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AN OVERVIEW OF THE FINNISH PORK INDUSTRY

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Tämän opinnäytetyö tutkii kotimaisen sianlihan kulutusta sekä asioista, jotka vaikuttavat siihen. Informaatiota on kerätty haastatteluiden, kyselytutkimuksen, kirjojen ja sanomalehtien avulla. Olemme tehneet laajaa tutkimusta siitä, mitkä kaikki asiat vaikuttavat kuluttajien ostopäätöksiin. Asioita kuten ruokatrendien, merkkien sekä ravitsemussuositukset on otettu huomioon.

Osana tutkimusta olemme haastatelleet ja luoneet ratkaisuja paikalliselle sikojen tuottajalle. Olemme laatineet ideoita, joiden avulla yrittäjä pääsisi haasteiden ylitse ja pääsisi jatkamaan pitkään jatkunut sukuperinnettä, sikojen kasvatusta.

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The purpose of this thesis was to study Finnish pork, consumption of it and what effects upon it. Information was gathered through interviews, questionnaire, books, and newspapers. We took into account many factors that affect the consumption of Finnish pork such as food trends, existing labels and nutrition recommendations.

The purpose was also to help a local farmer so that he could pass the struggle and continue the family entrepreneurial tradition of pig farming.

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1 INTRODUCTION

Both of us know entrepreneurs who work in farming and meat industry. All these entrepreneurs have quite small businesses and it is a serious struggle to survive and provide for their family. Once we had conversations about this subject we quickly became interested. Why are the small entrepreneurs struggling? What has happened in the last ten to twenty years? Why are domestic businesses going bankrupt during this time when people are talking about domestic food and products and how we should favour domestic production?

These questions made us wonder more about the current situation in the meat industry especially the pork industry. We have several friends who have quit their pig farming because it does not provide them enough money to cover their expenses. Pig farms are disappearing and we want to know why.

2 RESEARCH QUESTIONS AND OBJECTIVES

2.1 Research questions

The research focuses on the current situation of the Finnish pork industry and its consumption. Finnish piggeries have been disappearing steadily over the decades and the objective of this research is to focus on the reasons behind this phenomena. A small piggery in Vampula was selected as a case study. After discussions and interviews the three hypothesis of why are Finnish piggeries disappearing were structured and the objective of the thesis was decided.

The main research question of this thesis is:

1. Why is the Finnish pork industry disappearing?

A closer look is taken to the consumption of pork during different years through data bases of the Finnish union of agriculture and forestry. Same data bases are used to

take a closer look on decreasing number of the piggeries and result is compared to the number of other animal farms.

The answer to the main research question is being searched through three other research questions/ hypothesis which then structure this thesis. These questions are:

1. Is Finnish pork more expensive than pork imported from outside of Finland?

Different books, articles, interviews are used to create an understanding of the current meat market situation in Finland

2. Is pork unhealthy?

Pork includes higher fat rate than other meats and is branded as unhealthy by the National nutrition council. This is based on the studies conducted by the council's board of professionals. In order to lose weight and to stay healthy the council recommends a low-fat and low-carbohydrate food products. In contrast to these results different researches about the low-fat and low-carbohydrate diets have been studied and analyzed to give a different perspective of the matter.

3. Do people not know what they are eating?

The labels on meat packages that indicate the domestic rate of the product are being studied and then analyzed.

3 CASE COMPANY/ FARMER, ANTTILA'S FARM

3.1 Introduction

All the information is gathered from interviews with Tuomas Seppänen, the present owner of the farm. We visited Mr. Seppänen's farm and piggery multiple times and together we decided the content of the questionnaire and pinpointed the matters which needed to be studied and analysed in this thesis.

3.2 Anttila's history

Anttila's side farm was bought by the family of Seppänen on early 20th century. On 1951 the farm was inherited by the next generation. On that time the farm produced not only pigs but also eggs, potato and sugar beet. In 1980's a new piggery for 50 to 60 sows was built. On 1993 the piggery extension was finished which brought more space to the weaned pigs.

The third generation continued the family tradition on 1983. On the break of 21th century the new piggery was built and now 240 sows found their place. But due to changes it was no longer profitable to continue with the sows and produce pigs. Owners of the farm did not get to enjoy the new piggery for very long since on 2007 the production line of the sows ended and changed to raising pigs. Over the years the economy has affected on the amount of the pigs. Nowadays the farmer would have room for over 1000 pigs but it is not profitable to keep more than only 100 pigs in the small piggery. This means that the new piggery is being totally unused.

3.3 Present

On 2010 the fourth generation, Tuomas Seppänen inherited the farm. As years went by the pig industry did not improve and now number of the pigs is below 100. Mr.

Seppänen has decided to continue with a second industry, he started a new firm on 2013, ST-Metsäpalvelut which provides forestry services.

3.4 Entrepreneurship situation

First of the many questions was about the reason behind the creation of the second industry after decades of piggery farming. The answer was as expected: It is not profitable and business was going under. Nowadays the market for pork has gone down. As stated in the official market research the pig farms are going bankrupt and Mr. Seppänen agreed on the matter. (Website of Lihatie dotus 2015). It has become more and more difficult to gain profit. It costs to raise and feed the herd, to keep the barn in good condition, to slaughter the pigs and to distribute the meat. With the meat prices being cut down the profit for the farmers is quite small.

3.5 Is being entrepreneur worthwhile?

The answer to this is unsure. Anttila's farm is an old farm and it has been handed from parents to children. It is like a tradition and that is something Mr. Seppänen would like to continue. But due to the problems mentioned, it would not be easy.

In order to make this dream come true Mr. Seppänen has to take steps towards the final decision. He could continue with raising pigs but make little changes. Nowadays people are lost how to eat. Libraries are filled with guide books how to eat. Still at the same time people are waking up and seeing that they should eat healthier and more pure food. Mr. Seppänen has been searching for ways to make people aware of his farm and how to inform that he is providing Finnish quality pork, to the masses.

4 RESEARCH METHODOLOGY

4.1 Research process

The research process began after several discussions about the current situation of the Finnish agriculture. These discussions were made with the entrepreneurs who wanted to bring the dire situation of the small Finnish entrepreneur into the light. Quickly the main attention was drawn towards the meat industry and from there to the piggeries and the pork industry, which then became the subject of this thesis.

Before conducting the questionnaire an extensive background information was gathered, specific questions were made and the questionnaire was built as an entity. The case study farmer also participated in making the questionnaire.

Second last phase of the thesis was to analyze the gathered data and the results were shared with the case farmer. Then the last phase was to collect new ideas and improvement suggestions and present them to the case farmer.

The case study method is best when wanting to find an answer to a current circumstance over which the researcher has no or very little control. (Yin 2009, 4-13). The case study method was most effective since this thesis seeks to find reasons behind the phenomena of why the pork industry is slowly disappearing. The question how was also used to shed more light on “How has the current situation of the pork industry come to be. “ Both questions, how and why, strongly belong to the case study method (Yin 2009, 13).

This case study focuses on the important reasons behind the pork consumption and the situation of the Finnish piggeries. “Why are the small Finnish entrepreneur piggeries struggling?” “How has the Finnish meat industry come to this?” “How are the entrepreneur coping with the current situation?” “How have the meat preferences changed and how is it affecting the pork industry?” “If Finnish people prefer domestic meat how is it possible that imported pork thrives over domestic?”... These are just few example questions that this case study sheds light on. The current situation

in the pork industry, including raising the pigs, slaughtering them and getting the ready product to consumers, is quite puzzling for the entrepreneur and not at all easy to handle. This case study enlightens and helps to understand the important factors in the pork industry that are currently in motion.

4.2 Research method and data collection

Primary data is used by researchers to collect firsthand information. Primary data can be structured to answer the research questions directly which enables the researcher to gather information directly to their own purpose. Primary data is collected via questionnaires/surveys and interviews. Secondary data consists of available sources such as books, records, databases, articles (At work, Issue 82, 2015).

As a research strategy the case study was selected in order to get a wide range of data which can then be used to answer questions like: why, what and how (Saunders, Lewis & Thornhill 2009, 147). Existing theories and research results were contrasted against each other in order to explore alternative answers to the research questions. At the end a questionnaire was used to test the validity of the research questions and the theories. The questionnaire was made with Kyselynetti.com.

Both quantitative and qualitative data collection and -research were used in this thesis. Quantitative data means numerical data and it is gathered, for example, through existing statistics, databases and questionnaires. This method gathers opinions, attitudes, behavior and other variables and turns them into numerical statistics. In some cases quantitative data may be hard to rely on since, for example in a questionnaire, the respondent may have chosen not to answer some questions either because he/she did not have an opinion, did not know the answer or did not want to give his/her opinion. (Saunders et al. 2009, 151, 414-418, 425). These statistics require the researcher's own interpretation of the reliability of the result. Multiple forms of data collection are therefore required.

Qualitative data is a non-numerical data and cannot be measured in numbers. The data is formed through words and then divided into different categories which are

then analyzed. Such data are literature, interviews, articles, research reports; these are also sources which have been used in this thesis. Qualitative research is used to gain understanding of trends, opinions, problems and to deeper understanding of the causation of variables (Saunders et al. 2009, 151, 480-491).

4.3 Reliability of research

In order for the data to be reliable and valid the researcher must gather the data objectively. The secondary data sources used should be carefully selected especially when the internet is used. The primary data is used to collect and analyze the questionnaire. This data is quantitative which gives very little chance for misinterpretation (Saunders et al. 2009, 194, 414-418). 206 people answered the questionnaire, which was distributed through social media in order to get a wide range of samples. Responders answered the questionnaire promptly and only few questions were left with no answer. Reliability of the results may still not be completely accurate since there may be variables affecting the respondents, such as lack of knowledge, attitudes, social pressure, lifestyle. Nevertheless these variables effect on other questionnaires conducted through internet surveys which makes the questionnaire used in this thesis as reliable as them.

4.4 Validity of research

Finland has always been an agricultural country and now it is slowly disappearing. The first ones to go under the piggery farms. This research was made because of a dire need for an answer. There were three sub questions which were selected in order to get answers. The research material consisted of data bases, other researches, books and professional literature.

