

Northern Outdoor Recreational Food Project

In recent years there has been an increase in the internationalisation of menus and it can often be difficult to find local specialities, despite the abundance of high quality, local ingredients in the NPP area. This has led to an under utilisation and under exploitation of local products. The Outdoor and Fast Food project aims to address this issue through stimulating and supporting production and provision of healthy, good quality foods, (mainly fast food, snacks, picnics and theme meals) outdoor meals and catering. The outputs of the project will be based on local, raw material and traditional, sustainable cultivation and production methods. The results will be aimed at and benefit both tourists and the local market. The project aims to strengthen the economy and contribute to the sustainability of rural communities in the Northern Periphery area through the development of food services for the tourism sector as a source of income, and also to improve the health of rural communities.

Objectives

- Benchmarking interregional best-practice in this field while learning from other areas where conditions and ambitions are similar.
- Development of new healthy food products (menus, dishes, fast food, picnics, snacks, theme meals, outdoor meals etc.) for international customers and local needs.
- Improvement of food quality (hygiene, health, sustainable cold/hot chain, transportation issues, aesthetic aspects and serving etc).
- Support the sustainable cultivation and use of local/regional raw material.
- Creation of networks within transport, entertainment, catering, accommodation, farm-houses, cultural organisations and tourism services.
- Networking within local/regional development organisations and authorities, enterprises and voluntary societies (including schools and hospitals).
- Creation of new job and business opportunities in sparsely populated and remote northern areas.
- Support NP destinations to become caterers and providers of quality food.
- Promote local and regional food traditions and intercultural knowledge.
- Transferring and sharing of best practise and know-how throughout the Northern Periphery area and stimulation of co-operation across borders

Project activities

The project is divided into 4 main sections:

1. Project management
2. Innovation Forum; Idea sharing, benchmarking, development of best practise models and methods through networking and learning from each other, using and honouring food traditions. This will be achieved with the help of workshops and competitions for a wide range of actors.

3. Knowledge Forum; Collection and study of traditional recipes, traditional cooking methods, locally cultivated food and health issues. Field studies will be organised in each region where information and traditional knowledge will be collected. All the knowledge will be gathered and published in an Outdoor and Fast Food leaflet and guide. National food and quality labels will also be applied.

4. Promotion and dissemination; this will be carried out at a regional, national and international level.

Expected results

- New products e.g. menus and dishes at food-fairs, festivals, outdoor activities, picnics, cultural services, as well as restaurant and guesthouse meals adapted to the requirements of international tourism and modern tastes, while also incorporating health considerations.
- Packages including high quality foods (meals, picnics, fast food and snacks).
- Publication of a common Outdoor and Fast Food leaflet and guide which includes recipes, cooking methods and recommendations for logistics.
- Exploitation of local and regional food resources (meat, fish, milk, eggs, vegetables, fruits, berries, herbs and other natural raw-materials).
- Catering service products together with transport, entertainment, accommodation, farmhouses and other tourism services.
- Educational programmes for beneficiaries of the project in the Northern Periphery area.

Partners

Kainuu Rural Advisory Centre - Finland

Kainuu Vocational College - Finland

Hólar, University - Iceland

Moray College, Nairn Learning Centre - Scotland



Measure

1.2

Total Budget

702 280

NPP Award

417 355

Project Period

01/01/2005 – 31/12/2007

Countries Involved

Finland, Iceland, Scotland

Lead Partner

Organisation

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