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**LOCAL TRANSITION ARENA IN VIDZEME**  
**Co-creating Bioregion: Organic food promotion**

13.11.2024.  
Trondheim

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# A PATH TOWARDS THE BIOREGION CONCEPT IN VIDZEME

## BIOREGION TIMELINE



# LOCAL TRANSITION ARENAS IN VIDZEME

## Co-creating Bioregion: Organic food promotion

**3 workshops**

**118 participants (61 unique)**

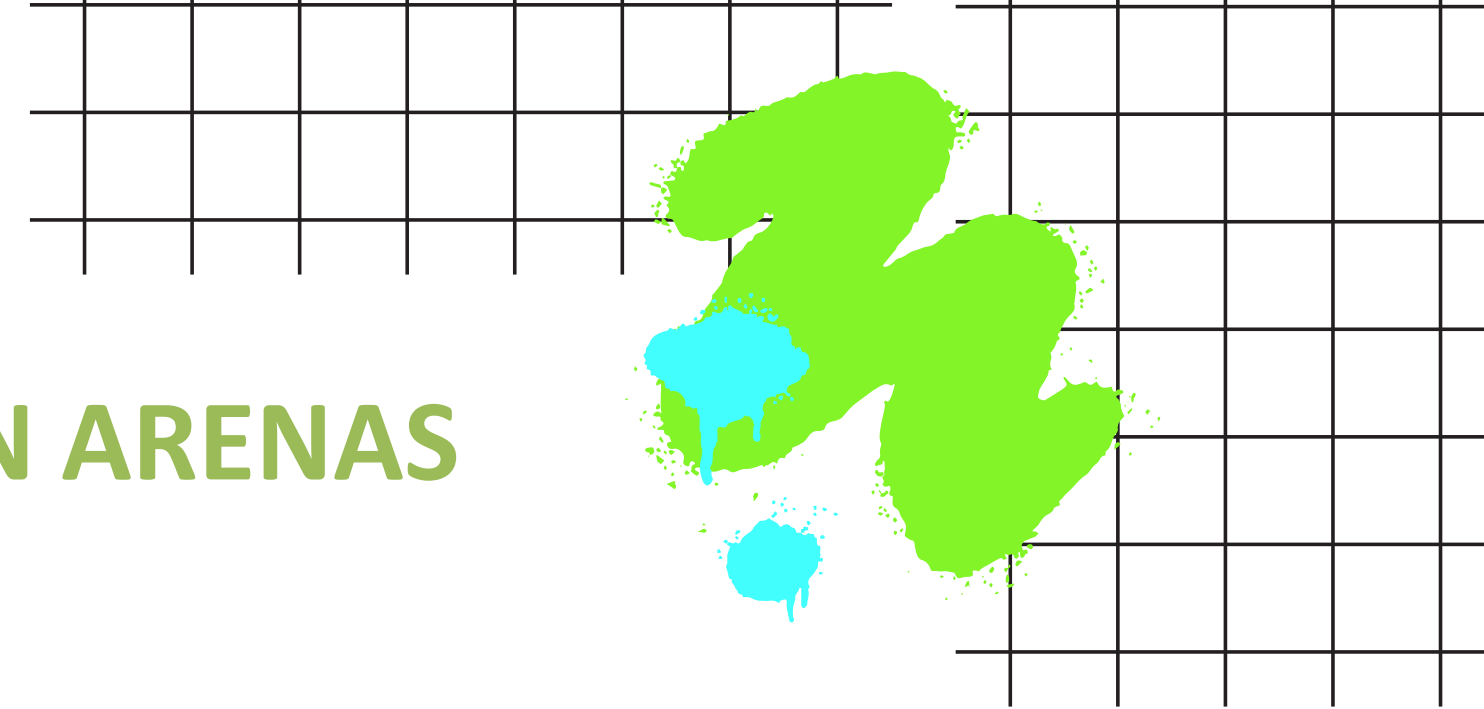
1st workshop: 27 March (46 participants)

2nd workshop: 23 April (38 participants)

3rd workshop: 24 May (34 participants)

Change agents, entrepreneurs, farmers, politicians, representatives from public institutions, municipalities, education and research institutions, associations, organizer of local organic food market, school principal, tourism entrepreneur

