

## STRATEGY SUMMARY

### The Food Province of Finland 2030 – The Best Place for the Food Business



The vision, or objective, of the strategy is “Food Province 2030 – the best place for food business”. During the years of implementation, the operating environment of food businesses in Southern Ostrobothnia will be refined to perfection. As a result of the strategy work, both Southern Ostrobothnian companies and companies relocating to the region will feel at home and flourish in the Food Province. The success of food businesses will contribute to the vitality of the whole region.

The mission, or purpose, of the Food Province 2030 strategy has been defined as follows: “The Food Province network will create sustainable success for all its operators.” Food Province is an innovation ecosystem at the core of which are food companies from farm-to-table as well as RDI operators. The members of the ecosystem bring success to their network through exceptionally close cooperation.

The following values form the basis for the Food Province’s strategy work:

- Enthusiasm and entrepreneurship allowed**
- Feet on the ground – head in the clouds**
- The Food Province family at your service**
- Actions stand up to scrutiny**
- Sharing the joy of everyone’s success**

Material for the strategy work was collected by using broadly inclusive methods. On the basis of the material, the five strategic priorities of the Food Province are:

- 1. The food business (development of the business environment of the food sector)**
- 2. The Food-PRO-vince (competence development)**
- 3. The Food Province brand (recognition)**
- 4. The Food Province family (community)**
- 5. The Accountable Food Province**

A total of 184 measures implementing 29 objectives have been recorded in the strategy under the above-mentioned topics. The implementation of the objectives of the strategy requires measures and cooperation from the whole Food Province network.

The implementation of strategies drawn up by networks and the monitoring of their results often fail because the implementation of the strategy lacks adequate management and monitoring. The Food Province 2030 strategy is designed to be governed by founding a body, the “Food Province Round Table”, which is also planned to be staffed.

The “Food Province 2030 – the best place for food business” strategy was drawn up in the “Food Province 2030 – the keys to success from farm-to-table” project of the European Agricultural Fund for Rural Development (EAFRD), funded by the Centre for Economic Development, Transport and the Environment of Southern Ostrobothnia. The project was managed by ProAgria of Southern Ostrobothnia/MKN yrityspalvelut, and Seinäjoki University of Applied Sciences acted as implementing partner.

