

Spices and Herbs in Finland



Finnpartnership
2018

Image: Sammy Jayjay's Flickr, album: Health Remedies

Finland (5.5 million inhabitants in 2018¹) has a relatively small market for spices and herbs. Among those, pepper, capsicums, cardamom, ginger, and cinnamon are the most popular spices. EU suppliers are the dominant suppliers of Finland in certain markets. The share of direct imports from developing countries is however growing. As in the rest of Europe, Finland provides good opportunities for high quality products that adhere to strict food safety requirements. Sustainable spices and herbs have been becoming more popular in Finland. This fact-sheet provides specifications for spices and herbs in the Finnish market.

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A. Product description

1. Language for spices and herbs in Finland

- Spice(s): "mauste" (plural: mausteet) in Finnish or "krydda" (plural: kryddor) in Swedish
- Herb(s): "yrtti" (plural: yrtit) in Finnish or "ört" (plural: örter) in Swedish
- Visit this [link](#) for more information on specific spices and herbs.

2. Types of spices and herbs imported into Finland

Spices and herbs from developing countries (DCs) are often exported in unprocessed whole form. However, in recent years, increasing amount of crushed or ground spices and herbs are being imported into the Finnish market. This results from processing and heat treatment stages (e.g. steam sterilization) being done more at their origin countries.

The [Quality Minima Document](#) of the European Spice Association (ESA) defines the chemical and physical parameters (e.g. ash, acid insoluble ash, moisture, volatile oil) that spices and herbs sold by the member of the ESA have to adhere to. Members affiliated with the Finnish Spice Association will therefore follow these parameters. The table below lists parameters of several spices that are commonly imported into Finland.

Table 1: Parameters of common spices imported into Finland

	Ash (max.)	Acid insol. ash (max.)	Moisture (max.)	Volatile oil (min.)
Pepper, black	7.0%	1.5%	12%	2.0%
Pepper, white	3.5%	0.3%	12%	1.5%
Chilly	10%	1.6%	11%	-
Paprika powder	10%	2.0%	11%	-
Cardamom	9.0%	2.5%	12%	4.0%
Ginger	8.0%	2.0%	12%	1.5%
Cinnamon	7.0%	2.0%	14%	0.7-1.0%

¹ According to [Statistics Finland February 2018](#)

3. Grading

Spices and herbs are graded based on variables, including color, smell, taste, size, uniformity, and percentage of foreign matters. Grading happens in accordance with the relevant national standard of the country of production. In addition, the International Standard Organization (ISO) has developed [specific standards](#) for spices and herbs, giving clear guidelines for grading and quality. There is a fee charged in order to access the standard documents.

Additional information

- Quality demands can differ per segment and possibly per buyer. Therefore, asking buyers for their specific quality requirements is important.
- Improving quality is an important way to add value to products, create competitive advantage, and open new markets.

B. Finnish spice and herb market

1. Finnish processors of spices and herbs



[Meira](#) and [Santa Maria](#) are two important processors in Finland. [Maustepalvelu](#) used to be Finland's leading food ingredient specialist and supplier, but it now belongs to Barentz Group (the Netherlands). These processors take care of processing, blending, and packing.

Other smaller processors are: [Nordic Caraway Oy](#), [Arctic Taste Ltd](#), [Caraway Finland Oy](#), [Condite Oy](#), [GS Yhtymä \(Golden Star\)](#), [Promotto Spices](#) (organic and no added salt), [Fine Foods Oy](#), [Gastronomi Expert Oy](#), [Heikkilän Yrttitila Oy](#), [Prominent Food GMP Oy](#), [Poppamies](#), [Dr. Oetker Suomi Oy](#), [Punnitse&Säästä](#), and [Mauste-Sallinen](#).

2. Imported spice and herb products

There are several imported brands present in Finland stores, such as [Knorr](#), [Urtekram Int. A/S](#) (Danish brand), [Steenbergs](#) (British brand).

3. Retailers



Three largest retailers in Finland are S-Group, K-Group and Lidl, supplying over 90% of the Finnish food and beverage market (in 2016)². Many Finnish buyers supply their spice and herb products to these three retailers directly or indirectly.

