

**ARCTIC
SMART RURAL
COMMUNITY**

CLUSTER

**Lapland Food Club
a model for developing food
industry at a sparsely populated
area**



- Johannes Vallivaara, cluster manager/business specialist and voice of the rural people from sparsely populated area

Population in Lapland 2014

181 748 inhabitants (as many reindeer as people)



Under 1 % of Lappish people speaks Sámi language as their native language, 74 % of them lives in Northern Lapland. Sámi people are only indigenous people in the European Union.

Main industries in Lapland

-  Forest industry
-  Metal industry
-  Tourism
-  Trade
-  Mining industry

Lapland is the the largest region in the world to harvest organic natural products



Lapland has been proven to have the purest air in the world

Snow 210 days/year, Northern lights 200 days/year
Polar Nights and Midnight Sun 2 months/year

LAPLAND

Above Ordinary

LAPLAND
Above Ordinary

Open and Arctic



LAPLAND

Above Ordinary

Rich in nature



LAPLAND Above Ordinary
crystallize
make Lapland
Above Ordinary
s which
creative

LAPLAND
Above Ordinary

Consider it done!



LAPLAND

Above Ordinary

Creative madness



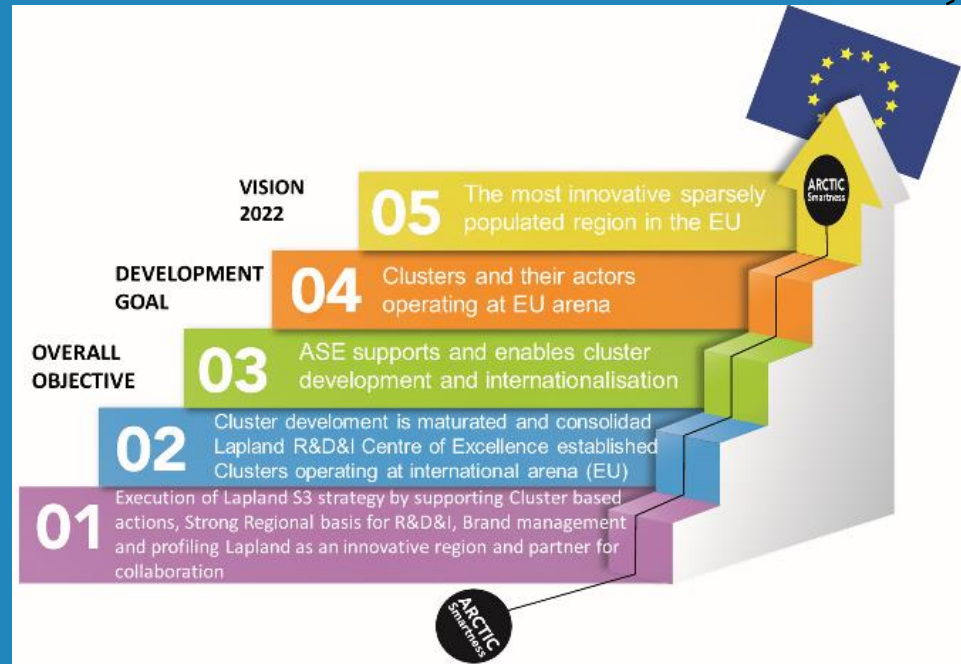
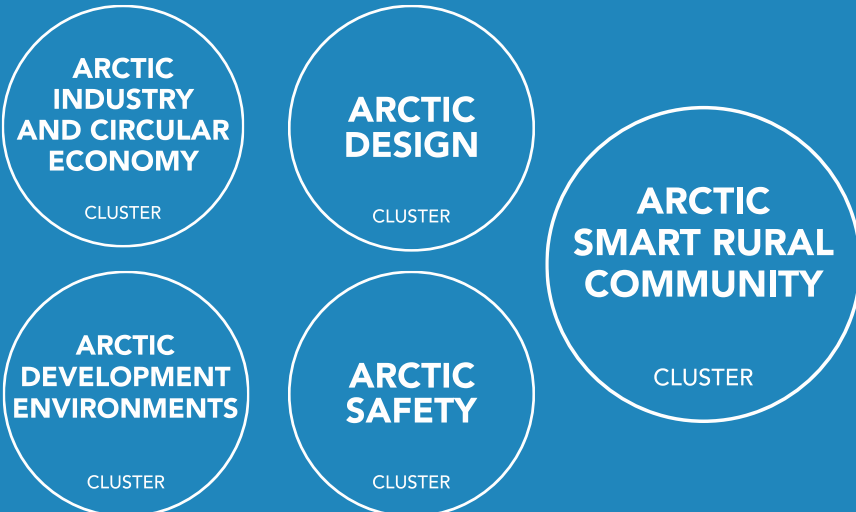
LAPLAND
Above Ordinary

Arctic magic



What is Arctic Smartness ?

- It's a brand name for Lapland Smart Specialisation Implementation
- We look through 650 projects ERDF and EAFRD -> where money has gone
- There raise 5 clusters where we have invested and there still are potential
- New kind of way to work together in regional level
- Work has started with the clusters 2 years ago



LAPLAND
Abo

A photograph of a campfire with a kettle and a cup. The scene is set outdoors, likely in a forest or a natural area. A bright, orange and yellow fire burns in a metal fire pit, with logs of wood stacked around it. To the left of the fire, a black metal kettle with a handle is placed on a log. In the foreground, a light-colored, earthenware cup with a handle is resting on the ground, which is covered with dry leaves and twigs. The background is slightly blurred, showing more logs and a hint of a landscape.

ARCTIC SMART RURAL COMMUNITY CLUSTER

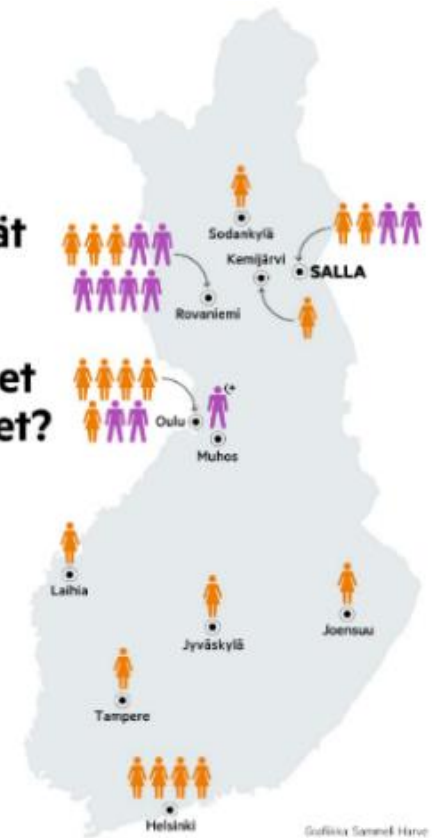
The problem

- People are moving away from rural areas
 - There are no education
 - There are no working places

The challenge is how to stop
CAPITAL OUTFLOW



Minne
päätyivät
vuonna
1990
syntyneet
"muonaiset?"