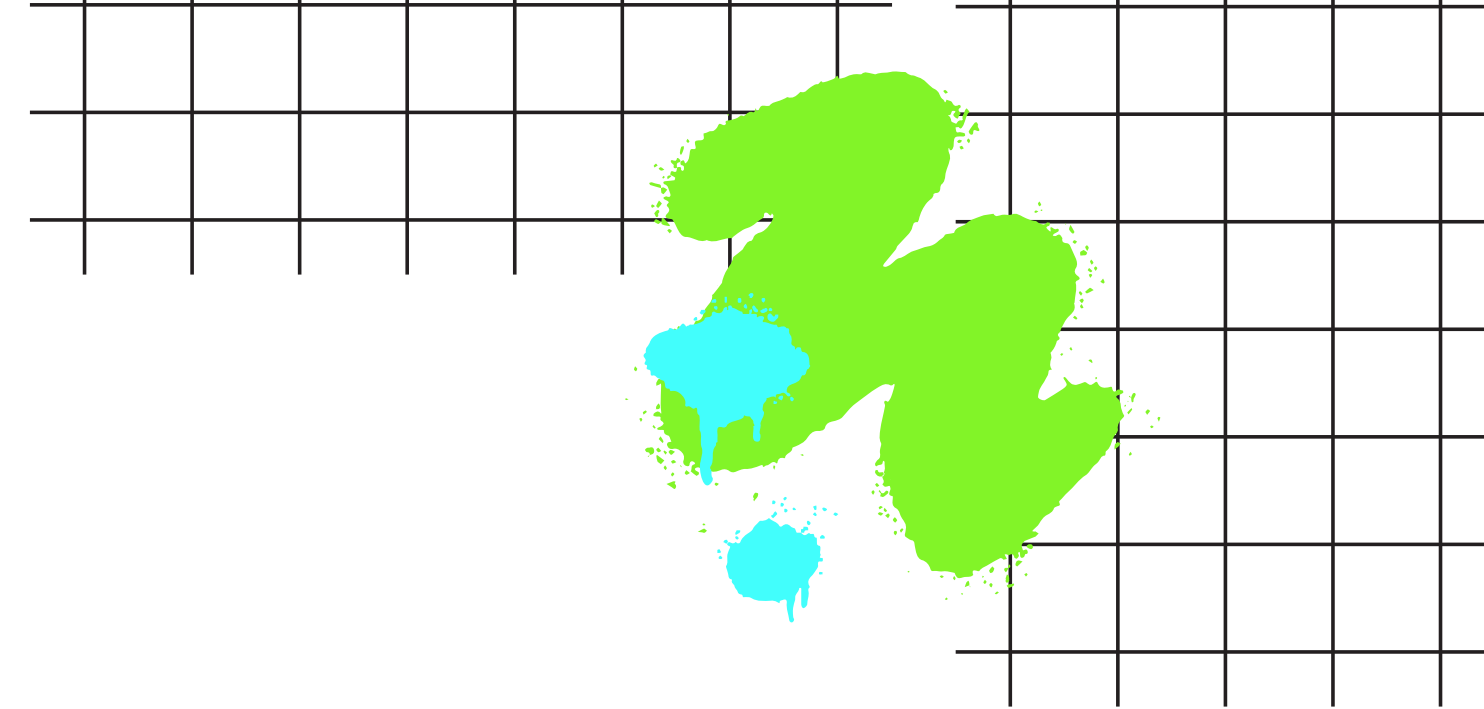




## 5 subtopics/5 groups **IN LOCAL TRANSITION ARENAS**

- #1 Eating and shopping habits for households** (daily routines, behavior, choices, habits, food literacy, community gardens, food cultivation)
- #2 Eating out** (food in cafes, restaurants, schools and other public institutions, food culture, vs local, cooperation with local farmers, gastronomic tourism, food waste)
- #3 Supermarkets and food processors** (local market, exports, potential niche products, collaboration with farmers, recognition of regional organic products)
- #4 Agriculture** (resource management, farming, sustainability, farmer welfare, farmers' ability to influence product prices, cooperation, technologies, recognition of regional organic products)
- #5 Governance, cooperation, education** (government, local authorities, educational and research institutions, NGOs, residents)

