

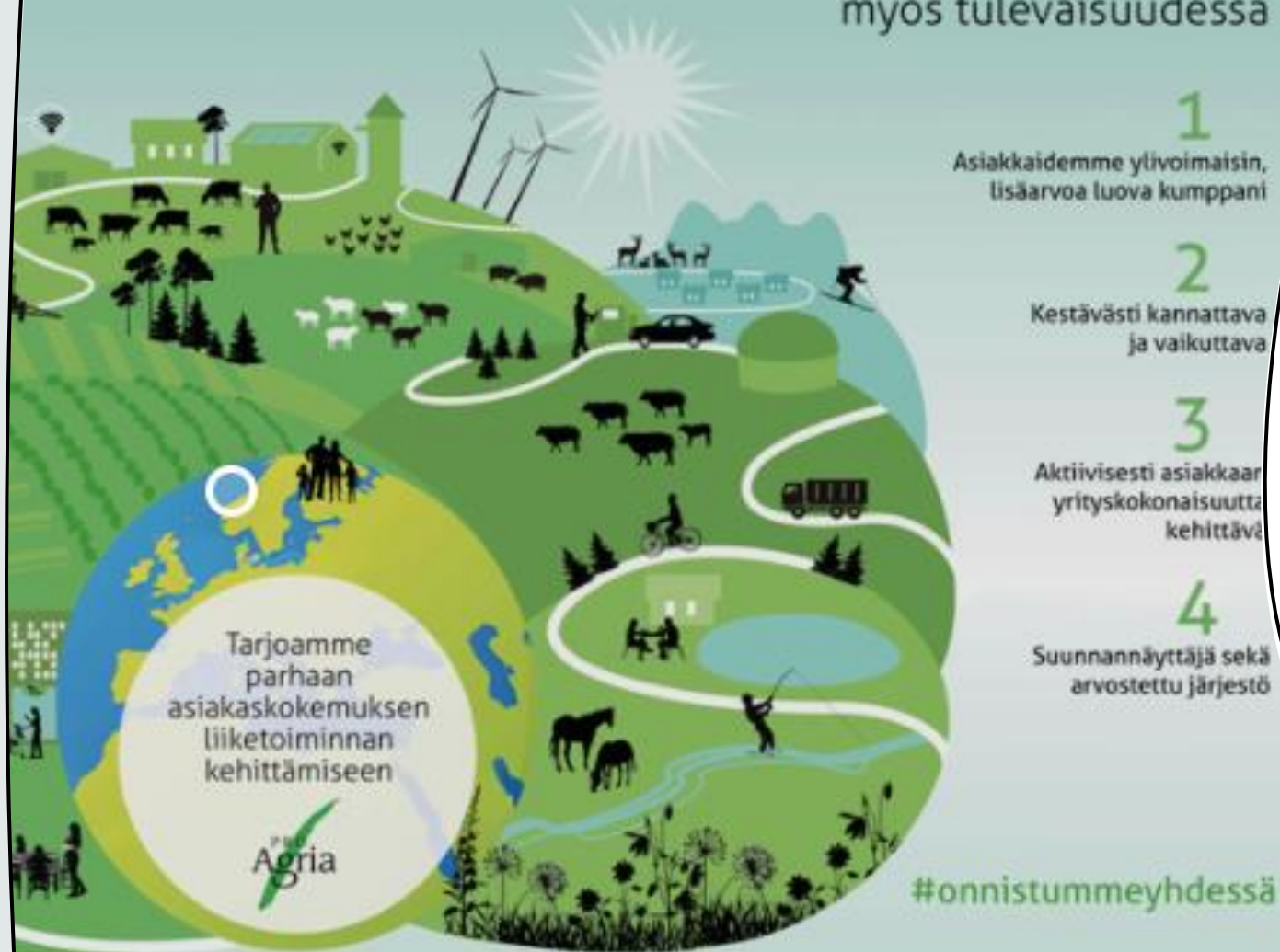
Finnish Arctic Foods Innovation Cluster

Steps for doing together

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ProAgria Lapland



Mahdollistamme maailman puhtaimman ja
elinvoimaisimman maaseudun
myös tulevaisuudessa



