

A person with long blonde hair, wearing a white t-shirt, a white skirt, and a green backpack, stands on a large, dark grey rock. They are looking out over a vast, scenic landscape of dense green forests and numerous blue lakes under a soft, hazy sky. The person's reflection is visible in a small puddle on the rock in front of them.

**Tunne huominen.
All for the future.**

XAMK

Current state, good practices and future possibilities in food sector of Savonlinna

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Savonlinna...

is located in the lake-rich region of South Savo in Eastern Finland.

- About 38% city's land area is water bodies
- Nature is very pure
- Most of the surface water is excellent condition
 - especially Savonlinna's Saimaa area
- Quality of ground water is good
 - everybody drink water strait from tap

Food production in Savonlinna region

- Fishing and fish processing
 - especially the vendace
- Farming
- Forest offerings
- Bakery industry
- Breweries (when this study was started)
 - corona problems etc.

Fishing and fish processing

Several operators in the area

Good examples what co-operation can give

PGI (Protected Geographical Indication) product Puruvesi vendace

Bakerys

- Basically SME's or micro companys
- Nationally known local product → Lörtsy
- Very reasonable to apply for EU name protection

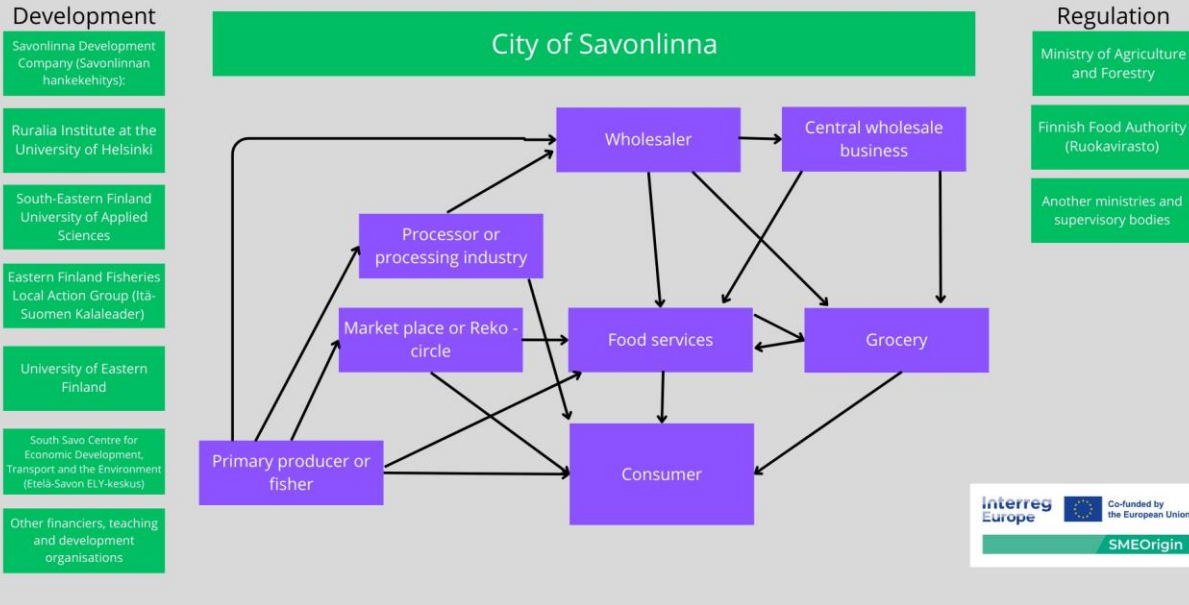


EU name-protected products in Finland

- Low visibility
- Lack of awareness
- The instructions made for Lapland Reindeer meat (a Protected Designation of Origin, PDO) are a very good example of what is needed

Distribution channels

Stakeholders and product flow to the customer



Data and digital solutions

Data collecting and using

Often the driver is legislation or regulation

One place for statistics and data where they can be found

Comments and measures

Case	Works	Leave	Develop
Co-operation	Several fine examples of collaboration and its power in the region	Old tensions and just my business mindset	Regional cooperation across organisation and industry boundaries
Distribution chains	Locally, products are available. Supply chains also rarely reach beyond Finland's borders	Searching Alone	Awareness of services at every level of operation, as well as harmonisation of functions in the region.
The Puruvesi vendace	A great product, which is locally well available.	Humiliation and fear of competition within the region.	Use of Geographical Indication
Lörtsy	Strongly local	Hiding	Application for the EU name protection
Pure materials and nature	An important issue for all actors in the region	Things become self-explanatory	Together

Thank you!
Enjoy your visit in beautiful
Savonlinna region





Tunne huominen - All for the future.