

**GENERAL AGREEMENT  
ON TARIFFS AND TRADE**

**RESTRICTED**  
**IMC/W/111**  
18 January 1995  
Special Distribution

(95-0055)

Arrangement Regarding Bovine Meat  
Thirty-First Meeting  
16 December 1994

**MEAT CONSUMPTION TRENDS**

At the twenty-seventh meeting of the Meat Market Analysis Group, held on 15-16 June 1994, participants agreed to reply to a questionnaire regarding meat consumption trends on a voluntary basis (IMC/W/97). The documents containing the replies to this questionnaire are circulated on a country-by-country basis under the document series IMC/W/-.

**FINLAND**

**Question 1**

**Is meat the major source of animal proteins in your country? How does it compare with other animal protein sources such as fish? Have there been any changes in the relation of the consumption of meat and other animal proteins? Why?**

Milk products are the most important source of animal proteins in Finland. In 1993, 31 per cent of total protein came from milk products, 25 per cent of total protein came from meat and 10 per cent from fish.

Source of Protein	1993		1990	
	g/day	%	g/day	%
Milk	31.1	30.6	32.2	31.2
Meat	25.5	25.1	27.3	26.5
Cereals	22.7	22.3	22.5	21.8
Fish	10.1	9.9	8.5	8.2
Potatoes	3.8	3.7	4.0	3.9
Eggs	3.7	3.6	3.9	3.8
Vegetable	1.7	1.7	1.6	1.6
Fruits and berries	1.5	1.5	1.5	1.5
Pulses, nuts and cocoa	1.3	1.3	1.4	1.4
Oils and fats	0.3	0.3	0.2	0.2
Total	101.7	100.0	103.1	100.0
Animal protein	70.7		72.2	
Vegetable protein	31.0		31.1	

There have been changes in relation of consumption of meat and other animal proteins. Meat consumption has decreased since 1992 and fish consumption has increased for many years. Consequently, fish has become a more important source of protein.

### Question 2

**Which type of meat has traditionally the consumers' preference in your country? Why?**

The consumers in Finland have traditionally preferred beef and pork. Beef consumption, however, has been on the decrease for several years. The consumption of beef is now about 20 kgs./person. This has been caused by the change in price relations in favour of pork and poultry meat, but in the past couple of years the main reason has probably been the decrease in the purchasing power due to the economic depression.

Pork consumption has levelled off at about 32-33 kgs. per person. In 1992, however, the decrease in the income level caused a reduction in the consumption of pork by about 1.5 per cent, and in 1993 the consumption fell by about 3 per cent. This trend is to continue in 1994, too. Earlier, pork consumption was forecast to rise as high as 37 kgs., but this has not occurred.

Consumption of poultry meat has been on the increase for some time. Last year the increase was 2 per cent. The consumption of poultry meat has been growing quite steadily for some time. The consumption is now about 7 kgs./person. Consumers have favoured broiler, and the prices have been competitive compared with other meats.

### Question 3

**Do meat consumption trends in your country correspond to the general trend described above (see IMC/W/97), i.e. a shift away from red meat consumption to white meat, in particular poultry meat? Please provide evidence.**

Consumption of meat in Finland corresponds to the general trend described, i.e. a shift away from red meat to poultry meat. Consumption of white meat is, anyway, still quite low in Finland.

**Consumption of beef, pork and poultry meat  
(kgs., carcass weights)**

Year	Beef	Pork	Poultry
1980	23.48	29.54	3.18
1981	22.62	29.33	3.54
1982	22.02	29.60	3.42
1983	21.13	30.88	3.78
1984	21.65	30.96	4.02
1985	21.30	31.95	4.18
1986	21.06	32.73	4.49
1987	20.90	32.60	5.40

**Consumption of beef, pork and poultry meat  
(kgs., carcass weights)**

Year	Beef	Pork	Poultry
1988	20.79	32.73	5.65
1989	20.47	31.87	6.18
1990	21.74	32.97	6.66
1991	21.34	32.95	7.16
1992	19.73	32.37	7.42
1993	18.88	30.76	7.28

**Question 4**

**Which factors among those cited above (see IMC/W/97) (and/or others) affected beef and veal consumption the most in your country? Please elaborate. For example, the following factors and their changes are frequently identified as significantly affecting beef and veal consumption: beef prices; disposable household income; relative prices of other meats; population growth; age structure of the population; health considerations (including those related with production methods); product image; animal welfare concerns. What is the role of those factors? What other factors are relevant?**

Price of beef and disposable household income affected the most the consumption of beef and veal in Finland. Relative prices of other meats are also an important factor. Meat prices have been quite steady in Finland, when examined at the annual level. The economic recession has been reflected in meat consumption in Finland. The disposable income has decreased in real terms. Consequently, there has been less money available for consumption than there was earlier. Beef consumption has decreased very strongly. In 1992 the decrease was 7.5 per cent, and in 1993 about 4 per cent.

Health considerations also in meat consumption are becoming more and more important. Population growth is quite stable in Finland, so it does not contribute much to the consumption of meat. Regulations on animal welfare are strong in Finland, so animal welfare concerns are not believed to affect directly to meat consumption.

**Question 5**

**Is there any relationship between beef trade and domestic beef consumption in your country? Please elaborate.**

There is no significant relationship between beef trade and domestic beef consumption in Finland. Finland has relied heavily on a system of discretionary import licensing, which has kept imports of beef under strict control. However, a new Act on the Marketing System for agriculture was passed at the end of 1993, and it came into effect at the beginning of March, 1994. According to the new Act import protection is realized by means of the Act on Import Levies.

### Question 6

**Are there any policies or other measures in force directed at affecting beef consumption and/or retail beef prices in your country? In the affirmative, please describe the type of measures and the rationale behind them.**

In Finland, there are no specific policies directed at affecting beef consumption and/or retail prices. Consumer authorities have conducted price comparisons in different stores and published them, and it has been noted that this has even lowered the retail prices of meat by several percentage points in the stores where the comparisons were made.

### Question 7

**Are there other types of measures designed to stimulating meat consumption (promotion campaigns in fairs, audiovisual promotion, particular marketing techniques)? For all types of meat or for a particular type of meat? Please specify.**

In Finland, there are no other types of measures designed to stimulating meat consumption.

### Question 8

**Retail trade practices are changing fast in a rising number of countries. Butcheries are being affected by competition from supermarkets and hypermarkets. Is this the case in your country? How is it affecting meat consumption in general, and beef and veal in particular? Is meat quality being affected?**

No information available.

### Question 9

**Is the catering market an area of expansion in your domestic market? How does it affect the consumption of the different types of meat?**

No information available.

### Question 10

**Could you forward to the Secretariat any study/document, official or non-official, which your authorities believe might be helpful for a better assessment and understanding of meat consumption trends in your country?**

No further information will be forwarded.