Viktoria Olsson, Bitte Müller-Hansen and Jonas Olsson

Challenges and Opportunities for Local Food Production in the South Baltic Region - Sweden

Local/Regional Food Systems (LRF)

Most of the data and figures used to describe the food system in the Swedish region, both on a national as well as a regional level, are taken from the Yearbook of agricultural statistics 2012, which includes food statistics. The core regions in focus within the REG-FOOD project are the counties facing the Baltic sea in the south eastern part of Sweden, Skåne, Blekinge, parts of Småland and Gotland, denoted as production areas Gss (1) and Gmb (2) in Figure 1.

In the Swedish REG-FOOD region, corresponding to the production areas Gss and Gmb, the average area of arable land per holding is 63 and 46 hectares, respectively. In Sweden as a whole, animal husbandry is the dominant line of production. Only in the southern and central parts of Sweden cropping farms dominate. In the north of Sweden there are mostly small farms.

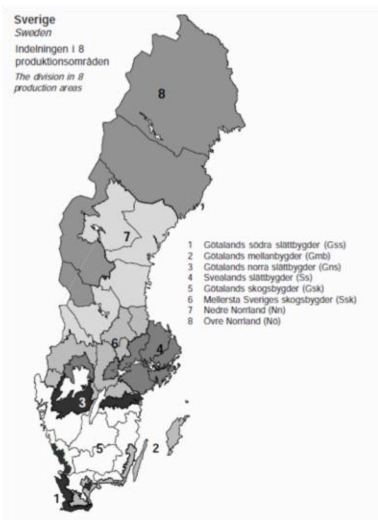

Figure 1. The division of Sweden into 8 production areas. This paper is mainly focuses on region 1 (Gss) and region 2 (Gmb). Source: Yearbook of agricultural statistics 2012, Official Statistics of Sweden, Statistics

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In table 1 the average size of different livestock herds in Sweden in the years 1980 and 2011 is indicated. The corresponding figures broken down on a regional level has not been available. However, it can be said that the geographical distribution of livestock indicates that the number of cattle, pigs, fowl and sheep in the Swedish REG-FOOD region, is higher or equal to the number of livestock in other production areas in Sweden. The average size of the herds in the region can therefore be estimated to be equal or larger than the average size of the herds on a national scale.

It is interesting to note how structural developments in agriculture over the past 30 years have led to fewer but larger farms. The number of livestock-farms has also decreased during the past decades, whereas those remaining have increased their number of animals. The dairy sector plays a central role in Swedish agriculture. The number of dairy cows has, however, been decreasing over a long period of time.

Table 1. The average size of herd in Sweden. Source: Yearbook of agricultural statistics 2012 (Official Statistics of Sweden, Statistics Sweden 2012)

	1980	2011
Cattle for milk production	15	65
Cattle for beef production	6	17
Sheep	16	32
Pigs (breed for slaughter)	81	694
Hens for egg production	250	1 666

Due to comparably favorable production conditions, the REG-FOOD region in the southeastern part of Sweden represents an important food production area in the country. Most of the food produced in Sweden is produced here and some crops, for example sugar beet and fruit is almost exclusively produced in this region. In the county of Skåne, 39% of the holdings produce crops, 25% livestock and 8 % mixed production. The remaining farms (28%) are categorized as small sized holdings. The total number of holdings in Skåne is 9337. In Blekinge and Gotland the holdings are considerably fewer, approximately 1500 in each county and in these areas the production is more directed towards livestock/meat production.

Approximately 40% of the holdings are involved in livestock production.

Another source of meat is game, of all meat consumed in Sweden, 4% consists of game. Moose is the most commonly eaten game, but wild boar meat consumption is rapidly growing (Swedish Association for Hunting and Wildlife Management, 2013). Minor prey hunted to a very small extent but of cultural interest in the REG-FOOD region, includes sea fowl and rook. According to retailers the demand for game is growing, during the past year with 10-15% (Lundgren/TT, 2013).

In the case of horticultural holdings the REG-FOOD region has a national leading position. In 2005, 62% of the arable land for outdoor horticultural cultivation was found in Skåne, Blekinge and in those counties

70%-80% of the area for tomato, cucumber and fruit cultivation was located (Swedish Board of Agriculture, 2005). The berry production is more evenly distributed over the country, but the largest areas for cultivation were in in Skåne, Blekinge and Småland. Strawberries dominate the production volume – in 2005 strawberries accounted for 93% of the berries harvested in Sweden. The remaining 7% were 4% black currant, 2 % raspberries (a growing line of berry production) and other berries 1%.