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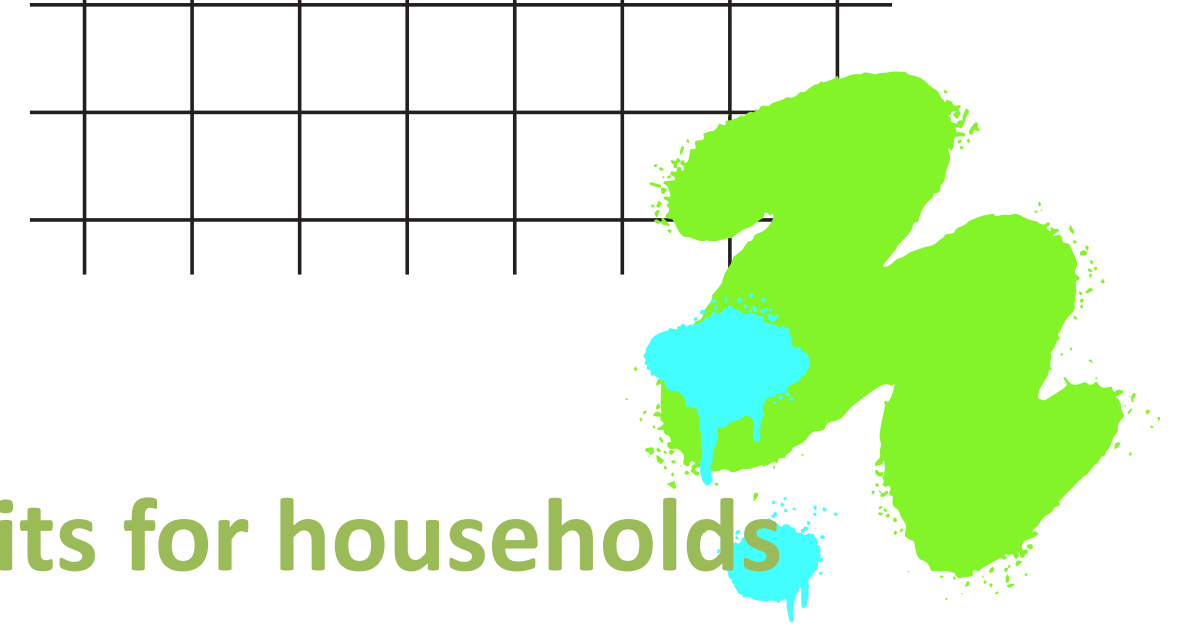


# 1ST WORKSHOP: FORMULATING VISION



**RESULTS:** Defining a regional vision across 5 key topics, grounded in previous activities conducted within the bioregion activities

# Vision for the food system in the Bioregion



## #1 Eating and shopping habits for households



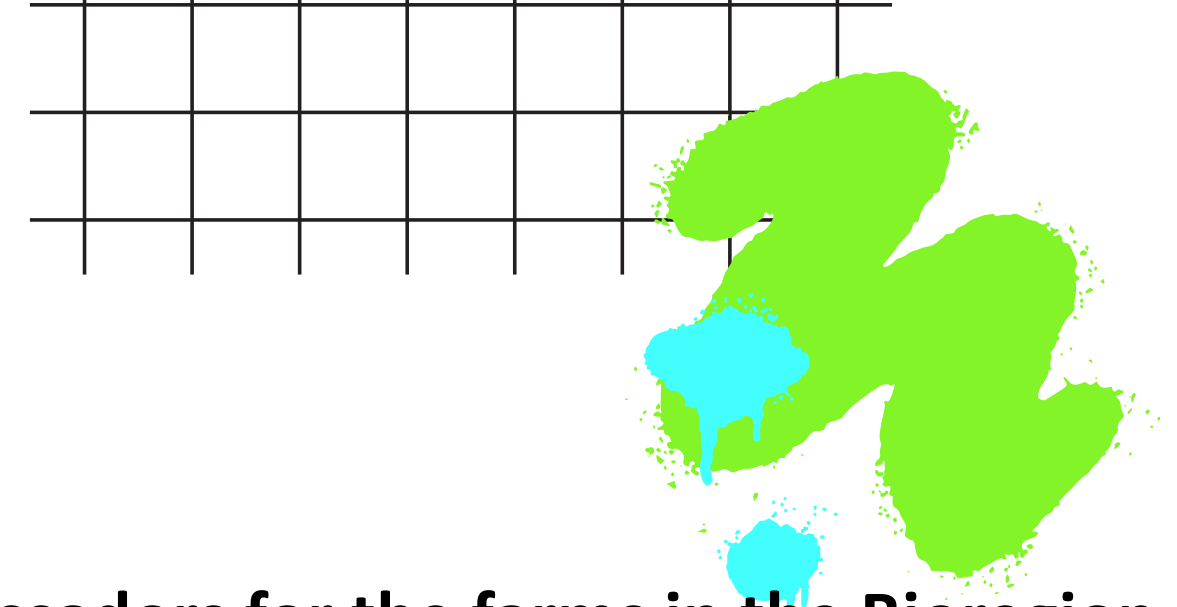
In the bioregion, **people eat local organic food. Eating reflects seasonality, traditions and local flavours.** People buy food in **short food chains** and **know farmers who produce local products** as well as local caterers.

