



European Agricultural Fund for Rural  
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## Locally produced food; what are we exactly talking about?

July 4-6,2012, Loimaa area, South-West Finland

*LAG Riverside Partner's Association, LAG LounaPlusssa and the Finnish National Rural Network are organizing a three day event to describe, discuss and get acquainted with local produced food issues. What is locally produced food? What kind of development is taking place in different Rural Development Programmes? How does the locally produced food find its way to the customers.*

*The event is organized in South-West Finland in Loimaa area, near Turku. It consists of three parts: seminar, OKRA-fair day and study trip in South-West Finland. OKRA agricultural fair is the biggest rural fair in Finland this year. About 70 000 visitors are expected to OKRA.*

### **The target group of the seminar are:**

- LAGs and NRNs
- Governmental institutions
- Local produced food experts and developers
- Entrepreneurs and firms from the food sector
- Associations and NGOs
- Researchers and academics

## Preliminary program

### **Day 1 - Tuesday, 3 July, Get-together**

Place: Kannisto farm, [www.kannistontila.fi](http://www.kannistontila.fi)

Getting to Finland and get-together evening party at Kannisto farm

- by 16.00 All non-Finnish participants arrive to Turku by 4 p.m. on Tuesday. From Turku participants will be taken to Loimaa by bus. The bus collects participants from Turku railway station, Turku main bus station and Turku airport.
- 17.00 Arrival to Loimaa and Kannisto Domestic Animal Farm  
Check-in.
- 18.30 Evening party at Kannisto Domestic Animal Farm.
- networking, getting to know each other
  - dinner prepared on open fire
  - exploring Kanniston farm, safari ride in a tractor
  - possibility to use sauna later in the evening



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## Day 2 - Wednesday 4 July, Seminar

Place: Pappinen dancing pavilion, Loimaa,

[www.niinijokipappinen.net/pappisten\\_lava.htm](http://www.niinijokipappinen.net/pappisten_lava.htm)

Locally produced food; what are we exactly talking about?  
How local food is produced and how does it find its way to restaurants and consumers?

- 9.30 Bus transport from Kannisto Farm to Pappinen Dancing Pavilion.
- 10.00 Registration and coffee
- 11.00 Welcome!  
*Juha-Matti Markkola, Network Coordinator, The Rural Network Unit Finland*
- 11.10 Producer's point of view – how to find customers for organic sheep products? Producing and selling sheep products directly from farm.  
*Entrepreneur of Rintala sheep farm, <http://www.rintalantila.fi>*
- 11.50 Chef's point of view – This is how I do it: local food, herbs and wild plants on a plate in a rural tourism farmhouse.  
*Päivi Lehtonen, Chef and biologist, <http://www.perinnepata.fi>*
- 12.30 Swedish craft food – what is it?  
*Mats Nurmio, business adviser, Mathantverk <http://www.eldrimner.com/>*
- 13.15 Lunch, local tastes on offer
- 14.30 - 17.00 **Short Supply Chain examples and presentation from other countries**
- 17.00 Coffee and cakes.  
Possibility for networking and discussions inspired by the day's agenda. Time for relaxing, possibility to bath in sauna and take a swim.
- 18.30 How to create a food experience to a certain theme?  
Food and tourism.



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- 19.00 Dinner in medieval style. Participants get dressed in medieval clothes. Pork/lamb cooked in a skewer is eaten by fingers. Dinner is served with medieval music and other programme.
- 21.00 Transportation back to Kannisto Farm

### **Day 3 - Thursday 5 July, OKRA-fair day**

*Place: OKRA agricultural fair, Oripää, [www.okramaatalous.fi](http://www.okramaatalous.fi) and Sarka, the Finnish museum of Agriculture, <http://www.sarka.fi>*

- 9.30 Bus transport from Kannisto Farm to OKRA 2012 agriculture exhibition in Oripää
- 10.00 Visiting OKRA 2012 agriculture exhibition
- 16.00 Bus transport from OKRA to Sarka, The Finnish Museum of Agriculture
- 16.30 Sarka, The Finnish Museum of Agriculture, Loimaa  
Guided visit to the museum and its exhibitions.  
  
Dinner in the museum's restaurant.
- 18.30 Transport back to Kannisto farm.
- 19.30 Concluding discussions about ideas inspired by the event.



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## Day 4 - Friday 5 July, Study tour in Loimaa

Place: Loimaa area

8.00 - 9.00 Breakfast and checking out for participants staying at Kannisto Farm.

Alternative programs:

9.00 1) Bus transportation to Turku.

9.00 - 14.00 2) Study tour by bus to different places of interest: ecological cattle farm, milk farm (producing ice cream), lunch at rural tourism establishment and visit to a Finnish grocery store. Study visit starts and ends in Loimaa. After study visit there is a bus transport to Turku. The bus arrives in Turku approximately 3 p.m.

The study tour will be organized, if at least 15 persons pre-book the tour.

### Prices:

Seminar package: seminar day and OKRA-fair day, lunches and dinners (not accommodation): **90 €**

Seminar day, meals included: **50 €**

Study trip: transportation, program and lunch: **60 €**

### Language:

The seminar language is English. Translation will not be provided.

### Registration:

Please, register on our website **before 15th of May**

[link to registration form](http://www.webropolsurveys.com/S/123D91634430B6AC.par)

(<http://www.webropolsurveys.com/S/123D91634430B6AC.par>)

### For further information:

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LounaPlussa ry



Varsinais-Suomen  
jokivarsikumppanit



RURAL NETWORK



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## **Transportation:**

### ***Railway:***

There is train connection from Helsinki to Turku and Loimaa,  
please visit: [www.vr.fi](http://www.vr.fi) for further information

### ***Flights:***

The nearest airport is in Turku

### ***There will be transportation organized:***

#### *Tuesday:*

Leaving Turku for Kannisto Farm at 16.00 o'clock

#### *Friday*

Transportation back to Turku

## **Accommodation:**

Prices and bookings through Matka Viitala travel agency

Please visit:

[http://www.matkaviitala.fi/etusivu/okra\\_2012/majoituslomake](http://www.matkaviitala.fi/etusivu/okra_2012/majoituslomake)

## **The Seminar is organized by:**

*LAG Riverside Partner's Association,*

*LAG LounaPlusa*

*Finnish Rural Network Unit*