

A report presenting best practise
"Regional cooperation and market structure"
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A Taste of West Sweden

- an example of a concept to make visible and develop the regional food culture

A Taste of West Sweden is a guide to the best and most genuine food experience in West Sweden. The concept is run by The Tourist Board of West Sweden and the regional food agency Locally Produced in West Sweden. The concept highlights the geographic destination Västra Götaland through food culture, cooperation and community. The concept makes it easier to find restaurants, cafés, farms and producers that focus on the region's food from the ocean, lakes, fields and forest. It also makes it easier for restaurants and producers to find each other for business.

What is "A Taste of West Sweden"?

A Taste of West Sweden is a network which highlights West Sweden as a food region and operates to improve the visibility of local food and local food experience. It should be easy for the visitor and consumer to find the places which focus on the region's food and produce. Taste of West Sweden works as a guide to the best and most genuine food experience in West Sweden.

The network is owned and run by the The Tourist Board of West Sweden and Locally Produced in West Sweden. Together they work with the product and quality development within the meal, both from tourist revenue and the producer's perspective.

If connected to A Taste of West Sweden, the company is expected to use the region's produce and follow the region's seasons. Connected companies are expected to be involved in the network. A Taste of West Sweden is to communicate via their own channels in such a way to increase popularity about the network. This can be done in different ways, e.g. putting up a sign "A Taste of West Sweden", a logotype on the website, liking and commenting favourably on social media, labelling their products etc.

There are procedures to be followed for farm shops, producers and restaurants to be able to connect to the concept. As a restaurant you need to complete a five-day development programme.



Next steps

Strengthening cooperation between producers and restaurants creates a stronger brand but also a clearer West Swedish food identity that can be used to increase interest in local food and meet new customers. Furthermore, increasing cooperation contributes to a greater understanding of each other in different parts of the food industry as well as a greater business spirit among the producers and greater professionalism.

In the context of the REFRAME project, Taste of West Sweden will be revised and developed with the focus of continuing to highlight the local food and unique West Swedish tradition, but with more focus on collaboration and cooperation between the affiliated producers and restaurants. We arrange joint meetings, information activities and education about current topics as the vegetarian trend and afterwards work together with cooking or producing products based on raw materials from the producers focusing on what would be suitable for restaurants.

Do you want to learn more?

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