Application for Östersund City

in the region of Jämtland, Sweden

to the UNESCO

“Creative Cities Network”
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The Management team

The initiative to the idea of Östersund city to join the “Creative Cities Network” as a “City of Gastronomy” is sprung from entrepreneurs in the region working in the field of gastronomy as cooks and artisan food producers. Persons with a creative mind connected to regional and international networks recognizing the value of good, clean and fair food. The idea was formulated by Mrs. Fia Gulliksson, creative gastronome and entrepreneur, and the vision to join the network was put forward to the municipality of Östersund as a direct “citizen proposal”, a democratic right possible for every inhabitant in Sweden. The proposal was then voted in favour by the municipality recognising that the participation of Östersund and Jämtland was fitting into the future development and vision of the city and the county.

When the idea was presented to organisations and entrepreneurs by the former Governor of Jämtland Mrs. Maggi Mikaelsson (also the chairwoman of the “Food Academy of Jämtland”) in February 2008 at the regional residence in Östersund, it was decided that not only an application to “Creative Cities Network” was to be formulated, but also an major project of gastronomic development was to be initiated, “Creative Region of Gastronomy Jamtland”.

In the application there has been some room for describing not only Östersund City and its cultural and gastronomic assets, but efforts has been made also to describe the countryside. Without doubt, Östersund is the creative arena, but in terms of gastronomy the high level of development in the theme relies on the quality of the raw material from the wild and the farmed landscape, a rural-urban connection from which both the city and countryside benefits.

During the work of the application, I as a point person have been in contact with a multitude of persons in Östersund and Jämtland, artisan food producers, farmers, politicians, distributors, civil servants, gastronomes, restaurant owners, event and tourism entrepreneurs and cultural workers. Every one, from the Governor of Jämtland and the Mayor of Östersund down to the small scale food producer in the countryside has expressed great enthusiasm over the idea of joining the “Creative Cities Network”, acting on a global arena for the benefit of Östersund and Jämtland and the other cities and regions in the world connected to the network.

Dag Hartman 090402
Project Coordinator
Jämtland County Council Institute of Rural Development

**Point person:**
Dag Hartman: Project Coordinator, Jämtlands County Council Institute of Rural Development

**Management team:**
Dag Hartman: Project Coordinator, Jämtlands County Council Institute of Rural Development
Fia Gulliksson: Entrepreneur, Creative gastronome, Jämtlands County Council Institute of Rural Development
Tore Brännlund: Managing Director, Regional Design Centre Jämtland.

**Preliminary Steering Committee:** (founded 2008-02-17 at the of the Governors residence in Östersund)
Åsa Brandelius: Representative of Östersund City
Maggie Mikaelsson: Chairwoman of “Matakademien Jämtland Härjedalen” (the Academy of Food in Jämtland Härjedalen)
Håkan Flodin: Vice chairman of “Matakademien Jämtland Härjedalen” (the academy of food in Jämtland Härjedalen)
Erik Andersson: Managing Director Jämtlands County Council Institute of Rural Development
Sten Gauffin: Representative of Jamtli, Jämtlands länsmuseum
Johan Gavelin: World-Champion cook and food ambassador for the region of Jämtland and Härjedalen
Marie Andersson: Project leader “Färgfabriken Norr”
Mats Forslund: Managing Director JHT, Jämtland Härjedalen Turism (the County Tourist organisation)
Anne Adsten: Head of market and information, JHT, Jämtland Härjedalen Turism (the County Tourist organisation).
Mattias Grapenfelt: Food developer and director of STF Storulvån Fjällstation
Manne Mosten: Entrepreneur and developer of projects in food and tourism
Bosse Säll: Consultant in sustainable development and small-scale tourism

**Persons later included in the Commitee**
Wille Skoglund: Head of research, Jämtlands County Council Institute of Rural Development
Yvonne von Friedrich Grängsjö: Senior researcher, Business and Administration, Midsweden University
The Dream

"With this publication we want to show you a treasure. It lies hidden in the woods, the valleys and the mountain slopes. A treasure that you may have never seen before, to which we now want to open your eyes. It is a shining, delicious treasure of food produced in small scale on farms and in small communities. A hand-made work of art, with products of a special nature and flavour. Products that can tell a story, a legend. A richness that makes us proud. The people behind the products are important. They are passionate about their business and combine the best ingredients into exiting products of the highest quality: excellent raw materials, traditional methods, new ideas, expertise and technology, impulses from Europe and carefully monitored production."

(A quotation from “Eldrimmer”, the national centre of small-scale food producers in Sweden, situated just outside Östersund, describing local farms, shops and small-scale production of food in Jämtland.)
The Mission

The representatives of Östersund agrees with UNESCO, that gastronomy lies at the crossroad of agriculture and the environment, nutrition and health, biological and cultural diversity, meaning that the gastronomy sector not only has the potential to forge local development but it also has an important role to play in the protection of biodiversity, linking rural and urban communities in the expression of cultural diversity and culinary traditions.

Östersund City asks UNESCO to be designated as a "Creative City of Gastronomy". Östersunds application to be a member of the "Creative Cities Network" is an application for the city but will also include the region of Jämtland since the city’s gastronomic expressions relies on the harvests from the countryside, a rural-urban connection unique to the gastronomic genre compared to the other genres in the creative sector. In Jämtland, the city and the countryside is to be seen as a unit which cannot be separated from each other where the city of Östersund is acting as the marketplace, and the region as the base of production from its rich natural resources.

Goals for a City of gastronomy

As we see it, a creative city must be unique in its cultural profile in the chosen theme, and be able to cooperate with the creative and economic institutions in the society. Also, a creative city must act as a model and partner with other cities and communities, both close by and around the world within and outside the “Creative Cities Network”.

The goal of the application is to develop Östersund city’s economy, society, and cultural diversity where both the cultural industries and other economic activity will be attracted to benefit the city with investments in the creative sector, which we believe is a powerful source of social and economic development for Östersund city.

With our application, we want to join all the initiatives, people and projects working with gastronomy and sustainable food-production in the county. To make gastronomy a uniting force for a creative local economic and social development, supporting local entrepreneurs in and promoting new development through the exchange of know-how, experiences and technological expertise. A democratic gastronomy that gives good taste, health and sustainable products of food for everyone, and acts as an attractor for tourists from all over the world.

As its application Östersund wants to be a part of the emerging new global network of “Creative Cities”. We want to participate with our city’s cultural assets in an international platform, sharing knowledge and promoting diverse cultural products in national and international markets, being a model for other regions how to combine sustainable development and gastronomy.

As a member of the “Creative Cities Network”, Östersund City would preserve and develop the unique gastronomic profile from the Nordic kitchen, based on the natural resources and the living traditions of the county. A gastronomy developed during hundreds and probably thousands of years in the Scandinavian Peninsula with its distinct seasons and a climate varying from plus 30 centigrade’s in the summer season to minus 30 degrees in the winter.

For the benefit of the cities and regions involved in “Creative Cities Network”, we want to share our experiences of the criteria’s put forward by UNESCO in the field of gastronomy where important issues for Östersund are the support of farmers and entrepreneurs in small-scale food production, restaurants serving locally produced food and educational institutions with programs in the gastronomy theme. Organisations, companies and creative persons whose common effort creates jobs in the rural landscape from local tradition, making the region a spearhead of locally produced high quality food.

Östersund City will work in partnership with UNESCO, other cities of gastronomy, cities in the other thematic fields, and applicant cities and actively work for the implementation of the spirit of creative development within the “Creative Cities Network”.

Jämtland is a rural, sparsely populated region and an area clearly marked off by nature and culture from its neighbouring regions. Östersund City, as the economic motor for the region, wants to be a model for sparsely populated regions in Sweden and other regions around the world, both in the industrialized parts and in developing countries, how to combine a creative culture of gastronomy for all its inhabitants, where gastronomy, food, culture and tourism together acts as a strong force for sustainable development.
The Geography

The Jämtland region is located in the heart of the Scandinavian Peninsula in northern Europe, adjacent to the Norwegian border. Jämtland is like an island whose borders consist of forests, not water, an inland region in the north of Sweden whose location has given the human and natural landscape a specific profile. The landscape in the county stretches from the mountain areas in the west to the flatter land areas in the east. The region measures 54,197 square kilometres and it is the third largest region in the country. Of the total area, only 1% is used for agriculture, 1% is built-up area, 9% is covered by water. 49% is covered by forest; the rest is swamp, mountains and other unused land.

The county is bordering to the County of Dalarna in the south, to the County of Gävleborg in the southwest, the County of Västernorrland in the east and the County of Västerbotten in the north. In the west lies the chain of mountains, which is parting us from Norway and the counties of North and south Tröndelag, counties with whom we share a long history and many relatives.

The nature in the region is varied and thus contains a variety of habitats. Coniferous forests are dominating the vegetation and rich clay moraine is the soil dominating in the region. The length of the vegetation period is about 170 days (compared to 270 days in southern Sweden). Median temperatures vary between -9 °C (winter) and 14 °C (summer). Annual precipitation rates are 500-700 mm (however in the mountain regions 1000 – 1500 mm).

Jämtland is a region with many rivers and lakes. Almost 4500 km2 of the county consists of approximately 17 000 lakes. The central Lake Storsjön ("The Great Lake") is the largest in the county and the fifth in Sweden. Lake Storsjön has an international reputation thanks to the Great Lake monster that is said to live there, the creature has been spotted so many times through history that the local authorities actually put a ban on hunting it and the creature enjoys protection since 1986. The length of the rivers of the county is estimated to 2800 km, we have four large rivers that is starting in the Jämtlandic mountains, three of them, the rivers of Ljusnan, Ljungan and Indalsälven is flowing eastward ending in the Baltic sea and the fourth one Lake Klarälven, ends in Lake Vänern, the largest lake in Sweden down south in the country.

The rock in Jämtland is very varied due to its long and complicated geological history, a history leaving the county with many minerals like copper, gold and uranium. Although mining is not a major source of income today, silver and mainly copper was taken out of the ground in the 18th and the beginning of the 19th centuries to finance the many and endless wars that Sweden took part in. The central part of the county, around Lake Storsjön has rocks containing lime, making this area very rich for farming.

West of Lake Storsjön, there is the mountainous area, the eastern part of the Caledonians. The highest mountain is "Mount Helags" with Sweden’s only glacier south of the polar circle. The most famous mountain is "Mount Åreskutan" with an altitude of 1420 m where the international ski resort Åre is situated. The county has several high plateaus, one of the being "Flatruet" with an altitude of 975 m, the highest situated public road in Sweden. Jämtland also have the highest situated village in Sweden, the village of “Högvålen” in the southern part.

The mountains have many passages to the west, to Norway and the Atlantic Ocean making the climate in Jämtland maritime, wet and rather windy, wind being more and more considers as an asset in the perspective of energy and electricity supply.

The latest chapter in Jämtlands geological history took place when the ice withdrew from the latest ice-age about 10 000 years ago, leaving huge amounts of earth and rocks making up the soil of today in the countryside. The landscape was populated from the Norwegian coast with groups of hunters and gatherers, the archaeological traces of the ancient people wandering over the glaciers following the path of the rivers are over 9000 years old. Who these people were is not very clear, but they are the founder of a culture and mentality still present today in the region of Jämtland.
Jämtland is a region in the mid-north of Sweden in latitude 63°N with Östersund, the city, as a natural centre. If Jämtland had had as many people per square kilometre as the Netherlands, then the county would have a population of over 23 million. Jämtland accounts for 12% of the total area of Sweden, but only 1.5% of the total population. Jämtland County has about 127,000 inhabitants. Jämtland is divided into eight municipalities, the municipality being the local administrative unit. Municipalities are rather large territorial units and they include settlements spread out in the countryside. The population is dispersed over a vast area and only one major city (Östersund) counts as a densely populated area in the statistics. More than one third of the total population lives in Östersund. The total population increased until 1950 and has since been diminishing making Jämtland a sparsely populated region with a high average of age of the population.

Due to its relative isolation in historic time, the region lies as an island in a sea of forests acting as natural borders to the neighbouring regions, the inhabitants developed a self-sufficient economy based on the richness of nature. Small-scale farming combined with harvesting wild game, fish and berries from the land. Exposed to the harsh climate, and the historic fact that Jämtland after losing its independence under medieval times was tossed between Sweden and Norway, the inhabitants developed a sound creativity to survive in their daily life. A creativity and openness to new solutions combined with a stubbornness to stick to the ancient traditions that even today characterizes the economic and cultural life of the region.

With bedrock of limestone and the Golf Stream just 200 kilometres away at the coast of Norway, the climate is relatively mild and humid, yet winter in Jämtland is long and snowy. The natural and cultural resources of the region have given the county a unique gastronomic profile, the Nordic kitchen. The Meat from moose, reindeer and bear, arctic trout, cheese from goats and mountain cows, wild berries, edible fungus and birch sap gives a very special flavour to the products and dishes made in the region. Today, traditional self-sufficiency has been transformed into village dairies, bakeries and venison farms. Food products end up on the gourmet restaurant menus in the rest of the country. The spirit and the skills of the population is the foundation of a strong regional identity that emphasises independence, entrepreneurship based on local resources, a regional identity which is one of the driving forces behind rural development in the county. The county is however not closed to influences and inspiration from the outside. There is an increasing trend that urban people moves to the region to attain the rural lifestyle. The influx of people is not only citizens of the major cities in Sweden, but also from other regions in Europe. Often these people will bring new perspectives to the region and its resources making a welcome contribution to the creative development.

The People

The People of Jämtland are a well-educated rural population, even though the rural population in northern Sweden is less likely to have studied at college or university; the majority has a high-school diploma and some additional education.

A revival of the traditional kitchen, combined with a new consciousness of its values to health and sustainability as part of economic development, have made gastronomy and small-scale food production a major concern for the development and profile of the region with a number of projects to strengthen production, education market access etc. This has attracted the attention, both nationally in Sweden and on an international level, to the gastronomy of Jämtland. Gourmet-restaurants in Stockholm are serving specialties from Jämtland. Jämtlandic products, goat’s cheese and Suovas, alder-smoked reindeer meat, are also certified as presidia products by the Slow Food organization which has nominated Östersund as a candidate for the international Slow Food conference 2011. The people of Jämtland are a well-educated rural population, even though the rural population in northern Sweden is less likely to have studied at college or university; the majority has a high-school diploma and some additional education.

