

TOGETHER
WE MAKE *life*
BETTER

VALIO

4.4.2022



PERSONALIZED EATING SOLUTIONS

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VALIO LTD
5.4.2022



FOR US—
*Milk is
Amazing*



**MILK THAT'S
AMONG THE
CLEANEST IN
THE WORLD**

FOUNDED IN

1905

14

COOPERATIVES

**PROFITS
FOR THE
FARMS**

THROUGH MILK PRICE

4,300

DAIRY FARMS

THE BIGGEST
FOOD COMPANY IN
FINLAND

80%

OF FINNISH MILK

**1.8
BN**

TURNOVER



NOBEL PRIZE

VALIO

117

YEARS

3,158

EMPLOYEES IN
FINLAND

1,000

EMPLOYEES
AROUND THE
WORLD



12+2

PLANTS IN FINLAND
AND ABROAD



1.8 BN

LITRES OF MILK
PER YEAR



**MARKET
LEADER IN
DAIRY
PRODUCTS
IN FINLAND**



EXPORTS TO

60

COUNTRIES



VALIO AND ITS
FARMS EMPLOY

30,000

PEOPLE

EU AVERAGE

**BETTER
MILK
PRICE TO
FARMS**

EXPORTS FROM FINLAND

€453 MILLION IN 2020

WE EXPORT
PRODUCTS
TO OVER 60
COUNTRIES



OTHER COUNTRIES

Australia
Austria
Bahrain
Bulgaria
Canada
Croatia
Cyprus
Czech Republic
Greece
Hungary
Israel
Latvia
Lithuania
Mongolia
Nigeria
Norway
Oman
The Philippines
Portugal
Spain
Switzerland
Taiwan
Turkmenistan
Ukraine
Vietnam
Yemen

GLOBAL CONSUMER FOOD TRENDS

2022



Sustainability

Growing demand for food that is ethical

The more consumers learn about the effects of food production on our planet, animals and societies, the more they wish food to align with their conscience



Health & Wellness

Food & health are merging

From gut health & immune boosts and longevity, consumers' interest in food as an enabler of health and wellbeing continues to grow, causing the line between food and medicine to blur



Provenance & Transparency

Where & how food is produced matters more

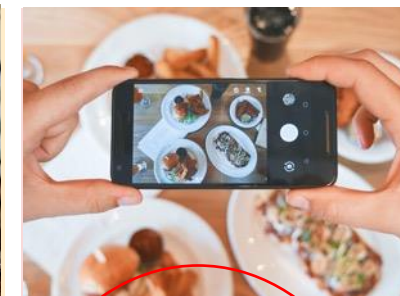
From farmer's markets, organic products, craft & artisan food, the desire to know the background, history and content of food is driving interest in provenance and transparency



Convenience & Snacking

Food must fit ever busier lifestyles

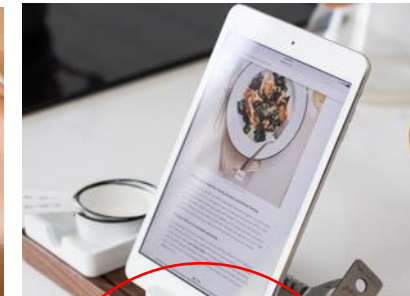
From snacks to pre-prepared meals, consumers are looking for food solutions that help them free up time and energy, whether at home, work or while on-the-go



Food as Identity

Food is becoming a lifestyle marker

As food becomes intertwined with, ethics, health & wellness, social media, provenance, culture and storytelling, food is increasingly becoming a way of expressing identity & values



Online & Digital

Digital tools/interfaces enable new habits

Whether it is cooking instructions on YouTube, inspiration on TikTok, or getting diet advice from AI, digital tools and touchpoints are giving rise to new food and eating habits

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Provenance & Transparency

When products tell their story

From production to the back of the package, consumers are interested in the transparency of their food



#2 Fully personal. food discovery

The use of tailored product recommendations is growing online. Are AI-powered suggestions about to become the new route to grocery discovery?

