

ESTONIAN FOOD

ESTONIAN CULINARY ROUTE

BALTIC SEA CULINARY ROUTES



E · E · S · T · I
MAATURISM
ESTONIAN
RURAL TOURISM

Raili Mengel
Chairman of the Board
Estonian Rural Tourism Organisation
26.08.2016



**SUSTAINABLE
ENTREPRENEURSHIP
IN COUNTRYSIDE**

ESTONIAN FOOD

www.eestitoit.ee

www.estonianfood.eu

**Ma
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I  **Estonian
food**

Estonian food 2015-2020

BACKGROUND

- Programme „Estonian Food 2006-2008“ was developed and co-ordinated by the Ministry of Agriculture.
- **Over 400 projects:** Participation in trade fairs; Projects for children; Trainings for young chefs; Publication of cookbooks; Competitions of school canteens; TV-shows; Promotion events at the Embassies; Mapping of regional food; Workshops etc.

DEVELOPING THE NEW PROGRAMME

- New „Estonian Food“ working group was founded.
- Several roundtables were held in 2014.
- Working group consisted of 18 food sector organisations (representatives of farmers, food processing industry, chefs, schools and public sector organisations responsible for food).
- The strategic document „Estonian Food 2015-2020“ was signed by the Minister of Agriculture (today Minister of Rural Affairs) in December 2014.

Defining Estonian food – mission impossible?

Instead of defining concrete dishes or food products the core values of Estonia Food were agreed on. The campaigns and activities carried out during the program should communicate the common values and messages.

VALUES OF ESTONIAN FOOD

- Four seasons that define the food on our plate.
- Different and unique food regions.
- Northern climate, rich forests, lakes and the sea, fertile soil, natural grasslands that enable us to produce quality milk, cereal and meat.
- Smart and professional producers, processors and chefs and smart consumers with high demands on food thus the food we produce and consume is of high quality.
- Estonian tradition to eat hot meals three times a day and the skills to cook.

MAIN FOCUS AREAS OF THE PROGRAMME

- Projects targeted at Estonian market .
- Projects targeted at foreign markets.
- Projects targeted at pre-school and school children.

SEPTEMBER – Estonian Food Month

- In 2014 several food sector organisations agreed on that we need to set the focus on Estonian Food in larger scale at least once a year.
- September was picked to be the time of Estonian Food Month since this is the time when crops are ripening in Estonian fields, gardens and forests and it is the richest time for Estonian cuisine.
- In september many food festivals, fairs and workshops are already taking place in different corners of Estonia.

AIMS OF THE FOOD MONTH:

- To promote Estonian food and to encourage people to value local food and food producers and production more.
- Trough consumers choices increase the income of agricultural producers, food processing industry, local cafes and restaurants, tourism enterprises.

THE RESULTS IN 2015:

- Over 65 000 visitors.
- Good media coverage (TV and radio, newspapers, social media).
- Positive feedback from the participants (they found that the campaign of Estonian Food Month helped them to market their events).

Estonian Food Month 2016

This year for the second time Estonian Food Month will be organized.

