

THE LABEL OF THE FOOD PROVINCE OF FINLAND

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THE LABEL OF THE FOOD PROVINCE OF FINLAND

- origin from Southern Ostrobothia
- high quality
- regional cooperation



HISTORY

- Developing has started 2017
- The first companies applied the label in 2019
- 2020 There were 9 companies and then the Covid-19 came...
- Two companies have given up the label during last couple years.
- The work has started again, and we have gained one new company and discussed with many more.

WHO CAN APPLY?

- Restaurant
- Café
- Food processor / factory
- Retailer
- Farm tourism business





EXAMPLES OF COMPANIES FROM DIFFERENT CATEGORIES: BERRY FARM

- juice, jam, fresh and frozen berries
- raw materials from southern Ostrobothnia

EXAMPLES OF COMPANIES FROM DIFFERENT CATEGORIES: BAKERY

- homemade bread
- factory store and small lunch cafe
- raw materials from southern Ostrobothnia





EXAMPLES OF COMPANIES FROM DIFFERENT CATEGORIES: RESTAURANTS

- Flavors from southern Ostrobothnia
- provincial specialties

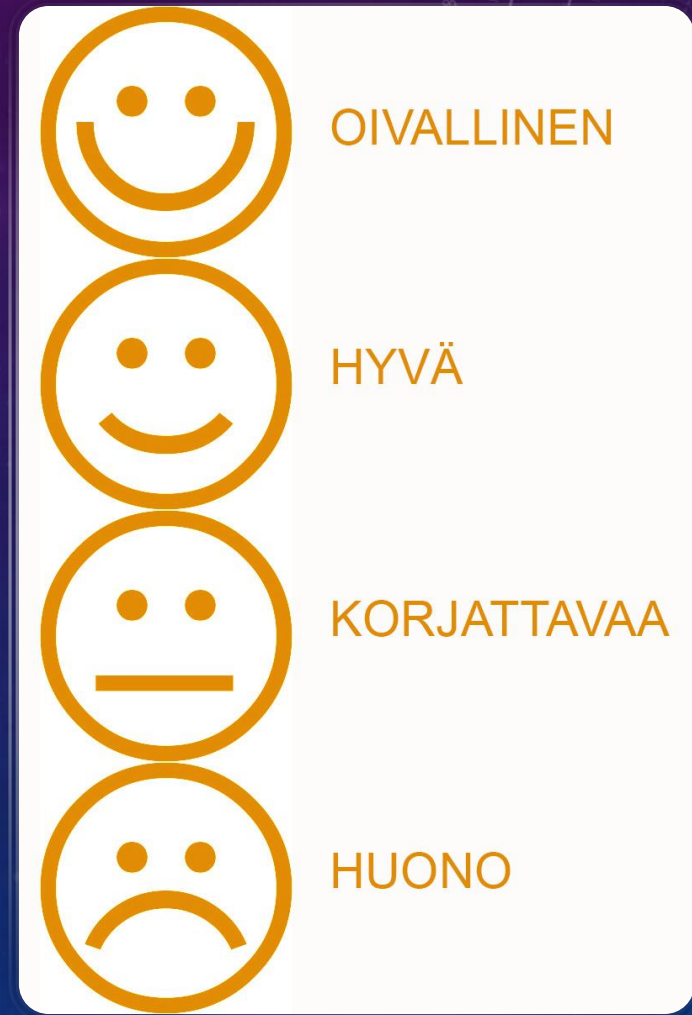
AUDITING: ORIGIN

- All ingredients that is possible to get from southern Ostrobothnia must be from southern Ostrobothnia
- The auditor investigates the documentation of ingredients and surroundings in company's premises.