The fish species in the Baltic Sea are a mixture of marine and freshwater species adapted to the brackish (low salinity) conditions. Their distribution is largely governed by salinity levels. Of the roughly 100 fish species inhabiting the Baltic Sea, about 70 marine species dominate the Baltic Proper, while some 30-40 freshwater species occur in the coastal and the northern areas (HELCOM, 2006). Commercial fish species caught in the Swedish REG-FOOD region are for example Cod, Herring, Sprat, Baltic flatfish species, Salmon, Sea trout and Eel. It is of the utmost importance to analyze the impact of fishing activities on coastal fish communities, including regional aspects. This analysis should be included in the future assessments of coastal fish (HELCOM, 2006).No crustaceans are commercially caught in the Baltic sea but sweet water crayfish is caught both in the wild and raised in ponds in the REG-FOOD region.

In Sweden as a whole, there is an estimated number of 32 868 bee colonies and approximately 3000 tons of honey was harvested in 2011.

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The absolute volume of food harvested directly from nature or produced in private gardens is not easily estimated and in this paper no attempt has been made to quantify the volumes. However, many Swedes collect wild berries and mushrooms and other food ingredients for recreational and/or economic reasons and the Swedish legislation allows everyone to do so. Typical berries harvested in the REG-FOOD region include lingonberries, bilberries, wild raspberries, and salmonberry. Mushrooms as chanterelles and champignons are also harvested and play a role in the regional cuisine. In the southern parts of Sweden it is also relatively common to collect for example elderberry flowers, nettles and ramsons from nature.

To summarize, the REG-FOOD region is Sweden is an important area for Swedish food production. Significant crops are cereals, oilseed, potatoes, sugar beet and leguminous plants like green peas and brown beans. These are grown in larger areas and harvested with better yields than in the rest of the country. Horticultural holdings mainly produce carrots, lettuce, onion, cabbage, apples and strawberries for the local, regional and national market. Although Skåne is dominated by crop production, pork, beef, poultry and processed meat are also produced in the REG-FOOD region, as well as dairy products and eggs. Vegetables, fruit, herbs and spices and various preserves are made in Skåne. Honey and game, fish and plants from the wild are also harvested.

Traditional courses prepared in the south eastern part of Sweden include;

- *Äggakaka* (a type of thick pancake served with fatty pork and lingonberry jam)
- *Spettekaka* (Sweet cake mad off eggwihte, potato flour)
- *Kroppkaka* (a type of potato dumpling filled with pork, game or eel)
- *Saffranspannkaka* (Pancake with saffron)
- Brown beans with fatty pork
- *Kallops* (meatstew)
- *Skånsk äpplekaka* (Applecake)
- Pickled herring
- Rye bread (hard and semi soft)

There are approximately 3000 food-processing companies in Sweden, of which more than 1300 are run by a single person (Livsmedelsföretagen, 2013). Small scale companies dominate the overall picture and only 650 companies have more than 10 employees. About 70% of what is produced by primary producers in

Sweden is further processed by Swedish food companies. There are some 15 sub branches in the food industry, and the three branches meat/slaughter, dairy and bakeries employ 60% of the workers in food industry (Livsmedelsföretagen, 2013).

In Skåne there are approximately 400 small scale holdings producing processed foods and raw materials. In Skåne, Blekinge and Gotland around 2% of the employees are working within the food sector, a comparably high share as compared to other counties in Sweden (Livsmedelsföretagen, 2011).

Transport and distribution are key areas for LRF producers. Often the combination of small production volumes and locations away from the main transport routes makes the cost of transportation as part of the total price of the commodities unreasonable high (Franzén, 2009). It is often assumed that locally or regionally produced foods are resource efficient, but that is not always the case.

There are several different plausible distribution channels for LRF. One solution is to sell the product at the place of production, meaning at farm shops. This is directly connected with social values and direct customer contacts. However this form of distribution is not resource efficient in the sense that customers must reach the selling point by car (Franzén, 2009). Alternatively the producer takes care of transports by own means, often by truck/car. The visible cost is time spent and fuel, but this distribution is in most cases inefficient, and results in high energy consumption per kilo of transported food. Small and poorly loaded transports running short distances may lead to higher GHG emissions than transports from other parts of the country (Franzén, 2009). This is interesting as one of the reasons in supporting LRF, from the view of the consumers, is shorter transports.

