



***IEC Annual Conference
Amsterdam
September 2005***

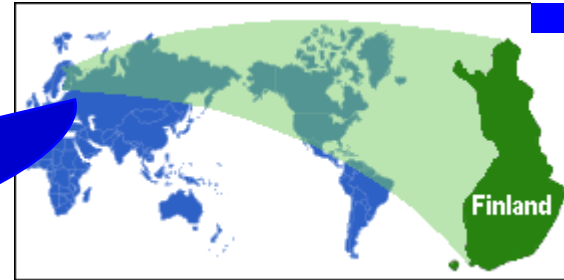
FINLAND

- * Finfood Egg Information***
- * Egg market development***
 - High Self sufficiency***
 - Price development***
 - Private label ⇔ Brands***

Jan Lähde
MUNAKUNTA, Managing Director
P.O. Box 6, FIN-20761 Piispanristi, Finland
Phone +358 2 214 420
E-mail: jan.lahde@munakunta.fi



From Finland to Amsterdam

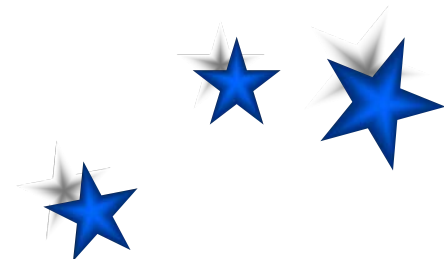


Facts

- 5 million people
- Egg consumption < 10kg/
- ~ 700 egg producers
- 140 packing stations
- 2 egg product factories

Jari Litmanen in Ajax Amsterdam

- Played in Ajax 1992 – 1999
- Best player and top scorer in Holland 1993
- Champions League Winner 1995
- Top scorer in Champions League 1996