The questionnaire was distributed via social media which gave the opportunity to get respondents from all over Finland. In the end 206 responses were received and analyzed. Since the questionnaire was distributed via social media the respondents had time to think about their answers and supposedly no peer pressure or fright of answering wrong was experienced, these factors increase the validity of the research.

Other factors are: a fairly large sample size and clearness of the questions. There are also limitations concerning the validity of the research. Most important one is the lack of a face to face interview which would have given a controlled space where the respondent and the interviewer could have discussed more in depth of the subject. Other limitations include: a short time period of the questionnaire distribution and distributing the questionnaire only via Facebook. Concerning all these, the degree of validity of the research should be between relatively- and highly valid.

5 CONSUMER BEHAVIOUR

This thesis examines the factors that effect on people's buying behaviour, such as gender, age, country of origin, price, labels and food trends. Before examining these any further an understanding of how and why people buy products must be established.

The buying behaviour has changed. Unlike during the years of 1560 to 1760 that people would tend to buy the available products in stores, nowadays they are not buying what the producers have for them in shops. From 1760, the manufacturers decided what is for sale and from the years 1970 to 2000 retailers came and the manufacturers needed to listen to what they wanted. In the year 2000 branding and the marketing orientation started. From 2010 the buyer orientation era began. "It is the first time in history when the buyer is on dominating position". (Aminoff & Rubanovitsch 2015, 21-22)

The evolution of the technology has enabled new products and services to the people. They are aware of the prices and are desperately trying to find the cheapest ones available and also the buying process has changed in the way that it can be done without a single salesperson. (Aminoff & Rubanovitsch 2015, 24-25).

5.1 Decision making process

First there is a problem, which can be a need or a lack of something, and a solution is needed. Then the stage of seeking the information of different options starts. The process continues with comparison, decision making and then the consumer would want to make the purchase as fast and easy as possible. (Aminoff &Rubanovitch 2015, 49-50).



Picture 1 Buying process (Aminoff &Rubanovitsch 2015)

Contacting a salesperson is a critical step in the buying process. If the consumer is contacting the salesperson before the purchase, it can have some effect on the decision of whether to buy the product or not.

5.2 Expectations and sales experience

A consumer can have expectations about the product prior to purchase. When the consumer sees the product he will form more expectations based on the label, package, context and price (Deliza,MacFie, Feria-Morales & Hedderely 2000, 11: 103–128).

Sales experiences drive the consumers to use their money. If the experience is bad the consumer will not buy anything; on the other hand if the experience is good the consumer may even come back to make another purchase (Aminoff &Rubanovitch 2015, 177-178).

Expectations are harder to form when considering meat. Generally they are formed based on labelling, price and appearance but this does not guarantee the quality and the taste of the meat (Grunert, Bredahl, and Brunsø 2004, 66: 259–272). Because the consumer cannot be sure of the quality and the taste of the meat, he will then seek help from the butcher or salesperson (Morales, Guerrero, Claret, Guàrdia, & Gou 2007, 77: 662–669). In this situation the seller has the power to affect the buyer decision.

The salesperson would give a different point of view, understands the risks of the consumer and gives relevant information to the consumer. The salesperson must not make consumer angry, be arrogant or behave aggressively. The sales person cannot choose or criticize the customer and he does not judge or be disrespectful towards the customer. (Aminoff &Rubanovitch 2015, 155-156).

5.3 Reasons for meat consumption

Meat consumption and attitudes towards it are affected by trends.

One of the most important reasons for meat consumption is healthiness. The consumers tend to follow trends and nutrition recommendations which can lead to reducing or completely avoiding a specific type of meat (Latvala et al. 2012, 92:71-77).

5.3.1 Organic and ethical food

In an article, written in 2006, relationships between attitudes towards organic food, ethical food choice motives and intention to consume organic food were studied. The study was conducted in Norway and thus the sample consisted of Norwegians adults but this fact should not make the study any less valid when considering Finnish con-

sumers. The sample consisted of 1283 people. (Squires, Juric, Comwell 2001, 18: 392-409).

The results proved that there are strong relationships between consumer's ecological motives and attitudes and intentions towards organic food. The more the consumer is concerned about animal- and environmental welfare the more he is likely to have a positive attitude towards organic food and this leads to possible purchase (Squires, Juric, Comwell 2001, 18: 392-409).

Since the research was conducted in 2006 things have not changed. The consumers are demanding a clearer information of what they are buying. Animal welfare is on the table and environmental sustainability is the hot topic (Vanhonacker et al. 2013, 54: 1828–1835).

Ethical and organic food are steady growing their share of the Finnish market. According to the business experts' estimations the share of organic products would rise from 1.7% to 3% by the year 2020, this would mean around 410 million euro sales per year (Runsten 2016).

5.4 Country of origin

Country of origin is related with perceived quality, not so much to the probability to buy a product. In developed countries people are more interested of the country of origin. (Verlegh & Steenkamp, 1999, 20: 521–546). Food safety, nutrition, ethics, health and environmental aspects, are important (Fernqvist & Ekelund, 2014, 32: 340–353). These are the factors which make the consumers to pay more for organic or free-range labelled products with a certification. (Kim, Suwunnamek, & Toyoda, 2008, 20: 55–71).

5.5 Quality labelling

In countries where the people trust the governmental institutions, they also give more trust to labelling. (Schleenbecker & Hamm, 2013, 70: 420–429). On the other hand

in places where there is a lack of trust towards the governmental food safety, the people prefer the known butchers. (Imami, Chan-Halbrendt, Zhang, & Zhllima, 2011). The people who use quality labeling to infer expected meat quality, are more interested to find the quality brands and guarantees of the product. (Verbeke & Ward, 2006, 17: 126–131).

5.6 Quality of the meat

Visual appearance such as color, drip loss, marbling and fat content are important cues of meat quality (Bredahl, Grunert & Fertin 1998 9: 273-281). The in mouth texture and taste of the pork is preferred to be tender and juicy (Aaslyng et al. 2007, 76: 61–73). The consumers believe the pork is less healthy and fattier compared to poultry and beef (Verbeke, Van Oeckel, Warnants, Viaene, & Boucqué 1999, 53: 77–99). The producers have reduced the fattiness of the pork for decades in order to make it more appealing to the consumers (Savell, Cross 1986, 1–10). This has led to unwanted side effects such as degreased meat quality and eating experience quality (Huff-Lonergan 2009, 147-160).

In order to improve the three factors (visual appearance, in mouth texture and taste) there are few things that can be done prior to getting the finished pork product to the customers. These are slaughter procedure, storage conditions and the treatment of the pig prior and after slaughter (Channon, Kerr, & Walker 2004).

5.7 Price

The price is not the most important attribute but for example the consumers with low purchasing power or those for whom the meat quality or type is not that important the price is more important. For instance a high price can explain the low consumption of the product. The consumers might not have enough money to enjoy high quality and expensive meat products every day. That is why they change the product more affordable products. (Campo, Olleta, & Sañudo, 2008).

5.8 Conclusion of the consumer behavior

The customer behavior is a complex series of actions. As stated above there is the need or want, information gathering, comparing, making the buying decision, buying the product and post evaluation and satisfaction.

It is not easy to sell meat, especially pork that would please every customer since all consumers have different criteria for quality of the meat. The quality criterion depends on different factors, such as religion, beliefs, life style and culture. The seller must be aware of what kind of customers is he serving and based on that have an extensive knowledge of the product, if the needed information and knowledge are missing the customer might end up not buying the product and choose a different one instead.

There are different ways to make the product more desirable and thus lead the possible customers to buy it. Ethicality, labeling, price, country of origin, quality of the meat and marketing are good examples of ways to effect on consumer behavior. The importance of marketing is being covered later on in this thesis.

6 PORK STATISTICS

6.1 Statistics

The number of the pig farms has dropped over the years. From 2014 the number of the pig farms dropped by 10% compared to 2015. Nowadays there are only 1340 farms. On the other hand poultry and cow farms are thriving. The number of specialized cow farms is 3300 and there are 56 000 cows, which are used to breed meat production cows. The number of these cows has doubled since the beginning of 21st

century. The poultry production has grown 70% since 21st century and 94% of that is chicken (Maa- ja metsätaloustuottajain Keskusliitto 2015).

6.2 Production in Finland

Luonnonvarakeskus (The Natural Resources Institute Finland) offers statistic databases for agriculture, forestry, fisheries and hunting. In each database there are different options to choose from and also inside those are more databases. For example if one chooses agriculture production and from there meat production then the options for meat production monthly, yearly or total production can be chosen. After choosing meat total production there are two steps: Choose variables: Year, variable, slaughter location and species. After choosing the wanted variables the chart is ready to be reviewed

From this chart the following information was gathered. In 2008 pork production was at its peak with 217.7 million kilograms. Since then it has gone downhill. 2014 the production was only 186.13 million kilograms. 37.57 million kilograms difference is quite high. In contrast chicken has been growing steadily from 1990's 33.14 million kilograms to 2014's 113.37 million kilograms. Beef had its peak in 1991 with 121 million kilograms, after that it has dropped but since 2005 it has stayed above 80 million kilograms (Luonnonvarakeskus 2015). Adding these numbers together pork production has dropped 37.57 million kilograms. Beef has dropped 41 million kilograms. And chicken has increased over 300 %.

6.3 Import and export

Looking at the meat import and export numbers, pork is leading with 32.7 million kilograms in import and 34.6 million kilograms in export. Beef has the second highest import with 23.5 million kilograms. Chicken is third with just 13.1 million kilograms. When talking about exporting the tables are turned. Chicken comes second with 19.7 million kilograms and beef has a minimal number of only 1.6 million kilograms. Chicken has huge growth comparing to the other two. The cow farms are growing but the pig farms are dropping (Lihatiedotus 2013).

