



Satakunta Food Cluster 2025

Introduction, facts and figures

KISMET Sustainable Food Environments
Sami Leppimäki | Prizztech Oy 30.12.2024



Background

- This presentation is compiled to rise awareness of Satakunta's bio and food cluster, introduce the regions's strengths and illustrate the food cluster's profile.
- Objective is to optimize communication strategy of Satakunta's bio and food cluster organisations with common communication material.
- Aim is to form shared vision and message for joint food cluster communication.
- The target group for the communication is the international audience, i.e. the authorities, experts and companies of the Baltic Sea region (presentation material in English).
- Presentation material is compiled jointly by food cluster organisations .
- Content of the presentation: Satakunta (geography, location and basic information), description of the bio and food cluster (strengths, products, production volumes, etc.), companies, educational institutions, R&D operators and future prospects, strategies and development needs.
- Communication channels: PowerPoint presentation, websites (Prizztech, Satakuntaliitto, KISMET), social media (LinkedIn)
- KISMET project: <https://interreg-baltic.eu/project/kismet/>



Why: Optimizing Communication

- The food system is a complex network of processes including the production and distribution of food as well as what people consume and eventually the waste and by-products.
- Each actor within the system, from farmers and producers to retailers, plays an essential role.
- However, miscommunication and unaligned goals can end up in fragmented actions and barriers.
- To overcome these challenges and enhance the food system's performance, it is necessary to foster stronger connections between stakeholders.
- Effective communication is important for cooperation and coordination of actions.
- By optimizing communication strategies, stakeholders can make informed joint decisions, share knowledge and allocate resources effectively.
- Satakunta's food cluster organisations have their own communication strategies and activities. This concept aims to find new ways to ensure coordinated external communication. The idea is to create a common shared communication strategy for food clusters of the whole region.

Satakunta Region

Geography and food environment

- 141036 hectares of field (9,2% organic)
- 3480 farms
- Short growing season, demanding conditions for crops
- Main products: grain, (root) vegetables, poultry meat, milk, beef and pork
- Food production employs 12 000 persons
- Turnover growth 53% (2010-2020)





Satakunta Food Cluster

Key Figures 2022

Source: Statistics Finland & Regional Council of Satakunta

Turnover	846 million € *
Number of jobs	4484 **
Productivity	40,6 €/working hour
Number of locations	3854 **
Export value	54 million € **

*Food industry only (TOL 10-11)

** Primary production and food industry (TOL 01, 10-11)



Satakunta Food Cluster

Top Companies 2022

Source: Taloustutka

Company	Turnover (million €)	Personnel in Satakunta
HKScan Finland Oy	835,2	699
Kivikylän kotipalvaamo Oy	95,7	378
Apetit Ruoka Oy	64,2	208
Satarehu Oy	54,2	8
Sucros Oy	49,5	76
Osuuskunta Satamaito	44,5	66
Länsi-Kalkkuna Oy	38,4	138
Huhtahyvät Oy	26,6	76
Finnamyl Oy	18	28
Porin Leipä Oy	16,3	132



Satakunta Regional Strategy

Guiding principles: Consideration of climate change and responsibility

Regional Plan: Satakunta 2050

Vibrant, energetic, and innovative Prosperous and attractive Responsible and competent

Regional Programme 2022–2025

Priority 1: Sustainable growth

- 1.1 Smart specialisation
- 1.2 Competence
- 1.3 Entrepreneurship and employment

Priority 2: a thriving community and environment

- 2.1 A safe and healthy community
- 2.2 Smooth everyday life
- 2.3 Attractive region and an diverse and high-quality environment

Crosscutting themes: **digitalisation, internationality, accessibility, safety, resource efficiency**

Smart Specialisation Strategy 2021–2027

Technology metal, mineral, and battery cluster
Automation and robotics cluster
Energy cluster