ARCTIC
SMART RURAL
COMMUNITY

CLUSTER

The Big question is

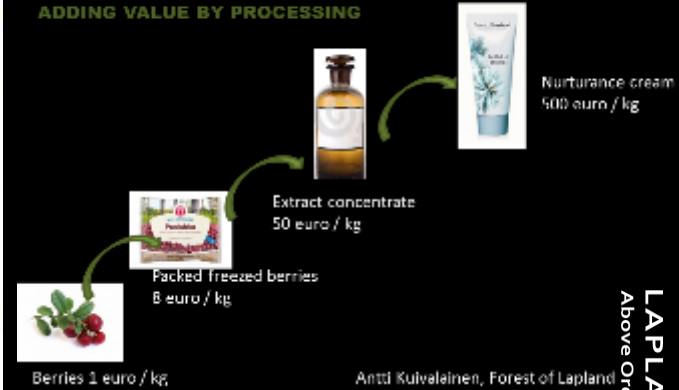
THIS IS RURAL LAPLAND

TODAY			TOMORROW		
<p>1. Blueberry</p> <p>It is estimated that about 10 percent of the blueberry crop is harvested each year. Blueberries are exported to China and elsewhere, where they are used in the manufacturing of health products.</p>	<p>2. Milk</p> <p>In Finland, 2.5 times more milk is produced than is consumed. The surplus is exported to other countries.</p>	<p>3. Angelica</p> <p>Wild angelica is harvested to some extent. It is used in jams, sweets, health products and other products.</p>	<p>1. Blueberry</p> <p>Blueberries from Lapland are valued and harvested more than before. Blueberries are processed into a variety of natural products, most of which are exported.</p>	<p>2. Milk</p> <p>Only a fifth of the milk produced in Lapland is processed outside the region. Laitin Maito Oy is a new and growing dairy company.</p>	<p>3. Angelica</p> <p>Angelica is grown on fallow fields. Processed special products have gained strong international recognition. The plant is protected under EU name protection similarly to the "Lapin-pulukka" potatoes from Lapland and reindeer meat.</p>
<p>4. Freshwater fish</p> <p>3.8 million Finns go fishing as a hobby. 75% of the fish eaten in Finland is imported from abroad. Selective fishing is done to manage fish stocks. Substantial amount of valuable protein ends up in landfills.</p>	<p>5. Wood</p> <p>Less than half of the yearly growth of forests is utilized mainly by the large industry. Timber is used for the firewood and sold as raw material. Forestry is mainly seen as a source of raw product.</p>	<p>6. Mushroom</p> <p>Small quantities of mushrooms that have grown in the cleanest air in the world are harvested from Lapland's forests. Only a fraction of the mushrooms are exported.</p>	<p>4. Freshwater fish</p> <p>The most recreational fishermen, more Finnish fish is consumed than imported fish. The formerly so-called salmon fish and processed fish products are exported to gourmet kitchens of Central Europe.</p>	<p>5. Wood</p> <p>Lapland's forests contain modern construction elements. The Kamppi bioproduct mill utilizes wood in an innovative manner. BioSteel is produced from tall oil and new bio-based products are developed.</p>	<p>6. Mushroom</p> <p> gourmet market. Some companies have begun offer mushroom safaris.</p>

...how we are transferring our nature raw materials for added value to local economies

Forest of Lapland

ADDING VALUE BY PROCESSING



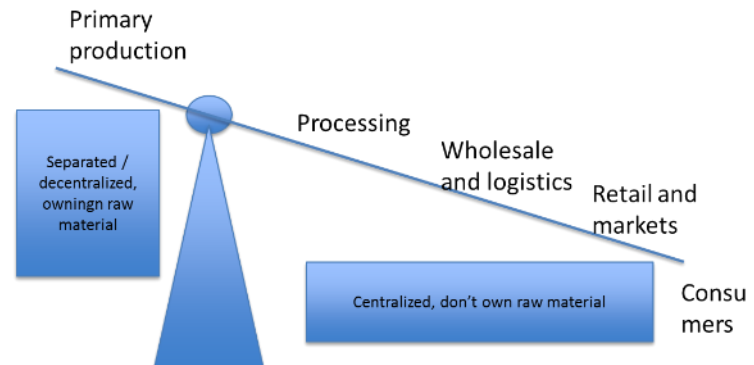
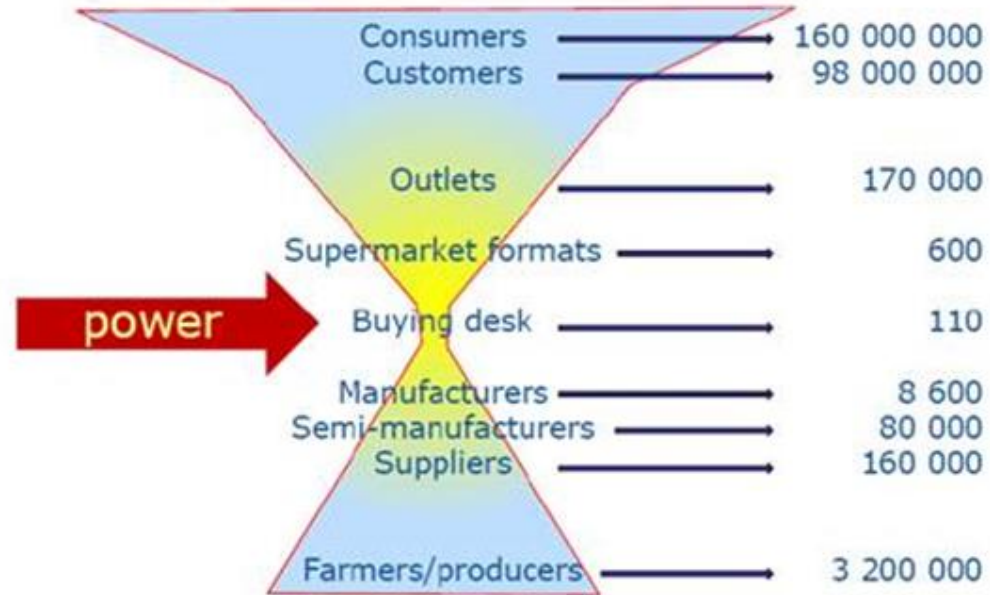
Finland 2016:
Export of berries about 16 million kg
Value 35 million € => about 2,2 € / kg

