



NJF Seminar 418

**New insights into sustainable
cultivation methods in agriculture**

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Consumer needs information about environmental impact of foods

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Raisio is Finnish food and feed company. Raisio's familiar brands include Elovena, Keiju, Sunnuntai, Nalle, Torino, Raisio Malt, Maituri and Herkku. Raisio's internationally best-known brand is Benecol.

Raisios strengths are contract farming and traceability of raw materials. Raisio is also very consumer oriented company. The effects of climate change will begin to have an increasing impact on consumer choices. People will move from words to action. The CO₂ emissions of foods are of interest to consumers – and for a good reason: food accounts for around one-third of the CO₂ emissions of Finns, with living and traffic accounting for one-third respectively. Plant-based, locally produced food can reduce CO₂ emissions and decrease the ecological footprint of each of us.

Raisio has equipped its Elovena oats with a label that indicates the CO₂ emissions of the product from cultivation through processing to store warehouse. When making purchasing decisions, consumers want information about the environmental impact of foods. Raisio answers this need with the introduction of its CO₂ label. The company will now determine the CO₂ emissions of its other products and add the label to other consumer products in order to further develop the new indicator.

Worldwide analyses of the CO₂ emissions from foods are few in number. So far, most of them have focused on the processing stage. The calculation model used in Raisio's indicator is based on studies conducted by MTT Agrifood Research Finland. In the future, food packages will include a CO₂ emissions label alongside the now familiar nutritional facts label.

The calculation of MTT shows that about 60 % of CO₂ emissions of Elovena oat flakes come from cultivation of oats. Because of this there will a lot of pressure towards agriculture when trying to reduce CO₂ emissions. We need a lot of studies about cultivation methods that are environmental friendly. We also need tools that can easily compare different methods and tell what can be better in agricultural chain.