

Yebo Finland  
**MEDIAKIT 2020**

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# Finland is the happiest country in the world! It must be the food...

**#YeboFinland social media campaign introduces Finland to South Africans. Campaign runs from 2019 till the end of 2021. Our themes are circular economy, education, food and sustainable agriculture. Campaign is run by the Embassy of Finland in South Africa.**



# The theme for 2020 is food

**WHY:** Finland produces not only the cleanest food in the world, but also responsibly produced, healthy and tasty food.

**WHAT:** We introduce South Africans to Finnish food culture and vice versa. Unique Finnish food culture has been formed in the harsh arctic climate between east and west. We visit farms and markets, talk to food professionals, share recipes, facts and figures and also arrange competitions and events.

**WHERE:**

Facebook: @FinnishEmbassyPretoria

Twitter: @FinEmbPretoria

Instagram: FinlandinSouthAfrica

Website: [finlandabroad.fi/web/zaf](http://finlandabroad.fi/web/zaf)

**PS.** for those who are not familiar with word yebo  
- it's zulu and means yes!



# Facts about Finnish food

- Finland is the northernmost country in the world where agriculture is practised
- Finland is the most water-rich country in the world
- No antibiotics is used in Finnish broiler production
- Piglets can keep their tails
- Little chicks can keep their beaks
- Finnish cows have a name, and they eat Finnish grass, not imported soy
- Finnish milk will be carbon neutral by 2035
- You can eat Finnish eggs raw: guaranteed no salmonella
- Very low use of pesticides in fruits and veggies.  
You can eat the peels of your apples: very low use of pesticides

## Learn about...

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- **Finnish food culture:**  
<https://finland.fi/life-society/eat-finland/>
- **Finnish food companies:**  
<https://www.businessfinland.fi/en/do-business-with-finland/finnish-suppliers/?segment=299>
- **Finnish safe food:**  
<https://www.ruokavirasto.fi/en/>
- **Facts about Finnish food:**  
<https://www.luke.fi/ruokafakta/en/frontpage/>
- **What and where should you eat when in Finland:**  
[http://www.e-julkaisu.fi/visit\\_finland/hungry\\_for\\_finland/mobile.html#pid=7](http://www.e-julkaisu.fi/visit_finland/hungry_for_finland/mobile.html#pid=7)  
<https://www.youtube.com/watch?v=vjC57hP5P0Y>

**For campaign material and more information:**

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**#YeboFinland #ruokavienti #nomfinland #eattogether #enjoyfood #Finnishyourfood  
#instafood #familyfarms #environment #sustainableagriculture #carbonaction  
#carbonfarming #regenerativeagriculture #welovefood #foodsecurity #foodsafety**