

SME IN THE BIOECONOMY

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1. SUMMARY

Small and medium sized food enterprises (SME's) in the Nordic countries produce products of high quality from local raw materials. The aim of the project was to inspire and encourage knowledge exchange between SME's for product development and marketing of local food. A big seminar was held in October in Östersund, Sweden. There Nordic SME's were brought together for the purpose of gaining more knowledge, get inspired and to compete in the "Open Swedish Championship in Artisan Food Production". Support of SME's is very important to e.g. keep tradition alive, create high quality products and jobs in rural areas. Also to create destinations for food tourism.

2. OBJECTIVES

The main aim of the project "SME in the Bioeconomy" was to inspire and encourage knowledge exchange between small and medium size food enterprises (SME's) in the Nordic countries for product development and marketing of local food.

3. ACTIVITIES

Særimner is a Swedish idea- and knowledge forum for artisan food producers. Artisan food processing results in unique products with a flavour, quality and character that cannot be achieved through an industrial process. It involves the careful processing of principally local ingredients, often on the producer's farm. This produces products, without unnecessary additives, which can be traced to its origins. Natural processes and handcraft are employed throughout the entire production process.

This year Særimner and New Nordic Food welcomed together SME's from all the Nordic countries to take part in the seminar which was held the 8th -10th of October 2013 in Östersund, Sweden. They also had the chance to take part in the "Open Swedish Championship in Artisan Food Production", where the best artisan food products in various categories were chosen. There were around 400 people who participated in the Særimner seminar. The programme of the seminar consisted of artisan food workshops mixed with debates and lectures and the theme for this year was "Artisan Food from the Nordic countries".

Over 600 products were sent to the championship from all the Nordic countries and 108 prizes were handed out to producers in various categories. During the competition the participants had the chance to sell their products in a Særimner shop.

Link: http://www.eldrimner.com/core/files/sarimner_130212.pdf

Matís applied to the Leonadro da Vinci fund for a vocational training grant. This grant was accepted and allowed 10 people from Iceland to attend the Særimner seminar. Five SME's and five trainers at Matís (the trainers work with entrepreneurs and SME's at Matís local food innovators centers) went to Östersund. During the stay they visited artisan food producers in Jämtlands län. The planned outcome of this Leonardo project was that the participants would



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gain new knowledge in small scale food production as well as getting new ideas and build a new network of people that were working in the same field.

4. RESULTS

The results of the SME project;

- SME 's from all the Nordic countries came to the Særimner seminar
- Products from all the Nordic countries participated in the "Open Swedish Championship in Artisan Food Production"
- New networks were created through both the seminar and through the Leonardo project
- Through Særimner seminar there was a change of knowledge between SME 's, both locally and between the Nordic countries, and participants went home with new knowledge and inspiration for future product development.
- New Nordic Food and Særimner got good media coverage in the Nordic countries e.g.
<http://www.svt.se/nyheter/regionalt/jamtlandsnytt/fortfarande-fa-jobb-i-vaxande-bransch>

5. COMMUNICATION / DISSEMINATION OF RESULTS

Material from the Særimner seminar and other interesting material regarding SME 's from all the Nordic countries were disseminated through New Nordic Food channels like the homepage, blog and Facebook. More than 30 links to news sites, radio and TV stations in all the Nordic countries covering the Særimner seminar.

e.g. <http://www.alandstidningen.ax/article.con?id=35841&iPage=1>,
http://www.mbl.is/frettit/innlent/2013/10/11/islenskur_makrill_verdlaunadur/,
<http://www.ruv.is/mannlif/hurra-fyrir-pylsugerdarmanninum>

Here are links to trailers which were used to introduce Særimner 2013 to SME 's in all the Nordic countries.

English: <https://www.youtube.com/watch?v=mgcA7RDFnHo>

Swedish: <https://www.youtube.com/watch?v=xNss5j5Nboo>

An Icelandic New Nordic Food Facebook page was created to disseminate the results from all the New Nordic Food projects. <https://www.facebook.com/pages/N%C3%BD-norr%C3%A6n-matarger%C3%B0/422140761207356>

6. PARTNERS

Iceland:

Matís (Gunnþórunn Einarsdóttir)

Denmark:

Taste of Denmark/Culinary-Heritage of Bornholm (Thorkil Boisen)

Finland:

University of Turku (Heidi Valtari)

Norway:



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Mære (Rita Backer Natvig), Nofima (Stine Alm Hersleth) and Bioforsk (Hilde Halland)
Sweden:

Eldrimner (Birgitta Sundin/Bodil Cornell) and Smaka på Skåne (Jannie S Vestergaard)
Faroe Islands:

Útoyggjafelagið (Olga Biskoptø)

Greenland:

Anne Sofie Hardenberg

Discussion

SME's in the Nordic countries have come a long way in their production. Most of the production is based on traditional methods and craftsmanship. Today it has started to become a new trend to buy from local food producers. More and more consumers today want to know the origin of their products and are prepared to pay more for such a product. Therefore the future is bright for the SME's and their production. Today there are only a small percentage of farmers and entrepreneurs that are active in this field so it is important to teach and inspire new people to develop new artisan food products. To do so it is crucial to have a strong support system that can help the SME's to find their footing in their artisan food production. By supporting local food production, jobs in rural areas are created as well as destinations for food tourism.

Through seminars like Særimner, where SME's from different countries meet and exchange their knowledge, important networks are created. Taking part in a food competition will inspire and challenge the SME's to make a better product of very high quality.



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7. ECONOMY

Economy for the project SME in the Bioeconomy :

Company:		Matís ohf	
Working hours	hours	620	
Cost:			
Wages (total wages)	DKK	343.536	Work on the project, dissemination and project management
Services	DKK	39.918	Communication for Særimner and SM 2013, SME visits and more
Særimner	DKK	115.357	
Travel cost	DKK	144.103	Meetings, travel cost for project manager, Leonardo travel and invitation of SME's from all the Nordic countries
Total DKK		642.914	
Financing:			
Ny nordisk mat	DKK	400.000	
Jordbruksverket	DKK	115.357	(140000 SEK)
The Leonardo da Vinci programme	DKK	124.598	(€ 16.700)
Total DKK		639.955	



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