

A pastoral scene with cows in a field framed by trees. The image shows a lush green field with several cows of various colors (white, brown, and spotted) grazing or resting. The field is framed by large, leafy trees in the foreground, creating a natural border. In the background, there's a line of trees and a clear sky. A small black and yellow object, possibly a wheelbarrow, is visible in the lower right foreground.

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

Marjukka Mattio
marjukka.mattio@mtk.fi

Saralotta Engblom
saralotta.engblom@mtk.fi

Niko Hyppönen
niko.hypponen@mtk.fi



MaitoValtuusKunta

