

An article of *Maaseudun Tulevaisuus* (MT, Newspaper: Rural Future) 28.10.2020 Reporters are Riitta Mustonen and Anni-Sofia Hoppi

## First Article: Oatly markets against milk - MT did not publish a front-page advertisement

**Oatly firmly thinks that there are better options to choose from, from the climate and health point of view.**

A Swedish oat drink manufacturing firm attacked drinking milk in a big way on the first page of Helsingin Sanomat (the biggest Finnish newspaper). The firm offers an oat drink as a solution to both the climate problem and provide better nutrition.

This week (Oct 2020) Oatly gave out a booklet to Finnish comprehensive school pupils' parents, schools and decision makers. The amount of the booklets is 250 000. In the little book there are twenty myths of milk that the firm Oatly is trying to negate.

The same ad was given to *Maaseudun Tulevaisuus* but the editor-in-chief did not allow it to be printed in the newspaper.

"*Maaseudun Tulevaisuus* did not publish it because of its provocative attitude towards milk. And the target group was Finnish milk farmers", the editor-in-chief Jouni Kemppainen points out. He also says that it is journalistically important to *Maaseudun Tulevaisuus* to shed light on the whole campaign.

The sustainability specialist of Oatly Finland, Liisa Kolehmainen, says that it is not Oatly's purpose to attack the drinking of cow's milk but they want to start a discussion about the matter. They have planned the campaign especially aimed at Finland and it will be seen on different media platforms.

Valio (the biggest dairy company in Finland) does not want to put these two different kinds of milk products against each other. The firm focuses on its own goals according to the director of public relations, Helena Karhujoki. "In a sustainable diet there is room for both products - ones that are based on cow's milk and others that are based on vegetables."

A specialist from Natural Resources institute Finland (LUKE), Juha-Matti Katajajuuri, thinks that the bold campaign is not very usual in Finland. "It is challenging that the researchers constantly give out new knowledge which might be conflicting. When the firms also have their fingers in the pie the poor consumers are very confused facing so many kinds of information. Even the firms are telling us that their information is based on research."

Mr Katajajuuri also adds that some consumers might feel very powerless whereas other consumers get empowered when they see information that supports their thinking.

"The consumers must have **information** but from research point of view everything is not certain yet."

In its ad, Oatly claims that Finnish dairies have not put the carbon footprint on the labelling of their milk products. According to Mr Katajajuuri it does not necessarily mean that carbon footprint is very big but that the matter is not crystal clear.

"You cannot accuse someone before you have all the facts".

Mr Katajajuuri also thinks that when the calculations become more specific, the carbon footprint of foodstuffs might change.

Natural Resources Institute Finland (LUKE) starts a new project where they develop some calculation methods for the carbon footprints of foodstuffs. Over twenty Finnish foodstuff companies take part in the project.

So far there are only a few scientific results published about the emissions of oat-based drinks. That is why it is difficult to compare milk to oat drinks scientifically according to Mr Katajajuuri.

Diet specialist, Ms Kuusipalo, from the Finnish Institute for Health and Welfare (THL) says that the way Oatly attacked one foodstuff was very odd. She points out that according to the diet recommendations, you should use skimmed milk products half a litre per day and the recommendation for children is 2-4 decilitres depending on the child's weight.

“The recommendations are based on very high-quality research. In nutrition you must always look at the whole picture. By drinking oat drinks, you cannot mend a poor nutritional status nor by leaving milk out of your diet.”

“I also don't understand why cows that pasture and take care of nature's biodiversity are accused of being climate's enemies.”

The connection of Oatly to animal production was one of the headlines of yesterday morning's news on MTV (a big Finnish TV channel).

The waste product (mash) of Oatly's drink production is nowadays a part of piggery nutrition. According to Oatly's Ms Kolehmainen the firm is looking for other ways to use the waste.

The nutrients were also discussed. Oats have more natural nutrients than the oat drinks, because not all the nutrients are transferred to the oat drink when produced.



Table number one

Milk and oatdrink nutrition facts 100gr		
	milk	oat drink
Energy		
-kJ	192	189
-kcal	46	45
Fat g	1,5	1,4
- saturated g	0,9	0,2
- monounsaturated g	0,3	0,7
- polyunsaturated g	0,0	0,5
Carbohydrates g	4,8	6,0
-sugar g	4,8*	0,1
Dietary fibre g	0,0	0,8
Protein g	3,2	1,4
Salt g	0,1	0,1
Iodine µg	16,0	2,0
*Lactose		
Sources: Valio and Fineli		

*In the milk production we have much more protein and iodine than oat drink.*

Table number two

Oatly is comparing in their advertisements milk to oat drink and is convinced that even children need not to drink milk.





Screenshot of the ad of Oatly: "Today we are drinking much too much milk."