There are however examples of LRF producers who are developing more efficient distribution channels. An important principle throughout theses cases has been co-transportation, either by using existing transportation systems or by joining forces with other LRF producers. As an example, the company *Bondens Skafferi* can be pointed out. It is a company based in Skåne which specializes in logistic solutions, by bringing local products to restaurants and delicatessen stores. However, larger companies in food distribution, as for example *Martin & Servera* and *Svensk Cater* have stated the importance in offering a wide range of regional and/or local foods in their mix of products.

One key initiative for marketing LRF in the REG-FOOD region is the retail concept *"Smaka på Skåne Närproducerat och noga utvalt"* – which can be translated to "Taste Skåne - produced nearby and chosen with care". The aim of this concept is to facilitate both consumers and LRF producers finding and locating the products in food stores in Skåne and its surroundings. The criteria for labeling these products include regulations on geographic origin of production and processing and documentation of this (the Skåne Food Innovation network, 2012). Unprocessed products have to be cultivated/caught/raised in Skåne. Regarding processed products, the key ingredients should be produced in Skåne. Furthermore, processing/production shall be carried out in Skåne in an artisanal manner. This concept is primarily applied to products originating from small and middle scale food companies, as stated by the EU definition of SME: s.

The Regional Culinary Heritage concept was developed and introduced in Southeast Skåne of Sweden and on the Danish Island of Bornholm in 1995. The project developed rapidly and received considerable interest from businesses and authorities within the region, as well as from other regions throughout Europe. In the winter of 1997/98 a European project group was established in order to introduce the concept throughout Europe. In spring 1998 the first new European regions joined the network. It is the ambition of Regional Culinary Heritage to offer tourists and consumers regional foods without fuss. Selected restaurants, food processing businesses and farms that highlight their regional connections are members of the European network for Regional Culinary Heritage. The businesses have to comply to set criteria. These states that the products should be food of local origin or that the major manufacturing value should come from the region. The products should also contribute to a positive image of the region among other things. All counties in the Reg-Food region are represented in the European network for Regional Culinary Heritage (Skåne, Blekinge, Småland and Gotland)

There are several other official and private initiatives which directly or indirectly support local food businesses Direct support to companies through business- and product development is offered for example through *The Federation of Swedish Farmers* or other types of organizations like *Transformat* (http://www.krinova.se/transformat/) and *the Skåne Food Innovation network (http://www.livsmedelsakademin.se/en)*. A very ”hands on” assistance program in product development is available for small scale food producers interested in either beverages made of fruit via *The center for innovative beverages* (Swedish University of Agricultural Sciences, Balsgård) or other foodstuffs through the *Centre for food development*, CUL, in Karlshamn (http://cluk.se/).

Another initiative supporting LRF business is the political vision of “Sweden as the new culinary nation” (Ministry for Rural Affairs, 2013). Furthermore, many country councils in Sweden have official goals regarding procurement and the distribution of food served in schools, hospitals and other institutions, to become ecologically or regionally/locally sourced and produced. This may affect the market share and efficiency in the distribution of LRF food.

Between 1999 and 2003, the number of companies producing and selling farm produce in Sweden increased by 45% (Elmsäter-Svärd et al., 2005). There are further indications of an increasing demand for LRF food in the retail and food service sectors. Gradually consumers are at the forefront of increasing demand for food produced in the local area (Gradén, 2008, the Swedish Board of Agriculture, 2010).

According to the Swedish government (2005), there is a large potential for small scale food producers to increase their profit as a result of increased demand of processed products, with an added by presenting the history behind the making of the product and a clear origin, often with a local and/or regional connection to where it is sold. On a European level there is a growing trend to re-join farmers and consumers, in supporting local food and national production – particularly in the meat sector (WWF, 2013).

Consumers’ perceptions of the benefits of local food

The degree of familiarity of local food among Swedish consumers has not been entirely monitored but it can generally be said that the interest of food is very high for the most part of Swedish society. Most of the interest concerns origin and production methods of the food that is consumed.