What if added value would be 200 €/kg
=> 3,2 billion €

LAPIN VIENNIN ARVIO ON
3,6 MILJARDIA €
- JOSTA TEOLLISUUDEN OSUUS ON 91%
- JA SE ON
7 % HOHO SUOMEN VIENNIN ARVOSTA.

It's not easy because system is unbalanced

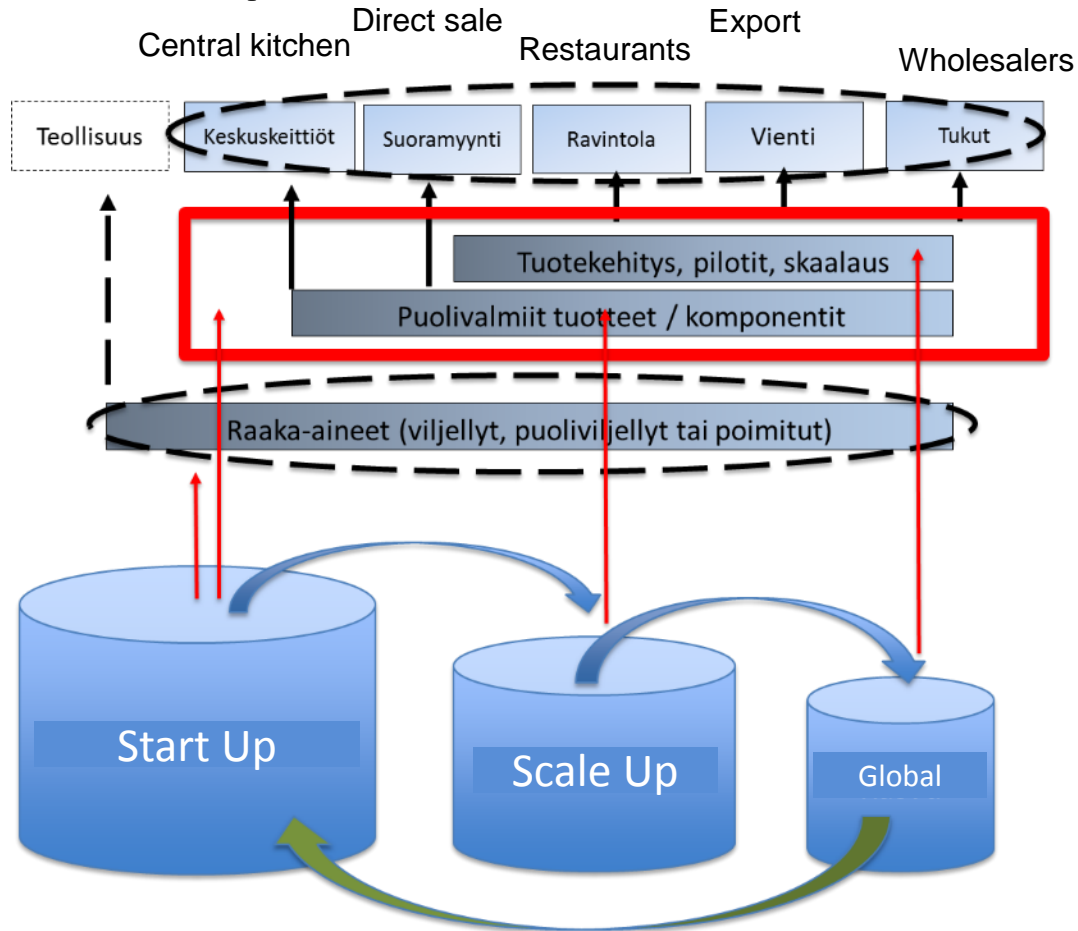
Illustrating the typical Supply Chain funnel



ARCTIC
SMART RURAL
COMMUNITY

CLUSTER

Lapland is now...



