

Press release

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This is why you should buy local foods!

It is good for the environment, local foods often taste better, you support the economy in your local community – these are just a few reasons why you should choose local foods instead of foods that have been imported from afar.

The sustainable choice

There are many things that we as consumers can do to make more sustainable choices when it comes to food - one of which is to buy local foods. Unlike imported food products local foods do not have to travel over long distances before reaching your local supermarket and therefore they leave a much smaller carbon footprint than imported foods.

The delicious choice

Another advantage of buying local foods is that you get fresh products full of flavour. Locally produced foods do not have to spend several days in a transport container before being available in the supermarket and do not have to be harvested prematurely for shipping purposes. In addition, local foods can often skip several steps in the supply chain, which means that the foods not only are fresher and tastier but also have a higher quality. Adding to the point of sustainability, when food is fresh it lasts longer and thereby results in less waste of food.

Supporting your local community

By buying locally produced foods you are safeguarding local jobs and maybe even generating jobs and thereby contributing to a positive economic development in your community. Furthermore, by supporting local small and medium sized food companies, you are allowing other small or medium sized food companies to flourish and thereby contributing to a greater diversity in the assortment in the supermarkets.

REFRAME – a project with a mission to get more people to buy local foods

A part of making it easier for you as a consumer to buy local foods is making more local foods available in the supermarkets. The project named REFRAME, which is supported by the North Sea Region interregional development programme, has set out to influence both large-scale consumers such as supermarkets as well as local governments and institutional kitchens to buy food regionally. This is work in progress, but the project has already succeeded in influencing several large-scale supermarkets to include more products from regional SMEs in their product assortment. The project has also succeeded in influencing public players such as a municipality, which has resulted in an adjusted procurement strategy that makes it possible for more local food related SMEs to participate.

Sharing knowledge and experience

To ensure that others can benefit from the experiences and knowledge collected in the project, an [Online Resource Centre](#) has been established where the project partners have gathered all their best practices. Here you can read for instance about how the REFRAME project has supported some Swedish stores in

finding suitable local producers and how public procurement can be written in order to include more local food related SMEs.

For further information please contact

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<http://www.northsearegion.eu/reframe/>

Facts about **REFRAME**:

- REFRAME is co-funded by the North Sea Region Programme 2014 - 2020.
- The project has a total budget of 5.190.008 €
- Partners from 5 European countries; Denmark, Sweden, Germany, The Netherlands, Belgium.



Photo: REFRAME: Influencing large-scale consumers such as supermarkets as well as local governments and institutional kitchens to buy food regionally.