

# Finnish horticulture 2022 – An overview to horticulture in average and nursery insight

Tarto, Eesti 12. 10. 2022

Timo Taulavuori, CEO , Finnish  
Aiandusliit

[timo.taulavuori@puutarhaliitto.fi](mailto:timo.taulavuori@puutarhaliitto.fi)



Euroopa Maaelu Arengu  
Põllumajandusfond:  
Euroopa investeeringud  
maapiirkondadesse

# Facts about Finnish horticulture 2021

- Enterprises in horticulture 3243
- Open air production area 19 792 ha, peast, carrot, onion...
  - 174 million kilogramm
  - Berries 6700 ha, 20 million kg
  - Apple 673 ha, 7,2 million kg
- Greenhouse prod. 375 ha, cucumber, tomato, lettuce, herbs
  - 98 million kg
  - Ornamentals 114 ha
- Nursery production
  - 328 ha
  - +open air production of flowers 39 ha

# What is going on just now...

- Energy crisis is on and all the other production costs are increasing
- Companies are in different situation to each other depending on the amount of loan, electricity contract and type of production and products.
- Some companies have to close/quit for the coming winter -> lack of some products in the market and higher retail prices
- Until now most companies haven't been able to raise wholesale prices to cover all effects of inflation
- Self-sufficiency and local production are more important values
- Biodiversity and environmental factors CAP23 -27. The coordination is not ready yet.
- Quality programmes are required by wholesale chains – some more work and costs for growers and also a tool to develop the operations.
- Big problems of labour next year?

# Nursery production in Finland

- Annual value of nurseries sales 35 500 000 €/year
- Value of production in average 400 000 €/ enterprise
- Labour 500 annual working years
- Medium area of production 4 hectars
- Employee in averige six /enterprise

# Nursery production

- 2021

  - 70 enterprises

  - Total area 327 ha

- 2019

  - Fruit and berries 53 ha

  - Ornamental bushes 92 ha

  - Trees 187 ha

  - Perennial 8 ha + glasshouse production about 4-5 ha

# Taimistoviljelijät ry - Finnish association of Nursery production



- 65 members
- 95 % of total production
- In all parts of Finland
- 15 wholesalers, which have a brand selection of plant
- Many are active mostly on local market
- Most of them are specialized in some plant group like perennials, fruit trees ect.

# Delivery chains of nursery products

- Volume 50/50 – retail / professionals green building
- Value 70/30 – retail / professionals
- Wholesale/retail nurseries
- National chain retailer: Hankkija, Kesko, S-group
- Small chains: Plantagen, Bauhaus, Viherrinki, Muhevainen, Puutarhanikkarit, Pirilä/Kukkatalo
- Independent small garden shops

# Estimated changes in future

- Slow changes are going on
- Number of companies is declining but not the amount of production  
(retiring owners, followers are not found)
- Plant pests and diseases +/-
- Climate change +/-
- The size of enterprise is not the question considering profit.
- Delivery chains are more important for the result
- Consumers interests (+)/-
- National selection of climate hardy or good proven varieties/species



# The strategy of Finnish nurseries

## The needs for change in the future

- Climate change will have an affect on growing conditons and plant varieties
- Plant diseases and the control of them will increase uncertainty for growers
- Pressure of import will lower the price level of plants
- Local production (environment, climate change, image) can increase added value for local production
- Carbon foot print calculations and active marketing are able to enhance sales of domestic plants
- Customers are more interested in responsibility in production than domestic production.
- It will be more difficult to get skilled labour, the acttractiveness of nursery production is not very good.
- Low income
- Lack of professional superiors

# Visio and Missio

## VISIO

**The well established and powerful contributor of Finnish nursery branch.**

## MISSIO

**WE shall develop the professional Finnish nurseries with activ co-operation.**

# To do in the coming years( 5 years)

- New Hanna Tajakka head of office is starting her work
- Enhance the profitability of nursery production
- Active role in public sector; good and hardy varieties for public use and the added value when using local plants. Environmental aspects.
- Tested and proven FinE- plants information and marketing
- Co-operation with the other actors in horticulture
- Requirement of plants to be planted when the final approval in building works will be accepted
- Carbon and water foot prints for nurseries should be calculated

# Trends in green sector

- Sustainable and holistic green building sector
- The interest for green and healthy environment has increased also in cities
- Self-sufficiency especially – interest for edible plants
- Dynamic and natural plantings
- Bee friendly plantations
- Easy to take care plants and environments
- Biodiversity and energy saving

# Tuotemerkit