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The City

Östersund is the most central city in Sweden, placed on a north-south axis in the country. It is the capital of Jämtland County and the only city in Jämtland. The city is placed at Lake Storsjön and is with its 44 000 inhabitants the 24th city in Sweden. The city, the only one founded in Sweden in the 18th century, was given its city rights on 23 October 1786 by King Gustav III. It was founded by the central authorities to control the very profitable trade of furs and iron of the inhabitants of Jämtland in between the city of Sundsvall at the Baltic coast, and Trondheim in Norway at the Atlantic coast.

All the time since the 16th century, when Sweden became a nation, the central authorities in Sweden and Norway/Denmark tried to enhance the political and economical influence over the region. The swedification of the region was slow, the inhabitants did not want it to block their incomes from the lucrative trade with its neighbours and the city did not start to grow to be a natural centre of the region until the railroad was built in 1879.

The city of Östersund is in the middle of Östersund Municipality, with the other seven municipalities in a circumference around it in a radius of 100-200 km. The county has two airports with regular traffic, the major one is Åre-Östersund airport where 375 000 passengers passed in 2007. Major roads that pass Östersund are E14 in between Sundsvall and Trondheim east to west, and E45, the road that passes Jämtland on its way from Gothenburg to Karasuando in Finland on a north-south axis.

The narrow alleys and square blocks in Östersund remains from the first Östersund town plan, drawn up more than 200 years ago when the city was founded as a trading centre. The streets was laid out going from north to south and with alleys from east to west and thanks to the original plan the shopping streets now cross the alleys that all lead downhill towards the shores of Lake Storsjön. From the inside of the city core, you are able to see the view over Lake Storsjön, the Island of Frösön and the Jämtlandic Mountains thanks to the topography and the original city plan.

The houses in stone in the city core, with structured fronts and well planned backyards blend with blocks of detached houses and carefully renovated buildings from around 1900. The two major city streets, Storgatan and
Prästgatan are the trading areas of the city. The houses in between the two streets are often joined and the alleys make up smaller rooms where the westerly, often cold and icy winds won’t reach making rooms stimulating social contacts for its citizens.

The city harbours a closed square, one of the few ever built in Sweden. The square was created to give the city an open space in the city core, the idea inspired by renaissance architecture. The square is the marketplace of the city and its heart point where different arrangements is taking place, one of them is the more than 1000 year old Jämtlandic market “Gregorimarknaden” originally a fur market. Also the city festival “Storsjöyran” has the square as its central point. One of the landmarks that manifests the profile of Östersund is the city hall, a major brick building, 51 m high built in 1912, which in its architectural design incorporates both Jämtlandic traditions and national romantic ideas.

As the only town in the region of Jämtland, Östersund is a vital meeting place both for tourists and the inhabitants, known for its abundance of cafés and restaurants and its vivid city centre with over 300 shops. The cafés have a long tradition in the city, important meeting spots for the social life, both for the development of clubs and associations and for citizen from Östersund and the people from the countryside. The two most famous cafés are, Törners and Wedenmarks café, the later one said to be the birthplace of the Swedish “Smörgåstårta”, made by the konditor Gunnar Sjödahl in the 1960’s.

Close to the city centre, Midsweden University has its campus with over 7000 students. An area, covering four blocks of the former artillery regiment has been transformed into a unique campus, a town inside the town, characterised by students doing research in subjects such as environmental sciences, tourism, and sports- and event technology.

Östersund has from its foundation had a focus on public administration, both the County Council whose main task is health care, culture development and regional development, and Jämtland County Administrative Board, the regional government, and a number of national authorities are placed in the city, working closely with Östersund municipality itself.

The municipality is governed by a coalition of Social Democrats, the Green and the Left Party. The leadership has 67 members from 7 different parties, elected in a four year period. The municipality is also the greatest employer of the county, with almost 6,000 employees, and the financial turnover was SEK 2,645 milliones in 2007.

Winter sports has old traditions in Östersund going all the way back until 1900 when the preolympic games was undertaken in Östersund. Since 1996 the local industry and the city has marketed Östersund as “Vinterstaden”, the Wintertown, to make the long winter a more popular time of the year. The city also harbours the national winter sport centre, conducting research, and development in physiology, and active advice for elite athletes. A joint venture in between the sports community, Midsweden University and the County Council.

Östersund city acts in many respects as an engine for development in other parts of the county. An active work is undertaken to preserve and develop Östersunds charm and qualities as a small town, while the city develops into a modern centre of knowledge and services with a range of service and culture offerings.
The region of Jämtland ought to be berried in ice and snow, an arctic region with few people, scarce forests, no farming and covered with many km of tundra, but that is not the case. Jämtland flourishes thanks to the warm streams from the bay of Mexico, the gulfstream that warms the Scandinavian Peninsula, to the benefit of both people and nature. The region has a unique flora and fauna and is often referred to as “the lungs of Europe”. In addition to the clean air, it is well known for its wilderness; in Jämtland it is still possible to catch sight of some of the large predator animals of Sweden, such as lynx, wolf, wolverine, brown bear, Arctic fox, musk ox, moose and elk.

The natural resources is the base of economical activity, agriculture, forestry, and tourism are important economical activities in Jämtland where forestry is the most important income of the economy in Jämtland – the region provides for 10% of the entire amount of felled trees in Sweden and 3% of the population are employed full-time in forestry. Most farmers combine forestry and agriculture as part of a distinctive pattern of life and work in the rural settlements in this region – people practice pluriactivity to make a living.

Due to the harsh climate with long, cold winters and short intensive summers, Jämtland has a different agricultural pattern of production than Southern Sweden. The main agricultural produce in the county are dairy and meat from cow, sheep and goat; kept on grazing-grounds in the farms; a limited egg and poultry production; and marginal potato production. Vegetables and
grain production is very small; the season is very short and productivity not high. The grain and vegetables produced in Jämtland are consumed and/or refined in the same area.

Most of the farms are situated around Lake Storsjön, the most fertile land in the county, where farming goes back almost 2000 years. Jämtland farmers use the cleanest farming processes in the country, with a minimum of quantities of pesticides and fertilisers. The offering of organic produce is steadily increasing. In the county, 58 000 hectares is farming land around 1% of the total area. There are 8200 farming companies which employs 9100 persons. When all small-scale refinement and indirect employment is accounted for, 10% of the population in Jämtland makes their living from agriculture.

The use of “Fäbodrift” (Summer pasteur villages), one of the traditional farming techniques is still used in the southern part of the county, which have given the region a prominent production of goat-cheese, 30% of Sweden’s goats lives in Jämtland and many farms produce goats-cheese and other diary-products from the milk. There is also a large scale dairy producer in the county, Milko who has its seat in Östersund, making their products from the produce from the farms in the county.

The average size of farms is smaller than at the national level (21 ha in Jämtland, 34 ha national average) and the farms are dispersed over the landscape. Often there are several kilometres in distance between the farms in the northern and western parts of the region. For the maintenance of infrastructure and basic services emerge special problems when the farms are not clustered together in larger villages that can support small businesses and shops.

The region has also a small community of Sámi people, who continue their cultural tradition of reindeer herding in the mountain area at the boarders between Norway and Sweden. The Sámi culture, with its own history and traditions, has had a major influence on the region. Jämtland has a total of 11 Sámi villages and around 44 500 reindeer. Some 95 companies here are mainly involved in reindeer herding. The Sámi people are the producer of reindeer meat, tender, low in fat without hormones or medications. The animals live their lives in the mountain areas, the animals gathered a few times a year for marking and slaughtering.

Water quality is high throughout the county; you can even drink the water from Lake Storsjön at the quays of Östersund. Fishing is a natural and popular activity for the people in the county as well as visitors. Every year, 200 000 fishing permits are sold. There are 200 fishery conservation associations and generally the grounds for salmon trout and char are easily accessed. Fishing produces a turnover of half a billion SEK and employs approximately 500 people.

The rivers and rapids are also the base of the production of energy from hydropower plants. The county consumes less energy than the other counties in Sweden; around 80% of the total production is exported. There are almost 60 power plants in Jämtland, and only in one of the municipalities, Ragunda there are 9 power plants making up 10% of entire Sweden’s electrical production.

The wind is the latest of the natural resources being exploited in the region. The climate is a very windy one, the westerly wind sweeping over the mountains, from the low-pressure areas over the Atlantic Ocean. The wind bringing rain making the landscape flourish can also be harvested by wind power plants standing in the high spots in the landscape. Quite a large number of plants are currently prospected, many of them are planned by local cooperatives, and other is funded by large corporations. As a total, when speaking of renewable energy, about 60% of the energy produced is regarded as renewable, quite a large number compared to other regions in Sweden and Europe.
The Culture

The cultural life in Östersund incorporates at the same time the past, the present and the future. It is based upon traditions, but a tradition open to new impulses from all over the world creating a creative mix of actions. The cultural arena includes all the themes put forward by the “Creative Cities Network”, where gastronomy is but one, but a predominate one.

The cultural arena in Jämtland is very wide and not easy to describe, there are around 2300 cultural workers in the region, most of them in Östersund city. The municipalities in the region are making investments in culture; there are ambitious initiatives both in the peripheral regions like theatre, film projects illustrating the local culture and the Sámi culture, to initiatives in Östersund where plans for cultural clusters are made in between organisations like “Jamtli”, and “Färgfabriken” together with private entrepreneurs.

The eight municipalities have their own cultural profile, there is much to tell but only room here for a brief presentation. In the south there is the municipality of Berg, with its vivid community where art, music theatre, choir-singing, creative writing, dance folk-art and film is mixed into the daily life. To the south there is also the municipality of Härjedalen, here lies one of the best museums in Europe, winner of “The European Museum of the Year Award 2001”, inspired by the local architecture with greyish timber houses and peat roofs, presenting the daily life of the Sámi, workers and peasants. The municipality is also creating a centre for culture and writers, in memory of one of the most famous writers in Sweden born and brought up in Härjedalen, Henning Mankell.

In the north there is the municipality of Krokom signified through active cooperatives and the commitment to young culture. Krokom is also the site for a new movie based on novels of another of our great Swedish writers with the roots in the region, Kerstin Ekman. The movie is named “Wolf”, a drama describing the contemporary living conditions of the Sámi people, and their connections with the nature and the wild.

In the east there is the municipality of Bräcke, one manifestation of the local culture is a play from the profound history of the region. For the ninth time the yearly play of Bodda, a drama from the turbulent history of the Viking age in the region. With an audience of 1000 persons, this play is the largest event in the municipality, taking into account a staff of 100 persons which is almost a fourth of the inhabitants in the local district where the play takes place.

In the west there is the municipality of Åre, where culture is a strong complement to the tourism, design is also a marker of the district where a number of entrepreneurs has activities in the themes of food, design, fashion and sports. In Åre, the youth is activated in the culture in “Kulturskolan”, where the municipality organise dance, music and acrobatics. Design is also a part of the cultural life where the regional design centre promotes the design profile together with local entrepreneurs. Åre Design Centre in Åre outside of Östersund is a national arena and a local meeting place for design, with ongoing activities as exhibitions and workshops showing Jämtlandic products.

In describing the cultural activities there can be no doubt over that it is Östersund City with all its cultural workers, event arenas, theatres, cafés, and creative initiatives is the very centre and motor of culture in Jämtland with a variety of actions. The activities are managed in a fruitful cooperation in between the public sphere and private entrepreneurs and organisations. It is here that the major festivals is taking place, concerts and plays on tour are held, the heritage is experienced both by the population and by tourists, and the development of gastronomy in the form of events, projects, education for the young generations and the support of artisan food producers. It is also in Östersund that new development in the creative sector with support on a national basis through “KK-stiftelsen”, the Knowledge Foundation is planned.

The cultural activity of Östersund is firmly based upon historic traditions, represented by the regional museum.
in Östersund, Jamtli, one of the most popular tourist attractions visited by 170 000 persons 2007. But cultural influences and inspirations come from many sources, Jämtland is a well-visited region with tourists from all over the world. This has created a vivid cultural arena where the County Council, through “Länskulturen”, together with performing artists creates expressions of art in the form of song, theatre, film, handicraft and music.

The cultural arena of Östersund has also attracted national and international players, like “Färgfabriken”, a centre for contemporary art with global connections that has chosen Östersund thanks to its natural and cultural assets. “Färgfabriken” presenting themselves as: “creators of encounters, contacts and dialogue between those who would not otherwise speak to each other, except from opposite sides of a negotiation”.

**Footnote**

The Knowledge Foundation is operating at the intersection between the business community, the public sector, higher education institutes and research institutions. The objective is to establish conditions to stimulate innovation, creativity and personal contacts between organisations and people with a will to develop and drive Sweden forward through knowledge and competence development. From 1994 and the start, 6000 million SEK has been invested in 2000 different projects. The experience industry is currently one of Sweden’s biggest growth areas. Sweden’s potential for taking a leading global position in the experience industry is according to the Knowledge Foundation considerable. Experience consumption is growing and can be stimulated and strengthened through more collaboration between research, education, enterprise and culture. Since 2000, the Knowledge Foundation has invested 84 million SEK in the experience industry. The aim is to strengthen growth in primarily smaller-sized creative businesses. The investment led to the establishment of eight cross-boundary arenas, one experience industry network and ERIBA - a model for creating growth.
The Creative economy

The figures measuring the size and growth of the creative sector in the region, advertising, architecture, design, interactive software, film and TV, music, publishing and performing arts shows like in the rest of the world a growth of 5-10% having a major impact on rural development. As a total there is about 500 companies and 2300 employees within the creative industry in Jämtland mainly in Östersund, where most of the companies acts in the local market, but some of them also acts in national and international markets. There is also a couple of hundred of project nomads, or free cultural workers, participating in different projects without a company on their own. An analyse made in a study of the future of the sector, is that there is room for new initiatives and projects within the creative sector, cross-fertilized with tourism.