Food industry cluster
Bioeconomy and circular economy
Blue economy

Experience economy
Welfare economy
Safety and security of supply



Smart Specialisation Strategy

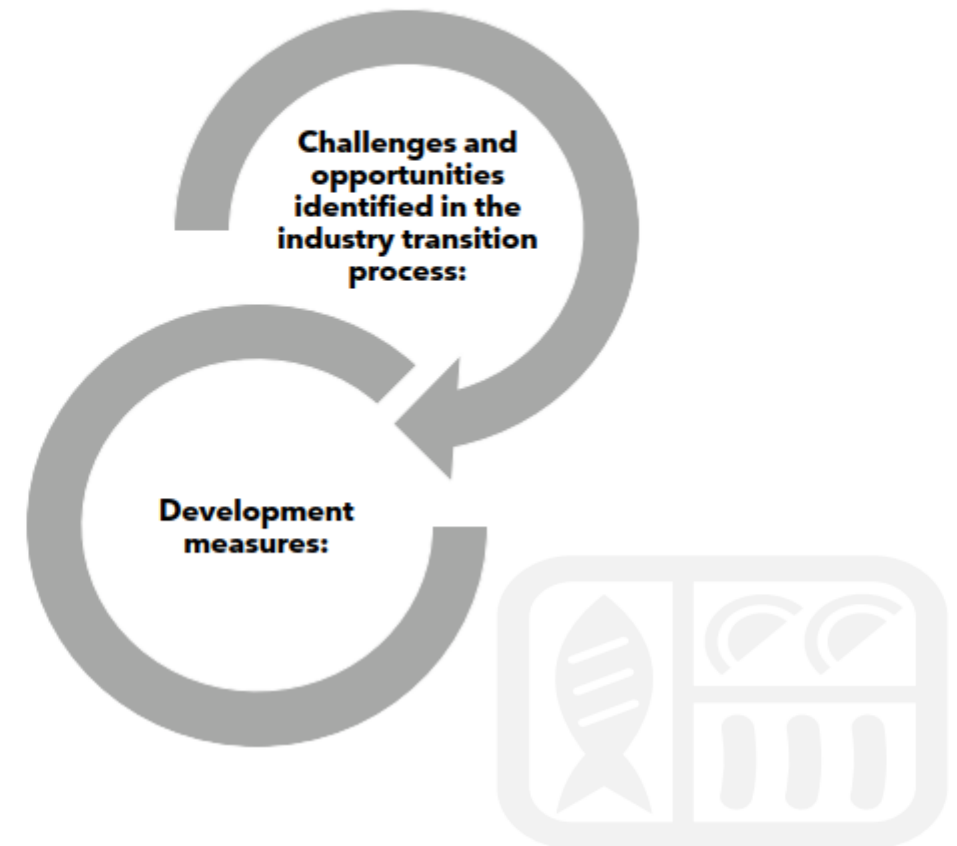
KNOWLEDGE AND INNOVATION CLUSTERS IN SATAKUNTA

Food industry cluster

The strength of Satakunta's food production lies in its versatility. Satakunta is home to several leading national food production companies, and the region has a long tradition of contract-based production, which ensures the economic, environmental, and ethical sustainability of production.

Satakunta's food production also plays a key role in ensuring Finland's security of supply. The ongoing COVID-19 pandemic has demonstrated the importance of domestic food production. There is good demand for Satakunta's responsibly produced, safe, and healthy food on the global market.

The popularity of responsibly and locally produced food and access to international markets increase the demand for, and added value of, food produced in Satakunta.