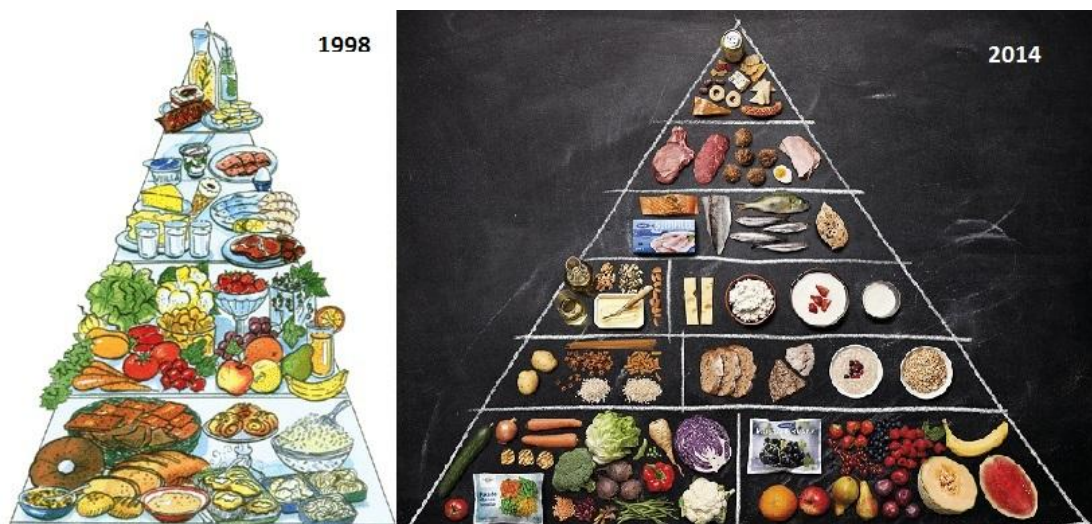
7 WHAT EFFECTS FINNISH EATING HABITS

7.1 The Finnish nutrition recommendations

Nutrition recommendations have been given in 1987, 1998, 2005 and 2013. Every eight years an extensive group of professionals check the recommendations. The recommendations are based on the one that Northern countries use. During the years the nutrition recommendations have been through changes ever since the first guide was published. The recommendations are used nationally in nutrition education, food services, and grocery development regimen. A food pyramid and a plate are used to illustrate the recommendations.

The Finnish food pyramid has been a part of the Finnish nutrition recommendation for six decades. The first pyramid recommendations were given in 1987, 1998 and 2005.

Below are pictures of food pyramids from 1998 and 2013. The biggest changes have occurred in vegetables, fruits and grain products. Smaller changes have occurred in the meat section and Finnish people are eating more meat than in 1950 (Valtion ravitsemusneuvottelukunta (The National Nutrition Council) 2014, 5-13).



Picture 2. Food pyramid (Valtion ravitsemusneuvottelukunta (The National Nutrition Council) 2014)

As seen on the Table 1 below nowadays it is recommended to eat more vegetables, berries, fish products nuts and seeds. In the red section are the foods that are recommended to be left to the minimum and red meat, which includes pork, is within this section.

Add	Change	Reduce
Vegetables (specially root vegetables) Pulse (peas, beans, lentils)	White grain products --> Wholegrain products	Meatproducts Red meat
Berries Fruits	Butter, Spread containing butter --> Vegetable oil, Vegetable oil based spreads	Drinks and foods with added sugar
Fish and other seafood	High fat dairy --> Low-fat/Fat-free dairy	Salt
Nuts and Seeds		Alcoholic beverages

Table 1. Recommendations (Valtion ravitsemusneuvottelukunta (The National Nutrition Council) 2014, 18)

7.2 Food trends

7.2.1 Organic

The usage of organic products has been increasing during the years of 2012-2014. S-group announced that in 2014 the sales of the organic products rose about 88% and 66% of that were Finnish products. (Website of Patarumpu). The share of the organic products is 1,7 % of all grocery sales. Many prefer the organic products since biocides or fertilizers have not been used. (Website of Luomu 2015).

Even if a product is organic is it still a good choice if it is not made in Finland nor from Finnish products? When considering that other countries may use different kinds of biocides or even hormones then the organic is definitely a better choice. To be sure about the country of origin, carefully read the package and seek some labels. When there is no usage of artificial fertilizers, insecticide or biocide and restrictions of animal medication ensures the product is natural.

7.2.2 Diets

Today's world consists of food fashion. There are hundreds of diets which people follow blindly with hope that they make some kind of changes with their lives. For example a person who wants to lose weight starts some kind of soup diet. Right after the diet has ended the person goes back to the same eating habits as before, and the lost weight comes back. This happens very often. (Mettänen 2015)

A total lifestyle change is now in style. It is proved by many people for example Hanna Partanen has approved in her book "Kiloille kyytiä arjen pienillä valinnoilla" that by making small steps at the time towards the change it is more likely to succeed. (Partanen 2009). Many public figures are saying this from one week to another in reality diet shows. Here in Finland Jutta Gustafsberg has risen up to one kind of role model to many Finns. (Väiliranta 2013). Her business called FitFarm provides all kinds of programs for people who want changes to their life and lifestyle. (Website of FitFarm 2015).

A diet called Super diet by FitFarm is a one program in which people get guidelines for food and exercise. There is one point that stood out. Two meals contain meat which are either chicken, turkey, fish or ground beef (maximum 10% of fat). Pork is not an option. The reason for this might be that a low fat pork minced meat is hard to find or the super diet is based on the nutrition recommendations in a guidebook made by the Valtion Ravitsemusneuvottelukunta (The National Nutrition Council). For example the need of vegetables and berries is noted in the super diet. Instead of the Ravitsemusneuvottelukunta's (The National Nutrition Council's) instruction of 500 grams, there is about 400 grams of vegetables, 300 grams of berries and on the day of rest you should eat an extra 100 grams either broccoli or cauliflower. The vegetables and berries are the first choice and the red meat especially pork is recommended to be avoided.

7.2.2.1 Low - fat and low-carbohydrate diet

On September 2013 Sweden became the first country to officially recommend a high- fat and low-carbohydrate nutrition (Shilhavy, 2013). A series of different diet researches were conducted on obese people and the conclusion was something totally different from the other studies. This was a shock since it was totally opposite of all the other nutrition recommendations. The research shows that a high-fat intake has no scientifically proven connection to cardiovascular diseases (Glenning, 2013).

There is an ongoing research on the subject of diabetes and low- and high- carbohydrate nutrition. The research is called PREVIEW and scientists from many different countries are contributing to it. 2500 volunteers are being studied over three years and the first results will be given in 2018 (Tikkanen, 2015)

PREVIEW is not the only research that is focused on the carbohydrate nutrition. There is a research about the low-carbohydrate and low-fat diets. The question is which is better in the long term. For decades the researchers have been studying which is the best way to lose weight. Already on 2003 article named “A Low-Carbohydrate as Compared with a Low-Fat Diet in Severe Obesity” was made by group of people, doctors and professors, on the website of the New England Journal of Medicine. The article shows that in their study people who were in the low-carbohydrate group lost more weight. Also it shows improvements in insulin sensitivity and there was a decrease of triglyceride in people who lost more than 5 % of their base-line weight. The changes in total cholesterol or blood pressure were not significant between the two groups during the diet. In total the study shows that the low-carbohydrate diet gives more benefits in a six month period with obese subjects with metabolic syndrome and diabetes commonness. (Samaha, et al... 2003).

In July 2015 a similar study was published. In 2003 the study was conducted for two groups during a 6 month period but now, the new study was conducted for one year. The results of the study made in 2015 were similar to the earlier study. The low-carbohydrate diet will bring more positive results, especially concerning weight-loss. (Hu, et al... 2015, 7978-7994).

Finally in October 2015 a new study was published. Now it has been proven: “In fact, in the setting of weight loss trials, higher-fat, low-carbohydrate dietary interventions led to a slight but significant, greater long-term weight loss than did low-fat interventions.” (Tobias, Chen, Manson, Ludwig, Willett & Hu 2015, 9)

The same research has been replicated over again over the years. We must wait until 2018 to get more results of PREVIEW and a subject that has been studied already. Is it possible that the result is being feared by the researchers and specialists in high positions? After all the norms would be turned upside down and so many people would have to admit that they have been wrong all along and they have given wrong information that has affected the eating habits of the whole country. Moreover these eating habits have affected the meat consumption and turned the numbers upside down compared to time period pre 21st century. What would happen to the credibility of any nutrition suggestions and how would that affect the high-margin sales of low-fat and high-carbohydrate products which are a quite important part of the wholesale. What would happen to the whole market and how would that spread through other countries. These are questions beyond the scope of this research and should be further studied in the future.

In conclusion the studies show that to the person who is seeking weight loss the low-carbohydrate diet is more beneficial compared to the low fat diet. The fat is not the problem in eating habits but the carbohydrates are and there is not a lot of carbohydrate in pure, muscle tissue meat products.

7.3 Unhealthy or not?

People really want to find the easiest way to get healthy and eat right. Common enemies are prepared foods, snack foods and all sorts of fast food types. It is so easy and cheap. Healthy, domestic, pure and fresh food on the other hand has its own price. The importance of healthy food has been proclaimed for decades but at the same time hamburger and kebab restaurants get more and more popular. “Food full-filled with calories gets your stomach full cheaper and at the same time weight loss business gets fat” says Mr. Konttinen in his book. (Konttinen 2011, 47)

What do we really know about these plastic packages which are filled with marinades and E-codes? Can we say for sure that it is pure and fresh? For example convenience food that includes E-code E450 and E451 additives are used to raise the water content of the product, which raises the weight of the product and also the price that the consumer pays. Another example is about sausages. Even if the package says “100% of Finnish meat” and has a Swan label on it, in reality the product might not include meat at all or there is a small print “% ingredients comparable to meat”. And the Swan label is deserved since comparable ingredients are from Finland (Konttinen 2011, 47-48).

There is a saying: “Do not play with your food” but people around the world have done it for years. Adding additives and radiating food are few of the ways to make food last longer. These ways have allowed the food to be flown all over the world. (Leppänen 2012, 42). With this information in mind how to be sure of the domesticity of the product?

Continually more books and articles are published recommending what is best to eat for now. For example many of the recommendations do not include usage of marinades and some of the diets do not include even pork. The nutrition guidelines recommend to restrict pork but also the whole category of red meats. Somehow these instructions, diets and guidelines have made people believe that only pork is unhealthy. When searching information about that, it is not easy to find any scientific proof that pork is as unhealthy as diets and guidelines imply. The lack of research is disturbingly non-existent.

