GROWING VALUE

Food Strategy for Kalmar County 2016–2025
Popular Version
Kalmar County’s growth in the food industry over the past few years is unique

The green industries and the “from farm to table” food chain are important to the region, but development and innovation are needed for further growth. The Food Strategy for Kalmar County 2016–2025 will help make this possible, i.e. contribute to growing value.

The Food Strategy sets out how we will together exploit the industry’s development and growth potential in Kalmar County. It provides, among other things, a basis for prioritisation of public project funding. The strategy can also serve as a regional link between individual players and the national level.
A WELL-KNOWN FOOD REGION OF THE HIGHEST CLASS
The vision is that Kalmar County will be developed into a well-known, high-quality food region. We will proudly combine natural conditions, traditional knowledge and entrepreneurship with in-depth knowledge regarding sustainable development, technology and market.

MORE PEOPLE TO CHOOSE FOOD FROM KALMAR COUNTY
The goal is for more people in the world to choose food from Kalmar County. The county’s food industry will increase its competitiveness, productivity and innovative capacity, sustainably and on a long-term basis. To achieve this, efforts in numerous areas are required.

SIX SUCCESS FACTORS
We have identified six success factors that are important to include in the work at all levels and in all sub-areas.

An innovative industry
A changing world requires new solutions and preparedness. We will exploit the industry’s creativity and think innovatively at all levels, high and low.

A competent industry
We are part of an increasingly knowledge-intensive economy. We will increase our knowledge and skills at all levels of the food chain and be a competent partner in all contexts, all the way to the end customer.

An efficient industry
Resources will be used efficiently, both in the short and the long term. This applies to human resources as well as raw materials and money. We will become more efficient and leaner – important factors for increased profitability.

A sustainable industry
The industry’s economic, environmental and social capital will increase continuously. We will in particular focus on the opportunities relating to economic sustainability, reduced eutrophication and climatic impact, maintained biodiversity, a nontoxic environment, better opportunities for young people and increased equality and diversity.

A proud county
Residents of Kalmar County will possess a good knowledge of the region’s food and make informed choices. We will be proud of the county’s food industry and want to buy its products and services. Those working in the industry will be proud of what they achieve and young people will be encouraged to work in this field.

An enterprising county
We will develop enterprise, entrepreneurship and collaboration between businesses who encourage and support each other.
FOOD FROM KALMAR COUNTY

As a county, Kalmar has rivers and sea as well as gardens, meadows, fields, lakes and forests. It’s quite amazing just how much good food comes from Kalmar County! Here we present some brief facts.

You often eat food from Kalmar County

Kalmar County produces and serves food for many people. Just over two percent of the Swedish population lives here, but the county accounts for a quarter of Sweden’s chicken production and more than a tenth of the country’s milk, eggs and beef.

The county’s farmers deliver

The growth in the food industry over the past few years is unique. From 2005–2013, farmers from Kalmar County accounted for just over a third of all growth in livestock production in Sweden. Real production value increased by 38% in Kalmar County, compared to 18% in the country as a whole.

And the entire industry is growing

It is not only the primary sector that is growing. From 2007–2012, the number of people employed in the whole “from farm to table” sector increased by 8%. The industry’s limited companies increased their turnover by 21% from 2011–2014.

The restaurant sector and the processing sector experienced the greatest growth. The “from farm to table” chain comprises more than 3,000 companies and employs more than 9,000 people.

A great many visitors

Kalmar County not only supplies good food to the whole world, but a lot of people visit the county. The county is Sweden’s fourth largest tourist region in the summer. One example is Astrid Lindgren’s World, which serves locally produced food to more than 430,000 visitors a year. Another example is Öland Harvest Festival, which attracts more than 250,000 people every autumn.
Several major food producers

Kalmar County is home to several major food companies and well-known brands. Examples include Guldfågeln AB, KLS Ugglarps AB, AB Åbro Bryggeri, Arla Foods AB and Orkla Foods AB.

You have probably had eggs, chicken, meat, charcuterie, beer, hard cheese, cheesecake or cake from Kalmar County on the table more times than you might have realised.

What’s more, those of us who live here have to have food every day. The county’s municipalities and county council serve almost 50,000 lunches every day.

Our public kitchens purchases around 300 tonnes of meat per year from KLS Ugglarps, i.e. meat that comes from the region’s farms. And we have Sweden’s best hospital food!

And a lot of small ones

We also have more than a hundred small-scale food producers in the county and more than 40 farm shops that develop the food traditions of Småland and Öland.

Småland has, for example, long supplied “Isterband” (smoked pork sausage), lingonberries, “smålandskringlor” (Småland pretzels) and dairy produce. The Öland agricultural landscape is unique and Öland is associated with an even wider range of characteristic foods.

The brown bean is the most obvious example as it is already covered by a protected geographical indication. It is also Slow Food-labelled. There are many other foods with a long history, including lamb, nuts and “Kroppkakor” (potato dumplings), but also newer characteristic products such as truffles and wine.
VISION
Kalmar County will be developed into a well-known, high-quality food region.

GOAL
More people will choose food from Kalmar County.

The industry will increase its competitiveness, productivity and innovative capacity, sustainably and on a long-term basis.

