

Projekt „Baltic Sea Food“

Have a taste of our best farm products



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 **Interreg**
Baltic Sea Region



EUROPEAN
REGIONAL
DEVELOPMENT
FUND

**Mecklenburg
Vorpommern** 
MV tut gut.

Baltic Sea Food

Project Baltic Sea Food

Overview

Duration: **1 Oct. 2017 – 30 Sept. 2020**

14 partners from 10 countries

Pilot region MECK-SCHWEIZER

Project budget:

total EUR **2,436,479.00**

incl. ERDF EUR 1,624,240.15

Norway EUR 144,454.00

ENI EUR 45,239.55



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Main question

How to support local food networks of food producers and providers in BSR rural areas developing from B2C marketing to launching B2B distribution of local food products?



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Project partners

Lead partner: Ministry of Rural Affairs of the Republic of Estonia (**Estonia**)

- NGO Estonian Rural Tourism (Estonia)
- Estonian Chamber of Agriculture and Commerce (Estonia)
- Latvian country tourism association (**Latvia**)
- Latvian Agricultural Organization Cooperation Council (Latvia)
- Lithuanian countryside tourism association (**Lithuania**)
- „Polish Nature“ Foundation (**Poland**)
- Mecklenburg-Vorpommern* Tourist Board (**Germany**)
- Lahti University of Applied Sciences (**Finland**)
- Ystad Municipality (**Sweden**)
- Business Region Esbjerg (**Denmark**)
- Norwegian Rural Tourism and Local Food association- HANEN (**Norway**)
- Pskov Agrotechnical College (**Russia**)
- State Committee of the Pskov region for economic development and investment policy (Russia)

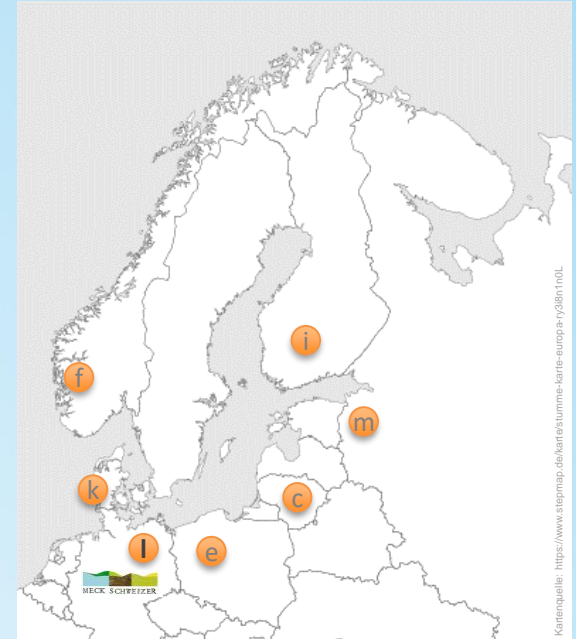
**will be abbreviated as M-V*



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Pilot regions

- a) Saaremaa Tourism Foundation (Estonia)
- b) CCAS Kuldīga goods (Latvia)
- c) Merkio Produktai (Lithuania)
- d) Commercial Co-operative „Farm Market“ (Estonia)
- e) Wielkopolska Culinary Heritage Network (Poland)
- f) Hardangermeny farmers cooperative (Norway)
- g) Valdres farmers cooperative (Norway)
- h) Proagria Southern-Finland (Finland)
- i) Heinola´s Heila (Finland)
- j) Skåne Food Innovation Network (Sweden)
- k) Bondens Kurv (Denmark)
- l) MECK-SCHWEIZER (Germany)**
- m) Pskov (Russia)



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Objectives

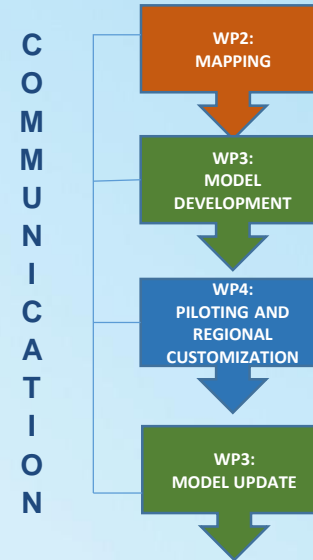
- More local food products in HoReCa and food trade sector
- Authentic local food range for tourists and locals
- New distribution channels for local food producers
- Enhanced regional value creation
- Short supply chains and environmental friendliness



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Mile stones

- Mapping of existing local food distribution solutions and forms of cooperation in the food sector and of E-platforms
- Developing a B2B business model
- Publication of an accompanying handbook with best practice examples
- Adapting business model for pilot regions (operational plans) to test B2B local food marketing scheme



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Tools and activities

- Study visits
- Coaching programme: seminars and workshops on labelling, marketing/ storytelling, funding schemes etc.
- Open access to the MECK-SCHWEIZER E-platform for neighbouring local food networks in the federal county of M-V
- Declaration of a federal state group of the German Regional Movement (*Landesgruppe Regionalbewegung Mecklenburg-Vorpommern*)



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German pilot region MECK-SCHWEIZER



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Findings so far

- B2B customers want a central platform that gives a comprehensive overview of local food products and producers in the region.
- An increased consumer awareness for the process of regional value creation and the value of local food is vital.
- In view of wholesale-dominated supply chains it will take quite some perseverance to implement a sustainable and financially independent local food network.
- Cost pressure in HoReCa sector contradicts the widespread wish for more regional products in B2B trade.



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Publications so far

Survey report (Mapping of existing solutions):

www.balticseaculinary.com/project-zbaltic-sea-foodz--survey-report-of-b2b-distribution-solutions--and-cooperation-models-in-local-food-sector

https://dl.tmv.de/pdf/Auswertungsbericht_Produzentennetzwerke.pdf
(in German)

E-platform analysis report:

www.balticseaculinary.com/e-platform-analysis

Business model:

www.balticseaculinary.com/baltic-sea-food-business-model

