



CENTER FOR REGIONAL- OG TURISMEFORSKNING



RSA Research Workshop  
The experience turn in local development and planning  
September 16-17, 2010  
University of Aalborg

## **Food Experiences – The case of Bornholm**

Jesper Manniche  
Centre for Regional and Tourism Research  
manniche@crt.dk

Purpose :

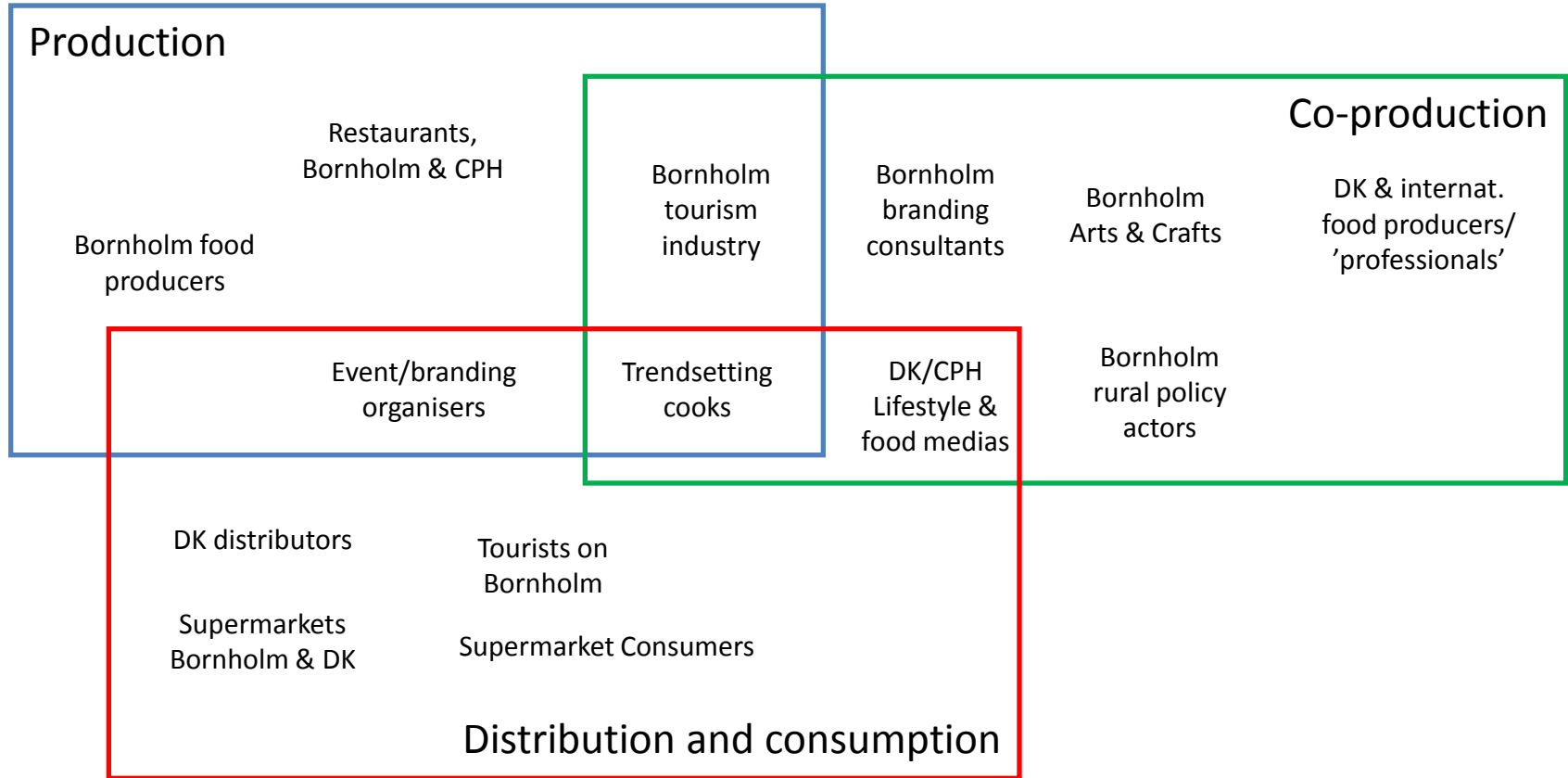
- To define (commercial) 'food experiences' and the possible roles of 'place' in a Danish context
- To identify important actors in the production-distribution system of Bornholm food experiences
- To identify (types of) relations between producers and consumers and the role of these in experience production

# Taxonomy of food experiences on the basis of production and distribution forms – examples from Bornholm (inspired by Samuelson 2010)