When considering pork and its fat it really depends on what part of the pig is used. The same thing is for any product, as it depends what it contains. There is a difference between minced meat and sirloin. Minced meat can contain more fat than in sirloin. (Website of Lihatie dotus 2015).

There is no evidence that shows that pork is unhealthier than cow or other meat. There are studies that show that fat is not the enemy of the human body. (Shai, et al. ... 2008, 229-241). Carbohydrate and sugar itself are the worst. (Jonasson,

Guldbrand, Lundberg & Nystrom 2014, 182-187). This brings to a conclusion that there is no reason to avoid eating the pure pork products.

8 LABELS

The labels used in Finland are a part of this research. Many factors affect buying behavior such as gender, age and labels to name a few. (Virtanen 2009, 40). Also safety of the product is important. The consumers perceive domestic as safe. (Järvelä 1998). People become more and more interested of the country of origin and also about the environmental impacts. (Hjort 2014, 31). But still Finns do not trust the information on packages (Järvelä 1998) and they hope for more trustworthy information about the country of origin. (Latvala 2001, 1). Finnish people want to buy Finnish products (Leppänen 2012, 42), and associations have helped people to find products easier. But is the information given enough?

8.1.1 Produce of Finland

The original Hyvää Suomesta, produce of Finland label, the whooper swan, was made in 1993. The text “Food from our own county” was added in 2012. The label can be either upright or horizontally and also in black and white.



Label 1. Produce of Finland (Website of Hyvää Suomesta 2015)

Most of the Finns know the label but are they 100% sure what it means? A very known fact is that if one wants food from Finland he/she should choose products with this label. Groceries with Hyvää Suomesta label are made in Finland and made from Finnish raw materials so they should be 100% Finnish product.



Label 2. Produce of Finland black and white (Website of Hyvää Suomesta 2015)

Even though the end products are produced from different kinds of raw materials, still the Finnishness degree, which means the Finnish share of costs, has to be at least 75%. Meat, fish, eggs and milk have to be 100% Finnish. Today, the Finnishness degree in products is 95% on average. The flexibility of 25% comes since everything depends on the crop. There is no certainty of how well the crop grows and if the farmers have to get something substitutive products from outside of Finland.

8.1.2 Key flag

Suomalainentyö.fi tells that the key flag label, in Finnish the Avainlippu label, is for products or services which are made or produced in Finland. The degree of Finnishness has to be at least 50% but on average the degree is already over 80%. When talking about a service and its Finnishness degree, the share of ownership is being evaluated. (Website of Suomalainen työ).



Label 3. Avainlippu (Website of Suomalainentyö)

8.1.3 Organic labels

8.1.3.1 The ladybug label

The ladybug label represents the organic food. According to the website of the Finnish organic union they thrive for a long-lasting production. The production terms are that the domesticity of the raw materials is 100%. With the refined products the domesticity is at least 75% but the main raw material has to be 100%. The location of the production can be also added to the label (Website of luomuliitto 2015).



Label 4. Ladybug (Website of luomuliitto 2015)

8.1.3.2 Euro Leaf

The Euro leaf label became compulsory logo on 2010 for all organic products produced in Europe. The usage of the label is optional if the products are produced outside of European Union. The label is for the organic products and the location production of agricultural ingredients has to be mentioned. The product has to be more than 95% organic. The label cannot be used on pet food, wines, cosmetics or textiles (Website of Evira 2015).



Label 5. Euro leaf. (Website of Evira)

8.1.3.3 Organic label

The organic label is owned by the ministry of agriculture and forestry. The label does not tell the country of origin but it is under the authority's supervision. The label can be given to organic products whether it is Finnish or not. (Website of Evira 2015).



Label 6. Organic label (Website of Evira)

8.1.4 The heart symbol

The heart symbol tells about the quality of the products. The product is a better choice considering the amount and quality of salt and fat. The products are being compared inside the product group. The symbol is used on milk and dairy products, oils and fats, fish, meat (products), bread, cereal, spices, vegetables, fruits and berries. (Website of Sydänliitto 2015).



Label 7. Heart symbol. (Valtion Ravitsemusneuvottelukunta (The National Nutrition Council) 2014, 35)

8.1.5 Fair Trade

The criterion of fair trade has been accomplished with the production of products or raw-materials. The mark has been made to help developing countries and farmers with international trade. The farmers and producers get the world market price or even more plus long-term contracts; also the producer takes the environment into account and child labor is not used. (Website of Maailmankaupat 2015).



Label 8. Fair Trade (Website of fair trade)

8.1.6 The Nordic Ecolabel

The Nordic ecolabel is used by the Nordic countries: Finland, Norway, Sweden and Denmark. It defines the quality of the best products and services from the environmental view. The criterion take into account the whole life cycle and its effects on the environment. The goal is to protect the environment for the future generations. The label has been planned also for groceries but it is seen mostly on paper and detergent products. (Website of Ruokatieto 2015).



Label 9. The Nordic Ecolabel (Website of Ruokati-eto)



8.1.6.1 Sirkkalehti

The Sirkkalehti label is for the Finnish quality gardening products like vegetable, berry, fruit, flower, seedling and potato products. It is the only label that promises 100% Finnish product and as the result the quality is best, either extra or first class quality. (Website of Puhtaasti kotimainen 2015).

Label 10. Sirkkalehti (Website of Ruokatieto)

8.1.6.2 Conclusion - Labelling

In conclusion there are a lot of different kinds of labels that promise the goods to be Finnish and Finnish people prefer these products. It is good that these labels have been made since people can find the home made products faster and easier. Still a question arises: Can people be sure of what they are buying and do they know what they are eating? For example Produce of Finland label gives the idea of a Finnish product but in reality 25% can be from somewhere else, like the skin in sausages. Even if the Finnishness degree is 95% there is the other 5% that can be from somewhere else. Is it then correct to call it a complete Finnish product when only the customer can decide by himself?

The labels have been made to separate Finnish, organic and EU products or simply the products which contain less fat and salt. This should make it easier for the customers to find the product they are searching for but unfortunately these labels can be a bit misleading. For example: After the research only the Sirkkalehti label is totally 100% Finnish product and it only contains gardening products, not meat.

The buyer has to be really careful what label to follow. To examine the knowledge of Finnish people a questionnaire about labels could be a key. This kind of questionnaire would be for a deeper research and it is not conducted in this study.

9 DATA GATHERING AND ANALYSIS

9.1 Data gathering objectives

For the questionnaire we used Kyselynetti.com which gave the perfect opportunity to use different kinds of questions and question styles. The main focus was on pork and how well do people know the product. The customer behaviour and attitudes were taken in account more closely through different kinds of questions. The purpose of some questions was to make people really think of what is being asked from them. We chose this type of approach to create a similar situation that the customer experiences while choosing the products in a supermarket. The questionnaire contained 20 questions and was divided into 7 different categories:

1. Basic information about the consumer: gender, family
2. Meat preferences
3. Does advertising affect them?
4. Importance of the origin of the meat
5. Knowledge of the product
6. Attitudes towards pork
7. Local or not

The case farmer wanted to gain knowledge on what effects on the customer behaviour and how well do people really know what they are eating. Through the analysis he wanted to gain knowledge of how to make people aware of the meat industry situation and how to save his farm from going under.

9.2 Questionnaire distribution

The questionnaire was distributed through Facebook over a 1,5 month time period. We shared it on our Facebook wall and asked people to answer and share it onwards. 206 answers were received during the 1.5 month period. It is possible that Facebook may not have been the best source to get people to answer the questionnaire but in our opinion social media is rising to be the most important channel of communica-

tion and information. Facebook friends are the best choice in order to get a convenient sample. The data needed to be gathered fast and Facebook offered an easy way to reach people. This type of sampling has its own disadvantages since it cannot offer a sample of the whole population (www.businessdictionary.com N.d.) but nevertheless this distribution option was considered to be the best for the occasion.

9.3 Questions

Basic information about the consumer: gender, family

1. Gender
2. How many individuals belongs to your family size

Meat preferences

3. Do you prepare your food yourself or do you prefer ready meals
4. What kind of meat do you prefer

These two questions were chosen to get a better understanding how many of the respondents spend time and cook themselves and if they do what meat do they prefer. The results can then be contrasted to the meat consumption statistics.

Does advertising affect?

5. Does advertisements affect your shopping decisions

This question was asked in order to find out how much does advertising has effect on the respondents' shopping behaviour.

Importance of the origin of the meat

6. How often do you a visit factory shop
7. Do you prefer domestic meat
8. Should Finland continue to produce domestic meat
9. Do you check the package to find out where the meat comes from
10. Do you prefer one brand over others
11. Which is more important price or quality

Questions 6 to 11 are extremely important because they give an understanding of how important the origin of the meat is to the respondents. From these questions it is easier to take a look at the Finnish meat market and compare the numbers to statistics in order to find out their validity.

Knowledge of the product

12. How do you understand this informative label: "Produced in Finland "
13. What do you think about this informative label: " Produced in Poland from Finnish meat"
14. Do you know the difference between pork- beef minced meat and beef- pork minced meat
15. Which do you check the price by kilogram or price by package

Questions 12 to 15 are giving the respondents a first-hand experience on what they face when buying the products. From these questions it is easier to build an understanding of how well do the respondents know what they are actually eating.

Attitudes towards pork

16. Which is healthier beef or pork
17. If pork minced meat was available would you buy it

These two questions give direct information about the knowledge, attitude and images on how the respondents perceive pork as a part of their nutrition.

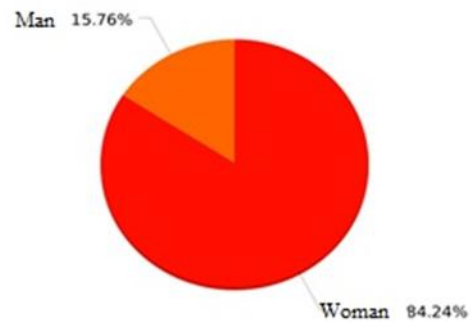
Local or not

18. Do you prefer buying meat from a local farm
19. Do you know where is the nearest piggery
20. Do you know where is the nearest free range piggery

The third last question we decided to ask about the interest in the local food. The last two following questions then were asked to find out do respondents know where the local piggeries are and do they know if there is a free range piggery near them. This was asked in order to examine how well the responders know their local food resources.

