

Anchoring in the Periphery – the case of Regional foods

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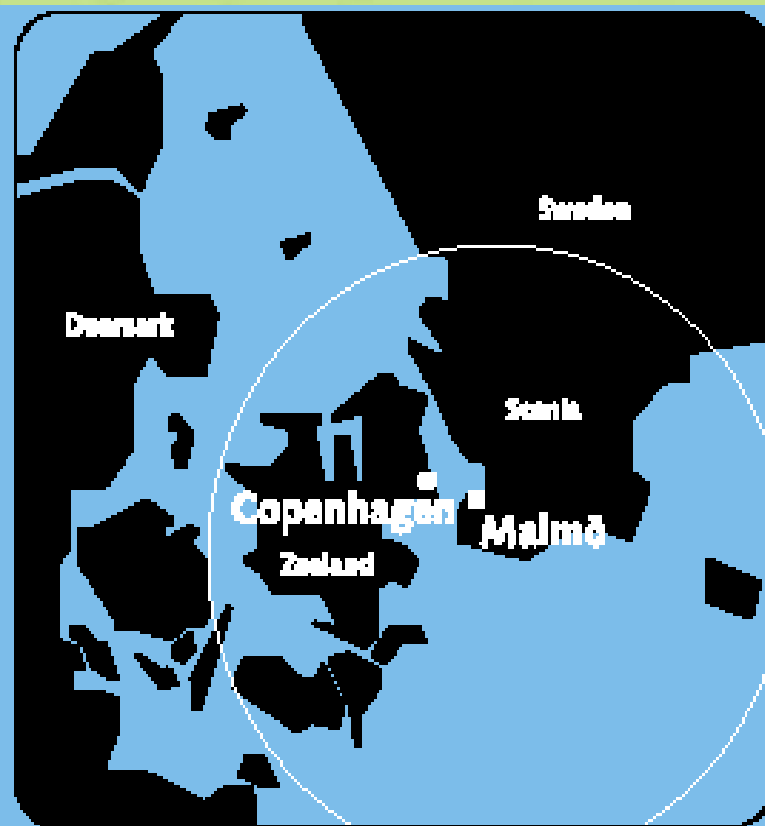


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Purpose of this presentation

- To present the case of developing Bornholm regional food
- To discuss anchoring processes in a peripheral perspective
- To imply policy implications



Timing: Mid 1990s-today

Food and drinks sector on Bornholm characterized by:

- Restructuring and rapid decline of

 - Traditional agriculture

 - Traditional fisheries industry

 - Small standardized food industry sector

Tourist destination

- Reservation policy: Bornholm offers:

 - Unique geographical and geological attractions

 - Rural tourism: traditional Denmark intact

 - Smoked Herring/ "Sun over Gudhjem"

What has been developed?

- New regional food products – “quality foods” including new restaurants and menus: (New Nordic Cooking, fusion kitchen)
- Experience elements added to food
- A common cross- sector platform
- New branding of Bornholm (cosmopolitan lifestyle in a rural area)

- What qualities define Bornholm food?
 - Not ONE definition:
 - Raw materials on Bornholm
 - Raw materials and production process on Bornholm
 - Production process on Bornholm
 - Experience elements: Sold directly to consumers
- Backdrop: new consumer demands

