



Finnish National Programme for promoting domestic fish

Government resolution 8.7.2021



Vision 2035 - doubling domestic fish consumption

Finns eat fish in accordance with nutritional recommendations and the consumption of domestic fish has doubled. The value of exports of fish products has multiplied.

The changes required to achieve the vision



Target 1:

Increased fish consumption to the level of nutritional recommendations based mainly on domestic fish

Requirement:

Finns eat 27million KG more domestic fish

Changes needed:

- The food consumption of Baltic herring and underutilized fish will increase **fivefold**
- The consumption of other wild capture domestic **fish doubles**
- The domestic fish farming production would **triple** sustainably (growth does not jeopardize the ecosystems)

Target 2:

Increasing exports and decreasing deficit in fishery products

Requirement:

Value added increases and seafood exports grow by 20 million KG

Societal impacts of increased consumption of local fish



Economic impacts

Employment:
+ 3000 man-years

Output value of companies:
+ 70%

Exports:
+ 297 MEUR

Health impacts

Fish diet is healthy

Estimated health benefits:
1-2 billion € savings

Climate impacts

Carbon footprint of the fish diet 5-6% lower



FLAGs and FI Promotion Programme

FLAG participation in the preparation of the promotion program

- Participation in the preparatory working group
- Active contributions to the consultation phase of the programme

LDSs 2021-2027 and the Promotion Programme

- **Qualitative selection criteria:** The LDSs shall support the objectives of the Promotion Program
- FLAGs promote and fund the implementation at local and regional level.

National Network 2021-2027

- The Ministry and FLAG managers
- Enhancing national, regional and interregional cooperation.
- Support the implementation of the Promotion Program.



FI promotion programme and EU policy strategies

The FI promotion program well aligned with the F2F strategy and EU Green Deal

- Sustainable and smart growth is the key objective.
- Environmentally sustainable activities and investments will benefit entrepreneurs, consumers, and the environment.
- Environmental sustainability and animal welfare are the key objectives of the Programme.
- The new requirements for environmental sustainability bring new business opportunities.
- The Programme will increase the added value of the local production and enhance digitalization and data collection.
- The Programme will reduce the carbon footprint.



Examples of FLAG projects that can accelerate the implementation of the FI Promotion Programme

FLAGs can fund or activate regional projects from other funding sources that:

- Increase the use of local fish in food service sector
- Support public-private partnerships
- Increase the value, notably the value of underutilized fish and by-products
- Accelerate the adoption of new digital solutions and the utilization of data
- Enhance the recruitment of new fishers
- Develop solutions to the problems caused by harmful predators
- etc..

Thank you!