1
Asiakkaidemme ylivoimaisin,
lisäarvoa luova kumppani

2
Kestävästi kannattava
ja vaikuttava

3
Aktiivisesti asiakkaan
yrityskokonaisuutta
kehittävä

4
Suunnannäyttävä sekä
arvostettu järjestö

#onnistummeyhdessä

PROAGRIA

A national network of individual
associations

Owned by our customers – farms, firms,
and other associations – located in rural
areas

The aim is to keep sparsely populated
areas alive

Providing advising services for finance,
management, and production



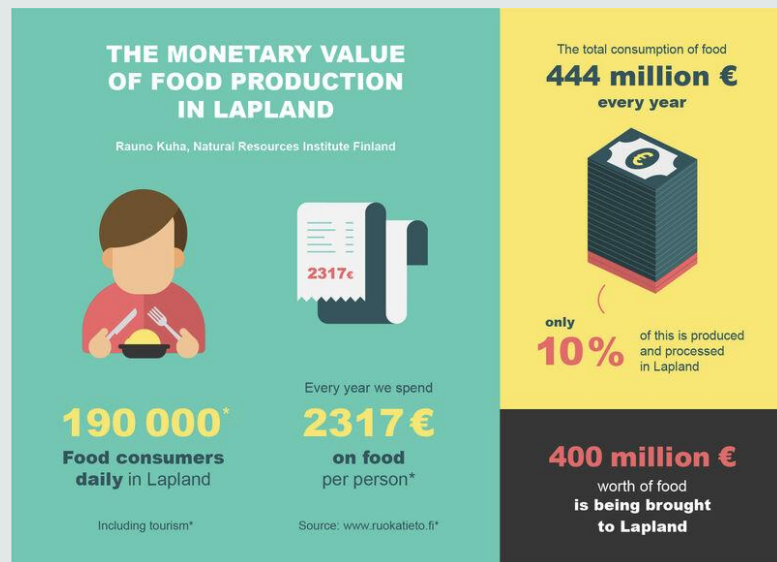
WHAT IS HAPPENING IN RURAL?

Capital is flowing out from rural

- Force to migration

Base for the businesses in rural is nature

Question is how to transfer our nature raw materials for added value to local economies and stop capital outflow



ADDING VALUE BY PROCESSING



Berries 1 euro / kg



Packed freezed berries
8 euro / kg

Extract concentrate
50 euro / kg



Nurturance cream
500 euro / kg



Antti Kuivalainen, Forest of Lapland

TODAY

1. Bilberry



It is estimated that about 10 percent of the blueberry crop is harvested each year. Bilberries are exported to China and elsewhere, where they are used in the manufacturing of health products.

2. Milk



In Lapland, 2.5 times more milk is produced than is consumed. Processing is done only at a few farm dairies.

3. Angelica



Wild angelica is harvested to some extent. It is used in jams, sweets, health products and other products.

4. Freshwater fish



1.8 million Finns go fishing as a hobby. 75%

5. Wood



Less than half of the yearly growth of forests is

6. Mushroom



Small quantities of mushrooms that have

TOMORROW

1. Bilberry



Bilberries from Lapland are valued and harvested more than before. Bilberries are processed into a variety of natural products, most of which are exported.

2. Milk



Only a fifth of the milk produced in Lapland is processed outside the region. Lapin Maito Oy is a new and growing dairy company.

3. Angelica



Angelica is grown on fallow fields. Processed special products have gained strong international recognition. The plant is protected under EU name protection similarly to the "Lapin puikula" potatoes from Lapland and reindeer meat.

