

Projekt Gröna Näringsar

The Agribusiness project

About today

- About the agribusiness sector here in Piteå
- About the project 'Gröna Näringar' and connected initiatives





Gröna Näringar

(Agribusiness project)

- Since 2018
- Aim to strengthen the whole agri-ecosystem
- More farmers and more food!



Being a farmer
here...





**Sustainability is in
our DNA**



Limitations & opportunitets

- Short vegetation period limits us
- Low pressure from pests and diseases
- Good supply of natural water



Animal-based agriculture

- Limited to a few crops but good on growing grass
- Pastures (grass) is excellent carbon traps

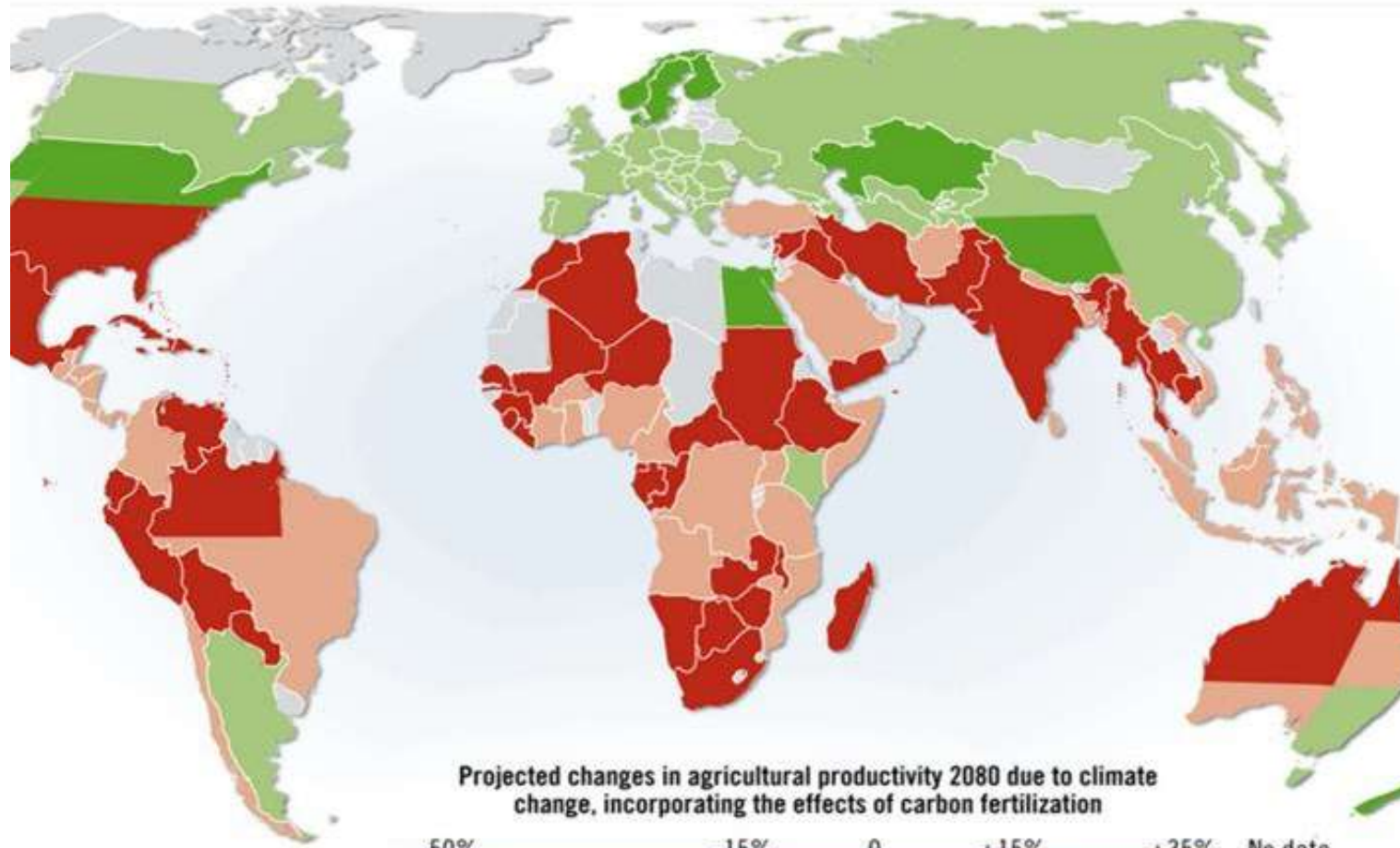




Challenges

- Low profitability
- High average age
- Large, and growing regulatory burden





Team Agribusiness

- Projects and initiatives along the food value chain
- In line with the regional food strategy



Restaurants

- Aim – more local food on restaurants and put the local ingredients and producers in the spotlight
- Pop up initiatives
- Match making projects





Increasing demand

- Increasing awareness of benefits of eating local
- Improve accessibility
- Tried different sales channels



Increasing supply

- Start to produce more greens!



Tool box

- What can we do to support the local agri-ecosystem
- What tools do we have?



A wide-angle photograph of a rural landscape during the golden hour. The foreground is a lush green field with a dark, shadowed path or ditch running across it. A white wooden fence stretches across the middle ground, separating the field from a larger green area. In the background, there are several small, dark wooden structures, possibly barns or sheds, and a dense forest of trees. The sky is a warm, hazy orange, suggesting a sunrise or sunset. The overall mood is peaceful and serene.

The small steps...



GRÖNA NÄRINGAR