



City of Gastronomy

Implementation
Framework and Action
Plan 2020-2024



BENDIGO

UNESCO Creative City and
region of Gastronomy





Table of Contents

About this Implementation Framework and Action Plan 4

Background and context 5

Process of developing the Framework and Plan 7

The Framework: Goals and Guiding Principles 8

 Why Gastronomy? 8

 Guiding Principles for our work 8

 Obligations of UCCN membership: 9

 Goal 9

 Objectives 10

 Funding 11

Action Plan 12

 Celebrate and elevate First Nations’ culture, creativity and knowledge 12

 Recognise our creativity, cultural diversity and innovation 13

 Improve health and wellbeing through healthy eating 14

 Prioritise environmental sustainability, sustainable agriculture and food production as we tackle climate change and recovery from COVID19 15

Who we will work with 16

Appendix 1 – Alignment with other Strategies and the United Nations Sustainable Development Goals 17

Appendix 2 – City and regional Gastronomy logos 18

Appendix 3 – Detailed context document 20

Appendix 4 – Report on the significance of artisanal agriculture in the region 30

Appendix 5 – Significance of food and agriculture in the region 46

Appendix 6 – The Case of Eldrimner 48



United Nations
Educational, Scientific and
Cultural Organization



BENDIGO
City of Gastronomy

• Designated
• UNESCO Creative City
• in 2019





About this Implementation Framework and Action Plan

The City of Greater Bendigo was designated a UNESCO Creative City in October 2019, in the category of Gastronomy. UNESCO Creative City Network (UCCN) designation and the themes of gastronomy are extremely broad, and there are endless opportunities to develop and implement projects and align with other initiatives as part of this work. Therefore, it is vital that we plan how we will capitalise on this designation and focus our energy and resources on projects that will have the widest benefit and sharpest impact. At the same time, it is important that we remain flexible to some extent, and able to respond to new opportunities as they arise.

This Implementation Framework sets out the strategic direction for current and future projects under the City and region of Gastronomy scope.

The framework provides the background and guiding principles for the planning, resourcing and operational decisions and actions of the City and region of gastronomy now and into the future, and includes an action plan for the next four years 2020-2024. The City of Greater Bendigo is required to provide the UCCN with a monitoring report at the end of 2023, outlining the progress made on projects detailed in the City's 2019 application. Following our report to UNESCO in 2023 we will develop a new plan for the subsequent four years – this designation is an ongoing commitment to work towards a creative, inclusive and sustainable community.

The unprecedented changes during the COVID-19 pandemic in 2020 have brought the issues around equitable and affordable access to food – especially healthy, fresh and locally sourced food – to the fore. Lessons learned during the crisis will help inform our recovery efforts. We know that food security and healthy, sustainable food, as well as different ways of connecting and supporting communities, have emerged as key concerns in every part of the region. Reconnecting with our local environment, learning to grow, share and be innovative with resources, understanding the role of creativity and human interaction – all these lessons can help us grow as a creative city and focus with more clarity on the UN goals for sustainable development.¹

Background and context

The City's application to join the UCCN embraced everything that was happening across the city and region in terms of food and beverages. It proposed ambitious projects to further a growing understanding of the significance of our heritage and culture, our creativity, the importance of healthy food and pursuing a sustainable approach to resources and climate change. Many initiatives, strategies and programs that were already underway by the City were consistent with the mission of UNESCO and the Creative Cities Network.

The application outlined a series of actions that the City proposed to take at the local, regional, national and international level if it was designated as a UCCN member, the resources it would allocate and what it planned to deliver in the first four years. These were requirements of the UNESCO application.²

The application was developed with four pillars at its heart:

- Celebrate and elevate First Nations' culture, creativity and knowledge
- Recognise our creativity, cultural diversity and innovation
- Improve health and wellbeing particularly through healthy eating
- Prioritise environmental sustainability, sustainable agriculture and food production as we tackle climate change (and now recovery from COVID19)

These pillars continue to focus and guide ongoing work and have helped to frame this Implementation Framework and Action Plan.

The UNESCO Creative Cities Network was created in 2004 to foster international cooperation with and between cities that have recognised culture and creativity as a strategic factor for sustainable urban development. The Network recognises seven areas of creativity, one of which is Gastronomy. There are now 36 cities around the world that are recognised as UNESCO Creative Cities of Gastronomy, and 246 cities in the wider Creative Cities Network.

Gastronomy is about the growth, production and consumption of quality foods and beverages – and is about celebrating the history and culture represented by foods from specific places. Separate to that, it can also be a driver for change, an enabler of resilience and an umbrella for a whole of municipality/region approach to using food as the linkage for a community needing a new way forward. It can be part of a collective approach to public health, environmental sustainability and equitable and liveable communities.

The whole network works together, foregrounding creativity and culture in development at both a local and international level. The member cities come from diverse regions and work towards a common mission: placing creativity and cultural industries at the core of their development plans to make their cities and regions safe, resilient, inclusive and sustainable. Each of the seven areas of creativity forms its own cluster and Bendigo is now an active member of the Cities of Gastronomy network.

¹ The UN 17 Sustainable Development Goals (SDGs): <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

² The application, and more information about Bendigo's bid, can be found on the website: <https://bendigogastronomy.com.au/portfolio/our-application/>



Process of developing the Framework and Plan

The UNESCO Creative Cities brand is globally recognised and significantly raises the national and international profile of the city and region. This is especially the case with Bendigo recognised as Australia's only gastronomy city. Of all the creative categories, Gastronomy offers the most potential to benefit the community, the economy and the wider region where food is sourced.

Bendigo rightfully aspires through its excellent community leadership to be one of the great small cities of the world. The City of Greater Bendigo has adopted the vision to be the world's most liveable community. Recognition from UNESCO for our creativity and our focus on sustainable development is a significant step forward in realising this aspiration. This designation in gastronomy will help focus existing activities, build momentum for new projects, bring different groups together and build pride across our community. The vital role that food and beverages play in our economy, health, identity, culture, social cohesion and environment cannot be overstated.

Bendigo's application to become a city of gastronomy, with its wider regional scope, was developed in consultation with Traditional Owners, the Dja Dja Wurrung, and the region described in the application is largely based on the map of the traditional lands of the Djaara People (see map on page 21). As we further develop our reputation as a centre for gastronomic excellence, the story of the Dja Dja Wurrung and further development of traditional food and fibre plants will be crucial. There are nine Local Government Areas that make up the Bendigo gastronomy region³, each with its particular gastronomic strengths. Collaboration across the region in this journey is ongoing.

This Implementation Framework and Action Plan is the result of several years of consultation with key stakeholders. First, a Gastronomy Application Management Team (GAMT) was set up to oversee development of the application to the UNESCO Creative Cities Network (UCCN). The GAMT was chaired by the Mayor of Greater Bendigo and included Councillors, Directors, Managers and staff from relevant areas of the City of Greater Bendigo. A key part of developing the application was agreeing on the actions and projects which the City would undertake if designated.

During the application development, a second group – the Gastronomy Application Reference and Advisory Group (GARAG) – was convened to provide input and feedback on the application and its proposed projects. This group was drawn from key stakeholders (including education, hospitality, food and beverage production and tourism) and community members, and also included three Councillors, who helped develop the themes and initiatives of the final application.

Following designation in late 2019, an Expression of Interest process was undertaken to select members of the new Creative City of Gastronomy Advisory Committee (CCGAC). This Committee provides expert advice and guidance to Council as the City plans and implements projects under the City and region of Gastronomy scope. A sub-committee was formed to develop this Implementation Framework and Action Plan, which was then further refined with input from the broader Committee.



³ The gastronomy region comprises; the City of Greater Bendigo and the Shires of Buloke, Campaspe, Central Goldfields, Gannawarra, Hepburn, Loddon, Macedon Ranges and Mount Alexander.



The Framework: Goals and Guiding Principles

Why Gastronomy?

Food plays a vital role in culture, creativity, social exchange and mental wellbeing. The production, processing, distribution, preparation and consumption of food contributes significantly to the region's economy and employment [See Appendix]. Further to this, gastronomic tourism (including farm-gate and cultural experiences) is quickly becoming a vital part of our visitor economy. To be resilient in an era of climate change we must safeguard our food systems – which means focusing on local, sustainable food and beverage production, valuing local creativity and supporting the local economy and environment.

Gastronomy is integral to:

- **Health and wellbeing** – equitable access to affordable healthy food is vital to physical and mental health
- **Economy** – large-scale and artisanal agriculture, food manufacturing, hospitality
- **Sustainability** – how we feed the population while caring for the environment
- **Culture** – social cohesion, ritual, cultural expression
- **Tourism and Events** – our food experiences, produce, restaurants, cafes, wineries and bars attract people from all over the world and food and beverages are the theme of many events

Guiding Principles for our work

Use our designation as a creative city to;

- Further develop and build on our reputation and achievements
- Advocate for better health and liveability outcomes
- Take a regional approach
- Foreground health and wellbeing and the role food plays in social cohesion
- Value and celebrate First Nations' culture, knowledge and history
- Celebrate the City and region's growing multicultural community
- Learn from other cities and share our knowledge globally
- Value creative industries and include other forms of creativity in our projects
- Collaborate and share across organisations
- Support and build the local economy while protecting and enhancing our natural environment

Obligations of UCCN membership:

The UNESCO Creative Cities Network provides the overarching direction for all City (and region) of Gastronomy activities. The Mission Statement of the Network – which foregrounds culture and creativity in sustainable development – must be considered when developing plans, projects and initiatives under the City of Gastronomy banner. The designation first and foremost recognises that Bendigo is a creative city, and the title is not simply about food and beverages but about all forms of culture and creativity that thrive in our city and region.

Goal

The goal of our City of Gastronomy designation is to bring together and implement a broad range of initiatives that will make our city and region more inclusive, liveable, resilient and sustainable.

Gastronomy encompasses all aspects of food, nutrition, health, education and economy and will be a leading force in our adaptation to a changed world.

In the light of the 2020 pandemic and the unprecedented impacts on health, communities, the economy and the globalised system, gastronomy has never been more important.





Objectives

The objectives of our City and region of gastronomy work are:

- To better understand and celebrate our First Nations’ history, culture and relationship to Country
- To rediscover and apply ancient knowledge that is useful to connect us with our environment as we try to live more sustainably
- To learn from cities all around the world about how they are growing sustainably, celebrating diversity and encouraging creativity and innovation - and to share our knowledge and experience with those cities in return
- Through advocacy and policy to help build a strong local and regional food system and creatively tackle the challenges of climate change, healthy eating and food insecurity
- To demonstrate how our practices, collaboration, research and policy development are driving a transition to a healthier and more sustainable environment, community and economy
- To tackle the shortfall in hospitality and tourism education and training, and the perceived lack of value, innovation and viable long-term careers in this sector
- To utilise education and training best practices in gastronomy, hospitality and tourism to spur innovation, entrepreneurship and sustainable businesses that contribute long term valuable products and services
- to create hospitality and tourism linkages which add value to the greater gastronomic experiences of the region and develop training and projects which add long term value to the sustainability of the community and economy

Funding

- In endorsing the bid to join the UCCN, Council committed ongoing funding to project implementation. The proposed budget 2020/21 budget makes provision for the salary and on-costs for a Creative Cities officer and for operational expenses to cover ongoing costs including; website development, support for gastronomy events, attendance by the Mayor and the Creative Cities officer at the annual UNESCO Creative Cities meeting and costs associated with implementing the first year of the Action Plan.
- As well as the Creative Cities Officer role, tasked with coordinating implementation of the Action Plan, there are a number of roles within the City of Greater Bendigo that support creativity generally and gastronomy specifically. In relation to gastronomy these roles include the Food Systems Officer, Agribusiness Officer and Creative Industries Officer.
- The eight other municipalities in the region are also providing support and working collaboratively to raise the profile of gastronomy in the broader region, and undertaking projects and initiatives that align with the Implementation Framework and Action Plan.
- Funding support from State and Federal Government is available to help develop agribusiness, artisan agriculture, small business, tourism and cultural and creative industries, and we will seek to access funding and grants where appropriate.
- Further to this, we will seek to take up opportunities to work with research and development corporations, education providers and others to further develop gastronomy in our region.





Action Plan

The Action Plan builds on and adds to the list of projects that the City undertook to pursue in its application to the UCCN. The projects are grouped under our four overarching themes. Many of the actions complement and strengthen other projects, strategies and programs that are underway. Most of the projects are collaborations and partnerships with various organisations at the local, regional, national and international level.

Celebrate and elevate First Nations’ culture, creativity and knowledge

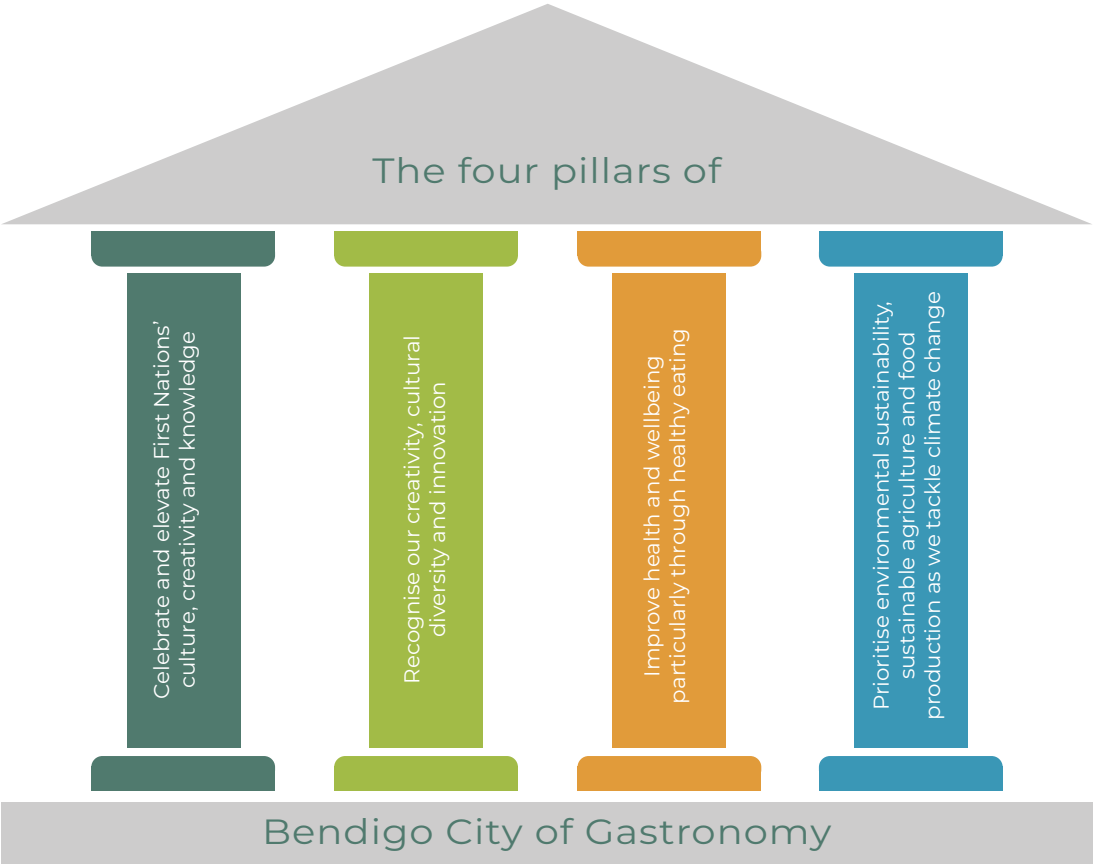
Projects:

Integrating Dja Dja Wurrung sites and stories into regional gastronomy maps and trails

Dja Dja Wurrung Seasonal Times⁴: Six Seasons Calendar, to be developed and shared with the community (e.g. through seasons/indigenous foods being represented on local restaurant menus and during local festivals)

Developing food precincts and trails that reflect the Dja Dja Wurrung story – extending from Mt Franklin in the south to Boort in the north

Determining the feasibility of large-scale commercial food and fibre projects (i.e. Kangaroo Grass, aquaculture)



⁴ Dja Dja Wurrung Seasonal Times are adaptable across many agricultural and farming systems to look at landscape differently for plant and animal productivity. The Seasonal Times with Dja Dja Wurrung language and symbolism can also be used for communication of messages and products.