For consumers interested in buying LRF, there are several places to turn: supermarkets, farmers markets, specialized delicatessen stores or home delivery of different types of boxes containing for example vegetables or meat. However, according to one person who experimented in the selection of LRF food exclusively for two weeks in 2007 stated in a blog, that it is rather difficult to access LRF food in a convenient manner. The person said;

“One key point includes the fact that it takes time to find and cook locally produced food. There are no shortcuts and very few prepared products. If you want convenient food you have to cook it yourself and store it in the freezer. It requires planning – but at the same time you cannot plan too much as you don´t know what will be on sale from one day to another. Without “the farmers own market” (a well-known and

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rather recently created market of LRF food) and the ecological store "Morot & Annat", my diet would have been considerably poorer. It can be noted that the farmers own market operate only at certain times of the year. The big retail stores have particular items that are locally or regionally grown but they are not well skilled in the marketing of LRF. One has to study carefully what is written on the label and find retailers who engage themselves in the locally produced."

Sara Johansson, 2007

It is likely that the availability of LRF has improved in the last 5 years but the experiences quoted above can still be seen as relevant. In a study regarding the relationship between grocery stores and LRF Forsberg (2009), indicated that groceries sell local foods in order to widen their range of products, to mediate social responsibility and create customer loyalty. Concerning how the groceries attempt to market LRF, the study does not give a clear-cut view. A grocery that actively works to influence and encourage customers to buy local food, markets this type of food while the opposite applies for a grocery that has less interest in promoting LRF (Forsberg, 2009).

In a report for the Swedish Board of Agriculture, Anna Wretling Clarin (2010) states that consumers buy food that is produced nearby based on their own values/beliefs and that it is up to every individual consumer to judge what is perceived as being local/regional food.

Generally LRF are associated with shorter transport times and decreased environmental impact. In addition, LRF is coupled to a vital local economy which is based on engagement and cooperation with the future community. It is also worth noting that more than 50% of the respondents in a survey from 2012 associate LRF with fair/ethic animal husbandry and high product quality (HUI, 2012).

