

True flavours

- a guarantee and information on foods' origins

Small companies, employing fewer than 20 people and primarily operating locally, form a central part of the food sector. These small companies engage mainly in bakery operations and processing of vegetables, fruit, berries, and meat. They greatly contribute to maintaining and developing Finnish culinary culture.

The national local food co-ordination project has now updated the 'Aitoja makuja' message. The label reflects small food companies' operations and assists in communication about local foods. Local food has established itself as an attractive option among both consumers and professionals.



aitoja
makuja

The complete experience



- the food **tastes** good
- **the stories** provide information on the product's origin
- the foods suit **everyday occasions** and **celebrations**
- they bring added value to **tourism**

Local roots



- regional **ingredients** are used, following local **food culture**
- quality is guaranteed, with production and processing by familiar **faces**
- the foods promote regional **well-being**

Sustainability



- the products are always **fresh** and **local**
- they change with **time** and the **season**
- the production chain is **short, fair** and **transparency**

The Aitoja makuja message is freely available to companies, other organisations, and projects that want to provide information on the operations of small food companies. Aitoja makuja is not a brand name, and companies that want to use it on their packaging should ensure that the marking meets the requirements for product labelling. www.trueflavours.fi



Turun yliopisto
University of Turku



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