and organic sectors is steered by government programmes approved as Government Resolutions for each sector. They are centred around the expansion of production, the increase of selections and boosting demand in professional kitchens, too.

2.3 National nutrition recommendations and nutrition commitment

The national nutrition recommendations compiled by the National Nutrition Council steer nutrition in Finland. The National Nutrition Council is an expert body appointed by the Ministry of Agriculture and Forestry. The Finnish recommendations are mainly based on the Nordic Nutrition Recommendations, and the scientific basis for these recommendations is drawn up by a working group of Nordic experts. The nutrition commitment is a national operating model, which helps and encourages food sector operators to carry out practical measures. It is part of the national Society's Commitment 2050 programme and thus implements the goals of the UN's Agenda 2030. The vision is that it will be easy for everyone to have a diet that is in accordance with the nutrition recommendations by 2020.

2.4 The Ministry of Agriculture and Forestry's strategy

The strategy of the Ministry of Agriculture and Forestry and its administrative branch is steered by the priorities of the work that will be carried out by the ministry and agencies in the coming years. The strategy is based on the UN Sustainable Development Goals, which Finland is committed to achieving through Agenda 2030.

3 What is a sustainable food system and how does it work?

A sustainable food system means that food is produced profitably by using natural resources sparingly, by ensuring their optimal use and by recycling them. This means that as much of the production input as possible is from the area in which the food is produced and consumed. A sustainable regional food system is based on appreciation of local food, professional pride and the development of local food cultures. Sustainable food saves natural resources and reduces greenhouse gas emissions. Generally speaking, sustainable food is ecologically, socially and economically sustainable. The traceability of food is a key factor of a responsible production chain. All factors of the food chain, and in particular consumers, benefit from good traceability. Responsible, traceable food is safe food.

A sustainable food system is made up of the following parts:

1. Primary production and traceability of food

In the cultivation of food, recycled fertilisers are emphasised and natural resources are used wisely. Food traceability is an important part of a responsible production chain.

2. Processing of materials

When raw materials are made into food products, their nutritional value is preserved as well as possible.

3. Manufacturing industry

The food industry uses raw materials carefully in manufacturing in order to avoid any food waste. The products are packaged energy-efficiently and the side streams are utilised as carefully as possible.

4. Distribution

The environmental footprint of the entire life cycle of food products is reduced: loads are combined and transported by using low-emission methods and for short distances.

5. Retail

Customers are offered sustainable alternatives and the stores minimise food waste through their own actions.

6. B2B

Food services actively offer sustainable alternatives and all raw materials are used in a way that avoids the generation of waste.

7. Consumer

The diet is based on the most ecologically sustainable alternatives, such as seasonal and vegetarian foods. We avoid food waste. Consumers benefit from easily traceable food production.

8. Use

We eat as many calories as we need - no food is left over to generate waste, and bio-waste is recycled.

9. The life cycle carries on in a new life

Bio-waste from the production chain and consumers is given a new life as biofuel and bio fertiliser.

4 A sustainable food system has a solid foundation

In Finland, the sustainable domestic production of food rests on a solid foundation, which includes the use of clean water and natural resources, the mainstreaming of sustainability in decision-making, and the concept of wellbeing.

4.1 The arctic clean water and natural resources have a small footprint when they are used wisely

Arctic natural resources form the foundation of Finnish food culture and food production, which is why they should be used as wisely as possible. Based on the Water Poverty Index, Finland is the water-richest country in the world, and the food produced here has a small water footprint. Finland's household, surface and ground water is clean and of high quality. The soil and air are also clean, which is also demonstrated by Finland's large certified organic collection area, which is the largest in the world. The cleanness, fertility and production capacity of our agricultural land and our water quality have a decisive impact on the quality of foodstuffs throughout the production chain.

Material- and energy-efficient food production forms the foundation for a sustainable food culture. In order to promote this the food sector made a unique materials efficiency commitment in 2019. The commitment is an agreement signed by three ministries, the food industry, the grocery trade and packaging sector, which aims to reduce the environmental impacts of food production, distribution and consumption. It is part of the Agenda 2030 Action Plan, the Society's Commitment to Sustainable Development and Finland's National Material Efficiency Programme.

