

COOPERATION OF FOOD NETWORKS AND PRODUCERS IN BALTIC SEA REGION AREA IN 2017-2021



EUROPEAN
REGIONAL
DEVELOPMENT
FUND

Baltic Sea Food

SILJA LEHTPUU, PROJECT COORDINATOR



GENERAL IDEA

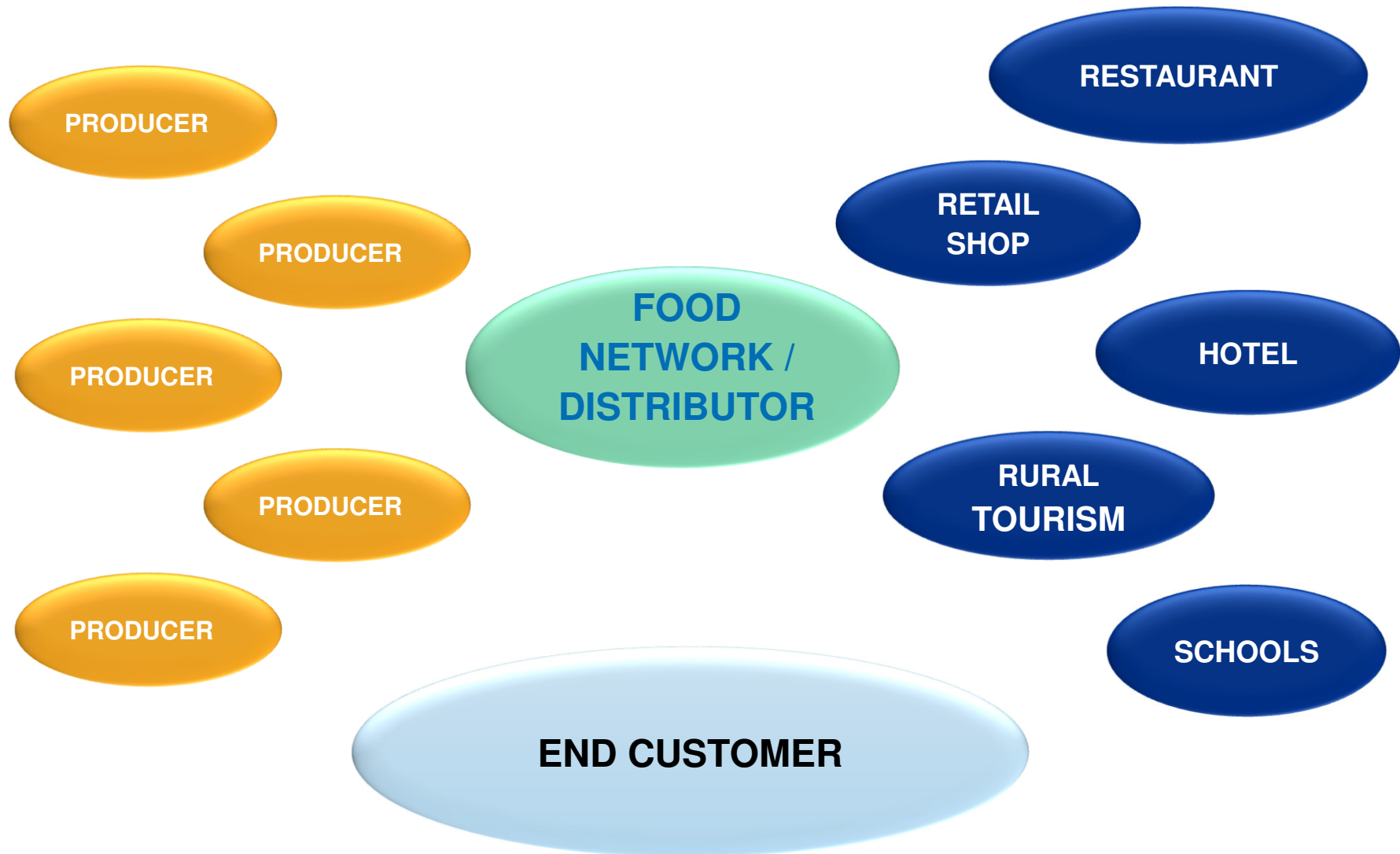
Developing the business model supporting the local food networks and producers in sales and distribution of food products to business clients.



HOW?