Small-scale stores with their specialty segments sell spices and dried herbs through Internet shops, local food shops, or large retailers. Those specialty products represent a niche market.

² According to [Finnish Grocery Trade Association](#)



Prisma (S-Group)



K-supermarket



K-supermarket

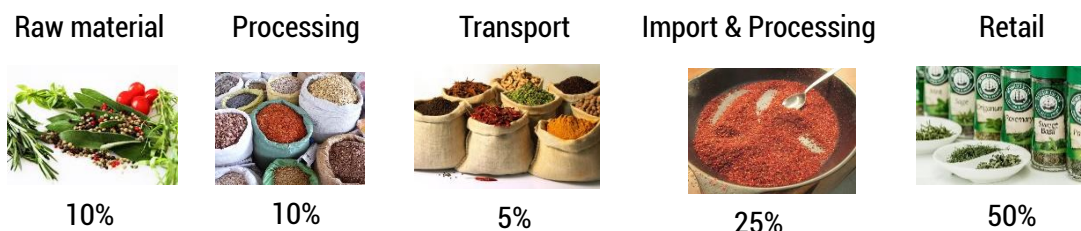


Punnitse&Säästä

C. Retail price

Despite rising prices, Finnish demand for most spices and herbs has been continuing to grow. The demand for many spices is inelastic (i.e. the demand is not affected by higher prices). The main reason is that spices and herbs are usually minor ingredients in the final food product and they contribute little to its total cost.

Figure 2: Price proportion breakdown for sustainable spices and herbs



Source: [CBI \(2015\)](#)

The above breakdown is just a reference as it is affected by many different factors, e.g. the country of origin, the current and expected future harvest situation, quality of the raw material, level of processing, level of demand, and price trends.

The below table of exemplary spice and herb products' prices in Finnish retails provides indication of consumer prices.

Table 1: Example of consumer prices of spice and herb products in Finland (based on retail price in 2018)

	Product	Price		Product	Price
	Santa Maria Cinnamon, full	€65.91/ kg		Santa Maria Black pepper Pure, premium quality	€46.14/ kg
	Santa Maria Oregano, organic	€147.5/ kg		Santa Maria Coriander, whole seed	€57.69/ kg
	Santa Maria Bay leaves, whole leaf	€212.5/ kg		Meira Herbal fish flavor Mix of spices, no salt	€54.35/ kg
	Maustesallinen Aroma salt	€7.88/ kg		Meira Ground cinnamon	€21.85/ kg
	Meira Lemon pepper	€19.47/ kg		Meira Ground cheese cumin	€35.6/ kg
	Meira Ground cardamom	€71.19/ kg		Golden Star Curry mixed spices	€16.98/ kg
	Golden Star Crumple black pepper	€30.78/ kg		Urtekram Organic liquorice powder	€91.25/ kg
	Steenbergs Organic Fairtrade ground ginger	€89.77/ kg		Urtekram Organic ground vanilla	€679.0/ kg
	Spiceup! Lime leaves	€633.3/ kg		Dr.Oetker Vanilla pod	€2195.0 / kg

D. Channels to bring spices and herbs into the Finnish market

1. Direct contact with buyers through trade fairs



[Wine, Food & Good Living](#) is the leading exhibition in the field of food and beverages sector in Finland. Although the emphasis is on wine, there are also stands for coffee, tea and other beverages and food. More information about the 2018 fair can be found [here](#) (in Finnish).



[e-Commerce and Shop Tech](#) is a major trade fair that offers two effective days full of innovations, inspiration, and information in the retail sector organized in Helsinki. It is a unique trade show combination that gathers retail professionals, decision makers, buyers and suppliers together for two effective days to meet face to face, find new products, services and attend to seminars.



[Gastro Helsinki](#) is the leading trade fair for the hotel, restaurant, and catering industries. It presents the sector's latest products, trends, and innovations.