**People are aware that their diet shapes their health,** and their eating habits have an impact on **the environment.**

A sense of community are strengthened through communal food preparation and sharing. **Growing food in one's own or in community garden is a widespread practice,** as well as **foraging for wild food.** Citizens are keen to harvest fruits and nuts from edible landscapes.

**Food waste is minimised** as the community shares left-over food. **Biodegradable waste is turned into compost and returned back to the farm as soil fertilizer.**

# Vision for the food system in the bioregion



## #2 Eating out

**The cafés and restaurants are ambassadors for the farms in the Bioregion.** To ensure traceability, public catering (in schools, restaurants and cafeterias) is certified organic, **and farm name is labelled.**

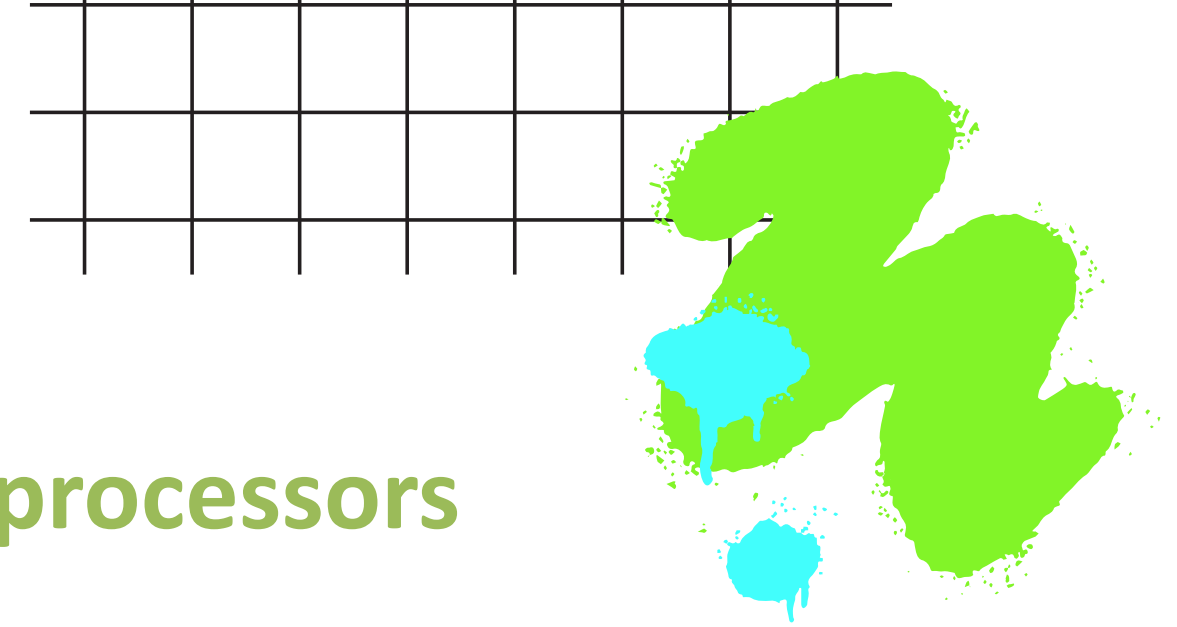
**Gastronomic tourism in the bioregion is an important part of local economy and Latvian tourism.**

**Children in schools and pre-schools eat mostly local organic food.** School menus reflect seasonality, traditions and local flavors, and are designed in collaboration between parents, school management, pupils and the municipality. The food is skillfully prepared and varied. **The mealtime is a place for learning the culture of eating, communication and taking responsibility.** Schools also have gardens where students learn food growing skills.

There is respect to food and care to **reduce food waste.**



# Vision for the food system in the bioregion



## #3 Supermarkets and food processors

**New sales channels have been developed to make local organic products more accessible** (food kiosks, evening markets, cooperatives) and to reduce the role of supermarkets in the region.

