

## 5<sup>th</sup> FIELD VISIT – SOUTH OSTROBOTHNIA Seinäjoki, 6<sup>th</sup>-7<sup>th</sup> June 2017

**Venue:** Seinäjoki University of Applied Sciences building F  
Kampusranta 11, 60320 Seinäjoki

<b>Monday 5th June 2017</b>	
<b>Optional Mallaskoski Brewery tour and dinner</b>	
20:00-	<p><b><a href="#">Mallaskoski Brewery</a> – Restaurant</b> Vesitorninkatu 1, 60100 Seinäjoki Close to the city centre; walking distance (1 km/15 min) from the hotels.</p> <p>Self-financed.</p>

<b>Tuesday, 6th June 2017</b>	
<b>Theme: Public Procurements</b>	
8:30-11:30	<p><b><i>Partners and Stakeholders</i></b> <i>Moderation: Pekka Maijala</i></p> <p><b>The Organic Sector in Finland &amp; South Ostrobothnia</b></p> <ul style="list-style-type: none"> <li>- South Ostrobothnia: Smart and Outstanding , Antti Saartenoja <a href="#">Regional Council of South Ostrobothnia</a> (10')</li> <li>- OAPs in regions – A Finnish perspective, Pirjo Siiskonen, <a href="#">The Finnish Organic Association</a> (20')</li> <li>- Government development programme for the organic product sector and objectives to 2020, Leena Seppä, Senior officer for rural affairs, <a href="#">Ministry of Agriculture and Forestry</a> (30')</li> <li>- General discussion on Organic policy issues</li> </ul> <p><b>Presentations of Good Practices</b></p> <ul style="list-style-type: none"> <li>- Highlighting professional kitchens: Steps to organics, Anu Arolaakso, Project manager, <a href="#">EkoCentria</a> (30')</li> <li>- Short supply chains: <a href="#">REKO-circle</a>, Thomas Snellman, Founder (20')</li> <li>- Organic food export &amp; trade, Erkki Pöytäniemi, <a href="#">Organic Food Finland</a> (30')</li> </ul>

	<ul style="list-style-type: none"> <li>- Enhancing competitiveness of organic milk –branding and the milky way - Case: <a href="#">JYMY organic ice cream</a>: Erkki Mikola, Suomisen Maito Oy (30')</li> </ul>
11:30-12:00	<b>Coffee</b>
12:00-13:00	<p><b>Parallel Workshops (60')</b></p> <p>Focus will be on defining generic objectives and action points using the template that could be used/adapted for individual action plans. The outcomes will be discussed on Day 2.</p> <ul style="list-style-type: none"> <li>- Parallel Workshop 1: <i>Production and processing</i>: Lina Al Bitar, CIHEAM Bari</li> <li>- Parallel Workshop 2: <i>Commercialization and marketing</i>: Ludovico Monforte, Unioncamere Lombardia</li> <li>- Parallel Workshop 3: <i>Training and advice</i>: Robert Obrist, FiBL</li> <li>- Parallel Workshop 4: <i>Organic value chain efficiency and governance</i>: Jérôme Cinel, INTERBIO Nouvelle-Aquitaine</li> </ul>
13:00-14:00	<p><b>Lunch</b> (At canteen Prikka)</p>
14:00	<p><b>Visiting competitive SME's – Selected Success Stories</b> Bus transportation</p> <p><a href="#">SunSpelt</a>: Nordic flavors from Finland: Kari Kaipainen CEO (30')</p> <ol style="list-style-type: none"> <li>1.) <a href="#">The Hospital District of South Ostrobothnia</a>, Catering services, Seinäjoki</li> <li>2.) <a href="#">Riverhill's Highland</a> organic Highland cattle farm, Kauhajoki</li> <li>3.) <a href="#">Merinomi Mill</a>, Kauhajoki</li> </ol>
19:00 / 20:00-	<p><b>Dinner with Project partners and stakeholders</b> <a href="http://www.lakeudenluontopalvelut.fi/jussinjokisaunat">http://www.lakeudenluontopalvelut.fi/jussinjokisaunat</a></p> <p>Sauna and swimming in Kyrönjoki river</p>

## Wednesday, 7th June 2017

### Exchange and discussion on action plan development

9:00-9:45	<p><b>Plenary Session – Results for Parallel Workshops conclusions (45')</b> <i>Moderation: Nic Lampkin and Stephen Meredith</i></p> <p>(Each Workshop will have 5-7' to present and discuss the conclusions consecutively)</p> <p>Discussion</p>	
9:45-11:30	<p><b>Presentation of OAP drafts (90')</b></p> <ul style="list-style-type: none"> <li>- Presentations of OAP Drafts <ul style="list-style-type: none"> <li>o South Ostrobothnia ('10)</li> <li>o Nouvelle-Aquitaine ('10)</li> </ul> </li> </ul> <p>Questions and Answers ('10)</p> <p>Discussion</p>	
11:30-12:00	<b>Coffee</b>	<p><b>Food Business Summit Innovation Tour: Process technology: Meet Lumikko, JPT- Industria and Kometos (see: <a href="http://agrobiotalous.fi/agrobiotalouden-pilaako-food-business-summit-english/">http://agrobiotalous.fi/agrobiotalouden-pilaako-food-business-summit-english/</a>) (Optional; For stakeholders; 12:00-17:00)</b></p>
12:00-13:00	<p><b>OAP Elaboration</b></p> <ul style="list-style-type: none"> <li>- Discussion and exchange on partner progress and next steps</li> </ul>	
13:00-14:00	<p><b>Lunch</b> (At canteen Prikka)</p>	
14:00-15:00	<p><b>Consortium meeting</b> <i>Moderation: Alberto Enrique Martín</i></p> <ul style="list-style-type: none"> <li>- Action plan template</li> <li>- First draft of the method guide</li> <li>- Collection of best practices</li> <li>- SME ORGANICS Events</li> </ul>	
15:30-16:00	<b>Coffee</b>	
16:00-17:00	<p><b>Consortium meeting (cont.)</b></p> <ul style="list-style-type: none"> <li>- Management, financial issues</li> <li>- Communication, next steps</li> </ul>	