Finnish food industry companies that joined the commitment saved as much as 282 million kilowatt hours of electricity over the years 2008–2016, EUR 42 million in costs and 81 thousand tonnes of carbon dioxide emissions. This work continues with a new commitment period.

Finnish food sector companies have many years of experience in combatting waste regarding both raw materials and packaging materials. All the food-based side streams in the food industry can be used as new products, animal feed, fertilisers or energy sources. This is a way of getting nutrition and energy into the cycle and means that hardly any waste is generated. Food industry companies also have a role in instructing consumers on how to prevent food waste in their own daily lives.

4.2 A responsible food chain is constructed in cooperation with nature

The responsibility of the food chain is an extensive concept that includes the welfare and wellbeing of people, animals and the environment, health and the economy. The high quality of Finnish food results from the good procedures implemented in primary production and from the greater attention paid to quality in the public procurement of foodstuffs and food services, and at meeting tables.

Agricultural production is a process of cooperation with nature. Farmers take care of the environment, including the agricultural potential of the land and waterways. Nutrients are used carefully to ensure that they result in as few emissions into waterways and the air as possible. One of the most important ways of promoting biodiversity is the extensive commitment of farmers to the targets of the Environment Programme. Observance of this voluntary programme improves soil vitality and prevents fertile soil from disappearing into the waterways. Good plant growth in the fields locks up nutrition and greenhouse gases. When you choose Finnish food to serve on your customers' plates, you know exactly what you are serving them. You are making a good choice for sustainable agricultural production that is in balance with the environment and takes the welfare of animals into consideration.

Finnish food products are among the best in the world. Good practices in primary production form the basis of high quality. Environmental issues and animal welfare are primary focus areas. Finnish food is clean, and throughout the food chain, its hygiene, traceability and accountability are among the best in the world.

4.3 The route taken by traceable food benefits all parts of the food chain

Food traceability is an important part of a responsible production chain. In Finland the traceability of food is at an unusually high level, even in global comparisons. All parts of the food chain, and especially consumers, benefit from good traceability. Responsible, traceable food is safe food. The voluntary and supervised “Hyvää Suomesta” and “Sirkkalehtilippu” labels make it easy for consumers to identify Finnish raw materials. Responsibility labelling, such as the Organic, Fair Trade and UTZ labels and the MSC and ASC labels on fish products, make it easier to make responsible choices.

4.4 The welfare of production animals in Finland is among the best in the world

Increasing numbers of people want to make sure that environmental requirements and the welfare of animals are taken into consideration in food production. In Finland these are ensured by monitoring the quality of production with the aid of various quality systems, for example, with one of these methods being the self-supervision carried out by producers and companies.

Finnish producers take the environment and the welfare of production animals into consideration in their daily work. Thanks to the long-term pest management work carried out by Finnish meat and milk production companies, organisations and authorities, the health of production animals is very good in European comparisons. As a result of this, the need for drugs is very low. In Finland pigs have tails and poultry have beaks – which are important indicators of animal welfare. Finnish beef and lamb meat production benefits from the fact that cattle and sheep mainly eat grass, the cultivation of which locks up carbon. This helps reduce the climate footprint of Finnish meat. Cattle and sheep grazing on pastures are also important factors securing the biodiversity of nature.

Finnish food is clean and safe. Its origin is known, from “farm to fork”. High quality requirements and effective supervision ensure that this chain, extending from farm to fork, really works.

The animals are given clean and nutritious feed, growth hormones are not permitted for increasing production and Finnish food is clean and safe. Its origin is known, from “farm to fork”. High quality requirements and effective supervision ensure that this chain, extending from farm to fork, really works. animal diseases are under control. Antibiotics are used only to treat sick animals and only when prescribed by a veterinarian. For example, in egg production, high levels of hygiene and self-supervision have helped to get rid of salmonella. There are significantly lower levels

of pesticide residues in Finnish vegetables, fruit and corn than in corresponding products from other countries, and greenhouses in Finland mainly use biological pest control.

4.5 Finnish food products are given precedence with the help of political decision-making

The responsibilities carried by the public procurement of food and food services have repeatedly been mentioned in public debate. Responsible food promotes fairness in society. By procuring products from the local area we support the local economy, and by buying Finnish products we support employment in Finland. We want to increase the use of Finnish food and thus also promote Finnish food culture. Event organisers can contribute to promoting responsibility and increasing the visibility of sustainable Finnish food culture through menu planning, raw material choices and by using food service providers competitively tendered on the basis of sustainability.