**The tradition to go to the market is revitalised.**

**People recognise the organic label** and are not misled by other labels.

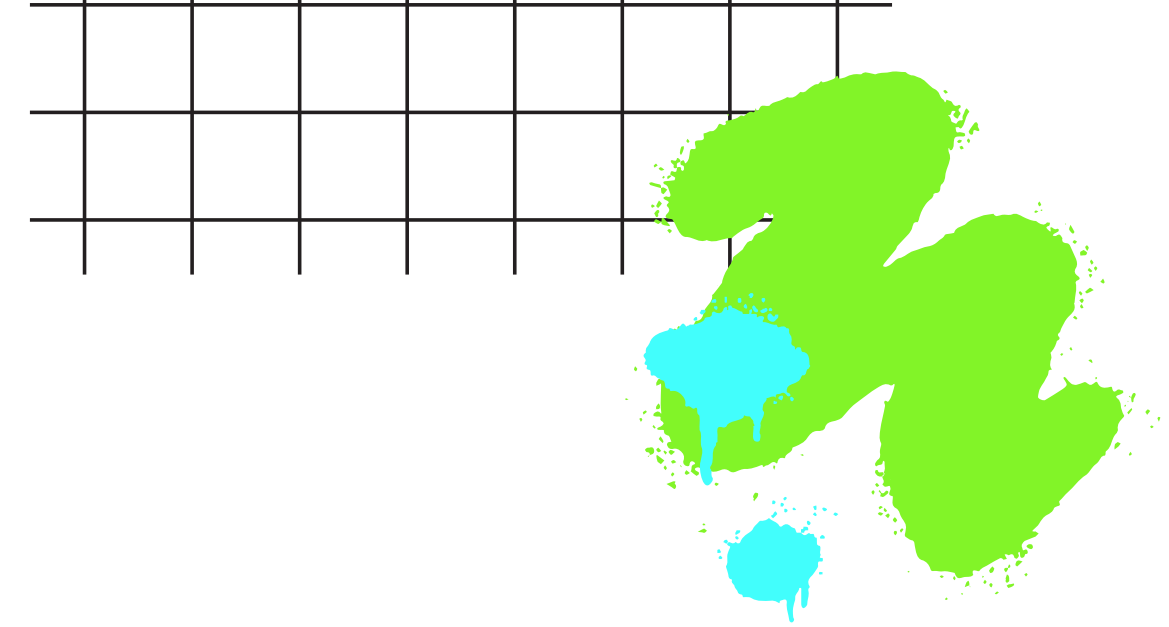
**Various forms of cooperation exist between farmers and citizens:** citizens are involved in the work of the farms and receive farm products in return.

**Farmers in the bioregion not only supply local demand for food, but also export organic products with high added value.**

**The region has a strong circular economy incubator.**



# Vision for the food system in the bioregion



## #4 Agriculture

The bioregion is home to knowledgeable and cooperative farmers who manage their fields with organic methods in a skillful and profitable way, providing the bioregion and beyond with high quality, diverse organic food.

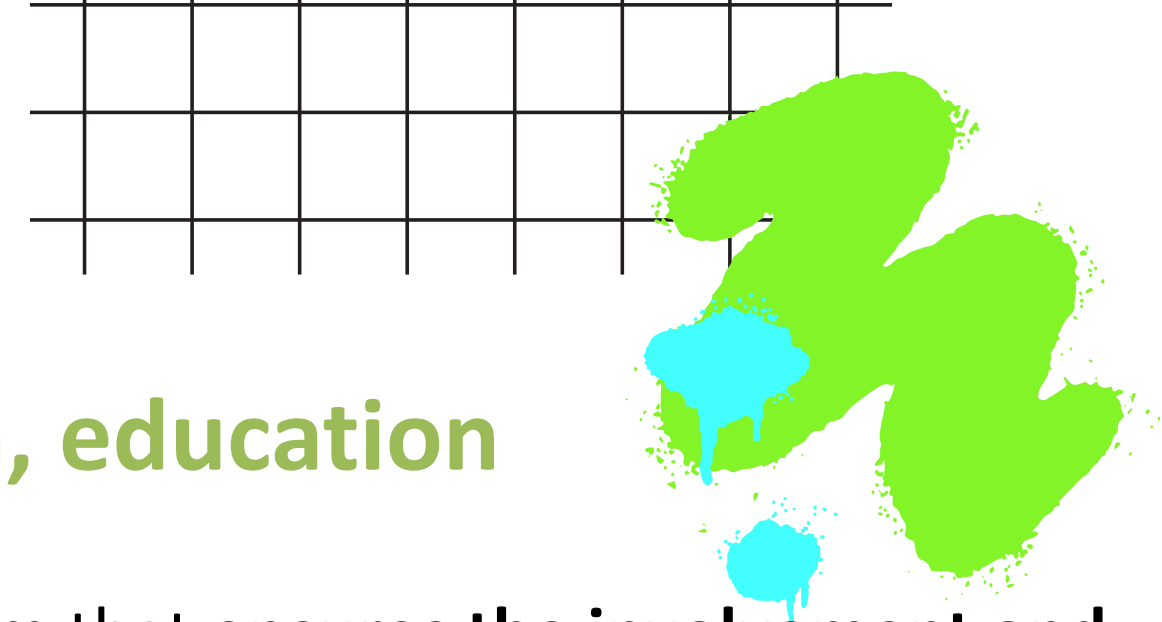
The farmer is a maintainer and creator of natural landscapes, a guardian of natural resources, including biodiversity.