9.4 Results and analysis

1. Gender



Pie chart 1. Gender

Women were more interested in this questionnaire and only 15,8 % of the respondents were men.

2. How many individuals belongs to your family size

41 (20.0%): None

71 (34.6%): 1

34 (16.6%): 2

31 (15.1%): 3

15 (7.3%): 4

10 (4.9%): 5

2 (1.0%): 6

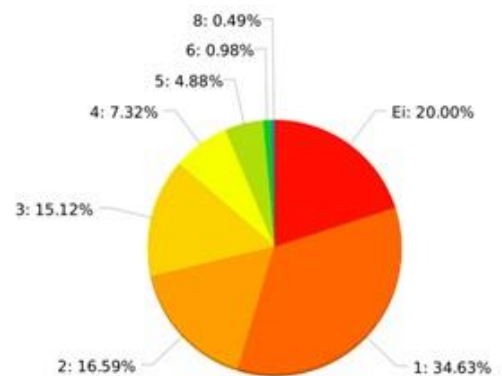
- (0.0%): 7

1 (0.5%): 8

- (0.0%): 9

- (0.0%): 10

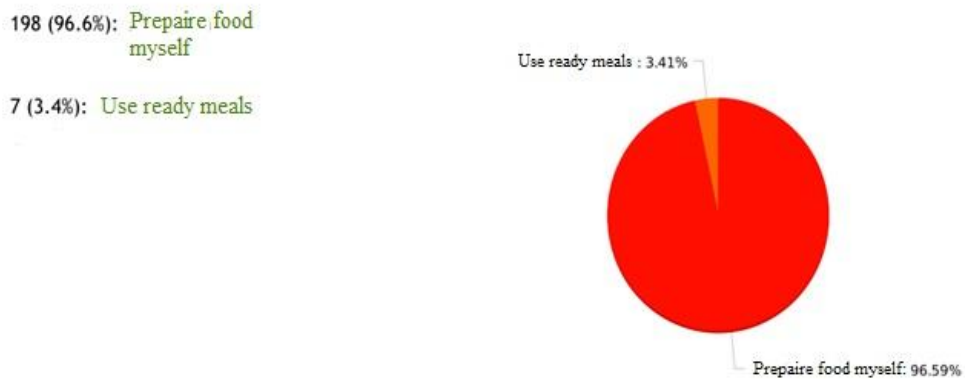
- (0.0%): Over 10



Pie chart 2. Family size

The biggest group of the respondents (about 34%) were living with a partner. 20% of them were living alone and around 16% of the respondents were living with a partner and a child. The rest of them were the ones with 3 or more family members.

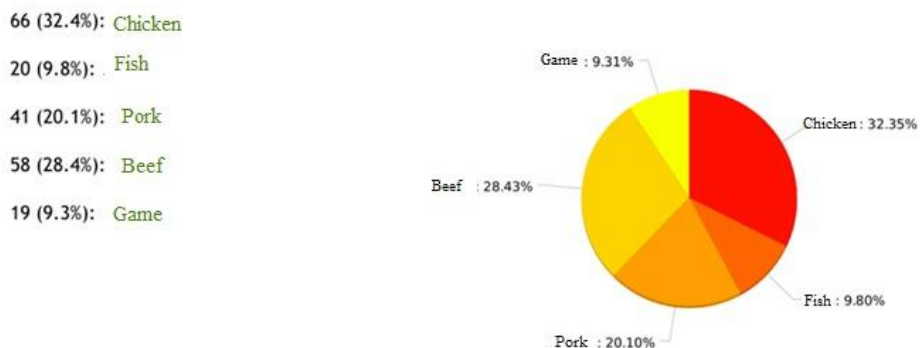
3. Do you prepare your food yourself or do you prefer ready meals



Pie chart 3. Food preferences

Majority of the respondents prepared their own food and just a few percentages of them bought ready meals. This result shows that most of these respondents would need to buy the ingredients directly from the shop. As the result they stay healthy and also they help the Finnish economy by buying Finnish meat.

4. What meat do you prefer

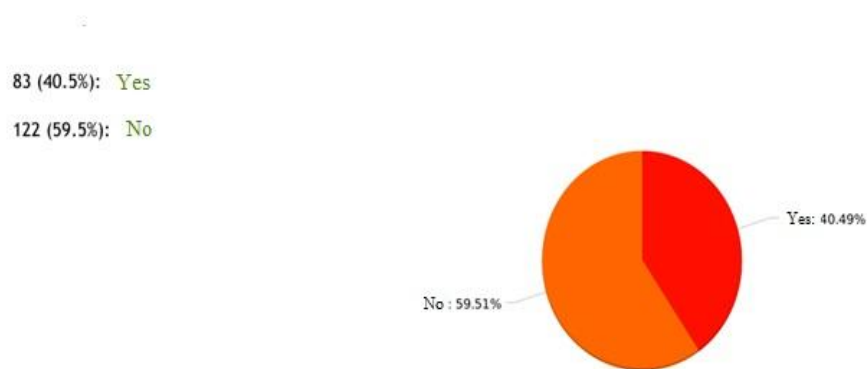


Pie chart 4. Meat preferences

Finnish food and organic food have been on people's lips for a long time and many different diet programs are being created and used all over. While all this is happening Finland is losing piggeries faster than ever. (Maa- ja metsätalustuottajain Keskusliitto 2015)

As seen in the pie chart 4. 32.7% prefer chicken, 28.7% prefer beef and 19.8% prefer pork out of all the answers. Fish and game only share a small portion with Fish having 9.8% and game 9.3%.

5. Does advertisements effect your shopping decisions

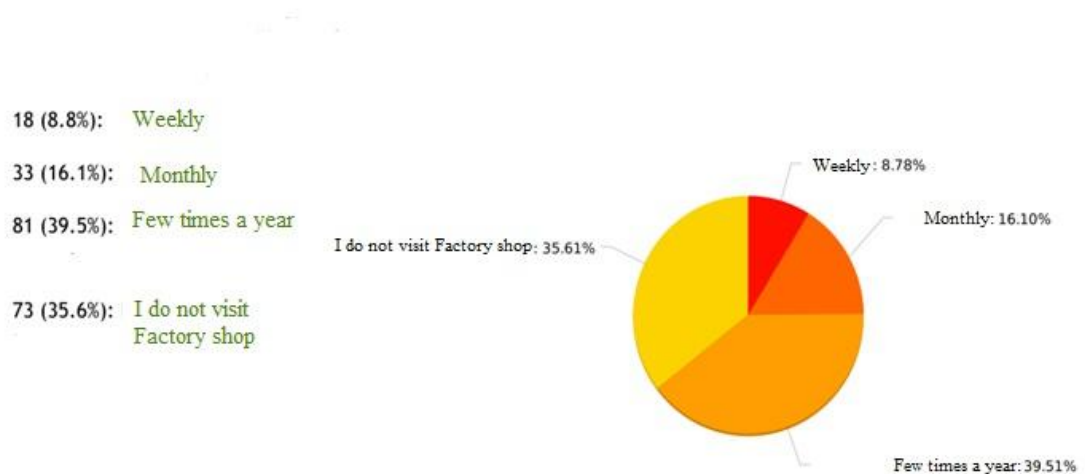


Pie chart 5. Advertisement

40.5% of respondents admitted that advertisements do effect on their shopping behaviour and the rest of the respondents did not think that advertisement would really affect their opinion that much. So basically most of the respondents can be affected by advertisements and if there are more advertisements about the non-Finnish products, they most likely would get encouraged to buy them. In this case, it would be up to that 40% of respondents to attract the rest to buy more of Finnish products

This type of question, Yes or no, does not offer a very strong result since the whole subject of advertisement and marketing is a huge entity. An entire questionnaire could be made of this section alone but for the purpose of this thesis only one question with an easy answer was selected to present the subject since there is existing data available.

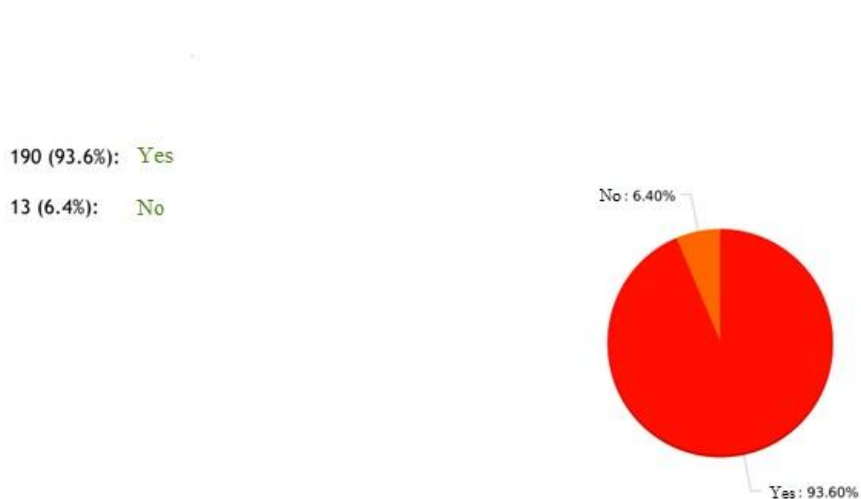
6. How often do you visit a factory shop



Pie chart 6. Factory shop

About 40% of the respondents visit a factory shop a few times a year, around 35% do not visit at all and the rest either visit weekly or monthly. This result shows that only a minority of the meat producers are paid directly and the rest would lose a lot of money by selling their products to the customers indirectly.

7. Do you prefer domestic meat



Pie chart 7. Domestic meat preferences

The majority of the respondents prefer Finnish meat and they greatly support the Finnish economy and basically would live healthier because of the strict laws and regulations on meat production in Finland.

8. Should Finland continue to produce domestic meat

201 (98.0%): Yes

4 (2.0%): No



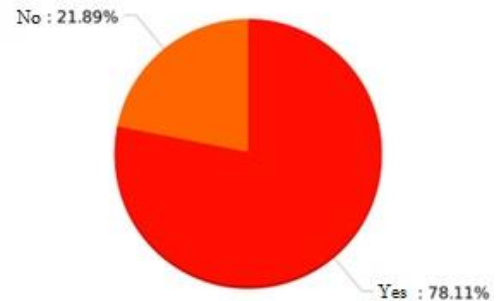
Pie chart 8. Producing Domestic meat

This result basically is related to the question 7 of the questionnaire. As the majority of the respondents would prefer Finnish meat, they would support the increase in production of domestic meat.