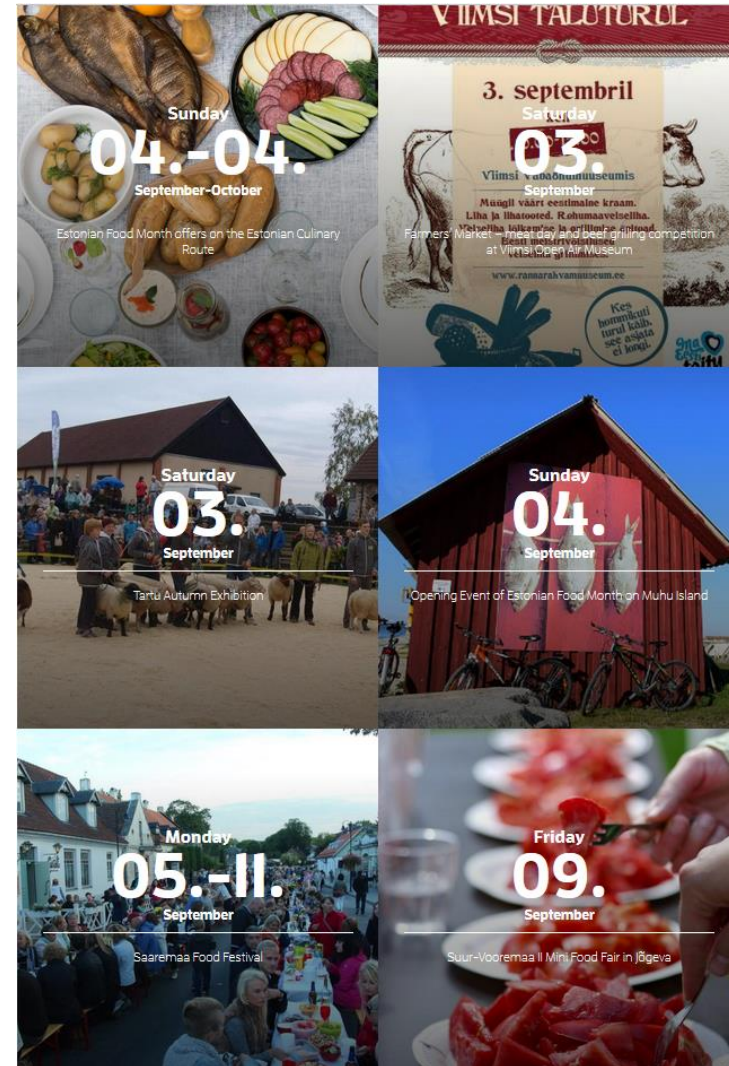
Estonian Food Month calendar is presented in Estonian, English and Russian language (www.estonianfood.eu)

ACTIVITIES:

- Over 38 different events in Estonia to promote local food;
- Different programmes in cafes and restaurants.

PROMOTING ACTIVITIES:

- Radio commercials and social media campaigns;
- PR activities;
- Activities in Facebook.



We invite You all to Estonian Food Month events



Culinary Regions



2016 - Hiiumaa maitsete aasta

CULINARY REGION 2016 IS HIIUMAA

- Local food and local cooking traditions have always been one of the most important symbols for a country or a region. It is a symbol that gives us chance to get an insight into the local way of life through food when travelling. **Food**, as part of the local culture, can even be one of the main **reasons for travelling** somewhere.
- Estonian cooking traditions, good quality produce and dedicated chefs create a distinctively delicious tasting experience.
- **To celebrate different Estonian cooking traditions and cultures**, the Ministry of Rural Affairs has started a new tradition – **each year one region of Estonia is chosen** and introduced through various events for the whole year.
- **The first culinary region selected in 2016 is Hiiumaa.**
- The enterprises associated with the Estonian Culinary Route in Hiiumaa will give their best to make sure that local tastes can be experienced anywhere – at farmhouses, cafes, restaurants and cultural events.

Welcome to the
ESTONIAN CULINARY ROUTE
www.toidutee.ee



Estonian Culinary Route

Even though the eateries tied to Estonian cuisine and Estonian culinary culture can be anything from a small farmhouse to an acclaimed fancy restaurant, and the food anything between simple rustic cooking or inspired by the **Middle Ages, the Baltic Germans or the Soviet times** or even a completely **modern take on the traditional Estonian cuisine**, it is still all connected by the same values.

- The four clearly distinguished seasons, also represented in our cooking;
- Different culinary regions, each and every one with its' own characteristics;
- Nordic climate, forests rich in game, berries and mushrooms, rivers and lakes full of fish, fertile fields and species-rich grasslands;
- Very high quality food and produce grown by smart farmers and cooked by knowledgeable chefs, who recognize the importance of local food, supported by conscious consumers, who insist on their food being top quality.



Common value and slogan

- **ESTONIAN CULINARY ROUTE COMMON VALUE:**
Fresh, delicious food made on site from local produce