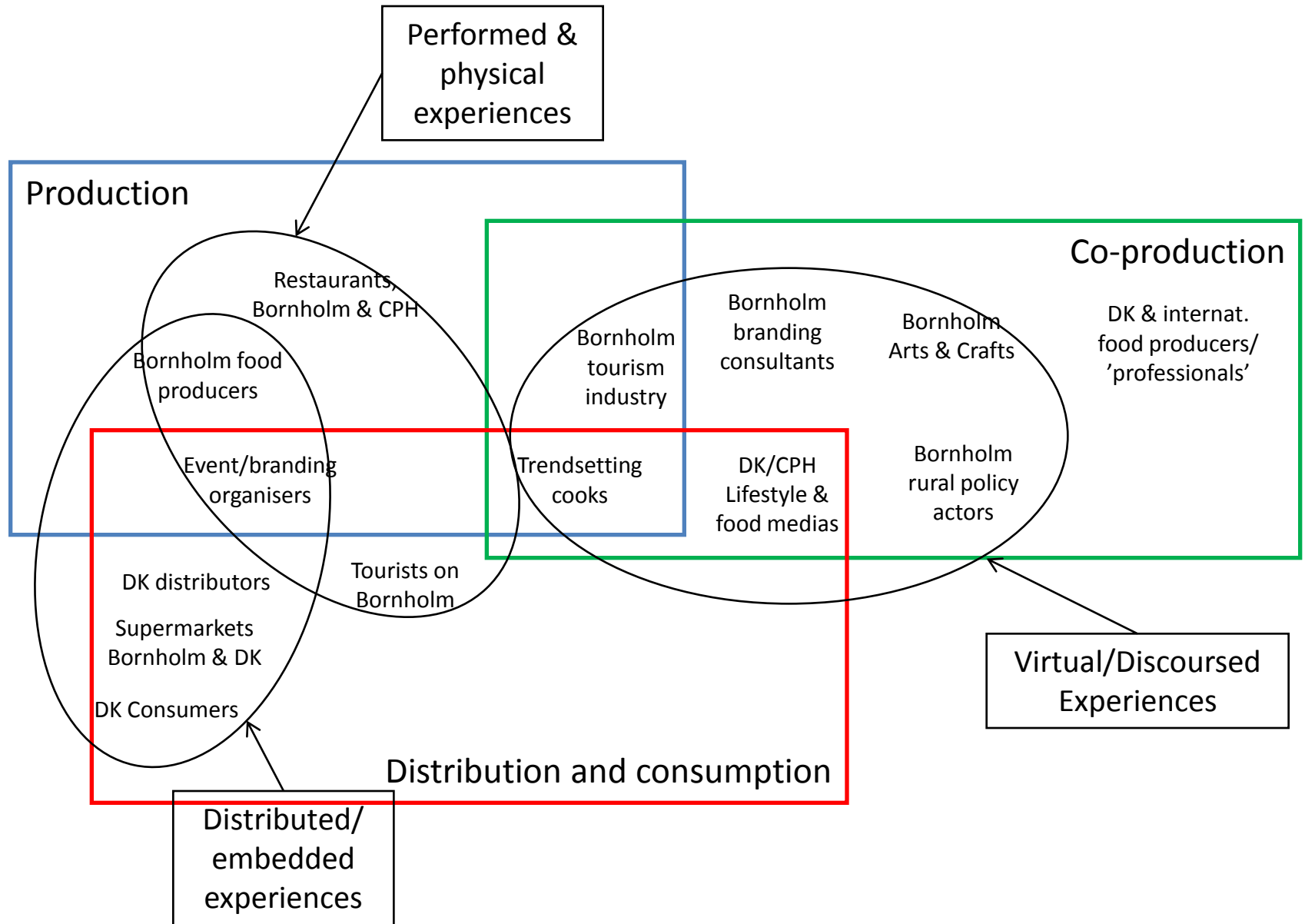
| Experiences             | Interpersonal/Immaterial  | Material/physical  |
|-------------------------|---|--|
| <b>Attendance-based</b> | <p><b>Human performance</b><br/>                     Face-to-face producer-consumer interaction (guided tours, direct sale, fairs, etc.)<br/>                     Vineyard<br/>                     Bornholm Christmas Ship, food festival, events</p> <p>Mainly collectively organized</p>   | <p><b>Physical interaction</b><br/>                     Experiencing the production in physical space (open production, self picking, etc.)</p> <p>The “Smoke house concept”<br/>                     Restaurants</p> <p>Firm-specific</p>   |
| <b>Distributed</b>      | <p><b>Virtual interaction</b><br/>                     Mediated/discoursed experiences<br/>                     Personalized producer-consumer dialogue in virtual space<br/>                     Customized distribution<br/>                     Storytelling in marketing materials<br/>                     Cooks/journalists in medias<br/>                     Regional place-branding (rural policy actors)</p> <p>Individual firms and collectively organized</p> | <p><b>Mass distribution/ Displacement</b><br/>                     Sensorial/perceived experiences embedded in products or packaging (‘the taste of Bornholm’)<br/>                     Cultural identity formation of shopping and consuming<br/>                     Food fetishism</p> <p>Firm-specific</p> |

# Production-distribution system of Bornholm Food Experiences

(inspired by Jeannerat & Crevoisier)



# Production-distribution system of Bornholm Food Experiences



## **Producer-consumer relations and interaction**

Producers generally have many and relations and rich interaction with customers....

but they do not systematically organize and use it for development of products/experiences.

Why?

They don't need to due to easy accessible markets?

Education, advisory and support systems focus on production-side?

Which methods for dialogue are feasible and affordable?

## Conclusions:

Food experiences are developed and produced by extremely complicated dynamics, involving many intermediating actors

Moreover, also consumers' pre-understanding of Bornholm is factor to take into account – how was it developed and how does it change?

Food Experiences are difficult to study and map.

More research especially on consumer-side is needed

(perceptions/preferences) - Do consumers care at all about specific places or can 'local' be replaced with other qualities such as 'artisanal', 'gourmet', 'traditions', 'organic', 'healthy'?

One thing seems clear from the story of Bornholm food:

it is NOT about finding back to an 'authentic' culinary heritage – but rather about defining a new regional identity.