Farmer is a recognized profession. There is a cooperation and a strong joint marketing between scientists, advisors, farmers and citizens.

Research addresses farmers' needs. Farming organically is easy and without bureaucratic burden. Farmer have support from an advisor, strong industry representation and quality lifelong learning opportunities.



# Vision for the food system in the bioregion



## #5 Governance, cooperation, education

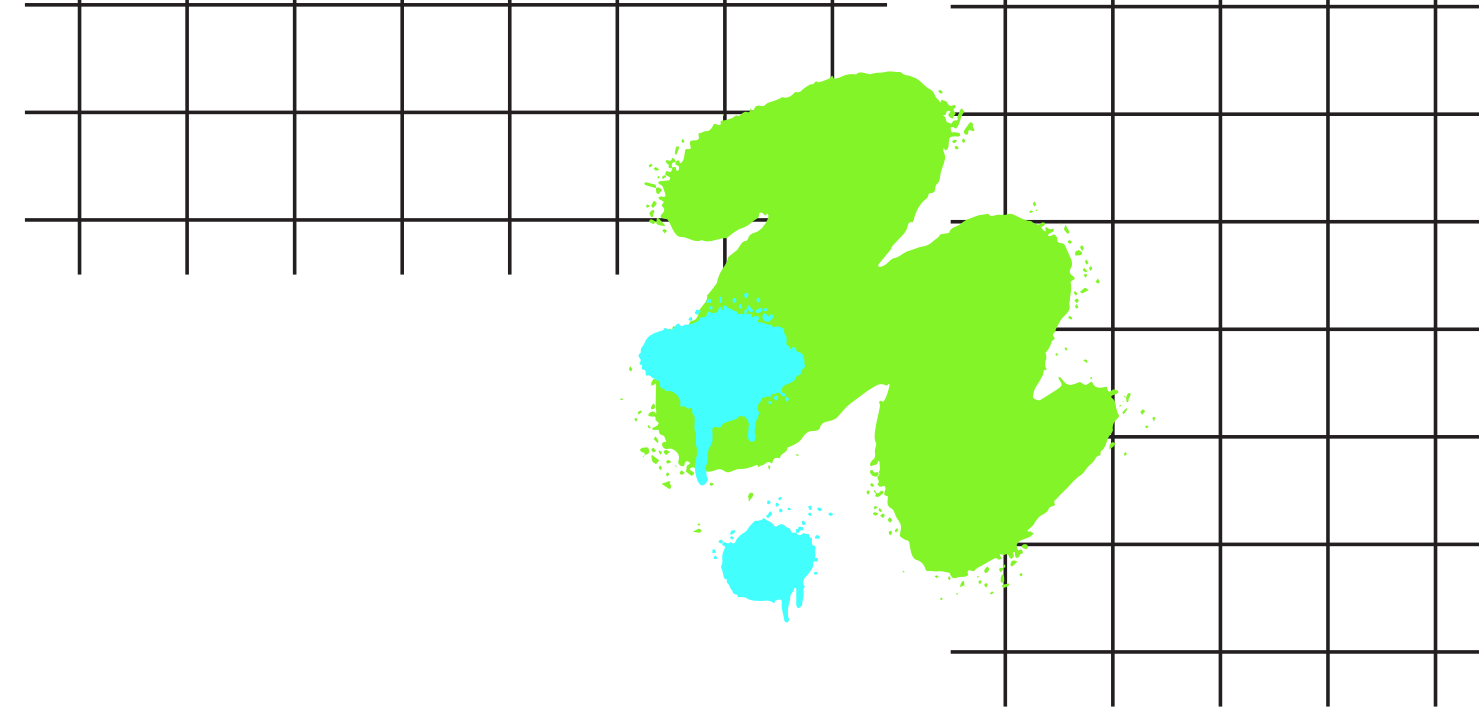
There is a successful **cooperation platform** that **ensures the involvement and cooperation** of local governments, institutions, businesses, research, non-governmental sectors and citizens for forward-looking development and decision-making **for the common good** in the bioregion.