- **ESTONIAN CULINARY ROUTE SLOGAN:**
Estonian cuisine made with love



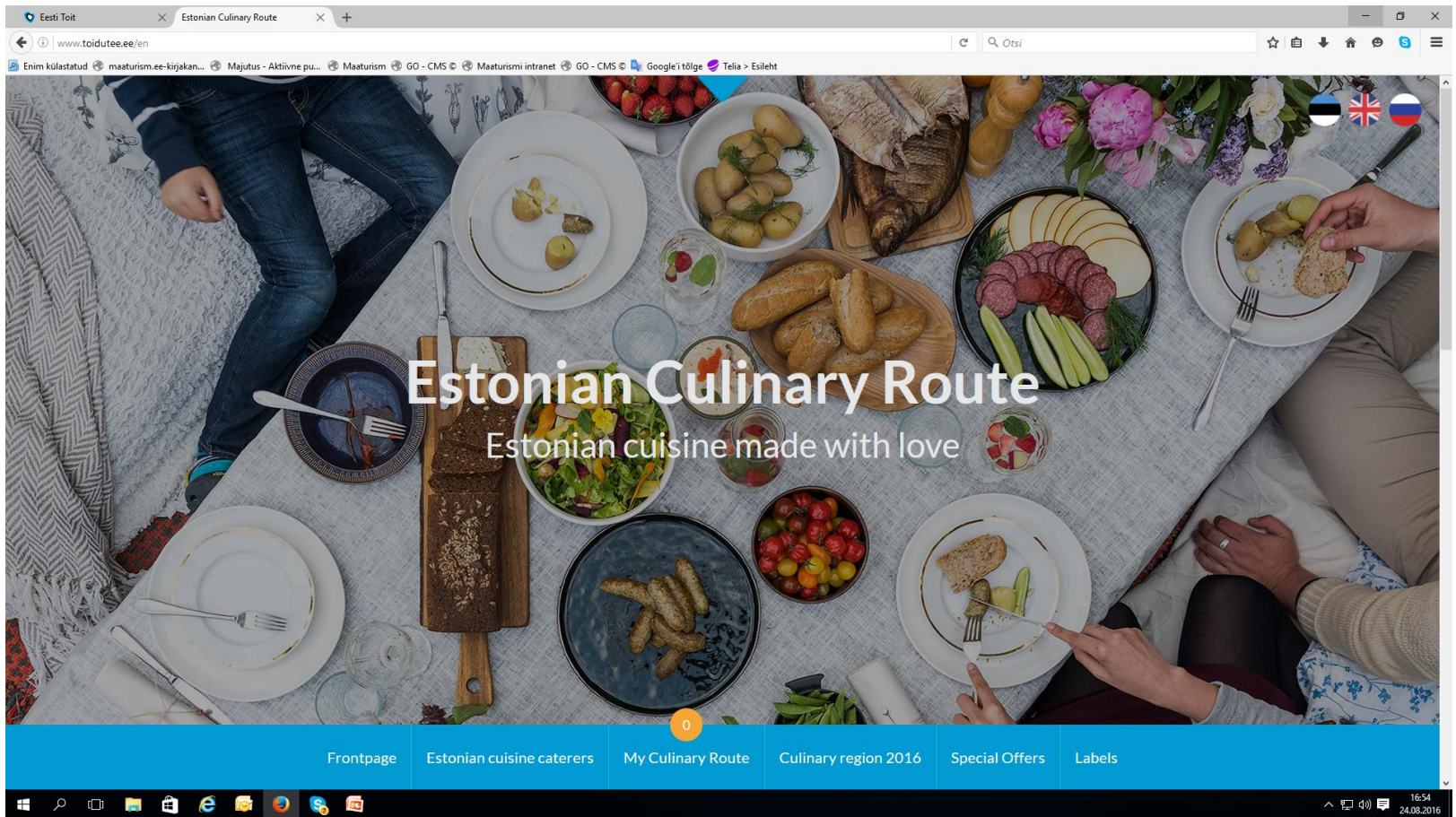
Criteria for Estonian enterprises providing catering service

- REQUIREMENTS FOR CATERING ESTABLISHMENTS (tavern, coffeehouse, restaurant, etc.)
- REQUIREMENTS FOR ACCOMMODATION ESTABLISHMENTS PROVIDING CATERING SERVICE
- REQUIREMENTS FOR SERVICE ENTERPRISES AND PRODUCTION PLANTS WHICH INCLUDE TASTING AND/OR WORKSHOP IN THE INTRODUCTION OF ENTERPRISE
- REQUIREMENTS FOR RURAL FARM SHOPS SELLING FARM PRODUCTS IN RURAL AREA

-
- In Estonian www.toidutee.ee/toidutee-kriteeriumi
 - In English attached document



www.toidutee.ee



The screenshot displays the website's homepage. The browser's address bar shows the URL www.toidutee.ee/en. The page features a large, high-quality photograph of a dining table set with a white tablecloth, laden with a variety of Estonian dishes including bread, fish, potatoes, and salads. The text "Estonian Culinary Route" is prominently displayed in white over the image, with the tagline "Estonian cuisine made with love" underneath. In the top right corner of the image area, there are three small circular icons representing the Estonian, British, and Russian flags. Below the main image is a blue navigation bar with the following menu items: "Frontpage", "Estonian cuisine caterers", "My Culinary Route", "Culinary region 2016", "Special Offers", and "Labels". The "My Culinary Route" item has a small orange circle with the number "0" next to it. The Windows taskbar at the bottom of the screen shows the system clock as 16:54 on 24.08.2016.

