Locally Produced Food Engaging Communities

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Stockholms stad

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Working together
– creating a brand and a national marked position
RØROS
mat fra Røros-traktene
1998: 6 small producers and their products
Building a company of knowledge and competence
Development – creating a food region
Sales and distribution system
Marketing
What is our strength – building a brand and creating value

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RØROS
mat fra Røros-traktene
Our strength
– what makes us unique?
World heritage site Røros and the Circumference
– culture, history and traditions
Nature and climate

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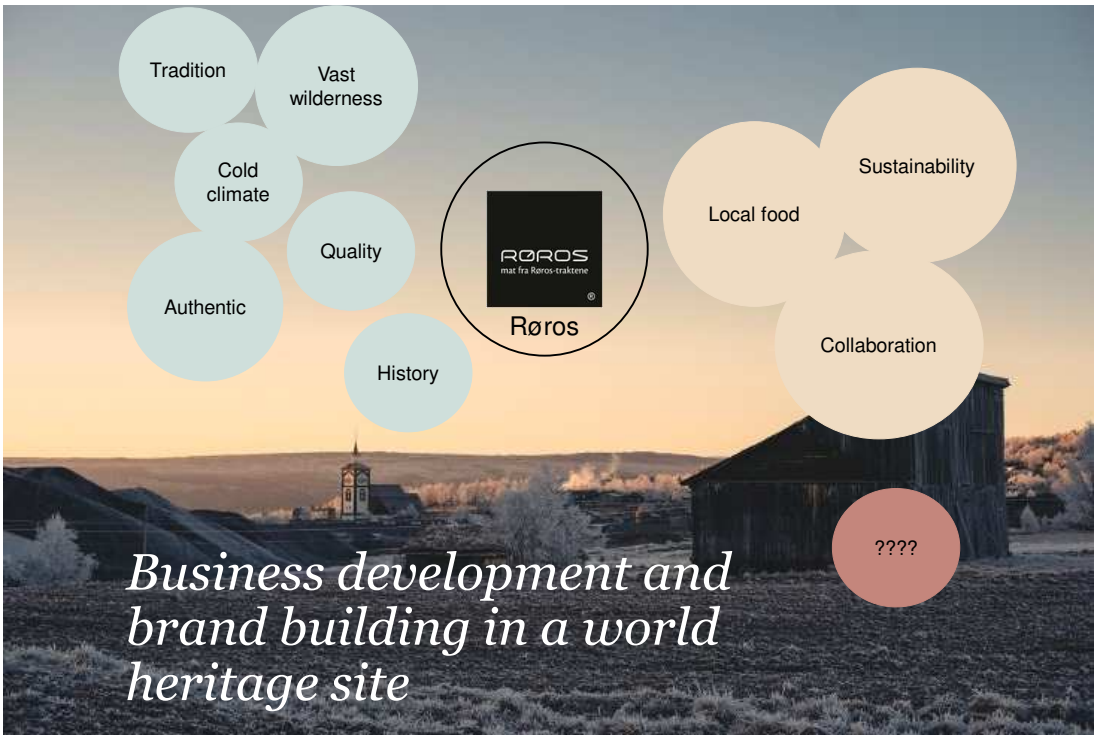
Tradition
Vast wilderness
Cold climate
Quality
Authentic
History
RØROS
mat fra Røros-traktene
Røros
Local food
Sustainability
Collaboration
????
Business development and brand building in a world heritage site