4. Freshwater fish



The most enthusiastic recreational fishers

5. Wood



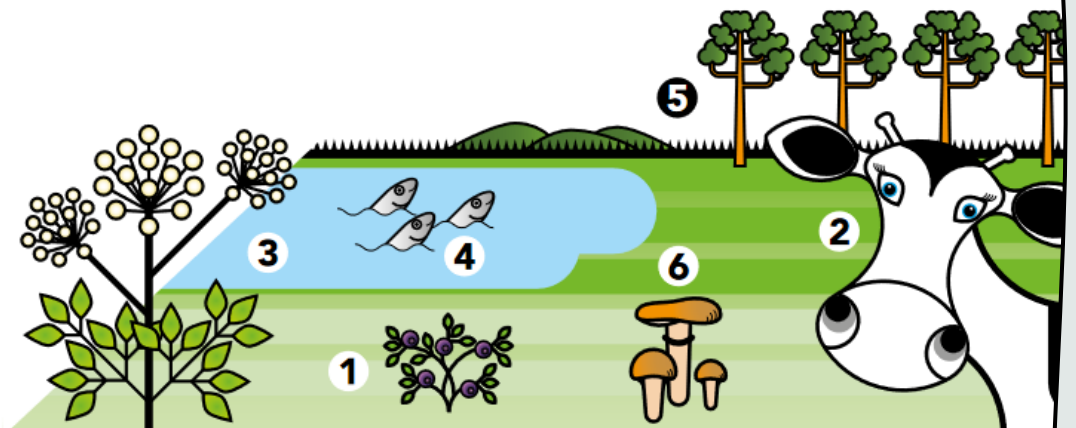
Refining of the wood creates competitive and

6. Mushroom



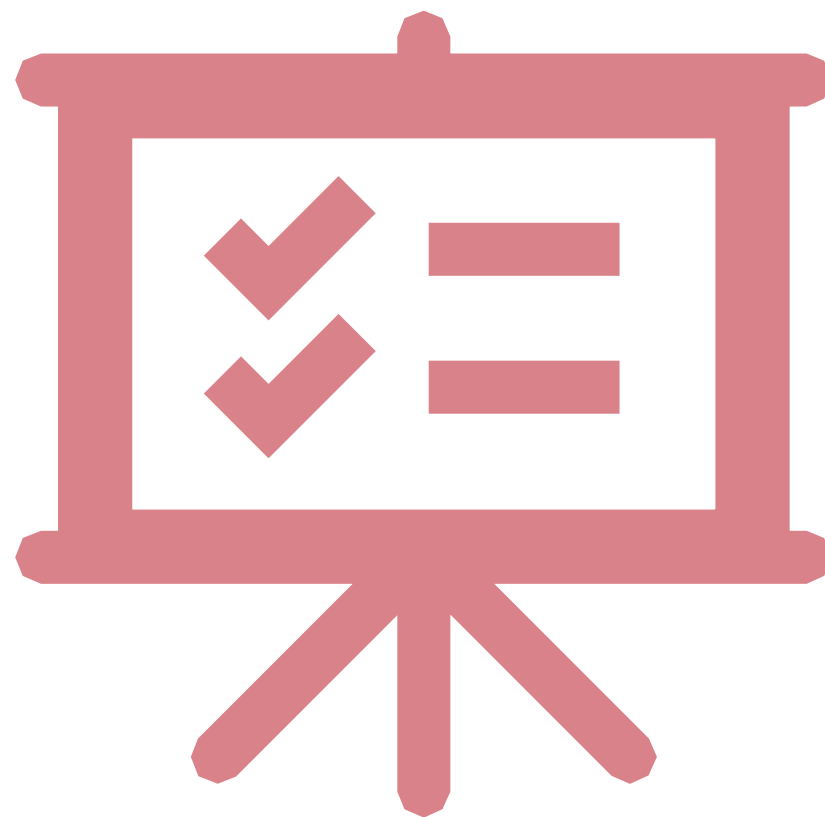
Mushrooms from Lapland have become a bit

