



# THE FINNISH DAIRY ADVOCACY STRATEGY 2026–2035

The Finnish Dairy Board, MTK's Dairy Committee, MTK Central Union, and SLC

# MILK 2035 – THE WORLD'S BEST, FROM FINLAND

**VISION** Finnish milk production is a competitive and sustainable forerunner within the food system

## 5 YEARS

- Growth-oriented sector attracts young people and new entrepreneurs
- The overall milk production capacity is safeguarded through investments
- National dairy strategy accelerates growth

## 10 YEARS

- New value creation through exports and processing
- Thriving farms
- Investments are possible, the sector is competitive

## 20 YEARS

- Finnish dairy products are highly desirable also in global markets
- A model of sustainable dairy production at the global level
- Profitable, self-sufficient, and competitive production forms the cornerstone of regional vitality

## ARVOT

THRIVING FARMS  
AND RURAL AREAS

FUTURE FOOD  
SECURITY

FINNISH QUALITY

ONE HEALTH

## MISSION

Advancing the competitiveness and development of milk production

# Proactive advocacy at EU and national level promotes a favorable operating environment:



## STRONG SOCIETAL ADVOCACY

- Predictable, lighter regulation that enables business development and supports investments
- Agricultural support schemes that maintain regional balance
- Recognition of milk's role in comprehensive security and food industry growth
- A strong position for milk producers



## SUCCEED IN THE MARKET

- Generating added value in domestic and export markets
- Strong profitability and a positive image attract entrepreneurship, investment, financing, and workforce
- Favorable conditions for young people and new entrepreneurs
- Expertise is strong and continuously evolving
- Sustainability efforts turn into a competitive advantage



## POWER OF COLLABORATION

- Collaboration at different levels and in various forms drives competitiveness and development
- Risks are managed jointly
- Showcasing Finnish milk production
- The entire dairy sector implements the strategy together

## CONTACT US

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