

# FINNISH OAT ASSOCIATION



*Luminous Finnish Oats*





# Putting Finnish oats on the map

The Finnish Oat Association promotes Finnish oats domestically and internationally. Our goal is to increase the recognition of Finnish oats and highlight their various uses in the foodstuffs, animal feed and cosmetics industries, for example.

We actively cooperate with businesses, research institutes and other partners to ensure that oats reach the status they deserve as a high-quality Finnish export.

*Watch our presentation:*



# The growing popularity of oats

Climate change and environmental protection are some of the major topics of our time. People have also started to focus more on their health and well-being.

Both of these megatrends are connected to the success of oat products. Naturally rich in fibre, the nutritional use of oats has tripled in Finland over the past two decades.

This comes as no surprise; oats are a diverse ingredient that works well with various types of diets while being naturally gluten-free and an easy source of protein and fibre. The range of oat products in the market has also multiplied.





# Finland, the promised land of oats

In Finland, oats are cultivated in unique conditions. Our Nordic climate and soil and our clean waters offer an optimal basis for cultivation.

Finnish oats have a reliably high quality with large grains and a light, clear colour. Moreover, Finnish oats have a high hectolitre weight, an indicator used to measure the quality of oats.

Finland is one of the largest producers of oats in the world and engages in substantial exports. The production conditions, uses and varieties of oats are actively developed in Finland. The properties of oats are also intensely researched.







# The Oat Maker.

Raisio is the biggest oat producer in Finland. Our high production capacity means secure supply, short lead time, wide range of offering and competitive pricing.

We are specialized in gluten-free oats produced as different sized flakes, groats, oat flours... you name it, we got it! Our offering covers naturally also organic oat products.

Our other speciality is Oat Bran Concentrates, which are rich in beta-glucan and thus enable the use of oat related health claims. Our latest investment is a new site for plant-based products producing drinkable and spoonable novelties such as Oat Drinks and Oatgurts.



## Oats for various purposes

Oats are primarily produced for the food industry and for animal feed. Other parties interested in oats include the cosmetics industry.

As the popularity of oats increases, the production methods diversify. Oats are naturally gluten-free, but it is important to ensure that the ingredient remains gluten-free throughout the production chain.

Oats are also an important grain in organic production. Approximately 80% of organic Finnish rolled oats are exported.







## **Myllyn Paras OATGOODS ingredients –**

New generation oat-based ingredients for breading, food service and convenience foods.

### **Benefits**

- Healthy nutrients of Finnish whole-grain oats and rapeseed oil.
- Mild taste of roasted oats.
- Delicious breading: crispy on top, juicy inside.
- Non-hassle, low-cost start with existing production line.
- Savings in logistics and ingredient costs with thickening bouillon
- Clean label, NON-GMO.

OATGOODS – Your companion on Your way to delicious, healthy, and sustainable future foods

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# Celebrating the properties

In Finland, oat varieties are cultivated for the various purposes of foodstuffs production and other products. Producers aim to increase the fibre and protein content of oats through cultivation, and the fatty acids in oats are put to use in the product development of oat-based spreads, for example.

- ◆ Fibre content
- ◆ Protein content
- ◆ Antioxidant content
- ◆ Fatty acid content





The background of the entire image is a close-up, low-angle shot of oat stalks. The stalks are thin and green, with several oat heads (spikes) hanging down. The lighting is very warm and golden, suggesting a sunrise or sunset, which creates a soft, hazy atmosphere. The oat heads are in sharp focus in the foreground, while the background is blurred, creating a bokeh effect with warm, circular light spots.