Discover Estonian Culinary Route

- **Caterers**
Caterers treat you all year round, seasonally or with prior reservation.
- **Tastings**
Tastings offer an opportunity to discover new tastes and experience a myriad of cool emotions while listening to local stories.
- **Food Workshops**
Food workshops provide an opportunity to partake in exciting activities and discover new cooking tips.
- **Farm Shops**
Farm shops allow buying local farm produce.
- **Small Producers**
Small producers introduce their businesses; most offer both tasting and purchase options. Some small producers have their own cafés.
- **Breweries, Wineries and Cider Farms**
Breweries, wineries and cider farms offer beer, wine and cider connoisseurs handcrafted drinks. Tasting and purchase options are available.

Welcome to the **BALTIC SEA CULINARY ROUTES** www.balticseaculinary.com



Project Partners



- Lead partner (Estonia) **NGO Estonian Rural Tourism**
- Partner 1 (Estonia) **Olustvere School of Rural Economics and Service Industry Studies**
- Partner 2 (Latvia) **Latvian Rural Tourism Association “Lauku Celotajs”**
- Partner 3 (Lithuania) **Lithuanian Countryside Tourism Association**
- Partner 4 (Poland) **Polish Tourist Organisation**
- Partner 5 (Norway) **HANEN**
- Partner 6 (Denmark) **Sydvestjysk Udviklingsforum**
- Partner 7 (Sweden) **SÖSK (Culinary Heritage Europe)**
- Partner 8 (Finland) **Lahti University of Applied Sciences Ltd.**
- Partner 9 (Russia) **LLC “International Center of Wine and Gastronomy”**
- Partner 10 (Latvia) **Latvian State Institute of Agrarian economics**
- Partner 11 (Germany) **Mecklenburg-Vorpommern Tourist Board**

The aim of the project



Developing the Culinary Routes network in the countries surrounding the Baltic Sea in order to strengthen the identity and the feeling of belonging together as well as to preserve the vitality of rural regions.

In this:

- to strengthen the Baltic Sea identity;
- to improve recreation in rural areas with local food for urbanised citizens;
- to keep countryside alive and to strengthen its livelihood;
- to support healthy dietary habits by providing fresh local clean food.

Our common goal is to promote rural tourism and local cuisine with fresh local products!

Project result



As a result of the project:

- A **common logo** exists for businesses who have joined the Baltic Sea Culinary Routes.
- There is a **homepage** for marketing the Baltic Sea Culinary Routes.
- **Common values** have been agreed upon to determine which businesses can be added to the homepage of the respective routes.
- A **distribution materials** have been printed.
- The identity of the Baltic Sea Region cuisine is clearly recognised as is the case with the common identity of the Mediterranean cuisine or food.
- To achieve these results, a network has to be established and common features of the Baltic Sea region cuisine have to be outlined by a team of chefs where all the countries will be represented.

All the partners will participate in creating the logo, agreeing upon common values and at the end of the project all the partners will have a homepage to introduce the culinary route of their country!

Project **BALTIC SEA CULINARY ROUTES**



PROJECT
SUPPORT
FACILITY

Funded by:
THE SECRETARIAT OF THE BALTIC SEA STATES

Common value of the Baltic Sea Culinary Routes

LOCAL TASTE FROM NATURE



Baltic Sea Region cuisine versus Mediterranean cuisine

Mediterranean	Baltic Sea Region
Wine	Beer;
Pasta	Potatoes
White bread	Dark bread
Poultry	Pork, Lamb; Ducks and geese
Eggplant, zucchini	Cabbage, beet
Dried (meat...)	Smoked (meat...)
Pepper, balsamic, garlic	Onion, horseradish
Olive oil	Butter
Sardines	Herring
Saltwater fish	Freshwater fish
Mozzarella	Cottage cheese
Truffles	Mushrooms from forest
Couscous, polenta, rice	Buckwheat, pearl barley, oats, beans
Yogurt	Sour cream
Roasted vegetables	Tanned vegetables (like sauerkraut, pickles)
Almond	Nuts
Iberico (pig)	Game meet
Citrus fruits	(Forest, garden) berries
Dried fruits	Fruit compotes
Bottled water	Clean tap water
Grappa; Ouzo / Grape distillates	Vodka / Grain and root distillates
Light soup	Rich soup
Fruit juices	Kissels
...	...