Recognise our creativity, cultural diversity and innovation

Projects:

Work with industry groups, and education and training providers to advocate and help to facilitate improvements in credentialed work experience, career development and the provision of increased levels of high-quality hospitality and tourism education and training across the region

Showcase innovation and creativity in gastronomy at the 2020 Bendigo Innovation and Invention Festival (BIIF)

Develop and work with the Victorian Creative Cities Network (VCCN: Melbourne, Geelong, Ballarat and Bendigo) to develop cross-cutting creative projects that amplify our state's impact in the broader Creative Cities Network

Ensure local creative industries are involved in our City of Gastronomy projects

Continue to embrace gastronomy in our annual Bendigo Writers' Festival and deliver the Bendigo Gastronomy Writers Festival 2022, which will bring together other cities of gastronomy with UNESCO cities of literature from around the world

Participate in the annual global Creative Cities Network meeting and in relevant gatherings of the Gastronomy Cities Cluster

Promote technological solutions that could help gastronomy providers, including innovations and technology to reduce waste and make production more efficient.

Continue to support and work with the William Angliss Institute and the Hepburn Shire Council to advocate for the proposed 'Institute of Gastronomy and Good Food' at Daylesford, designed to support small-scale and artisanal producers and networks⁶

As part of the support for small scale and artisanal producers and networks, work with relevant organisations including Eldrimner – the Swedish National Centre for Artisan Food

Develop a major national Festival of Taste (which could include Indigenous flavours), including an approach similar to Italy's Slow Food movement's Arc of Taste⁵, tapping into unique products in the region

Facilitate the participation of local chefs in events organised by Cities of Gastronomy

Develop cultural exchanges with cities across the network – particularly with UCCN cities in China and Östersund in Sweden

Support projects that celebrate our cultural diversity and rich food cultures

Develop City and region food precincts and trails that highlight our region's gastronomic and cultural diversity and build tourism and hospitality product and services

⁵ Slow Food's Festival of Taste was founded on a backbone of a project called the Arc of Taste and Slow food presidia which helps to unify communities and people through their products and skills, some of which have indigenous heritage/history.

⁶Consider ideas both around a fixed campus as well as a dynamic multi-location productive learning experience, such as that offered by the University of Gastronomic Sciences in Italy. In this model, students partake in hands-on learning experiences as well interaction with visiting professionals, creating an opportunity to highlight and enhance other creative producers by giving them a source of income through education and promotion.





Improve health and wellbeing through healthy eating

Projects:

Advocate to reduce barriers to accessing healthy, local food

Explore the potential to develop and implement a regional food system strategy, to include the City and the eight other local government areas in the region of Gastronomy, using the City of Greater Bendigo's Food System Strategy as a starting point, with Healthy Heart of Victoria Health Brokers (who are located in most of the region's local governments) to support implementation and broader food systems change across the region

Capitalise on the COVID19-inspired interest in food growing and self-sufficiency with more of a focus on literacy around growing, sourcing, cooking and sharing healthy local seasonal produce

Approach local governments across the region to develop and promote local healthy food production, such as through support for community gardens and orchards and building capacity of the community to grow their own foods

Grow relationships with and influence in the UCCN Gastronomy cluster through Healthy Greater Bendigo's strategic advisor role in the International Healthy Supermarkets Research Network (convened and supported by Deakin University)

Continue working to increase healthy food availability and promotion in food retail settings, for example, Healthy Choices Guidelines in government owned or managed facilities, encouraging healthy catering policies in organisations, identifying other local levers to encourage healthy food retail, continuing the work started in Bendigo with local IGA stores to make supermarkets healthier shopping environments, and supporting the Australian Healthy Supermarkets Network

Develop a Regional Food Relief System, including the development of a Community Food Hub in Greater Bendigo (as well as smaller local food hubs and more frequent neighbourhood markets) and expanding of the Community Pantry model across the wider region to provide a near term opportunity for a multifunctional precinct to foster a range of initiatives and activities to improve food security for vulnerable and general community members

Prioritise environmental sustainability, sustainable agriculture and food production as we tackle climate change and recovery from COVID19

Projects:

Advocate for the recognition, support and development of the City and region's artisanal agriculture industry (about 400 businesses) to increase product scale and diversity, knowledge, jobs and skills and sustainable food production practices and where relevant, link these businesses with local and regional tourism promotion and marketing

Further linking the City of Greater Bendigo Organics service with the provision of quality compost for application to soils in both agricultural and domestic contexts, including the provision of quality soil and seedlings to the community (similar to the victory garden movement in WWII)

Identify/research Cultural Values that inform sustainability strategies

Continue to collaborate internationally with other Creative Cities of Gastronomy to share knowledge and best practice for sustainable agriculture and gastronomy (including implementation of Australia's only regional Sustainable Agriculture Strategy). For example, complement work initiated with the UNESCO City of Alba through liaison with the University of Gastronomic Sciences, and the Pollenza Foodlab in areas such as mitigating the impacts of increased temperatures with climate change on the wine industry

Support regenerative agricultural practices across our city and region through education and advocacy

Support improved access to fresh produce via initiatives to develop sustainable, edible foodscapes across our City and region – for example, through the planning, zoning and development of land that better supports agriculture, food precincts, urban agriculture, city farms and avoidance of 'food deserts'; the growing of seedlings for the community; the planting of a range of edibles in parks and nut trees in streets.

Advocate for community garden water use to be considered city recreational water and provided free, acknowledging the social and cultural capital of shared gardening spaces.

Support initiatives and incentives to increase carbon drawdown and storage in agricultural soils as a focus of local agricultural activity

Explore ways to make it easier for community to advocate for the use of certain land parcels for community benefits such as food growing through the establishment of land use criteria and a ratings system - following on from recent work into the City's community gardens policy and a review of the City's Nature Strip policy





Who we will work with

In particular, The City and region of Gastronomy will work with:

- The City of Greater Bendigo's Agribusiness Officer, Food Systems Officer, Creative Industries Officer
- The Bendigo Art Gallery, Tourism and Major Events, Community Partnerships and Active and Healthy Lifestyles Units
- The Healthy Greater Bendigo initiative
- Healthy Heart of Victoria Health Brokers
- Dja Dja Wurrung Clans Aboriginal Corporation
- Bendigo Regional Food Alliance
- TAFE, universities and other education and training providers offering courses in hospitality, tourism, health and agri-business
- Relevant Regional Tourism Boards
- Local and regional food, wine, beverage businesses and grass roots community associations
- The other eight local governments in the region including their Economic Development and Tourism officers
- Relevant state and federal government departments and agencies
- Creative Victoria and the Victorian Creative Cities Network
- UNESCO, the UNESCO Creative Cities Network (UCCN), the Cities of Gastronomy Cluster

Appendix 1 – Alignment with other Strategies and the United Nations Sustainable Development Goals

Alignment with City of Greater Bendigo and other local strategies and plans

- City of Greater Bendigo Community Plan 2017-2021
- Health and Wellbeing Plan 2017-2021
- One Planet Living Principles
- Healthy Greater Bendigo Strategic Plan
- Healthy Heart of Victoria Framework
- Food System Strategy 2020-2030 and Food Hub development
- Greater CREATIVE Bendigo
- Environment Strategy 2016-2020
- Dhelkunya Dja Country Plan
- Reconciliation Action Plan
- Cultural Diversity Inclusion Plan
- Rural Communities Strategy
- Economic Development Strategy 2020-2030 (draft)
- Public Space Plan
- Regional Destination Management Plan/Regional Tourism Strategy
- Regional Food, Wine and Beverage Strategy (proposed)
- International Relations Policy – in development
- Loddon Campaspe Regional Partnership Economic Strategy
- Healthy Catering Policy

Alignment with United Nations 17 Sustainable Development Goals

Particularly, our work as a City of Gastronomy can focus on:

- Goal 2: Zero Hunger
- Goal 3: Good health and well-being
- Goal 4: Quality Education
- Goal 8: Decent work and economic growth
- Goal 9: Industry, innovation and infrastructure
- Goal 11: Sustainable cities and communities
- Goal 12: Responsible consumption and production
- Goal 13: Climate action
- Goal 15: Life on land
- Goal 17: Partnerships for the goals



Appendix 2 – City and regional Gastronomy logos

Bendigo Creative City and region of Gastronomy logo



This logo was designed by two Dja Dja Wurrung creatives, Drew Berick and Natasha Carter, and their interpretation of the image is as follows:

The concentric rings of the Dja Dja Wurrung seasons represent a never ending cycle, as each new year it is reborn. All colours are all things, drawing on the importance of water, land, plant life, the animals, and the people and our connection to each other. The wedge in the circles is a symbolism of “Closing the Gap”, an aspiration to eliminate the difference between Aboriginal People and wider Australia, as well as the disruption in the fragile structure of our ecosystem since European arrival and our commitment to heal this together going forward.

Plants and animals are indicators for the seasons, some examples of this are the barramul (emu), murrnong (yam daisy), wai-kalk (wattle), gurri (kangaroo), lawan (mallee fowl), warrap (cod) etc. These examples are all essential foods and fibres for the Dja Dja Wurrung People, something that links in with the Bendigo region’s past, present and future.

In times of plenty we celebrate together and good food is shared. There is a season for all things which guides how we live. We invite you to join the Dja Dja Wurrung and the wider community to nurture and fulfil your Murrup (spirit) together on Djandak (Country).

Official UNESCO logo:



This logo is an official UNESCO logo and is given to the designated city (cannot include the region) by the UNESCO Creative Cities Network (UCCN) Secretariat. There are strict rules around its use – whenever it is used permission must be sought from the Secretariat and a disclaimer included. In general, **this logo will only ever be used by the City of Greater Bendigo**. The City of Greater Bendigo cannot authorise the use of this logo to any third parties in any form whatsoever.

Appendix 3 – Detailed context document

During development of the City's Creative Industries Strategy, 'Greater CREATIVE Bendigo', in 2017 it was first raised that Bendigo should consider applying to join the UNESCO Creative Cities Network. We took inspiration from the transformational effect designation had had on the newly-designated City of Greater Geelong about their process and the benefits of joining the Network. The new creative strategy was adopted by Council in 2018 and included an action to prepare an application and pursue UCCN designation.

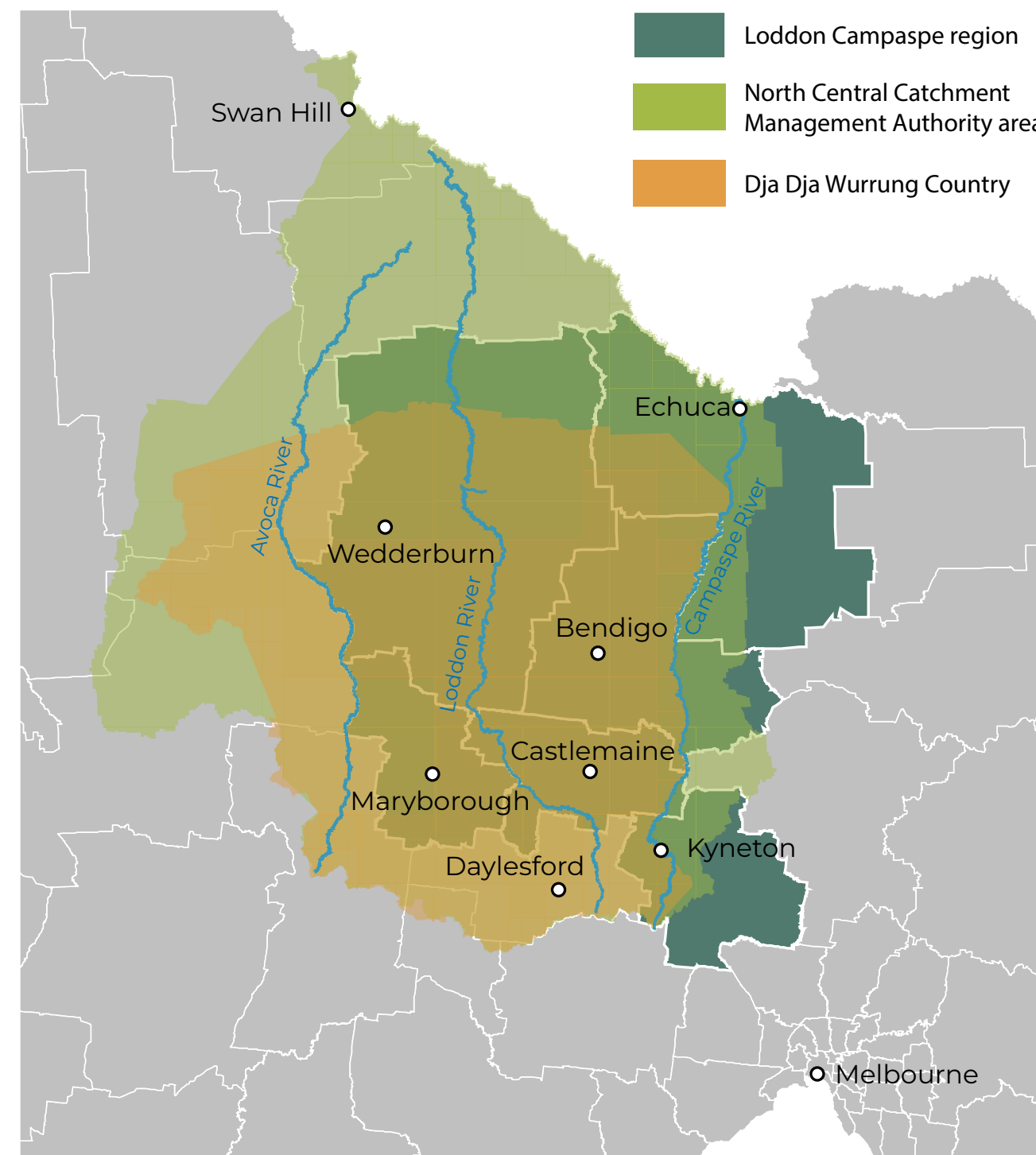
Following two years of research, consultation and engagement, in 2019 the City of Greater Bendigo applied to join the UCCN – on behalf of the city and region – in the field of gastronomy. Gastronomy, more than any other field, allowed us an opportunity for creativity, as gastronomy aligned most strongly with work that was happening across the city and region to champion sustainability, improve health and develop a strong local food economy. Food and beverage production across our region is increasingly diverse and innovative, lending itself to creative outcomes, and represents a significant and growing part of our economy. Highlighting and celebrating this was identified as having benefits for the entire Central Victorian region.

Bendigo's application to become a city and region of gastronomy was developed in consultation with Traditional Owners, the Dja Dja Wurrung, and the region described in the application is largely based on the map of the traditional lands of the Djaara People (see map below). As we further develop our reputation as a centre for gastronomic excellence, the story of the Dja Dja Wurrung and further development of traditional food and fibre plants will be crucial.

The City's application was successful, and Bendigo was designated a UNESCO Creative City in late October 2019, recognising the whole region for its culture, creativity, diversity and quality produce.

Bendigo is the only city in Australia designated as an internationally recognised city of gastronomy.

As work began on developing this strategy and agreeing on priorities for project implementation, the world was faced with the global pandemic of COVID-19. This crisis put into sharper relief how important our local food system is, how creativity and innovation are vital for our community and how important it is to build resilience into our city and region.