4.6 Finnish innovation and research competence help solve the challenges of changing international food culture

A rapidly internationalising Finland is among the leading experts in agro-food R&D. Global demand for food due to population growth will increase significantly in the future. Finland has the expertise and technology that will allow it to develop sustainable food production towards the goals of the circular economy, carbon neutrality and good nutrition. Finnish food and beverage innovations are always based on long-term research and product development.

4.7 Consumer wellbeing provides inspiration for food sector product development

Consumers are demanding more and more products that promote wellbeing, as is shown by the new products being launched by food sector companies. Health and wellbeing are core values for companies and their product development organisations. Companies do plenty of small "good deeds" which, in the case of high-volume products, can turn into big health-promoting measures.

A couple of examples of the successful cooperation carried out by the Finnish food industry and nutrition and health sector authorities include vitamin D food fortification and the use of iodized salt. This cooperation has helped to significantly improve the intake of nutrients by the population at large. Reducing the consumption of salt and sugar is a long-term goal of the food industry.

When the nutritional value of foods is developed (i.e. when the product design is implemented), the nutrition recommendations and impact on people's wellbeing play a key role. Consumer expectations are also considered in the development and manufacture of products that support wellbeing. However, good flavour is still the most important characteristic of food.

5 Fazer Food Services: A food services provider's perspective of a sustainable food culture

As a large operator in the restaurant sector we are responsible for the restaurant services of several central government locations, which means we hold a key position in the practical promotion of a sustainable food culture. Our restaurant operations are based on reliability and traceability.

At Fazer Food Services we use only responsibly-produced raw materials and, where possible, favour seasonal Finnish raw materials.

For example, our use of Finnish raw materials is:

- at least 90% concerning meat and meat products
- about 25% concerning fish and fish products
- 100% concerning dairy products.

The grain products that we use are mainly always Finnish. If we use products that are of foreign origin, we require our suppliers to provide information on their origin and production conditions throughout the production chain.

We are participating in the Portaat luomuun (Steps to Organic), which is a programme that is subject to a fee intended for private and public food service providers to help them increase the use of organic products. Participating food services providers can increase

their use of organic products at their own speed. We are currently on number two of the organic steps. Our restaurants have regular use of at least two organic products of significant volume. The Government's banqueting premises have reached a much higher number in the organic steps because we almost

“It is important for us to support Finnish food culture by using high-quality and seasonal raw materials and by offering our customers delicious food experiences.”

Lamb from Åland Islands,
charcoal grilled onion,
smoked celery purée
and redcurrant sauce.
(Photo: Ritva Junnila, Fazer)



always use organic Finnish products in our banqueting services whenever this is possible based on availability and quality.

Fazer participates in the efforts to combat climate change, and in its sustainability work it is committed to four core goals: 50% lower emissions, 50% less food waste, 100% sustainably sourced and more plant-based. These goals extend up to 2030.

In our restaurant we strive to reduce the kitchen's food waste by planning and using raw materials wisely. We have also been increasing the use of vegetables for a long time, and the share of vegan catering products is constantly increasing.

“Food waste is a strong focal point throughout Fazer. In the kitchen we minimise food waste by using raw materials economically and wisely, and we prepare our own stock for our sauces using pieces of vegetables left over after they are chopped. Planning is important and when you have guests, anticipation helps to reduce waste from prepared food.”

6 Taste sensations will make your event memorable, so focus on those

Food and drink play a significant role in all events, whether it is an ordinary work meeting, a high-level summit or a gala. By serving responsible food and drink, you strengthen the message of a sustainable Finnish food culture.

6.1 Stories make the products interesting and tempting

Remember to tell your guests the stories about the food and drink you are serving and about the people who make and produce them. You can mention things like traditions, local origins and the midnight sun, or the fact that the food is safe, genuine and of high quality. Give the raw materials and products a human face by talking about the people who have produced and made them. Give your guests the chance to ask and gain insights.

6.2 Highlight the origin and story behind the food when setting it out and serving it

These days and as part of responsibility communications it is an excellent idea to provide, wherever possible, clear information on the origin and producers of the food and drink served at events. A good way of providing this information is "country of origin" labelling, such as the "Hyvää Suomesta" and "Kotimaiset Kasvit" labels. They can be found on Fazer Food Service products and many beverages. Try to favour Key Flag products and products certified by Fair Trade or another CSR system.