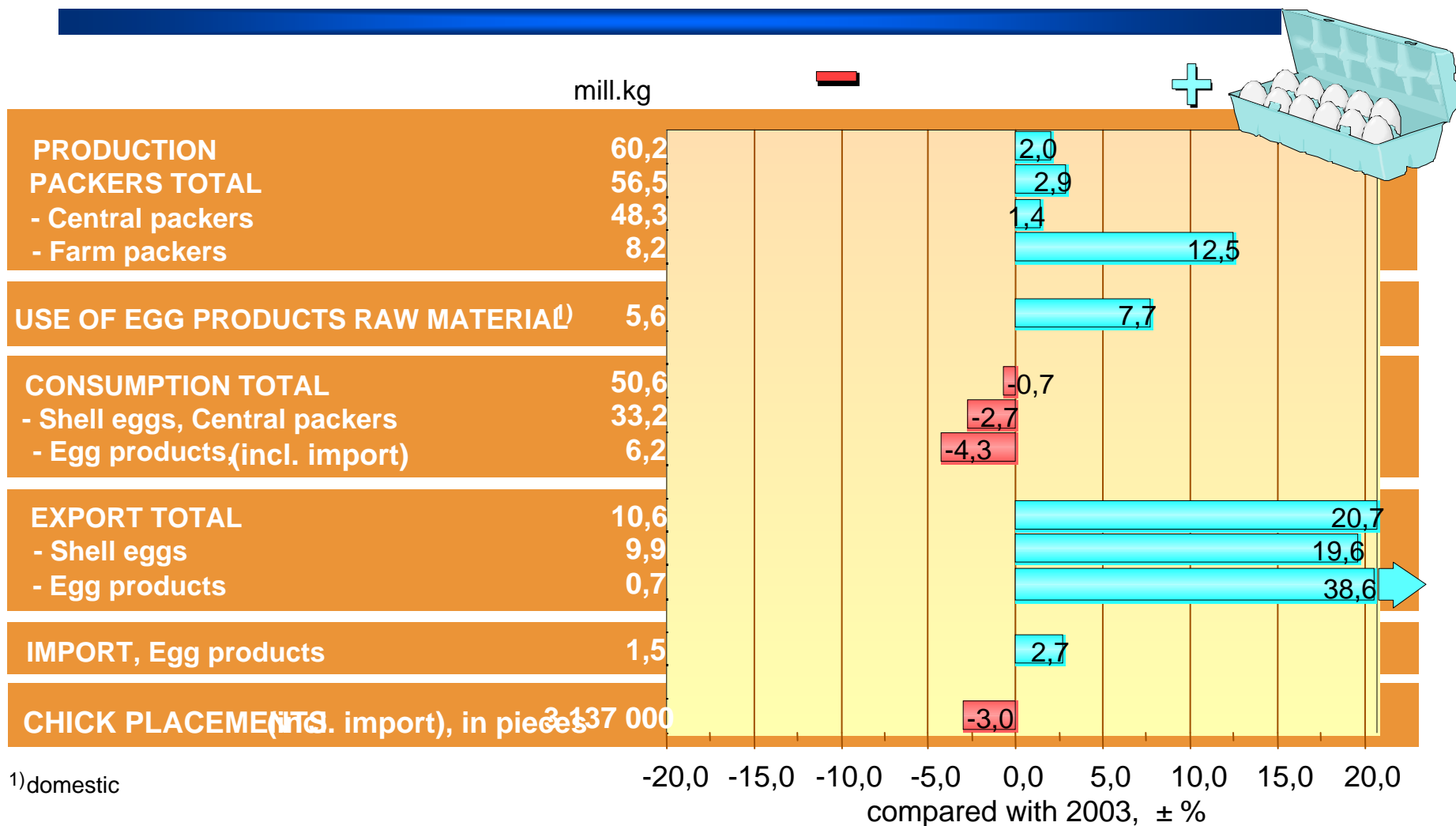
FINFOOD – EGG INFORMATION 2005

- € Press releases, consumer brochures, consumption surveys, new recipes and Internet
- € The 8:th National Egg Week 26.9-2.10.2005
