



## RDP Projects Database (PIKSE)

Postcard Template (MS Word 2003)  
Version 2a – September 2010

**Project Title:** True Flavours II (Aitoja makuja in Finnish)

### 'At a glance'

#### Notes

#### Project Theme:

Choose an item:

Rural Quality of Life and Economic Diversification

Please select **only one theme** per project using the **drop-down menu**. Click once on the grey <text box> for options.

#### Sub-theme:

Improving quality of life in rural areas

Please enter **one sub-theme** into the grey <text box>. Please ensure that the sub-theme corresponds to the Project Theme above – see **Annex 2** of the Guidance Note

#### Keywords:

local food

website

cooperation

sustainable development

public awareness

Please select **up to 5 keywords** per project from **Annex 3** of the Guidance Note and insert into the grey <text fields> as appropriate.

#### Country/Region:

Finland

Please insert the **name of the RDP territory** where the **project is located**

#### Final Beneficiary Type(s):

Choose an item: .Producer groups

Choose an item: .

Non-farm or non-forest enterprises

Please insert **up to two final beneficiary types** using the **drop-down menu**. Click once on the grey <text box> for options.

#### Project Cost:

Choose an item: €100 000 - €500 000

Please select **one of the cost ranges** from the **drop-down menu**

#### RDP Measure(s):

331

Please **insert the RDP measure code** into the grey <text boxes>. Provide **ONLY** the numeric code (e.g. 312). Please **DO NOT** insert the title of the measure

#### Duration:

2/2012

Please insert the **official project approval date** (month/year)

12/2014

Please insert the **project completion date** – actual or estimated (month/year)

#### Last Updated:

06/02/2012

Please use the grey <text box> to insert the **date (dd/mm/yyyy)** when this postcard is completed.

#### Postcard Author:

Päivi Töyli

Please insert the **name of the person that produced the postcard**

## Main Postcard Text

Please note that you may enter the text below in English or any other official EU language. The ENRD Contact will arrange the necessary translation into English.

### Background (maximum 150 words):

Demand for local and organic food has grown steadily among both consumers and professionals. Based on local cuisine, these products are produced by small food enterprises in particular, most of which are located in rural areas.

Local small enterprises are not well known, making it difficult for customers to find them. The national True Flavours ([www.aitojamakuja.fi](http://www.aitojamakuja.fi)) website was set up to distribute information on such firms more effectively. The website contains contact details for food enterprises and information on the sector in general. More information will improve the general atmosphere and attitudes towards rural areas and food production.

A national website has the advantage of dispensing with the need for regional websites to highlight the issue, which saves resources. Making consistent information available throughout Finland also increases the website's visibility. In addition, shared and parallel actions increase cooperation between regions.

### Objective (maximum 100 words):

The principal aim of the True Flavours II project is to develop the [aitojamakuja.fi](http://aitojamakuja.fi) website into a broad source of information on food entrepreneurship. A diverse range of user groups will use it as a shared venue for sharing and finding information.

The aim is to

- develop the [aitojamakuja.fi](http://aitojamakuja.fi) website into an inclusive, public, objective and up-to-date source of enterprise contact information, which also conveys information on the sector,
- provide food enterprises, with the possibility to cooperate with other enterprises through the entire food supply chain and elsewhere,
- raise the profile of food entrepreneurship and the esteem in which it is held, by making the sector better known among both professionals and the general public,
- indirectly improve the sector's competitiveness,
- use shared communications to enhance networking between developers of the food sector.

### Main Activities (maximum 150 words):

The project will proceed through three stages: 1) structural renewal of the website, increasing its functionality, 2) creating map information to draw attention to the sector and support business activities, and 3) communications. These stages include issues such as

- clarifying the website's structure, taking the needs of different audiences into account,
- making the website more dynamic, by using social media tools, for example,
- using map information to support the presentation of the food sector, e.g. by sector or region,
- using map information to help enterprises discover suitable partners in their region, for example logistics or enterprises from other sectors such as rural tourism,
- distributing information about the website on a national scale and locally in various professional events, seminars and public events; active use is being made of electronic media in support of this.

These actions are the responsibility of the Project Manager and local players in the provinces, which are already developing the food sector in their regions. The cooperation network convenes a few times a year, defining common policies for the development of the website and communications.

### Results and Benefits (maximum 150 words):

As a result of the project, the [aitojamakuja.fi](http://aitojamakuja.fi) website has become a diverse source of food entrepreneurship information, serving many user groups.

- the website includes a comprehensive list of enterprises from all over Finland
- communications have been active, reaching a broad range of audiences
- the number of visits to and public awareness of the website have increased
- the website also serves other sectors, such as tourism, more effectively
- new measures have been devised for developing the sector; progress has been achieved with these
- local players have formed networks and discovered new opportunities for cooperation

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From the viewpoint of the food sector's development, a single, shared website has made it easier to distribute information on the sector and make enterprises better known.

### Lessons Learnt (maximum 100 words):

National and local development must take place in close cooperation, to ensure maximum benefit in both cases. Common goals and actions form a solid basis for progress at both national and local level. Shared communications result in better and broader visibility for the sector. The players meet a few times each year, which helps them to form networks and find new rural development contacts. It takes time to create good networks, but this facilitates cooperation in the future.

### Further Information (enter text or attach any additional documents):

#### Project Location:

Finland	Please provide more <b>specific information on the geographical location/scope</b> of the project e.g. a project in Estonia might be described as in Võru County, South Estonia
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#### Project Cost:

380.000	Please insert the total project cost, including if known the breakdown into EU + National + Private funds
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#### Other Additional Information:

### Contact Information:

#### Project Website:

www.aitojamakuja.fi

#### Contact (Name and E-mail):

Päivi Töyli, paivi.toyli@utu.fi

#### Telephone:

+358 40 189 1929

#### Additional Contact Details:

#### Language(s) for communication:

Finnish, English, Swedish

Please return the completed postcard to [postcards@enrd.eu](mailto:postcards@enrd.eu) together with a) any relevant photographs and b) any additional documents that you wish to be linked to the postcards.