

Successful European Conference on Development of Food in Rural Areas

Many initiatives have been launched with the purpose of adopting a regional food frame

At the conference, which took place 2-4 May 2018 in Denmark, the representatives from 6 European countries presented on how they are taking steps towards adopting a regional food frame in each of their regions. The basis for the conference is the development project called REFRAME, which is supported by the North Sea Interregional program. The purpose of the REFRAME project is to take steps towards creating better conditions for food related SMEs in rural areas by developing and or re-establishing local infrastructures of food production, food processing, food consumption and profiling of rural communities.

The conference consisted of many interesting and inspirational presentations from project partners and external presenters. The first day of the conference took place at Sejerø, a small island with approximately 350 inhabitants. The purpose of the tour to Sejerø was to get acquainted with the challenges of small, innovative food producers in Denmark, which included a visit to a producer of free-range geese and duck. Like so many other food-SME's this company needed to establish its own "infrastructure" including a slaughter house and other processing and distribution facilities.

The following two days of the conference took place at the beautiful Sørup Manor in Ringsted, Denmark. Here the participants had a chance to present best practices from their regions. Among the many interesting cases that were presented was the Danish initiative "FOODMATRIX", which is a digital marketing platform as well as a distribution solution for small and medium sized local producers and products in Denmark. The platform is a unique solution that allows distribution within 24 hours of food from a producer in any part of Denmark to consumers in every part of Denmark.

In the Netherlands a different approach is taken. The initiative called Dutch Cuisine, works towards making catering and restaurants more healthy and sustainable. This entails working with change on five aspects, namely, culture, health (80% vegetal), nature (no additives, no waste), quality (organic) and value (Dutch and future proof). To achieve this, activities such as show cooking, culinary routes and lectures are arranged.

A presentation, which gave food for thought, was about crowd funding. Nicolai Jæpelt from Coop, Denmark explained how their crowd-funding model has created new opportunities of business development in the food landscape. This seemed to be an interesting model that potentially could be adopted in other countries.

For further information please contact

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