Local networks and cross-sectoral developments

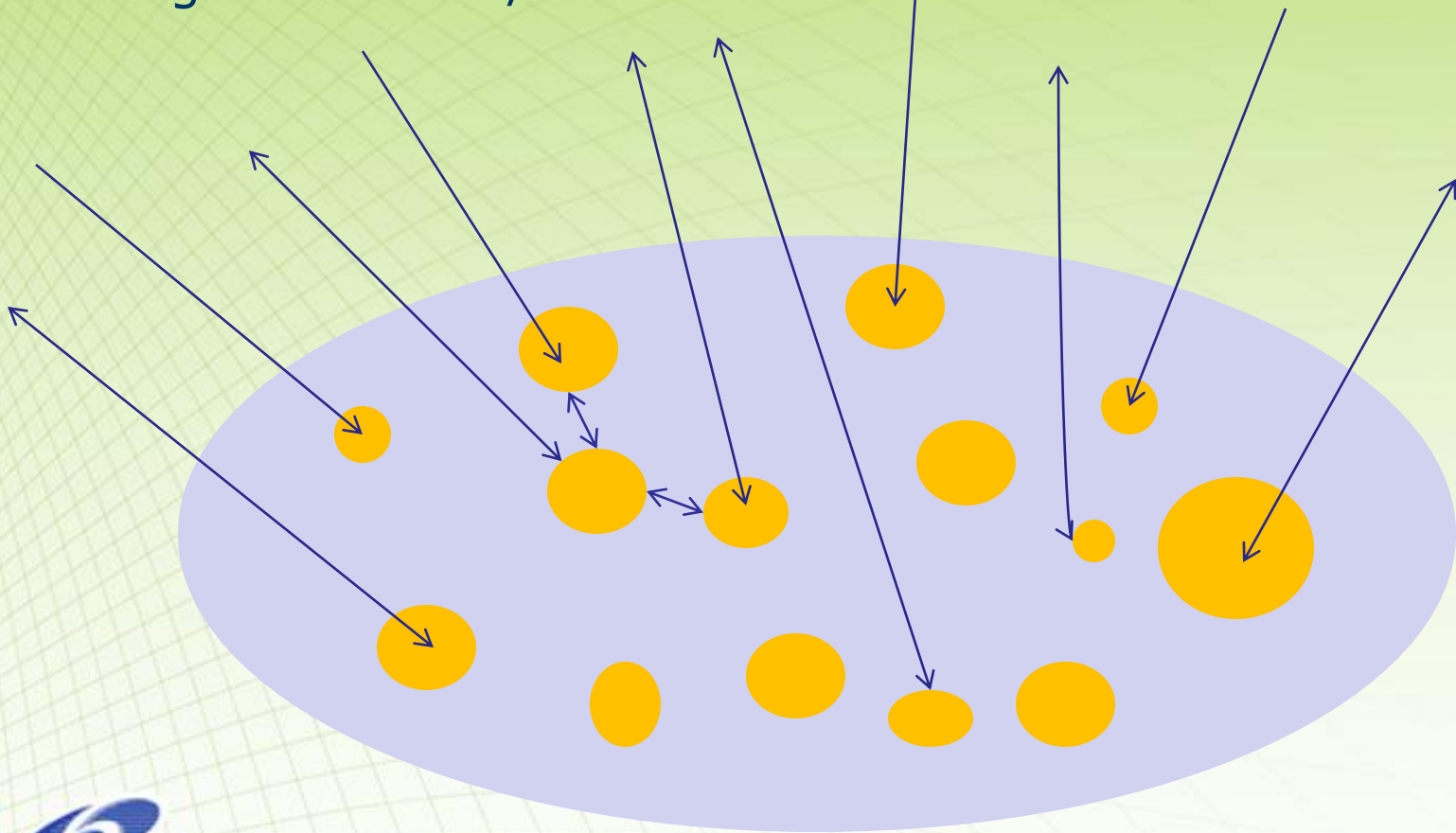
- Food & drinks sector:
 - two regional networks (European); LAG/ Growth Forum support
- Food tied into experience elements
 - Tourism sector (deeply integrated)
 - Arts and crafts (superficial integration)
- New brand of Bornholm
 - Cosmopolitan living in the periphery