In Östersund small businesses dominate the local industry and only some 50 of the 7,000 companies in the county have more than 50 employees, many of them exploiting the natural resources from the forest, water and the mountains. The industry of the county is sound and cooperates closely with the public sphere creating an atmosphere of joint local development, investment and creative initiatives. There is a powerful cooperative movement in the region, which contributes strongly to the inland municipalities mainly in sports and culture.

Östersund city is a major trade centre – for the entire county and for our Norwegian neighbours across the western border. Retail trade turnover figures are 30 per cent higher than the size of the population normally would produce. The number of restaurants, nightclubs and bars in Östersund is impressive for a town this size and dimensioned for a much larger population. More than 300 shops, department stores, boutiques and specialist shops, guarantee a varied offering.

The tourism industry is a major part of the income to Östersund and Jämtland, and by our definition part of the creative economy, where culture activities, small-scale food production and the event industry is a cooperative tripod. Tourism has a long history and tradition and travelling has always been a part of the heritage of the county. The farmers of Jämtland were travellers, trading furs in between the Atlantic and the Baltic Sea, and you could say that the first tourists were pilgrims in medieval times, crossing the county by foot on the way to the cathedral in Trondheim.

Jämtland is part of the Sámi community in Northern Scandinavia, Sapmí, which includes parts of Norway, Sweden, Finland and Russia. The most southern part of Sapmí is Jämtland, and Östersund is the centre for the Sapmi culture in the region, having its own specific culture and language. The centre is called Gaaltije and arranges lectures, seminars, events and exhibitions of South Sapmi history, culture and heritage. In Sweden, there are today 2500 persons from the Sámi minority working with reindeer herding, part of them in Jämtland.

Part of the Sámi culture is the traditional handicraft, the hunting and fishing. The handicraft made is adapted to the nomadic lifestyle characterizing the Sámi people, and also the raw-material used, reindeer hides and leather, different trees, roots etc. The Sámi traditions have a potential together with the other development within the creative industry, in themes as tourism, design, art, handicraft, food production and music and theatre.

More than one hundred years ago, the first so-called “clean air tourists” came to enjoy the fresh air of the mountains and the beautiful nature. The parts exploited were mainly the western mountainous part of the region and the nature with its cool fresh air was regarded as a Garden of Eden. The area was frequently visited by the Royal Family and celebrities from Stockholm and other major cities from the south of Sweden. Since then tourism has developed into one of the most important industries in Jämtland. The tourists who visit Jämtland generate turnover of around SEK 3.3 billion per annum, and account for around 8,3 million overnight stays in the county 2006 according to JHT, “Jämtland Härjedalen Turism”, the county’s tourism organisation. The income coming from the combined cultural and tourist industry is the largest income for the county, next to the forest and wood industry.

JHT is now initiating a visionary project called Tourism 2020, aimed at integrating the cultural and natural assets of the region in a joint project making Jämtland an attractive destination. The foundation of the project is the fact that the tourism industry, with its special relationship to the environment and the society visited, is demanding a sustainable development of the assets of the region, economically, ecologically and culturally. A
development that will enhance the incomes to the region, without putting the natural and cultural assets at risk.

Sustainability, hospitality and internationalisation is the lead words of the project that will make Jämtland a major attraction in the national and international markets, making the region and its destinations the most visited and acknowledged destinations in Northern Europe. The project will work closely with ETOUR, the tourism research institute at Midsweden University to maximise the benefit of the gained knowledge to the entrepreneurs of the region.

The Ingredients and the Tastes

Jämtland, with its clean air and fresh water, has unique conditions for producing superb food. The ingredients used is based both on the hunting and gathering from the countryside with meat from moose (the symbol of Östersund city), reindeer and occasionally bear and beaver, wild berries as blueberries, cloudberries, mushrooms, and from the small scale farming of cheese, bread, strawberries and other farming products.

Jämtland County has a strong tradition and large production of locally produced food. Small-scale, artisan food production results in products with a unique flavour and quality that can not be achieved through industrial food processing. The Jämtland kitchen is a part of the Nordic gastronomy tradition that has its roots in Sámi reindeer herding, in elk hunting, fishing in the mountains and in locally produced products such as milk and cheese.

The production is based on traditional processes and includes hundreds of manufacturers within all kinds of food processing. The best known may be the cheese processing, often based on goat's milk or from Swedish Mountain cattle. Cellar matured goat cheese has been produced the same way in Jämtland County for thousands of years as in the summer pasture villages of ancient times. We still have various bakeries producing the traditional thin unleavened bread; charcuteries such as smoked, cured or in other ways preserved meat of reindeer, elk and other venison, fish and game. There are many producers of jam, juices and other berry products.

The quality of the locally produced food products in the region is singularly high; not only because of the manufacturing processes that have evolved over many centuries but also because of the uncontaminated pastures rich in herbs, the clean water, generally favourable environmental conditions and the committed and skilled producers. Several organisations in the region is promoting the gastronomy of Jämtland, one of them being “Matakademien i Jämtland Härjedalen” (The Academy of Food in the county), a non-profit association engaged in the information and development of our locally produced food.

Many recipes is based on the yearly moose hunt, every year more than 13 000 animals is shot in the region which means that every ninth moose shot in the country is brought down in Jämtland.

Much of the moose meat never comes out on the market, it is kept by the hunters or used for traditional dishes in the restaurants. Meat from the reindeer farmed by the Sámi is also often on the menu. Suovas, traditionally smoked reindeer meat, is one of their products, now accepted as one of Sweden's two presidia products by the Slow Food organisation in Italy. Sámi people have
produced Suovas the same way for thousands of years. The Arctic char is the fish who is probably most often associated with Jämtland, a common fish that can be found in most lakes in the mountains and in some forest lakes.

For historical and geographical reasons, there are plenty of goats in Jämtland and consequently also a number of farm dairies, around 40 farm dairies operate in the area today. The cheeses made here are very special, and come in a variety of shapes and flavours and originate from the area’s unique heritage, the mountain farm. Cellar matured Goats cheese is Sweden’s second Slow food presidia product.

The cooking is not solely based on the domestic traditions; there are new innovative products, for example a chocolate factory combining: chocolate cloudberries and goats-cheese. There are lingonberry and blueberry raisin producers, thin bread chips, ice cream made on milk from the threatened Swedish Mountain cattle etc.

Jämtland is also home for the most awarded brewery in Sweden, “Jämtlands bryggeri”, having won 61 gold, 29 silver and 17 bronze medals during their eight years of participation in Stockholm Beer Festival, in competition with 600 other brands. The brewery is one of the countries smallest and beer has been brewed in Pilgrimstad just outside Östersund since January 1996. The beer is brewed with care, by hand in small quantities to ensure high quality. The brewery produces ten different types of beers, representing the major types of beer of the world. The brewery has a potential of an annual production of approximately 700 000 litres of beer. All the beers are so-called “Färsköl”, that is, non-pasteurized.

A new product based on traditional knowledge in the county is sparkling wine made from birch-sap from birches in Jämtland with a very specific content of sugar and other ingredients, thanks to the intense Nordic sun and the climate. “A Sparkling Elixir Reminiscent of Spring From the Virginal Wine-making Region of Jämtland, original recipe from 1785.” The recipe is based on ancient documents found in an archive “Jegrelius Research Centre” an archive administrated by the County Council containing 6 million documents used for green innovation and development of entrepreneurs in the region. The produce contains absolutely no traces of herbicides or pesticides, as they have never had to be used, and the taste of the wine is described by the experts as “serving the whole Nordic summer in one single glass”.

Jormlien Fjällgård:

“The guesthouse Jormliens Fjällgård, which dates back to the late 1800s, is situated in the small mountain village of Jormlien to the north of Östersund. The guesthouse is simple but well maintained, and because of its position on the mountain slope you have a wonderful view of lake Jormvattnet and the mountains. The restaurant describes itself as specialising in game, and has, for instance, bear on the menu. Its famous Suovas casserole made from smoked reindeer, chanterelles, carrots and mashed potatoes, served with chutney made from berries growing locally, is a firm favourite. As a starter to this richly flavoured dish, trout marinated in spruce needles. To round off the meal, cloudberry parfait.”

The Plates and the Recipes

Östersund and Jämtland are home to a multitude of delicious traditional dishes. Today, farms all around the County are involved in traditional small-scale production of the ingredients that go into these dishes—products that stand out by their very special character and taste. Also new exciting development of dishes based on tradition and local raw material is appearing; often in small homelike restaurants in the countryside many of them with dishes from locally produced products food from the countryside, moose, trout and spices from the forest. The restaurants in the county are concentrated to Östersund and the nearby ski-resort Åre.

Below are a couple of examples of menus served, documented on the website of JHT, these are but two examples of the gastronomic profile in the region:

Jormlien Fjällgård:
Tännforsen Tourist Station:
“Sweden’s largest lake waterfall is not the only thing visitors can enjoy at Tännforsen. The tourist station at Tännforsen is situated west of Östersund close to the Norwegian border, on the Skalstugevägen road. The menu is quite extensive and mainly comprises dishes based on elk and game. Its top menu is called “Älgfrossan” (Elk Feast), offering a large range of elk dishes such as shredded elk meat, cold roasted elk, elk bouillon, elk heart, brawn and roulade. You can also have grouse, or a game platter, which includes bear meat – excellent as a starter. Parfait with blueberry and raspberry thins round off the meal perfectly.”

Recipes with the heart in Jämtlandic ingredients
The Arctic char is the fish who is probably most often associated with Jämtland, many angling enthusiasts’ dreams of fishing and landing a char of major size, probably because it is one of the most difficult of the local fishes to persuade to take the bite. The Arctic char is quite a common fish and can be found in most lakes in the mountains and in some forest lakes.

The char can also be caught in the winter; winter fishing starts when the new ice is just strong enough to carry an angler, and is preferably exercised in the early spring when the sun is hot and warm. When ice fishing for char, you will need a jigging rod, spoon-baits, maggots or worms, and a good ice drill. You will also need a lot of patience, but when the char starts to bite you can catch a considerably amount of fish. In the summer, the char is even more hard to catch. The best period is around Midsummer, when the large mayfly (Ephemera Vulgata) hatches, tempting the really big char up to the surface to hunt.

RECIPE
Braised char with goat whey cheese
4 char of 400 g to 500 g each
2 quarters of shallot
Butter
1 dl dry white wine
2 tbsp goat whey cheese
5 dl cream
Flour
Salt, white pepper and chives

Chop and quickly fry the shallot pieces in the butter. Add the wine, and allow it to cook for around one minute. Pour in the cream, grate the cheese and add it to the mixture. Allow it to simmer for around three minutes. Continue filleting the char, add salt and pepper to the flour and dip the char fillets into the flour mixture. Quickly brown the filets in a frying pan, and add to the sauce. Cut and add the chives. Allow the mixture to boil briefly.

Serve with boiled potatoes, or fresh mashed potatoes

Goat whey cheese and soft whey cheese
Only in Scandinavia is there a tradition of using the whey created when churning goat milk for making whey cheese. Most of the region’s whey cheese production is concentrated in Jämtland and Norway’s Trøndelag area, making the whey cheese produced here a unique product.

The whey cheese is shaped into large blocks, or made into a smooth spread, which is then poured into boxes. The colour can vary from pale golden brown to dark brown, depending on how long the mixture has been boiled. The lighter the colour of the cheese, the shorter the boiling period.

RECIPE
Jämtland waffle
Tunnbröd “thin bread”
White goat cheese
Goat whey cheese

Just take the home baked thin bread made in a special oven with flavours of open flames, put the cheese on and fold it, and it will be ready to eat.
The National Centre

Eldrimner, the Swedish National Centre for Small-scale Artisan Food Processing, is situated in Ås, just outside Östersund, together with JILU, Jämtland County Council Institute of Rural Development; Eldrimner has established a centre in Ås in order to give producers the best possible start. Eldrimner who started as a regional centre for Jämtlandic producers, has for 10 years supported entrepreneurs with guidance, workshops, study-travels, product development, inspiration and change of experience, to make the small-scale artisan food production flourish. Today there are over 200 companies of this type in Jämtland. The good results from Jämtland have made Eldrimner the national centre of small-scale food production in Sweden since 2005.

The name “Eldrimner” is derived from old Nordic mythology: “Eldrimner” is the ever cooking pot in which the pig “”Særimner” was prepared as food. “Særimner” had the special quality to resurrect every time it has been consumed. Therefore, the Asa-gods and the humans could always have food for a feast in Valhalla. The name Eldrimner is used for the project, that of “Særimner” for the annual gala that the project is organizing.

The person behind Eldrimner is Bodil Cornell who has acted as a mentor to the many companies associated with Eldrimner and has provided inspiration and encouraged their development. Many of the producers give her credit for their success to Bodil. “Artisan food companies should produce authentic products that differ radically from industrial food products in flavour, quality and identity. Such products have an added value that gives them a competitive advantage in comparison with mass-produced goods.”

With the words of the producers: “Without Bodil there would only be a handful of artisan food producers in Jämtland, says one of them. She has the eye for the opportunities offered, she has backed us up, organised trips to other countries in Europe so we could see how they work there, and she has fixed transportable diaries and a mobile production kitchen so that we could try out our production before investing in our own premises.”

The aim of Eldrimner is to assist with the establishment of new companies to develop and to expand where Eldrimner supplies the necessary expertise, support and inspiration to stimulate creativity and innovation. The method used by Eldrimner is to provide relevant expertise adapted to meet the needs of the producers. Prospective and experienced entrepreneurs can participate in a number of activities that together contributes to a learning and development process. Practical and theoretical courses are linked together with the participant’s feelings and passion for the work they are doing.

Eldrimner has adopted the producer’s perspective and supports the establishment of regional resource centres in other regions all over Sweden. Ideally the producers should be able to get the help the need to develop their company from a local resource centre. The centre has established contact with experts in all spheres of artisan food production. In addition to the team of advisors, business consultants and specialists employed at the centre some of Europe’s foremost experts in diary work, meat curing, baking and soft fruit and vegetable preservation are affiliated to Eldrimner.

