



Case Studies: Finland

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Mass products

- The majority of berry and mushroom "products" is raw material sold to the processing companies in other countries or so called low value added products.





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SUOMI | ENGLISH

PRODUCTS BERRIES AND HEALTH COMPANY NEWS CONTACT




FROZEN BERRIES

Frozen berries are cleaned using an electronic separation system which has a metal detector, a color separator and an X-ray machine. Berries can be cleaned to a different purity class as per the needs of the customer. Some of our frozen berries are also available as organic products.

Berries
 Bilberry, Lingonberry, Mountain Berry, Cranberry, Cloudberry, Sea buckthorn Berry, Rowanberry, Blackcurrant, Racinant, Cowberry


Packaging sizes
 25 kg sack
 10 kg bag and box
 Pack of 2 x 2.5 kg bags (industrial kitchen)
 Pack of 12 x 200 g bag, 200g (retail)

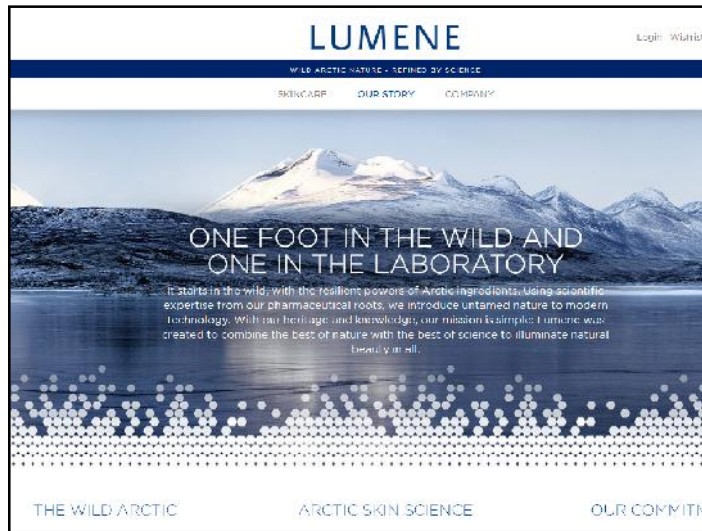
PRODUCTS Frozen berries Berry juice concentrates, Berry NFC, Natural syrups Berry juices with and without seeds Berry powders and dried berries	BERRIES AND HEALTH Health claims of berries Berry fiber Vitamin and minerals	COMPANY Innovation in berries Organic Quality Responsibility	NEWS	CONTACT Kvantama Oy Ainatie 1 05400 Suomussalmi Finland Fon: 0201 44 22 00
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Mass product?

- CASE LUMENE: Patents behind the mass products e.g. in natural cosmetics.






Niche products

- There are a lot of products for small markets, but they are rarely targeted to any special target group.
- Some specialised products/semi-products exist. Typically they base on:
 - Good marketing knowledge/connections to markets
 - Some "rare" raw material
 - Tecnological /processing innovations, rarely marketing innovations

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Niche product

Nordic Koivu Ltd:

- The competitive advantage is based on the technological innovation (patent)
- Special raw material
- Not very processed.

PURE AND ORIGINAL BIRCH SAP

Nordic Koivu Ltd. – the world's leading birch sap producer creates high-quality birch sap for consumers and carries out research and development on utilizing birch sap as raw material for the food, drink, and cosmetics industries. Our patent pending technology enables the collection of sap directly from the birch and ensures long preservation of the product without additives, preservatives, or heat treatment.




Integrated products/territorial products

- The potential not fully utilized in Finland yet.
- NWFP lack of proper integration to e.g. tourism sector
- The national "from Finland" brand is very strong to the domestic markets The Finnish regions not "special" enough for foreign markets
- Lapland maybe the most advantaged region concerning territorial products (the tourism sector significant)
- Recently also initiatives to label the Arctic raw material/products.

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Hermannin winery



HERMANNI WINERY - SINCE 1989

Welcome to Hermannin Winery in Rönkäntal!
We produce high quality and rewarded sparkling wines, wines, liqueurs and spirits made of natural and aromatic Finnish berries.

HERMANNIN VIINITILA IS THE OLDEST VINEYARD IN FINLAND, FOUNDED IN 1589.



Further information:

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