Common logo and branding





BALTIC SEA

CULINARY ROUTES



FRESH LOCAL TASTE OF NATURE

Taste of FORESTS



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Taste of FIELDS



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Taste of SEA, RIVERS, LAKES



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Taste of GARDENS AND HOUSES

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www.balticseaculinary.com

The screenshot displays the homepage of the website <http://balticseaculinary.com/en>. The browser's address bar shows the URL, and the page title is "Baltic Sea Culinary Routes". The navigation menu includes "Baltic Sea Cuisine", "Countries", "Recipes", "Gallery", "Joint map", and "Chefs have their say".

The main banner features the "Baltic Sea Culinary Routes" logo, which is a circular emblem with a map of the Baltic Sea region and the text "the north dignity". To the right of the logo is a photograph of a cooked fish dish garnished with vegetables. Below the banner is a large map of the Baltic Sea region, highlighting the countries of Norway, Sweden, Finland, Denmark, Estonia, Latvia, Lithuania, and Russia, with major cities like Oslo, Stockholm, Helsinki, Tallinn, Riga, Vilnius, St. Petersburg, and Moscow marked.

Baltic Sea Cuisine
What is the smell of kitchens alongside the Baltic Sea? What colours are found, what sounds are heard in the kitchens and what is the taste of foods alongside the Baltic Sea? ▶



Baltic Sea Culinary Routes value and slogan
Ten countries representatives around the Baltic Sea have agreed common value and the slogan of the Baltic Sea Culinary Routes. ▶

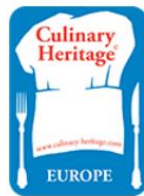


The Windows taskbar at the bottom shows the system tray with the date and time: 16:52, 24.08.2016.

Enjoy the tastes from the Baltic Sea Region



Welcome to the CULINARY HERITAGE NETWORK www.culinary-heritage.com



The Guide To Regional Food & Culinary Traditions

44 Regions • 1472 Members • 690 Recipes



HOME REGIONS THE NETWORK- JOIN US LOGIN



PUMPKIN CAKE
Świętokrzyskie Voivodeship, Poland



VEILED PEASANT GIRLS WITH FRUIT
Oslofjord, Norway



CREAMY FISH SOUP
Oslofjord, Norway



HOME-MADE DUMPLINGS
Latgale, Latvia

RECIPES Starter Dinner Light meal Dessert Selected Quick and easy Vegetarian Baking Beverages

MEMBERS Restaurants & Inns Farmshops & sales Production & Processing



Tweets from <http://twitter.com/CulinaryEurope/lists/around-the-ch-network>

Culinary Heritage Network



www.youtube.com/watch?v=avJ1n6hr0P4

Culinary Heritage Network

- Culinary Heritage Network (www.culinary-heritage.com) was established in 1995 in Sweden. This Europe-wide label was prevalent in 12 countries.
- Estonia joined with Culinary Heritage network in 2016 and was 13th.
- Estonian Rural Tourism Organisation has right to grant the mark in Estonia.

- Who can become business member?

- Producers
- Farmshops
- Restaurants
- Processors

- Regional identity through ...

- Regional products
- Culinary Traditions
- Registered Business
- Good Ambassador



Criteria Business Member



Products

Grown/produced in the region
or
Part of the region's cultural heritage
or
Grown/produced by a business that seeks to sustain a regional link.

Primary Producers: The raw materials must be produced in the region.

Producers & Processors of foodstuffs: The raw materials should normally originate from the region, but could be imported to the region if the product has a clear regional link and if the greater part of the product value originates from the region.

Restaurateurs & Caterers: When the logo is used in connection with meals cooked in restaurants, the raw materials should generally be locally produced; should the necessary raw materials not be available locally and providing the regional image of the dish is not affected, the raw materials may be imported to the region.

2020

*Bright Future!
Awareness
Origin of Food
Touristic Value
Regional Development*



THANK YOU!



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