Satakunta Food Cluster

Competitive advantages:

- Versatile food cluster (companies + RDI organizations)
- Pioneer in the development of the food chain (e.g. contract production)
- Very strong position in certain products (99% domestic turkey meat, Finland's only sugar factory, frozen foods, wild fish)
- The home province of several of Finland's top companies, well-known brands
- Circular economy and industrial symbioses (e.g. Kirkkokallio Eco-Innovation Park in Honkajoki, Kankaanpää)
- A strong ecosystem of education, research and development related to the food economy and the environment



Satakunta Food Cluster

Key development needs:

- Improving cluster image and recognition in Finland and internationally
- Increasing the volume of R&D activities
- New distribution channels (online store and direct sales)
- Even better utilization of side streams and development of circular economy
- Securing the attractiveness and profitability of primary production
- Attractiveness of the food cluster among young people



Satakunta Food Cluster

Training offer & development services:

Higher education:

- University Consortium of Pori: Production economy (DI)
- SAMK: Food engineer (new), production technology and economics (160 students)

Vocational education:

- Winnova:
- Bachelor's degree in the food industry, bachelor's degree in the bakery industry, bachelor's degree in special dietary services, hygiene and serving licenses, restaurant and catering
- Tourism, catering and finance (280 student years)
- Sataedu:
- Basic degree in the restaurant and catering industry, professional degree in restaurant customer service, professional degree in food services, hygiene and serving licenses



Satakunta Food Cluster

Challenges

- Global environmental and societal developments challenge Satakunta Food Cluster to develop more sustainable circular food production.
- Food sector emits greenhouse gases and cause other environmental problems such as soil degradation, biodiversity loss, waste and nutrient runoff into water bodies.
- Global shocks and crisis (COVID19, war in Ukraine) disturb supply chains (not just food, but energy, equipment, components, raw materials, fertilizers etc.).
- Demanding Finnish conditions and northern climate (energy, heating, short season).
- New sustainable solutions are needed.



Satakunta Food Cluster

Research and development services:

- Pyhäjärvi Institute (services and projects): <https://pyhajarvi-instituutti.fi/>
- Satafood Development Association (services and projects): <https://www.satafood.net/>
- SAMK: Research Center WANDER: <https://www.wander.fi/> & [Resource Wisdom](#)
- Prizztech: Business development and projects: www.prizz.fi
- Winnova: Fast and flexible training paths in the food industry: www.winnova.fi
- Turku School of Economics at the University of Turku, Pori Unit: Management and Organization, Accounting and Finance and Marketing: <https://www.utu.fi/fi/yliopisto/turun-kauppakorkeakoulu/porin-yksikko>

Satakunta Highlights

Kirkkokallio Eco-Innovation Park

- Kirkkokallio Eco-Innovation Park is a circular economy cluster in Honkajoki, Kankaanpää. There, side streams of energy, water and waste are utilized between the following companies:
 - **Honkajoki Ltd** – Finland's leading processor of animal by-products
 - **Vatajankoski enterprise group** – new energy company in the field of steam and electricity
 - **Gasum Ltd** – energy company producing renewable biogas and natural gas solutions
 - **Honkatarhat Ltd** – produces climate certificated Vihreä Keiju brand lettuces
 - **Naapurin Maalaiskana Ltd** – produces and sells high quality and responsible chicken products
- Business Kankaanpää hosts Kirkkokallio's website: <https://www.businesskankaanpaa.fi/vahvuudet/kirkkokallion-ekoteollisuuspuisto/> (coming in English)
- SAMK's project *Northern Satakunta on the Waves of Green Transition* develops Kirkkokallio in 2023-2026. <https://psvsa.samk.fi/> (coming in English)



Satakunta Highlights

Satakunta on a plate: [SIKSES BEST FLAVOURS](#)



NEWS

DISCOVER THE TASTE EXPERIENCES OF SATAKUNTA RESIDENTS IN THE FORM OF VIDEOS

Have you already found the '16 flavours of Satakunta' video series on our YouTube channel Sikses Parasta? Each municipality in Satakunta has its own video, where a delicious meal is cooked using ingredients typical of the locality. On our channel you will also find the chef's greeting and a compilation video that brings all the municipalities together.