 - € Press event 26.9: The healthy egg
 - € New Informator *Johanna Peltola*
- € Choose an Egg You Know - Information campaign running and continues

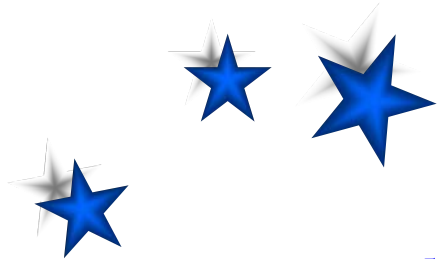
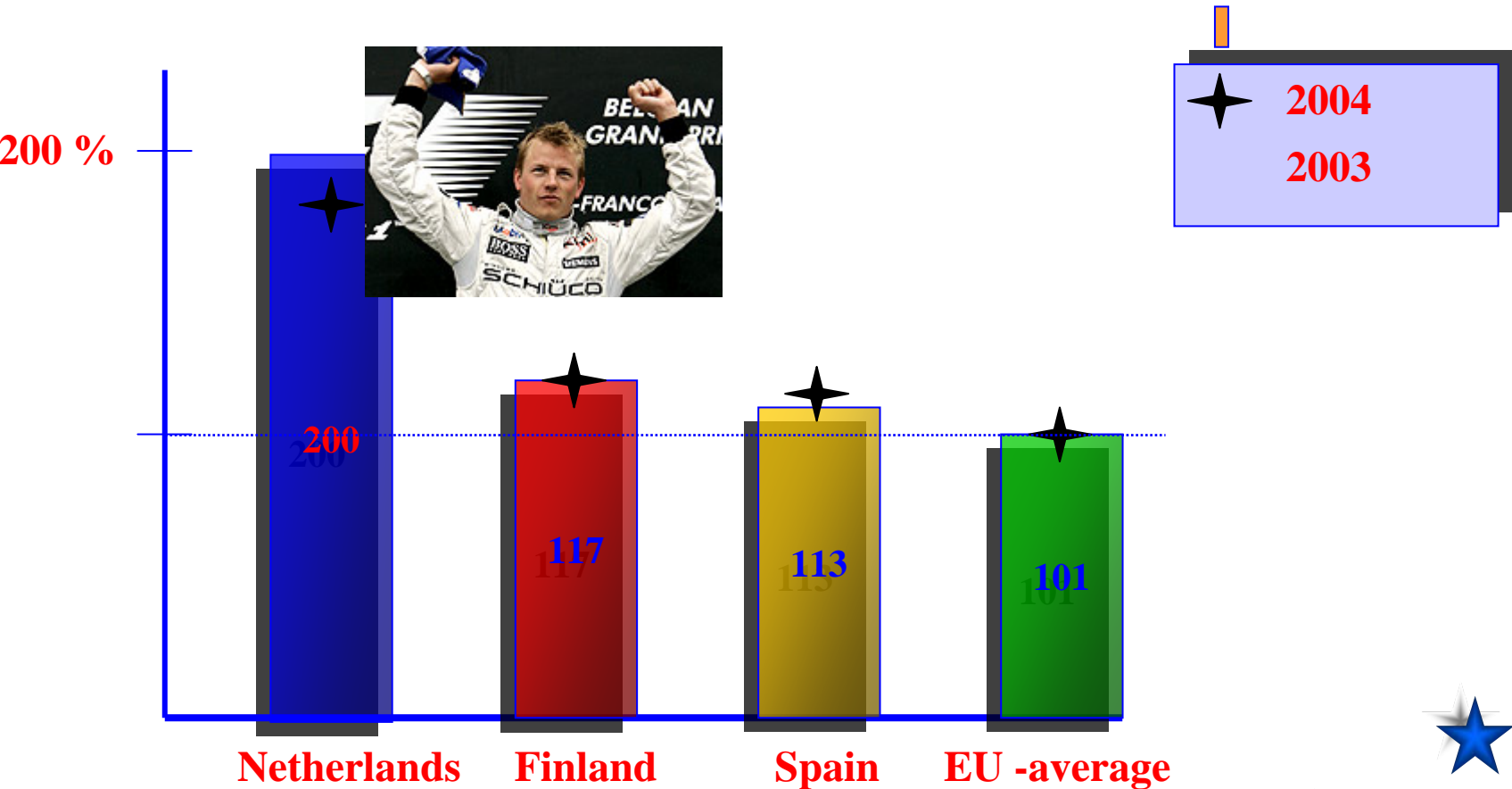