- **Important international European trade fairs for spices and herbs:**

- [Food Ingredients Europe](#) – unites industry leaders. Hosted in France 2019.
- [Natural Ingredients](#) – world's leading health and natural food ingredients event. Hosted in Germany 2018.
- [Anuga](#) – largest trade fair for food and beverages in Europe. Hosted in Germany.
- [BioFach](#) – fair for organic and natural products. Hosted in Germany.
- [Sial](#) – various food and beverage products. Hosted in France.
- Other related networking events and meetings organized by [European Spice Association](#), [World Spice Congress](#), and [American Spice Trade Association](#).

2. Information channels

- **Finding buyers:**

The following company databases can be used when looking for buyers: [Finnish Food and Drink Industries' Federation](#), [Company list](#), [The Food World](#), and [Organic Bio](#).

There are many spice and herb groups on [LinkedIn](#); e.g. the [Spice Trade Professionals](#) and the [Spice Life - Professional Group for Importers/ Exporters of Spices](#) (*readers should have a LinkedIn account in order to access these groups*). Use these groups to find contacts and potential buyers. Being an active member in a LinkedIn group is a good way to engage in the global spice sector. Visit [CBI's document](#) about finding buyers for more information.

- **Premium markets for certification:**

Finland provides good opportunities for the premium market (e.g. organic and/or fair trade). For

suppliers and buyers of organic spices and herbs to go into Finland, the EU, or other regions throughout the world, visit the website of [Intracen](#) and [Organic Bio](#). Fair Trade-certified products are also becoming more popular. Refer to the [Fairtrade's producer database](#) for certified suppliers.

Additional information

- Adapt to the Finnish business culture

Finnish people consider punctuality as essential. Therefore, be consistent, punctual, reliable and honest. That means replying in time to inquiries (within 48 hours), being open and realistic, as well as not making promises that might not be fulfilled. Physical contacts such as backslapping or putting hands on shoulders are not generally done. Visit this [link](#) for more information.

- Invest in communication

Finnish buyers will greatly appreciate if suppliers invest in professional communication, such as a good website, company brochure, product specifications and business cards. Modern (free of charge) methods of communication to stay in touch with their buyers, e.g. LinkedIn, Skype and Facebook, are widely known and increasingly accepted as (additional) promotional tools.

E. Competitions in the Finnish import-export spice and herb market

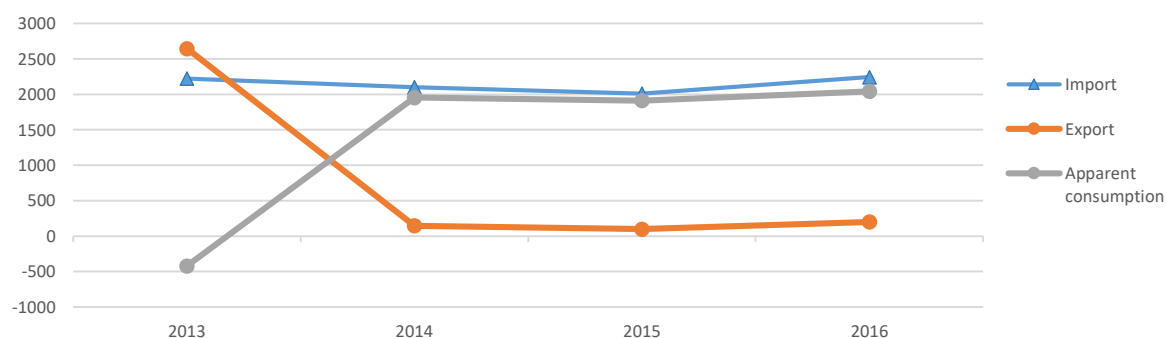
Finland is a relatively small market that is well served by European countries. The market has developed well in recent years and is expected to maintain so. Moreover, share of direct imports from countries of origin has increased significantly, opening up more opportunities in the Finnish market.

NOTE: in this section, different types of imports are used.

- The term 'total imports' is used when mentioning all imports, including intra-EU trade (as intra-EU trade is common, there is a big difference between total imports and extra-EU imports).
- Imports from outside the EU consists of imports from 'developing countries' and 'the rest of the world'. (A large amount of unprocessed spices and herbs traded, that are included in this report, are originally from developing countries).