Examples of rural Lapland's potential



THIS IS RURAL LAPLAND

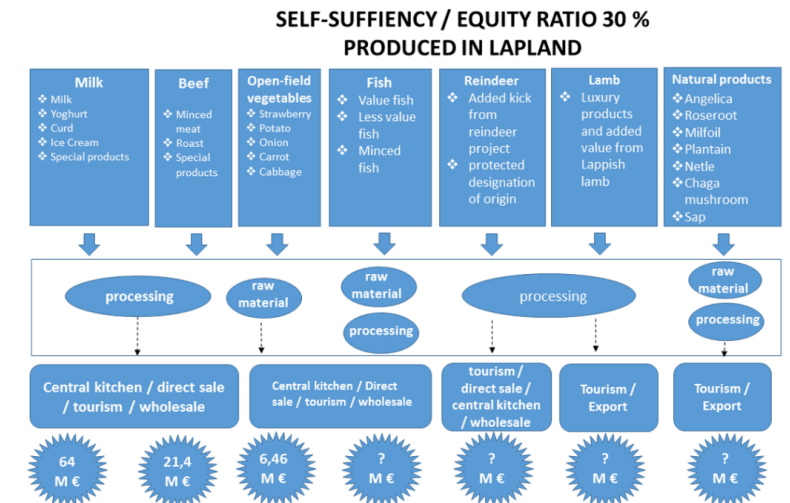
SO EASY, BUT HOW?

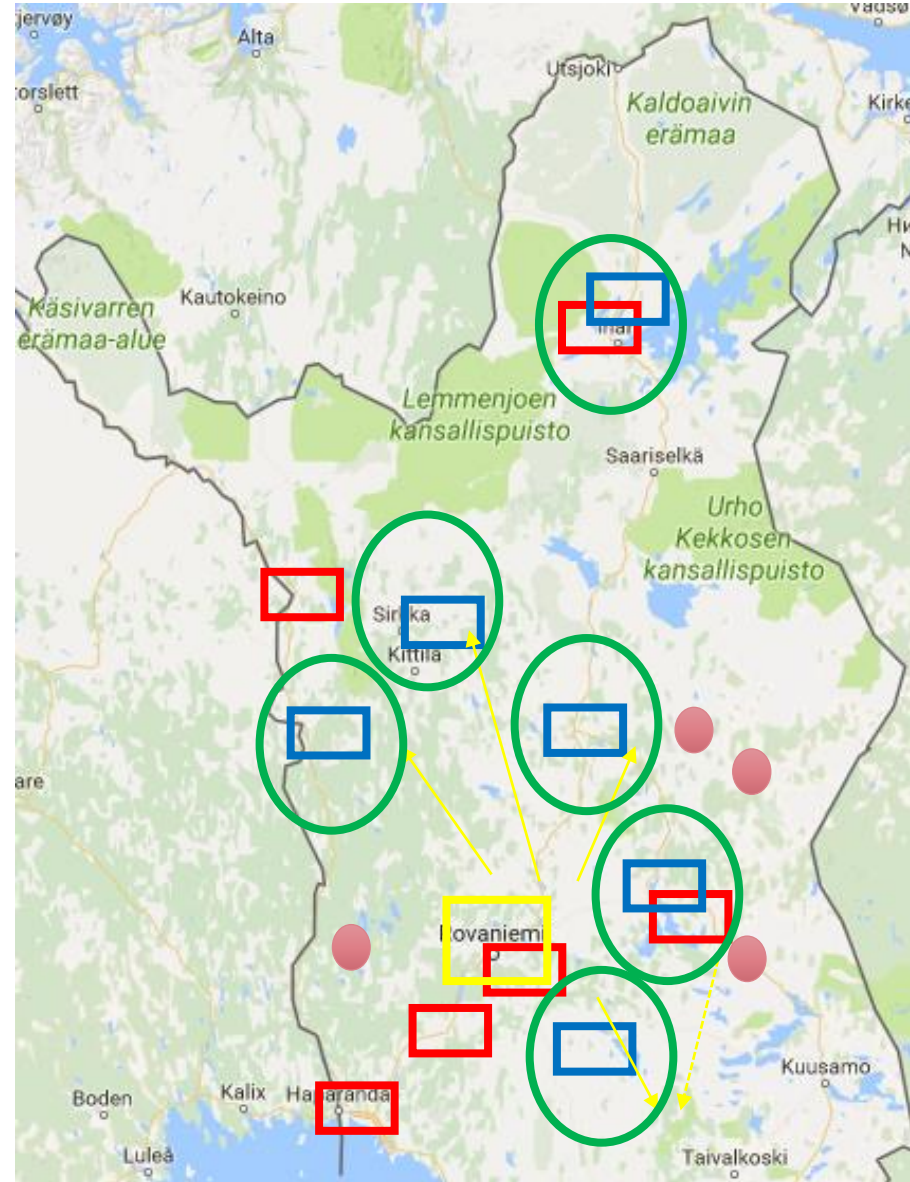


WHAT HAVE WE DONE, AND WHAT STILL NEED TO DO

Regional food program - actions for development
project to reach 100M€ new turnover for food sector