9. Do you check the package to find out where the meat comes from

157 (78.1%): Yes

44 (21.9%): No



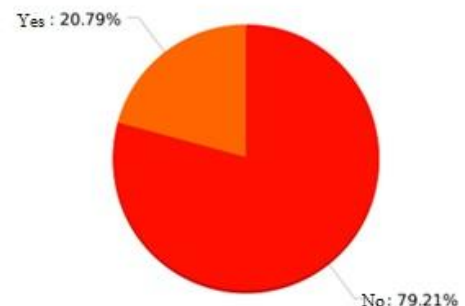
Pie chart 9. Package markings

The majority of the respondents check the package of the product to see where the meat comes from. This shows that the majority care about what they eat and as the majority would prefer Finnish meat (according to question 7 of the questionnaire), they would buy more of the products including domestic meat. As the result, even if the meat products are bought indirectly, still the customers would support the Finnish ones.

10. Do you prefer one brand over others

160 (79.2%): No

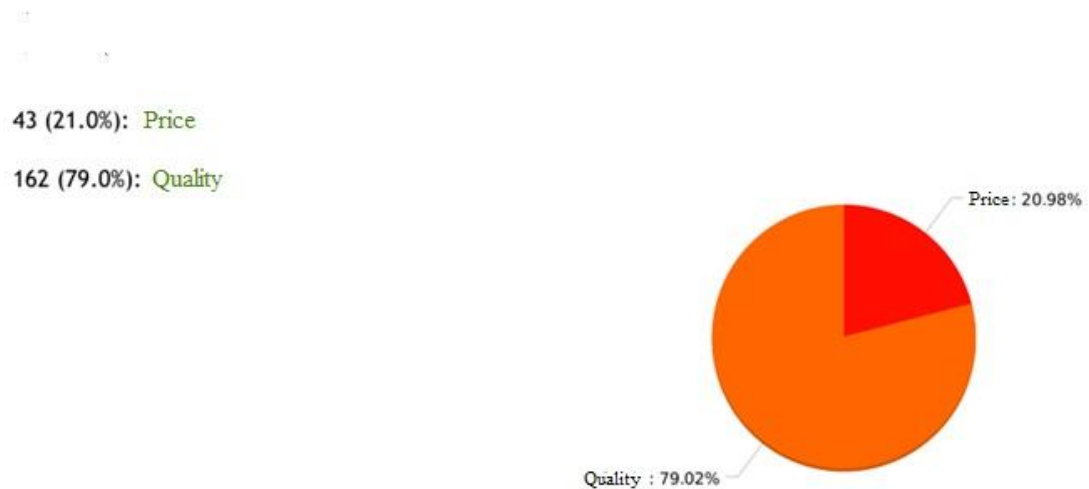
42 (20.8%): Yes



Pie chart 10. Favourite brand preferences

The majority of the respondents would not care about the brand of the product but as we have seen in the results of question 9 of the questionnaire, they would care about the ingredients of the product. In this case, they would be open to buy new brands which still have preferred ingredients.

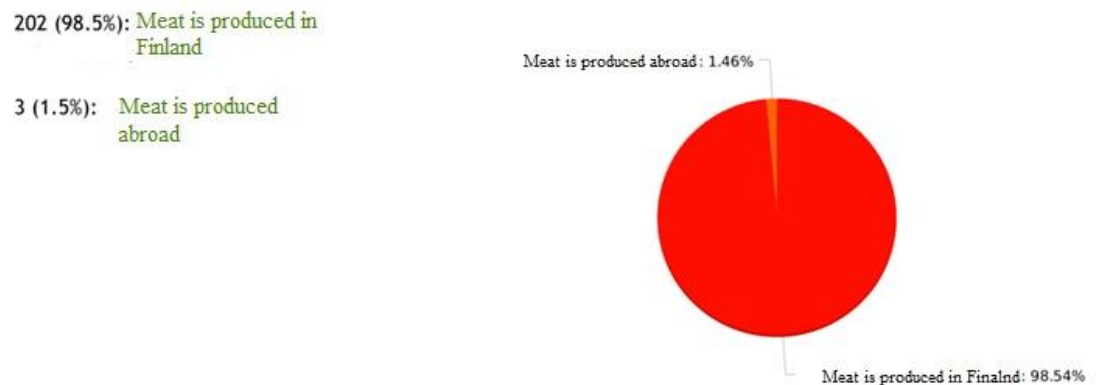
11. Which is more important price or quality



Pie chart 11. Price or quality

One way to lift the Finnish piggery numbers is to buy local food. In the questionnaire 79.3% of people stated that quality is more important than price. In reality the local food price does not vary that much from the bigger brand prices but in these difficult times even 50 cents can be a lot. Students do not have the money to spend on pricier foods and same goes to the families with more than 2 children. All the current problems added together are driving the markets to lower the prices in order to get more buying power. This affects the farmers who do not get enough money compared to how much they have spent on their business.

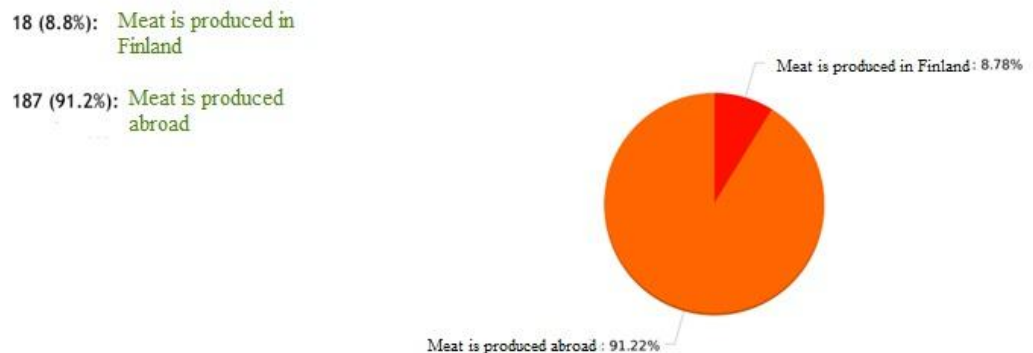
12. How do you understand this informative label: "Produced in Finland"



Pie chart 12. Understanding the label

From the respondents only under 2% of them thought the product has non-Finnish meat.

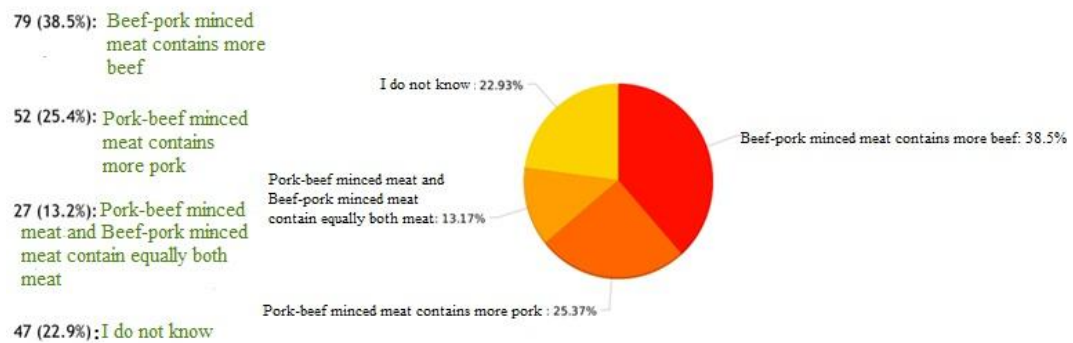
13. What do you think about this informative label: "Produced in Poland from Finnish meat"



Pie chart 13. Understanding the country of origin

Finnish people do not know that some of their favourite, Finnish, meat producers either import meat outside Finland or slaughter pigs elsewhere. In order to test this a question about this was inserted and 8.9 % understood that claim "Produced in Poland from Finnish meat" as the meat was produced in Finland.

14. Do you know the difference between pork- beef minced meat and beef- pork minced meat



Pie chart 14. Differences between different minced meats

Nearly 39% of the respondents agreed that the beef-pork minced meat contains more beef, around 25% agreed that the pork-beef minced meat contains more pork, about 13% thought that both sentences mean there is equal amounts of pork and beef meat in the product and the rest (around 30%) of the respondents did not know about it.

As we know, the sentence ‘pork-beef minced meat contains more pork’ is the right sentence but ‘beef-pork minced meat contains more beef’ is a wrong one which lately has been printed on products. The beef-pork minced meat contains 50/50 both, beef and pork. So we conclude that as around 25% of the respondents answered right; it is possible that majority of the 40% that agreed with the wrong sentence have confused the amount with the way it was written. Meaning that they believed that the order of the words of the sentence would follow the same logic on the second sentence without actually search about it. Sadly this is the result that was expected from the customers.

A late article on MTV Kokkaamo webpage actually had a totally wrong information about this subject. A representative of Lihatie dotus (Meat Information Association website) actually stated that minced beef-pork contains more beef than pork. (Met-tänen, 2015) Not only are the consumers confused but it seems the specialists are too.