**The cooperation is characterised by mutual support, interest and a sense of belonging to the bioregion.** Institutions, farmers and businesses have the knowledge and skills to work together to use resources sustainably and wisely. **Research addresses the challenges of the bioregion.**

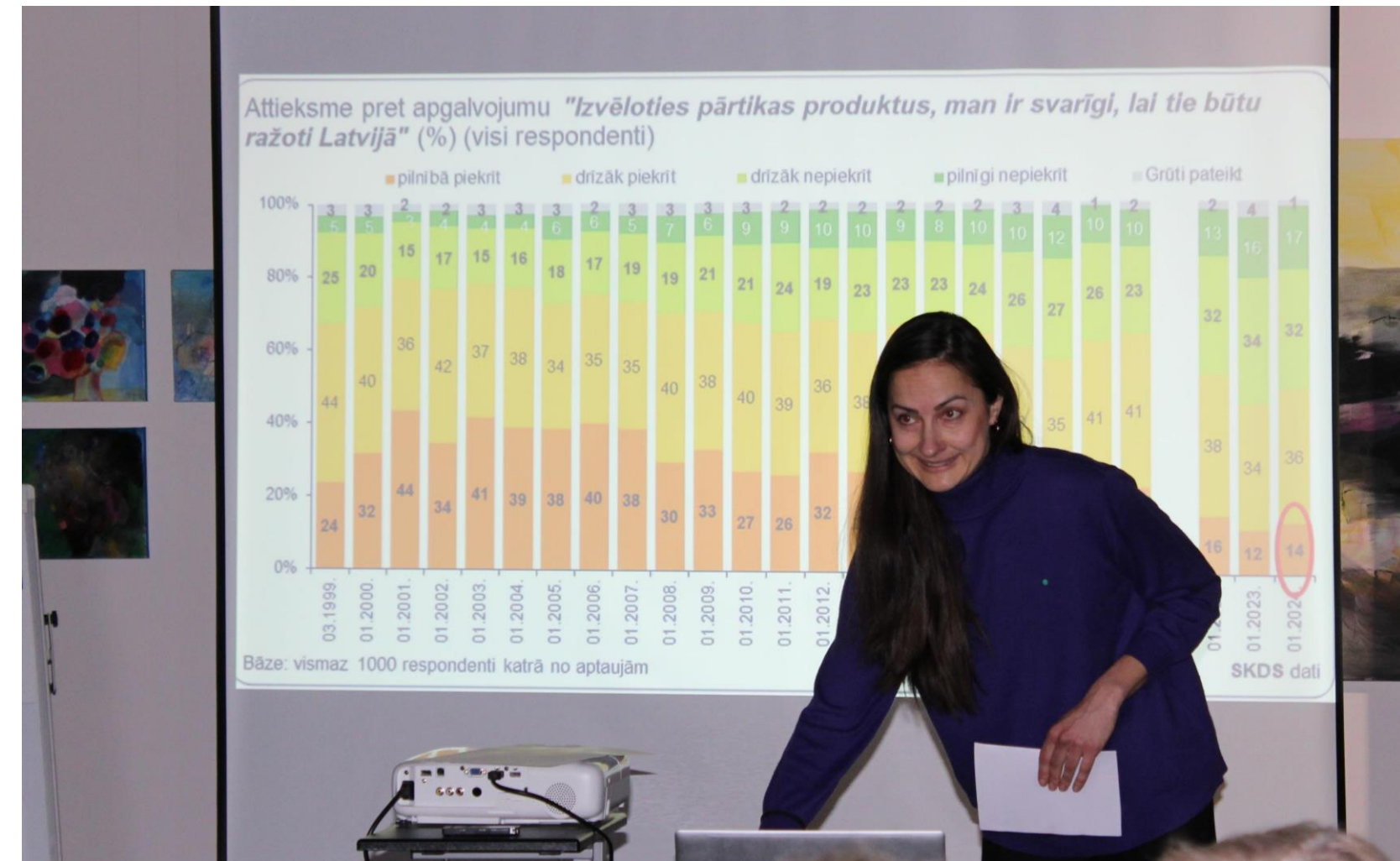
National and local authorities support business based on the conservation of natural resources and **help to reduce market failures** (compensation mechanisms where it is not possible to include environmental damage in production costs). The polluter pays principle for long-term environmental damage.

