

The innovator



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Region

· Røros, Trøndelag (Norway)

Sector

· Local food production



Features of my innovator journey

- > Using local ingredients, residual materials from other productions and facilitating the potential to develop unique products in a more sustainable way for the future.
- > Storytelling increases the local producers' reach, with their individual stories about quality, pride, hard work and collaborations.
- > It's about creating TOGETHER in a smart way: By developing a method, others can be inspired to seize opportunities and collaborate in their own regions.

Innovation from 3 perspectives



01

Economic

· We need to be focused on how we together can produce more sustainable food and create more from the local ingredients that are on the farms in our region. It's about developing products in the market that are difficult for larger actors to copy. We must use our resources in the best way we can - and using storytelling in such a way that customers want to buy our products.

02

Environmental

· By using the ingredients and residual materials our farm provides, we can collaborate with other producers who also have residual materials from their production. This way we can create new products and categories that meet the needs of the customers. Rather than going big, many farms prefer to be part of a collaboration as a way to increase revenue.

03

Social

· My innovation is about building a sustainable business for me and my family, and for those who work for us. I believe that cooperation is the way to develop local food production for the future, and that lifting each other up can result in added value. If we can work smarter, mainly with the things we are good at, and with others who complement us, this seems to be a more sustainable "lifestyle".

Barriers

- > The obstacles I faced were within my own family, during a difficult generational change on our family farm. Having enough energy to drive the project forward while holding my closest family together has been very challenging.



"By sharing and working TOGETHER we can create something unique and significant for the future"