

PROJECT „BALTIC SEA FOOD“ CONFERENCE

MARCH 25, 2021

10.30-11.00

Moderator: Mr. Ain Hinsberg, Tartu University, Pärnu College

Gathering to a meeting room, including virtual meeting room.

11.00-11.45

I SESSION

Main achievements of the Baltic Sea Food project

WELCOMING WORDS

Representative of the Ministry of Agriculture of the Republic of Estonia/Lead Partner of the Baltic Sea Food Project



SUMMARY OF BALTIC SEA FOOD PROJECT ACHIEVEMENTS

Mrs. Silja Lehtpuu/Project coordinator, Estonia

Silja Lehtpuu has 15 years of experience in leading transnational cooperation projects, incl. INTERREG projects. She has coordinated the Baltic Sea Food project implementation in 2017-2021.



CONCLUSIONS FROM PILOTING OF LOCAL FOOD B2B DISTRIBUTION MODEL IN BALTIC SEA REGION

Mr. Niclas Fjellström, Ystad municipality/Culinary Heritage Network, Sweden

Niclas Fjellström is the coordinator of the Regional Culinary Heritage Europe network with 2000 SME's, who joined together for promotion of culinary traditions & regional products. The network works actively with partners in 20 countries. Niclas is also the project coordinator in Ystad municipality, which is the partner of Baltic Sea Food project from Sweden.

11.45-12.30

II SESSION

Practical experience in B2B local food distribution



DISTRIBUTION SOLUTION FROM MECKLENBURG-VORPOMMERN REGION

Mrs. Dörte Wollenberg/Cooperative „Die Meck - Schweizer“, Germany

Dörte Wollenberg is the chairman of the ELG Mecklenburgische Schweiz eG cooperative since 2017. The cooperative operates an online trading platform for regional products in the "Mecklenburgische Schweiz" region.



NETWORK AND ONLINE-MARKET „FROM FARM TO HOME“ FROM ESTONIA

Mr. Kristjan Peäske/Talust Koju Ltd, Estonia

Kristjan Peäske is the sommelier and founder of several TOP-restaurants in Tallinn. To fight the Covid impact he started in April 2020 a web-based contemporary farm market www.taluskoju.ee offering products from more than 30 small scale producers.

12.30-13.00

COFFEE BREAK

13.00-13.50

III SESSION

Vision to the future in local food and culinary tourism sectors



EXPECTATIONS OF CULINARY TRAVELLER/FOODIE TO THE FOOD OFFER IN RURAL AREAS

Mrs. Silja Luide/Food writer, food blogger, Estonia

Silja Luide is a food-writer, -lover, -critic and -blogger. Besides writing her food column on a weekly basis for one of the largest newspapers in Estonia, she is creating recipes, styling food and taking pictures of the dishes for different companies in food industry and for other media outlets, as well as writing restaurant reviews.



TRENDS AND VISION IN THE CULINARY TOURISM SECTOR

Mr. Nick Hall/Founder & CEO of the Digital Tourism Think Tank, United Kingdom

The Digital Tourism Think Tank was developed by Nick Hall, who is widely considered as one of the world's leading experts on digital trends and transformation in the field of tourism. With two decades of experience, there is hardly any DMO that Nick has not advised. He has been personally behind change for so many DMOs and continues to drive the conversation around industry trends today.

** The agenda may be a subject to change*

13.50-14.00

CLOSING OF THE CONFERENCE

PROJECT PARTNERS

The Ministry of Rural Affairs of the Republic of Estonia

www.agri.ee



REPUBLIC OF ESTONIA
MINISTRY OF RURAL AFFAIRS

Estonian Chamber of Agriculture and Commerce

www.epkk.ee



Põllumajanduskoda
Estonian Chamber of Agriculture and Commerce

Estonian Rural Tourism NGO

www.maaturism.ee



Latvian Country Tourism Association "Lauku ceļotājs"

www.countryholidays.lv



Lauku Ceļotājs
Baltic Country Holidays

Latvian Agricultural Organization Cooperation Council

www.losp.lv



Lithuanian Countryside Tourism Association

www.atostogoskaime.lt



"Polish Nature" Foundation

www.naturapolska.com

FUNDACJA
NATURA POLSKA

Mecklenburg-Vorpommern Tourist Board

www.auf-nach-mv.de, www.tmv.de



Tourismusverband
Mecklenburg-Vorpommern

Business Region Esbjerg

www.businessregionesbjerg.dk



**BUSINESS REGION
ESBJERG**

ESBJERG · FANØ · TØNDER · VARDE

HANEN - Norwegian Rural Tourism and Local Food Association

www.hanen.no



Ystad Municipality/Culinary Heritage Europe

www.culinary-heritage.com



LAB University of Applied Sciences

www.lamk.fi

 **LAB University of
Applied Sciences**

State budgetary vocational educational institution of the Pskov region "Pskov Agrotechnical College"

www.pskshtr.ru



Committee for economic development and investment policy of the Pskov region

<https://economics.pskov.ru/>