Case studies

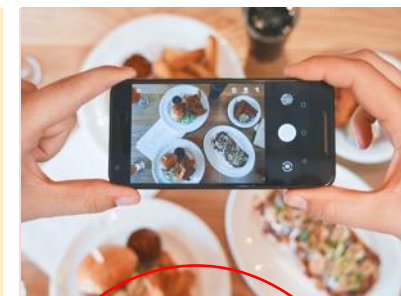
- *Shipt* (Target)
- *Halla*
- *Jawoll*



Convenience

It's all about convenience

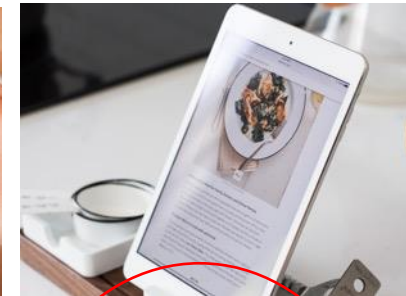
Pre-prepared meals and ready-to-eat products are looking for ways to help them save time, energy, and space at work or home



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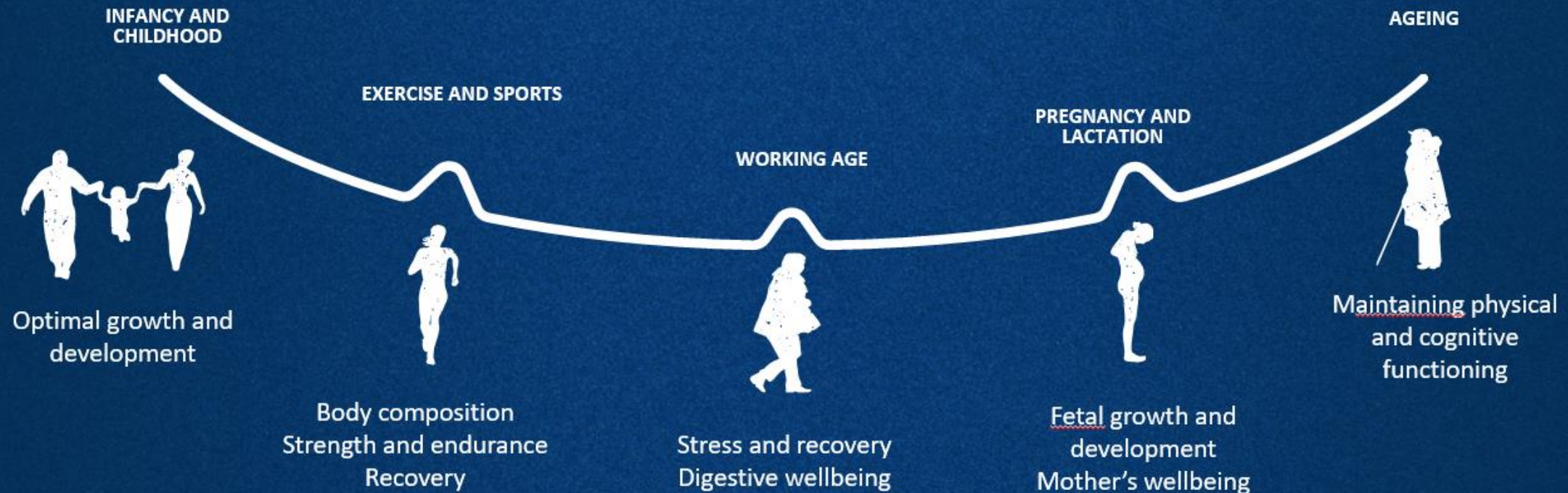
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Health & Wellness

Food as Identity

Online & Digital

OPTIMAL NUTRITION FOR DIFFERENT STAGES OF LIFE



OPTIMAL SOLUTIONS FOR DIFFERENT NEEDS



We combine tasty flavours and good nutrition in our products. When Nobel Laureate A.I. Virtanen was in charge of the Valio laboratories, the thought of using innovation to increase wellbeing became our guiding principle.

Current situation

- Valio has a wide range of products in different product categories
 - Low-fat to high-fat
 - Sugar-sweetened, artificially sweetened, no added sugar
 - High, normal and reduced salt
 - Normal lactose, HYLA, lactose-free
 - Commodity and value added powders for B2B
- Valio.fi recipe service and product search