Johannes Vallivaara



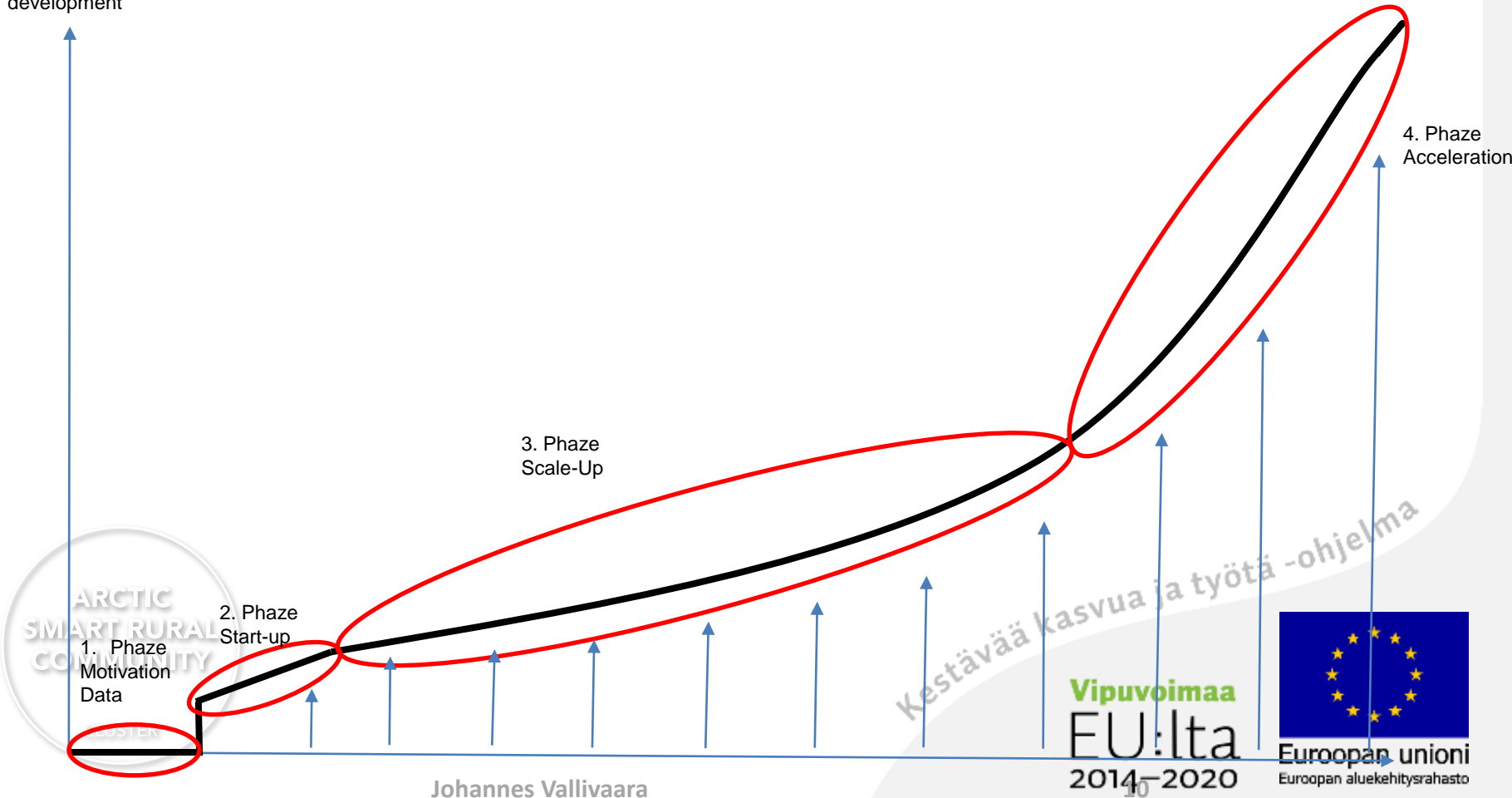
Kestävää kasvua ja työtä -ohjelma

Vipuvoimaa
EU:lta
2014–2020



System for creating growing industries

Commitment / business development



ARCTIC
SMART RURAL
COMMUNITY
CLUSTER

2. Phaze
Start-up

3. Phaze
Scale-Up

4. Phaze
Acceleration

Johannes Vallivaara

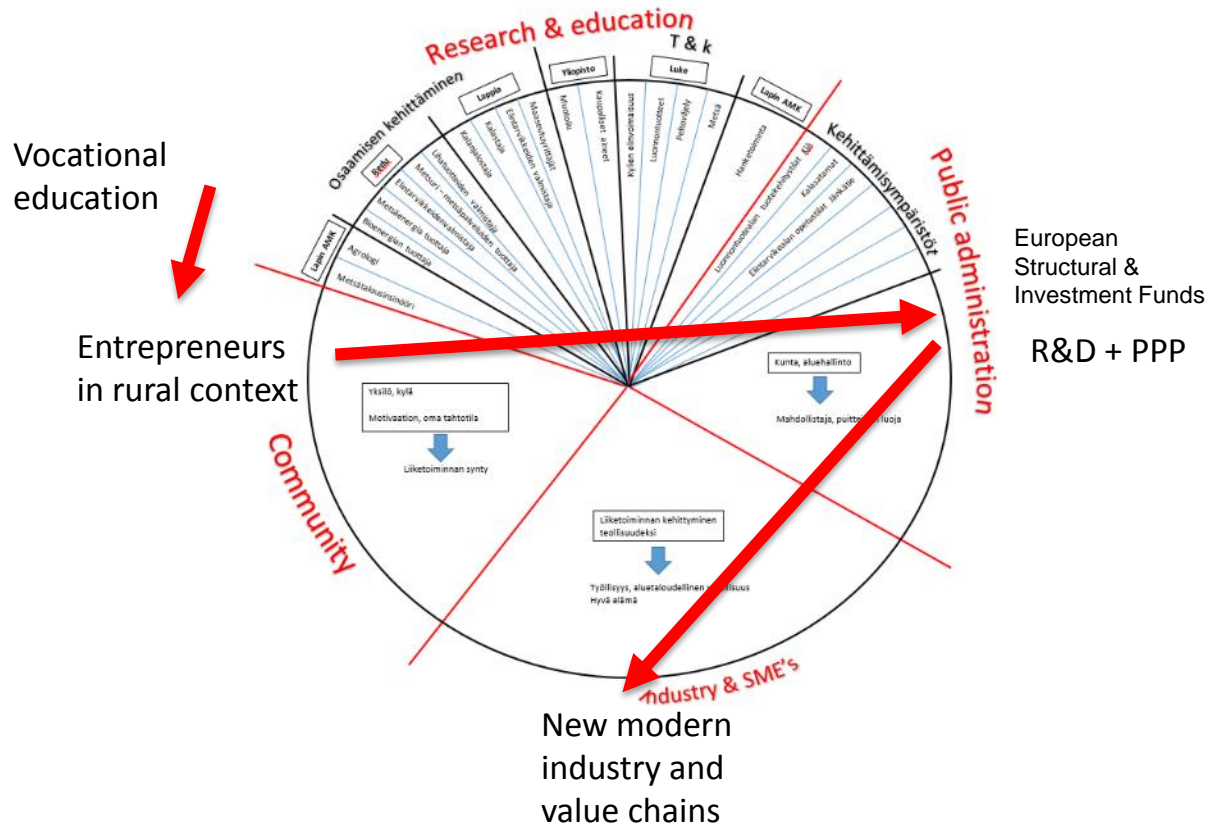