Defined raw materials, development actions we need
to be done and potential selling chanel





THE KEY IS DOING

TOGETHER

Education



Entrepreneurial skills

Entrepreneurship



Production facilities
- Shared or own

Commercializations



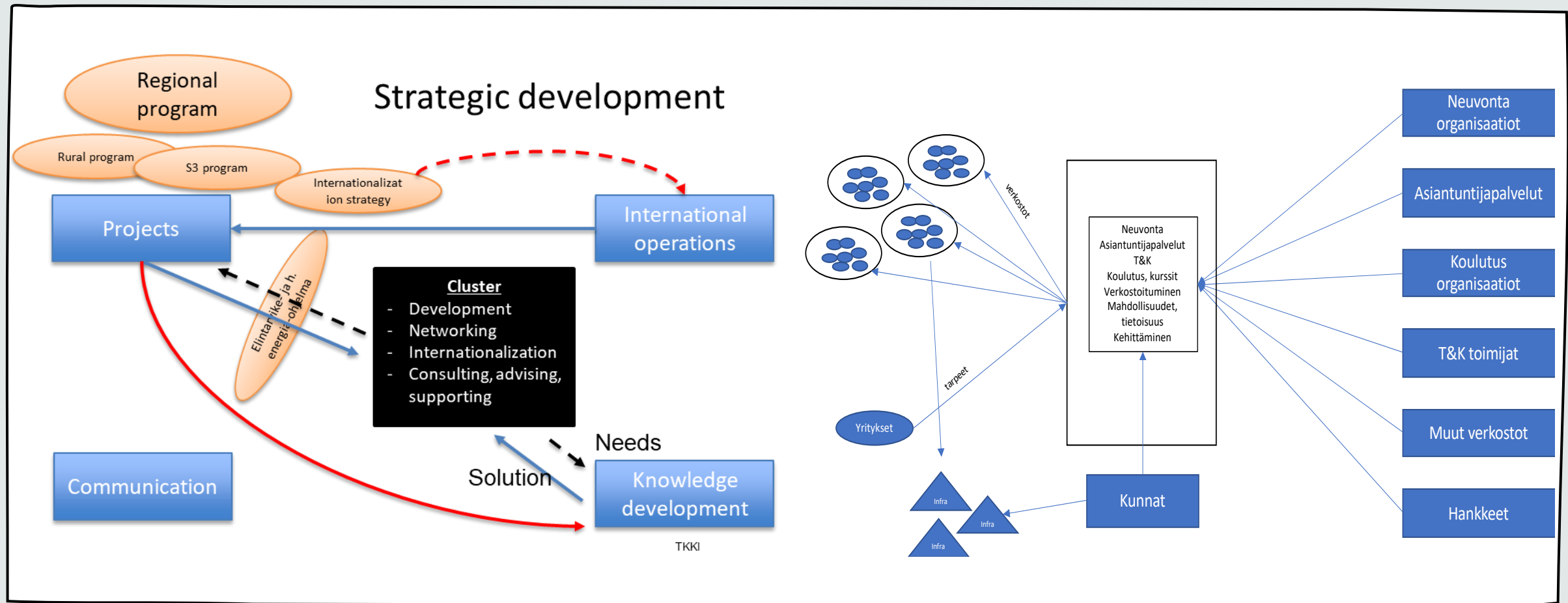
Tools and support

Support