Egg Barometer

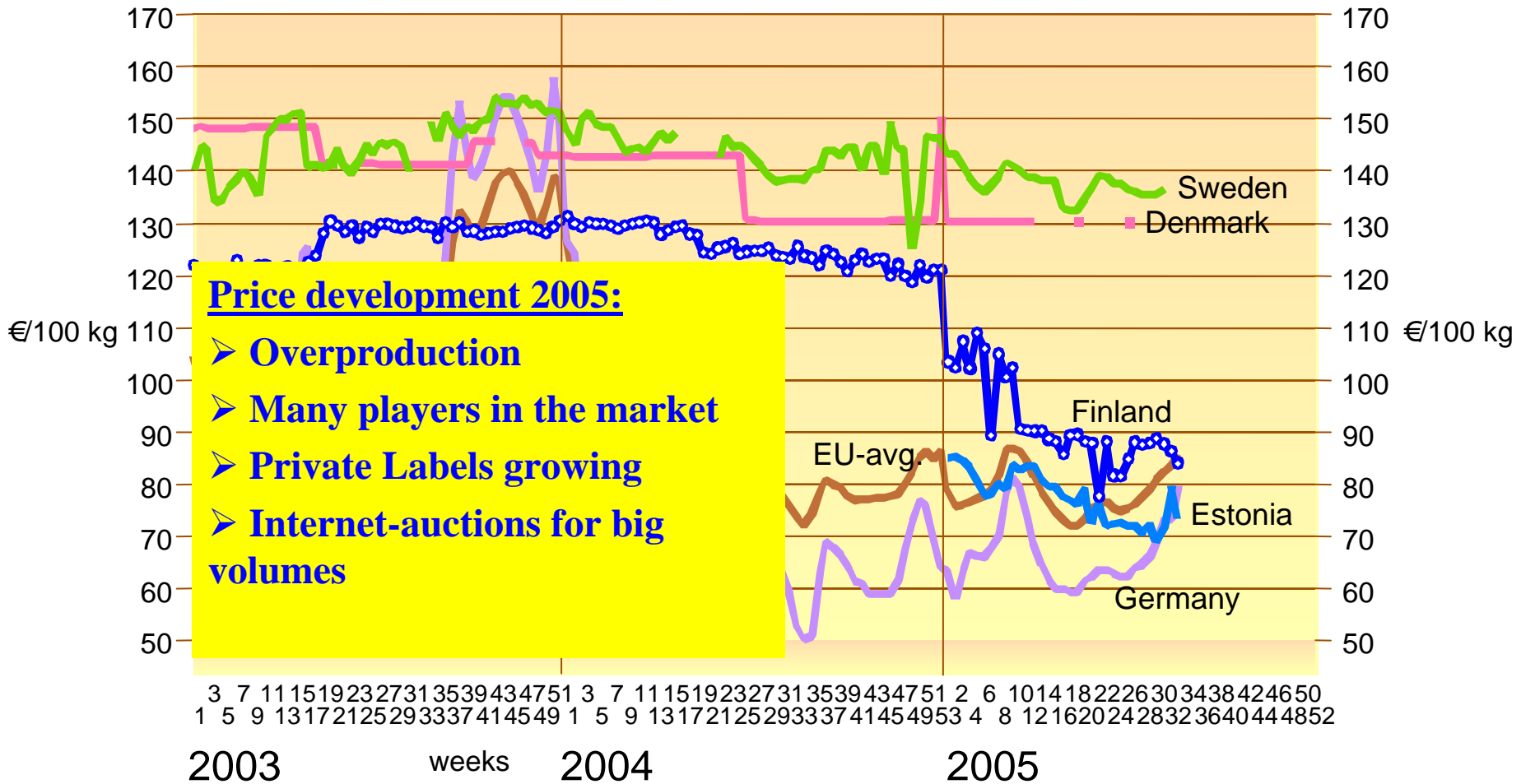
January – December 2004



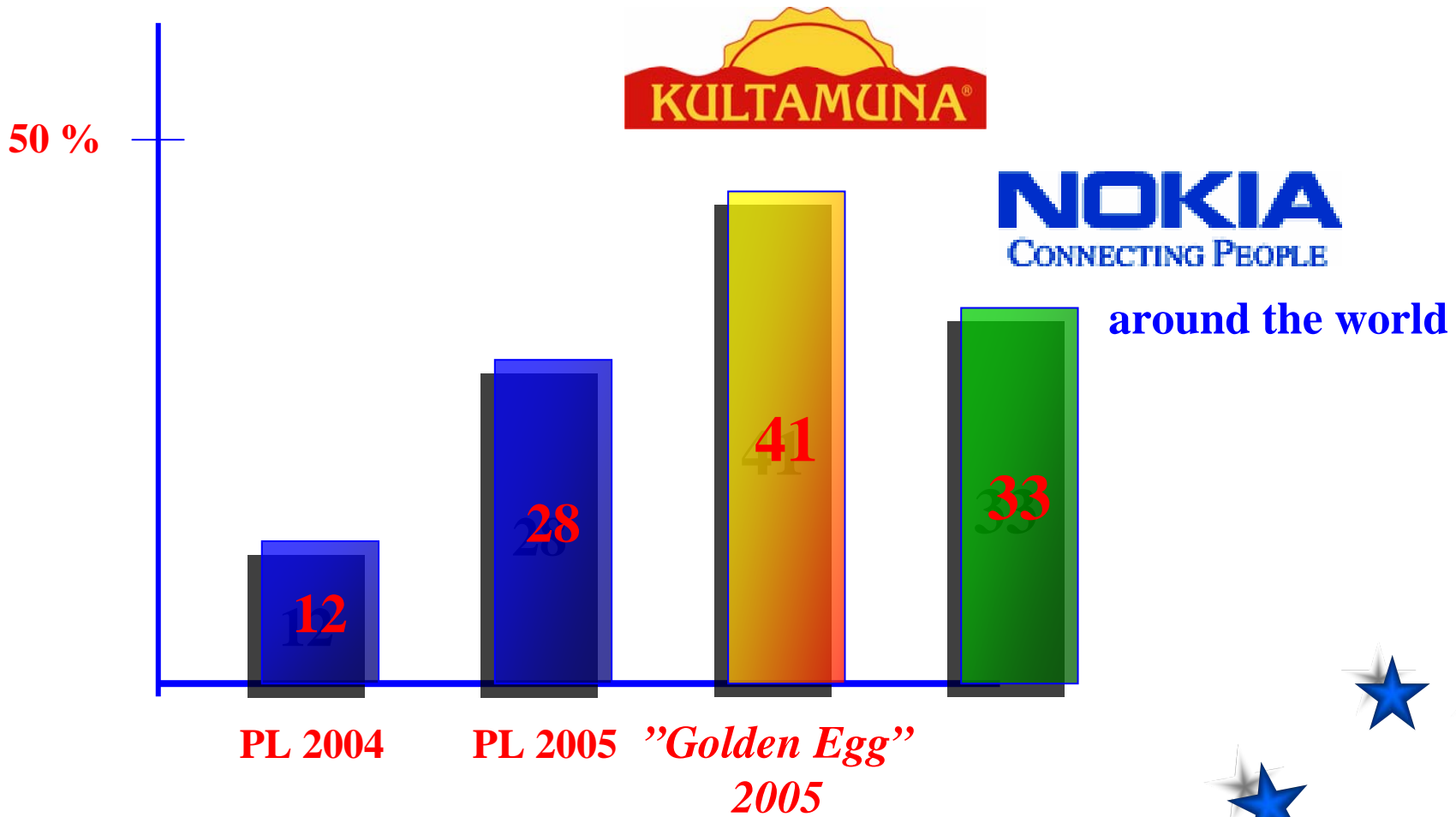
Self-sufficiency of eggs in the EU 2003-2004, %



Egg selling prices from packers 2003-2005, €/ kg



Success comes from Strong Brands





Country report: FINLAND 2003



Kiitos - Dank!



Jan Lähde