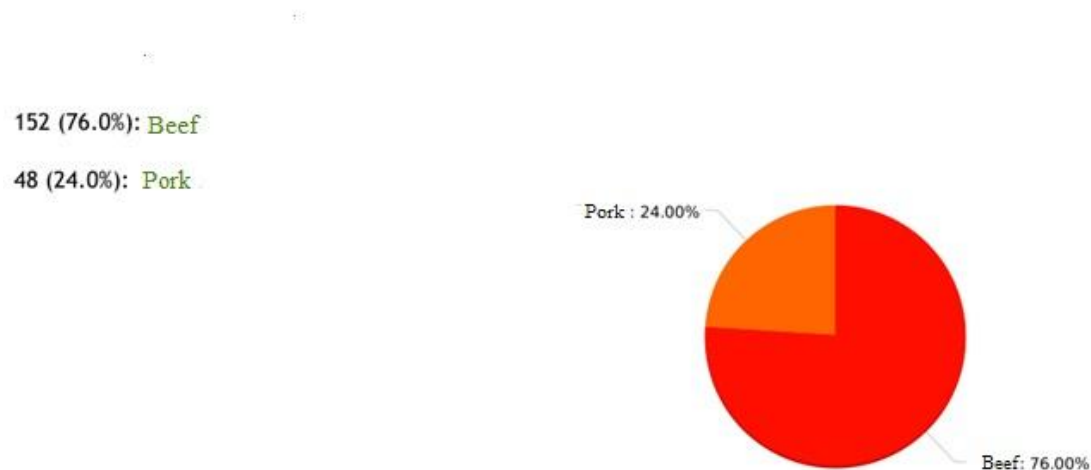
15. Which do you check the price by kilogram or price by package



Pie chart 15. Price or kilogram

The majority of the respondents (87.7%) checks the price per kilogram. This is quite common since the price per kilogram gives a better opportunity to compare similar products.

16. Which is healthier beef or pork



Pie chart 16. Beef or pork

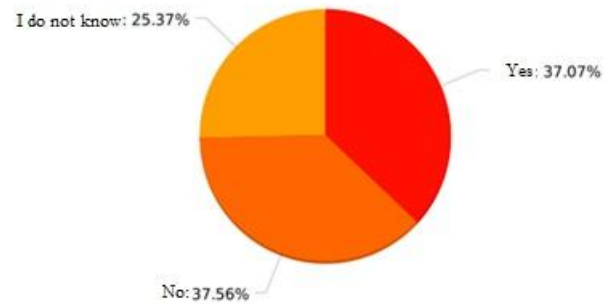
The hypothesis was that respondents would prefer beef over pork since the false assumption was that beef is healthier. This was backed up when 76.3% of the consumers claimed that pork is unhealthier than beef.

17. If pork minced meat was available would you buy it

76 (37.1%): Yes

77 (37.6%): No

52 (25.4%): I do not know



Pie chart 17. Pork minced meat

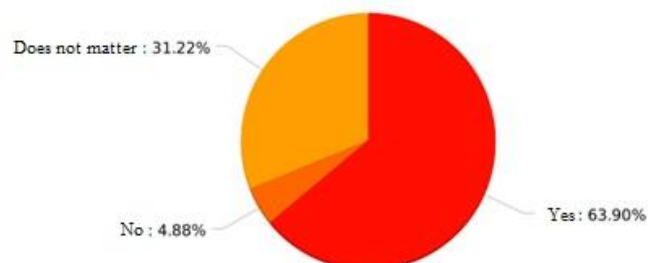
The percentages divided quite evenly in this chart. 37.1% would buy the pork minced meat and 37.6% would not. 25.4% could not decide. The result was not a total surprise since the pork-beef minced meat is the most common minced meat. Respondents who could not decide actually offer potential buying power in the future.

18. Do you prefer buying meat from a local farm

131 (63.9%): Yes

10 (4.9%): No

64 (31.2%): Does not matter



Pie chart 18. Local farm

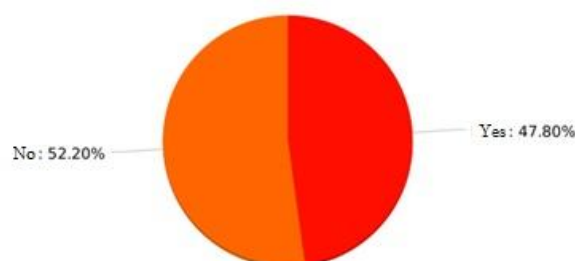
The majority of the respondents (nearly 64%) would prefer to buy meat products from farms, for around 31% this option does not matter and the rest of 5% would not want to visit the farms to buy meat.

This result shows that the majority of the respondents would buy from farms if the situation would allow it and around half of their number would buy from farms if it was an easier option. So regardless of that, 5% of the respondents that did not want to buy from farms, all the rest are potential customers of the farms.

19. Do you know where is the nearest piggery

98 (47.8%): Yes

107 (52.2%): No



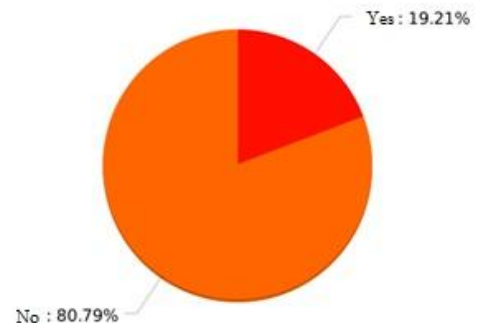
Pie chart 19. Where nearest piggery is located

Around half of the respondents know where the nearest piggery is and the other half do not know. According to the results of question 18 of the questionnaire, the majority of the respondents would prefer to buy meat from farms but according to question 19 they do not have information about where to go and buy. This result shows the need of spreading information about the piggeries among potential buyers.

20. Do you know where is the nearest free range piggery

39 (19.2%): No

164 (80.8%): Yes



Pie chart 20. Nearest free range piggery

The majority of the respondents did not know where the nearest free range piggery is located. 19.2% however was aware of a free range piggery near them. This question was inserted into the questionnaire because one option for Mr. Seppänen is to change his farm to free range. 19.2% is a good start and perhaps with a little advertising this number could get higher.

9.5 Overall analysis

To summarize the analysis, Finnish consumers do prefer domestic meat and are ready to support it. Unfortunately many of the people are not completely aware of what do all the markings on the packages really mean. There is a false assumption: if the package is carrying a familiar Finnish name/brand and if it has certain labels it is indeed purely Finnish meat.

The customers are somewhat avoiding pork since it is their false assumption that it is unhealthier than the other meats. The customers prefer beef over pork even though they both belong into the red meat category, which is declared to be unhealthy by the National nutrition council (Valtionravitsemusneuvottelukunta 2014, 7-18).

As stated above Finns do prefer domestic meat and are ready to support it. From this conclusion Finns prefer domestic pork over imported. In order to get the customers more aware of the options, advertising would be a great way to share knowledge of the piggeries and how do they function. Supporting small and local entrepreneurs would be a good way to preserve the Finnish meat industry.

This type of questionnaire has its limitations. Some of the questions are purely Yes or no – types and do not offer answers that can be analysed in depth. The other questions do have more options but still do not give an opportunity to measure customer satisfaction.

For further research a scale type questionnaire would be a better option. With a scale from 1 to 5 (1- Strongly disagree and 5 strongly agree) it would be possible to analyse the customer satisfaction and buying behaviour. This would offer a great way to get more broad understanding of the customer preferences.

10 ROAD TO SUCCESS

10.1 Recommendations to the case company based on the questionnaire analysis

From the results and analysis there are important suggestions that were given to the case farmer. Mr. Seppänen should make potential customers aware of him and his piggery. Mr. Seppänen is producing 100% domestic, quality pork and that is important. As people start to be more aware of the meat industry and its complications they shall start asking questions and demanding answers. Mr. Seppänen can provide and he is willing to make changes in order to boost his business. Making people aware can be challenging and time consuming. As a recommendation Mr. Seppänen should market himself. There are ways to make oneself known without spending any money.

Buzz marketing and word-of-mouth marketing, would offer a great opportunity to get the information out there. It does not have to be much just asking a few friends to be apostles and to start a conversation about a small entrepreneur who is making changes to his piggery and will provide 100% fresh and domestic pork without any added additives. It would also be a good idea to start a buzz in a few different social media networks. For more advertising a simple paper advertisement can be put to the notice boards of different markets. When Mr. Seppänen wants to spend more money on advertising, local newspaper might be a good option.

Adding more to the concept of advertising it would be good to make the customers feel comfortable and trusting towards Mr. Seppänen and his business. He could offer potential customers the opportunity to come and see the pigs and their living habitat. Also developing a good web page would be helpful.

As gathered from the analysis the customers are not completely sure of what they are actually buying. They are also confused about the labels and markings. This offers a great opportunity since Mr. Seppänen is selling a product where the customer does not have to ponder such things. The product is fresh, Finnish, additive-free and 100% meat, an entity that will meet the demands of the customers.

Under this section a closer look has been taken into nine different matters that will be helpful to Mr. Seppänen in the future. These matters have been created based on the results and analysis of the questionnaire and secondary research investigation.

10.2 Branding

Before thinking about any kind of ways to sell the product the entrepreneur needs a product. Until now Mr. Seppänen has raised pigs and sold them to the intermediary who sells the pigs to slaughterhouses. Now he has to find a slaughterhouse on his own.

The good news is that Mr. Seppänen has already thought where he can find a slaughterhouse. In a small production Mr. Seppänen could slaughter the pigs by himself since he has the knowledge but the problem is clean and proper facilities and tools. Since there are a lot of laws and restrictions what to consider before starting this kind of business. Facilities would not be the problem since the new piggery is not in use. Before any of this can take its course Mr. Seppänen wants to concentrate on his product and later on invest on the slaughterhouse.

10.3 Free range farm

Changing the style of farming to a free range the farmer has to make some changes. At first the entrepreneur would continue using the old facilities, the small piggery which can be seen in picture 12, colored as grey box. The old piggery is colored white, in the picture 12, and is now been used as a storage- and working area. In the small piggery there is enough room to about 80-100 pigs. The facilities are quite small but the idea is that the pigs can easily enter inside to any section they want or outside so that there is more room to each pig.



Picture 3 Proposed layout on 1991

Now the door, in picture 13, of the small piggery is towards the main building but it will be changed, as seen in picture 14, towards the field which can be seen in picture 12 marked as brown box.

Outside of the small piggery, as picture 13 shows, a fence would be built to expanding the yard to the field, Picture 14, so that there is enough space to move. To the field it is possible to build even shelters to the pigs so that not always they have to be inside the piggery building. In the future there is enough room to expand the area behind the main building as much as Mr. Seppänen wants.



