



# LEADER - for the Development of Local Food!

Estonian Rural Development Plan  
2007-2013 Leader measure projects

**LEADER**  
EESTI



Maailm Agraar Eestikesk  
Rural Development  
European Investment  
Measure Database



Publisher: Rural Economy Research Centre

Editors: Helene Kõiv and Reve Lambur

Translation from Estonian to English by: Helene Kõiv

Editor: Interlex OÜ

The photo on the back cover is from the cookbook “Seto köök - põlvest põlve” (“Seto Cuisine - from Generation to Generation”), photo by Rene Riisalu

Special thanks to: Ave Tamra, Eha Paas, Heiki Vuntus, Kaja Kesküla, Mercedes Merimaa, Raili Mengel-Sünt, Sirje Kuusik, Sulvi Munk, Tiiu Marran, Tiiu Rüütle, Tiiu Toom, Ülle Marits, Ester Valdvee and Krista Kõiv

Design idea by: Koidu Pilve

Design and print by: Auratrükk

ISBN 978-9949-9092-9-2

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This publication has received support from the Estonian Rural Development Plan 2007-2013 through the technical assistance resources allocated to activities of the Estonian Rural Network Unit

### WHY?

The last couple of years have shown that the topic of local food has gained more and more popularity. Entrepreneurs establish different food networks, small farm shops and markets, develop new regional labels, collect information about traditionally made dishes, and bunch them together into cookbooks etc.

The aim of the rural network bureau of the Rural Economy Research Centre on compiling this publication was to collect different Leader projects about local food that have received support from the Estonian Rural Development Plan 2007-2013. By presenting these project examples we would like to highlight the Leader role on developing the local food sphere in Estonian rural areas, and we would like to encourage all local food promoters - healthy and traditional food is important for all of us!

### WHAT?

There is no formal definition for local food but we can say that local food is the food that is prepared from local ingredients grown in Estonia. The emphasis is on a short supply chain which means that the chain between “producer-processor-consumer” should be as short as possible.

The principle of choosing the projects was that the projects shouldn't involve only one producer, but would have an effect on a larger number of people. The chosen projects were divided into 5 categories: networks and labels, co-operation projects, farmers markets, cookbooks and so called potential Leader projects that haven't received support yet.

Every project example introduction in this publication involves the location on the Estonian map, contacts and activities that have received support from the Leader measure.



## WHO?

The authors of the texts are local journalists or project leaders. All the texts are written by the order of the Rural Economy Research Centre.

## HOW?

The Leader support programme, established already in 1991, is one of the most successful initiatives of the European Commission. At present the Leader measure in Estonia is implemented within the framework of the Estonian Rural Development Plan 2007-2013. There are 26 Local Action Groups (LAGs) in Estonia, covering 99% of the entire Estonian rural area. As of January 2012, the Agricultural Registers and Information Board (paying agency) has approved more than 4,100 projects worth 44 million euros in total.

The aims of the Leader measure are to promote local initiatives, to contribute to the enhanced competitiveness of agriculture and forestry, to improve the quality of life in rural areas, to diversify economic activities and to empower the local level through Leader Local Action Groups.

## BENEFIT?

We can say that Leader has given a strong impulse to the development of local food. Estonian rural entrepreneurs are mostly lifestyle entrepreneurs who don't need big investments, but rather smaller supports - that's why the Leader programme is suitable for them.

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## Networks and trademarks



# Greener Mark of Põlva County



**Beneficiary:** Foundation Põlvamaa Arenduskeskus

(Põlva County Development Centre), the LAG Põlva County Partnership Board area

**Location:** Põlva County

**Project Period:** 2009-2011

**Support amount from the RDP 2007-2013 Leader measure:** two projects in total 47 274 EUR

**Main Project Activities:** project activities of "Let's reach the market commonly!" - developing common marketing; developing the common marketing network of Greener Mark in Põlva County

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# Greener Mark raised the competitiveness of Põlva County's small entrepreneurs

Texts by: Sander Silm  
Photos by: Tiiu Marran

The Greener Mark of Põlva County which has been given out since 2009 has enabled micro and small entrepreneurs to reach markets more successfully, and thus it helps to activate regional entrepreneurship.

The idea of creating a common regional label was raised by the question of how the entrepreneurs of Põlva County could benefit from the environmentally friendly image of the district.