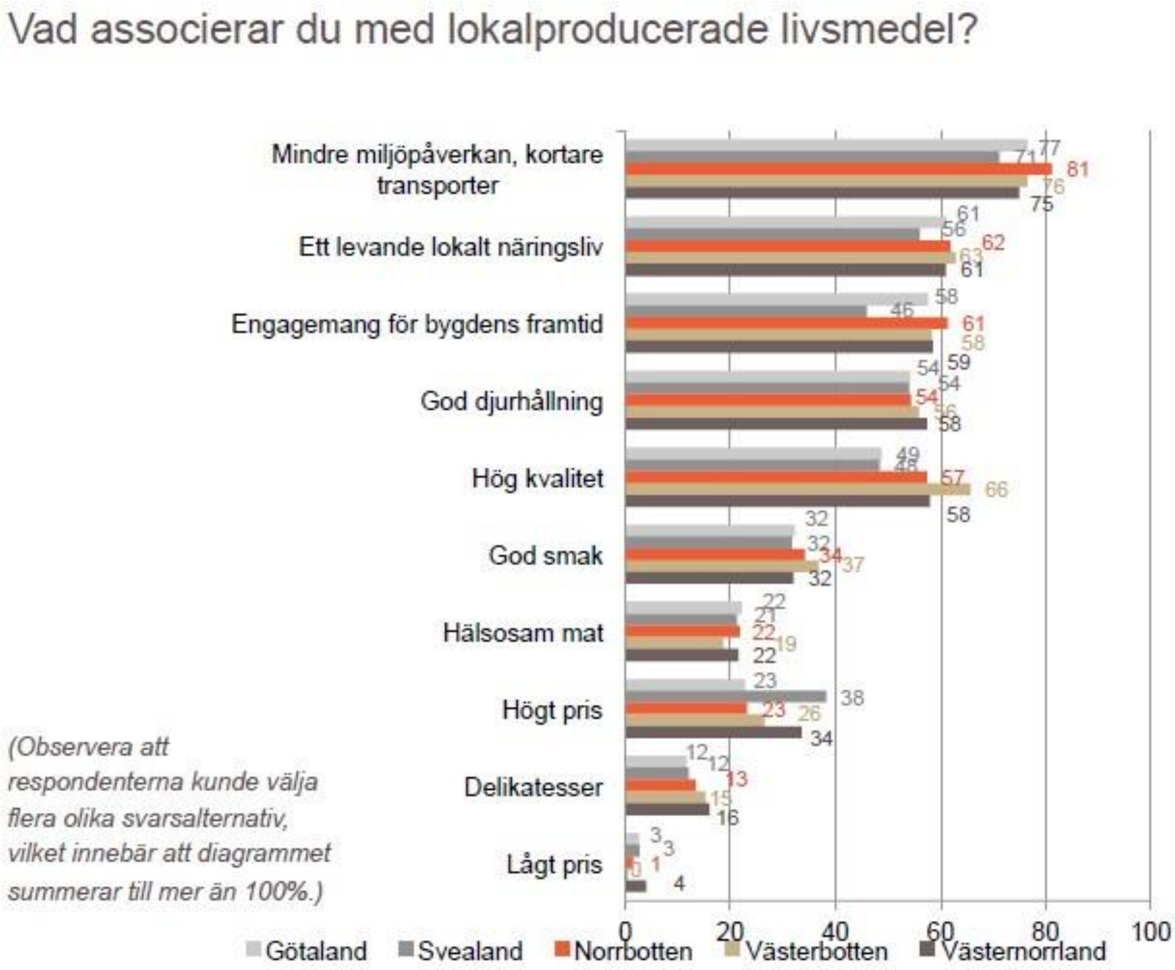

Figure 2. Shows the values associated with LRF food broken down into different geographical areas in Sweden. Source: HUI research, 2012.

As shown in figure 2, values associated with LRF in the REG-FOOD region (Götaland, light grey bars), to a large extent coincide with the attitudes in other regions in Sweden. Most consumers associate LRF with shorter transport times and reduced environmental impact. Low prices (lågt pris) and delicacies

(delikatesser) are not values that most consumers associate to with LRF. While 20-30% of the respondents associate high prices (Högt pris) healthy choice (hälsosam mat) and good taste (god smak) with LRF.

Approximately 80% of consumers in southern Sweden stated that it is important or very important to buy LRF whenever the possibility arises (HUI, 2012). In another study, 40% of Swedish consumers claim that they find it important that food is locally or regionally produced. Of these, 95% would buy more LRF it was easily accessible in the grocery store. The main reasons for buying LRF is the motive towards promoting

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shorter transport distances, the environment, small scale food production and the maintenance of the countryside (The federation of Swedish farmers, 2013)

Yet another study states that the reasons for buying LRF are several. Food security may be one of them as LRF according to Gradén (2008) is perceived as safer. Environmental considerations also play a role as long transport links are regarded as environmentally detrimental. Shorter transport links, animal protection and the fact that the producer is situated in the close proximity is appreciated as a guarantee for good animal husbandry (Gradén, 2008).

The most important reasons why consumers do not choose LRF lies in the problem in locating locally/regionally produced foods and the fact that LRF is perceived as more expensive than other alternatives (HUI, 2012).

Regarding consumer trust in food which claims to be local, Gadén (2008), in a further study states that many consumers trust labeling but at the same time have slight doubts and concerns. According to this study only 18% of consumers trust the stated origin of the product as always being correctly labeled, while the majority (71 %) of the respondents more than often trusts the labeling regarding the origin of the product. A minority (10%) never or seldom trust the labeling regarding the origin of the product.

c) Local food producers' perception of opportunities and barriers to local food production. . Summing up producers interviews in May 2013 (Bitte Müller-Hansen, Kristianstad University, Sweden)

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Question	**Company 1**	**Company 2**	**Company 3**	**Company 4**	**Company 5**	**Notes**
Description of the Company	Producer with a lot of own products, shop and tourist spot. Also a producer of other brands that are not a part of these answers. 5.th generation is now joining the company	Producer at a farm, started production and built a factory during the last 15 years. Café and factory visits for tourists. Second generation is taking over.	Producer at a farm originally. Production and shop. At the moment production at another company because of illness. Two generations' working there, only family employed.	Production started at a farm. A couple managing with a few employees. Shop and Café	Production at a farm. Mother runs the company, but now the daughter's company is joining so it will be one company made up of two.	
How many employees does your company have (including yourself)	120 employees	9 today but growing.	5 persons, more at weekend when the shop is open.	5 persons	3 persons	
What type of local food do you produce?	Products from fruit and berries mainly	Oil and cakes in the café	Meat, smoked and fresh, sausages' and catering	Mainly vegetables, marmalade and bread	Marmalade, mustard, honey, soft drinks	
Processed foods mainly based on:	Mainly apples, other fruits and berries.	Rape seed and flax seed	Meat	Vegetables	Fruit, berries and honey	
How much of the ingredients (%) is directly sourced from a producer of primary local/regional food (LRF)	Around 25% Enough Swedish fruit is not available (Company Brand products excluded)	90%, some from further north in Sweden.	95% own breaded	80%	100%	
What assistance do you need to further develop your local food business?	Financial, food a low profit production	Financial, always. Marketing: to reach more parts of Sweden, primarily. Abroad they can't gain anything by being"local produced". Network; only work as long as there is money in the	Others; a buyer! Planning to sell.	Process/ Product Development.	Financial, are expanding at the moment. Product/ process development gets help from SLU Balsgard but more of that.	