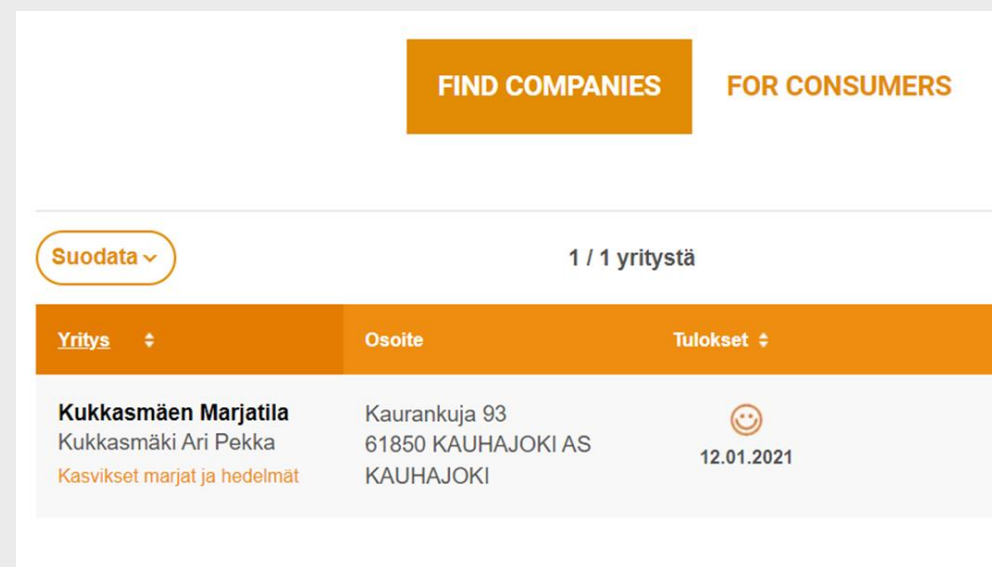
AUDITING: HIGH QUALITY

- The evaluation is based on a national system, OIVA
- The label companies grade have to be “Oivallinen = Excellent” or “Hyvä – Good”.



WHAT IS OIVA?

- Oiva is a publication system for inspection information provided by the food control authorities for enabling consumers public access to the inspection results of food industry operators.
- In the Oiva system, the food control authorities evaluate the food safety of companies.
- The inspection results are published by using emoticons (smileys) on this website: www.oivahymy.fi as the food control authorities conduct their inspections.



The screenshot shows the Oiva website interface. At the top right, there are two orange buttons: "FIND COMPANIES" and "FOR CONSUMERS". Below these, there is a search filter "Suodata" with a dropdown arrow and the text "1 / 1 yritystä". A table with an orange header displays the inspection results. The table has three columns: "Yritys", "Osoite", and "Tulokset".

Yritys	Osoite	Tulokset
Kukkasmäen Marjatila Kukkasmäki Ari Pekka Kasvikset marjat ja hedelmät	Kaurankuja 93 61850 KAUHAJOKI AS KAUHAJOKI	😊 12.01.2021

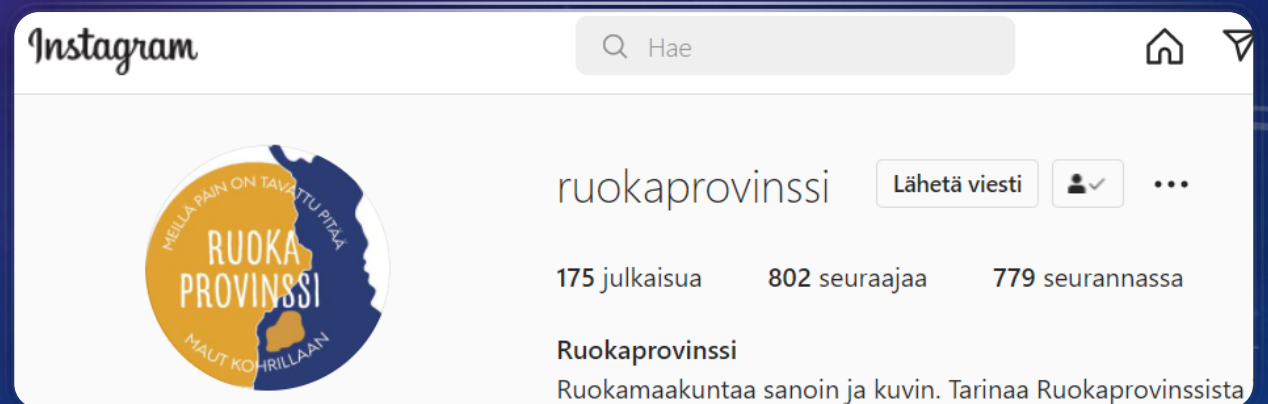


AUDITING: COOPERATION

- The label is on display at the company's premises and homepages
- Maintain the label's reputation
- Involved in joint events

COMMON VISIBILITY

- Instagram
- Facebook
- Newsletter
- Joint events





DEVELOPMENT OF THE LABEL

- Confusion: The label and the entire food province use the same logo.
- Challenge: In the label there is not mentioning about being supprime product or company.
- Pricing: The price steps are too big for small companies.
- We have started development work to solve these proplems.