



FOODSTUFFS STRATEGY FOR BORNHOLM

2017-2025

Bornholm is the guiding light in Denmark's foodstuffs landscape, and the island should grow and flourish as a logical benefit of this.



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INDEKS

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FOREWORD

This strategy was drafted by the Partnership: the Regional Municipality of Bornholm, Bornholm Agriculture Association and Gourmet Bornholm – part of Regional Culinary Heritage.

The strategy is envisioned as a tool, both internally and outwardly, and as a cornerstone of a common narrative about the development of foodstuffs on Bornholm and the island's ambitions for the future. Basically, the strategy in-

volves jobs and cooperation. It must be possible for the strategy to serve as an umbrella embracing the entire development of foodstuffs on Bornholm going forward and thus to be a specific tool for setting the priorities for future actions and projects.

The Strategy is based on discussions, interviews and input from the Regional Municipality of Bornholm, Gourmet Bornholm – part of Regional Culinary

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Heritage, Bornholm Agriculture Association, Centre for Regional and Tourism Research, Vaeksthus Copenhagen (Bornholm), Destination Bornholm, VisitDenmark, FOOD, LAG Bornholm and Business Centre Bornholm, on discussions within the food industry, and on comments received during the consultation period in the spring of 2017.



INTRODUCTION

The Foodstuffs Network, food producers and particularly food entrepreneurs from all over Denmark are being increasingly inspired by the efficacy radiating from Bornholm. It is our experience that increasing numbers of food producers are choosing to settle on the island to become part of the positive energy generated by the development of foods. Bornholm foods are a brilliant narrative, and we who live here are proud of their stories. We are good ambassadors and we see the value in presenting the island's produce to visitors – and when we are “over” in Denmark and away travelling. The best analogy – without comparing, by the way – is that Bornholm is to the Danish food industry what Silicon Valley is to the US. Bornholm is the guiding light in Denmark's

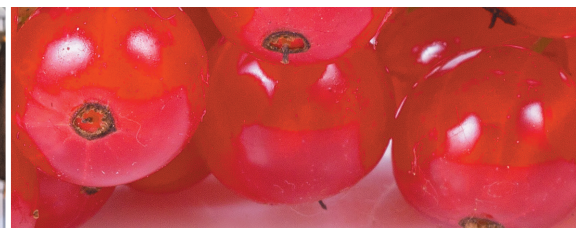
foodstuffs landscape, and we want the island to grow and flourish as a logical benefit of this. The clearest, most effective prerequisite for this is to develop the partnership between Gourmet Bornholm – part of Regional Culinary Heritage, Bornholm Agriculture Association and the Regional Municipality of Bornholm.

The significant of this partnership cannot be overestimated; there is distinct dynamism in the cooperation between private-sector and public-sector players, distinct coordination with the whole island's foodstuff-industry promotion system and a distinct strength in the strong mandate driving foodstuffs development on Bornholm through a number of initiatives in the form of marketing, product development and inno-

Bornholm is “small enough”: there is a direct path from idea to action. The island's size is ideal as a foodstuffs testing ground.

vation, exports and skills enhancement.

The participation of the Regional Municipality of Bornholm provides the political framework while forging strong relations to the entire Bornholm community at the same time. Bornholm Agriculture Association, representing the primary producers, comprises the backbone of the foodstuffs chain and is both a flexible and proactive player in the Bornholm community. Finally, Gourmet Bornholm – part of Regional Culinary Heritage – is the unifying umbrella organisation for Bornholm food producers and the leaseholder of Denmark's first regional centre of culinary heritage – “gaarden”. In short, Bornholm is well organised, and the island is simply “small enough”, so it is ideal for starting up new projects and serving as a testbed



for new initiatives. Bornholm depends on a symbiosis between small innovative and risk-minded undertakings and large consolidated companies with good market access. This makes the island an ideal foodstuffs testing ground.

However, the Bornholm food brand is coming under increasing pressure, in our view. When can a product be deemed worthy of the “Bornholm” brand? What is the current position of Bornholm products in competition with other food products in Denmark? Is our foodstuffs narrative sufficiently robust? Should we shift our focus towards new target groups and markets, and if so, which?

The rapid developments of recent years have spurred a need for a strategic tool that can maintain the positive mo-

mentum and exploit the latent potential for development and marketing of Bornholm foods and thus create sustainable growth and jobs. For this reason, we have initiated a process involving the island’s food sector and business promotion system, but we have also brought in expertise from outside Bornholm.