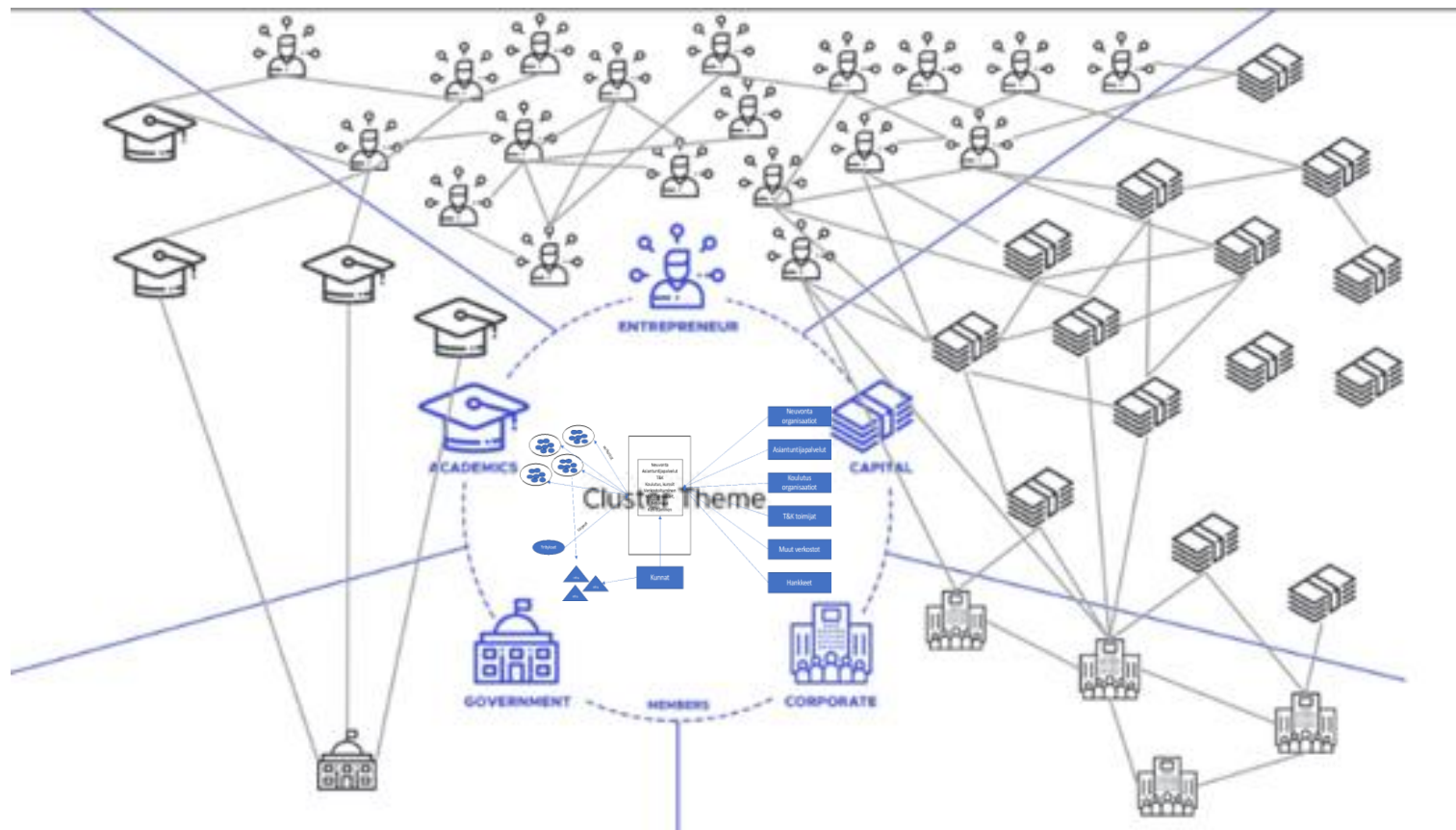
Support for local groups
Information management
Regional support for export

Export



CLUSTER IS INFORMATION MANAGEMENT

HOW TO SOLVE ENTREPRENEURS PROBLEMS, EDUCATE NEW ENTREPRENEURS AND FUND THIS BY USING BEST AVAILABLE FUNDING INSTRUMENT



THANK YOU

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