LOCAL FOOD MARKET



PARTNERS

- The Ministry of Rural Affairs of the Republic of Estonia www.agri.ee
- Estonian Chamber of Agriculture and Commerce www.epkk.ee
- Estonian Rural Tourism NGO www.maaturism.ee
- Latvian Country Tourism Association “Lauku Celotajs” www.celotajs.lv
- Latvian Agricultural Organisation Cooperation Council www.losp.lv
- Lithuanian Countryside Tourism Association www.atostogoskaime.lt
- “Polish Nature” Foundation www.naturapolska.eu
- Mecklenburg-Vorpommern Tourist Board www.auf-nach-mv.de, www.tv.de
- Business Region Esbjerg www.businessregionesbjerg.dk
- HANEN - Norwegian Rural Tourism and Local Food Association www.hanen.no
- Ystad Municipality / Culinary Heritage Europe www.culinary-heritage.com
- LAB University of Applied Sciences www.lab.fi
- State budgetary vocational educational institution of the Pskov region "Pskov agrotechnical college" www.pskosht.ru
- Committee for economic development and investment policy of the Pskov region <http://economics.pskov.ru>



REPUBLIC OF ESTONIA
MINISTRY OF RURAL AFFAIRS



Põllumajanduskoda
Estonian Chamber of Agriculture and Commerce



E.E.S.T.I.
MAATURISM
ESTONIAN
RURAL TOURISM



Lauku Celotajs
Baltic Country Holidays



LITHUANIAN
COUNTRYSIDE
TOURISM ASSOCIATION

FUNDACJA
NATURA POLSKA



Tourismusverband
Mecklenburg-Vorpommern



BUSINESS REGION
ESBJERG
ESBJERG · FANØ · TØNDER · VARDE



HANEN



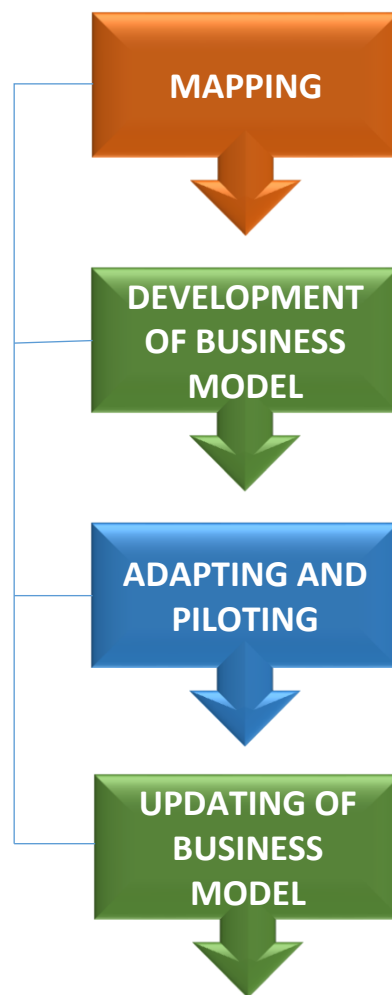
Culinary
Heritage
EUROPE

LAB University of Applied Sciences



PROJECT CONCEPT

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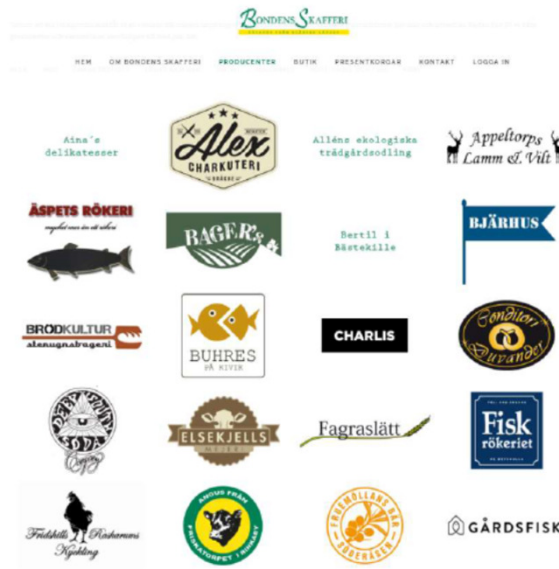
MAPPING OF MAIN CHALLENGES IN LOCAL FOOD DISTRIBUTION

Information from **109** local food distributors and **80** food networks from **10** countries

