

IMPLEMENTATION CASE TO DEVELOP THE AVAILABILITY OF LOCALLY PRODUCED FOOD IN CENTRAL FINLAND

Jyväskylä
region Finland

Jyväskylä regional development company, JYKES, studied the potential and gaps in locally produced food in the region. The study explored the possibilities in developing the logistics in distribution of locally produced food. Locally produced food can also have smaller carbon footprint than food travelling long distances.

Description

- By definition, locally produced food is food production and consumption that uses local raw materials and production. Thus, it develops the economy and the employment of the area.
- Local food has typically low production volumes per producer and the producers are located at far distances from each other. The number of the producers in the area is high, and the demand for locally produced food is increasing. At the moment the processing intensity of the product is not very high.



Main conclusions

1. Locally produced food can increase the entrepreneurship on farms.
 2. The farmers are mainly interested in selling their raw product directly from the farms.
3. Combining the transport of goods and development of the logistics solutions would open up the local food market to a wider group of customers.
4. Creating networks between the producers would increase the availability of the locally produced food and thus increase the profitability of the small producers.
5. Locally produced food can also have a smaller carbon footprint than food travelling long distances, when other production factors are held constant.

Responsibility: Jykes Oy

Further information: www.jykes.fi