The activity of Eldrimner consists among others, semi-
Eldrimner also arranges “Særimner”, a regional food gala that is every second year arranged on a national level under the name “Smaklust”.

The first task by Eldrimner, the regional centre for small-scale food producers when getting the national mission was to make a map of all artisan small-scale producers of food in Sweden, where some 900 was identified. In this book the products of the highest quality was presented making both products and producers of small-scale food available for the public. The book is filled with articles and pictures and was awarded “Gourmand Swedish Awards” in the category “Best Innovative Book in Sweden” and competed against other books in “The Best in the World” on “Gourmand World Cookbook Awards 2006”. In this book, 111 of the producers presented was from Östersund and Jämtland with its 127 000 inhabitants, a proof that shows the advanced gastronomic profile of the county.
The regions within the Northern sphere of the European Union are often highly rich in natural resources in the form of a pristine environment, high quality raw materials from farms in the vicinity to living traditions. Jämtland is an example of a region which potential and profile lays in a clean nature and raw materials, and locally produced products. Tourism and an extended event industry together with small-scale food production and locally produced handicrafts is part of the regions marketing profile.

The local know-how of traditional cooking was under strong pressure to be eradicated during the 50-s and 60-s, but managed to survive thanks to the stubborn mentality of the inhabitants to stick to their traditions, and is now experiencing a renaissance. What was being phased out some time ago is now coming back on the scene and Jämtland acts as a lead partner in the discussions of the health problems associated with industrial produced food, and the benefits of locally produced food based on traditional knowledge.

As part of this revival, a project with the objective of preserving the traditional methods of cooking has been alive since 2000 at Eldrimner, the national centre of small-scale food production just outside Östersund city. The project named “Söka gammalt skapa nytt” (Search the old, create the new) is a collaboration in between Jämtland and Tröndelag, our neighbouring region in Norway with whom we share many cultural assets. The project documents traditional methods, and inspires and educates the producers of today to start or continue using the old methods in their processes.

Other projects is undertaken to exploit the treasures buried in the heritage of traditional food in the county. One project focused on the traditional smoking of meat, “basturöknin” as a study-object. An old practise associated with high quality of life adding a value of 10 to 20 times the value of the raw material in the present market. In Jämtland, unique processes of smoking of food were used both by the Sami community and the local people, and it is an interesting example of how an old practise aimed at preserving food throughout the year is currently regarded as delicacy. Smoking of food uses the preservative ability of smoke but wrongly done, toxic chemicals like PAH (Polycyclic Aromatic Hydrogen’s) are generated, a fact noticed by the European commission now documenting and regulating the processes in the member states.

The results shows interestingly enough that the old practise from the region, is both unique in its process and has a better health profile than smoked products in the mar-
ket, containing low levels of toxic chemicals. The practise has been transmitted to groups of local entrepreneurs via seminars and study-travels. The results can be used to inspire entrepreneurs and innovators to develop processes and unique local products, combining health, sustainability with a cultural profile both with smoked food and as a general method with other products.

To re-vitalise local knowledge, and to get adequate information, research had to be done not only in the region itself, where such knowledge has been compiled from the elderly people in the local communities. It was furthermore necessary to find local knowledge from many other sources, through contacts with local producers in other countries, through the information in literature as well as archives, and from organisations and projects in the field of food and gastronomy, research which often resulted in new members joining the project that with their special skills.

The ultimate aim of these examples and other similar projects, is to enhance the economic development of the region through increasing the value of food products, working with novel methods for the development of sustainable products from farming with focus on health and environment combined with economic potential, based on local traditions, which incorporate social and cultural dimensions of sustainability, products that have a considerably better opportunity being noticed in the open market.

Locally produced food is part of many regions economic development within the European Union, and methods developed in these projects, working with traditional knowledge combined with modern technology and science has the potential to be successfully transferred to other regions within the community. From our point of view, methods where food and tourism industry collaborates together are especially important to rural regions creating conditions for increased competitiveness, leading to larger incomes and new jobs in these areas.

Combining knowledge from other rural local areas and sharing experiences with local producers from other European countries have been main methods to get more systematically access to producers knowledge which is often seen as lay knowledge although it includes expertise and experience of specific kind.
The Producers

Östersund and Jämtland have well over 200 small-scale food-producers, many of them supported by Eldrimner, the national centre for small-scale food producers. To choose just a few of them to represent the large and growing group of dedicated persons wanting to work with the regions excellent raw material is not easily done. The span of commitment is extensive, from entrepreneurs basing their products on the tradition and raw material that is part of the regions heritage, to entrepreneurs expanding the horizon giving life to new products and tastes. From persons in the older generations with roots in the self-sufficiency to the younger generations that is rediscovering the heritage, taking us into the future. Some of them acts on the local market and some of them have found other ways, exporting their small-scale products outside the region.

Described here are three examples out of the many active producers in Jämtland, in someway covering the generation span and the balance in between innovation and heritage. This small selection of producers is very different in products, visions and entrepreneurship; they are however all connected to the tradition of small scale production in the region, and the raw material used.

This chapter presents the cheese maker Gert Andersson north of Östersund at the small village Raftsjöhöjden, the wine maker Peter Mosten with his sparkling wine made of birch sap having his production in Östersund and one of the younger entrepreneurs Kattarina Karlström, east of Östersund with her artisan production of chocolate.

Raftsjöhöjdens dairy farm

Raftsjöhöjdens dairy farm is runned by Gunilla and Gert Andersson. Gert is a well known charismatic profile in cheese making in the county, his background, experience and skills making him a true example of the Swedish word “eldsjäl” a person giving everything for his mission. Gert is a educated actor and has lived in places like Paris and New York before ending up in Raftsjöhöjden, a place where he has his roots.

A combination of cultural history and modern technology is their recipe of reaching their goal: to make delicious cheeses with plenty of flavour. Their success is confirmed by the title Pioneer of the Year, awarded to them in 2003, and the impressive medals they have won in “Særimner” cheese competitions. They are also very much engaged in the Slow-Food movement and produces a presidia product, cellar matured goat cheese.

Besides producing some of the finest cheese in the county, Raftsjöhöjdens dairy farm also receives groups of visitors, and there is also a small shop on the farm selling the local produce. At Raftsjöhöjden, the visitor can see goats grazing in the forest, watch them being milked in rotary milking parlour and also see how the cheeses are made in the dairy.

Gert, with all his insights and ability to see the value of artisan food production is also often engaged as a lecturer, arguing for a future based on a sustainable development of farming.
Food in Action

One of the outstanding profiles in the foodscape of Östersund is Fia Gulliksson, MD of the company “FOOD IN ACTION AB” and the restaurant “The Boathouse”. She is also MD for the organic tea distributing company “BRUNKULLANS TEA”.

Fia is an energetic person wanting to make a difference both at home and in the world. She has therefore committed herself in international projects, one of them the international Slow Food movement with ideas and projects in the theme of gastronomy, where she as a true gastronome always cares about the connection between the plate and the planet.

In October 2005 Fia attended Creative Clusters Conference in Belfast. After an inspiring presentation on the achievements of the Creative Cities Network’s appointed cities, she put forward the idea for the Municipality of Östersund to apply to become a Creative City of Gastronomy.

Fias business idea is to offer exclusive dining experiences with her own raw materials in the beautiful boat house restaurant at the shore of “Storsjön”, the Great Lake. Here the guests can sit literally in the lap of the Great Lake with a crackling fireplace in the background. The dinners are made with fish from nearby lakes, meat from the mountains and forests and herbs and vegetables collected from her own garden. Every material has its own history and Fia and her husband Martin will gladly tell you. As an accessory to the dinners, tales are served about the origins of the food, and visions on how we can create a better world through the manifesto “good, clean and fair” food.

Sav™.

One of the entrepreneurs not to be forgotten is Peter Mosten, basing his product of knowledge as old as the inhabitants of the region dating as far back as 9,000 years ago, when the birch was the first tree to reach for the skies again after the inland ice drew back from Jämtland. The history of the development of Sav™, the sparkling wine produced from birch sap is as interesting as the entrepreneur Peter Mosten himself.

For thirty years, Swedish chemical engineer and scientist Gunnar Jegrelius built an astounding archive. He collected research reports, theses, essays, manuscripts, newspaper articles, press items and books from 1700 to 1980, concerning some 200,000 chemical substances and their effect on humans and the environment. A total of 6 million documents divided among 600 metres of shelf space. There was only one problem with this unique and extremely important resource for current and future environmental research. After Jegrelius’ death in 1981, no-one found their way through the material. The archive sunk into oblivion, and was later moved to Östersund, where environmental engineer Peter Mosten was given the duty of indexing the archive in order to facilitate research. During his work, Mosten found a recipe torn from a Swedish book printed in 1785. Its title was: Birch Champ**** (strict EU regulations prevents him from writing the full title as the word ‘Champagne’ may only be used to denote a sparkling beverage made of grapes in the French region of that name). Curiosity took the upper hand; Mosten decided to make sparkling birch wine from the recipe. The result was ... revolting. It would take a decade of experimentation and testing before Mosten even came near to anything worth selling by the bottle and finally, he achieved Sav™.

Since time immemorial, birch sap has been thought to relieve, or even cure more or less nasty ailments. For the benefit of the modern world, thanks to Peter Mosten, this ancient knowledge has become a new high quality product where one example of that being the German Wine Institute in Trier which has tested Sav™ and found it to exceed all expectations. The International interest is also manifested through that the wine and the producers himself is presented to the world in the world wide TV channel CNN later this spring.
Small-scale, artisan food production results in products with a unique flavour and quality that cannot be achieved through industrial food processing. Producers can thus develop products with an added value, which are therefore able to survive in competition with mass-produced products and consumers can buy healthy food of guaranteed high quality. However, products have to find their way to the market to make the producers economically stable and the region prosper.

With regard to the natural conditions, the region is characterized by long distances to regional markets and to more densely populated and urban areas in Southern Sweden. Under the natural and climatic conditions in this area, agriculture cannot compete with the intensive production systems in Southern Sweden in terms of quantity of production and market shares, with its low population density and the long distances between the settlements and farms spread over the area.

In Jämtland, developing an alternative kind of quality production based on local processing and refinement is a possibility for the region making the local producers not only to survive economically but also to become part of more sustainable systems of production and consumption.

Many of the products made in the county are sold in the areas where they are produced, in small-scale production units out in the countryside. Part of the products finds their way to the city, to Östersund, the shops and the festivals, and some of the producers have found ways of marketing their products to the cities in the south of Sweden. As a whole, marketing for these small-scale producers has been an obstacle but initiatives are made to
overcome this, both from the public and the private sphere. One such private initiative is “Smakriket Jämtland”, a distributor of local high quality products to shops and restaurants within and outside the region which helps the consumers to enjoy Jämtland’s culinary experiences, an exclusive selection of local, high quality products when visiting Östersund and Jämtland.

The selection of locally produced food under the label “Smakriket Jämtland” was introduced by “Servicegruppen”, a service wholesaler. The products are to find both in restaurants and in well stocked shops in the city, as well around the county. There are currently some 20 producers affiliated with “Smakriket Jämtland” offering a wide range of specialist produce on a small scale, but the numbers of products and affiliated companies are increasing. You can find everything from ice-cream, bread and sprits to arctic char, goats cheese reindeer meat and vegetables. Every producer has been specially selected because of their product, their production methods and their attempts to preserve Jämtland’s culinary culture.

Products from “Smakriket Jämtland” is also available in a number of restaurants, both inside and outside of the county. The restaurants selected have menus that compromise starters, main courses and deserts from Jämtland produce, there are currently three certified restaurants in Östersund and 12 certified restaurants in the county.

Another private initiative is the project “Mer värd mat” (Value added food), a project managed by the Jämtland section of LRF, the federation of Swedish farmers, making an inventory of food producing companies and entrepreneurs in the region supporting them with marketing information and education showing the way to new markets outside the region.

The producers and products of Jämtlandic food is also available for the public eye through “Food of Jämtland” a website funded in cooperation with the federation of Swedish farmers in the region, the media company Internetmedia AB and the “Academy of Food” in Jämtland/Härjedalen in a joint project. The aim of the project is to offer the producers of the region a marketing platform both nationally and internationally, a marketing platform open for everybody regardless of size.

In the website anyone seeking information about Jämtlandic food and drink find the regions food producers in one place. You can find information which company produces a special kind of food, where to buy products, what restaurants are serving Jämtlandic plates, both delicacies and organic ordinary food (husmanskost). You can also find the farms in the region that both produces and serves locally produced food in closeness to the Jämtlandic nature.

Something that has come up during the interviews and work done in the application process is the need for a permanent market for locally produced food in Östersund. A permanent market was present until 20 years ago close to the central plaza, “Saluhallen”. A meeting place for people and products and a channel for producers where local food could meet the consumers. A process has now being initialized finding a place where to build the new permanent market, several alternatives are being analysed, one of them a market on the quays of Lake Storsjön, close to the core of Östersund.
The Festivals

In Östersund and Jämtland, a number of festivals are held where locally produced food is present as a major attractor. Most of the feasts are held in Östersund, but many of them are held in the countryside in the municipalities outside of Östersund.

A festival totally dedicated to small-scale food production is “Særimner”, the annual forum outside Östersund arranged by Eldrimner, a forum that provides a meeting place for all those who work with small-scale artisan food processing. “Særimner” is so important to the development in the region, that it is closely described in the next section.

A major event in Östersund is “Storsjöyran”, the largest street festival in Sweden with an audience exceeding 100 000 visitors. People who come to listen to leading world class live music and enjoy the ambience in the restaurants in the harbour area where a number of temporary restaurants are set up, creating a vivid gastronomic atmosphere for 10 days. Although this is mainly a musical festival it includes a variety of other events such as daytime theatre, street artists, mimes, impersonators, escapologists etc, as well as a large number of outdoor restaurants put up just for the event. “Storsjöyran”, with its history from the 60’s, is not just a festival, but a marker of self confidence for the region having the capacity to attract world artists in many genres, in a major event that involves the whole city core which is roped off during four days.