SUCCESS FACTORS
- Innovation
- Competence
- Efficiency
- Sustainability
- Pride
- Enterprise

STRATEGY
- Build on our strengths
- Collaborate
- Allocate resources
- Exploit the potential of digitalisation
- Develop new niches

This spread is a very brief summary of the Food Strategy for Kalmar County 2016–2025. The official document contains more detailed texts and an analysis of the industry’s strengths, weaknesses, threats and opportunities. The strategy is available at www.rfkl.se/livsmedel. Supporting documents and sub-reports can also be found there.
1. To form a council for competence maintenance and Mat-college (food college)

2. To include the food industry in the business support system

3. Proteins in focus – building a platform for research, innovation and development

4. To establish a national meeting place for food & foodstuffs

5. To develop the county’s food identities

6. To implement the county’s Food Strategy together
STRATEGIES AND MEASURES
A strategy is about choosing principles and working methods to achieve the set goal. We have chosen the following strategies:

1. We will build on the strengths of the county in the food sector, i.e. a strong processing industry, a strong tourist industry and our natural conditions.

2. We will also collaborate throughout the “from farm to table” chain as well as increase the region's participation in selected national and international networks and partnerships.

3. Society is changing and we will exploit of the opportunities to develop new niches.

4. We will also exploit the potential of digitalisation to the full.

5. Implementation of the county's food strategy is also dependent upon all sectors allocating resources for the continued work.

The Food Strategy for Kalmar County 2016–2025 also contains six priority measures. They are presented on the following pages and are considered strategically important to attaining the goal of more people in the world choosing food from Kalmar County, and of the industry increasing its competitiveness, productivity and innovative capacity, sustainably and on a long-term basis.

MEASURE 1 – TO FORM A COUNCIL FOR COMPETENCE MAINTENANCE AND MAT-COLLEGE (FOOD COLLEGE)
We will form a Competence Council (Mat Kalmar län) as well as explore the possibilities for developing a food college. The Competence Council will help ensure that the programmes offered, from upper secondary level and upwards, are better adapted to the needs of the industry throughout the food chain.

The Competence Council will also examine the possibilities for developing a food college. A “college” is a quality-certified system for improving quality and raising the status of new and existing education programmes. Food college is based on direct involvement of the business community. Kalmar County could be among the first in the country to develop such a college.

MEASURE 2 – TO INCLUDE THE FOOD INDUSTRY IN THE BUSINESS SUPPORT SYSTEM
We need to strengthen entrepreneurship and new businesses in the food sector. We will therefore ensure that the county’s food companies have access to the entire business support system already in place and under the same conditions as all other companies – advice, support for start-ups, investment support, innovation financing, export advice and much more besides.

We will also make it possible for the county’s food companies to benefit from the enterprise support administered by the Regional Council (Regionförbundet) of Kalmar County, and improve coordination between the support of the Regional Council and County Administrative Board.
MEASURE 3 – PROTEINS IN FOCUS – BUILDING A PLATFORM FOR RESEARCH, INNOVATION AND DEVELOPMENT

We need to concentrate efforts and coordinate resources when it comes to creativity, innovation and product development in the region’s food system. We will therefore develop food-related research linked to the region – at Linnaeus University and other academies or institutes. We will also create a platform for innovation and development of one of the county’s real areas of strength: production and processing of protein-rich products such as meat, milk, eggs, legumes, fish and shellfish. Such a platform will form a link between research and industry and provide added value, increased renewal capacity and increased entrepreneurship throughout the “from farm to table” chain. This will be of particular benefit to the food industry in our part of Sweden.

It is not about building a physical centre but rather a collaborative platform that brings together skills and connects research with production and entrepreneurship.

MEASURE 4 – TO ESTABLISH A NATIONAL MEETING PLACE FOR FOOD & FOODSTUFFS

We will establish a food conference in conjunction with Öland Harvest Festival – a national meeting place for industry and the public sector where food production, food processing and the national strategy are in focus.

MEASURE 5 – TO DEVELOP THE COUNTY’S FOOD IDENTITIES

Strong food identities add value and increase the opportunities to develop and sell good products from Kalmar County. We will look into the possibility of conducting a pilot project on the development of a selected and unique culinary product. We also plan to arrange a separate release of project funds, with the aim of supporting projects that develop the county’s food identities.

MEASURE 6 – TO IMPLEMENT THE COUNTRY’S FOOD STRATEGY TOGETHER

Efforts to achieve the strategy’s goals require cooperation, coordination and knowledge. The country’s players need to prioritise, plan and implement measures, and also monitor how the work progresses. This is best done together. We will therefore establish a simple structure for continued cooperation on the implementation and further development of the county’s food strategy. This includes forming a Kalmar County Food Steering Group comprised of industry representatives, organising a secretariat function, and gathering the entire industry for an annual meeting.

Players from the entire chain and from different sectors of society also need to meet to discuss specific local issues. It is therefore also desirable to create some form of forum in each of the county’s twelve municipalities.
WE ARE PROUD OF THE FOOD FROM KALMAR COUNTY.

The green industries and the “from farm to table” food chain are important to the region, but development and innovation are needed for further growth.

The Food Strategy for Kalmar County 2016–2025 will help make this possible, i.e. contribute to growing value.

The strategy was developed following broad discussion in 2014–2015. It is based on extensive documentation and meetings with almost 900 people.

This is a popular version of the strategy. The complete document is available via the web address at the bottom of the page.

The work has been financed by LRF Sydost (The Federation of Swedish Farmers South-East), Länsstyrelsen i Kalmar län (the County Administrative Board of Kalmar County) and Regionförbundet i Kalmar län (the Regional Council of Kalmar County), supported by regional development funds. These three organisations have also adopted the strategy.

www.rfkl.se/livsmedel