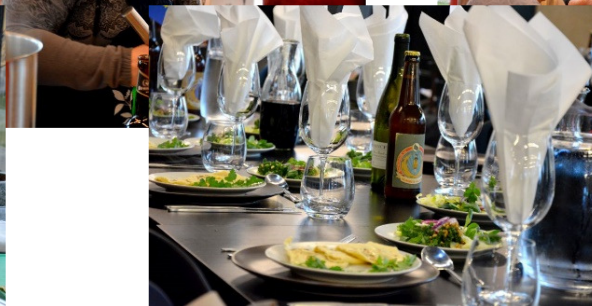


EXPERIENE EXCHANGE

VISITING COMPANY „BONDENS SKAFFERI“ IN SKANE, SWEDEN



TEAM BUILDING IN FOOD WORKSHOP



LOCAL FOOD B2B BUSINESS MODEL



PRACTICAL HANDBOOK

Handbook
LOCAL FOOD
BUSINESS-TO-BUSINESS & DISTRIBUTION
START-UP FOR NETWORKS

Interreg
Baltic Sea Region

EUROPEAN UNION

KEY ACTIVITIES | CHAPTER 8

Virtual market

Virtual market **Sveigla (Fresh)** is an online shopping platform that has operated since 2015 in Latvia, where you can buy products from local producers. The platform provides information on products, shows how and where products are grown and managed and tells the story behind each farm or farmer. It is a place where farmers or producers can meet a customer and customers can choose the product or farmer based on his/her needs and values.

When the customer chooses products in the virtual market a producer places an order. It is sent to a collection point on market days and customers can pick up there or ask for delivery. The platform also provides other information to visitors such as a blog and relevant information.

Best practise case

CUSTOMER RELATIONSHIPS | CHAPTER 5

Importance of Trademark in marketing

Saaremaa is Estonia's largest island and has its own culinary traditions and culture. Food and non-food producers, caterers and craftsmen from Saaremaa and Muhumaa have used a special trademark **Saaremaa ohine loode** since 2012. It is a regional mark and will help you to easily find and recognize genuine products made in Saaremaa. Products with this mark can be found in shops all over the country and can specifically recognized as Saaremaa local products.

Best practise case

KEY PARTNERSHIPS | CHAPTER 5

Nationwide distribution for small producers

AB Catering is an example of an established catering company in Denmark which focuses on getting local producers into their assortment. They can handle and sell the products in smaller batches and the products under the manufacturer's own brand, but also offering sales under a more generic label. In this way, small producers can participate in a common nationwide distribution solution. AB Catering also offers a pick-up option at a location specified by the farmers and/or producers. There is a clear focus on sustainability with more and more items being organic, carefully selected, and often produced as local. AB Catering have published a new magazine "Rått - The Raw Materials and Traditions of Denmark" focusing on storytelling and professional pride.

Best practise case

<https://abcatering.dk/da/>

KEY ACTIVITIES | CHAPTER 8

Product finds target group

The **Capri Traditional cheese factory** and shop in Poland began its work in 2014. After several years of work, it turned out that the best customers are restaurants because they order a fixed amount of goods and, once agreed, conditions are then binding for them. Individual customers are reluctant to pay higher prices for better cheeses. The shop is still growing, and the current annual turnover is around Euros 20,000. Good restaurants are very happy to buy cheese, business grows especially through marketing at parties where chefs can try cheeses and then order them.

Best practise case

KEY ACTIVITIES | CHAPTER 8

Growing network - from local to international

Regional Matkultuur Skåne (Culinary Heritage Skåne) in Sweden started in 1995 as a regional network for bringing local food producers and restaurants together into one network. The strong cooperation between these dynamic groups of entrepreneurs has been going on since then. In this way the exchange of knowledge and awareness of each other have increased. It brings the local food products to the restaurants. Several hundred companies have been involved in the process throughout the years. **Regional Matkultuur Skåne** promotes the local food and culinary traditions in the international network **Culinary Heritage Europe** that also started up in Skåne.