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		system. Personal network with a wine company in nearest city.				
What competencies/capacities would you want to develop yourself?	Business managing	Lean production, food safety for everyone	No need, are trying to sell	Processing, doing things smarter.	Not at the moment, just had a course in project management	
What is a desired profile of an employee for your local food business?	The right person in the working group.	Technicians with Lean production, HACCP in everyday use	Everything from slaughter to selling and some farming too.	Processing (lean production without using that word)	Process knowledge	
What are the strengths of your local food business? Why?	Working in the area where real raw materials are available and the customers can visit, which is important today! The tourist spot creates loyal customers. For costumers from other companies; flexible	Delivers on time, flexible, working until it's done. Knowledge of the whole chain from seed to bottle. Are working in the same area as the raw materials are, the costumer can see with their own eyes what they are doing. Flexible staff.	Quality throughout the whole chain from animal to sausage. Meeting costumers in the shop and markets.	Quality, local produced	22 years of experience, local production. Selfconfidence enough to say no to costumers that are not good for the business. A good brand, locally known.	
What are the weaknesses of your local food business? Why?	Financial situation. Low margins, difficult to negotiate with big companies like ICA	The knowledge is in the family, difficult if someone gets ill.	The knowledge is in the family, difficult if someone gets ill. Low margins.	Bad flow of the production, working too much.	The knowledge is in the family, difficult if someone gets ill.	
What are the opportunities for your local food business? Why?	More than one operation; our own brand, tourist spot and café, producing for private labels and better use of our machinery	More than one operation; our own brand, tourist spot and café, producing for private labels, for better use of our machinery.	Can grow much more, 900 square meters more to fill.	Product development, more semimanufactures or finished goods from our vegetables,	Expanding on soft drinks, better market (people drink more than they eat marmalade) with two generations in the company we reach a	

		Possibilities for expansion, plenty of land to build on.			bigger market, different generations have different network. Certification in organic production	
What are the risk/threats for your local food business? Why?	Economy, Cash flow, financing, competitors (when we grow bigger we become a bigger threat for our competitors-)	Private labels, it's both a threat and an opportunity as it helps us use our capacity better. Complaints about a product, have good routines though	The manager and his wife are worn out, would like to quit. Fed up of bureaucracy, food safety for example.	Something goes wrong with the plants, the cultivation. That the manager will become sick, perhaps because of stress.	To many small scale producers are trained, the market isn't big. GMO and pesticides are a problem as they are organic growers. If someone finds traces of pesticides in their products they can lose their certification.	

b) Local Food Service and regional cuisines

Summary of Restaurant interviews REG-food, June 2013 (Jonas Olsson, Kristianstad University, Sweden)

Question	Company 1	Company 2	Company 3	Notes
1a. To which area does the food service business belong?	Profit-oriented (private). Restaurant, catering, café and deli shop	profit-oriented (private) Restaurant, catering, café	Non-profit (state) Restaurant, catering, cafe	
1b. Amount of the costumers per day in your establishment:	≥ 250	50-249	≥ 250	