“Gregoriemarknaden”, a yearly winter market in Östersund with a history of 1000 years is a market where the local food is present. The market is held in the middle of mars every year, and was in ancient time the single most important market for the citizens where they bought and sold most of the year’s merchandise. The market was held in the winter because it was easier travelling over the countryside with horse and sledge. Today the three-day winter feast is celebrating the ancient bond and trading traditions in between Jämtland and Tröndelag in Norway. You can even meet the old traders, a project has resumed the ancient traditions and you can travel to the market by sledge.

Jamtli Julmarknad is held by “Hushållningssällskapet”, the member owned cooperative of “Rural Economy and Agricultural Society” of the region, the second weekend in December every year in the Jamtli museum area. This is one of Sweden’s largest Christmas Fairs with 200 exhibitors and over 20 000 visitors every year. The visitors are attracted by the locally produced food and handicraft and the festival acts as a joining force celebrating the Nordic Christmas.

It is a yearly tradition for the inhabitants of Östersund and Jämtland to visit the Christmas Fair in the outdoor museum of Jamtli, with its rebuilt environment of 1895 where the exhibitors display their products and all the scents of Christmas is in the air, everything embedded in snow and ice.

A feast held in the ski resort Åre west of Östersund is the “Autumn Feast” linking the summer and winter season in the area. This is a festival connecting the regions food producers, artists, handcrafters, in happenings, seminars and competitions. The festival has become an important event for the regions, marking the end of the summer and the starting point of the important winter season.

There are a number of festivals, activities and planned events where food and gastronomy plays an active part; a major force in these activities is the “Academy of Food” in Jämtland/Härjedalen, with the chairwoman Maggie Mikaelsson, the former county Governor. The academy is working towards a higher quality of food in the county’s restaurants and also arranges and cooperates in several gastronomic events in Östersund like the yearly wine trade fair, together with “Munskänkarna” where the theme for the year is “Wine in combination with local food”, an event visited by a large number of people. The food-academy also arranges several competitions open for restaurants and interested participants.

The festivals mentioned here are just a small number of activities directly connected to the local food, what is not mentioned is the many cultural events and other events that is influenced of the gastronomic profile in the region. The region is an arena of both cultural events and not the least, large sport events. Major events that has recently taken place in the county is the 2007 world championship of downhill skiing in Åre visited by 70 000 persons, and the world championship of biathlon 2008 in Östersund visited by 110 000 persons. Events like this and future sports events are to be seen as a potential for presenting the specific gastronomy profile of the region to persons and regions in the world.
The Gala

“Særimner”, the festival, or the gala is held each year in October, and attracts the foremost experts from Sweden and Europe in their fields. They will be giving lectures with seminars on different types of artisan food production and product competitions debates and exhibitions. The organisation behind the festival is Eldrimner, and it was 2007 arranged as a national meeting for producers from the entire Sweden in Stockholm, and with its 100 000 visitors regarded as the single most important happening for small-scale artisan food production in Sweden that year.

The year, 2008, the festival was held in Östersund, and apart from seminars and courses held, Swedish championship in small-scale food production was held, and the whole festival was finalized as a gala dinner. There were expertise juries that judged handcrafted food products from the whole of Sweden in 30 classes in the various categories of cheese, sliced, bread, jam and marmalade, drinks, confectionery and processed fish. The festival also incorporated a catwalk with a unique fashion with appropriate uniforms for small-scale food producers.

The festival is part of a food-experience with participation and support from the high school students from restaurant and hotel programs in the region.

The festival is a three-day experience of both food and knowledge of topics connected to food, here are some examples from the 2008 program:

- Michel Lepage, famous cheese guru from France visiting Særimner sharing his knowledge of lactic bacteria and their important role in cheese making processes.
- Master Baker Manfred Enoksson tell how baker can control the flour by adapting kneading, fermentation and baking, and what you should think about if you want to grind your own flour.
- Christel Droz Vincent, trainer of CFFPA in Florac, Eldrimners sister center in southern France teaches how honey can be used instead of sugar for example, marmalade and drink.
- Stefan Lind, dairyman and teacher in JILU responds to you a fruitful seminar. The seminar is aimed at those who are curious about making cheese in small-scale forms.
- Paul Le Mens connected to Slow Food France leads a taste workshop, where he takes us into the exciting winding paths of the sensory of tasty. He tells of flavours and fragrances, he will talk about salting, smoking, burial and sour fish, both methods and risk factors.

There are also seminars about small-scale food production and sustainable development:

- Can slaughterhouse waste buried? What waste products can be sent to the biogas plants or composted on the farm? What changes are underway in the regulation on animal by-products?
- Mats-Eric Nilsson, editor and author of “The secret chef” is talking about various additives used in the food industry. Total annual sales of production of additives in the global food industry 150 billion kronor, and we eat about 6-7 kilograms of food additives each year, according to the book.
- Johanna Björklund working at the Centre for Sustainable Agriculture CUL at SLU, the Swedish Agriculture University believes that local processing and sales is one of the key factors in a shift to a food system that does not affect the climate. Scientists from SLU presents the latest news from current projects that focus on efficient transport systems for small-scale food and cooperation with major retail chains.

As could be seen by the ambitious program of the gala, this is a focal point of the issues local food, taste, sustainability and production.
In the middle of the development of the gastronomy of Östersund and Jämtland, there is The Food academy of Jämtland/Härjedalen, an organisation open to the public and with prominent members of the board, chairwoman in the academy is the former Governor of Jämtland Mrs. Maggi Mikaelsson.

The very fundament of the Academy is the recognition that the quality of locally produced meals in the region is probably the best in the country. The Academy’s work is based on a marketing strategy and the understanding that some of the Academy’s activities must be directed towards a market outside the landscape. The purpose of the Academy is to raise the profile of the county as the gastronomic region in Scandinavia.

The Academy has put forward several goals to achieve its purpose, the goals are:

- To disseminate information on the county’s locally produced food.
- To support the development of locally produced raw materials.
- To inspire the county’s restaurants serving local food.
- To support the local cuisine and the traditional food of the region.
- To stimulate innovation and development of the local cuisine.
- To improve knowledge and cooking of the local food through education.

The Academy of Food in Jämtland is working in close cooperation with LRF (the Federation of Swedish Farmers) and its project “Mer värd mat” (Value added food), identifying and recommending the county’s quality restaurants with ambitions to develop dishes with ingredients from the region. The aim with the initiative is to inspire restaurants to work more with locally produced raw materials from the region.

To become a recommended restaurant you have to fill the following criteria according to the Academy:

- On the menu must be at least one starter, two main dishes and a dessert in which the main raw materials are locally produced, which will appear on the menu.
- The staff must have good knowledge of the local origin of the raw materials and the processing of the food.
- The locally-based dish must be well cooked preserving the fine flavours of the raw material. (Traditional cooking is not particularly rewarded; the main thing is innovation and creativity).
- Children Portion will be offered by all the local dishes.

Patrols from the Academy tests dishes in restaurants with ambitions to be certified, and make an assessment based on the criteria’s, if approved; the Academy’s Board of Directors gives the restaurant a diploma. The certified restaurants are checked at least every two years so that the existing criteria are met on a long term basis.

The Academy also stimulates new development in the gastronomic community of the region, one of them themes is called: “Local food - New ideas”:

Here The Academy of Food present recipes based on the preparation of local raw materials but at the same time points on opportunities to develop our traditional food with new impulses and ideas, including from other countries and cultures, for example Carpaccio on the Jämtlandic Char.

The Academy also acts as a developer of local gastronomy by introducing competitions open for both restaurants and the public.

The Academy arranged in 2007 the 7th “Plate of the Year” in Jämtland. The competition which aims to inspire the county’s restaurants to work with and develop locally produced food took place in Östersund and the motivation of the jury was: “The theme of the winning plate creates curiosity based on the mix of old traditions, local raw material and mixing them in a new creative way.”

The Academy also arranges “The Menu of the Year”. In this year’s contest, the Jämtland Menu was arranged by The Food academy together with the local newspaper “Östersundsposten”, and Palmcrantzskolan, one of the upper grade schools in Östersund, where the students at the restaurant program was creating the dinner. The aim of the contest is that the Jämtland menu will be served annually at the county’s restaurants.
The Partnership

How do we, the inhabitants of Jämtland, look upon ourselves and what is the potential of Östersund to be a part of future development, not only within the “Creative Cities Network”, but in all its cooperative ambitions with regions outside our own? In all partnerships, in order to give to others, you have to understand your own conditions. The development of Östersund and the region of Jämtland are thoroughly planned by the Jämtland County Administrative Board, with the help of teams of citizens from different part of the society, the plans verbalized in different strategic documents where the most important one is “The Regional Development Plan”.

In these documents, Östersund and the county is seen upon as an open place where men and women of all ages can live and prosper and where citizens and visitors has a place to return to time after time. Jämtland County is associated with high natural and environmental values and perceived as a health-promoting and stimulating environment to live in. These include the sustainable management of natural resources, which, among other prerequisites for a successful use in the form of fishing, hunting and other outdoor activities should be maintained and strengthened. Good health and welfare of the good environment and attractive surroundings provide good conditions for both health and welfare.

Future development of Östersund is in many ways based on the fact that the region attracts many immigrants, bringing their experiences with them, established through previous contacts and activities. Besides the access to a clean and beautiful scenery, attractive environments and proximity to the mountains, good communication, good public and commercial service and rich cultural and sports offerings are essential elements of the county’s attractiveness. A multicultural and broad-minded society is an asset. A positive attitude towards diversity gives better quality of life, but also the conditions for entrepreneurship, business creation and economic growth. A rich and varied cultural and recreational offering will increase local capacity to attract people and therefore companies from the outside world.

The goal is a better quality of life and good conditions for entrepreneurship, business creation and economic growth. The vision is that in 2020, Östersund and the county, which has never been industrialized in the sense that large powerful industries developed, further develops a variety of companies and continues focusing on the entrepreneurial experience that has made the county to become one of the major destinations in the country, with a strong year-round tourism.

Based on this analyse on our assets and future development, what do Östersund have to give back to the cities and regions of the world, connected to “Creative Cities Network” and other potential partners. After careful thoughts based upon experiences and a contact with persons with whom we cooperate, some arguments constantly appears:

For many visitors, Östersund offers a safe environment, where cooperation is the lead word. The whole region is aimed towards cooperation, a fact based on the historic reasons which makes the atmosphere inspiring and lets creativity nourish. Östersund and the county also attracts attention because its work with environmental issues, how companies and authorities undertake environmental certification processes, attention has also been in the issue of biodiversity, and the work towards Jämtland as a GMO-free zone.

Due to a long term strategy, the region have successfully supported farmers and entrepreneurs in the region to
start companies creating jobs in the rural landscape. This has attracted attention from organisations all over the world, which has chosen to come on study-trips and courses. Courses in small-scale food producing has been arranged in regions in other countries, some projects has been undertaken in the Baltic countries, and in the district of Arauco in the region of Bio-Bio in Chile.

The courses are arranged by the County Council which in its organisation harbours Sweden’s only educational dairy situated in Östersund. The courses has bee appreciated due to the contribution it can give to farmers in less developed countries wanting to make a better living, enhancing the value of their produce (as in making cheese), and to be more attractive tourists in agro tourism.

A national platform for aid in developing countries, SALA International Development Agency, has been used in different projects supporting regions in different parts of the world. Projects in rural development with Östersund as a partner has been undertaken in Aimagen in Mongolia with objectives to develop eco-efficient product ideas based on bio resources from Aimagen. Östersund has also initiated a joint project with a region in South Africa, Alfred Nzo, both active participants in rural development. The project will start with the sharing of experiences and working towards developing plans. One activity has been to have courses in small scale cheese making, as a means to enhance value and safety of dairy products from farms in Alfred Nzo.

The international cooperative projects with SALA IDA as a platform are still on a basic level in terms of food and sustainable agriculture, but has a potential to be expanded, where knowledge from the region concerning topics in rural development can be developed. The idea of Östersund as an example, investigating how gastronomy, culture and tourism in cooperation could be a potential for development is gaining interest. This is in accordance to the national food vision put forward by the minister of agriculture in Sweden in July 2008, and the idea has attracted attention from the Slow-Food movement in Italy.
The Gastronomic Development

The very presence of an environment with excellent raw-material for food, a spirit of self sufficiency and a multitude of organisations, companies and entrepreneurs aimed at developing the gastronomic theme in the region, makes Östersund a vivid arena with a constant growth of ideas. Based on 20 years of focused development in the area of small scale food production in many parallel organisations, companies and entrepreneurs of the region will now join their forces working together taking the gastronomic development to the next level. Projects and initiatives are undertaken combining the fields of culture, food-producing and tourism. Guidelines of the future development of food and gastronomy are currently undertaken in a group led by the County Governor Britt Bohlin, together with representatives from influential organisations both public and private.

Creative Region of Gastronomy-Jamtland

A project aimed at taking the gastronomic development to the next level in Östersund and Jämtland is “Creative Region of Gastronomy-Jamtland”. Small scale food production and gastronomy is part of many areas of development in Östersund and Jämtland. The vision for the project is that the county continues to develop and eventually becomes a region and a destination widely recognized for its unique gastronomy.

The project “Creative Region of Gastronomy-Jamtland” is a food, culture and tourism project that will create a joint arena for sustainable food production with a gastronomic profile for the region in cooperation with other parts of the creative economy, an arena bringing companies, entrepreneurs and projects from both the private and public spheres together. The aim of the project is to create networks of people and organisations for the benefit of the gastronomic culture, to improve and create new events with a gastronomic profile to the benefit of both the citizens and tourists and to enhance the consciousness of the citizens for the benefit of health and quality of life.

The strategy of the project will be to develop cooperation between existing activities and not primarily to start up new ones. To seek cooperation with other stakeholders in the private and public spheres in the county, with the cooperation between enterprises, public sector and various political levels and with the players in our neighbouring regions and internationally.

The objectives in the project is to strengthen the region internally through inspiration seminars held by leading international authorities in the development of creative industries and gastronomy, education schemes’ in health aspects of locally produced food and gastronomy to employees in public kitchen serving meals to elderly and children, and enhanced consciousness of gastronomy to the public through different multi-cultural events.