In addition, the statistical analysis mainly concerns spices. Besides thyme and bay leaves, herbs are not included in the statistical data. They are not separately categorized under the Harmonized System (HS) codes used for the extraction of statistics.

Figure 3: Development of the spice and herb market in Finland from 2013 to 2016 (in tons)

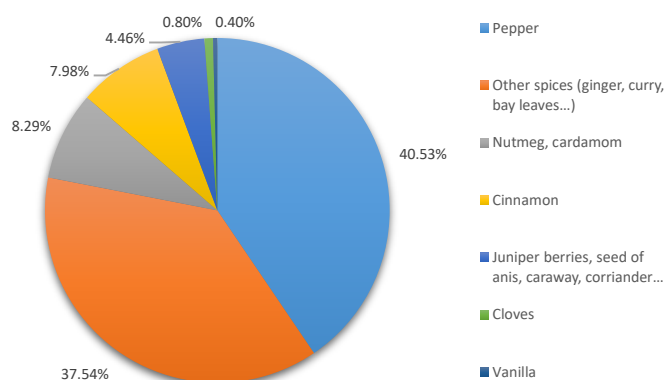


Source: calculations based on [Intracen database](#) (2017)

Export: Finland grows several aromatic plants including caraway, parsley, basil, mint, thyme and dill. Most other dried spices and herbs than mentioned are imported. Finland is a large global producer of caraway, contributing to [30% of the global production](#). In 2013, total export of spice and herbs from Finland amounted to over 2600 tons, including mainly caraway. However, there was not a similar record of export during 2014-2015, explaining the drastic drop in total export. In 2016, there can be seen a slight increase in the caraway export.

Import: Figure 3 shows that imports of spices and herbs into Finland remained between 2000 to 2500 tons annually in the period 2013-2016. The demand for many spices and herbs is considered resistant to economic crisis and price rise, to a certain extent. They are usually minor ingredients and contribute little to the total cost of final food. If consumers spend less on separate ingredients and food in general, this is compensated by a larger demand for cheaper and/or convenient food products that are often heavily seasoned.

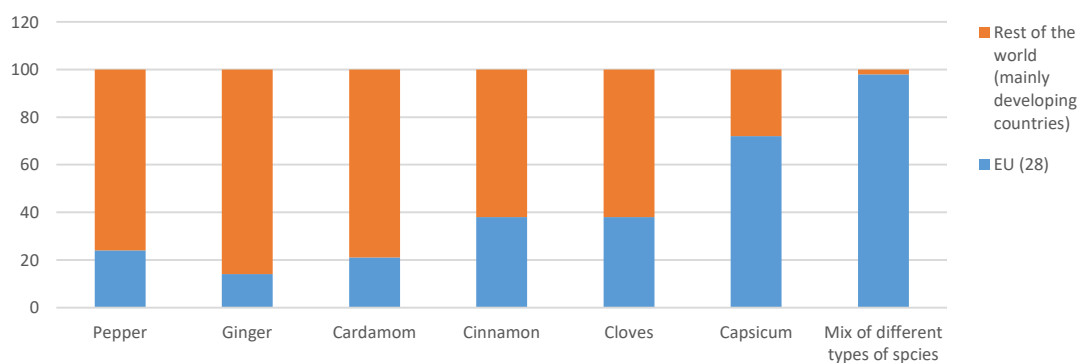
Figure 4: Proportion of types of spices and herbs imported into Finland, in percentage of imported volume in 2016



Source: [Intracen](#) (2017)

A closer analysis at Intracen database shows that the import amount of ginger in 2016 nearly doubled from 2012. Ginger is among popular spices imported into Finland. Other popular products include pepper, capsicums, cardamom, and cinnamon. During the 2012-2016 period, the market also saw a 30% increase of cardamom import, but experienced relative stability with pepper, capsicums, and cinnamon. However, import of mixtures of different spices greatly decreased by about 45% in the same period.

