

Voluntary - Public

Date: 7/23/2009

GAIN Report Number: SW9010

Sweden

Post: Stockholm

Sweden - Europe's New Culinary Nation

Report Categories:

Trade Policy Monitoring

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Report Highlights:

The Swedish Government has decided to further invest US\$ 21 million to reach the vision for Sweden to become the new culinary nation. The objective is that Sweden with its unique landscape, quality of food and knowledge will become Europe's new culinary nation.

Executive Summary:

General Information:

On July 10, 2009, the Minister of Agriculture, Eskil Erlandsson, presented his and the Government of Sweden's Food Vision, Sweden – The New Culinary Nation. The goal is to create growth and employment within the food and tourism industry. The food industry is Sweden's fourth largest employer and along with growing tourism, it is of major importance to rural areas.

The Minister of Agriculture emphasizes, among other things, the long and light spring and summer evenings that create a special climate where fruit and berries grow slowly and gain in flavor. Sweden has a diversity of produce and manufacturing methods, Swedish chefs are winning international awards and a number of Swedish restaurants currently have stars in the restaurant bible, the Guide Rouge. In addition, animal health and welfare are a primary focus, along with organic cultivation, environmental approaches and sustainable food production.

On July 9, 2009, the Swedish Government made a decision to further invest SEK 160 million (US\$ 21 million) to reach the vision for Sweden to become the new culinary nation. The funds will be used for competence development and to support processing, logistics, distribution and promotion of small-scale food production and development of companies within the food and tourism industry. The funds are available within the Rural Development Program and will primarily be allocated by the Swedish Board of Agriculture. It is an investment of SEK 40 million (US\$ 5 million) per year, starting from 2010 to 2013.

Sweden's total Rural Development funds for the period 2007-2013 amount to SEK 35 billion (US\$ 4.5 billion), about 50% of which is funded by Swedish government and the other half by the EU.

Currently, part of this funding goes already to implementing Sweden as the new culinary country, by supporting investments and education within food and food handicraft.