



# Responsible, successful and resilient food sector in South Savo

**Competence**

**Food communication and education**

**Added value from nature and local products**

**Resilience and responsibility**

**New operating models**

## Development programme for the food sector in South Savo for 2021–2027

The vision of the development programme for the food sector in South Savo is “responsible, successful and resilient food sector in South Savo”. The development programme’s measures have been divided into five themes: competence; food communication and education; added value from nature and local products; resilience and responsibility; and new operating models. The programme has been prepared to give a shared development direction to all food operators in South Savo.

## Competence

Responding to future challenges calls for competence. Food education and its development, combined with the strengthened competence of operators, lay the foundation for the sector's growth, development and innovativeness. The significance of digitalisation and technology will increase further in the food sector. Competence in the food sector in South Savo will be advanced through active and internationally networked research and development.

### GOALS

- Responding to the diverse need for competence in the food sector
- Improving the availability of a competent workforce
- Increasing the adoption of innovation and new methods
- Strengthening business, planning and management skills
- Increasing the use of digitalisation and data
- Sharing up-to-date information about the sector's legislation

### DEVELOPMENT AREAS

#### A. Education and RDI activities:

- ▶ Improving workforce availability and developing education in the sector in cooperation between companies and educational institutes
- ▶ Advancing cooperation between companies and the shared workforce use
- ▶ Strengthening RDI activities and disseminating information

#### B. Deployment and development of solutions that use data and technology

- ▶ Using collected and new data in decision making
- ▶ Using technology in marketing and the provision of various services
- ▶ Improving the transparency and traceability of production and products

#### C. Monitoring legislation

- ▶ Disseminating information to companies about the food sector's legislation and having an impact on legislation

## Food communication and education

South Savo is home to diverse food production, and high-quality products are made in the region. The food sector is also a significant employer. Multichannel communication that uses new tools and opportunities helps increase the awareness of children and other consumers of food production and culture in South Savo. It is particularly important to communicate information about the food sector and the jobs it offers young people.

### Goals

- Increasing consumers' understanding of a sustainable food system
- Identifying different consumer profiles
- Understanding the impact of the food sector on the regional economy
- Increasing the sector's attractiveness through food education

### DEVELOPMENT AREAS

- ▶ Advancing the local food range and the image of businesses
- ▶ Strengthening the use of local products and highlighting them in food services
- ▶ Advancing the food citizenship (Farm to Fork) and food education
- ▶ Increasing knowledge of consumer behaviour



## Added value from nature and local products

Nature in South Savo, rich in forests and waterbodies, offers excellent opportunities to obtain raw materials for food products and define the content of food tourism. Nearly all forests in Finland could be certified as organic wild collection areas without needing to change current forest management practices. The numerous waterbodies in South Savo offer excellent opportunities to promote sustainable fisheries and develop high added value products. Travel enables the indirect export of food products through souvenirs.

### GOALS

- Identifying the region's tangible and intangible added value factors
- Increasing the organic wild collection area and the significance of collected products
- Increasing sustainable and profitable fishing in inland waters and fish processing
- Using side streams
- Strengthening the attractiveness of the food culture
- Making South Savo a pioneer in food tourism

### DEVELOPMENT AREAS

#### A. Added value from local products

- ▶ Development and further processing of organic and regular collection products
- ▶ Increasing the use of local fish in food services and food products
- ▶ Processing side streams of local raw materials into valuable products
- ▶ Collection product training and organic certification of forests
- ▶ Advancing the introduction of quality systems

#### B. Development of food tourism

- ▶ Developing sustainable spearheads in food tourism and souvenirs based on local raw materials
- ▶ Productising services and advancing cooperation networks in marketing, for example

## Resilience and responsibility

Diverse primary production in South Savo, its food processing dominated by small enterprises, and the expertise already existing in the region lay a solid foundation for increasing resilience and responsibility in the food chain. The responsible development of water-intensive farming is enabled not only by the clean soil, but also by clean and abundant water resources. Future food systems will use available resources sustainably, both in production and consumption. The security of supply and its maintenance are an important part of adaptation to climate change.

### GOALS

- Increasing the resilience, responsibility and self-sufficiency of the food chain (production inputs, energy and protein production)
- Increasing the proportion of domestic and local products in food procurement for food services
- Fulfilling nutritional recommendations and low-carbon goals in procurement for public food services
- Making water responsibility part of companies' overall responsibility

### DEVELOPMENT AREAS

- ▶ Advancing cooperation between companies, following the model of agroecological symbioses, for example
  - ▶ Improving the use and recycling of biomass
  - ▶ Increasing self-sufficiency in proteins
  - ▶ Improving responsibility and sustainability in food services
  - ▶ Improving productisation and procurement expertise to increase the proportion of local products in food services
  - ▶ Increasing water responsibility through water commitments, for example
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## New operating models

Domestic food production is significant not only for the security of supply, but also for employment and the regional economy. The current operating environment is challenged by the profitability and valuation of agricultural production, the sustainability of food production and consumption, and the structure of trade. Different new food production models and solutions will be a key part of future food systems. New operating models and networks can also be built through remote workers and free-time residents, who diversify the population structure of South Savo.

### GOALS

- Building new operating models for food sector businesses through research data
- New cooperation models
- Engaging multi-locational residents in cooperation networks and as vitality factors
- Predicting the future of the operating environment

### DEVELOPMENT AREAS

#### A. New operating models

- ▶ Advancing networks between different operators in the production chain through participatory operating models, e.g. agricultural partnerships
- ▶ Shared customer-driven service packages and market channels
- ▶ Supporting the competence forum of food sector operators and cluster-based activities

#### B. Using the competence of multi-locational operators and residents

- ▶ Building business networks and sharing knowledge and competence
- ▶ Committing and engaging operators and residents



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The development programme for the food sector in South Savo has been prepared in the Renewable and Growing Food Sector of South Savo (URAKKA) project. The programme was published on 26 February 2021. A monitoring system has been built to monitor its progress on the website of Ekoneum ([ekoneum.com](http://ekoneum.com)), a development association for the food sector in South Savo.

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