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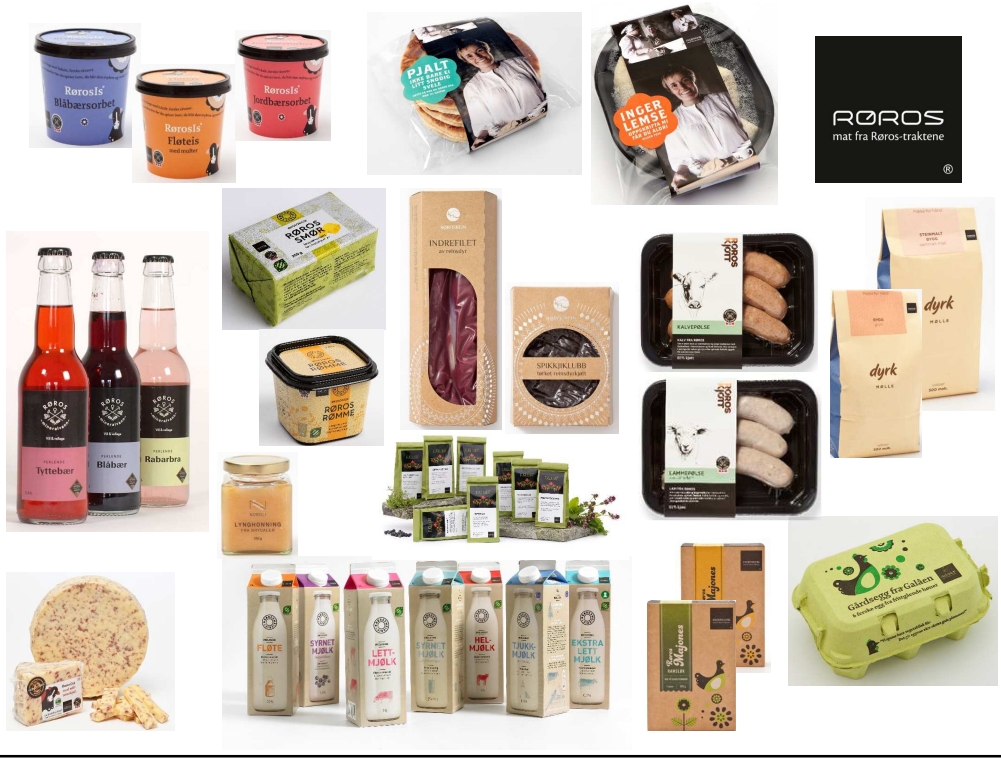
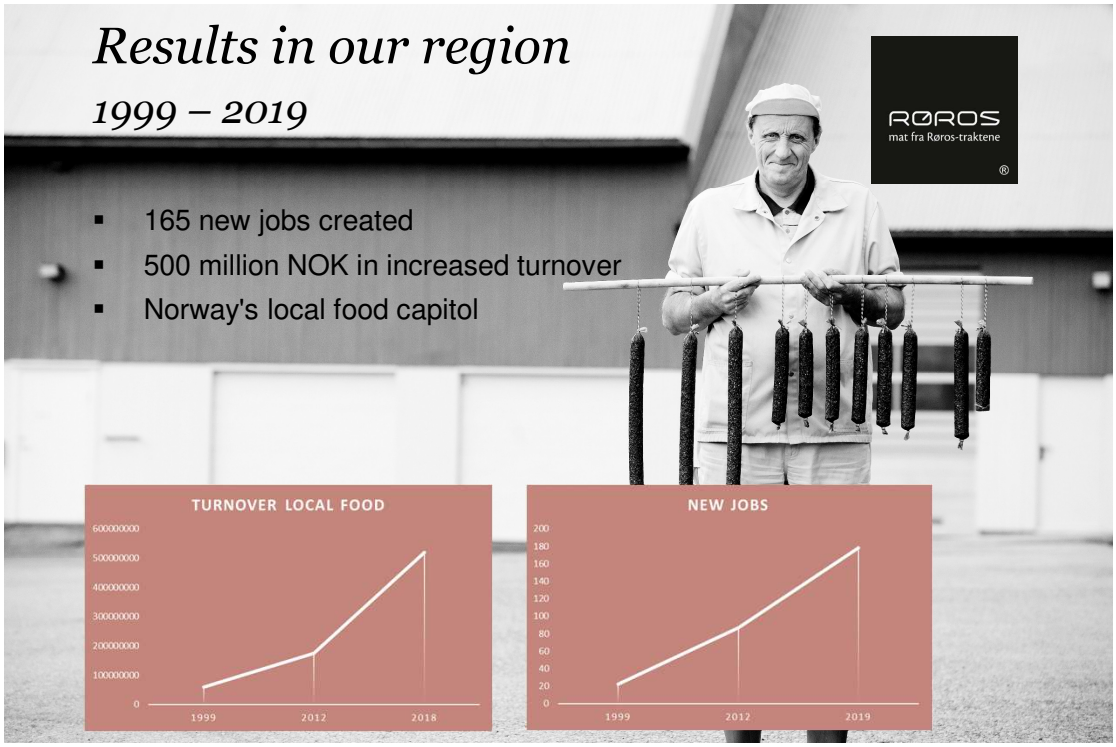

RØROS
mat fra Røros-traktene
Tyttebær
Blåbær
Rabarbra
dyrk

8


Results in our region
1999 – 2019
RØROS
mat fra Røros-traktene
165 new jobs created
500 million NOK in increased turnover
Norway's local food capitol
TURNOVER LOCAL FOOD
600000000
500000000
400000000
300000000
200000000
100000000
0
1999
2012
2018
NEW JOBS
200
180
160
140
120
100
80
60
40
20
0
1999
2012
2019

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Rørosmat is a result of the quality of producers, products, collaboration and our immaterial values – how we use and develop them.
RØROS
mat fra Røros-traktene
Our immaterial values is our biggest competitive advantage. The world heritage site is the foundation of this.
Røros is a possibility, but it`s also a commitment - our common destiny

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RØROS
mat fra Røros-traktene
Thank you!