Along the way, the Strategy has been issued for consultation, and the many responses have been incorporated into this final edition wherever possible. With this Strategy, we have staked out the direction and goals for food development in the years ahead – and the Strategy is envisioned as a tool that all players in the food sector can use.

The four objectives of the Strategy serve as landmarks for initiatives and developments by any players who want

We hope you enjoy reading this and working together with us!

Lars-Ole Hjorth-Larsen

Chairman, Bornholm
Agriculture Association

Winni Grosbøll

Mayor, Regional
Municipality of Bornholm

Jens Borup

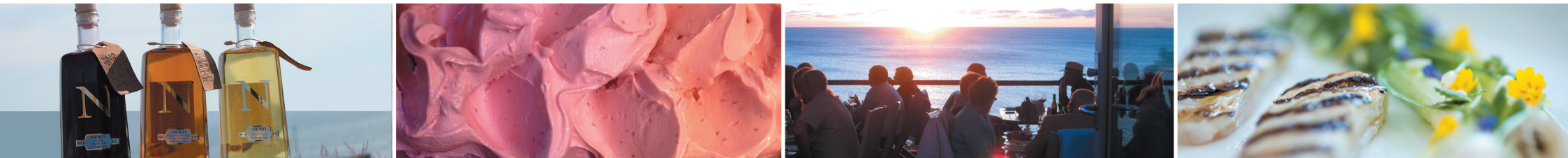
Chairman, Gourmet
Bornholm – part of
Regional Culinary
Heritage

to make their mark on the Bornholm food landscape.

We work to ensure that...

1. Bornholm provides the best foodstuffs environment in Denmark
2. Bornholm produces the best foodstuffs experiences in Denmark
3. Bornholm chooses local produce and production
4. Bornholm embraces the future through diversity

... and we are committed to an annual joint summary. We invite you to take part in these efforts. On the following pages, you can find more details about both objectives and actions. We look forward to seeing them have the desired effect together with your initiatives.



VISION

Bornholm is the guiding light in Denmark's foodstuffs landscape, and the island should grow and flourish as a logical benefit of this.



MISSION

Seeing things from the consumer's point of view, we work together to enhance the ability, willingness and motivation of the island's food companies big and small to develop, maintain and sell Bornholm's localised qualities, unique Bornholm produce, and the special Bornholm food experience.

Strategic focus: **From partnership to strategy to action**

WHY?

To create jobs through coordination and cross-sectoral collaboration

WHO?

Common terms of reference between Bornholm Agriculture Association, the Regional Municipality of Bornholm and Gourmet Bornholm – part of Regional Culinary Heritage.

Cooperation and partnerships with a number of other players in “Food Denmark”.

HOW?

A common vision

Four common objectives

The four objectives of the Foodstuffs Strategy

01

Bornholm provides the best foodstuffs environment in Denmark

COORDINATED BUSINESS PROMOTION

Business services, framework conditions, training, knowledge-sharing and production facilities.

02

Bornholm produces the best foodstuffs experiences in Denmark

TASTE OF BORNHOLM

Tourism, branding and localised narratives.

03

Bornholm chooses local produce and production

HIGHER DEGREE OF SELF-SUFFICIENCY

Accessibility, foodstuffs systems and consumer behaviour

04

Bornholm embraces the future through diversity

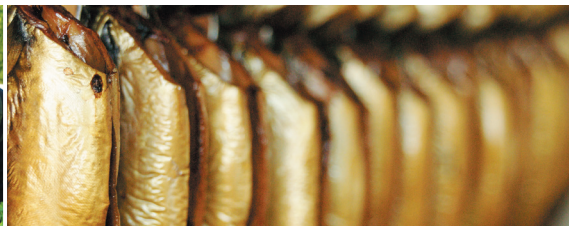
SUSTAINABLE, GREEN, BRIGHT

From farm to fork – by means of a multiplicity of products and production methods.



#1 Bornholm provides the best foodstuffs environment in Denmark

The Partnership focuses on a coordinated business promotion process by establishing the framework and generating developments in the areas of business services, framework conditions, training, knowledge-sharing and production facilities.