Kestävää kasvua ja työtä -ohjelma

Vipuvoimaa
EU:lta
2014-2020

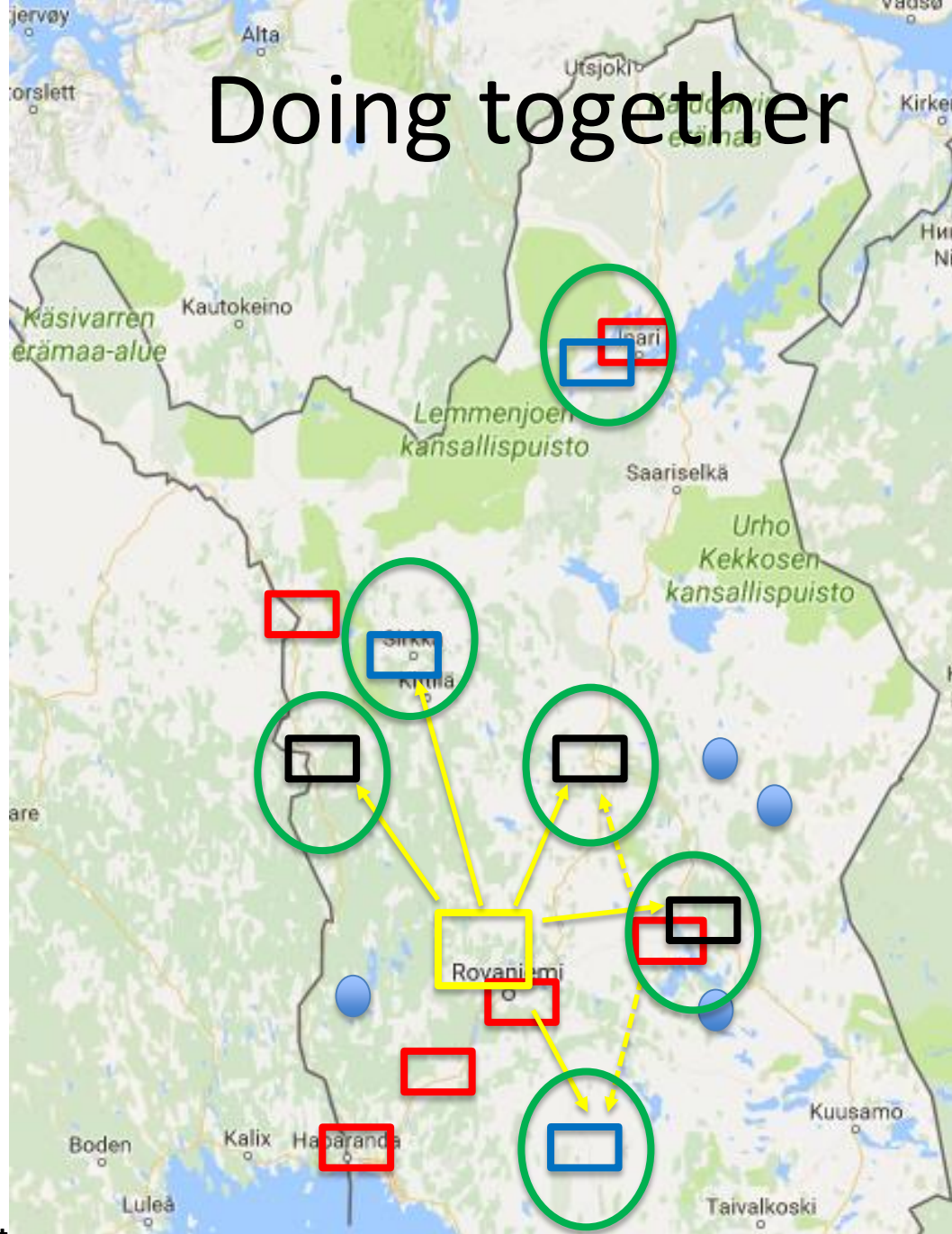


Euroopan unioni
Euroopan aluekehitysrahasto

Supporting system



Doing together



Education



Entrepreneurship



Sales



Support



Export

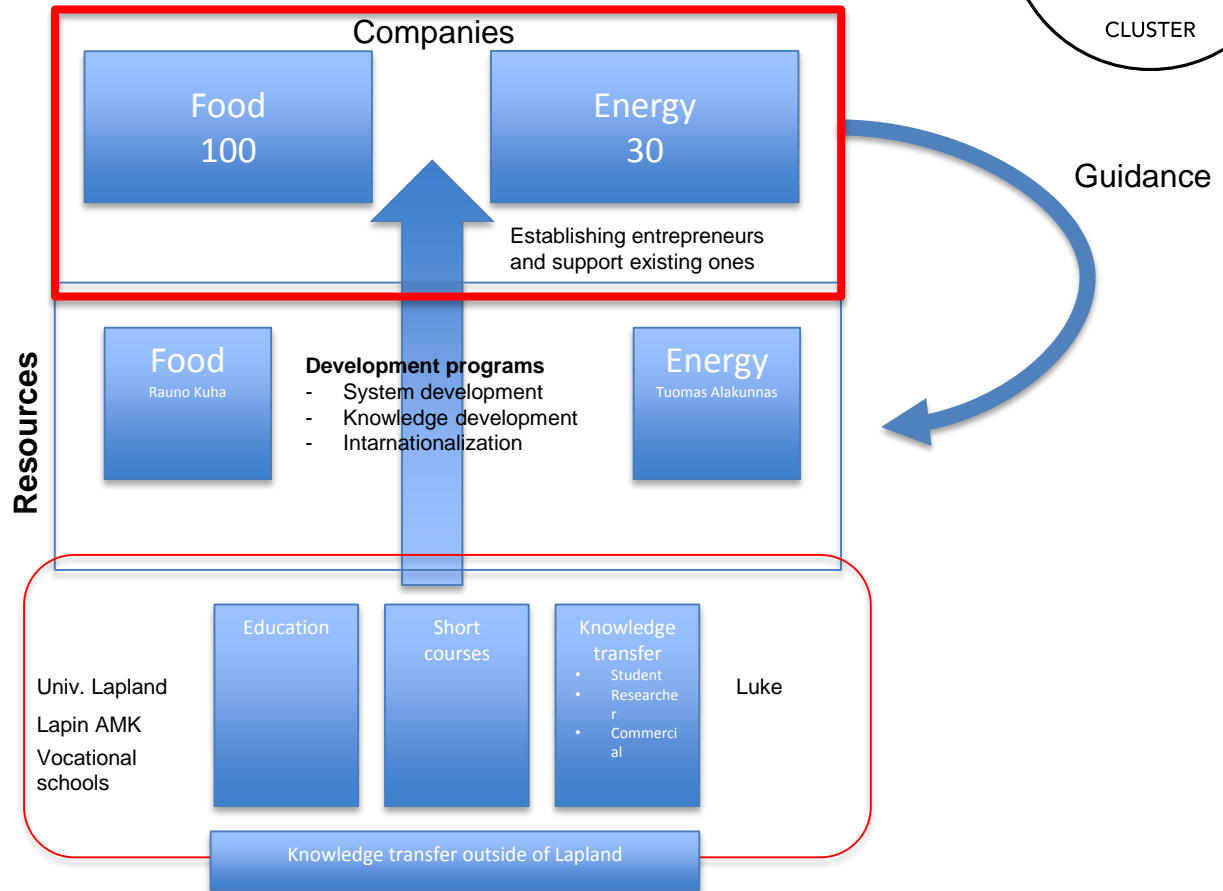
Structure of modern regional development cluster model