Figure 5: Main sources of most important spices and herbs imported into Finland in 2016, share in %value



Source: calculations based on [Intracen](#) (2017)

Figure 5 shows that it strongly depends on the product, whether there are opportunities for exporters from developing countries (DCs) to enter the Finnish market.

- In the pepper, ginger, and cardamom markets, direct imports from DCs are already big. The market shares of DCs for cardamom and ginger have reduced slightly between 2012 and 2016 by 4% and 10% correspondingly, but the market share for pepper remained at about 70%.
- In contrast, EU suppliers were dominant in the Finnish markets of capsicum (Spain and Germany) and mix of different types of spices (Sweden and Germany). The market shares of EU suppliers for capsicum significantly increased during the period 2014-2016 but remained stable for the mix of different types of spices, at more than 90%. Sweden, Germany, and Denmark were the main exporters of the spice mixed market.
- Pepper, ginger, cardamom, and cloves market shares of value of DCs in 2016: China and Vietnam accounted for big market shares in the market for crushed or ground spices and herbs. Finland imported 60% its pepper, 12.3% cloves, and 4% ginger from Vietnam, and 63% its ginger from China (import of ginger from China doubled from 2012). The cardamom import market in Finland was mostly occupied by Guatemala at 78%.
- In 2016, import values of the spices and herbs into Finland directly from developing market economies accounted for about 45%, significantly increased compared to 23% in 2012. The most important supplying DCs are Vietnam, China, Guatemala, and India.

Additional information

- It is important to consider focusing on the Northern European region as a whole rather than one country in particular. There are many similarities between Northern EU countries (e.g. Sweden, Denmark, Finland, and Norway) concerning the culture, language, consumer behavior, and product preferences. Also, there are strong relations between Finland and the Baltic States (Estonia, Latvia, Lithuania) as well as Russia. These connections make Finland an interesting country to explore.
- A general trend in the spice and herb market is that suppliers in origin countries are increasingly processing products.
- The mix of different spices market: EU processors have dominated this market in Finland, as well as neighbor countries. The reason lies on knowledge of national taste and close ties to consumers (e.g. service, just-in-time delivery). Heavy competition by local specialized EU blenders also make it a hard market to enter for processors in DCs.

F. Requirements for importing spices and herbs in Finland

The [Quality Minima Document of European Spice Association](#), used by a large number of buyers in Finland, describe the quality minima for dried herbs and spices in European markets. For more information, go to CBI's document of [Requirements for spices and herbs on European market](#) or contact the [Finland Food Safety Authority](#) or the buyer.

1. Labeling

Legal requirements for consumer labeling are laid down in EU legislation (see more in section 3 'Legal requirements'). For bulk products, the following items are common:

- the name of the product
- details of the manufacturer (name and address)
- batch number
- date of manufacture
- grade of the product
- producing country
- harvest date (month-year)
- net weight

Incorrect labeling is a major frustration for buyers. Therefore, it is very important to label properly and ask buyers if they have additional requirements (e.g. barcode, producer and/or packer code, or all extra information that can be used to trace the product back to its origin).

2. Packaging

Spices and herbs are packed in new, clean, sound, and dry bags of jute whose cloth is laminated with polyethylene or poly-propylene or high-density polyethylene bags/pouches. It is essential that the spices and herbs are fully dry before being stored.

Powder can be packed in new clean, sound, and dry containers made of glass or tin or aluminum or packed in pouches made of laminated, metallized, multilayered food grade plastic material. The containers should be free from insect infestation, fungus contamination, undesirable or bad smell, and substances which may damage the contents. [Transport Information Service](#) provides more information about the packing of spices and herbs for storage and transport.

2.1. European standards

- [Regulation \(EC\) No. 1935/2004](#) lays down the common principles and rules for food contact materials (including e.g. packaging) in order to prevent any unacceptable change in the composition of the foodstuffs and to protect human health.
- For consumer packed goods, the [Directive 94/62/EC](#) legislation for packaging is applied. The objective of the Directive is, on the one hand, to provide for environmental protection and, on the other hand, to ensure free trade within the single EU market (i.e. no indirect protective measures).
- The [Finnish Waste Law](#) (2011, updated in October 2017) obliges Finnish companies to recycle the packaging of products placed in the Finnish market. It is largely based on the EU packaging legislation, but incorporates some stricter national requirements. This legislation is not directly applicable to suppliers outside Finland. However, Finnish buyers might forward requirements regarding the type of material used for packaging on to the supplier. Products for which producers are responsible include recyclable papers and other packaging materials. For more information, contact the [Finnish Ministry of Environment](#).