The Development Centre formed a special working-group in 2008 which researched different regional trademarks from other countries and met entrepreneurs to hear their ideas and views. So, in 2009 the preparations reached the point that on 6th February the first product received the label of Greener Mark. Three years later, 32 entrepreneurs have now joined the labelling system - 173 different products in total.

“The biggest advantage of Greener Mark is that those entrepreneurs who have joined the labelling system will not look at each other as rivals but as partners, and cooperation between them is greater than ever,” stated Tiiu Marran, the project leader of Põlva

County Development Centre.

Marran thinks that the Greener Mark is like a barrier breaker because the numerous training sessions have created stronger links between entrepreneurs. On the other hand the members of the labelling system have the opportunity to participate at different fairs and markets - individual participation would be really expensive.

Entrepreneurs find that common marketing is great added value because it is economically difficult, not to say impossible, to participate at big fairs. A good example is the Estonian Rural Fair,

**Tiiu Marran: “The biggest favour of the Greener Mark is that those entrepreneurs who have joined the labelling system have strong cooperation links now.”**





which is visited by tens of thousands of people and is an excellent place to find new contacts and products to sell. But the only problem is the participation fee which is unbearably high for micro-entrepreneurs.

Entrepreneurs received a special product barcode and a website to present their production - [www.polvamaine.ee](http://www.polvamaine.ee) - with the help of Põlva County Development Centre.

Design training for entrepreneurs received positive feedback also, wherein a lot of product packaging received a new and modern look. "The sales figures of some products increased twofold - that shows clearly how important the appearance of products is for the consumer," said Tiiu Marran.



Even though Põlva County Development Centre's success is notable, they still aren't taking their foot off the gas - the list of future plans is long.

**Tiiu Marran: "Entrepreneurs find that common marketing is of great added value because it is economically difficult, not to say impossible, to participate at big fairs."**

A special publication will be published in 2012 which will introduce the entrepreneurs who have joined the

labelling system and will offer great marketing tips and tricks on how to start small-scale production. Their activity list is long: the cookery show "The Spoon" ("Lusikas") on Channel 2 will present the cuisine of Põlva County, a special food map "Tasty Põlva County" will be compiled and different training sessions will be organized to teach how to modernize the traditional dishes of Põlva County.



# South-Estonian Food Network



**Beneficiary:** NGO Rõuge Taluselts  
(Rõuge Farming Association), LAG Võrumaa Partnership Assembly area

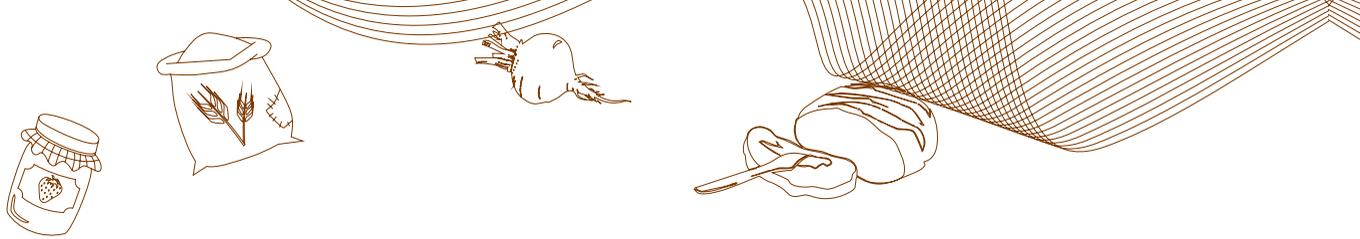
**Location:** Rõuge, Rõuge municipality, Võru County

**Project Period:** December 2009-2012

**Support amount from the RDP 2007-2013 Leader measure:** two projects in total 14 725 EUR

**Main Project Activities:** Developing a food network for marketing the products of Võru County's small scale food producers and processors by tackling different activities needed for common marketing and processing of the products, including creating an interactive selling-buying system

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# Good Things of Võru County's Small Producers

Text by: Elina Allas  
Photos by: Merit Mikk, Kaja Kesküla and Egle Jahu

Kaja Kesküla, an ecological farmer from Võru County, is an enthusiastic woman who consistently tries to connect food producers and consumers. Kaja has led the South-Estonian Food Network (SEFN) for six years already.