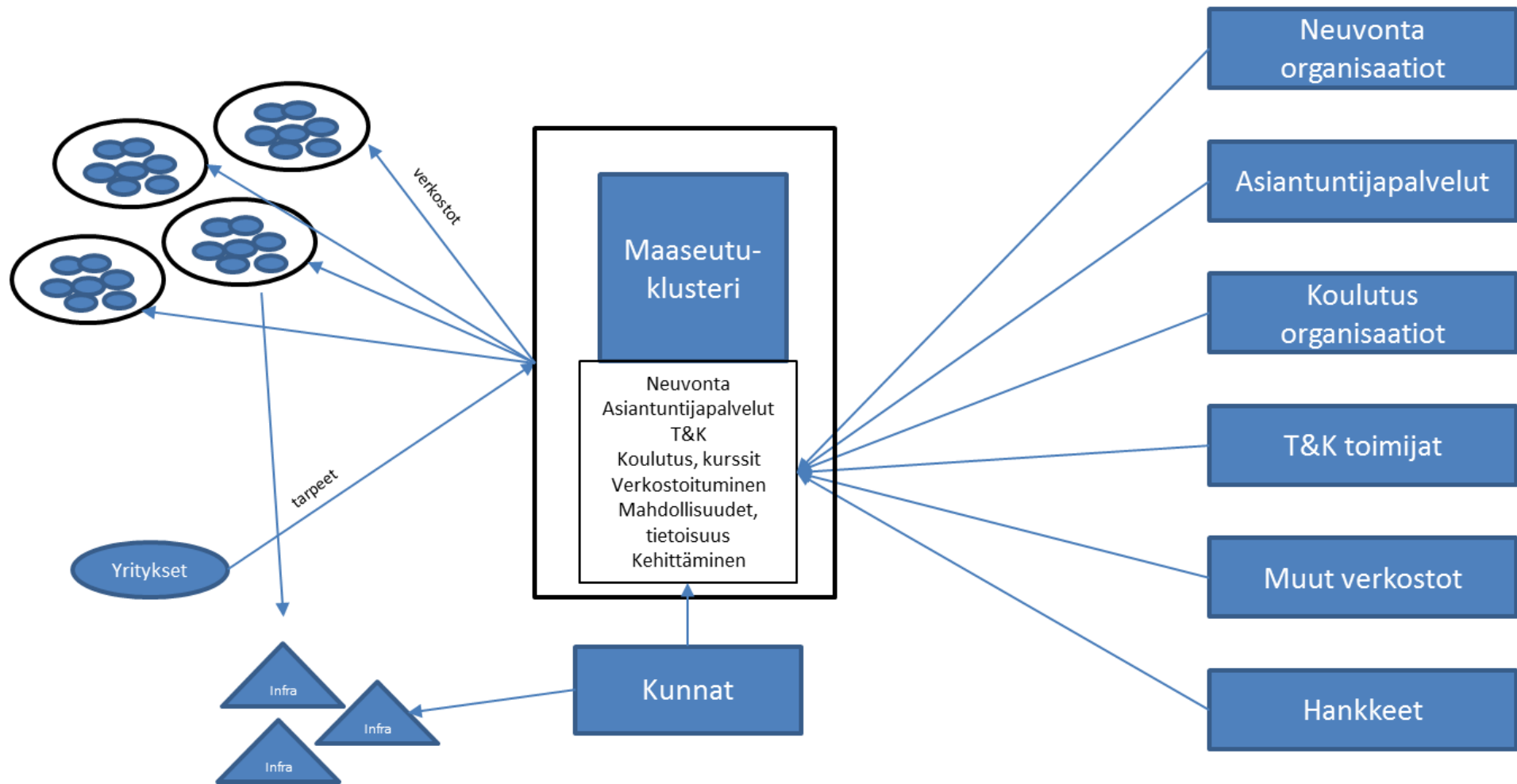


Business development
Johannes Vallivaara

Regional development
Tanja Häyrynen

Knowledge development
Anne-Mari Väisänen



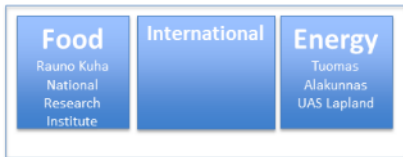


Lapland Food Club

- Are at the first stage the faces for internal doing
- Proud to belong to the club
- Sport club metaphor
 - Different kind of teams but same playing system
 - Couting from lower level to top