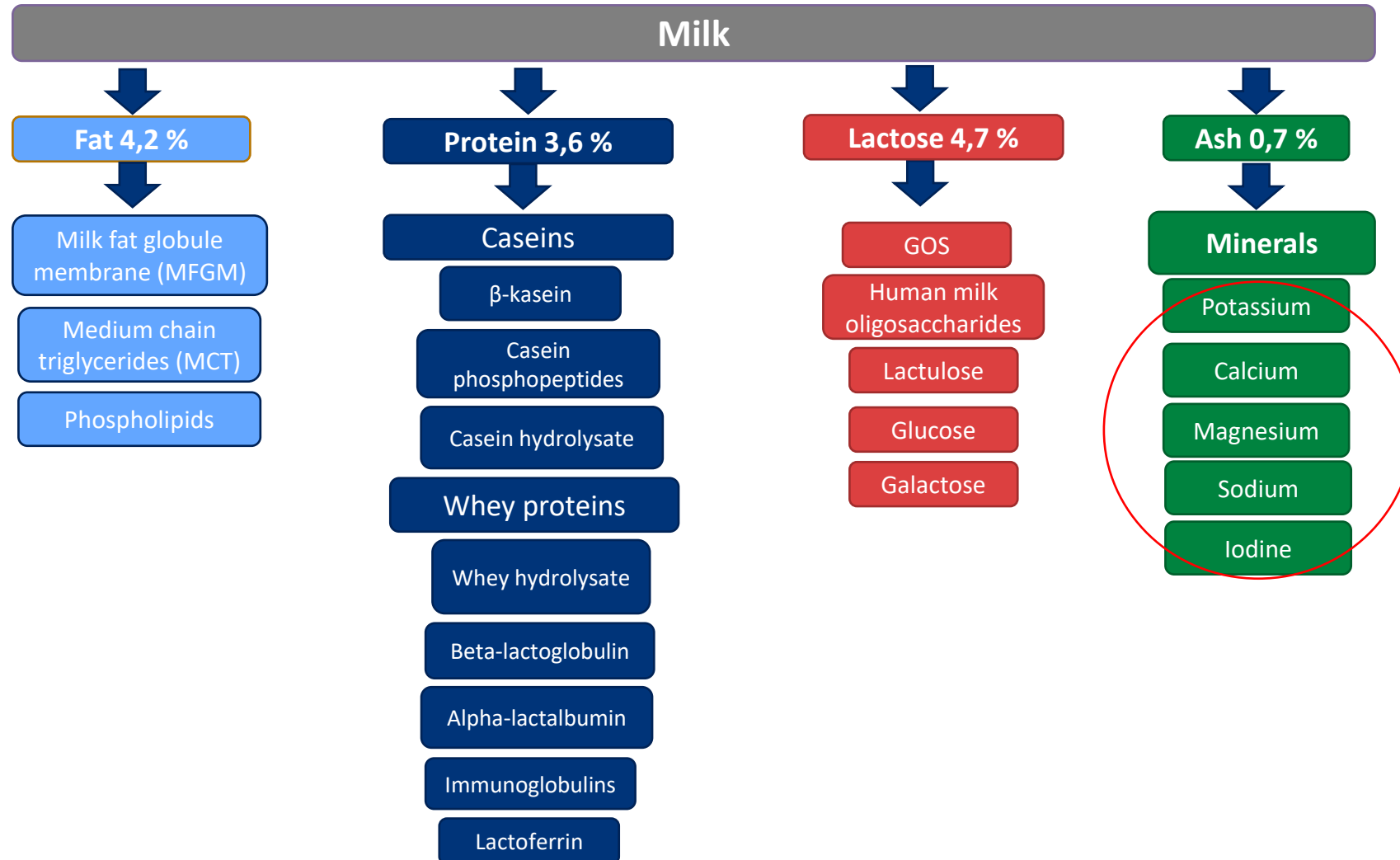


Future possibilities

- Possibility to modify products according to own preferences
 - By adding ingredients
- Possibility to choose products based on personal needs
 - Products containing specific bioactive milk components backed with scientific evidence of health benefits



MILK IS A TREASURE CHEST OF BIOACTIVE COMPONENTS FOR DIFFERENT NEEDS



ValSa milk salt

VALIO'S EXPECTATIONS OF THE MEHEFO CONSORTIUM

- Understanding on consumers' views and expectations on personalized nutrition in different countries
 - Helps to develop new special nutrition components and products for different markets
- Understanding on the potential and development of personalization and personalization platforms
- Views on the development of e-commerce
- Data on associations between nutrition and measured sleep, recovery and physical activity
- New networks with MeHeFo companies
- Evidence of health effects of special nutrition products from clinical study, which can be used in further product development and marketing
- Needs for future nutrition research





THANK YOU!