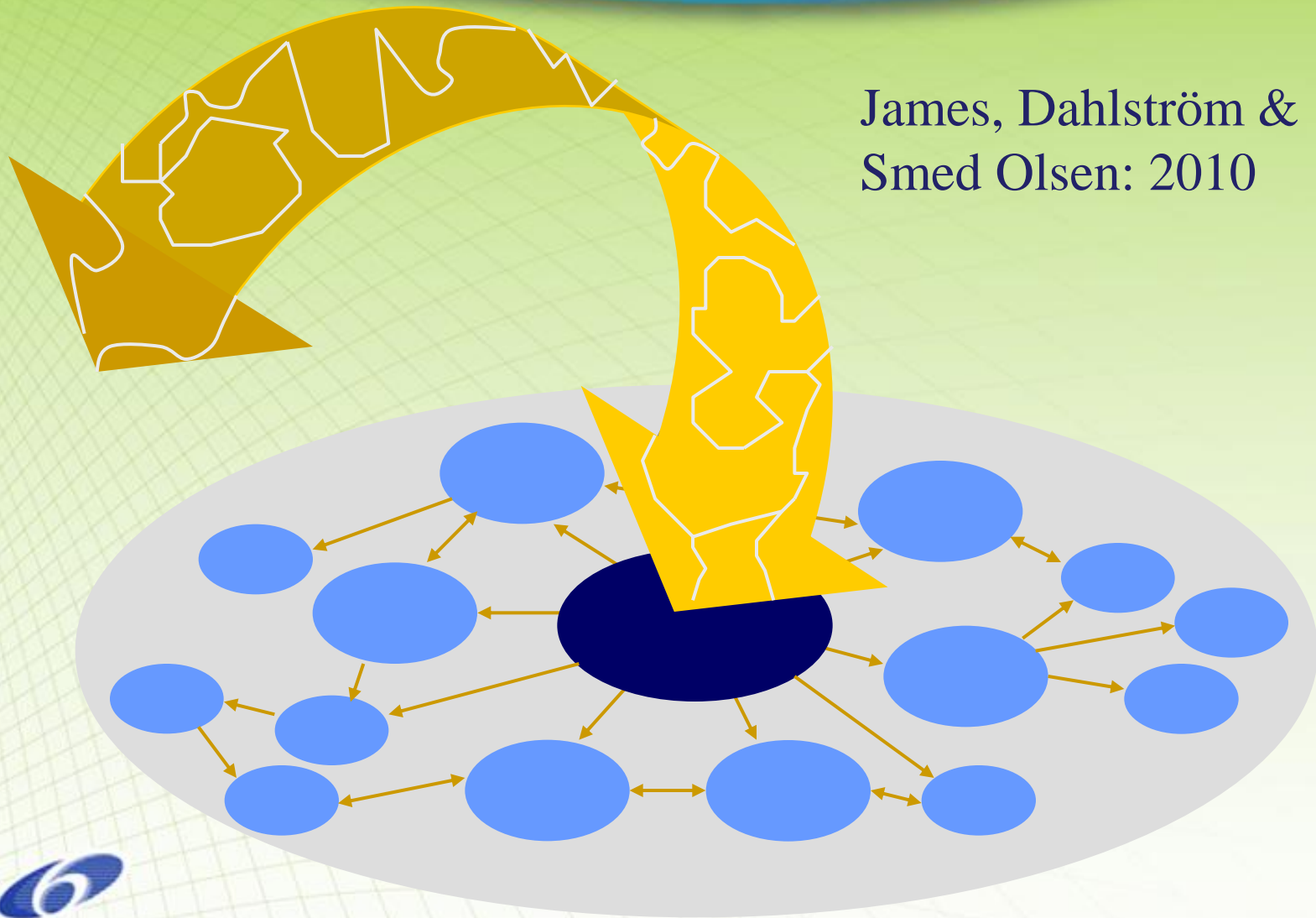
Knowledge anchoring

- The ability of a territory to access external knowledge and make use of it in innovative processes

Crevoisier & Jeannerat (2009):
Knowledge allocation / contextualisation of mobile knowledge



James, Dahlström &
Smed Olsen: 2010



Events

- Consumer knowledge and image about Bornholm and Bornholm food
- "the right connections" (Food ambassador of Bornholm)

Workplace/ labour markets

- KIBS sector of consultants from Copenhagen (Experience elements and authenticity incorporated into products)

Acquisition of codified knowledge

- Online research
- Formal food licenses and hygienic etc. standards

Interaction between firms: regional networks

Tourism sector – direct supplier/consumer contacts
 Regional Culinary Heritage
 Gourmet Bornholm
 Branding: The New Bornholm

Implications

- Support of local networks/ "clusters"
- Support of travels outside territory
- Support influx of new residents (branding)
- A word of caution:
Small economy

