

## Growth through cooperation and local thinking

This is the recipe for how small and medium-sized food-related companies in rural areas create growth

From 2nd to 4th of May a European conference on development of food and rural areas will be held by the Municipality of Groningen in cooperation with the Danish food network 'Taste of Denmark'. It takes place at Sorup Manor ([www.sorup.dk](http://www.sorup.dk)) in Denmark. The conference will include participants from 6 European countries, which are part of the REFRAME development project, supported by the North Sea Interregional development program

The purpose of the REFRAME project is to take steps towards creating better conditions for food related businesses in rural areas by promoting a local approach. These steps entail combining innovation in food production with the development of rural areas by re-establishing local infrastructures and co-operation for food production, marketing and consumption.

Furthermore, the aim is to heighten the awareness about regional food supply and demand as well as nudging local governments and large-scale consumers to procure food regionally.

At the conference the Danish approach will be presented, which has been given the sub-title 'Islands in Denmark' because smaller island communities serve as 'living laboratories' in the project. On the smaller islands there are more innovative food producers per capita than in other communities in Denmark, islands generally have a very strong identity and they represent well-defined geographical entities. This means that the effect on the community of an intervention is easily monitored. Participants at the conference are visiting the island of Sejerø ([www.sejero.dk](http://www.sejero.dk)) and a free-range poultry production to learn about the challenges of innovative food SME's in Denmark.

'Taste of Denmark' is presenting the results of the REFRAME project on smaller island communities as well as the combined digital marketing platform and distribution solution, 'FOODMATRIX' ([www.smagdanmark.com](http://www.smagdanmark.com)) invented by 'Taste of Denmark'. This unique solution allows presentation of small and medium sized local producers and products to consumers and allows distribution within 24 hours of food from a producer in any part of Denmark to consumers in every part of Denmark.

For further information, please contact  
Laurids Siig Christensen, Taste of Denmark  
Phone: 40155301, e-mail: [siig@horsekaer.dk](mailto:siig@horsekaer.dk)