2.2. Form and packaging illustration



Chilies in jute bag



Pepper in jute bag



Ginger in box

3. Legal requirements

Regarding dried spices and herbs, Finland follows EU legislation, including the requirements of General Food Law, food labeling, organic production, contaminants, ionizing radiation, irradiation and maximum residue levels (MRLs) of pesticides.

Many of the legal requirements address food safety issues that must (also) be addressed at the farming level. It is crucial to stress the importance of these issues to farmers. Suppliers would provide training to the farmers (e.g. on good agricultural practices) and invest in better processing and storing practices, if needed.

General food law	Food safety is a key issue in EU food legislation. The General Food Law is the framework regulation in EU food safety legislation. The legislation also introduces requirements on traceability.
Contaminants in food	The EU food safety policy has set maximum levels for certain contaminants in specified products or product groups. Besides microbiological contamination, the problem caused by some matters (e.g. sand, glass, metal) should be paid attention. The contamination can be easily prevented by using better drying and processing practices.
Food contact materials	The European Union has enacted rules for materials and articles brought into contact with food (e.g. packaging) in order to prevent any unacceptable change in the composition of the foodstuffs and to protect human health. More information can be found in the EU legislation - Food Contact Materials .
Food control	All food products entering the EU are subject to be checked whether they are in compliance with the relevant food legislation by official controls .
Food labeling	The EU provides general food labeling requirements applicable to all foodstuffs, including spices and herbs. In addition, it outlines requirements related to nutrition and allergens labeling. Guidelines on how to describe the nutrition information on labels are published by the EU . If nutrition or health claims are made these must be approved in advance by the European Food Safety Agency (EFSA).
Hygiene of foodstuffs	The EU legislation on hygiene of foodstuffs (HACCP) is legally binding for food processors in the EU. If an exporter is outside the EU, there is no direct bound by

this legislation. However, Finnish companies will ask their suppliers to comply with the requirements set out in the HACCP legislation. Finnish buyers will therefore often ask suppliers to implement a food safety management system (see Non-legal Requirements below) to prove that they comply with the HACCP-requirements.

Irradiation of food

[Irradiation](#) of spices & aromatic herbs is allowed. It is a safe method to kill organisms and is considered less damaging for spice's taste than steam sterilization. However, consumers generally prefer non-irradiated products. Therefore, this method is not widely used.

If spices and herbs are irradiated, buyers will have to be notified. Irradiated products will have to be labeled as such.

Maximum Residue Levels of pesticides in food

EU legislation has been enacted to regulate the presence of [pesticide residues \(MRLs\)](#) in food products, including spices and herbs. Pesticide use is an important issue in Finland. A [study](#) conducted in 2015 (published in 2017) by the European Food Safety Authority has shown that food produced in Finland is mostly free of quantifiable residues. Therefore, alternatives should be considered, including the use of non-chemical methods and implementing Integrated Pest Management (IPM) and/or organic production. See more information from [Integrated Pest Management by the Indian Spices Board](#).

Microbiological contamination of food

The EU has set [microbiological criteria](#) for foodborne bacteria, their toxins and metabolites. The level of aflatoxins is of particular importance as they are known to be genotoxic and carcinogenic. The EU legislation covers pepper, nutmeg, ginger, and curcuma. For other spices and herbs, [Finnish Regulation 237/2002](#) (only in Finnish) is applicable and sets maximum aflatoxin levels at 0.01 mg/kg. Legislation for another carcinogenic, ochratoxin A (OTA), has recently been implemented. Complying with this legislation would be hard for suppliers of capsicums. The level of OTA is hard to control due to climatic conditions. Good drying is essential to reduce the risk of OTA development. More information, visit the [EU Legislation on ochratoxin A](#).