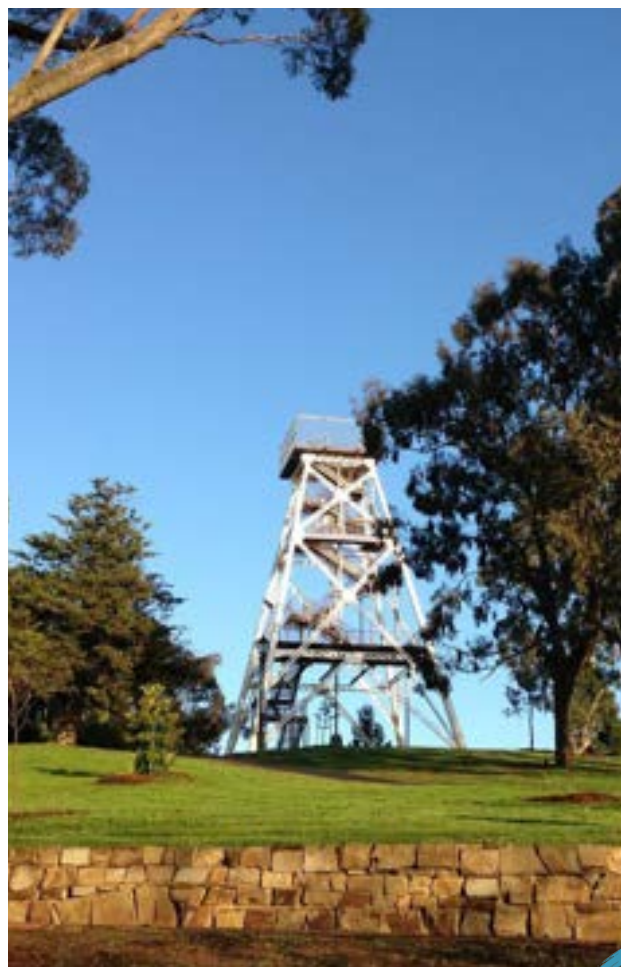
The opportunity for Greater Bendigo and the region

The need to ensure health and wellbeing via increased access for all to healthy food is essential to liveability. The unprecedented changes during the COVID-19 pandemic in 2020 have brought the issues around equitable and affordable access to food – especially healthy, fresh and locally sourced food – to the fore. Food is also vital for culture, creativity, social exchange and mental wellbeing. The production, processing, distribution, preparation and consumption of food contributes significantly to the region's economy and employment. Further to this, gastronomic tourism (including farm-gates and cultural experiences) is quickly becoming a vital part of our visitor economy. To be resilient in an era of climate change we must safeguard our food systems – which means focusing on local, sustainable food and beverage production, valuing local creativity and supporting the local economy and environment.

The concept of gastronomy – as a broad term that embraces food and beverages in both their production and consumption, as well as culture around food and its importance in community and education – brings together a number of vital elements that are critical for our future economy, wellbeing, sustainability and liveability.

Greater Bendigo's ambition – described in the City's Community Plan 2017-2021 – is to create **the world's most liveable community**. Central to this ambition, among a number of Councils' strategies and plans, is the Health and Wellbeing Plan 2017-2021, the Economic Development Strategy, the Environment Strategy, the Creative Industries Strategy, the Food System Strategy and the Waste Strategy. Also critical are

plans and strategies that work towards reconciliation with our Aboriginal and Torres Strait Islander communities, ensure cultural diversity and inclusion for people of all ages and all abilities, and work to plan and deliver inclusive public spaces and infrastructure. To be resilient in an era of climate change we must safeguard our food systems – which means focusing on local, sustainable food and beverage production and supporting the local economy and environment.



The City's focus on gastronomy aligns with priorities set out in the Victorian Government's Health and Wellbeing Plan 2019-2023. Of the ten priorities in the plan, tackling climate change, increasing healthy eating and improving mental wellbeing are three. Further to this, the four focus areas of the plan include tackling climate change and improving healthy eating, in an effort to "tackle the leading modifiable contributors to the preventable burden of disease." This focus recognises the vital role that healthy food plays in our culture, economy and sustainability, and is supported by the VicHealth Healthy Eating Strategy 2019-

"... the reality is that 9.2% of households in the Loddon Campaspe region are food insecure, two in three adults are overweight or obese, and only one in eight adults meets the guidelines for daily vegetable consumption"

2023, which reaffirms a commitment to 200,000 more Victorians adopting a healthy diet. In Greater Bendigo, the new Food System Strategy 2020-2030 further supports the City's efforts to increase access to a healthy, equitable and sustainable food system. In doing this, the strategy aims to strengthen the local economy, support local growing and production, celebrate culture, share knowledge and reduce food insecurity and food waste. In many of the City of Greater Bendigo's high-level strategic documents, access to healthy food, building and supporting community, culture and creativity, improving education, employment opportunities and the environment



are key. Gastronomy is an integral part of these strategies. In support of this, in addition to the City's Health and Wellbeing Directorate (which plans and delivers a broad range of community services and programs to support people to live healthy, safe, active and engaged lives), the City employs an agribusiness support officer, creative cities and creative industries officers and convenes both a Farming Advisory Committee and a Creative City of Gastronomy Advisory Committee.

Gastronomy is the overarching concept which can bring all of these ambitions together, providing a drive and focus for so much of the work already being done to improve the circumstances of the Greater Bendigo community. Although the region is rich in agricultural and artisanal products, the reality is that 9.2% of households in the Loddon Campaspe region are food insecure, two in three adults are overweight or obese, and only one in eight adults meets the guidelines for daily vegetable consumption. The Healthy Heart of Victoria initiative is focused on collective impact and was developed in response to the region's higher than Victorian average rates of obesity, chronic disease and high-risk health behaviours and is part of an important cultural and health shift that gastronomy can support and help drive.



Each of the nine municipalities which make up the Gastronomy region⁷ have a series of strategies and plans that support the ideals and directions pursued under this Strategy's four themes. Each has a Health and Wellbeing Plan, recognising that a core role of Local Government is to deliver better health outcomes for the community. Focusing work on healthy, local food and food systems is as important as ensuring access to recreational facilities and opportunities for increased activity (such as walking and cycling trails). The city and region of gastronomy brings national and global attention to our region – its producers, its quality produce – and how important eating local healthy food is for healthy communities. Across the region, community and school gardens are promoting an appreciation of growing and eating fresh fruit and vegetables, beginning food education in early childhood as a way to instil healthy habits for life. Local food relief efforts partner with other organisations to focus on food literacy and cooking skills.



There is a growing interest in our community – as well as nationally and globally – in native and Indigenous food and fibre plants, and the region's passionate Traditional Owner group, the Dja Dja Wurrung, are pursuing an ambitious plan to reintroduce many traditional food and fibre plants back into the landscape. Bendigo and the region are uniquely positioned to develop and promote this aspect of our gastronomy, having garnered international interest through UNESCO in our First Nations' story, culture and food. The Dja Dja Wurrung Dhelkunya Dja Country Plan has a specific goal around Bushtucker and medicine, as well as goals that focus on rivers and waterways, land management and Traditional Owner economy. As interest in native food and botanicals increases, the Dja Dja Wurrung are working on projects to provide employment and commercial opportunities for Traditional Owners to lead in the growing of crops such as Kangaroo Grass commercially, farm native yabbies and fish for the benefit of the community as a whole, as well as develop cultural experiences to capture new visitor economy markets. The work that the Dja Dja Wurrung are doing strongly positions our region as a leader within Victoria, and UNESCO's recognition means this work now has a global audience.

A significant portion of Greater Bendigo's economy relies on businesses which fall under the 'gastronomy' definition. These businesses and enterprises can be anything from small-scale and niche artisanal production of food and beverages, to larger scale agriculture and horticulture, to restaurants, cafes, bars and wineries. The supply chains that service the gastronomy sector are also vital for employment, as are other supporting activities such as agricultural consultants, and employment in hospitality and tourism relies to a large extent on food and beverage trade. Tourism contributes a significant portion to our region's economy, and there is growing interest in food experiences, farm-gate opportunities and local produce as a way to engage with unique, 'authentic' cultures and communities. While poor food choices and alcohol can contribute to ill-health, cultivating a healthy relationship to gastronomy has the potential to be the greatest contributor to a healthier, more liveable city and region.

Inspired by the Regional Food Strategy of fellow UNESCO City of Gastronomy Östersund in Sweden, there are three factors that should guide our work in food and gastronomy: creating sustainable businesses and supporting the visitor economy, developing knowledge and innovation, and working towards more conscious consumption, with health and environmental benefits. Through a focus on gastronomy, Bendigo and the region focus on a healthy local food economy as part of the broader economy – underpinned by a circular economy approach – employment, environmental sustainability and better use of natural resources, diversity and inclusion of food cultures from indigenous to migrant, and educating the community about the value of sourcing and cooking nutritious local food.

⁷The gastronomy region comprises the City of Greater Bendigo and the shires of Buloke, Campaspe, Central Goldfields, Gannawarra, Hepburn, Loddon, Macedon Ranges and Mount Alexander.





The economic importance of food

Growing, processing, transporting, preparing and selling food across several sectors are the most significant supply chains in the Bendigo City and region of Gastronomy. The region, as described in the above map, covers an area of 31,700 square kilometres, with an ABS estimated population of 279,231 at June 2019.

The food supply chains in the region:

Support 3,160 agricultural businesses across 2.089 million hectares.

Contribute \$7.75 billion in output – 25.2% of the output across all products and services

Directly employ 24,008 people or 24.6% of the employed workforce.

At the food production or agricultural level, the region supports a high proportion of the state of Victoria's production across many sectors.

For example, the Bendigo Gastronomy region produces 41% of Victoria's olives, 93% of its processing tomatoes, 44% of beehives, 39% of maize and 50% of pigs.

The diversity of production in this region is significant – with strong representation of cropping, fruit and vegetables, poultry, sheep, cattle and pigs as well as other products such as wine, goats, nuts and honey. The explosion of niche and artisanal production across the region adds new dimensions and diversification to an already strong sector. There are about 400 niche and artisanal producers across the region, and in areas such as Hepburn there is a particular concentration of these producers, now supported by the shire's Artisan Agriculture Facilitation Specialist. The concept of gastronomy and the recognition from UNESCO of the region's unique offering provides the springboard to better promote and advocate for this vital sector.

Although the region's diversity of production is perhaps its greatest strength, there are specific concentrations of niche/artisan production which stand out. For example, there is a large independent wine industry, as well as a strong representation of fruit and vegetable products, dairy, bread, meat or smallgoods, preserves/condiments and olive products.

Positioning the region within Victoria

Agriculture is vital to the Victorian economy and the sector produces over \$13 billion worth of milk, fruit, vegetables, meat, fibre, eggs and grains, and employs around 193,000 people in production and manufacturing. The Victorian Government recognises the importance of small-scale artisanal agriculture in its Artisanal Sector Roadmap 2018.

The Bendigo region of gastronomy embraces 9 local government areas, with a combined value of output of \$7.75B for the growing, processing, transporting, preparing and selling of food. The sector employs 24,008 people, or 24.6% of the region's employed workforce.

The quality and diversity of what is produced in the Greater Bendigo gastronomy region was a major contributing factor to its designation in 2019 by UNESCO as a Creative City and region of gastronomy. This designation sets the region apart as the only area in Australia to have achieved this international recognition.

Capitalising on the UNESCO designation offers the opportunity to further raise the profile of the quality produce of this region, as well as contributing to a cultural shift which leads to better education around food, increased access to healthy food options and a greater appreciation for the local and environmentally sustainable products available. A strong local food economy means jobs and food security in times of climate change and financial uncertainty. The COVID-19 crisis has further highlighted issues of food insecurity and the importance of a strong local, circular economy to protect local jobs and communities. During the crisis the Victorian Government established the Victorian Agriculture Industry Reference Group to address issues facing the sector, recognising the importance of ensuring supply chains remain unbroken. One of the top 3 priorities of the City of Greater Bendigo's COVID-19 Relief and Recovery efforts is a focus on food security.





Positioning the region nationally – Australia’s premier regional hospitality/artisanal agriculture/tourism training and education centre

Victoria’s agriculture strategy recognises that **“growing Victoria’s agriculture sector is vital to the economic and social prosperity of rural and regional communities across the state”**. Its objectives – to be globally competitive, innovative, resilient and diverse – strongly align with the work of the City and region of Gastronomy. Creativity, technology and innovation are a vital part of the Creative Cities Network mission, as are finding ways to ensure diversity and resilience as we tackle climate change and face global crises. Recognition from UNESCO gives Bendigo and the region a significant advantage in gaining global recognition and supports Victoria’s priorities in ensuring our strong food and fibre exports (worth \$12 billion in 2015-2016) continue. Membership of this global network makes Bendigo and the region more visible to international markets, meaning that while we focus on the local food economy, we can also continue our important work to boost international trade and market access.

The Victorian Government also places great importance on culture and creativity as drivers of the economy as well as liveability. Victoria is the ‘Creative State’ – with four cities recognised by the UNESCO Creative Cities Network (Bendigo, Melbourne, Geelong and Ballarat) – and a strong focus on First Nations creativity and culture. Bendigo’s creative strategy, Greater CREATIVE Bendigo, aligned the city and region strongly with the state’s priorities, and particularly focused on putting First Nations First when we support and develop our creative industries. This work extends to our food culture, and a key pillar of the UNESCO City of Gastronomy work focuses on rediscovering and celebrating Indigenous food, healing the landscape and learning from the knowledge of Traditional Owners as we develop our distinct gastronomy culture.

A critical shortage of skills in hospitality and tourism is posing a threat to this industry across Australia, and a coordinated approach to tackling this issue is required. Bendigo and the region’s strong agricultural base, as well as its international recognition as a City and region of gastronomy, uniquely position us to address this shortfall with a coordinated approach to education and training across the region. Skills are needed at all levels of the industry – from basic to highly technical – and offering all these skills in one region can position Central Victoria as the leading regional training centre within Australia.

Bendigo’s City of Gastronomy application had the support of eight other municipalities in our region, and these Councils continue to work together. This collaboration recognises that each part of the region has specialities and strengths and linking them together can offer a significant opportunity.

Bendigo TAFE’s \$7.8M Food and Fibre Centre of Excellence will soon be complemented by their new \$60M hospitality and training centre.

These facilities, along with opportunities offered at secondary schools, can be linked with Echuca TAFE’s culinary training facility to offer a high level of foundational training for those wishing to enter the industry. In Daylesford, the proposed Institute of Gastronomy and Good Food will bring together local artisan producers and offer culinary/agribusiness studies, sustainable small-scale agriculture courses, collaborative learning between chefs and growers, research and marketing of gastronomic products, and regional wine production, offering the next level of expertise and training.

The Institute of Gastronomy is proposed to be run in partnership with the William Angliss Institute – the leading culinary training facility in Australia with unrivalled links into industry internationally.

Bendigo TAFE’s cultural and land management courses and the Dja Dja Wurrung’s research and development of new commercial opportunities for Indigenous food and fibre plants further adds to the breadth of our region’s training sector.

Bendigo, as the hub within a region offering all levels of hospitality and culinary training, strengthens the international links with other UNESCO Cities of Gastronomy that have the potential to bring collaboration with leading training centres around the world. The economic impact of a coordinated approach to gastronomy training in the region (from artisanal food production skills to tourism and hospitality) – with links internationally – would be significant. The boost to jobs and investment from students and businesses locating to the region to access a high-quality education would further cement our reputation as a powerhouse of the Victorian food and agriculture economy.



Niche and Artisanal Businesses in the Bendigo City of Gastronomy

May 2020



Snapshot



278,961



1.15%



\$1,258.4M



2.10M



4.57M



\$342.73M

Bendigo Region of Gastronomy has nine local government areas, a resident population of 278,961 persons and a current annual growth rate of 1.15%. Based on the findings of the Australian Bureau of Statistics Household Expenditure Survey, annual regional expenditure on food and beverages is about \$1,258.4 million. The region had 2.10 million overnight tourist visits (domestic and international) and 4.57 million day visitors in 2019, spending an estimated \$342.73 million on food and beverages⁸.

There are **395** identified niche and artisanal food and beverage businesses across the 9 local government areas in the Bendigo City of Gastronomy region, and the number has rapidly increased over the past decade.

The region boasts an exceptionally diverse range of food and agri-food products and the niche and artisanal businesses invariably offer differentiated and value-added products. Their presence helps to define the region as a food destination.

The current COVID 19 pandemic is an enormous challenge to the businesses from which many may not recover.

All major links in the food industry supply chains are present within the region (growers, packers/first stage processors, manufacturers, distributors/wholesalers, logistics suppliers, retail and food service customers) but the niche and artisanal businesses are not typically integrated into these regional supply chain links.



The niche and artisanal food sectors making the greatest estimated regional economic contribution are:

- Wine 42%
- Baked products 16%
- Meat and smallgoods 10%
- Fruit and vegetable products 6%
- Preserves/condiments 5%
- Breweries, cideries and distilleries 5%



The region's niche and artisanal businesses make an estimated \$187.3 million per annum in direct economic contribution and \$337.3 million in total economic contribution.



The businesses employ an estimated 1,042 people in 544 full time equivalent jobs.