A specific aim for the project is to work towards the participation of Östersund in various international platforms to enlighten Östersund as a region with a creative culture and as a valuable gastronomic destination. Discussions are undertaken with the Slow-Food organisation to locate activities and conferences to Östersund, arranging conferences within the “Creative Cities Network” is a possibility if Östersunds application is accepted, other platforms is carefully scrutinized. The region has a reputed capacity arranging large conferences and EU and NATO summits. The project is scheduled in between 2009-2012 with a budget of 2 000 000 EUR, the project will be followed by one or two researchers as a guarantee of high quality.

One objective in the project is the arrangement of the new concept “Terra Madre Nordic Countries”, a conference that is going to be held in Östersund in June 2010 in cooperation between Slow Food International and
Östersund. Parts of the conference concept is outlined below, the quoting is taken from the guidelines worked out by Slow Food International with the help of regional organisations in Östersund:

“This trans-national edition of Terra Madre could be the occasion to strengthen the collaboration among Nordic Countries, enabling people from Sweden, Norway, Finland, Denmark, Iceland and Greenland to meet and exchange experiences, common problems and ideas in order to stimulate the interest of good, clean and fair food among the consumers, food producers, chefs and scientists in the different countries and how to meet the threats as GMO, global warming etc.”

“The meeting is to be attained by around 600 delegates: Small-scale farmers, fishermen, breeders, artisans, craf ters, Cooks, Students and representatives of the Youth Food Movement, Academics, Slow Food Convivium leaders, Observers and guests – politicians, local authorities and Volunteers.”

“We also see an opportunity of holding Terra Madre Nordic Countries concurrently with the meeting of the International Councillors of Slow Food.” “The conjunct presence of Terra Madre and the meeting of the International Councillors will have a strong impact, as it will blend the Terra Madre philosophy together with the international nature of the Slow Food Councillors meeting. These two meetings and outcome would have a major influence both on international and national levels.”

**Gastur**

A project aimed to give the regions small-scale producers’ market access and making it possible for visitors to experience the local cuisine is the project “Gastur” (the ancient Nordic word for guest.) The purpose of the project is to increase the number of tourist products around the county both in the theme of locally produced food and in culture, which will eventually lead to improved conditions for a successful development of Jämtland as a tourist destination.

The objectores of the project contain an inventory of currently existing small-scale food producers in the county, and a review of their status as a potential for tourism entrepreneurs. The project also includes training to the entrepreneurs providing them with more insight and knowledge what tourism means to the individual company and to the region as a whole. The project calculates that on three-year perspective be able to generate new qualitative tourist destinations in the county.

By developing a sound methodology and using new resources in the tourist industry, the project is hoping to be able to create conditions favourable of an increase in travellers to Östersund. The methodology of the project will be supervised by researchers of the “European Tourism Research Organisation” ETour in Östersund. The project has a perspective of sustainability, minimizing the environmental impact by using well-planned trips, the travelling is going to be undertaken with environmentally certified cars if possible, and train will be used for longer journeys.

The project is just initialized as part of the major tourism in Östersund and Jämtland project at JHT “Tourism 2020” but has already gained an international focus. One travel agency will now start “Food and Culture Theme Travels” to three regions in Europe, Toscana, Piemonte and Jämtland.

New projects in the area of combining culture, food production and tourism is also developed by JiLU, the knowledge platform within the County Council of Jämtland, having a long experience of courses and educations, supporting entrepreneurs and stimulating new establishments of small-scale companies within the green industries.

JiLU is currently seeking partners within the member states in the Northern Periphery Program for projects promoting local food products from small-scale farming, linked to tourism and the event industry.

Other international arenas where JiLU as a partner has the potential to joint projects within the theme is the project RUR@CT coordinated from Limousine in France, where 50 regions in 15 member states will share good project practices for the benefit of European regional development in a joint database. JiLU is also a partner in the RURALAND-project linking 17 European regions together. A project where Andalucia acts as a lead-partner, where the participants will exchange good examples of regional development during six years, a project funded by the Interregional ERDF-fund 4C.
The Cultural Development

The cultural development of Östersund and the region is a concept of constant change, driven by engaged entrepreneurs in a framework of public institutions, based on a conscious policy from majority of politicians verbalized in the strategic documents of regional development. The initiatives are many, only a few is to be mentioned here.

A snapshot of the cultural atmosphere in Östersund is the arrangement of the yearly “Art Week”. “Art Week” is a nationwide arts event that takes place week 40 of each year. The event is not directly connected to gastronomic values, but is included in the description as an indicator of the importance of culture in Östersund. Behind “Art Week” is the Swedish Federation of art. Östersunds art has hardly been as vital as it is today, an already rich and varied art centre in Sweden. It is therefore natural that the inauguration of the art week in 2008 in Östersund on Saturday September 27 was made by the County Governor Britt Bohlin.

The program is well-stocked and contains around 40 different exhibitions, competitions and performances. Östersunds shopkeepers have in the Art Week given room in their windows to artists, which will transform the entire pedestrian street in the centre of the town to a big art exhibition. Art Week was held for the first time in 1985 in Sweden. As a model was used the international art week that had started a few years earlier, initiated by the UNESCO organization IAA (International Association of Art).

Since 2007, Östersund is part of a national program directed at the development of the creative industries. The project “Driving forces for new industries- Design, Experience and Heritage” is focusing on the development of the experience industry in four locations in Sweden, with the national Knowledge Foundation as sponsors.

Between 2000 and 2004 the region went through a turbulent structural change, three regiments was closed down in Östersund and the effect was a massive loss of jobs in Östersund. Initially regarded as an economic disaster for the city, it eventually appeared that the closures meant not only a threat but also opportunities in the form of the development of new industries, the creation of new markets and the chance to build a new identity.

The project, aimed to increase knowledge and public awareness of the creative sector, by encouraging multicultural expression of individuals, companies and organizations by stimulating and arranging events with intercultural crossovers in between gastronomy and other cultural expressions (art, theatre, film, design, etc., including major sporting events).

The project will end with a major gala in the autumn of 2010. The festival, scheduled to be a recurring event, is planned with exhibitions, seminars and cultural events where the focus will be on the experience industry’s further development in the region, and on Östersund as a permanent node of the Knowledge Foundations programs for the development of the creative sector, a project with the working title “The Creative City”.

An idea under development is the vision of a cultural campus in “Stadsdel Norr”, the new suburb just north of the centre of Östersund. Interviews and discussions in the region have revealed that there exists a need to gather the initiatives and activities in the creative industry, to have a common platform to highlight culture and make creativity visible. A vision of a platform for cultural and creative skills, a new venue with a myriad of cultural expressions, nature and environment, housing, shops, cafes, entertainment, education, business - a hub of the county’s cultural scene - available to all.

Around 25 businesses, institutions, organizations linked to the event industry, have shown an interest in the collocation in the area. The idea has made that a multitude of actors, industries and the government sees the benefits and the opportunities that exist here to create an environment open to creativity, entrepreneurship and development. Illustrators, filmmakers, event makers, new music educations, the project “Driving forces for new industries- Design, Experience and Heritage”, the public sector with the performing arts and music are some of the players. Facilities and conditions exist for a living environment with cultural expressions, education and research. If Eldrimner, the Swedish National Centre for Small-scale Artisan Food Processing, moves to the area with its offices, experimental kitchens and courses, “Stadsdel Norr” could be a new arena and a platform for gastronomy development in combination with other cultural expressions.

A Culture Campus could help to strengthen the county’s cultural life and develop the event industry to become a resource for the whole county and for a successful industry. This approach could give the county an opportunity
to grow as a region with an attraction that generates more power and a good habitat.

At last, two examples of the cultural span in Östersund, one being a contemporary one: “Färgfabriken North - on the art of courage” and the other one Jamtli the regional museum and the carrier of the regional heritage. In terms of gastronomy in the two examples, at Jamtli, the heritage builds firmly upon the produce and the plates of the regions gastronomic treasure and the other one, Färgfabriken North has not yet found its way from contemporary art to gastronomic expressions but discussions in this direction has been made.

Färgfabriken North - on the art of courage. Färgfabriken which was established eleven years ago in an old factory at Liljeholmen in Stockholm, is now more of a contemporary laboratory with global connections and is now also present in “Stadsdel Norr” in Östersund. “Färgfabriken is not an ordinary art gallery. We do not want to show the same exhibitions as all other art galleries in the world do. Our goal is to do what none seen before. The art is free to ask the questions and launch investigations that neither politicians, business or media can do in our society today. Färgfabriken can act, provoke and trigger processes that goes far “(Jan Åhman curator of “Färgfabriken” 2006)

The exhibition” Stockholm at large “concerning urban planning in the capital, attracted 30 000 visitors in three weekends, creating fruitful meetings between city planners, construction entrepreneurs, artists and residents. Now “Östersund at Large” is created as a parallel exhibition, a platform for everyone interested in Östersunds future. Citizens of Östersund, urban planners’ free thinkers and just curious can visit the exhibition made on a 600 sq meters large aerial photograph of the city and its surroundings. Färgfabriken wants to highlight issues such as: How can a city of Östersund size respond to future global competition? What new values are important to highlight? How can we attract people in a world where the people turn to growing urban areas? What role and identity do they want? What makes Östersund unique?

The aim is to initiate discussions - on a local, regional, national and international plan.

The initiative of “Färgfabriken” is an experiment combining public funding and private initiative. The project is scheduled in between 2008 and 2011, and is the largest project ever undertaken by the County Council for the benefit of cultural life in the region.

A description of the cultural development of Östersund would not be complete without a description of Jamtli, the celebrated local museum with an international reputation. At Jamtli, the whole family can meet the cultural history of Jämtland with permanent exhibitions expressing the region’s past side by side with temporary exhibitions that reflect the world of today.

The open air museum with its historical milieus where a range of events especially for children takes place all year round. There are interesting activities for schools, tourists, associations and companies. In Jamtli one can cuddle the animals on the mountain farm, go time-travelling in Hackåsgården, take driver’s lessons in the Children’s Driving School or slide down the tummy of the Storsjö lake monster. The museum is not only for children adults are also welcome to join.

The local food is always present in the museum area, from the mountain farm with traditional mountain cattle and goats, showing the traditional summer pasture village and cheese making, to the bakery with traditional flat bread and the dairy for children where you can learn all the steps in cheese making. The museum area also harbours the restaurant “Hov”, home for the city’s restaurant program for students in the upper secondary school where they practise their skills with traditional plates in a 19-th century environment.

Jamtli is a centre of cultural events in Östersund, an arena for lifelong learning where programs and activities for all age groups, from preschool children to the elderly, are offered all year round. Jamtli encourages Interplay between participants in a strategy to close the generation gap.

In the words of the organisation itself: “whether it takes place in the exhibitions, in the milieu of the open air museums or in the archives, activities always focus on drama, playfulness, creativity and fantasy”.

Photo: Infobyrån - Roger Strandberg
The Green ambition

In Jämtland, respect for the environment is of everybody’s concern, both in the private and the public sphere. The historic “Allemansrätt” gives every person in Sweden the right to visit and enjoy the landscape, regardless of the ownership, which gives a special feeling for the nature. The nature is rich, there is 70 nature-reserves and one national park in the county, covering over 512 000 hectares.

The vision put forward by the municipality of Östersund is a democratic and a sustainable one for the development of the City and the political long term planning. Both Östersund municipality and the County Council has a sustainable profile, being environmentally certified in ISO 14001 and EMAS, the international standards of quality assurance. The municipality being the first one certified in the country and the County Council being the first regional organisation to be certified in Europe.

The local government gives a framework to the sustainable society, a work done to protect the common health, nature and culture of the county. This is actually the region within the European Union with the largest number of organic producers, which gives a unique opportunity to the food producers of the region, processing high quality products out of locally produced raw materials from the farms.

20% organic food in schools
The quality of food is of great concern to the municipality of Östersund. Inquiries are undertaken to improve both the food quality in the schools, and for the elderly. The aim of the inquiries is to increase the use of locally produced food, and the use of organic food in schools. Today 20% of the food served in the schools in Östersund is organic.

Also private initiatives are at hand, showing the green ambition of the region. One of them is the cooperative “Fjällbete” west of Östersund, close to the mountainous area. The cooperative started as a project making an inventory of the potential of farming in the western region, “Åre municipality”, matching production of meat with accessible land. The results of the project were that consumption and production of meat in the region has levelled up.

The concept “Fjällbete” is now associated with a high quality and ethical / ecological profile. The cooperative breeds sheep in an organic farming concept, with the ambition to take care of the entire sheep, meat fur, wool etc. Ongoing communication in between sellers and buyers of farming products in Åredalen has developed a mutual understanding on how to benefit from each other and the local economy in a sustainable way.

Another private initiative is undertaken by the Federation of Swedish Farmers, LRF with projects creating an increased demand for raw materials and processed food from the region creating economic growth. Through strategic market efforts for the entire region, for both large and small companies, LRF Jämtland aims both to maintain the level of production among its members, and enhance the competitiveness of the food sector in Jämtland County so that the industry can develop and get better profitability, both in primary production and in processing.

A subject of sustainability and food is initiatives of farmers in the region wanting to close the cycle of food production, making waste from farms and restaurants in the public sector to re-enter production, as nourishment or in other forms like biogas. The initiatives are based on the knowledge of our limited resources and the incentive to create economic value of the farming waste, phasing out fossil fuel and the consumption of finitely resource of phosphorus. The biogas produced will be used in the best way on the farms, meaning that the gas would go to proper use at the proper time and is adapted to the farm’s seasonal needs of energy, heat and fuel.

Caring about biodiversity is of great concern for the region, both by the citizens and the authorities. One of the 16 sustainability goals for the region put forward by the Jämtland County Administrative Board, says that the fauna and flora of the region only should contain natur-
eral composition of species without gene modified orga-
nisms (GMO). “No admission of new alien species which
threaten to establish and spread in natural environments,
is to take place. No cultivation or release of genetically
modified organisms (GMOs) will take place in the county,
whether for commercial use or for research purposes.
The goal will be met by 2010.”