# Oat Mill Finland

Home  
Of  
Perfect  
Oats

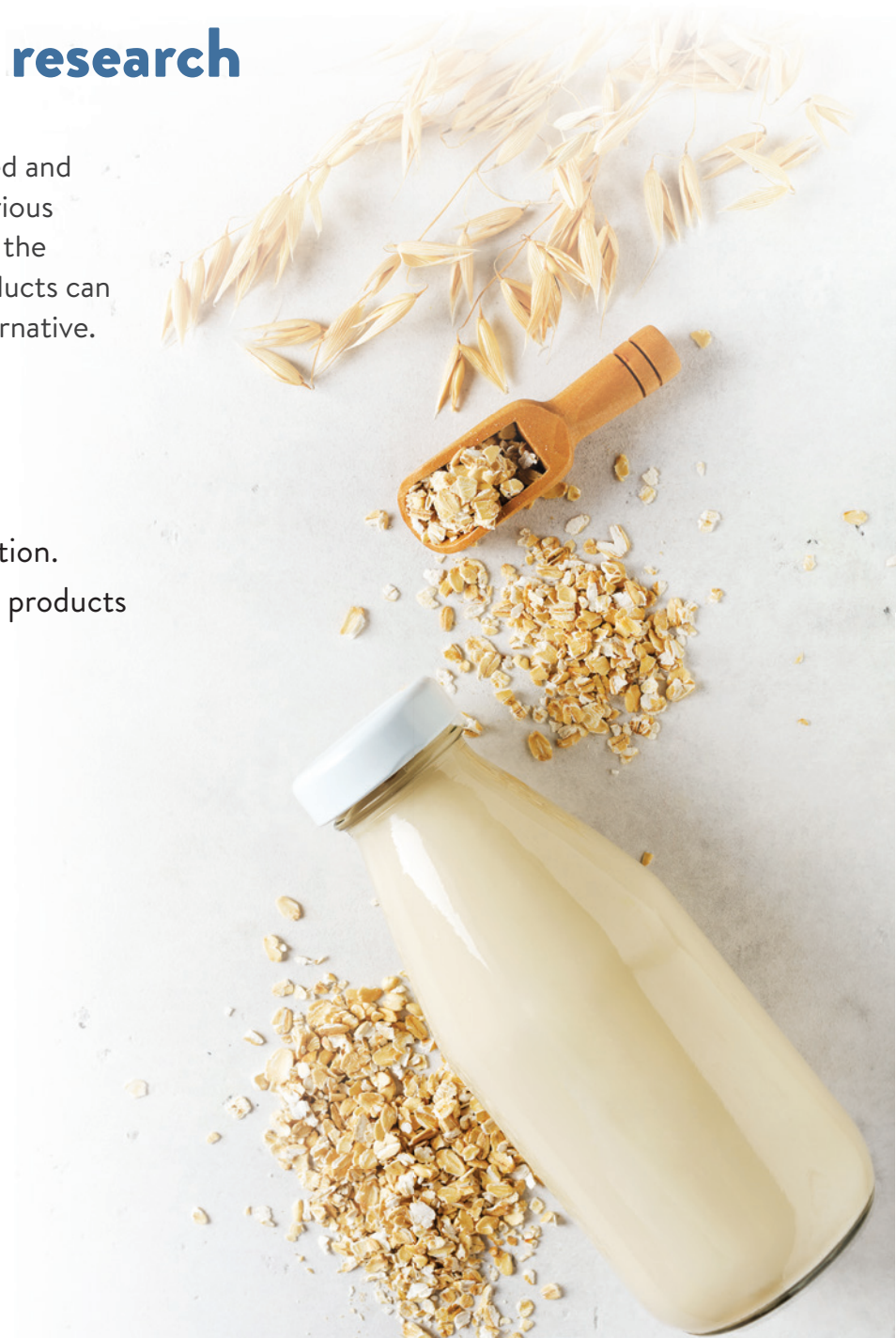
[www.oatmillfinland.fi](http://www.oatmillfinland.fi)

## New products and research

New oat products are constantly studied and developed in Finland. Companies of various sizes keep introducing new products to the market. Many dairy or meat-based products can now be replaced with an oat-based alternative.

### *Did you know?*

- ◆ 100% oat bread is a Finnish innovation.
- ◆ In 2018–2019, about 250 new oat products entered the market.





## *From oats to a huge range of products*

Oats are prepared into a large variety of consumer products. Have you tried these?

- ◆ Oat drink
- ◆ Oat yoghurt
- ◆ Oat pasta
- ◆ Oat smoothie
- ◆ Oat ice cream
- ◆ Oat crisps
- ◆ Oat liquorice
- ◆ Oat chocolate



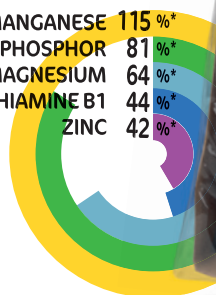
## Seed Crispies - full of oats and seeds

The foundation of Seed Crispies are made of oats and seeds – both true superfoods. Seed Crispies are comprised of at least 50% of seeds and contains at least two varieties of seeds.