Bornholm Agriculture Association **refines the foodstuffs advisory services on Bornholm**

Gourmet Bornholm - part of Regional Culinary Heritage **contributes to entrepreneurship and attracting new food producers.**

The Regional Municipality of Bornholm **ensures focus on and the quality of the island-wide business services in the foodstuffs area.**

Bornholm Agriculture Association:

- ensures focus and quality in the island's business services in the foodstuffs area,
- facilitates experience-sharing groups for both farmers and food producers,
- is instrumental in bringing about shared production facilities for small-scale producers,
- provides attractive advisory service packages to food start-ups and entrepreneurs,
- provides attractive innovation and product-development processes for food companies together with other knowledge institutions, and
- manages coordination and advisory service tasks in the agriculture and fishery sectors.

Gourmet Bornholm - part of Regional Culinary Heritage:

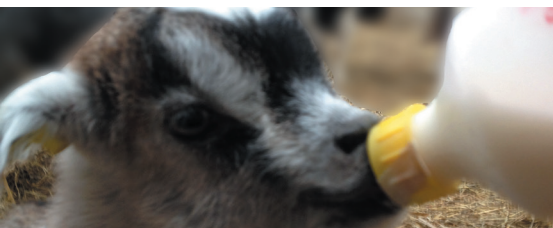
- leases the Bornholm Centre of Culinary Heritage and ensures a high level of activity at both the Centre and the "Skafferiet" farm shop,
- enters into partnerships with relevant players in Greater Copenhagen and pursues the potential for development inherent in the interplay between rural and urban areas,
- contributes to facilitating a good framework for food development for producers and entrepreneurs, such as through a food distribution centre and via advisory services in cooperation with partners - preferably as a testing island, and
- works to develop a national resource centre for food training and culinary art - a food training programme for producers.

The Regional Municipality of Bornholm:

- part-funds the foodstuffs cluster,
- has designated food products as one of two action areas in the business development strategy,
- supports product innovation and entrepreneurship,
- works on the selection of foods in a supportive capacity to widen the selection and boost marketing at local foodstuffs undertakings.
- works to bring to Bornholm an advanced foodstuffs study programme,
- supports the food sector's recruitment needs, and
- contributes to the development of Marine Bornholm.

#2 Bornholm produces the best foodstuffs experiences in Denmark

The Partnership focuses on the Taste of Bornholm by jointly establishing the framework and generating developments in the areas of tourism, branding and localised narratives.



Bornholm Agriculture Association **disseminates an understanding of the “Bornholm terroir” locally and globally**

Gourmet Bornholm – part of Regional Culinary Heritage **works to make the Bornholm foodstuffs narrative one of the strongest tourism brands in Denmark**

The Regional Municipality of Bornholm **uses quality foods that strengthen the local narrative**

Bornholm Agriculture Association:

- raises awareness of the “Taste of Bornholm” based on local undertakings,
- carries out practical cultivation trials which can help refine the Taste of Bornholm, and
- boosts undertakings’ business development, i.e. through the experience economy in the agriculture and fishery sectors.

Gourmet Bornholm – part of Regional Culinary Heritage:

- markets and refines a common trade mark for the association’s members,
- publishes a regional terroir book: “The Taste of Bornholm”,
- develops a food/tasting corps based on the Taste of Bornholm,
- uses every relevant framework to enhance the foodstuffs narrative, including the Centre of Culinary Heritage, Bornholm Agriculture Association, experiences on site at the producers (e.g. agri-tourism) but also the innovative development of fish as an ingredient,
- develops the service experience for consumers, and
- ensures, in close cooperation with Destination Bornholm, that the Bornholm foodstuffs narrative reaches target groups in both Denmark and abroad.

The Regional Municipality of Bornholm:

- ensures that all kitchen personnel are qualified to work with local produce/ingredients,
- provides information about the “Bornholm terroir” and products for the meal recipients of the Regional Municipality, and
- has created the Food and Meal Function at the Centre for Health, to ensure holistic development of good meals.

#3 Bornholm chooses local produce and production

The Partnership focuses on increasing the extent of Bornholm's self-sufficiency by jointly creating the framework and developments in the areas of accessibility, food systems and consumer behaviour.



Bornholm Agriculture Association **strengthens the accessibility and visibility of local products throughout the value chain**

Gourmet Bornholm – part of Regional Culinary Heritage **helps increase island-wide turnover of Bornholm products by 30% before 2020**

The Regional Municipality of Bornholm **ensures that 40% of the ingredients in the Regional Municipality's pots are local produce by 2020**

Bornholm Agriculture Association:

- increases Bornholm's degree of self-sufficiency both in terms of production processes, wholesalers and retailers, and in hotel, restaurant and café kitchens, and
- boosts consumer motivation to demand local products in all product categories (meat, dairy, flour, fish).