Picture 4 Small piggery

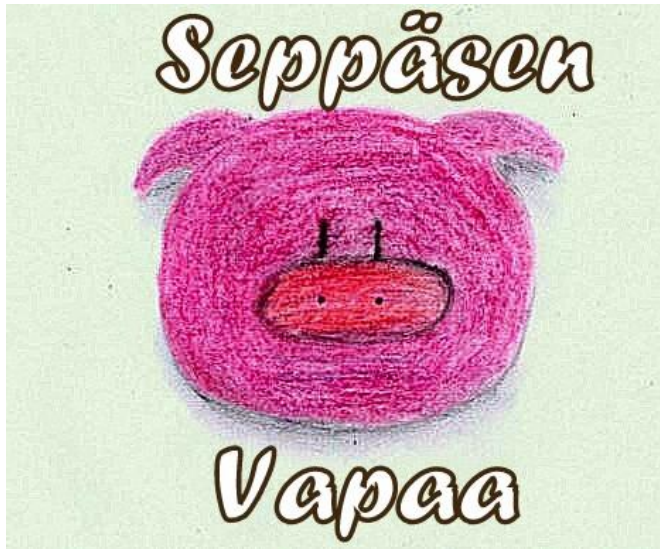


Picture 5 Field next to small piggery

Investing to this change is not a problem. There are a few fields around the farm which can be used to give the pigs more space. Mr. Seppänen has his own wood stocks that can be used for building the shelters. There is also iron material and maybe enough wood to build even the fence without putting a lot of money in it. Even building the new door does not require a lot of money. Good thing is that Mr. Seppänen does not need consent for building the shelters since those are cold buildings. Announcement is enough.

10.4 Logo

We have interviewed Mr. Seppänen and talked what he wants. Based on his thoughts and needs we have created a sketch of the logo's idea that he approves.



Logo 1 Seppänen's Free Range

The idea of the logo is simple. There is the text “Seppänen’s Free Range” of course since the market is in Finland, the text is in Finnish. A picture of a pig combines the logo “Seppänen’s Free Range Pigs”. At first the entrepreneur was a little unsure about the style of the pig, since it was “cute” as he said it. We explained to him that it is the whole idea. We have a cute logo since Mr. Seppänen sells happy, free and cute pigs that play outside. Today it is more and more important to be sure of how the pigs are being raised and most of the people want to “see” a happy and cute pig that have lived a good life, not a sad or mistreated pig.

10.5 Advertisement

When making a logo for Mr. Seppänen we created also an advertisement for the website or to the Facebook page. The advertisement can be used also in a newspaper. The idea in this piece of advertisement is to bring the idea alive. Now we show the happy pig for the consumers as in the logo but we used a picture taken of one of Mr. Seppänen’s pigs. This piece of advertisement would work as a welcome picture in the website which Mr. Seppänen approved.



Advertisement 1 Seppänen's Free Range

10.6 Local food

Local food is production and consumption which improves employment and uses inputs, ingredients and food from the local area. Most important matters are freshness and quality which are improved by making the transportation and storage times as short as possible so there is no need for food additives. On every product you can find the information about origin, producer and manufacturer of the product (Website of the True flavours 2015).

The laws made for groceries are the same for local food but there are no direct laws or legislation for food produced in a local cities or near it. “LÄHIRUOKAA - tottakai!” is the government’s plan to improve local food industries by the year 2020. The problem is in the definitions of the local food. Where is the line when the food is not local anymore and how to make the other factors like freshness, quantity and quality to meet the required standards (Tuominen 2013, 14).

With no intermediaries the money goes straight to the right hands; to local cities. By buying local products everyone can provide an employment for a Finn, and ensure the action and money staying inside the cities. (Website of MTK 2015).

S-group in Satakunta has been working with the local food producers and suppliers. Products with the blue fork logo shows that the product is produced inside Satakunta and the main raw material has to be from Finland. (Leppiniemi 2013).



Picture 6. Authentic local food from Satakunta. (Website of s-kanava)

It is obvious that the product being local is a positive thing and the entrepreneur wants to use this advantage when selling the products. To Mr. Seppänen it is important to brand the products as food from (a local farm in close proximity to the buyers) nearby. This ensures the idea that products are fresh and quality is the best as possible to the consumers.

10.7 REKO

REKO means Local food through Facebook. The word comes from the Swedish words “rejal consumption” which means reliable and fair consumption. The event is quite new since in Finland REKO started from Pohjanmaa in 2013. To this day it has spread quite well. For example in Huittinen REKO made their Facebook page at the end of the year 2014. Today REKO is very popular. REKO Vaasa has been the most popular with 8700 members but now REKO Pori has taken the second place with 8700 members as well. Now the first place is bouncing between the two REKO groups. The attraction of REKO is getting more popular all the time. (Lehto 2016, 5)

Basically all the communication goes through Facebook. For example a producer can notify the potential customers for the next food distribution. Not only farmers and producers but also a person without a company or business can sell their products through REKO. Others sell mushrooms, blueberries or homemade jams. The idea is that the consumer gets fresh product directly from the farmers or producers.

Mr. Seppänen has his own products and REKO would be the market. Selling via Facebook would be a good way to sell the products not only in Huittinen but also in other REKO gatherings like in Pori.

10.8 GM free

GM stands for genetically manipulated organism. Basically there is no way to know for sure if there any kind of negative impact to the pigs or even people. The subject about GM is not known to many people and everyone has his own speculations about the GM products.

For example the DDT, dichlorodiphenyltrichloroethane insecticide which was commonly used in 1990. The product did what insecticides suppose do but with a lot of negative side effects. Is there same kind of fear with GMO? Many people know that they do not want to eat the GM products and know it is unhealthy. Still they do not

know what the GM product really means or why it should be avoided (Website of pesticide action network).

Like earlier analysis showed that Finns do not know what they eat or when they are eating the GM products. A person can only be sure that the product is GM free when it is organic. (Åström-Kupsanen 2013)

When we talked about the GM fodder, a type of animal feed, with Mr. Seppänen, he said that “Why should we buy more expensive fodder when we do not get enough money after selling the pigs?” Basically when the economy goes down, even by a small step at a time, farmers do not get as much money as 20 years ago.

After the 2007 the fodder sellers started to import their products which are cheaper and not GM free. The fodder is a big money question for the bigger farms. Even though EFSA, European food safety authority, has approved that the usage of the GM fodder is safe; some of the farmers and producers still do not want to use it at all. (Åström-Kupsanen 2013). When considering fresh and pure food from near, it would be important that the used fodder would be GM free. After a careful consideration Mr. Seppänen also wanted to change to the GM free fodder.

10.9 Case farmer's own website

We would recommend creating a webpage or a blog where Mr. Seppänen can post information about his piggery. Social media would also offer valuable information and marketing channels. Facebook pages and REKO is a good way to start but a website would be for the consumers who want more and deeper information about the farm and the producer.

Creating a webpage or a blog may take more time than just posting on social media but it would be original, would have its own address and it is free. Also the information can be organized under different subjects and in different pages but still in the same place. This makes it a lot easier for the viewers to have access to related and specific information.

10.10 Making a video advertisement

In the questionnaire 40.5% admitted that commercials have affection on what they buy. We visited in few local supermarkets and interviewed few sellers about the effects of advertising. There were two questions asked:

How does advertising affect sales numbers?

Can you give an example of a product?

One example was about Valio and its advertisement. Valio started advertising their new product on TV, the cream pudding which can be flipped over. After launching the ad people went crazy and many people came asking the product during the day.

The other example was about a famous Finnish product, Fazer Puikula rye bread. Puikula has been a Finnish favorite over times but now Fazer has improved the product therefore the taste and shelf life is even better. Fazer started advertising it on TV on September 2015, afterwards for few days the shelves have been empty even before four o'clock.

A good idea for Mr. Seppänen would be to make a video advertisement about him and his product. We understand that it is tempting to film with your phone but huge improvement would be to change mobile phones to a real camera. When adding a little bit of quality to the videos the customers will be even more impressed. The quality does not have to be HD but a little bit better than mobile phone camera's quality. Of course there is a long way to get a good quality advertisement not to mention getting it on TV. But it would be a one and good goal to the future.

11 GENERAL SUGGESTIONS TO THE FINNISH AUTHORITY OF THE LAW AND GROCERY STORE OWNERS

11.1 Farmer, city and country on packages

A suggestion for the Finnish authority of the law: a new law on packaging when using the Finnish logos. If a product has, for example, a Finnishness degree of 25%, this should be announced on the package. Also the origin of the meat should be announced on the package in the form of: farmer, city, country. This way the information would be directed to the consumer.

If the products are from Finland and made in Finland, only then the product's name can be in Finnish. This would lower all the fuss and confusion about the country of origin. This would also help people to be aware of what they are buying and support Finnish entrepreneurs by buying the products that have a higher percentage of Finnish ingredients.

11.2 Information advertisements and campaign in stores

The same kind of campaign or at least advertisements like S-markets are doing would be good to have in all grocery stores. S-market has videos and advertisements with information about the local food and food labels, they are informative and good for the consumers. Everyone may not have time to stop and watch the TVs on supermarkets but paper ads around the store would also increase the possibility for the consumers to see and learn what they are saying.

In Sweden food market ICA has risen against cheap prices and actually has increased the prices in order to offer support to the Swedish farmers. At the moment they have only concentrated on milk and some cheese products. Since September on 2015 the consumers has had a chance to pay 0.11 euros extra of the product in order to support milk producers. In one week they raised 350 000 euros and the campaign lasts till the end of the year. Also Finland could try same kind of campaign to support Finnish farmers. (Taloussanommat 2015).

12 CONCLUSION

The topic of this research is in a constant change. In a half a year from now the situation in the pork industry may have changed. Perhaps the consumers will demand more domestic products and favor local entrepreneurs or maybe the situation has tilted entirely to the opposite direction. There are limitations to which extent this research can offer answers to questions. It does not offer an in-depth analysis of the entire situation but only scratches the surface of important matters that needed to be brought to daylight. In order to get a better understanding of such matters as consumer preferences and effects of advertisement on consumer buying decisions a second questionnaire should be made.

To gain a better understanding of the pork industry as an entity a wider research should be conducted by another researcher. The next step could be a study of the pork industry in the Northern countries. The research questions would include questions like: "Has there been major changes in the agricultural section?" "How has the industry changed through decades?" "What affects the consumer preferences when considering the pork industry?" and "What are the import and export numbers of pork?" There is the possibility to compare the results of each country and through comparison, get to the important information and conclusion.

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