				Company 3: The definition of local produced products in (State order) is an area that covers the entire Skåne. This gives a very positive perspective mainly for the restaurants that are located close to the north, east, west and south borders. Therefore this restaurant is focusing more on ecological food in its public procurement.
2. How much of the ingredients (%) are directly sourced from a producer of local/regional food (LRF)	50%-74% is LRF due to seasons d) **Network:** Better network/contact between restaurants, producers and retail.	50%-74% is LRF due to the season. The amount of ingredients increases during the season, MayOct. Mainly vegetables and fruits. During this time they also have their own crops. **d) Network**: Improved network for logistic between producers and restaurants. **e) Education:** More knowledge for the staff about agricultural and harvesting of fruits and vegetables, animal farming and fishing. Knowledge about the entire food chain creates increased value for the staff. **f) Others:** Better	0-24% is LRF. They have a plan to increase the use of ecological products to 75% in 2015 **f) Others:** They are feeling a little bit hand tied with public procurement. They realize the need and meaning of it, but are requesting more reliefs in using it. They want	
4. What assistance do you need to further develop your Food Service Business? **3. What type of local food do you serve?**	Better visibility of local products at retailers which will reflect on higher interest for restaurant consumers according to product knowledge Meat, fish, vegetables "due to season", dairy products and fruits "due to season	Logistic solutions between producers and restaurants. Better transportation and communication on the countryside to secure food safety both for the restaurants but also for Meat, fish, vegetables and fruit. Creating menus that follows the seasonal trends. They are both buying from local producers but also using our own crops	wider opportunities to buy themselves and find local products and producers. It's also important to define the content, context, similarities and Bread and Milk products.	
		the customers. It´s not a doable procedure for the restaurants by them selftrawling around and collecting the products on a daily basis just because the producers are not able to come to the restaurants.	differences in local and regional product, according to geography, supply and logistic.	
5. What competencies/capacities would you want to develop yourself?	Increase the possibility for product development in local/regional products. Make sure that the assets of products are secured. Invite the producers to be more participating in the contact with restaurant customers.	Education in advanced food and Agriculture for staff. Different logistic solutions regarding food transport.	Larger cooperation between the commune (state) and the region (state). The bureaucracy makes it difficult to work and restrain. They see collaboration profits in a closer work between the commune and region (nation). Closer cooperation can have economic advantages and lead to a more transparent communication between commune and region.	
6. What is the desired profile of an employee for your local food business?	Independent, have a lot of Initiative, Good knowledge about products, efficient, social, well documented cooking skills, god in cooperation, appreciation of the added value in local produced	Large interests in food and willingness to learn. Be prepared to work some extra hours to learn more.	An education in culinary art is a demand. Work experience is rewarded. Special competences can be an advantages depending on the services requested.	

	products both in small and big scale.			
What are the strengths of your local food business? Why?	The largest benefits are that the products are locally produced. The customers feel a local patriotism which is attributed with something for the local area. The business is intentional	They are having a large knowledge about the supply of local producers and their products. They also have a high skill in handling and preparing local products. They invite the producers to participate in the kitchen and -theme nights and while offering them space to talk about their products and businesses. They have a market brand that is well known for god local knowledge.	They have special competences in nutrition and special food. All the food that they produce is compared in nutrition programs to fit the daily requests. They are working according to an active plan to reduce the amount of food waste from the restaurant and kitchen.	
What are the weaknesses of your local food business? Why?	Financial situation. Not be able to use local/regional products to 100 % the whole year. Make sure that there is a safe transport of the products and that the producer can deliver the amount promised.	Secure the supply of requested amount of products during the season. Secure the quality of the products that are purchased. Opportunity of only ordering smaller amounts of products or only some parts of an animal instead of the whole body.	They have big unused areas in the kitchen. It was build and used to produce 6000 meals a day. But the free market has forced them to lower their capacity to todays 1500 meals. The average age is high and when the capacity is not used it's difficult to higher new and younger staff. They feel the need of gradual age swift of the staff to achieve a better mix between older experiences and younger initiative. This can be a problem in the following years to come.	
What are the opportunities for your local food business? Why?	Competitive advantages. Increase the customer's knowledge about local/regional products. Show the benefits of locally produced products.	Integrate the producers more with the restaurant. Create yard sale of the local product that at the same time is on the menu.	The staff has a very high knowledge in food. Updating of menus on regular basis. The staff is open for new ideas. Large areas are unused in the premises.	
What are the risk/threats for your local food business? Why?	The free market, manning difficulties,, producers quit their business or can't deliver the amount that I request, the customers knowledge about local produced products and	Maintain profit with high prices on local product in contrast to the sale price on meals in the restaurant. Be able to get the customers and consumers to understand the increased value in	The regulatory system makes work difficult to perform. The bureaucracy takes over. Increasing competition from private interests on the free market.	

	their willingness of paying for it, money in return when products from local producers costs more than products from conventional agriculture	local produced products. A catch 22 where customers not are willing to pay the extra amount of money for the food that makes it impossible for the restaurants to buy more expensive local products. And in the end the local producers are not getting any profit and are forced to quit their business. The common knowledge of “what is quality” in a food product.		

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