In this spirit, the Federation of Swedish Farmers (LRF
Jämtland) on its yearly conference in 2008 decided to
work vigorously for Jämtland to be a GMO-free zone.
The final goal with the scheme is to get all the county’s
municipalities and the County Council to declare themsel-
ves as GMO-free zones. These actions have been followed
by a proposal to the Jämtland County Council intending
to make the whole region a GMO-free zone.

The proposition is founded on the facts that Jämtland
is a well-defined area where no GMO crops are grown
in the county today, either commercially or for research
purposes, and that the Jämtland County Administrative
Board has a GMO-free region as an overall goal in its
environmental strategy.

“The County Council recommends that Jämtland County
is a region where no genetically modified crops are
grown either in the fields, in the garden conditions, in the
woods or in field trials, a county where no food is produ-
ced by genetically modified crops and where no geneti-
cally modified foods to be found in our stores. We have
a rich landscape with a great biodiversity that is worth
defending. A well accepted GMO-free zone could contrib-
ute to an increased interest in food from the county and
improve the competitive situation of the county’s GMO-
free food production.”
The New generations

For the development of the public awareness of the values of the local produce of food and the benefits of nurturing the gastronomic expression, educating the new generations is vital. In Östersund the influence from globalized food producing companies is no less then in other parts of the industrialized world. What differs in this region is the fact that much of the traditions of food producing have survived, a produce of high quality raw material from the farms and a systematic development of products and plates based on the traditions during the last 15 years. This has acted as a constant reminder to the public of gastronomic values which makes the consciousness of food a little better in Östersund then in the rest of the country, however not excellent.

"In an increasingly globalized economy, knowledge and skills is the county’s main competitive asset.” This is a quotation from the “Regional Development Strategy” describing the ambition to make the region a learning society. Further on, the representatives of Östersund and Jämtland cares about the generations to come: “The environment in Jämtland County will develop and be seen as creative and permissive of the young people. We need well-developed communications and wide recreational and cultural activities to contribute to the creativity among young people. The goal is to give young people a positive upbringing in the county so that as many as possible choose to continue to stay or to return here after work or study elsewhere.”

In nurturing the public appreciation of the importance of environmental issues, Östersund has a long tradition of environmental education within the Midsweden University. Ecotechnology has been developed and practiced here since 1983, with its roots in the 1970:s in an environmental-engineering course making Östersund a pool of inspiration for Swedish environmental education in general. The education has a strong interdisciplinary focus on scientific, political, legal, economic and engineering aspects needed when facing environmental challenges attracting numerous students from around the world.

Jämtlands institute of rural development, JiLU, as part of the County Council, working with development through educational programs for adults and companies with nature as the basic resource. JiLU:s aim is to inspire to an increased interest in locally produced products as well as work towards the County Councils vision of “good health and positive living environment for all”. Within the region there are a number of educations for students wanting a career in restaurants or as a food-producer. Within JiLU, the Upper Secondary School for Natural Resources acts as a model for the students in food and sustainability. Here in the educational restaurant, food is almost always cooked from basic raw material. The food is to be locally produced and one lunch a week is organic, certified through the rigorous KRAV-specifications.

Another program aiming to promote locally produced food with a gastronomy profile is a university program in small-scale food production, a joint project in between Eldrimner, JiLU and Dalarna University. Small-scale artisan food processing is presented as an education for creative and ingenious individuals. The education giving basic knowledge in food chemistry/biology, hygiene and laws and legislations within small-scale food processing. The aim of the education becoming qualified working within the food sector, with knowledge of developing and promoting sustainable food-products to the growing market of organic merchandise.

Also Eldrimner, the national centre of small-scale food processing, has opened programs specialized for the support of young people wanting to become skilled in the handicraft. At the yearly festival “Særimermer”, some of the new entrepreneurs, all around 20 years of age, presented their activities and shared their experiences about how it is being in the vanguard of the new generation of Swedish food processors. What their drive is, how did
they get started, where did they find knowledge? What is their education, how did they dare to start their own business, how hard or how easy can it be?

In the seminars we met Annisette Rosenholm, urban and rural girl, with her own company “Annisettes Northern Delicacies”. She is boiling marmalade and tells us about his life as a food processor in Stockholm and Jämtland.

We met Janne Wester, when he bakes his sourdough bread and tells about life as a baker and how he managed to start his own business with motivation and very little investment.

We met Martin Söderkvist, Sweden’s youngest dairyman, who left the high school this spring and is now in full swing to start up his own farm. Martin makes cheese and tells us about being young and in the middle of the start-up phase.

We met Amina Olsson, who runs the chocolate experience “Minas Chocolate Studio”. Amina produces chocolates and tells us about her life from the cocoa plantations in Fiji to her own shop and café in Sweden.

The youth is important to our region, it is the key to the future and efforts are made keeping the new generations in the county, and attracting young people from other places. The youth is also important to the region, to make the heritage of farming and food processing remain in the cultural sphere of the region. One way to fulfil this is to make it possible for young people to cooperate in international projects, like an initiative of Jamtli the local museum and cultural actor. Jamtli has initiated an European Mobility Project for upper grade restaurants schools in the region, together with Tuscany in Italy.

One other means of attracting young people is to give opportunities to higher education; therefore discussions are under way in the county council and Midsveden University to initiate a gastronomic program in the region with inspiration from other universities internationally, one of them being the gastronomic university of the city of Bra in Italy.

At last, as mentioned in the first paragraph of this chapter concerning the public consciousness of issues in food and gastronomy, there is concern and there is effort made to enhance the awareness of food quality with regards to public health. The County Council with its device “good health and a positive environment” is now serving high quality home cooked meals in the hospital in Östersund and concludes that this makes people well quicker. Also there is no coincidence that in Östersund lays the Swedish National Institute of Public Health that develops and conveys knowledge for better health in different programs. All these initiatives and organisations named, enhances the public awareness of the values of gastronomy in the sense of good raw material and plates as a quality of life.
The Threats

Östersund Jämtland has a consensus amongst the public and the private sphere to preserve the natural assets building a society with high ethical values regarding food and nature. There are however threats to this vision, both internal threats which we can solve within the region with some effort, and there are threats that we cannot solve alone. Östersund and Jämtland is no isolated island, and in our globalized world there are threats against our way with the food, against our base of economy, and not at least threats against the climate and environment.

Most of the food sold in the region is produced by the food industry by multinational companies to fit large groups of consumers in a global environment. Food produced by processed raw materials in large factory’s to be cost-effective, the food exposed to a variety of additives to enhance flavour, texture and durability. New investigative journalism shows that an average western citizen consumes 6-7 kg of food additives per year, chemical substance questionable to public health. Various studies is now connecting certain bulk food produced by parts of the food industry to diseases such as obesity, diabetes and cardiovascular problems.

Locally produced food with higher quality regarding nutritional values and lack of secondary substances is at hand in the region, but not sufficiently produced to cover the local and regional demand. Efforts have to be made to increase production, widen the market for the producers and to enhance the level of consciences of food, health and environment. The rural structure is also a problem, the distances to the market for many of our products also poses a risk of increasingly higher cost in the long term, endangering the county’s competitiveness.

There are major threats that have to be overcome by cooperation of the public and private spheres together.
The county had 2007 the lowest levels of health in the country: indexed to 47.8 compared to the national average of 38.3. The country’s social and economic perspective shows a sparse, declining population, an oblique distributed age pyramid. The population is generally well educated, however on a level not including university education, where men generally have lower education than women.

Other problems are a strongly gender-segregated labour market, declining employment through the structure of the society, weak basis for public and commercial service and a strong dependence on transfers from other regions.

The supply of young people for training and education into the sectors of the society is one of the most important conditions for continues prosperity and economic growth. A major challenge to the region is the exodus of young people and of citizens in their mid of their carriers to the urban regions in the south of Sweden. The exodus started in the 1950:s when Jämtland had its largest number of inhabitants. Since then the population has diminished by almost 40%.

At last, we have the environmental challenge. The region of Jämtland has been and is being exposed to the environmental threats, both internally and from the outside world. Although the fact that farming in the region is the cleanest in Europe regarding to pesticides and fertilizers used, there is the problems of deforestation by modern industry and diminishing biodiversity, we have problems with combining farming, reindeer herding and the presence of large predators as bears and wolfs.

External threats to the region is of course the climate change, making the weather more wet and windy, concerns has been raised that the warm streams of Atlantic water close to us by the Norwegian border will be affected, thus turning the stream in other directions leaving Jämtland an icy and inprosperous area in the long run.

In a shorter perspective, the climate change and the warmer winters are affecting the winter tourism of Östersund and Jämtland. The snow, by some people regarded as the white gold of the region, is going to become rarer in the future, affecting the very base of winter tourism.

We have already had some experiences of exposure to changing atmospheric conditions, during the sixties and seventies the acidification of water and soil from pollution in the rest of Europe changed the flora and fauna. The remedy, chalk in large quantities is since then distributed to some of the many lakes in the region.

But there is hope. Consciousness of the importance of food is rising, and the ideas of good, clean and fair food is gaining terrain and many efforts are made to solve the environmental threats on all levels in the region, and in cooperation nationally and internationally. In recent years, Åre and Östersund has shown growth in its populations. Åre as a skiing and tourist resort with major investors, the alpine Ski World Championships in 2007 had a large impact. Biathlon World Championships 2008 in Östersund has also had a positive impact on the city and the region. In the last few years there has also been an influx of people from Europe, mainly from Germany and Holland, people seeking their way from the European urban areas into the less populated region of Jämtland.
The Vision, a summary and the Way ahead

Background

Jämtland County is a region in the heart of the Scandinavian Peninsula in northern Europe, large by surface, but sparsely populated. In the middle of the County lies Östersund City placed at Lake Storsjön. As the only town in the region of Jämtland, Östersund is a vital meeting place both for tourists and the inhabitants and a centre of the gastronomic development in the region.

Östersund profits from the potential and profile of the region which lays in clean nature, clean raw materials and locally produced products. The natural resources are the base of the economy; agriculture, forestry, and tourism are important economic activities. Strong entrepreneurship together with public involvement has made the region a centre for small-scale food production in Sweden with well over two hundred active producers.

The Jämtland kitchen is a part of the Nordic gastronomy tradition with products with a unique flavour and quality that can not be achieved through industrial food processing. The gastronomic tradition spans over hundreds, probably thousands of years where the need of conservation of food from the summer half of the year to the deep frozen winter half, has made the food and plates very distinctive.

The ingredients used is based both from the hunting and gathering from the land with meat from moose (the symbol of Östersund City), reindeer and occasionally bear and beaver, wild berries as blueberries, cloudberries, mushrooms, and from the small scale farming of cheese, bread, strawberries and other farming products. The heritage has mainly been oral, but are now being documented and passed over to new generations.

Respect for the environment is of everybody’s concern, both in the private and the public sphere. Jämtland has a consensus amongst the public and the private sphere.
to preserve the natural assets building a society with high ethical values regarding to food and nature. In our globalized world there are threats against our way with the food, against our economy, and not at least threats against the climate and environment. As we see it, threats are to be solved together with other regions in Europe, since we are no isolated island in the world. A heritage of culture and nature is what we want to leave to the future and new generations, efforts will be made keeping the new generations in the county, attracting young people from around the world.

Ambition

Based on its rich cultural and natural assets, its comprehensive work with small-scale food producers and its ambition to develop gastronomy as a part of the creative economy, Östersund City asks UNESCO to be designated as a Creative City of Gastronomy. Östersund application to be a member of the “Creative Cities Network” is to be seen as an application for the entire region of Jämtland, since the city and the countryside is to be seen as a unit which cannot be separated from each other. The city of Östersund acting as the marketplace and the region with its eight municipalities as the base of production from its rich natural resources.

Östersund membership is to be used as an internal force joining the many initiatives, organisations and projects in the public and private spheres in the themes of food, culture and tourism creating a common platform on the path making the County of Jämtland a gastronomic region with Östersund as its crown jewel. The public sphere consisting of Östersund Municipality, the County Council, the Jämtland County Administrative Board and the other seven municipalities in the region, MidSweden University and other educational institutions. The private sphere consisting of the network of small scale food producers, distributors and retailers, tourism and event companies connected to the tourism association, Jämtland Härjedalen Turism, farmers connected to the local farming association, the Food Academy of Jämtland, cultural workers both free and connected to institutions in culture and design, and other entrepreneurs in the theme of gastronomy.

Östersund membership is also to be seen as an urge to join forces with cities and regions on a global scale. Our region is a fortunate one with almost 200 years of peace and an abundance of natural resources. The county has always been a crossroad of cultural exchange, from the first inhabitants almost 10 000 years ago making their way from the Atlantic coast, through the eastern influences in the Viking age until present. If we are to live and prosper in our region, we have a strong belief the path forward is to share the knowledge and insights we have made with our fellow citizens in the world working together in common partnerships.

Partnership agenda

The agenda for Östersund within the Creative Cities Network is firstly to form a structure of organisations and creative persons in the region as a platform for development fulfilling the criteria’s set up by UNESCO for a city of gastronomy. In this development we will seek support and inspiration from the city of Edinburgh how to organize public and private partnerships, we already collaborate with Edinburgh in cultural projects concerning children’s theatre, and we will initiate contacts with the city of Popayan to gain experiences how being a City of Gastronomy can give momentum to regional development, and to see the possibilities for partnership projects.

The platform will be used to forge public, private, civil society partnerships in the region, bringing creative and passionate people together to collaborate together as a means to breed creativity and innovation. The creative potential of the partnerships will be used to initiate cooperative projects with other cities within the network with funding from cultural and gastronomy development projects planned in the region.

In this work we will look into the green agenda, where Östersund with its environmental conservation profile and concern of biodiversity (the region of Jämtland acting towards a GMO-free zone), wants to participate in cooperative projects strengthening the issue of biodiversity and gastronomy.

We will continue the work together with the small scale food producers in Östersund, with technical support for product development of innovative products based on tradition, also improving entrepreneurial skills and the awareness of market conditions. In this work we see that the successful development from Östersund could act as an example for other rural areas how to develop their produce from farms. Skills and knowledge is already undertaken in for example small scale cheese making to rural areas both in South Africa and Chile.