⁸ Excluding Buloke, Gannawarra, and Loddon Shires



Overview

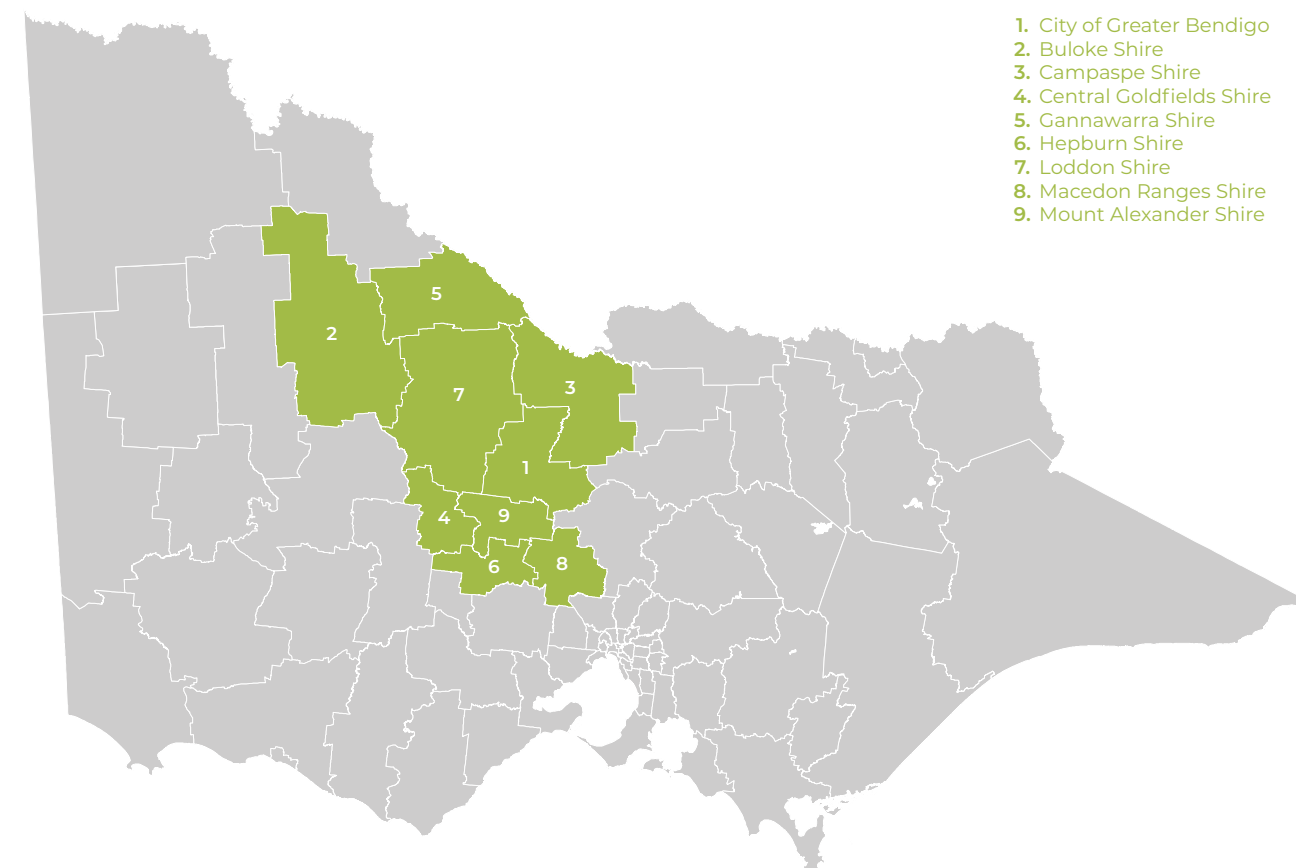
Bendigo's recognition as a UNESCO City of Gastronomy encompasses a region with 9 local government areas:

- City of Greater Bendigo
- Buloke Shire
- Campaspe Shire
- Central Goldfields Shire
- Gannawarra Shire
- Hepburn Shire
- Loddon Shire
- Macedon Ranges Shire
- Mount Alexander Shire.

These LGAs stretch from the Murray river in the State's north to just beyond Melbourne's north-western suburbs and cover a wide spectrum of agricultural production environments. In the south of the region there is greater urban

development pressure which has led to growth in smaller agricultural properties (often used as rural residential properties, hobby farms, and lifestyle blocks) while in the north increasingly large broadacre properties remain dominant but, with many areas serviced by pipeline irrigation, there has been growth in investment from intensive livestock growers and horticulturalists.

The emergence of niche and artisanal producers over the past 10-15 years has been conspicuous and the presence of these businesses makes a major contribution in defining the region as a City of Gastronomy by creating regional food and beverage experiences.



Many of the niche and artisanal businesses are 'emerging' agrifood producers, some are more established and several are 'graduating' to become mainstream small-to-medium businesses; some began their business as a passion to complement a lifestyle, some as a value-added farming diversification, and others as an accidental micro-business (encouraged by family and friends to commercialise a worthy product range).

The niche and artisanal products of the City of Gastronomy are diverse and traverse an ever-expanding range across the categories⁹:

- Baked products - 28 businesses (7%)
- Breweries, cideries and distilleries - 21 businesses (5%)
- Confectionery products - 9 businesses (2%)
- Dairy products - 15 businesses (4%)
- Fruit and vegetable products, including nuts - 62 businesses (16%)
- Grains, cereal and pasta products – 8 businesses (2%)
- Meat and smallgoods – 39 businesses (10%)
- Olive products – 23 businesses (6%)
- Other beverages – 14 businesses (4%)
- Poultry products – 21 businesses (5%)
- Preserves and condiments (including gourmet salt) - 38 businesses (10%)
- Wine – 117 businesses (30%)

Often these product ranges include additional 'target market' and value-added attributes such as organic, biodynamic, free range, gluten free, chemical additive free, lactose free, cold pressed, smoked, aged, rapid chilled, and full cream.

⁹ This categorisation somewhat understates the extent of diversity since some of the businesses have product ranges which span more than one category.



Distribution and Economic Contribution

The number of niche and artisanal businesses in the Region of Gastronomy has increased rapidly in recent years: About one-third of the businesses are believed to have been established less than five years, and the majority less than 10 years.

Niche and Artisanal businesses are increasing in number throughout the region, although the region's southern Shires of Mount Alexander and Macedon Ranges accommodate the largest proportion while the broadacre farming north-west Shires of Buloke and Gannawarra have the least.

The local government areas of Bendigo, Campaspe, Hepburn, Macedon Ranges and Mount Alexander share 84% of both number of businesses and direct economic contribution. The direct economic contribution is based on normal trading conditions and does not take into account the substantial impact of the COVID 19 pandemic which commenced in mid-March 2020.

Vineyards and wineries, and baked product businesses tend, on average, to be larger niche and artisanal businesses, respectively making up an estimated 30% of businesses and 43% of direct economic contribution and 7% of businesses and 15% of economic contribution. Conversely, fruit and vegetable, dairy and preserves/condiment producers tend to be smaller on average than other niche and artisanal businesses, somewhat a reflection of the 'emerging' nature of businesses in these product categories.

The total (direct and indirect) estimated annual economic contribution of niche and artisanal is \$337.27 million. The supply chains for niche and artisanal business, generally, have greater levels of regional connections than medium and large businesses and they tend to be more labour intensive, which generates more local indirect economic benefit.

The businesses support an estimated 1,045 jobs and 547 full time equivalent jobs¹⁰.

Table 1: Estimated Number: Niche and Artisanal Businesses

Local Government Area	Number of Businesses	% of businesses
Bendigo	60	15.2%
Buloke	7	1.8%
Campaspe	34	8.6%
Central Goldfields	13	3.3%
Gannawarra	10	2.5%
Hepburn	65	16.5%
Loddon	33	8.4%
Macedon Ranges	87	22.0%
Mount Alexander	86	21.8%
TOTAL	395	100.0%

¹⁰ This excludes any additional payments to the business owners from profit or dividend distribution

Figure 1: Estimated Percentage of Niche and Artisanal Businesses and Economic Contribution

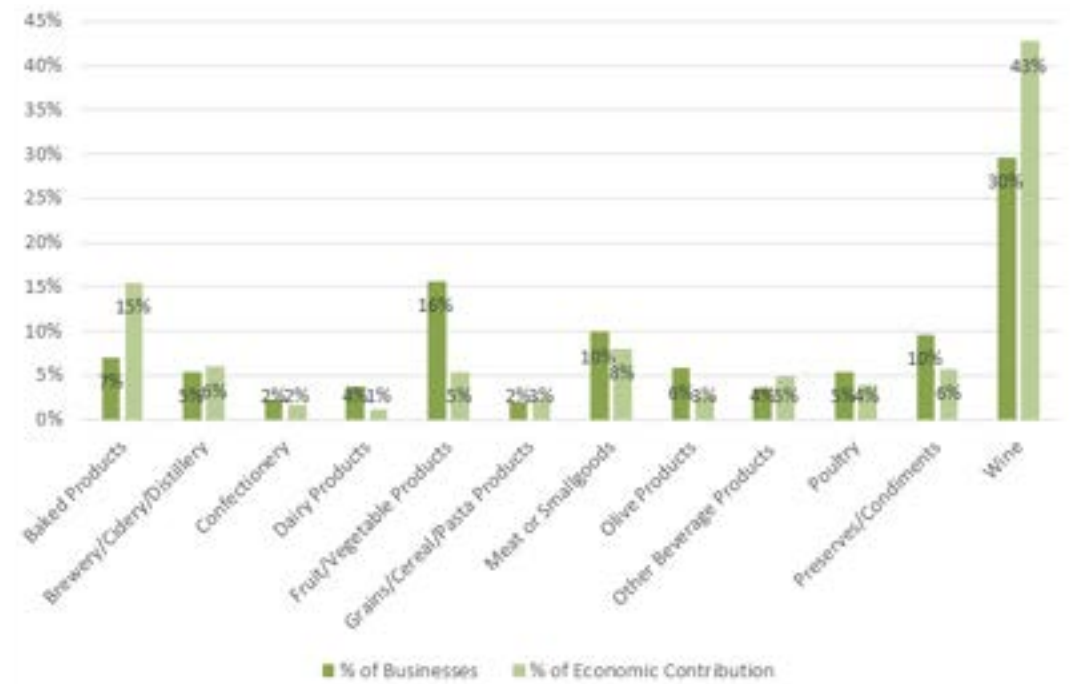


Table 2: Estimated Economic Contribution of City of Gastronomy Niche and Artisanal Businesses

Product Category*	Estimated		
	Direct Contribution	Indirect Contribution**	Total Regional Contribution
Baked Products	\$29,280,368	\$24,858,187	\$54,138,555
Brewery/Cidery/Distillery	\$10,314,750	\$6,785,967	\$17,100,717
Confectionery	\$2,876,925	\$1,711,308	\$4,588,233
Dairy Products	\$2,293,088	\$2,348,187	\$4,641,275
Fruit/Vegetable Products	\$10,275,723	\$9,321,563	\$19,597,285
Grains/Cereal/Pasta Products	\$4,539,888	\$3,611,781	\$8,151,669
Meat or Smallgoods	\$15,320,060	\$16,929,132	\$32,249,192
Olive Products	\$4,749,750	\$3,769,132	\$8,518,882
Other Beverage Products	\$7,742,000	\$5,945,016	\$13,687,016
Poultry	\$7,292,750	\$7,619,196	\$14,911,946
Preserves/Condiments	\$11,071,200	\$6,593,553	\$17,664,753
Wine	\$81,542,825	\$60,475,089	\$142,017,914
Total	\$187,299,325	\$149,968,111	\$337,267,436

* Some businesses have multiple product ranges

** IBISWorld Industry and SME Industry reports were used as input to indirect contribution calculations

NOTE: Any differences between numbers stated and the totals are due to rounding.



Region of Gastronomy and Other Selected Victorian Food and Beverage Areas

Table 3: Estimated Jobs at Niche/Artisanal Businesses

	Businesses	Salaries and Wages	Total Jobs*	Average per business
Baked Products	28	\$10,482,372	419	15.0
Brewery/Cidery/Distillery	21	\$3,207,887	71	3.4
Confectionery	9	\$799,785	17	1.9
Dairy Products	15	\$433,394	19	1.2
Fruit/Vegetable Products	62	\$1,376,947	26	0.4
Grains/Cereal/Pasta Products	8	\$562,946	10	1.2
Meat or Smallgoods	39	\$5,208,820	136	3.5
Olive Products	23	\$408,479	15	0.6
Other Beverage Products	14	\$1,300,656	25	1.8
Poultry	21	\$1,101,205	45	2.1
Preserves/Condiments	38	\$1,561,039	24	0.6
Wine	117	\$22,098,106	240	2.1
Total	395	\$48,541,635	1,045	2.6

* Full time equivalent jobs is estimated to be 547 (or 1.37 per business)
NOTE: Any differences between numbers stated and the totals are due to rounding.

The following sections present a comparative assessment of the City of Gastronomy and other selected Victorian regional food and beverage destinations.

North East Victoria

North-east Victoria has five local government areas and a resident population of 106,825 persons and a current annual growth rate of 0.98%. Based on the findings of the Australian Bureau of Statistics Household Expenditure Survey, annual regional expenditure on food and beverages is about \$756.2 million. The region had 1.09 million overnight tourist visits (domestic and international) and 1.14 million day visitors in 2019, spending an estimated \$140.68 million on food and beverage¹¹.

Although the region has five geographically large municipalities, the region is well-bounded by valleys and rivers. Most of the niche and artisanal businesses are in the Shires within the valleys, rather than the Rural Cities of Wodonga and Wangaratta.

Distinguishing features of this region affecting niche and artisanal businesses are:

- North East Victoria has been a nursery for niche and artisanal businesses for longer than emerging food regions like Geelong and the Bellarine and the Bendigo Region of Gastronomy. Valleys of North East Victoria (the Ovens, King, Kiewa and Mitta valleys) have been an attractor to niche and artisanal businesses for at least 30 years.
- The region is well known for a wide range of tourism experiences such as the snowfields, waterways, historic towns and villages, and events and festivals. Visitors to the region are

well aware of the food and beverage reputation and plan their visits to incorporate time at wineries, breweries, farmgate outlets, and ‘destination’ food service businesses within their itinerary. That is, they may be visiting the area, for example, to cycle along a rail trail, to fish, to water ski, or to attend an event or conference, but they make time in the itinerary for the niche and artisanal businesses. This level of cross-marketing, collaboration and ‘food and beverage awareness’ has not yet developed in the Bendigo region.

- The level of take-up of regional products by local restaurants, cafés and delis is higher than either Geelong and the Bellarine or Bendigo region, and this is probably a reflection of the large number of small towns in the region seeking to promote themselves as hubs to the food and beverage sectors (eg Rutherglen, Yackandandah, Bright and Beechworth). The regional product take-up does not apply so strongly to the major cities of Albury-Wodonga and Wangaratta.
- Some years ago the region’s food businesses reported they were suffering from “collaboration fatigue” with too many food and beverage oriented regional groups and networking groups. However, the region now seems to have a well developed collection of food and beverage trails and events, and food and beverage businesses are well integrated into the tourism offer.

¹¹ Excluding Towong Shire





Geelong, Bellarine and Great Ocean Road (the G21 Region)

The G21 region has five local government areas and a resident population of 340,616 persons and a current annual growth rate of 2.57% (the most rapid growth among Victoria's regions). Based on the findings of the Australian Bureau of Statistics Household Expenditure Survey, annual regional expenditure on food and beverages is about \$1,536.5 million. The region had 2.73 million overnight tourist visits (domestic and international) and 5.10 million day visitors in 2019, spending an estimated \$430.64 million on food and beverages¹².

Distinguishing features of this region affecting niche and artisanal businesses are:

- The coast and the coastal scenery and attractions of the Bellarine and the Great Ocean Road. Apart from the obvious additional product range that this brings (seafood), it gives stimulus to partnering of visitor experiences with beach holidays and coastal escapes.

- Seafood products like blue mussels, abalone and crayfish give the region an important point of distinction. In a Victorian context, these products are unique to the region and offer an opportunity for partnering beverages with seafoods, and some themes for annual events (eg the Portarlington Mussel Festival and Apollo Bay Seafood Festival)
- The resident population of this region is substantially greater than Bendigo region and has been growing more rapidly, and the tourist economy is about 25% higher.

The level of take-up of regional products by local restaurants, cafés and delis is about the same as Bendigo region and improving this take-up is an area of focus for local tourism and agribusiness groups and the City of Greater Geelong.