**Environmental education integrated at all levels.**

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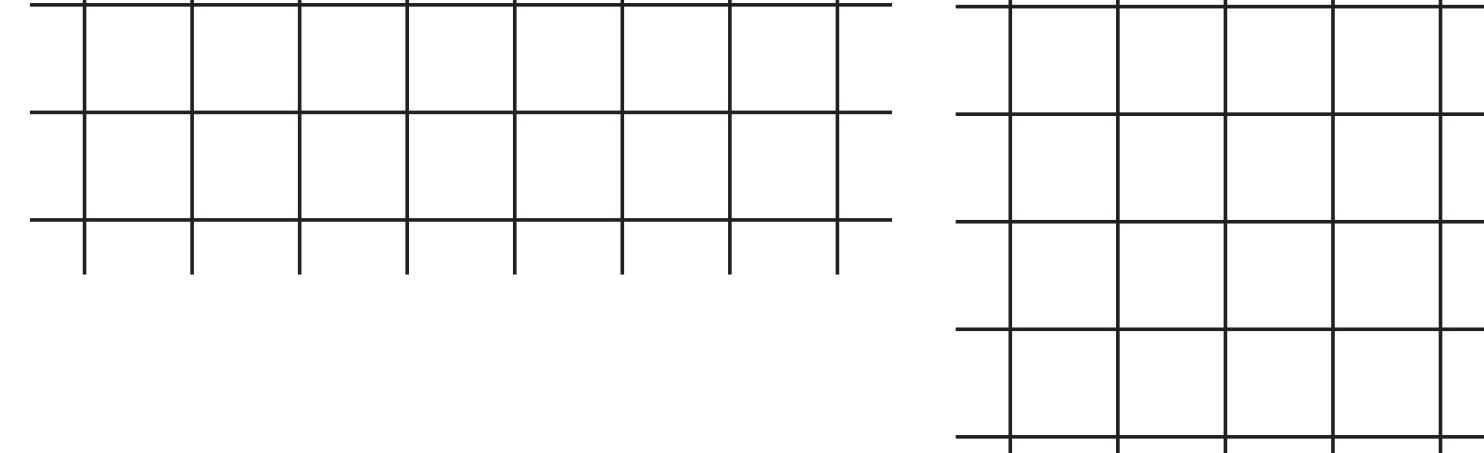
## 2ND WORKSHOP: PATHWAYS



### RESULTS:

Groups generated ideas for the long, medium and short term, using the back casting method.

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## 3RD WORKSHOP: TO REACH A SOLUTION



### RESULTS:

Development of specific ideas, based on the criteria for the implementation  
Pitching and voting for the best initiative



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## VOTING FOR 5 IDEAS:

- 1. School rye-bread** (cultivating the tradition to eat rye bread amongst children, honoring traditional food)
- 2. Pilot project BIO-bus** (mobile trade of organic products, promoting the recognition of organic farmers in the bioregion)
- 3. If I were you, I would choose to eat local food** (campaign to promote local organic food producers)
- 4. BIOTinder or open days of organic farms** (for building strong connections between citizens and farmers)
- 5. School restaurant week in Cēsis Municipality** (introduce school children to a diverse and healthy lunch experience featuring local products)



# AND THE WINNER IS?!?

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## SCHOOL RESTAURANT WEEK

# COMPETITION "MY BIO PRODUCT RECIPE FOR SCHOOL LUNCH"

Laiks  
rīkoties!

### KONKURSS

Cēsu novada 1.–12. klašu skolēniem

## KO CELSIM GALDĀ SKOLAS PUSDIENĀS?

Iesniedziet savu recepti!

Pieteikšanās konkursam līdz 8. novembrim

[www.vidzeme.lv](http://www.vidzeme.lv)  [www.cesis.lv](http://www.cesis.lv) 

Submission of recipes and  
cooking process

Winners visiting a professional  
bio-food chef  
(restaurant experience,  
learning about bio-products,  
dinning etiquette)

Publishing of recipies

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cēsis

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## Next steps:

### Results taken up in:

- 1) Awareness raising activities
- 1) Vidzeme's Sustainable Food Strategy – 2025-2035
- 1) Bioregion working group on green public procurment for food in schools and kindergardens (first meeting in Dececeember, 2024)
- 1) pilotcase Ligatne Young Leaders High School

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 **VIDZEME**  
THE ONLY WAY IS UP!

We followed our hearts, and it led us to the LOCAL FOOD!