We will further develop our festivals held in Östersund to give them a gastronomic profile. Several festivals, like “Særirmer”, already is devoted to gastronomy, but others, both cultural and in sports have the potential to
become cross-fertilized with gastronomic ideas to make them flourish attracting new groups of people. As we see it, this is an opportunity to enhance the inhabitant’s knowledge of the importance of gastronomy and the self esteem over the values of the produce in the region, of importance is also that this will give market opportunities for the local food producers and restaurants. In this development we would very much want to share experiences with other cities within the network, like Asswan and Santa Fe.

We will work towards cooperating more directly in an international platform, with the aim to arrange international conferences in Östersund in the theme of gastronomy. An application for Östersund to arrange the next international conference of slow-food 2011 is already undertaken, plans are made to host “Terra Madre Scandinavia” in Östersund 2010, and the city is open for discussions to arrange conferences within the “Creative Cities Network”. A possible theme for a conference within the “Creative Cities Network” could be to investigate creative tourism opportunities, how to combine gastronomy and sustainable development creating an attractive destination for tourism, a matter of great concern for Östersund.

We will involve universities and academic institutions in the work with “Creative Cities Network”. Many of our projects in regional development are followed by qualified researchers connected to the Midsweden University in Östersund to enhance the outcome. Discussions are already undertaken to initiate gastronomy programs at the university level, where contacts has been made with the gastronomic university of Bra in Italy. The value of a higher education in gastronomy in the region is an important means for the city and the region to keep the young generation in the region, and to attract others from the outside. In the matter of research we are open for cooperation projects with other universities within the network, Edinburgh, Buenos Aires and Santa Fe and other member cities.

The way ahead

The very presence of an environment with excellent raw-material for food, a spirit of self sufficiency and a multitude of organisations, companies and entrepreneurs aimed at developing the gastronomic theme in the region, makes Östersund a vivid arena with a constant growth of ideas. Based on 20 years of focused development in the area of small scale food production in many parallel organisations the organisations, companies and entrepreneurs of the region will now join their forces working together taking the gastronomic development to the next level. Projects and initiatives are undertaken combining the fields of culture, food-producing and tourism.

With our membership, we are looking forward to join the ambition of “Creative Cities Network” in all its parts, sharing the mutual work of cultural development for the benefit of Östersund, the members of “Creative Cities Network” and the regions of the world. Östersund is not a major city, like many of the cities joining the network, but has like many other cities in sparsely populated regions both in the industrialized world and in the developing countries a need for development, where Östersund can act as both an example and a partner in developing projects.

The description given here are with the words of engaged citizens of Östersund. However, our vision of Östersund and Jämtland as a gastronomic region, a place of good, clean and fair food is both recognized and supported on a national and international level.

What more is to be said but with the words of the Ministry of Agriculture of Sweden Eskil Erlandsson, in a letter of support to Östersund and Jämtland for the arrangement of the 6th Slow Food International Congress in year 2011 in Östersund.

The invitation from the Mayor of Östersund Jens Nilsson and the Minister of Agriculture was handed over by the Swedish Ambassador in Italy Anders Bjurner to the president of the Slow-Food movement Carlo Petrini at the 2008 “Salone del Gusto” in Turin in Italy in front of the Swedish stand with delicate cess, “Flavours and Fragrances of Sweden”.

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"Dear Sir,

The demand of so-called slow food is increasing. The intensive modern living and use of fast food has lead to a reaction, with focus on food with natural and human values. This means consumption of food, from natural products with a great nutrition content, under convenient conditions allowing enough time for the consumption. There are many associations between slow food and small scale produced food. Both focus on qualities more than quantity and both are "alternatives" to ordinary large scaled produced food. There are also other similarities as they give priority to a food culture with close association with the local resources and the production of local food. The human being is put in centre, and he or she is in balance with nature.

Östersund is situated in the Swedish province of Jämtland, a province with profound roots in traditional food production. The province is well known in Sweden for its natural raw products which by cautious and skilful hands are transformed into traditional food products with specific flavour and taste. Berries and fungi picked in the great forests and meat and milk from goats, sheep and dairy living under natural conditions are taken care of by farmers, which got their knowledge in the food area from their parents and grandparents. However, the farmers are not limited to the present skills; they are also keen to learn new methods and to integrate the new skills into the traditional food production. The farmers are often one-person entrepreneurs which take rather high economical risks to develop their business without losing the bonds to nature.

Having this in mind, it is obvious that Östersund fulfills the requirement of being a natural meeting place for people involved in the slow food field. Such a meeting would also enable contacts with participants in small scale production of food. Many of the conditions for a fruitful exchange of ideas between various food areas are met with conference in the city, situated at the beautiful Lake Storsjön. Hence, the Swedish government strongly supports the location of the 6th Slow Food International Congress in year 2011 in Östersund.

Yours sincerely,

Eskil Erlandsson
Ministry of Agriculture
Appendix 1: The Sources

Most information in this application is taken from interviews and written sources in Swedish language. There are however a number of sources from Östersund and Jämtland fully or partly translated to English versions and the internet links below is to be regarded as a help to penetrate more into the issue.

Restaurants, recepies and producers of artisan food
www.jht.se – tourist information about Jämtland and Härjedalen, recipe and restaurants and background information of gastronomic events, in English
www.foodofjamtland.se/english/ -the Academy of Food, information of plates, recipe, restaurants and producers carrying the heritage of Jämtlandic food, some of the information in English
www.smakriket.se/ -the retailer of specially selected Jämtlandic products, list of certified producers, retailers and restaurants promoting and serving locally produced food. In Swedish, not yet translated into English.
www.whiteguide.se/ -list of the most interesting restaurants in Sweden, currently there are 18 restaurants from Jämtland in the list, in Swedish, some information in English.

A selection of producers
www.jamtlandsbryggeri.se/ -the celebrated brewery outside Östersund
www.sav.se -the producer of sparkling wine from birch sap
www.jormlien.com/ -Jormlien restaurant
www.tannforsen.com/ -Tännforsen restaurant
www.bortnanfisken.se/normal.asp?page=17 -a producer of arctic char
www.fjallbete.nu/ -a producer of organic products from sheep
www.kretsloppshuset.com/ -a restaurant, producer and retailer of organic products
www.jamtli.com/4174.restaurang_hov.html -the traditional restaurant in the museum area of Östersund, also an education centre for restaurant programs

Background information
www.lansstyrelsen.se/NR/rdonlyres/7C80D253-D475-45D1-9C60-1740E8EE51DE/0/LansbroschyrEng.pdf -information from the Jämtland County Administrative Board
www.miun.se/etour- the European tourism research organisation in Östersund, ETOUR
www.turist.ostersund.se – trilingual tourism site about Östersund
www.jamtland.se – large selection of information about job opportunities, housing, education, business sector, events, recreation and tourism in Jämtland County.
www.mids scand.com – business information
www.sweden.gov.se/content/1/c6/10/93/16/f6c81172.pdf -information from the Swedish government, dep. of agriculture

Regional and national organisations
www.ostersund.se/ -information from Östersund Municipality
www.stromsund.se -information from Stömsund Municipality
www.berg.se -information from Berg Municipality
www.herjedalen.se -information from Härjedalen Municipality
www.are.se -information from Åre Municipality
www.krokom.se -information from Krokom Municipality
www.bracke.se information from Bräcke Municipality
www.ragunda.se information from Ragunda Municipality
www.miun.se – Mid-Sweden University in Östersund
www.jamtli.com/english/ -Jamtli, the regional museum
www.lanskulturen.se-the County Council culture organisation
www.eldrimner.com-supporter of small scale artisan food production
www.gaaltije.se/-the South Sámi Cultural Centre in Östersund
www.fhi.se/en/ -the Swedish National Institute of Public Health in Östersund
www.jilu.se/ -Jämtland County Council Institute of Rural development
www.lrf.se/inenglish -the association of Swedish farmers
www.designcentrum.jll.se/ -the regional design centre
http://www.kks.se/ -the Swedish Knowledge Foundation, supporter of projects in the creative sector
www.salaida.se/portal-the Swedish organisation for aid on a municipality level

Projects and festivals, a small selection
www.fargfabriken.se/index.php?tabell=content&id=171 -the project of contemporary art I Östersund
www.ruract.eu/ -the European network of very good project examples in rural development
www.storsjoyran.se – the greatest street festival in the country
Appendix 2: The Cityscape and Foodscape of Östersund

The region has a strong tradition and large production of locally produced food. Today there are over 200 companies of this type in Jämtland.

Jämtlandic products, goat’s cheese and Suovas, alder-smoked reindeer meat, are certified as presidia products by the Slow Food organization.

The Jämtland kitchen is a part of the Nordic gastronomy tradition that has its roots in Sámi reindeer herding, in elk hunting, fishing in the mountains and in locally produced products such as milk and cheese.

An organisations in Östersund promoting the gastronomy of Jämtland is “Matakademien i Jämtland Härjedalen” (The Academy of Food in the county)

Many recipes is based on the yearly moose hunt, every year more than 13 000 animals is shot in the region.

Östersund is home for the most awarded brewery in Sweden.

A new product of Östersund is based on traditional knowledge in the county is sparkling wine made from birch-sap from birches in Jämtland.

In Östersund lies Eldrimner, the national centre of small-scale food production in Sweden since 2005.

A private retailer “Smakriet Jämtland” is offering a wide range of specialist Jämtlandic produce of food on a small scale, and is currently affiliated with 13 restaurants and 3 stores offering plates and raw material of local produce.

There are currently 18 Jämtlandic restaurants certified in the White Guide, covering the most interesting restaurants in Sweden.

30% of Sweden’s goats lives in Jämtland and many farms produce goats-cheese and other dairy-products from the milk. There is also a large scale diary producer in the county, Milko who has its seat in Östersund, making their products from the produce from the farms in the county.

A major event in Östersund is “Storsjöyran”, the largest street festival in Sweden with an audience exceeding 100 000 visitors.

Every second year the food festival Särimner is held in Östersund, and apart from seminars and courses, Swedish championship in small-scale food production is held.

Jämtland is a well-defined area where no GMO crops are grown in the county today, either commercially or for research purposes.

Östersund placed at Lake Storsjön is with its 44 000 inhabitants is the most central city in Sweden, and the only city in Jämtland.

The city, the only one founded in Sweden in the 18th century, was given its city rights on 23 October 1786 by King Gustav III.

Östersund municipality is governed by a coalition of Social Democrats, the Green and the Left Party. The leadership
has 67 members from 7 different parties, elected in a four year period.

Östersund municipality is the greatest employer of the county, with almost 6,000 employees, the financial turnover was SEK 2,645 milliones in 2007.

Close to the city centre, Midsweden University has its campus with over 7000 students.

Östersund is a major trade centre – for the entire county. Retail trade turnover figures are 30 per cent higher than the size of the population normally would produce.

Jämtland is divided into eight municipalities, the municipality being the local administrative unit. The city of Östersund is in the middle of Östersund Municipality, with the other seven municipalities in a circumference around it in a radius of 100-200 km.

Tourism accounts for a turnover of about SEK 2,500 million every year. 3,000 all-year employees take care of the visitors who spend over eight million guest nights here.

When all small-scale refinement and indirect employment is accounted for, 10% of the population in Jämtland makes their living from agriculture.

Jämtland farmers use the cleanest farming processes in the country, with the smallest quantities of pesticides and fertilisers. The offering of organic produce is steadily increasing.

The county has two airports with regular traffic, the major one is Åre-Östersund airport where 375 000 passengers passed in 2007. Major roads that pass Östersund are E14 in between Sundsvall and Trondheim east to west, and E45, the road that passes Östersund on its way from Gothenburg to Karasuando in Finland on a north-south axis.

Jämtland has a total of 11 Sámi villages and around 44 500 reindeer. Some 95 companies here are mainly involved in reindeer herding.

Small businesses dominate the local industry. Only some 50 of the 7,000 companies in the county have more than 50 employees.

The region is the third largest region in the country. Of the total area, only 1% is used for agriculture, 1% is built-up area, 9% is covered by water. 49% is covered by forest; the rest is swamp, mountains and other unused land.

Jämtland County has about 127,000 inha-bitants. If Jämtland County were to have as many inhabitants per square kilometre as the Nether-lands, we would have 18 million people resi-ding here.

There are 8200 farming companies which employs 9100 persons. The average size of farms is smaller than at the national level (21 ha in Jämtland, 34 ha national average)

The length of the vegetation period is about 170 days (compared to 270 days in southern Sweden). Median temperatures vary between -9 °C (winter) and 14 °C (summer). Annual precipitation rates are 500-700 mm (however in the
mountain regions 1000 – 1500 mm).

Almost 4500 km² of the county consists of approximately 17 000 lakes. The central Lake Storsjön (“The Great Lake”) is the largest in the county and the fifth in Sweden. The length of the rivers of the county is estimated to 2800 km.

The highest mountain is “Mount Helags” with Sweden’s only glacier south of the polar circle. The most famous mountain is “Mount Åreskutan” with an altitude of 1420 m where the international ski resort Åre is situated.

Every year, 200 000 fishing permits are sold. There are 200 fishery conservation associations and generally the grounds for salmon trout and char are easily accessed. Fishing produces a turnover of half a billion SEK and employs approximately 500 people.

There are almost 60 power plants in Jämtland, and only in one of the municipalities, Ragunda there are 9 power plants making up 10% of entire Sweden’s electrical production.

The number of crimes reported is one of the lowest and the rate of solved cases is one of the highest in the country.

Appendix 3: Enclosed documents

- Copy of Östersund City’s letter of application to the “Creative Cities Network”

- The letter of support from the Swedish Government, to Östersund City’s application to arrange the 6th Slow Food International Congress 2011 in Östersund.

- Map of small-scale food producers in Jämtland made by Eldrimner. Text in Swedish and in English.


- “Det goda livet i Jämtland Härjedalen“-A book describing the good life of the region, a history of the gastronomic heritage of Östersund and Jämtland expressed in recipes, interviews and historical backgrounds, and a multitude of pictures. Authors Ulla Tham and Tage Levin. 2004