Organic production and labeling

The EU has established [requirements](#) for an organic product of agricultural origin in order to be marketed in the EU as "organic".

Additional information

- It is recommended to train suppliers for Good Agricultural Practices (GAP) and Good Manufacturing Practices (GMP) to help them reduce the level of OTA. In addition, it can be essential to keep them updated on the latest developments concerning EU legislation.
- More information, visit [Good Agricultural Practices for Spices by the International Organization of Spice Trade Associations](#) and [Good Manufacturing Practices Guide for Spices by the American Spice Trade Association](#).

4. Non-legal requirements

The responsibility policies of importers and retailers often incorporate the following standards:

4.1. Quality



The [ISO9001](#) provides guidance and tools for ensuring that products and services consistently meet customer's requirements, and that quality is consistently improved. Being ISO 9001-certified could be a good way to convince buyers that quality issues are being addressed. Not all buyers pay attention to ISO 9001-certification as long as the minimum quality requirements of the ESA are being followed.

4.2. Food safety

A large share of buyers in Finland has implemented a food safety management system and will ask suppliers to do the same. These systems often go beyond legal requirements. The below list could be important in the Finnish market. For more information, visit the [CBI's document Food Safety Management Systems](#).



The [ISO22000](#) addresses various aspects of environmental management. It provides practical tools to identify and control environmental impact and constantly improve their environmental performance.



The [IFS Food](#) is standard for auditing food safety and quality of processes and products of food manufacturers. It concerns food processing companies or companies that pack loose food products.

4.3. Sustainability

Importers of spices and herbs has been moving towards a more sustainable business. For example, importer and brand owner [Santa Maria](#) has developed an ethical supplier code based on [SA8000 certification](#) for decent workplaces. Another large market player [Meira](#) focuses strongly on environmental performance internally as well as throughout the supply chain. (*The websites of Santa Maria and Meira are only in Finnish*).



The main focus of Finnish consumers in sustainability issue is organic production. Finnish retail sales of [organic](#) products have grown quickly in recent years. Sales increased by 5% from 2013 to 2014 ([Organic Market Info](#)) and by 15% from 2016 to 2017 ([ProLuomu](#)). Fair Trade has been also becoming increasingly popular. Despite not (yet) being active in the Finish market, [Rainforest Alliance](#) has recently established several standards specifically for spices (e.g. pepper) and will develop several more.



Buyers of sustainable spices expect high quality. Therefore, a supplier should only consider entering this market if the high-quality requirements are met.

More information, visit [CBI's document on requirements for spices and herbs on European market](#).

Additional information

- Sustainability is a trend in Finland and is expected to become more important in the future. It covers environmental, economic and social aspects, including health and safety issues.
- Sustainability policies of retailers in Finland: Three largest retailers, S-Group, K-Group, Lidl, often go beyond pure legislative requirements on food safety, quality and environmental issues. Most of the buyers will supply these retailers directly or indirectly and will therefore forward those stricter requirements on to their suppliers. They communicate to their consumers in policy statements. See their policy statements and criteria below for further information:
 - [S-Group responsibility policy](#)
 - [K-Group responsibility policy](#)
 - [Lidl Finland responsibility statement](#) (only available in Finnish)

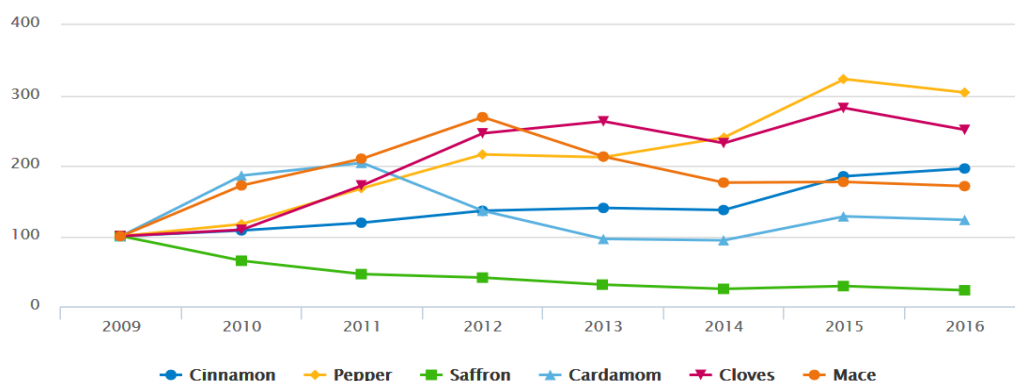
G. Key figures of spices and herbs affecting Finnish market