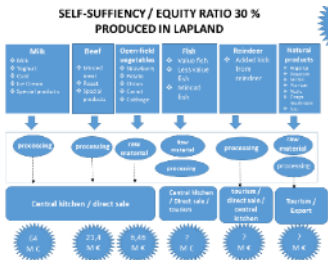


Supported by projects

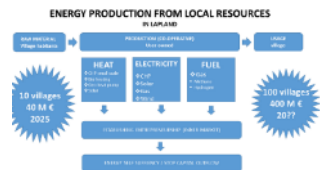


10.10.2017

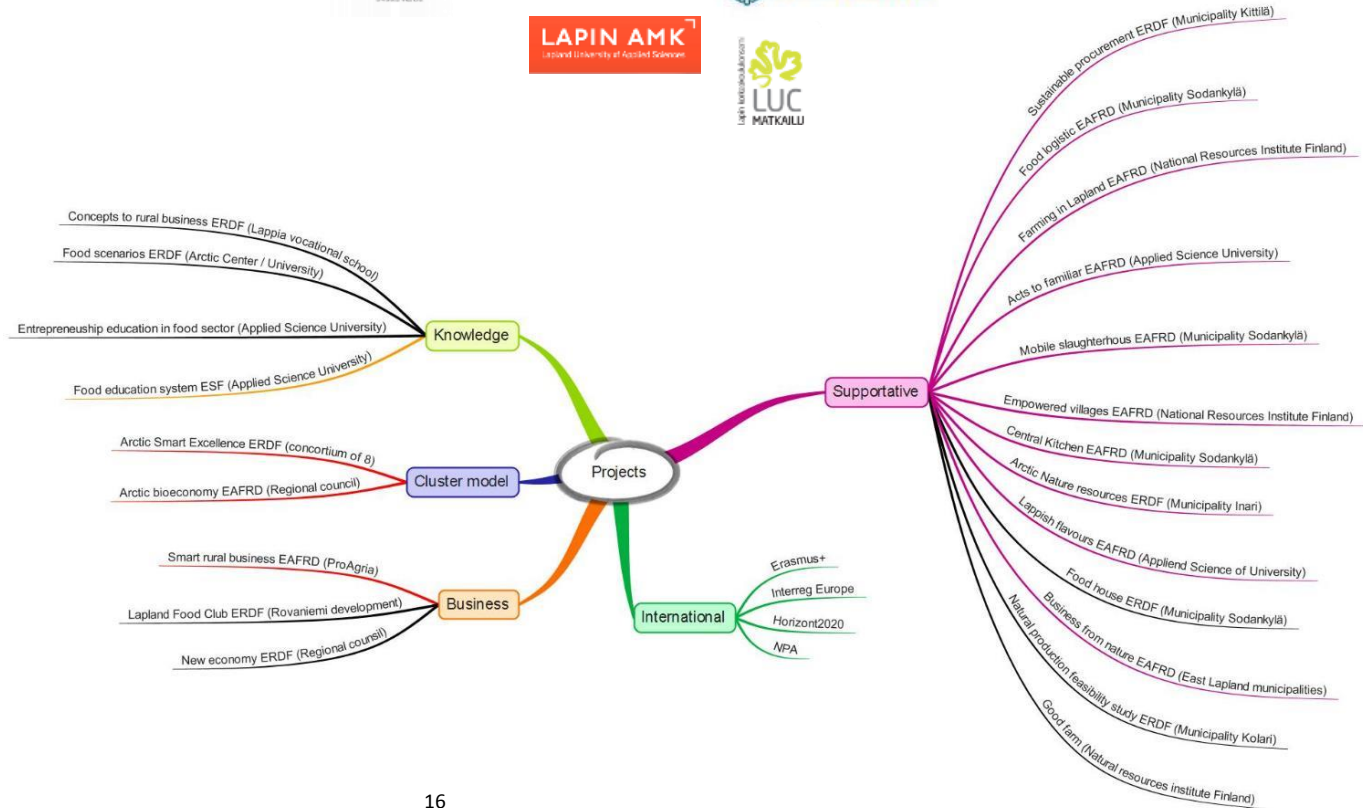
63 organisations



98 participants



45 participants

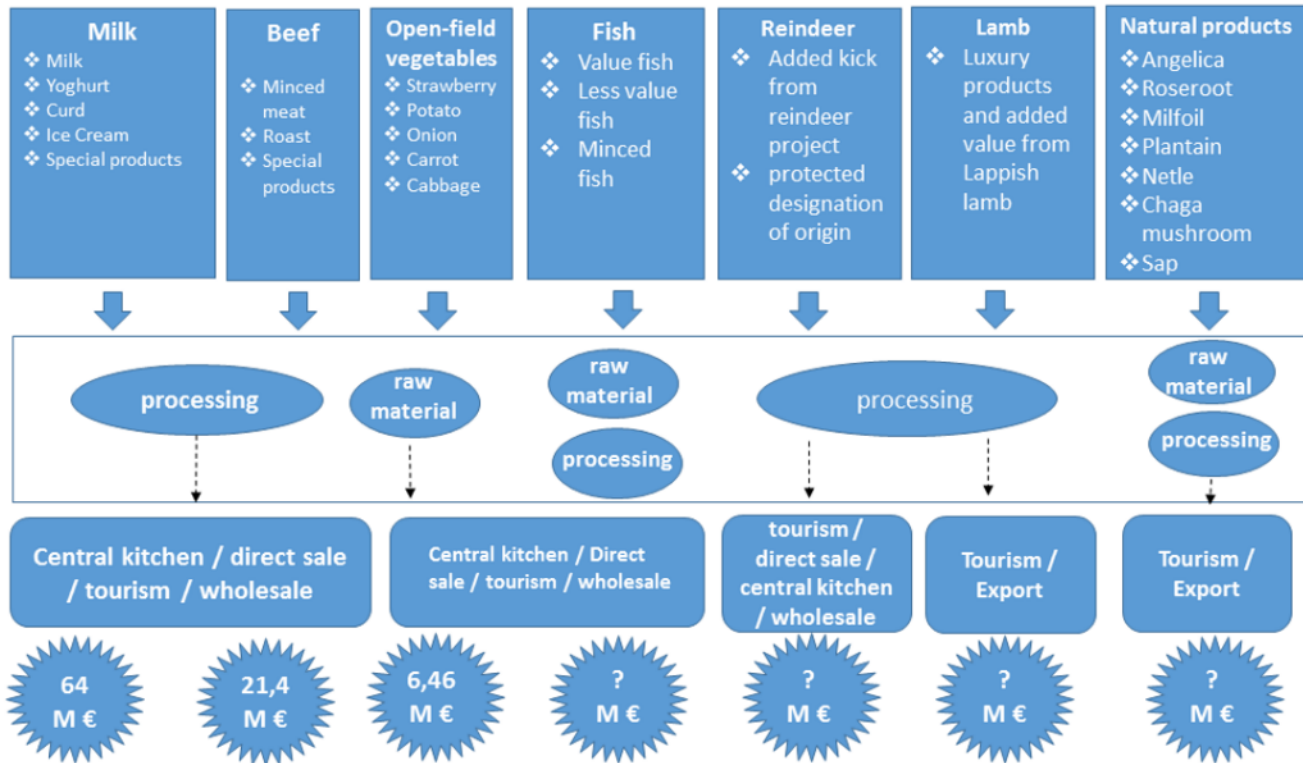


LAPLAND FOOD PROGRAM

SELF-SUFFICIENCY/EQUITY RATIO 30% PRODUCED IN LAPLAND

100
MILLION
2025

SELF-SUFFICIENCY / EQUITY RATIO 30 % PRODUCED IN LAPLAND

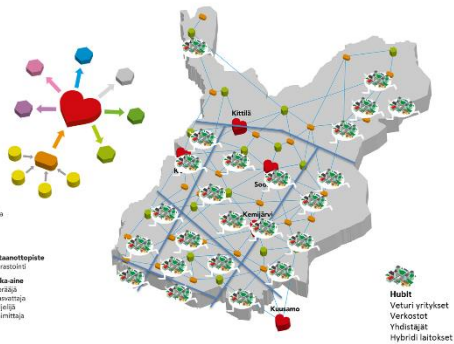


Concepts made with co-operation

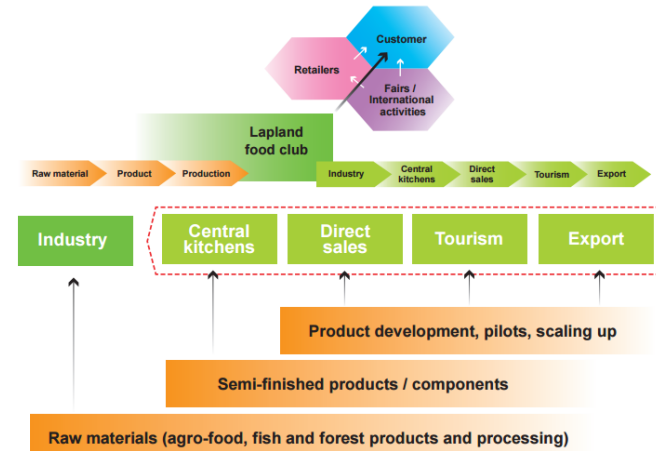
Foodhouse - concept

Elintarviketalo

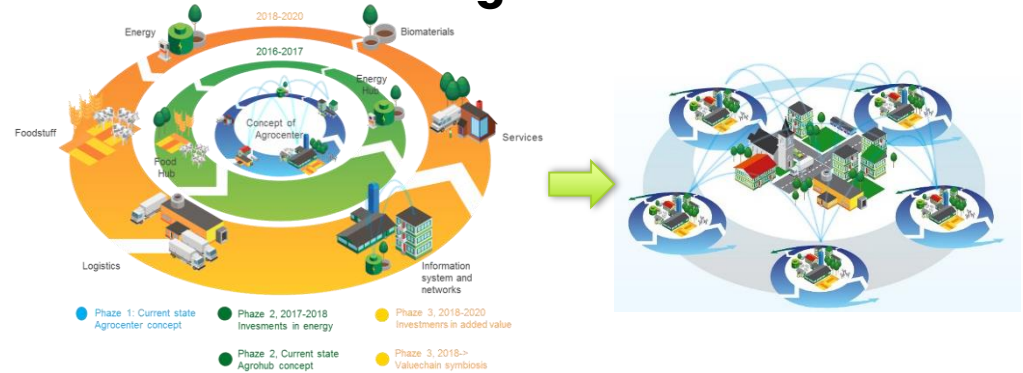
- Sähköinen verkko ja Internet-yhteys talojen välillä
- Verkoston jäsenet viestivät keskenään
- Hyvä logistinen suunnittelu takaa tuotteiden nopean toimituksen tilaajalle
- Elintarviketalo hajautettu Lapin alueelle raaka-ainesaatavuuden mukaisesti



Lapland Food Club



Agrohub



- Direct selling model
- About 6.000 customers, 8 REKO's
- About 80+ producers all over Lapland

- How to get local food to public kitchens
- Average in Lapland 5-8 %
- Sodankylä municipality up to 40%
- Kittilä municipality 5-215% in 2 years
- Goal 30% in each municipality

HOXI Seuraava jakopäivä perjantaina 13.10. klo 17:30-18:30! Huomaathan muuttuneen ajan. Kutsukaa kaikki tapahtuman sisälle niin saadaan paras jakotapahtuma tähän mennessä tehtyä 😊



10,00€/prk
 Hirvenlihasäilyke 400g (85% hirveä, laktoositon ja gluteeniton) HINTA: 8,00€/prk