Best practise case

www.culinary-heritage.com

EVENTS FOR BUSINESSES

50 seminars and contact events in 10 countries for ca 770 SME's

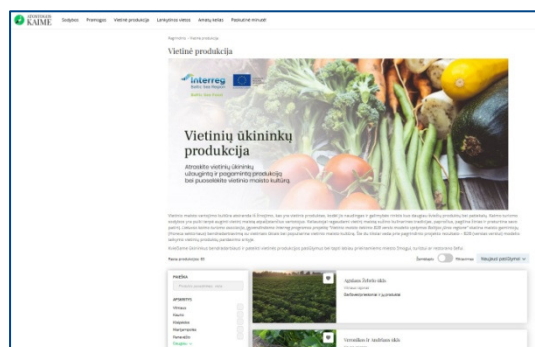


E-PLATFORMS SUPPORTING B2B SALES

8 e-platforms created or improved for facilitating the communication and ordering



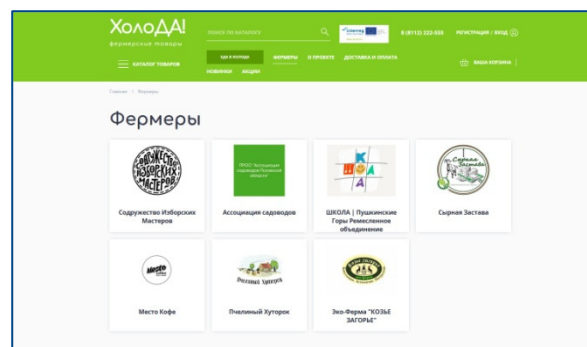
kohaliktoit.maaturism.ee



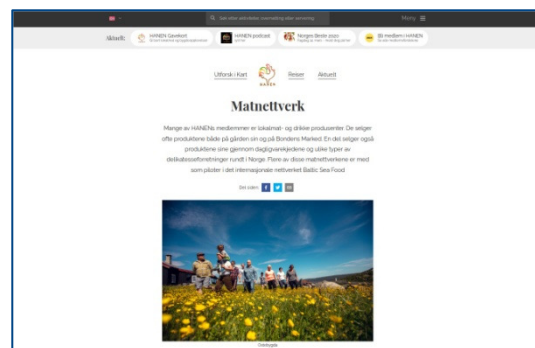
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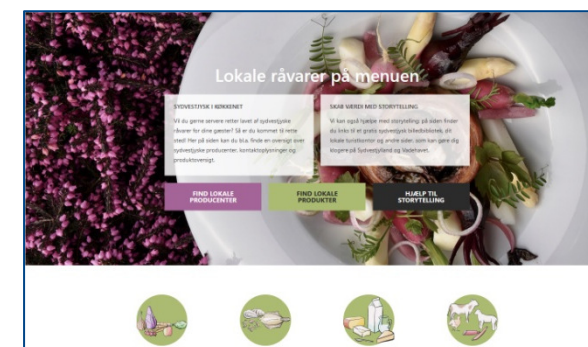
www.celotajs.lv/lv/producer/list



ferma.edavholoda.ru/farmers/



www.hanen.no/tema/prosjekter-og-priser/kjop-lokalmat-pa-nett



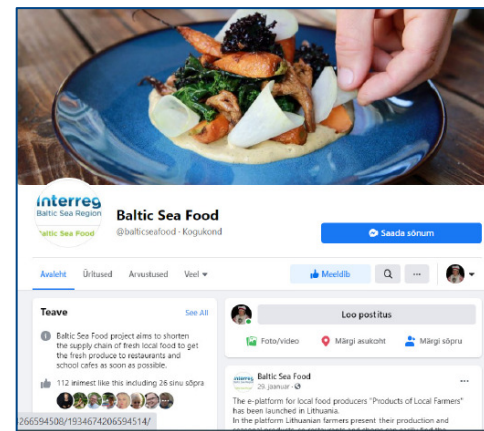
smagsydvest.dk

COMMUNICATION

- **62** press releases, **77** online-media, **40** printed media, **8** radio and **5** TV broadcasts, presentation in **93** open events
- **Ca 4000** SME's, **330** food nets and **2500** other stakeholders reached



www.balticseaculinary.com/baltic-sea-food-project



www.facebook.com/balticseafood



GreenWeek in Berlin
19.01.2019



BSR Tourism Forum
in Brussels 19.11.2019

STRONG NETWORK

- Baltic Sea Food project is selected as a platform for modelling new Flagship „**Baltic Sea Food- From Farm to Fork**“ by Baltic Sea Region Strategy PA Tourism and HA Capacity
- Side project targeted to Ukraine and Belarus local food sector financed by Swedish Institute 2018-2020
- New strong network of 13 countries established for creation of new initiatives and projects, seed money project is composed for further actions