**seedcrispies.com**

Rich in

|             |        |
|-------------|--------|
| MANGANESE   | 115 %* |
| PHOSPHOR    | 81 %*  |
| MAGNESIUM   | 64 %*  |
| THIAMINE B1 | 44 %*  |
| ZINC        | 42 %*  |





## OATS AND WELLBEING

**i** Include oat products as part of a balanced diet and healthy lifestyle.

### 1 BRAIN

- + Stable blood sugar levels are good for brain functioning.

### 2 HEART AND BLOOD CIRCULATION

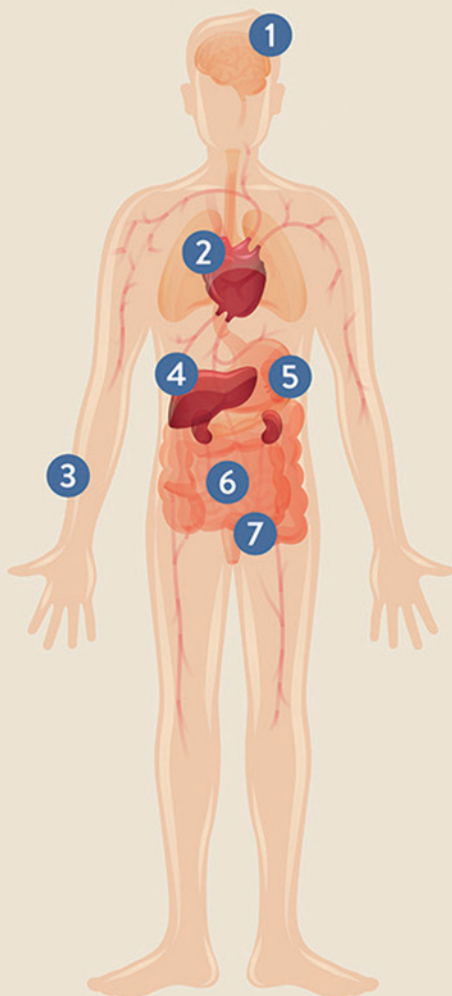
- + Betaglucan helps to maintain normal levels of cholesterol.
- + It may reduce the risk of coronary diseases.

### 3 SKIN

- + Oats moisturize, soften and soothe the skin.

### 4 PANCREAS

- + Helps to stabilise blood sugar levels.



### 5 STOMACH

- + Increases the feeling of fullness.

### 6 SMALL INTESTINE

- + Oat fibres facilitate weight management.
- + Oat fibres provide also vitamins, minerals, sterols and antioxidants, which are beneficial for general wellbeing.
- + Gluten-free oats are a safe choice for those suffering from celiac disease.

### 7 GUT

- + Oat fibers support intestinal wellbeing.

LUMINOUS ARCTIC

FINNISH  
OATS 

LATITUDE 60°N FINLAND



# Health and well-being

Oats have a complex chemical composition including various nutrients, such as fibre, protein, vitamins and minerals. High in fibre, oats can be a great help in managing diabetes or weight, for example.

There are many studies on the health benefits of beta-glucan, a soluble fibre found in oats.

Learn more:  
[www.finnish-oats.fi/en/wellbeing](http://www.finnish-oats.fi/en/wellbeing)



**VILJATUOTE**  
GLUTEN-FREE

Organic, no additives AND gluten-free  
**SOUNDS GOOD?**

Find out more here



# Environmentally friendly choice

The environmental impact of food is a hot topic. Plant-based products are often a more environmentally friendly choice compared to animal products.

In Finland, oat cultivation uses low levels of pesticides and fertilizers compared to countries in Central Europe, for example. Oat is efficient

in its use of the nutrients in soil, preventing the nutrients from fertilizers from seeping into water systems.

Sustainable cultivation methods are actively developed in Finland. Producers have also invested in the traceability of the origins of oats to maximise the transparency of the production chains.







WE REFINE OATS INTO  
**PRIME INGREDIENTS**

WHOLEGRAIN OAT SOLUTIONS | BETA GLUCANS | OAT PROTEIN



**FAZER MILLS**



# THE FINNISH OAT ASSOCIATION

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