Gourmet Bornholm – part of Regional Culinary Heritage:

- works to ensure that the National Political Festival and other events on Bornholm largely use local produce,
- contributes knowledge, expertise and coordination to the establishment of a food distribution centre,
- supports the development of new production lines with knowledge, expertise and coordination, and
- actively participates in the development of more diversified product portfolios, giving special priority to fish products but also fruit, vegetables and meat.

The Regional Municipality of Bornholm:

- monitors the procurement of produce,
- works on and supports the selection of foods to increase availability and marketing at local foodstuffs undertakings, and
- is a partner in the Copenhagen House of Food through which it develops foodstuffs systems to promote regional agreements among producers and buyers.

#4 Bornholm embraces the future through diversity

The Partnership focuses on creating sustainable, green and bright development from farm to fork by jointly creating the framework for and generating the development of a multiplicity of products and production methods.



Bornholm Agriculture Association **contributes to the development of sustainable production forms**

Gourmet Bornholm – part of Regional Culinary Heritage **supports members' product development based on market needs.**

The Regional Municipality of Bornholm **works across sectors with foodstuffs and meals, a proactive health action and Bright Green Island**

Bornholm Agriculture Association:

- draws up green business plans/sustainability certifications throughout the value chain,
- carries out company projects capable of identifying business potential by means of a circular economy, and
- supports producers' needs for advisory services for converting to alternative production forms and niche production.

Gourmet Bornholm – part of Regional Culinary Heritage:

- contributes to the development of testing environments for foodstuffs development and food narratives, such as through a green entrepreneurship environment at the Centre of Culinary Heritage,
- focuses on food and consumer trends and tendencies,
- works to ensure flexible conversion to green initiatives for food producers, and
- communicates the "energy-agriculture-foods-waste" cycle to consumers through Food & Energy tours, for example.

The Regional Municipality of Bornholm:

- has a political target of 20% organically cultivated farmland,
- uses 60% organic products in its own pots,
- issues sustainability certificates to 10 public production kitchens,
- reduces food waste (max. 10% waste by 2020),
- stipulates requirements for organic operations in its lease agreements,
- further develops the conservation of wildlife areas,
- systematically reuses the organic fraction from food waste, and
- is strategically involved in meals and foodstuffs as part of the foundation of a sustainable society.

The Partnership behind this Foodstuffs Strategy

We cooperate across sectors on gastronomy and foodstuffs on Bornholm.

Overview of the players in the Bornholm foodstuffs cluster

■ Regional Municipality of Bornholm	■ Vaeksthus Copenhagen
■ Bornholm Agriculture Association	■ Business Centre Bornholm
■ Gourmet Bornholm - part of Regional Culinary Heritage	■ LAG Bornholm
■ Bornholm Museum	■ Bright Green Island
■ gaarden - the Bornholm Centre of Culinary Heritage	■ HORESTA Bornholm
■ Destination Bornholm	■ Campus Bornholm
■ The Centre for Regional and Tourism Research	

The cross-sectoral partnership between Gourmet Bornholm – part of Regional Culinary Heritage, Bornholm Agriculture Association and the Regional Municipality of Bornholm is responsible for this foodstuffs strategy: the Partnership was established in 2014 to strengthen the cohesive energy and establish synergy in the development of quality foodstuffs for the purpose of creating

more jobs. The strengths and different areas of expertise of these three parties are brought into play as they can jointly boost foodstuffs development to a far greater extent than they would have been capable of individually.

The Partnership takes the initiative to launch activities that support boosting the level of expertise of food undertakings, innovation, product de-

velopment, marketing and higher sales, including exports.

The purpose of the Partnership is also to prioritise and target Bornholm foodstuffs actions so we do not get involved in too many initiatives and projects but ensure that Bornholm maximises the outcome of the projects we select. Since its inception, the Partnership has demonstrated the need for coordinati-

on and optimising synergy throughout the Bornholm food industry. Through this coordinating effort, the Partnership serves as a common mouthpiece, optimises the actions it takes and ensures greater cohesion.

A future possibility is that the Partnership widens its approach to include relevant and interested partners.



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