• Price trends to watch

As spices and herbs have a world market price, import prices do not differ between European countries. The average price of spices and herbs decreased by about 10% in the period 2015-2016 but vanilla and garlic experienced a great increase, 470% and 60% correspondingly, while cardamom's price dramatically fluctuated. Correspondingly, the price of pepper (-17%) and ginger (-35%) decreased greatly above average. Price fluctuations are common in the spice and herb trade. Detailed information of specific spices' prices in 2016 can be accessed from [Intracen's market information](#).

The reasons for price increases include growing demand from emerging nations (e.g. China, India), less availability of arable land and increasing wages in origin and processing countries. The most important reasons for large fluctuations are the quality of harvests and availability worldwide and the increased speculation in the global spice and herb market. Moreover, the volatile weather of recent years has heavily influenced the spice market.

Figure 6: Price development of spices and herbs imported into European Union, 2009-2016, compared to Index (2009=100)



Source: [CBI](#) (2017)

Although speculation is not new to the spice market, industry experts are reporting more speculation in the market place. One of the reasons is that suppliers in countries of origin have more insight into

their target markets and know real-time prices, which are published online. This means they often withhold their products until price levels are considered good. In addition, speculators are also increasingly active in the spice and herb market, encouraged by high prices and poor returns on the financial markets, leading to the purchase of large quantities with the intent of pushing up the price.

Whether a market is prone to speculation or not, price of a product in the market is still dependent on level of scarcity, number of suppliers, and suppliers' level of organizations. Speculation is common in the markets of nutmeg, vanilla, cardamom, and clove. In other markets (e.g. cinnamon), this is less likely the case, as supply and price are more stable.

As an exporter, it is important to keep up-to-date with prices. The [Spices Board India](#) publishes weekly and monthly price of spice and herbs (Indian as well as international prices), free of charge. [Public Ledger](#) publishes monthly price analysis of various spices but this is a paid service.

Price developments and competitive position can be foreseen to a certain extent, by looking for crop reports online or visiting events where information is shared by sector experts.

- ***Premiums for fair trade certified spices and herbs***

For herbs and spices without a fixed Fairtrade Minimum Price or fixed Fairtrade Premium, the Fairtrade Premium is set globally at 15% of the commercial price. These products can be found in the [Fairtrade Herbs and Spices list](#). For more information, see the [Pricing Database of Fairtrade](#). The premium is an added value price that is supposedly transferred from consumers to producers.

References and useful sources

- [CBI's document on exporting spices and herbs to Europe](#)
- [CBI's market information on sustainable spices and herbs in Europe 2015](#)
- [CBI's market information on trends of spices and herbs market](#)
- [CBI's tips for finding buyers in European market](#)
- [CBI's tips for channels to get spices and herbs into European market](#)
- [The European Spice Association](#)
- [Spices reports from International Trade Center](#)
- [Price and Market Dynamics information of Spice market from International Trade Center](#)
- [Organic Market Info](#)
- [A list of spices and herbs used in Finland](#)
- [Finnish Food and Drink Industries' Federation](#) and [Finland business culture](#)
- [Finland Food Safety Authority](#)
- [EU Organic Farming](#)
- [Fairtrade Labeling Organizations International \(FLO\)](#)
- [UTZ certified](#)
- [Rainforest Alliance](#)
- Information on packaging can be found at the [website of ITC on export packaging](#)
- [The EU Trade Helpdesk](#)

This report was compiled and updated by Finnpartnership based on CBI's marketing reports.