Mornington Peninsula

Mornington Peninsula region is a single local government area with a resident population of 167,636 persons and a current annual growth rate of 1.09%. Based on the findings of the Australian Bureau of Statistics Household Expenditure Survey, annual regional expenditure on food and beverages is about \$756.19 million. The region had 1.41 million overnight tourist visits (domestic and international) and 4.08 million day visitors in 2019, spending an estimated \$238.79 million on food and beverages.

Distinguishing features of this region affecting niche and artisanal businesses are:

- The peninsula is a very discrete geographic area; a single local government area and bounded on three sides by coastline.
- Mornington Peninsula has been an area with a plethora of smaller rural subdivisions (rural retreats and hobby farms) for decades, and larger scale poultry and fruit and vegetable businesses have given way to urban and rural retreat development pressure and this has proven to be an 'incubator' for niche and artisanal producers.

- The region is officially part of the Melbourne Metropolitan Area (albeit classified as an interface local government area) and visitors from the burgeoning eastern suburbs of Melbourne perceive it to be an easy destination for full and half day trips, rather than the 'weekend escape' trip, or longer, perception of the Bendigo City of Gastronomy region.
- Like Geelong and the Bellarine, Mornington Peninsula also has coastal and, to a lesser extent, seafood attractions.
- Food and beverage businesses on Mornington Peninsula have a long history of collaboration, with events, trail itineraries and events that bring them together.

¹² Excluding Golden Plains Shire





Bendigo Region of Gastronomy

Bendigo Region of Gastronomy has nine local government areas and a resident population of 278,961 persons and a current annual growth rate of 1.15%. Based on the findings of the Australian Bureau of Statistics Household Expenditure Survey, annual regional expenditure on food and beverages is about \$1,258.4 million. The region had 2.10 million overnight tourist visits (domestic and international) and 4.57 million day visitors in 2019, spending an estimated \$342.73 million on food and beverages¹³.

- Implications for Bendigo Region of Gastronomy from the brief review of three selected Victorian regions:
- The region is currently fragmented and confusing for visitors and consumers who would be unlikely to connect the nine local government areas as part of the same region. Branding initiatives of the past (such as Daylesford-Macedon, New Mediterranean, Murray Valley, etc) and at least four wine GI (Geographic Indicator) regions have exacerbated this fragmentation.
- Cross-marketing of food and beverages with other tourism products has considerable potential but is presently underdeveloped.
- There are few, if any, food and beverage events which bring the niche and artisanal businesses of the Region of Gastronomy together.
- The range of products in the Region of Gastronomy is vast.

- The onset of the COVID 19 pandemic has been devastating to many businesses and has brought an urgency to diversify markets and revenue streams. It is also a warning that nothing is secure. The impact of the COVID 19 pandemic has been unparalleled in Australian (and world) history. There are many implications for niche and artisanal businesses and supply chains during and beyond the COVID 19 epidemic. Among these implications are the need to:
 - » Ensure business operations are agile and flexible in production (rather than lean and efficient). Almost by definition niche and artisanal food businesses are well placed to meet this challenge, having relatively low levels of investment in equipment and technologies.
 - » Build diversified markets; preferably encompassing direct sales, retail and food service.
 - » Continue to offer products that are more than commodities
 - » Rapidly convert product offers into something that can be delivered online or through other delivery platforms (home delivery, takeaway) supported by a proper supply chain with logistics and delivery mechanisms, as well as social media marketing.

Development needs of niche and artisanal businesses

Many niche and artisanal businesses are fledgling operations; part-time enterprises or enterprises in which the main business operator is supported by separate income from another household member. They have sales through the farmgate, word of mouth, farmers markets, events, social media, and a few sell to retailers and specialty stores. The major competitive strengths of these businesses are:

- Product quality
- Product integrity
- Ability to be flexible
- Skills and commitment of the owners
- Loyal customer base.

Key needs for these businesses are online sales platforms, joint marketing and marketing alliances, new product development, value adding and collaborative distribution solutions.

Other niche and artisanal businesses are established and expanding operations with dedicated staff and technologies. They frequently have sales through the farmgate or cellar door, farmers markets, events, social media, and (often) through a network of supermarket retailers and specialty stores.

Major competitive strengths of these businesses are:

- Product quality
- Production systems and/or equipment
- Customer service
- Skills and commitment of owners and staff.

For most of these businesses, distribution and logistics solutions, new product development, value adding, supply chain efficiencies, and online sales development are likely to be the regional initiatives with the greatest potential.

¹³ Excluding Buloke, Gannawarra, and Loddon Shires





Appendix 1: Defining Niche and Artisanal Businesses

Minimum Criteria for Niche/Artisanal Businesses

A niche/artisanal food business is a farming operation or food production business that is engaged in at least one of the following:

- Value-adding to its own product range and/or is directly marketing its branded products to customers (which could include retailers, food service outlets or direct to consumers through farmers markets, events, farmgate, tourism activities/visitor experiences or online sales)
- Offering a product range which is unprocessed (or minimally processed) fresh, chilled, frozen or dried but has features which distinguish the products in the market (where the mainstream commodity producers do not have these features) based on production system (eg organic, biodynamic), product species/variety (eg ancient grains, heritage apples, non-commercial pig or poultry species), etc. Essentially this means offering products that are more than mainstream commodities and have at least one point of difference.
- Using agricultural product inputs (with no on-farm component for the business) and is transforming these inputs into distinctive food and beverage products and is selling these to a variety of outlets, one of which may be its own cellar door, retail store or food service operation.

These businesses could be:

- Accidental operators (hobby farmers, craftspeople or home cooks) who began with a product(s) as a hobby or lifestyle interest and sales have grown beyond use by family and friends.
- Dedicated operators who established for the prime purpose of building an artisanal business possibly, but not necessarily, en-route to becoming a bigger business.
- Broadacre growers or horticultural producers who sell the bulk of their production through mainstream supply chains but have a niche range that they value add and market themselves to diversify and increase the viability of their main farming activities.

Maximum Criteria for Niche/Artisanal Businesses

1. Many niche/artisanal businesses have no plans to ‘graduate’ beyond a point where they can be in total control, where they need to employ significant numbers of staff, or to borrow funds to buy packing, grading or manufacturing equipment.
2. For those businesses which are on a path to growth, a niche/artisanal business would continue to offer at least one of the three ‘minimum criteria’, however the indicators used to estimate whether a food and beverage business had graduated beyond niche/artisanal were:
 - Regular, large volume customer base for the relevant products (state or national listing with a major supermarket chain, catering company or food service franchise group)
 - Employment of permanent staff (in addition to the owners and their close family members).
 - High volume throughput (making the shift from ‘agile’ production business to ‘lean’ production business).



Appendix 2: Additional Data Tables

Table A1 Regional Resident Populations

	2018	2019	
Mornington Peninsula	165,823	167,636	1.09%
Indigo	16,489	16,701	
Wodonga	41,429	42,083	
Wangaratta	29,086	29,187	
Towong	6,054	6,040	
Alpine	12,730	12,814	
Total North East Victoria	105,788	106,825	0.98%
Geelong	252,229	258,934	
Queenscliffe	2,982	2,940	
Surf Coast	32,252	33,456	
Colac Otway	21,502	21,564	
Golden Plains	23,118	23,722	
Total Geelong/Bellarine/GOR	332,083	340,616	2.57%
Bendigo	116,041	118,093	
Buloke	6,183	6,124	
Campaspe	37,590	37,622	
Gannawarra	10,546	10,472	
Hepburn	15,812	15,975	
Central Goldfields	13,208	13,186	
Loddon	7,513	7,504	
Macedon Ranges	49,387	50,231	
Mount Alexander	19,514	19,754	
Total Region of Gastronomy	275,794	278,961	1.15%

SOURCE: ABS Regional Population Growth (March 2020)



Table A2 Regional Tourism Visitation

2013-18 Average Annual	Tourists (000)				Spend per trip (\$)			Total Expenditure (\$m)	Estimated Food and Beverages (\$m)
	International	Overnight	Day		International	Overnight	Day		
Mornington Peninsula	40	1,371	4,075		742	331	81	814	238.79
Indigo	5	211	285		425	364	77	101	
Alpine	9	421	258		491	506	73	343	
Towong	n.a.	n.a.	n.a.		n.a.	n.a.	n.a.	n.a.	
Wodonga	3	175	146		453	308	121	73	
Wangaratta	5	261	447		806	302	105	130	
North East Region	22	1,068	1,136		532	353	94	647	140.68
Geelong	52	1,120	3,160		1,580	372	89	781	
Colac Otway	75	403	423		287	392	108	225	
Surf Coast	46	895	1,259		437	358	85	448	
Queenscliffe	3	140	256		338	413	76	78	
Golden Plains	n.a.	n.a.	n.a.		n.a.	n.a.	n.a.	n.a.	
Geelong Bellarine GOR	176	2,558	5,098		709	372	89	1,532	430.64
Buloke	n.a.	n.a.	n.a.		n.a.	n.a.	n.a.	n.a.	
Bendigo	15	722	1,811		769	299	111	428	
Gannawarra	n.a.	n.a.	n.a.		n.a.	n.a.	n.a.	n.a.	
Campaspe	9	478	577		764	364	115	248	
Central Goldfields	n.a.	81	170		n.a.	210	104	35	
Loddon	n.a.	n.a.	n.a.		n.a.	n.a.	n.a.	n.a.	
Mount Alexander	3	172	432		561	236	69	72	
Macedon Ranges	7	238	882		653	290	69	134	
Hepburn	7	366	696		461	493	94	249	
Region of Gastronomy	41	2,057	4,568		680	339	97	1,166	342.73

SOURCE: Tourism Research Australia, National Visitor Survey (Year ending December 2019)

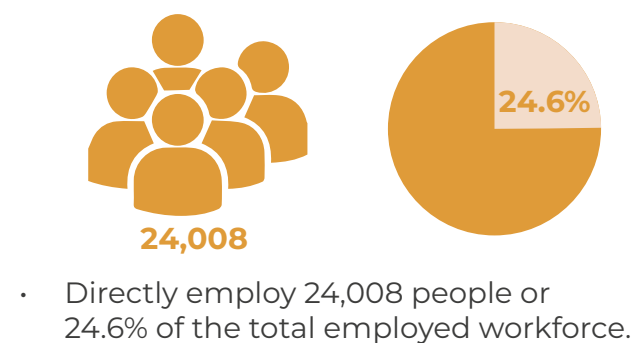
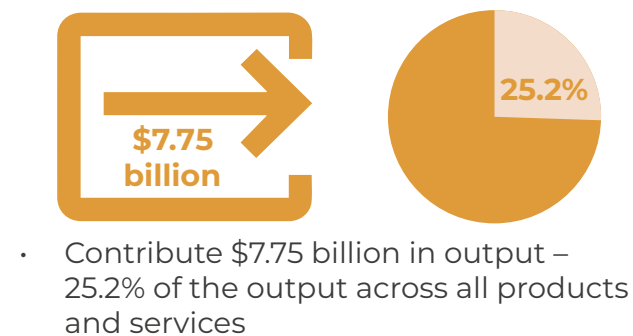
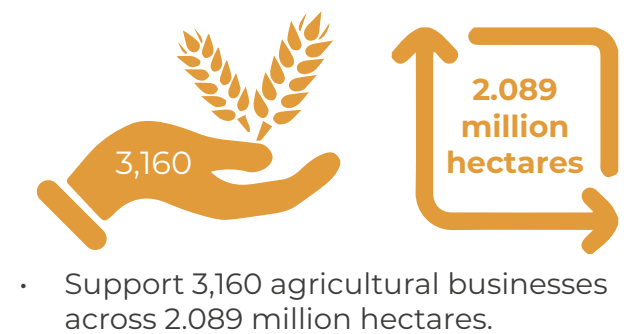


Appendix 5 – Significance of food and agriculture in the region

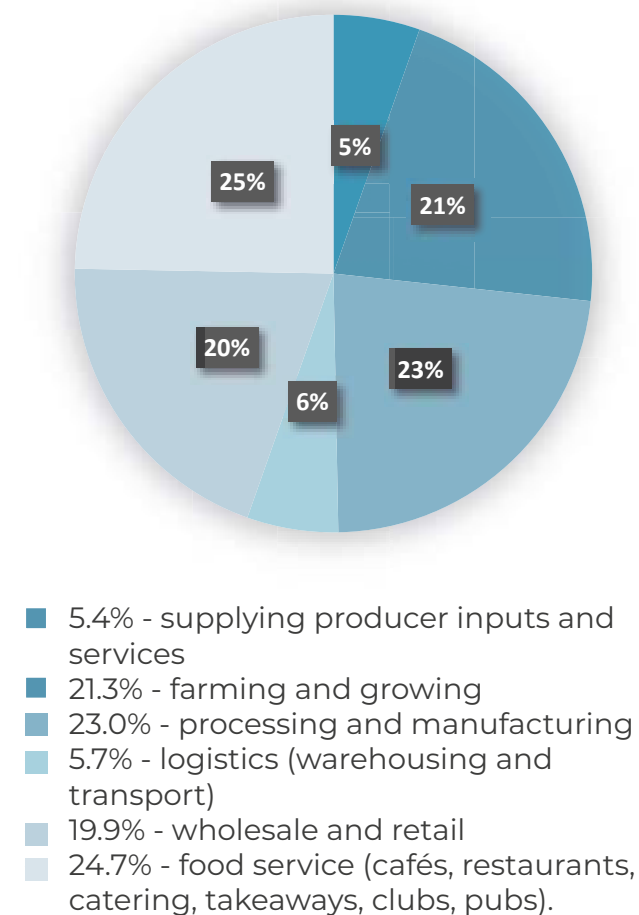
Food – Agriculture – Horticulture – Production – Employment – Economic Impact

Bendigo City and region of Gastronomy

Growing, processing, transporting, preparing and selling food across several sectors are the most significant supply chains in the Bendigo City and region of Gastronomy¹⁴. The food supply chains:



Farm aggregation, automation, industry restructuring, and globalisation have contributed to declines in jobs in agriculture and some areas of food processing, jobs in food services have increased substantially. In the Bendigo City and region of Gastronomy the food jobs are divided as follows:



Source: Bendigo City and region of Gastronomy: Street-Ryan April 2020

At the food production or agricultural level, the region supports a high proportion of the state of Victoria's production across many sectors:

Cropping



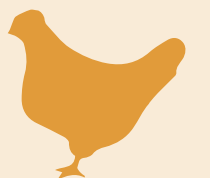
15% of Victoria's wheat production
39% of Victoria's maize production
26% of Victoria's oats production
26% of barley production
12% of canola production
19% of faba bean production
33% of chickpea production
14% of lentil production
12% of lupin production
21% of pasture production
42% of lucerne hay
32% of cereal hay

Fruit and Vegetables



24% of Victoria's apricot production
41% of olives
11% of Victoria's area under vines for wine
6% of apple production and 3% of pears
8% of green peas production
11% of potato production
93% of processing tomatoes
11% of fresh market tomatoes

Poultry



24% of table egg layers - 54% caged, 8% barn and 38% free range
27% of breeding stock
17% of meat chickens.

Sheep, Cattle and Pigs



15% of Victoria's sheep and lambs
14% of dairy cattle
6% of meat cattle
50% of Victoria's pigs

Other Products



16% of Victoria's goats
44% of Victoria's beehives
8% of Victoria's 'other nuts' largely walnuts and chestnuts.

¹⁴ The Bendigo City and region of Gastronomy comprises the local government areas of; City of Greater Bendigo and the Shires of Buloke, Campaspe, Central Goldfields, Hepburn, Gannawarra, Loddon, Macedon Ranges and Mount Alexander.



Photo of Göran Strand

The Case of Eldrimner

The Potential to Transfer the Concept of the Swedish National Centre for Artisan Food to Bendigo City and region of Gastronomy Australia

Bendigo joined the UNESCO Creative Cities Network October 2019 in the field of Gastronomy. The Network counted 9 cities at its creation in 2004 and rapidly grew up to 246 cities representing 90 countries in 2019. To take advantage of the UNESCO designation, Bendigo needs to further develop its hospitality industry and training of food producers.

This report aims to provide an overview of how the City of Östersund and the Region of Jämtland Härjedalen in Sweden have worked since its UNESCO designation 2010 with focus on food/gastronomy, culture and tourism, with a special focus on Eldrimner; the Swedish National Centre for Artisan Food and how Eldrimner could act as an inspiration for food related development in the Bendigo City and region of Gastronomy, comprising the local government areas of; City of Greater Bendigo and the Shires of Buloke, Campaspe, Central Goldfields, Hepburn, Gannawarra, Loddon, Macedon Ranges and Mount Alexander.

