



PROJECT PART-FINANCED BY
THE EUROPEAN UNION



Kurv frå Valdres

Flåm 10/5 -2006

1/ Description of the product and of its territory



- Product : Dried fermented sausage
- Territory in which it is produced:
The Valdres Region in Oppland
18000 inhabitants
Agriculture and
Tourism, 15000 cabins, some of them castles.
Public service

2/ Description of the stakeholder

- Nature of the stakeholder
 - A group of 15 small and medium sized producers
 - Cooperative Kurv frå Valdres BA...)

Short description of the supply-chain:

Many small and 4 bigger actors in the production.

3.000.000 € overall turn over (1.000.000 €)

Marketed in eastern part of Norway

number of jobs ???

3/ Objectives of the project

- Emergence of the project:
Valdres Matforum BA a cooperative
40 owners mainly producers of different types of local food.
- General objective of the project
Protected Geographical Indication.
Establish the direction/ regulation of how to produce the
Kurv frå (from) Valdres,
Business plan (30% growth)
Design
Branding
Logistic solutions
Build the network

4/ Actions of the project : Means developed to reach the objectives

- What does the project tackle exactly?
 - What are the operational objectives ?
 - What are the actions of support developed ?
 - Investments: **none**
 - Research and development
 - Study, advises, training (quality, marketing)
 - Communication
 - Legal protection

5/ Interventions of the territorial authorities



- Financial amount of the project actions (€)
 - 55000 € Including self-financing part
- Length of the project (in years) 1 year
(If necessary we can use 3 years)
- Interventions of territorial authorities
 - Innovasjon Norge
Financed half of the project cost

6/ Concrete outcomes and expected results



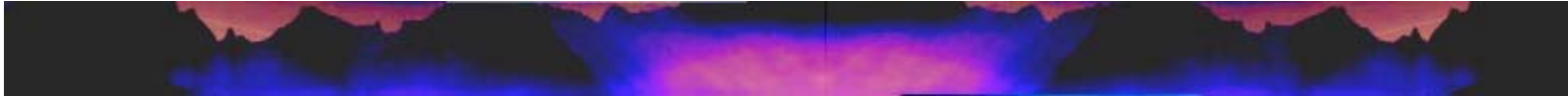
- Have the objectives displayed been reached? Not yet, within december.
- In which measure, the intervention of the territorial authorities has contributed to it ?

Without grants - no project

7/ Analysis of the intervention of the territorial authorities

- Assessment of the role of the authorities?
Assessment of the public grants in general terms?
- Improvements to be brought?
- What good practices for a better intervention of territorial authorities should be developed?

8/ Other issues you would like to add...



- We have to find the path ourselves!
- Bottom up!
- The success of this effort (job) will be measured in the market