6.3 Demand commitment from your partners

Partners should primarily be food service providers that are committed to sustainably produced Finnish food and drink and that promise to openly inform the customer of the food's origin. You can also promote sustainability by favouring seasonal food and Finnish and local suppliers.

On the following pages you will find a checklist, which will make it easier for you to organise events in compliance with the principles of sustainable food culture.

7 Sustainable food culture checklist for event organisers

1 Menu planning



- Find out about the nature and purpose of the event and the participants in advance. Make sure there is enough time for the participants to eat. In this way you are demonstrating your respect for the food, its origin, the makers of the food and for eating together.
- Think about the food and drink that you will be serving so that it supports the main message of the event.
- Minimise food waste. Carefully think about how much food and drink you will need, ensure that the portions are a suitable size and plan how to use the leftover products.
- Boldly highlight the Finnish food culture and its stories in the menu. Think about how to describe Finnishness through the food and drink.
- Take special diets into consideration comprehensively when you plan the menu.
- Know your guests. Ask about their wishes and expectations regarding the food and drink in advance.

2 Procurement

- Ensure you know where your raw materials are from. Order local produce as far as possible.
- Make sure that food service providers procure Finnish, seasonal and responsibly produced raw materials. Check the service provider's responsibility or sustainability commitment.

- Favour seasonal and organic products and products displaying CSR labelling.
- Use Finnish farmed and wild-caught fish and remember there are also fishing seasons!
- Favour high-quality Finnish meat. For example, Finnish game offers international visitors a piece of arctic exoticism.
- Favour Finnish plant protein, such as broad beans, peas and hemp. They are versatile and delicious and can be used all year round.
- Favour Finnish vegetables, berries and fruit. Remember, tasty greenhouse vegetables are available all year round.
- Favour Finnish wines and beers and don't forget Finnish berry liqueurs and the internationally acclaimed gins.

3 Setting out the food and drink

- Try to always use reusable tableware and textiles when serving food. Favour Finnish design when selecting your tableware.
- If you use disposable plates and cups favour Finnish recyclable and eco-friendly materials.
- Ask the service provider to order eco-labelled or PEFC certified products.
- Be creative and use the colours and materials of Finnish nature in your table decorations and serving. Have you ever thought of using moss as a table decoration?

4 Serving the food and drink

- Wherever possible use Finnish EU-protected food name products, such as “karjalanpiirakka” (Karelian pasties), “kalakukko” (fish loaf), “Lapin puikula” (Lapland potato) and name-protected drinks, such as berry liqueurs and vodka.
- Highlight the high-quality of Finnish water. Serve refreshing tap water on its own or flavoured with seasonal berries and herbs. Let's work together and make Finnish water into a brand!
- Serve responsibly produced coffee and tea, and oat or other plant-based milks alongside dairy milk. Avoid bottled water and serve drinks from jugs, for example.
- As alcohol-free alternatives, serve mocktails made from Finnish raw materials or alcohol-free sparkling drinks. Also try local juices or refreshing smoothies made from seasonal raw materials.

- Display the names of the foods served and their origin in a clear and attractive way when they are being served. Also be prepared to prove the origin of a product or raw material.
- Tell your guests the stories of the Finnish raw materials and dishes in a brief and memorable way, starting with the national food, rye bread, for example.



8 Authors

The Finnish Food and Drink Industries' Federation (ETL)

ELO Foundation for the Promotion of Finnish Food Culture

Fazer Food Services

University of Helsinki

Natural Resources Institute Finland (Luke)

Ministry of Agriculture and Forestry

The Central Union of Agricultural Producers and Forest Owners (MTK)

Motiva

The Central Union of Swedish-speaking Agricultural Producers in Finland Finnish Innovation Fund

Sitra

Finfood - Finnish Food Information

Prime Minister's Office



PRIME MINISTER'S OFFICE
FINLAND

SNELLMANINKATU 1, HELSINKI
PO BOX 23, 00023 GOVERNMENT
FINLAND
Tel. +358 295 16001
info@vnk.fi
vnk.fi/en

ISSN PDF 2490-1164
ISBN PDF 978-952-287-782-6