Prepared by Dag Hartman, Christina Hedin - Östersund 2020

Implementation Framework and Action Plan 2020-2024



1. Summary	22.
Preface	43.
Background	53.1 Region of Jämtland
Härjedalen	63.2 Food/gastronomy, culture and tourism as a driver of regional
development	74.
Eldrimner	84.1 The idea of Eldrimner, the vision behind the
organisation	94.2 The foundation of Eldrimner and development of the
concept	114.3 Current status, organisation, educational programs and
activities	124.4
Financing	164.5 National and international networks and
cooperation	164.6 Contribution to society, role of Eldrimner in regional development, jobs economy, social and
environmental impact	174.7 Lessons learned, potential improvement and future
development	175. Transferability of the Eldrimner
concept	186.
Conclusions	207.
References	21



Eldrimner, National Centre for Artisan Food, office and training facilities. Photo Christina Hedin

1. Summary

With the global pandemic, hidden things have become more visual, like food and how vital the food is to us and how dependent we are on global distribution chains and workers from other countries. The importance of access to food, and especially local food have been more highlighted. The gastronomy and the food sector was even before the virus, put under pressure with strong forces to keep the costs low and this has resulted in large monocultures and high costs for nature and human health. There is now a strong need to build a more resilient food sector and to take care of resources found locally.

The Bendigo region in Australia and the Region of Jämtland Härjedalen are connected through the UNESCO Creative Cities Network (UCCN). UCCN is a UNESCO programme initiated in 2004 that acknowledges the key importance of cultural and creative industries in sustainable urban development. The UCCN is now composed of 246 cities in seven creative fields, Crafts and Folk Art, Design, Film, Literature, Media Arts, Music and Gastronomy. Bendigo joined the UNESCO Creative Cities Network in October 2019 and Östersund was designated in 2010, both Bendigo and Östersund are the only designated gastronomy cities in their countries.

Östersund and Bendigo have both similarities and differences regarding their assets, strategic development plans and ambitions in food, culture and tourism. Bendigo and Östersund are placed in regions which are the home to a significant number and variety of small-scale and artisanal producers. That gives a large possibility for employment in hospitality and tourism and is a vital growing element in both of the future of both the regions. To develop that potential to create and sustain many more jobs into the future in this rapidly growing sector, Jämtland has a training centre for artisan food to develop the knowledge and skills of the producers. Eldrimner has become a national centre for artisan food.

The aim of Eldrimner is to spread and deepen the knowledge of artisan food and to make artisan food more known to the public. Eldrimner supplies the necessary expertise, support and inspiration to stimulate creativity and innovation. Prospective and experienced entrepreneurs can participate in a number of activities that together contribute to a learning and development process. Practical and theoretical courses are linked together and are specifically made for their needs. The activity of Eldrimner consists of among others; seminars, study-trips, conferences and competitions. Eldrimner has courses in the different fields of preserving food, drying, curing, cooking and fermentation.

The farms in Sweden have during the years been replaced by larger more effective units. This structural change of merging small farms worked well in the southern parts of Sweden, but not in Jämtland Härjedalen with small farms scattered around the vast territory. The solution to sustain agricultural production was to educate farmers to add value to their produce when the production was more diverse. Learning how to make cheese and sausages for example from the raw materials of their farms. Eldrimner was founded as an organisation in 1995, becoming a national centre in 2005.

The small-scale diversified production that once was a way to survive has now been a successful way of producing sustainable food and attracts tourists.

The key lesson learned from Eldrimner, the National Centre for Artisan Food in Sweden, is that inspiration and knowledge is of high importance, for starting new business and to develop existing companies. This is important since knowledge is the key ingredient to make high quality products. A strong link to the companies has also been essential as well as a good network between the companies.

Knowledge, inspiration and networks have together been the success factors.



The production, distribution and consumption of fresh, locally sourced nutritious food building a resilient economy and food supply chains have always been vital to our communities. The global pandemic and the crisis of the economy has heightened the awareness of the importance of food as a necessity of life and not something taken for granted or being part of different tourism destination packages. As we try to adapt to the current crisis, and look to recovery and future resilience, we must ensure that building and maintaining healthy, local, sustainable food and food supply systems is a very high priority.²

The Bendigo region in Australia and the Region of Jämtland Härjedalen are connected through the UNESCO Creative Cities Network (UCCN).^{22, 27} UCCN is a UNESCO programme initiated in 2004 acknowledging the key importance of cultural and creative industries^{3, 24} in sustainable urban development.^{25, 20} The UCCN, now composed of 246 cities in seven creative fields, Crafts and Folk Art, Design, Film, Literature, Media Arts, Music and Gastronomy.²⁶ Bendigo joined the UNESCO Creative Cities Network October 2019 and Östersund was designated 2010, both Bendigo and Östersund are the only designated gastronomy cities in their countries.²⁸

Bendigo City and region of Gastronomy embraces nine municipalities and the Region of Jämtland Härjedalen with eight municipalities are in opposite parts of the world, with different conditions regarding environment, political and administrative settings, trading partners and traditions. Bendigo and its wider gastronomy region is home to a significant number and variety of small-scale and artisanal producers which act in a similar way to the small-scale and artisanal producers in Jämtland Härjedalen. A preliminary evaluation of the small-scale producers in the Bendigo region has identified about 400 growers/producers/hospitality and specialty retailers in these areas whereas Jämtland Härjedalen counts around 200. Both regions have cheesemakers, artisan bakeries, beekeeping and breweries and the Bendigo region has a strong independent vineyard/winemaker industry.¹

The Region of Jämtland Härjedalen has a reputation for being the Swedish centre of artisan food production with around 200 food producers. This is the outcome of a long-term development of governmental programs supporting farmers and food producers in the region now in the form of a national organisation for support of small-scale food producers, Eldrimner.¹⁸ Eldrimner started as a project supported by the local government in Jämtland Härjedalen in the early 1980 to support farmers in the region in the structural change in Sweden taking place, where small farms were replaced by larger more economically effective units. This structural change of merging small farms worked well in the southern parts of Sweden, but not in Jämtland Härjedalen with small farms scattered around the vast territory. The solution to sustain the agricultural production was to educate farmers to add value to their produce to have another leg to stand on, learning how to make cheese and other value-added products from the raw material of farms.⁷ Eldrimner was founded as an organisation in 1995, becoming a national centre in 2005.¹⁸

This report aims to describe the background and function of Eldrimner, the National Centre for Artisan Food in Region of Jämtland Härjedalen and how it could serve as an inspiration for the Bendigo region in Victoria, Australia to support the small-scale food producers in Greater Bendigo and improve the hospitality profile of the region. The report will also discuss the different options to transfer the Eldrimner concept from Sweden to the Bendigo region, and the steps that have to be considered in a potential transfer of the concept. In a broader sense, the results from the report could be used to find models of cooperation that gives benefit to the local level in Bendigo for sustainable business development, possibilities for visibility and exchange with the UCCN cities of gastronomy (COG) group in extended networks, and implementation of the sustainable development goals on the global level for UNESCO in the field of gastronomy, culture and tourism.²⁹

The report, which is commissioned by the City of Greater Bendigo, describes the geographical background and historical context of regional food development and the strategic framework food development in Sweden and the Region of Jämtland Härjedalen, the National Centre for Artisan Food,

the aims, organisation, activities, educational programs, financing and future development, and the potential transferability of the Eldrimner concept to the Bendigo region, and what steps would need to be taken to start a cooperation project.



Traditional flat bread. Photo Stephane Lombard

3. Background

3.1 Region of Jämtland Härjedalen

The Jämtland Härjedalen region is located in the heart of the Scandinavian Peninsula in northern Europe at latitude 63°N, adjacent to the Norwegian border. Jämtland Härjedalen is like an island whose borders consists of forests, an inland region in the mid-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.⁷ The region measures 54,197 square kilometers 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 and 49% is covered by forest.¹⁷

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). 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 size in Sweden.¹⁷

Jämtland Härjedalen 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 of 130 000 is dispersed over a vast area with about half of the population in Östersund, the only city. The total population increased until 1950 and has since been diminishing making Jämtland a sparsely populated region with a high average age of the population. Jämtland Härjedalen accounts for 12 % of the total area of Sweden, but only 1.5 % of the total population.¹⁵

Due to the harsh climate with long, cold winters and short intensive summers, Jämtland Härjedalen 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 are very small; the season is very short and productivity is not high. The grain and vegetables produced in Jämtland Härjedalen are consumed and/or refined in the same area.¹⁴

Most of the farms are situated around Lake Storsjön, the most fertile land in the region, where farming goes back almost 2000 years. Jämtland Härjedalen farmers use the cleanest farming processes in the country, with a minimum of quantities of pesticides and fertilizers. The offering of organic produce is steadily increasing. There are 1400 agriculture companies which if forestry and other sectors of the Green business is included, employ over 5000 persons (2016). When all small-scale refinement and indirect employment is accounted for, 9% of the population in Jämtland Härjedalen makes their living from the Green sector, agriculture, food producing, fish farming and forestry.¹⁴

Jämtland is part of the Sámi community in Northern Scandinavia, Saepmi, which includes parts of Norway, Sweden, Finland and Russia. The most southern part of Saepmi is Jämtland, and Östersund is the centre for the Sámi culture in the region, having its own specific culture and language. The Sámi culture, with its own history and traditions, has had a major influence on the region. Part of the Sámi culture is the traditional handicraft, the reindeers and 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, herbs etc. The Sámi traditions have a potential together with the other developments within the creative industry, in themes such as tourism, design, art, handicraft, food production, music and theatre.¹⁶

Jämtland Härjedalen has a strong tradition and large production of locally produced food. Small-scale, artisan food production results in products with a unique flavor and quality that cannot be achieved through industrial food processing. The Jämtland Härjedalen kitchen is a part of the Nordic gastronomy tradition that has its roots in Sámi reindeer herding, in moose hunting, fishing in the mountains and in locally produced products such as milk and cheese.⁷

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 Härjedalen for thousands of years as in the summer pasture villages of ancient times. The region still has various bakeries producing the traditional thin unleavened bread; charcuteries such as smoked cured or in other ways preserved meat of reindeer, moose and other venison, fish and game. There are many producers of jam, juices and other berry products.⁷

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 favorable environmental conditions and the committed and skilled producers.⁷

3.2 Food/gastronomy, culture and tourism as a driver of regional development

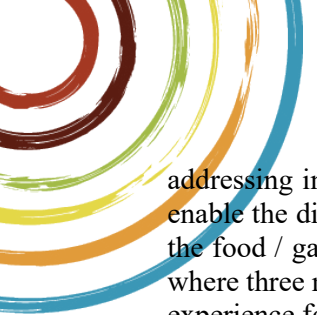
Sweden is part of the 27 countries in the European Union which make the region of Jämtland Härjedalen part of the EU Common Agricultural Policy (CAP) taking a huge amount of the EU budget. The farmers in Jämtland Härjedalen benefit from different support systems in CAP administered by the Swedish national level. European funding is also going directly to the region through the EU territorial funds, where support is granted to regional projects but also cooperation projects with European partnerships of regions as part of the European Cohesion Policy.⁵

CAP promotes European farmers to maintain rural areas and landscapes across Europe keeping the rural economy alive by promoting jobs in farming, agri-foods industries and associated sectors and supporting a stable supply of affordable food. A new approach to CAP is the “The Farm to Fork strategy for Sustainable food”, a key component of the European Green Deal aiming for a global standard for sustainability and at the same time addressing the problems of overuse of pesticides and antibiotics. On the agenda is also a climate change adapted agriculture achieving a circular economy taking action on transport, storage, packaging and food waste.⁴

In 2016 Sweden launched a National Food Strategy aligning to the EU directives where besides the goals of sustainable food, emphasis is put on a higher level of self-sufficiency reducing the vulnerability in the food supply chain.¹⁹ Currently on average Sweden has a self-sufficiency grade of 50 %, food is no longer stored for emergency reasons since the logistics are adapted to the “just-in-time” policy. Recent studies point out that households have stocks of food for 3-10 days, stores have stocks for 1-day, central stocks for 2 days and stocks in ports 2 days. As a total with a total lockdown of transports, Sweden will be out of food in 12 days.²

Jämtland Härjedalen with its emphasis on food, especially small-scale food with high environmentally quality, was very early out with a regional food strategy, as early as 2012.⁶ The strategy was a teamwork between private and public stakeholders in the value chain of food, including organisations in tourism. The regional food strategy has now been updated and aligned to the Swedish National Food Strategy where it will together with the newly accomplished Regional Climate Strategy be a base for the overall Regional Development Strategy, to be decided by the Regional Parliament in the end of 2020.¹⁴

Three areas have been identified in the regional food strategy as having special priority in the region: sustainable business, knowledge and innovation, and conscious consumption. Sustainable business is



addressing infrastructure and labour in food producing building networks for entrepreneurship and to enable the dissemination of innovations. New knowledge and product development and innovations in the food / gastronomy, culture and tourism theme is focusing on the hospitality industry in the region where three million commercial guest nights offer great potential to develop both the local food and the experience for the guests. Conscious consumption has the aim that food from the region is to a greater extent should be found in shops, restaurants, at events and in public kitchens, more people will choose food from Jämtland Härjedalen and that the region is well known as a gastronomic and creative region nationally and internationally.¹⁴

A new approach in the regional strategic work is to include food in the regional climate strategy making production and consumption of food one of the focus areas of the strategy. Food accounts for just over one third of the climate-impacting emissions from household consumption in the region, at the same time, Jämtland Härjedalen has good conditions for sustainable food production. The region of Jämtland Härjedalen has been working towards the target to be fossil fuel-free 2030 for many years. The target represents a region where fossil fuels are no longer used. It is an ambitious goal that requires changing travel habits, a conversion to 100% renewable fuels, and an electrification of the vehicle fleet. The target is higher than the national target of 70% reduction in emissions in the transport sector during the period 2010-2030.¹³

4. Eldrimner

Eldrimner, the Swedish National Centre for Artisan Food, is situated in Ås, just outside Östersund. Eldrimner has established a centre in order to give producers the best possible start. Eldrimner which once started as a centre for producers in the region, has for the last 15 years been a National centre and supported entrepreneurs with guidance, workshops, study trips, product development, inspiration and change of experience, to make the artisan food production flourish. Today there are over 200 companies of this type in Jämtland. The good results from Jämtland have made Eldrimner famous in all the Nordic countries.

The name Eldrimner is derived from old Norse mythology: where Eldrimner is the constantly cooking pot in which the pig Særimner was prepared as food. Særimner had the special quality to resurrect every night therefore, the Norse-gods and the humans could always have food for a feast in Valhalla. The name Eldrimner is used for the organisation and Særimner for the biannual conference for artisan food producers. The person behind Eldrimner is Bodil Cornell who started the work when she moved to Jämtland 1976, all the time since then she has developed the work and has acted as a mentor to the many companies associated with Eldrimner. She has provided inspiration and encouraged their development.⁷ Many of the producers give her credit for the success. She has developed the organisation that today has 25 employees and 500 persons that come for courses every year.

Eldrimner is working with artisan food producers and what makes them special is that they produce authentic products that differ radically from industrial food products in flavor, quality and identity. Such products have an added value that gives them a competitive advantage in comparison with mass-produced goods.

The aim of Eldrimner is to assist with the establishment of new companies and to develop existing companies. 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 contribute to a learning and development process. Practical and theoretical courses are linked together and are specifically made for their needs.

Eldrimner has adopted the producer’s perspective and has several networks of artisan food producers around the country. One of the networks is a board of food producers that assists and gives advice to Eldrimner to make sure the work of Eldrimner is going in the right direction and give relevant

support to the producers. Another network is existing food producers that are advisors to new companies. That is a very good way of providing support that can give very accurate advice. A third network is one group in each of the areas of; bakery, dairy, meat processing, fish processing and fruits and berry processing. These groups help Eldrimner to have accurate knowledge in each sector.

The centre has also established contact with international experts in all areas of artisan food production, the experts are coming to Eldrimner to have courses. Experienced artisan food producers and staff of Eldrimner are also teachers and educators.

