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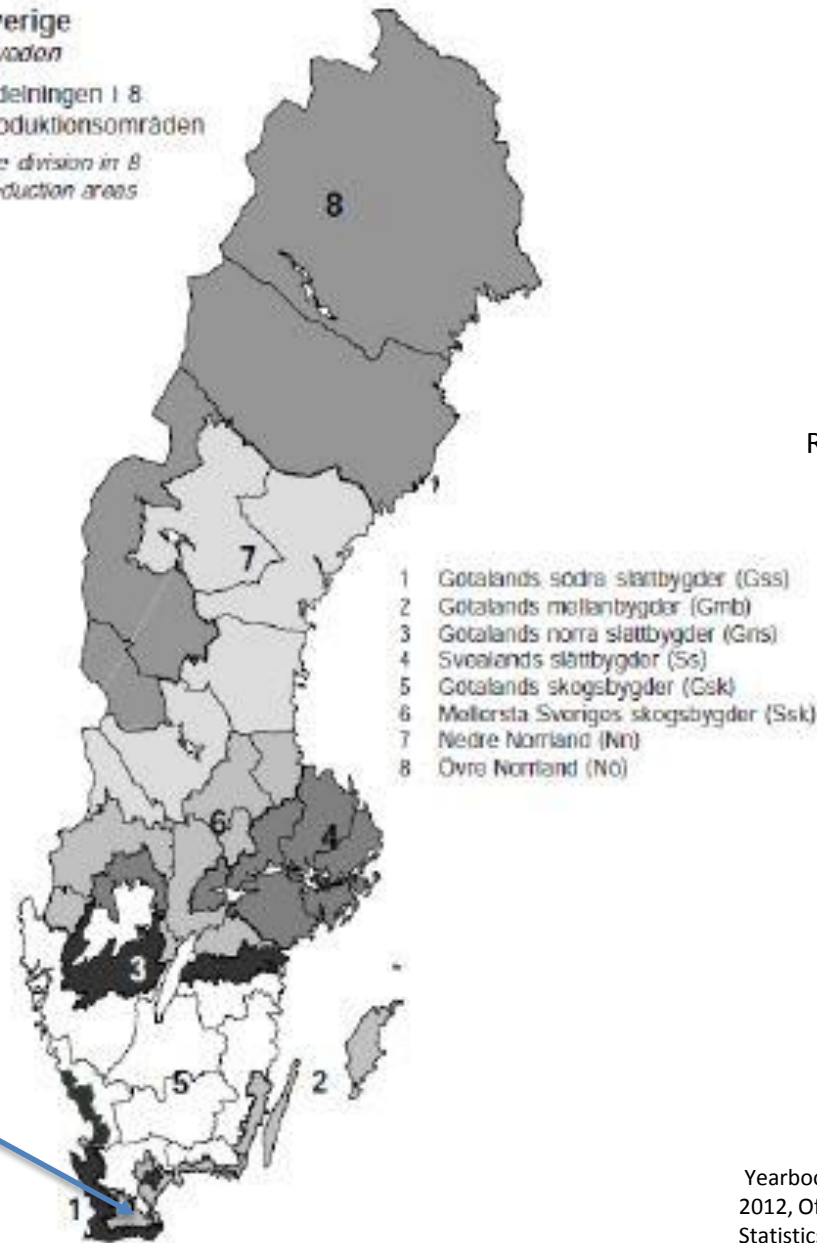
“Interdisciplinary aspects of local and regional food
in the South Baltic region

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

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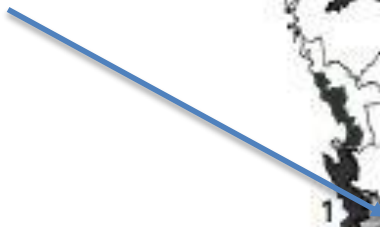
Food and Meal, Kristianstad University

Sverige
 Sweden
 Indelningen i 8
 produktionsområden
 The division in 8
 production areas



RegFood-areas 1 & 2

Most of the food in Sweden are produced here



Yearbook of agricultural statistics
 2012, Official Statistics of Sweden,
 Statistics Sweden 2012 National

Structural development

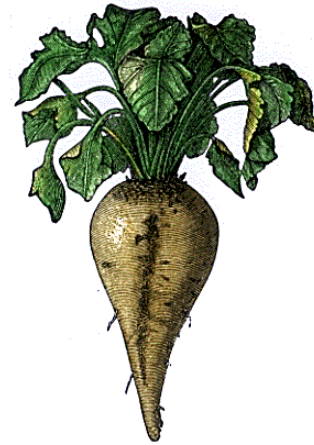
	1980	2011
Cattle for milk production	15	65
Cattle for beef production	6	17
Sheep	16	32
Pigs (breed for slaughter)	81	694
Hens for egg production	250	1 666

The average size of herd in Sweden. Source:
Yearbook of agricultural statistics 2012

Not only bigger farms, and fewer, but also bigger companies for slaughter, diary etc.

Production in Swedish RegFood area

- About 400 small scale holdings producing processed food and raw materials
- In Skåne, Blekinge and Gotland around 2% of the employees are working in the food sector



Sugar beats, hardly only from Skåne/Scania



Frida from "Äppelriket"

Interviews

- 5 companies from 3 to 120 employees
- Fruit, Meat, Vegetables, Marmalade, Rape Seed Oil etc.
- Needs for developing:
 - Financial
 - Networks
- 3 Restaurants
- 50-250 daily guests
- Needs for developing:
 - Network
 - Logistics
 - Education of staff

How micro-enterprises in the agri-food sector use networks

Findings from interviews



...results

- There is no standard answer to the question of how MSEs use their networks:
 - Utilization level depends on the actual wants and needs of the individual company
 - The needs differ according to circumstances, time and the development stage of the firm
- Firms are involved in various networks and spend a great deal of time
- Several of the companies refused to use written documentation for their agreements and saw the lack of formality as an indicator of trust between network members

...results

- Many of the companies lack strategic orientation when selecting networks and business contacts
 - E.g. Contacts and networks are seldom selected, but often tend to arise incidentally
- The preferred approaches for information and knowledge sharing differ from company to company
 - some food producers prefer a bilateral and contextual exchange
 - others prefer an interdisciplinary transfer from larger groups: to ‘think outside the box’

...results

- Network activities are focused on the core part of their business: customer
 - building strong relationships
 - obtaining knowledge about consumer`s preferences
- When asked what benefits entrepreneurs obtain from their network participation, answers were often vague