 Lämminsavustettua kirjolohta (epätasapainoja 350g-500g) HINTA: 22,90€/kg
 Kylmäsavustettua kirjolohta (epätasapainoja 350g-500g) HINTA: 23,90€/kg
 Maksu käteisellä. Tarvittaessa kuitenkin voi noutaa kummasta tahansa Lohiapajan myymälöistä (Napapiiri tai Vikajärvi). Kiitos tilauksestasi!
 ~Mikko Riskilä
 Lohiapaja Oy

LOKA 7. REKO-jakelupäivä
 pe 17:30 · Rovaniemi, Lapland
 13 78 osallistuu · 40 epävarmaa

Mukava oli tapahtuma viimeksi, ja nytkin tullaan. Kala tarjolla. Siikaa pääasiassa, sillä siikasesonki aikaa oii Siika 9€/kg. (Kalan koko 200-500gr)
 Muu kala otetaan mukaan, niistä tarkemmin lähempä Yritetään saada tuo Rekorden käyttöön mellekin, mu tasta kommentteina. Maksu käteisellä.... Näytä lisää



Lohiapaja Oy
 Rekorder - Lohiapaja Oy - Rovaniemen lähiruokarengas REKO - 13.10.2017 17:30

APP.REKORDER.FI



10.10.2017

LAPLAND
 Above Ordinary

This was just a taste what we have done

- Everything is just starting point, we have worked less than 2 years
 - All started with small group whom had a vision
 - Inspiring people to work that we can achieve common goals and support them
 - Freedom to participate or not - we need to be tempting development model
 - We are now +100 entrepreneurs and over 100 developers has been involved
- > ESIF projects are only strategic tools which we are using to achieve these goals.

ARCTIC
SMART RURAL
COMMUNITY

CLUSTER

Consider it done!

ARCTIC
SMART RURAL
COMMUNITY

CLUSTER

Johannes Vallivaara

johannes.vallivaara@proagria.fi

+358 40 684 5741