The activity of Eldrimner consists of, seminars, study-trips, conferences and competitions. The seminars are both aimed for newly started entrepreneurs and for well experienced persons. At the beginner’s courses participants try to make their bread or a sausage. Other courses are longer and give a lot of knowledge not just about artisan food production, but also in planning the start of their companies for example legislation and marketing skills. Eldrimner has courses in the different fields of preserving food; drying, curing, cooking and fermentation. The advanced courses can focus on one specific field, for example blue cheese or salami.

Eldrimner arranges Særimner, a meeting place for all artisan food producers in Sweden. The days are arranged every other year with over 40 seminars in specific fields. During these days Eldrimner also arranged the Swedish Championships for artisan food. It is a competition where producers can compete with their cheese, sausage or marmalade. Over 500 products compete each year and are judged and medals are given to the winners in each category. All competitors get a written feedback of each product which is very much appreciated. The competition is popular in the media and is the event that gives the most attraction both for the food producers and the organisation of Eldrimner.

In Sweden there is no education at the universities in artisan food like the ones that can be found in some other European countries, therefore Eldrimner has built up knowledge through international experts, but also invested in the staff to deepen their knowledge. Learning from others has provided a fruitful method and Eldrimner organizes study trips to other countries where the participants can see examples of high-quality artisan food processing. The study trips have mainly been to France, Italy, Germany, Switzerland and Austria. Eldrimner also cooperates with similar centres in Europe.

Books in the area of producing artisan food products have not been found in Swedish. Eldrimner has therefore been writing books in all the areas of small-scale food production. Eldrimner has also made an atlas of Sweden with all the artisan food producers. That book is also available online, so consumers easily can find a farm shop while traveling in Sweden.

Farmers Markets have in many places in Sweden converted into Facebook selling groups, called REKO- rings. The orders and payments are done online and then there is one day a week for pick up at a convenient place in each town. This type of selling has made a significant change for a lot of small-scale producers and the consumers have easy access to small scale local food. Each year Eldrimner goes on a tour to all regions in the country. On the tour artisan food producers from the region meet and Eldrimner provides information. During 2020 the focus is about selling to consumers; in markets, online in a web shop or through these Facebook REKO-rings. The chance to talk and learn from other producers is very much appreciated.

The aim of Eldrimner is to spread and deepen the knowledge of artisan food and to make artisan food more known to the public.



4.1 The idea of Eldrimner, the vision behind the organisation

The aim of Eldrimner is to spread and deepen the knowledge of artisan food and to make artisan food more known to the public. In Sweden the process to make traditional products is not common knowledge anymore. In the Sami culture though, the traditions still remain, and there they can learn from their family how to use the reindeer, wild animals and plants from nature. In the rest of the society in Sweden the traditions and knowledge are almost on the way to being forgotten. The agriculture and the processing of food have been going through a period when farms and the food industry are growing in the way that the units are getting bigger and bigger, and the small farms are closing down, all to make the farms more efficient. This leads to more specialization, less crops, fewer farms and lost knowledge. In some parts of Sweden where it was not possible to have bigger farms, the farms are turned into forest instead. But in others, for example in Jämtland the traditions were not lost, but were changed into new possibilities. If you can't survive on one type of crop you need to diversify to get the most you can out of your produce. You start to process the products, you start a café, an Airbnb and you show the tourists how food is produced. If you have farmland it is also common to have forest, so another option to diversify is to work with forestry.

The small-scale diversified production once was a way to survive have now been a successful way of producing sustainable food and attracts tourists.

In the larger international picture, you can see that the food production is not sustainable. The food is supposed to be cheap and therefore the intensive, monoculture farming is spread around the world. A few crops are grown without any diversity and then shipped, processed and purchased in a supermarket. The result of the low price on food is health problems for the consumers, overweight is a large problem in several countries, but we also see health problems in the producing countries since still thousands of people are killed by pesticides. Nature is also paying the low price by destroyed soils, contaminated rivers and lakes and less diversity in wildlife when monocultures are spread. The animals kept for eating are not treated in any respectful way. The animals are kept in large numbers, in small cages and therefore are getting sick. The large number of antibiotics used in the livestock has resulted in problems of multi resistant bacteria, so people cannot be treated with antibiotics when there is a need, for example in the covid-19 pandemic.

The United Nations have 17 sustainable development goals and several of them are linked to agriculture and gastronomy. Goal number 2 is the one that Eldrimner is working with in its daily tasks. **“End hunger, achieve food security and improved nutrition and promote sustainable agriculture”**. In the targets it is more specified:

*2.3 By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment*²¹

*2.4 By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality*²¹

Eldrimner has been seeking the knowledge both within the Swedish traditions, but also in other countries where the knowledge still is a strong part of the food culture. Teachers from France and Germany have been part of the whole story of Eldrimner. In one project at Eldrimner that was going on for many years the mission was to seek in the old traditions in the region and on the other side of the Norwegian border, and to develop these products for today's requirements. Several small books were written in this project; old types of smoking meat, bread traditions and beer production from the region.

In Sweden there was no word like artisan food, the only word found was small scale or local food. These words were difficult to communicate and to define, so in the year of 2006 Eldrimner started to use a new word, “mathantverk”; food craft, and the word immediately was adopted and started to be used. A definition of the word was established;

“ Artisan food making creates unique products - rich in taste, high in quality and clear in identity. Products are made primarily from local raw materials that are transformed with care, on a small scale and often in the artisan's own farm. The hallmark of artisan food is that man's touch and knowledge are present throughout the entire production chain. The result is healthy products with no unnecessary additives, products that can be traced back to their source. Artisan food making highlights food of tradition, develops methods further and creates innovative products.”

The idea of Eldrimner is to support the artisan food producers by inspiration and sharing knowledge and to make artisan food more known to the public. Eldrimner helps food artisans, with courses, advice, field trips, competitions, development and experience exchange – whatever is needed for artisan food companies to develop. It is important as well as to develop and preserve the unique artisan food and to find ways to remove obstacles for the artisan food producers.

4.2 The foundation of Eldrimner and development of the concept

Eldrimner was established in 1995 in Jämtland Härjedalen and became Sweden's national resource centre in 2005. The project was built on the result of the founder of Eldrimner that started with developing small scale goat farms in 1980. One of the early initiatives was mobile dairies that people could put on their farms to develop their knowledge in cheese making while they were building their own dairy. In 1997 the first competition for artisan food products started. The competition developed during the years and later became the Swedish competition for artisan food.³¹

The aims of the project that started 1995 were to

- stimulate the development of small-scale produced foodstuff in the region of Jämtland,
- to increase the amount of companies that are processing on their own farm or in the village
- to develop the products in quality and quantity
- make marketing and selling more efficient

The aim of the project back in 1995 and the goals for the organisation in 2020 are very similar, but today it is a National centre and can serve the whole country, and a few from other Nordic countries as well. Still there are very large differences in the organisation today compared with the organisation in 1995 or in 2005 when the organisation went National. In 2005 a total number of five people were employed by Eldrimner. All people were working with all activities and no specialization was developed. It was very hard to get any kind of recognition in the society, in the media or by participants. Artisan food was seen as a non-important side activity that you could not earn your living from. It was difficult to attract participants; it was difficult to attract media and people in general were indeed very skeptical.

Eldrimner arranged a big food festival with artisan food from the whole of Sweden in august 2007 and 2009. These festivals were the start of something new and things slowly changed. The media started to focus less on price, and instead made shows from different food producers in Sweden and in other countries. They were starting to talk about food, about quality and about the story of the food. Chefs started to be an attraction and were talking and competing on TV. Nowadays it is so common with chefs on TV that nobody reacts anymore, but back then it was something new. It became trendy to make your own bread, or at least by your own sourdough bread in your local bakery. When you were inviting people for dinner you wanted to buy the high-quality produce and not just the lowest price. Food was starting to be on the agenda. Warning signals about cruel behavior to animals, about destroyed land and water was also a wakening call. People kept denying it and forget it some days after an alarm, but after every alarm the sale was increasing for the artisan food producers.



In the year of 2020 the artisan food producers still educate their consumers about food and food quality every day, people still ask if you really can earn a living from the company - but the change in attitude in the society and the change in the interest of the education that Eldrimner arranges is enormous. Today Eldrimner arranges five times more education than 2005 and most of the educations programmes at Eldrimner are fully booked with a queue.

During the history there has not been any other organisation in Sweden that has been working with only artisan food. There have been and still are several projects around in Sweden that are working with food companies, but then they work with all food companies. The financial situation for these kinds of projects has also been very unstable, due to change in priorities of EU funds. That means that it is very unique that Eldrimner has been able to continue to have education in artisan food during all these years.

4.3 Current status, organisation, educational programs and activities

Eldrimner is one of the departments of the County Administrative Board, in the Jämtland Härjedalen national legislative organisation. A lot of investigations have been made to analyze if Eldrimner should be its own organisation, a company, an NGO or a foundation or if it should belong to another organisation. All the investigations show that it is best for Eldrimner to stay, even though it can be tricky to have a resource centre in an administrative county organisation. The answer to why is the finance possibilities. A lot of the finances to Eldrimner are EU funds, and when you apply EU funds you get the money that you spent for the project about two years later. You are not allowed to take a loan from the bank, so you need to rely on an organisation that has enough liquidity. This situation is similar to other organisations in Sweden, so regional organisations that are working with food have different residents, but all of them belong to another organisation.

Eldrimner has 25 staff and are divided in three groups; education, communication and administration. In the education group there are experts in each of the fields of dairy, bakery, fish processing, meat processing and berries-, fruits-, and vegetable processing.

To make sure Eldrimner is relevant for the target group there are several reference groups. There is one advisory group that meets 6 times each year and the people there are active artisan food producers from the whole of Sweden. Then there are 6 other groups that meet once a year, one group for each of the areas Eldrimner is working with dairy, bakery, fish processing, meat processing, beverages and berries-, fruits-, and vegetable processing.

Educations

The courses at Eldrimner teach the techniques to make a high-quality product. The courses are short or long, in Jämtland or in other places, for beginners or well experienced persons but they are all focused on the techniques of how to preserve the raw material without all the additives and machines that the industry uses. It could be drying, fermenting, baking, curing, cooking or smoking. The areas where Eldrimner arranges courses are: dairy, bakery, fish processing, meat processing, berries-, fruits-, and vegetable processing.

The persons attending the courses are the ones that like to develop a new food processing company. They can have a background as farmers, hunters, chefs or something totally different. There are many more women than men that attend the courses, about 70 % women and the age of the participants are mostly in the range of 40-60 years old. Approximately 500 persons attend the courses every year and about 170 days of training days each year are arranged.

The different kinds of courses:

- **Beginners course**, a two day course placed at an artisan food producer. The participants test to make their own sausage, bread, cheese or another artisan food product.

- **Basic courses**, five days of training with national or international experts as teachers. For example, learning all the basics to make different types of cheese or different types of sausages, or making bread from sourdough or preservation methods of fruits and vegetables.
- **Advanced training**, five days of training for well experienced persons.
- **Business training**, three weeks of artisan food training at Eldrimner and two online training weeks of theoretical training in economy, marketing, legislation and building requirements
- **College programme**, one-year education including theoretical and practical lessons in one of the branches of food processing. The education also includes lessons in economy, marketing, legislation and building requirements. Half of the education is placed at artisan food companies as an internship.

Examples of courses planned for Autumn 2020

- Beginners course in bakery with focus on farm cafés
- Course in smoking and curing of fish
- Artisan processing of berries and vegetables
- Dairy production at a small-scale dairy
- Management and flavoring of honey
- Dairy production at traditional old chalets
- Flatbread baking
- Introduction to meat cutting and meat processing
- Basic course for butchers
- Jam and marmalade for beginners

In addition to the courses Eldrimner arranges study tours in Europe. The tours are 5 days long and are filled with visits to artisan food producers in one specific field. The study tours give inspiration in more than just the production techniques, in machinery, marketing, selling or other. The tours also give a good network to the ones travelling together.

Competition & Conference

Is it possible to compete with cheese? Why do so many of the TV programs have some kind of contest? There is maybe no easy answer to why we are competing or are watching others to compete, but the answers to why Eldrimner is arranging a competition in artisan food are:

- it gives the producers a way to develop their products to a higher quality
- it gives an excellent way to get media attraction, since media are happy to talk/write about winners

The competition started in 1997 and has developed during the years. In the year 2019 it was 542 products from 182 companies participating. The competition is divided in 45 different categories and 19 different jury groups are testing the products. The judging takes a full day for the juries and the next day there is a prize ceremony with gold, silver and bronze medals for each category.

Every other year a conference, a meeting place is arranged for artisan food producers by Eldrimner. About 300 producers come from the whole of Sweden and a few from other Nordic countries. Over 40 seminars are arranged that give news and in-depth knowledge in the specific areas of artisan food. The speakers are international experts, artisan food producers and high-level politicians, for example the Minister of Agriculture has been visiting the event several times. The director-general for the Food Authorities has been part of the event almost each time. The event is not only a place for new knowledge, it is also a very important meeting place since the producers normally work by themselves, or just have a few colleagues.

Artisan Food tour in Sweden

To be a National centre and not situated in Stockholm, gives an expectation to be present and visible in the whole country. Courses are therefore placed all around in Sweden, especially beginners' courses that are placed at senior artisan food companies. Eldrimner also makes a tour to reach each region every





year. Each tour has one topic, the last years it has been public food, tourism, old recipes and the ongoing tour is about selling directly to consumers.

Advice

Sharing knowledge is a key component in the Eldrimner concept. Knowledge is more than what you can learn in a course, it is also inspiration from others. To help beginners Eldrimner started a phone call service, get advice from artisan food producers. In total there are 78 artisan food producers ready to answer questions from newly started companies. Eldrimner pays the advisors, but the producers can call for free.

Communication

In the world today there is a lot of focus on communication. Acceptance of a bad web page or a ugly brochure is significantly low. We are fed by movies and fancy magazines with a budget way over our own possibilities. We also have a huge gap between the ages in which we find information. Snapchat and paper newspapers are not linked together.

The artisan food producers that Eldrimner support never have a large communication budget, they mainly have to do it by themselves. It is the same for Eldrimner in the way that the organisation very seldom buys any advertisements. The target group of Eldrimner reads paper magazines, looks at Facebook, Instagram and sometimes webpages. The result is that Eldrimner produces a paper magazine four times a year, articles placed in other specific topic magazines and books in production of artisan food. In digital Eldrimner has a web page, Facebook and Instagram and some movies on YouTube. In the future to attract the younger generation Eldrimner needs to produce relevant education movies on YouTube, since that is the place where a lot of people find their knowledge.



New generation of bakers. Photo Stephan Lombard



4.4 Financing

Eldrimner is financed through participation fees, National money and EU funds. The budget for the year 2019 was 24 million SEK, approximately 3.8 million AUD. About 44 % from EU funds, 44 % from the Swedish government and 12 % participatory fees.

Distribution of costs, million SEK	
Personnel costs	17.8
Facilities	0.8
Travel	0.9
Education	4.2
Communication	0.5
Sum	24.2 million SEK, approximately 3.8 million AUD

The financing of Eldrimner has never been an easy task. It has been an ongoing challenge, since the organisation is outside the regular institutions. Regular visits to the politicians and civil servants in Stockholm has resulted in a yearly contribution to Eldrimner from the Ministry of enterprise. Today this sum is 10 million SEK (1.6 million AUD) and before 2016 it was 3 million SEK (0.47 million AUD). EU funds are also not either easy to rely on, since EU funds are not for ongoing activities, but for limited projects with new ideas. The EU funds are changing over the years with different priorities and regulations. EU funds also have a very comprehensive follow up, with questions of each cost, which leads to a large administration. The participants pay 1000 SEK/day for the courses, about 150 AUD. That pays for the teacher, material and some of the facilities, but it does not cover all the cost for the staff at Eldrimner.

To find finances you have to be innovative, show good results and never give up.

4.5 National and international networks and cooperation

Networks in Sweden and in other European countries have been essential for the development of Eldrimner. In Germany, France, Italy and Spain they have a food culture with old roots, and with a pride that has made changes not attractive. In Sweden the food culture has been open for international inspiration for many years, at such a high rate, so people in Sweden doubt their own knowledge in what is Swedish food. The changes have shown that there is never just one way of doing things. A good chef needs to make the food in a new way with inspiration from other places.

*Thanks to the international inspiration and knowledge
Swedish producers have started to look at their own production with more pride.*

International experts from Germany, France, Great Britain, Denmark and Finland have been used as teachers on a regular basis. Study trips to France, Germany and Switzerland have also been done every year. Places of great interest to visit have been among many include; Hermansdorfer in München Germany, Florac in France, Alma in Parma and School of artisan food in Welbeck Great Britain.

