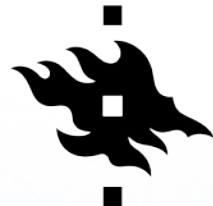


ORGANIC NWFP AND THE NOVEL FOOD REGULATION



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- Since there is demand for products from Arctic plants, why is there limited offer on the market?
 - The forests in Lapland are an enormous area for sources of organic ingredients.
- What in the business environment (primarily) influences entrepreneurs?
 - EU Novel Foods regulation



“This Regulation shall apply to the placing on the market within the Community of foods and food ingredients which have not hitherto been used for human consumption to a significant degree within the Community AND which fall under the following categories: ... (e) foods and food ingredients consisting of or isolated from plants and food ingredients isolated from animals, EXCEPT FOR foods and food ingredients obtained by traditional propagating or breeding practices and having a history of safe food use.”

Entrepreneurs and officials interpret the regulation differently regarding whether wild and/or cultivated edible plants are or are not considered novel foods.



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In 2014

- Survey of other EU countries
 - Do all countries interpret the regulation in a similar manner
 - Why are there no applications in all EU-area
 - Why do some countries have lists of acceptable plants
- Interview with entrepreneurs and officials
- A legal perspective from an attorney
 - Prior data from former Soviet Union?



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- Companies have great difficulty in getting information about the plants that the regulation applies to
 - There is now a list of “OK” plants but many are unclear
 - Many plants are accepted as supplements but not in other use
- The official communication makes it clear that failure to comply with the regulation will result in expensive fines and other commercial consequences



This might lead to a situation where organic products are brought from abroad rather than produced domestically and domestic actors lose their competitiveness.



The Novel Food Regulation expects all individual enterprises to apply for a marketing permit or prove that the part of the plant they are planning to use has been used in foods before 1997

Problem?

- Most of the companies didn't even exist almost two decades ago
- Old receipts and sales documents have not been saved
- Most of the use in Finland has been in domestic households



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The EU Novel Food Regulation is a bureaucratic tool that in the case of natural and organic plants inhibits innovative entrepreneurship because information is very difficult to obtain and cooperation has been non-existent



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The regulation is currently being amended BUT the system remains: even new, scientific data does not bypass old documents. The year 1997 remains.



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Thank you!



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Susanna.keskinarkaus@helsinki.fi