CHECK OUT THE VIDEOS HERE >



Ongoing Projects

Satakunnan Biolaakso - Satakunta BioValley

- The Satakunta University of Applied Sciences project Technologically greener and more vibrant Southern Satakunta is building the Satakunta BioValley, a food industry community in the Satakunta area.
- Satakunta BioValley builds a food industry cooperation network in Satakunta. The purpose is to support companies in the industry, develop education and create new business opportunities.
- More information at www.satakunnanbiolaakso.fi



Ongoing Projects

SATA-VASTUU Pioneering responsibility indicators of the food sector



The project helps companies in the creating responsibility indicators for their value network as a part of the new sustainability reporting requirements of the EU directive that entered into force on January 1, 2024. In the project, the sustainability reporting concept and measurement system will be jointly developed together with leading companies and their value chains. The project focuses on Satakunta's top industries in the food cluster, but at the same time, the corresponding indicator development of the reference industries is examined.





Satakunta Food Cluster Organisations

- Pyhäjärvi Institute
- Satafood Development Association
- The Regional Council of Satakunta
- Satakunta University of Applied Sciences, SAMK
- Appetit Oyj (Räpi experimental farm)
- Natural Resources Institute Finland, LUKE
- Honkajoki Oy
- Osuuskunta Satamaito
- University of Helsinki
- University of Turku
- ProAgria Länsi-Suomi
- Kivikylän Kotipalvaamo Oy
- University Consortium of Pori (UC Pori)
- Agrifutura Oy (NAMS Tomatoes)
- Kalaneuvos Oy
- Eura municipality
- Eurajoki municipality
- City of Pori
- Fresco Ravintolat Oy
- LTP Logistics, Lännen teollisuuspalvelu
- Prizztech Ltd.
- HKFoods Oyj
- Satarehu Oy
- Sucros Oy
- Länsi-Kalkkuna Oy
- Huhtahyvät Oy
- Finnamyl Oy
- Porin Leipä Oy
- Saarioinen Oy

CIRCULAR ECONOMY OF FOOD PRODUCTION in Satakunta

FISHERY

- Fresh waters
- Sea area



FOOD INDUSTRY

INDUSTRY

- 203 companies
- 10 large companies
 - Frozen vegetables
 - Sugar
 - Dairy products
 - Meat
 - Potato starch
 - Mushroom



WATER BODIES

- Nutrient load reduction

NUTRIENTS

PRIMARY PROD.

AGRICULTURE

- 2584 farms
- 140 000 ha
- Agreement-based production
 - Vegetables, sugar beet
 - Poultry
 - Pork, beef
 - Potatoes
 - Milk



MANURE- OTHER BIOMASSES

BIOENERGY

ORGANIC SIDE PRODUCTS

VALUE-ADDED PRODUCTS

RETAIL AND CONSUMERS

FERTILIZERS

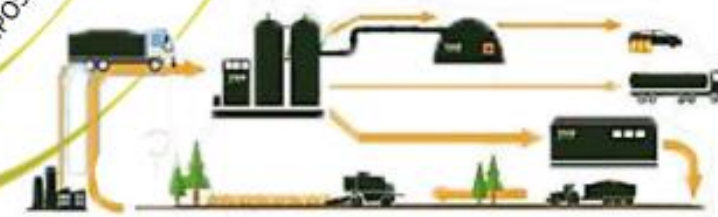
FOOD WASTE

BIOENERGY, COMPOSTING, ORGANIC FERTILIZERS

COMPOST PRODUCTS

TRAFFIC

Biogas
Biodiesel





More Information

Sami Leppimäki

Prizztech Ltd.

P.O. Box 18 FI- 28101 PORI
FINLAND

Tel. +358 44 710 5344

sami.leppimaki@prizz.fi

<http://www.prizz.fi>

Katja Laitinen

Regional Council of Satakunta

PO Box 260, FI-28101 PORI
FINLAND

Tel. +358 44 711 4360

katja.laitinen@satakuntaliitto.fi

www.satakunta.fi