In Sweden the most important network is the one with the artisan food producers. There are also other important networks with regional food projects and organisations in specific branches like cider, heritage cereals or sheep farming. Eldrimner reaches out to these organisations to find new possible participants in the courses, but also to find knowledge.

4.6 Contribution to society, role of Eldrimner in regional development, jobs economy, social and environmental impact

Life in rural areas in Sweden, like in most countries in the world has been following a path where people move to the cities, service is declining in the rural areas and less job opportunities are present in the rural areas. At the same time there is an interest and joy for local food, to learn more about food, to grow some food in the city and to visit farms. That gives a possibility to artisan food producers to stay in the countryside and attract the customers to go to their farm shop, café or look at the animals at the farm. To have the courage to make the move to start a new company you often need some kind of education to make sure you can make safe products of high quality. Eldrimner is sharing knowledge to be able to get enough confidence to start a business.

A traditional farm in Sweden can employ one or two persons, but when the farmer starts to process the grain, milk or meat, there are suddenly much more jobs, since artisan food processing is intensive in labor. When you open a farm shop or a restaurant you often need some help to be able to manage all the work that needs to be done. That leads to much more economy in rural areas.

When you are working with produce from the area, local knowledge and local labor you are showing respect in all levels, since you are looking in the eyes of the animals, in the eyes of your employees and your customers. That is sustainable production.

To help the consumers to find local producers several initiatives have been made. Since the consumers are interested in local food, they will buy the products if they find them in a convenient way. Eldrimner made a map of all artisan food producers, both digitally and in a printed book. Another initiative has been Open Farms where once a year the food producers are open, and visitors are welcome to enjoy the local food at the farms. It is combined with coffee, music and small competitions - all to show the farms, spread the knowledge and sell products. A third way for the consumers to find local products have been REKO-rings, which are Facebook groups where the producers every week announce what they are selling this week, and the consumers are making comments on what they are buying. The producer brings the ordered products once a week to one place and in 30 minutes all bags are distributed, and the shop is closed until the next week.

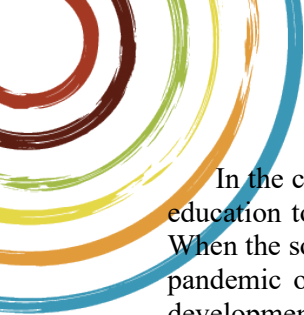
4.7 Lessons learned, potential improvement and future development

The key lesson learned from Eldrimner, is that inspiration and knowledge is of high importance. An analysis of Eldrimner shows that the distinct strength of the organisation is the gathered knowledge and competence. The knowledge is gathered and shared in all different ways. During the years the staff has collected in-depth knowledge that has been shared to food producers through courses, by the books they have been writing and through email and phone call advice. The knowledge has been found through teachers visiting Eldrimner and through the field trips around Sweden and other countries. Knowledge is also shared among the food producers when they meet, as they see other companies as colleagues and not competitors. The food producers work hard and live far away from each other, so important it has been to provide meeting places where knowledge can be shared, and friends and colleagues can meet.

Another strength is that Eldrimner has produced and is using a large network of artisan food producers and also the access to artisan food producers as teachers and advisors. The knowledge from this network is used to make sure the courses are accurate and relevant for the producers.

One of the possibilities for the organisation is the growing longing in the society for authentic and unique food. Consumers like to buy genuine food, and there are those that like to work artisan food. Environment and climate are very relevant issues and the knowledge that Eldrimner is providing is one of the solutions for a more sustainable society.





In the coming years Eldrimner needs to develop more high-quality digital material, this to provide education to a wider group of people and especially the young generation of artisan food producers. When the society is changing slow or fast the organisation needs to adjust ways to teach. The covid-19 pandemic opened up the digital window and online learning went more common. To continue the development of online learnings after the pandemic will be very important. Another thing to develop at Eldrimner is to follow up the participants, to know what kind of activities are effective and accurate and see if the activities were cost efficient.

Knowledge, inspiration and networks have together been the success factors.

5. Transferability of the Eldrimner concept

Östersund and the Region of Jämtland Härjedalen have both similarities and differences regarding its assets, strategic development plans and ambitions in food, culture and tourism. Employment in hospitality and tourism is a vital growing element in the future of the region. Realizing the opportunity to be a major regional education and skills training precinct has the potential to create and sustain many more jobs into the future in this rapidly growing sector, generate investment and greater productivity and position and brand the region as a national leader.¹⁴

In the Bendigo region, the lack of tourism, gastronomy, artisan food and hospitality training and education skills has been identified as a major impediment to jobs growth and investment in the region, to fully reaping the benefits of the UNESCO designation and the growth that has taken place in hospitality, tourism and agriculture – particularly artisanal agriculture. Extensive industry feedback has not only identified this impediment and shortfall, but it has also highlighted the opportunity. The region has the capacity to realize a significant opportunity to substantially grow its skills training and education in this field and boost jobs, investment and economic activity. It is expected that this issue will take on much greater significance and opportunity in the medium to longer term.¹

Realizing the opportunity to be a major regional education and skills training precinct has the potential to create and sustain many more jobs into the future in this rapidly growing sector, generate investment and greater productivity and position and brand the region as a national leader. Recognition of Bendigo and the region by UNESCO for its gastronomy assets and initiatives has provided a unique opportunity to develop a strong industry network and cluster to meet the demand. A coordinated region wide approach to tackling the skills training and education needs and realizing the opportunities is urgently required.¹

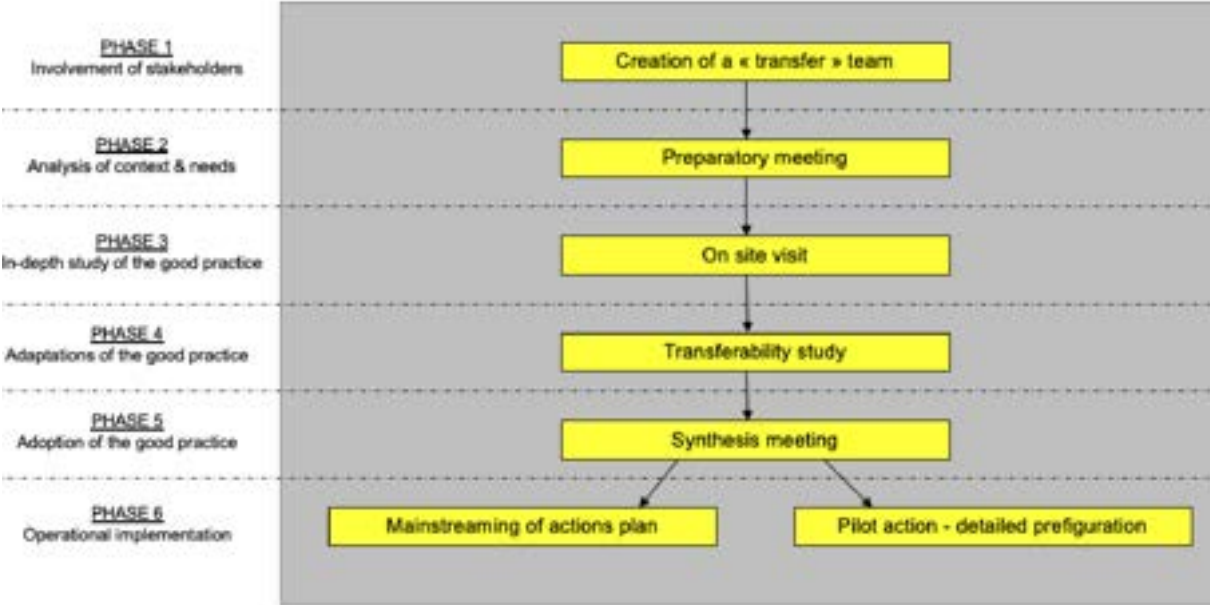
In Jämtland Härjedalen, agriculture and food processing are recognized as a core value in the regional development strategies as an economic activity for farmers and businesses in the value chain of food and also as an added value to tourism.¹⁵ The training institutions including Eldrimner grew out of a need to protect the agricultural sector under the specific environmental and economic conditions in the region. Transfer of good practices in one geographical and cultural background to another with a different context is always difficult and takes time and there is a need for a deep analysis of the background and expected outcome of the transfer. The concept of Eldrimner is not readily transferred to another region in another part of the world without analyzing the concept and making adaptations of the concept.

Many methodologies have been elaborated to transfer Good Practices between countries and regions, one of the examples in a European context is the methodology founded by the Region of Limousin in France. The methodology was tested on a large scale in a European Territorial Project 2010-2014, Ruraland Development Project. The project partnership included 10 European partners in different countries and its aim was to identify and transfer Good Practices between regions and mainstreamed into the developing agendas of the regions.¹²

In all 24 Good Practices was identified and prepared for transfer to other regions in the Ruraland project, Jämtland Härjedalen had four exporting projects in the theme of food and farming, Small-scale Dairy Production exported to Pazardzhik/Bulgaria and Corsica/France, Gastur-Promotion of local gastronomy and hospitality to Andalusia/Spain, Kainuu/Finland, Salaj/Romania, Pazardzhik/Bulgaria, Wool Forum-value added agricultural production of fine fiber wool to Limousine and Corsica/France and Biogas from manure in small farms to Limousin/France and Wallonia/Belgium.¹²

The transfer methodology and operational framework included six steps where every one of them had to be assessed before taking further action, involving of stakeholders creating a transfer team, analysis of context in preparatory meetings, in-depth study in on-site visits, adaptations of the good practice in a transferability study and a synthesis meeting and finally operational implementation with pilot actions and mainstreaming of the action plans.¹⁰

The experiences were that although considerable work was done in the receiving regions to implement the Good Practices, there were many obstacles to be conquered. Although many challenges are encountered introducing practices from one country to another, the Ruraland methodology could be used to introduce Eldrimner to Greater Bendigo if you take into consideration all adaptations that has to be made.



Ruraland Development Players transfer methodology, Cédric Leger 2010.



6. Conclusions

The Corona virus has changed the way we see a lot of things. Things that we have taken for granted are not anymore obvious. Normally we see gradual changes in nature or in society, but this time the changes have been fast as a bushfire. In great crises we see more than the tragic things, a great solidarity, with sharing food, helping old people, and supporting vulnerable groups. We can also see in this crisis that food is put on the agenda in a different way. We become more aware of all the food chains, that all of them are important to make sure we have food on our plates. The knowledge to produce our food is essential, as well as all the other functions from farm to fork, for example distribution chains, restaurants and shops. The problems we saw in gastronomy already before the virus hit the people, are devastating in a big crisis. Overuse in antibiotics leads to less possibilities to save lives, dependency on materials from one country leads to difficulties when industries and countries are shut down.

We need to take care of our resources and build up a more resilient system. A system that is diverse and that shows respect to nature and humans. A lot of good initiatives and companies show that it is possible to produce food in a different way. We don't know what the future will be, but if we continue like we have done for many years, the climate change will be a much larger problem than the coronavirus. Therefore, it is essential that we care about our soils and build a strong gastronomy sector. To rely on the cheapest produce in the world can be too high a risk to take.

What has been essential for Eldrimner, the National Centre for artisan Food during the years is the importance of providing and sharing knowledge and providing meeting places for producers to share information. Important as well have been to seek for inspiration from other companies, other regions and other countries and then maybe see the resources in the area in the neighborhood with new eyes. A network and close contacts with the small-scale food producers have also been a key factor.

Bendigo City and region of Gastronomy already has several hospitality and tourism training facilities in place and major initiatives are under development and there is a great potential to develop the sector even further with a few steps. Eldrimner, the National Centre for Artisan Food in Jämtland Härjedalen, could act as an inspiration for Greater Bendigo to further enhance Bendigo and Central Victoria's reputation as a centre for quality produce and comprehensive education and skills training in tourism, hospitality, gastronomy and artisan food.

7. References

1. Budge, Trevor, Personal Communication, 2020
2. Eriksson Camilla, Livsmedelsproduktion ur ett beredskapsperspektiv, SLU 2018
3. Ernest and Young 2015, Cultural Times, [http://www.ey.com/Publication/vwLUAssets/ey-cultural-times-2015/\\$FILE/ey-cultural-times-2015.pdf](http://www.ey.com/Publication/vwLUAssets/ey-cultural-times-2015/$FILE/ey-cultural-times-2015.pdf)
4. European Commission, https://ec.europa.eu/food/farm2fork_en, 2019
5. European Commission, https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/cap-glance_en, 2020
6. Hartman Dag, Underlag till matstrategi, Region Jämtland Härjedalen, 2012
7. Hartman Dag, Östersund Application to UNESCO Creative Cities Network, 2008
8. Landry Charles, Maximizing the Potential of the Creative Cities Network, 2017
9. Laven David, Skoglund Wille, VEC, Midsweden University, 2016, <https://www.miun.se/en/uccn2016research/>
10. Leger Cédric, Regional Council of Limousine, Methodological framework of transfer of Good Practices, Ruraland Development Players, 2010
11. Länsstyrelsen Jämtland Härjedalen, Årsredovisning, 2019, <https://www.lansstyrelsen.se/download/18.2780e61716999f26bcf4c2b/1553513841652/%C3%85rsredovisning%202018%20%E2%80%93%20L%C3%A4nsstyrelsen%20J%C3%A4mtlands%20l%C3%A4n.pdf>
12. Regional Government of Andalucía, Spain, Ruraland Development Players, 2013
13. Region Jämtland Härjedalen, Energi och klimatstrategi 2020-2030, 2019, [https://www.regionjh.se/download/18.4a3c293316e6bb217af106e/1574329956241/Fossilbr%C3%A4nslefritt%202030%20J%C3%A4mtlands%20l%C3%A4n%20\(Energi-%20och%20klimatstrategi\).pdf](https://www.regionjh.se/download/18.4a3c293316e6bb217af106e/1574329956241/Fossilbr%C3%A4nslefritt%202030%20J%C3%A4mtlands%20l%C3%A4n%20(Energi-%20och%20klimatstrategi).pdf)
14. Region of Jämtland Härjedalen, Regional Food Strategy, 2018
15. Region of Jämtland Härjedalen, Regional Development Strategy, 2014
16. Saepmi, <http://samer.se/>, 2020
17. SCB, Regionfakta, Jämtland Härjedalen, <http://www.regionfakta.com/jamtlands-lan/>
18. Statskontoret, Utvärdering av nationellt resurscentrum för mathantverk (Eldrimner) vid Länsstyrelsen i Jämtlands län, 2020, <http://www.statskontoret.se/globalassets/publikationer/2020/202001.pdf>
19. Swedish Government, A National Food Strategy for Sweden, 2016, https://www.government.se/498282/contentassets/16ef73aaa6f74faab86ade5ef239b659/livsmedelsstrategin_kortversion_eng.pdf
20. UN 2016, New Urban Agenda, https://unhabitat.org/gcdownload_downloads/ga-resolution-a-res-71-256-new-urban-agenda/
21. UN, UN 2030 Agenda for Sustainable Development, 2015, <https://sustainabledevelopment.un.org/content/documents/21252030%20Agenda%20for%20Sustainable%20Development%20web.pdf>
22. UNESCO Creative Cities Network, 2017, <https://en.unesco.org/creative-cities/home>
23. <http://unesdoc.unesco.org/images/0024/002428/242866e.pdf>
24. UNESCO, Reshaping Cultural Policies, 2018 Global Report, <http://en.unesco.org/creativity/global-report-2018>
25. UNESCO, To be a Creative city, UCCN web, 2019 <https://en.unesco.org/creative-cities/home>
26. UNESCO, UCCN New Strategic Framework, 2017, <https://en.unesco.org/creative-cities/home>
27. UNESCO web, 2019, <https://en.unesco.org/>
28. UNESCO, UCCN web, 2019, <https://en.unesco.org/creative-cities/home>
29. UNESCO, Östersund Declaration, 2016, <http://www.unesco.org/culture/pdf/OSTERSUND-DECLARATION-XUCCN-ANNUAL-MEETING-16September%202016.pdf>
30. Östersund Municipality, Regional Growth Plan, 2014
31. The history of Eldrimner, <https://www.eldrimner.com/om-eldrimner/31895.bakgrund.html>



The significant green landscape in Jämtland. Photo Stephane Lombard

