



Arctic smart rural community

Mr Mika Riipi
County Governor
Regional Council of Lapland

Ym/2

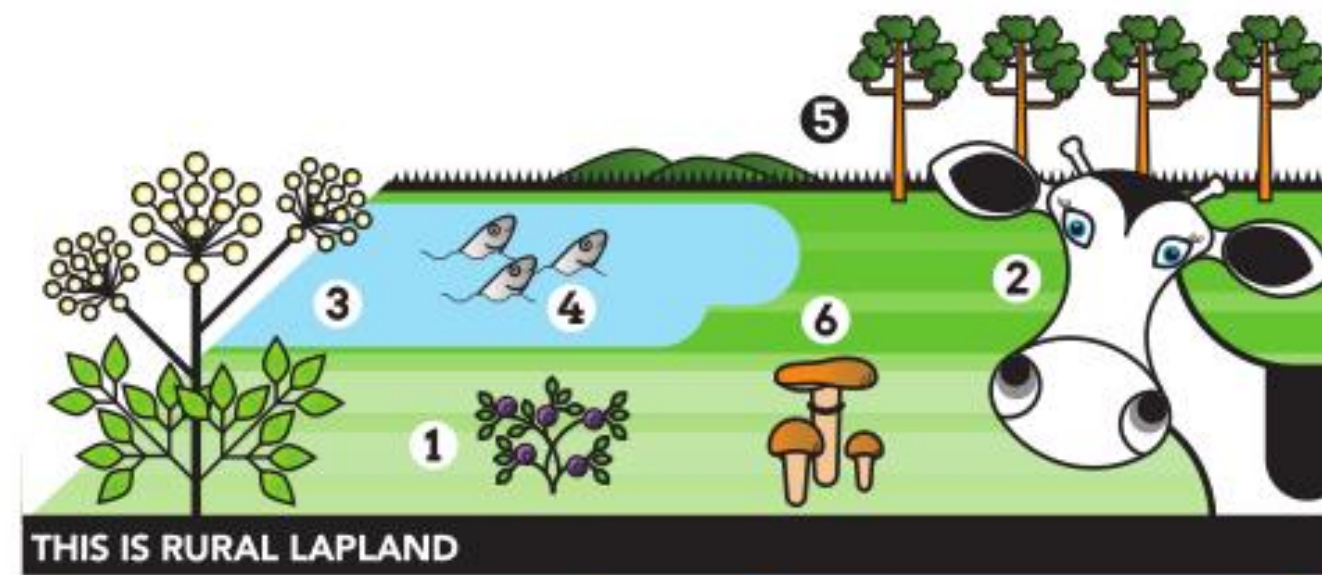


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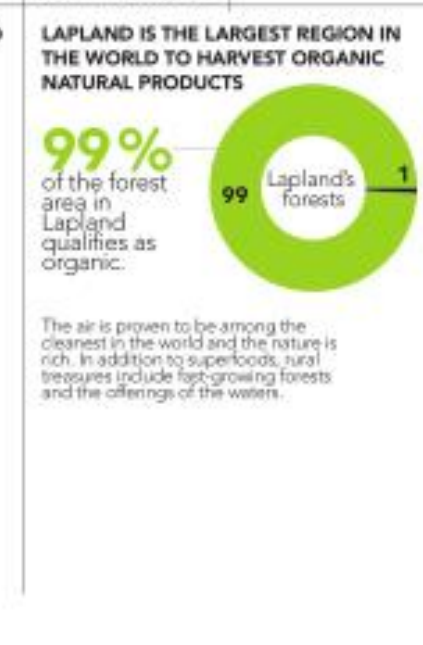
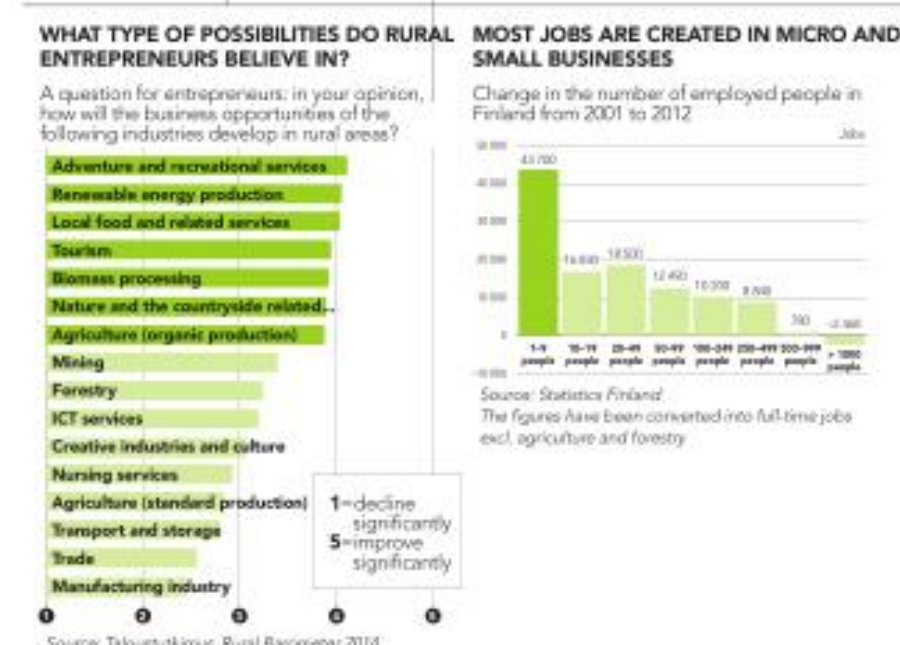
LAPLAND
Above Ordinary

Policy initiatives from regional level:

1. Bottom-up approach
2. Cohesive policy
3. Synergic funding



TODAY			TOMORROW		
1. Blueberry It is estimated that about 10 percent of the blueberry crop is harvested each year. Blueberries are exported to China and elsewhere, where they are used in the manufacturing of health products.	2. Milk In Lapland, 2.5 times more milk is produced than is consumed. Processing is done only at a few farm dairies.	3. Angelica Wild angelica is harvested to some extent. It is used in jams, sweets, health products and other products.	1. Blueberry Blueberries from Lapland are valued and harvested more than before. Blueberries are processed into a variety of natural products, most of which are exported.	2. Milk Only a fifth of the milk produced in Lapland is processed outside the region. Lapin Maito Oy is a new and growing dairy company.	3. Angelica Angelica is grown on fallow fields. Processed special products have gained strong international recognition. The plant is protected under EU name protection similar to the "Lapin puikula" potatoes from Lapland and reindeer meat.
4. Freshwater fish 1.8 million Finns go fishing as a hobby. 75% of the fish eaten in Finland is imported from abroad. Selective fishing is done to manage fish stocks. Substantial amount of valuable protein ends up in landfills.	5. Wood Less than half of the yearly growth of forests is utilized mainly by the large industry. Timber is used for the firewood and sold as raw material. Forestry is mainly seen as a source of one product.	6. Mushroom Small quantities of mushrooms that have grown in the cleanest air in the world are harvested from Lapland's forests. Only a fraction of the mushrooms are exported.	4. Freshwater fish The most enthusiastic recreational fishermen become professional fishermen. More Finnish fish is consumed than imported fish. The formerly so-called coarse fish and processed fish products are exported to gourmet kitchens of Central Europe.	5. Wood Refining of the wood creates competitive and diversified SME business. Lapland produces modern construction elements. The Kemijärvi bioproduct mill utilizes wood in an innovative manner. Biodiesel is produced from tall oil and new bio-based products are developed.	6. Mushroom Mushrooms from Lapland have become a hot product. Finns have found foreign partners with whom a variety of mushroom products are developed for the growing world market. Event organiser companies have begun to offer mushroom salons.



Kiitos

In Lapland, one of our
brand messages is

Open and Arctic.

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