SEFN was established in September 2006 while the Võru County Farmers Union's training activities on food and common actioning took place. At the same time, Kaja established an ecological food marketing circle in Tartu. "The food network is basically a producers-processors-consumers scheme for cooperation," says Kaja

**Kaja Kesküla: "The South-Estonian Food Network is a social kind of activity - more like a lifestyle than entrepreneurship."**

Kesküla. "The original thought was that if we are producing something then we will have to offer it somewhere, somehow. We value quality local food. The emphasis is on farm products - good things from small producers. Of course, all in all, we are doing it to retain sustainable rural life."

The for-profit association South-Estonian Food Network (SEFN) has developed in cooperation with Rõuge Farming Association. The network involves ecological farms which deal with handicrafts and natural and/or ecological farm products. All the products are made with a warm heart and attentive hands. "The network is working mainly because I think it is the right and a proper thing to do," adds Kaja. "It is a social kind of activity - more of a lifestyle than entrepreneurship."

Thanks to the web page - [www.let.ee](http://www.let.ee) - established with Leader support, people can purchase quality vegetables, berries, dairy products etc and will receive a door-to-door service which brings all the products to their homes in Põlva, Võru or Tartu Counties in a more convenient way. The Estonian Agricultural Registers and Information Board also supported the



development of common labelling and packaging.

The food marketing circle which is active twice a week is also managed by Kaja and her family - husband Jako and two sons - Kaimo and Kaubo, who are currently studying at the Estonian University of Life Sciences. Kaja is the one who accepts the orders, collects the products from different farms and packages them.

Farms that are members of the food network have purchased a special device for cultivating the land, with the help of the Estonian Rural Development Plan 2007-2013. The device permits the extermination of weeds with flame or to dig over the ground. Not every farm could afford this kind of technique. Projects also involve the development of mutton in cooperation with the Estonian University of Life Sciences. Together they found a solution of how to use the whole lamb carcass. Unfortunately, no sheep breeder has currently shown their interest towards such product development because it is cheaper to sell the mutton to foreign countries.

The next project of SEFN is a farm shop on wheels. The order for the bus with cooling apparatus installed has already submitted. The main idea of the farm shop is

that farms in rural areas could consume the products of other farms as well. "I would also like to eat the products that have been made and grown on other farms," says Kaja. The bus will drive through different farms, load the products and sell them: it will also sell goods at different public events. All the products aren't completely ecologi-

**Kaja Kesküla: "The food network is basically a producers-processers-consumers scheme for cooperation."**

cal, but naturalness and quality is guaranteed.

It must be emphasized that the food network is not active only in Võru, Põlva and Tartu Counties - the plan is to reach the markets in Tallinn also. But while visiting Lauri village in Rõuge municipality, Võru County, it is essential to step in to the Alt-Lauri farm shop - Kaja established this lovely shop next to her home.



## Networks and trademarks



# Cooperation Network “Genuine experiences in Lahemaa”



Development of Cooperation Network and Common Marketing of Sustainable Tourism Cooperation Network “Genuine Experiences in Lahemaa” in Lahemaa area together with Finnish Kymenlaakso Region  
**Beneficiary:** NGO Cooperation Network Genuine Experience of Lahemaa, LAG Development Centre area

**Location:** Ama village, Kadrina municipality, Lääne-Viru County

**Project Period:** 2010-2011

**Support amount from the RDP 2007-2013 Leader measure:** two projects in total 12 005 EUR

**Main Project Activities:** Participating TourEst 2010; organizing training on Internet marketing; organizing training about local food; developing a website; publishing information and advertising materials etc.

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## Genuine Experiences in Lahemaa are promoted on European Travel Forums

Text by: Ülle Tamm

Photos by: Heiki Vuntus, Sirje Kuusik and Krista Kõiv

“Our network members aren’t jealous - they are complementing each other’s activities. We are all different, and we like to send our visitors to get other genuine experiences too. It is always easier and better to act together,” praises Tiiu Kivilo from Metsaantsu farm, in Toole.

The Arma riding farm, Karepa herb-growing farm and Metsaantsu farm started to think about that special factor to attract tourists. They organized common events for children. They met other people from the tourism sector during training sessions held at the National Park. The cooperation circle became wider, and a special motto was developed: “Come and Feel the Genuineness!”

The chairman of the board of the NGO Cooperation Network Genuine Experiences in Lahemaa, and Arma riding farm owner from Rutja, Mare Kalme says: “We understood that common marketing is much more efficient. It is hard for a small farm to stick out - together we can be more visible.” There was a need for a new NGO. It has 17 members - farms near the National Park and Käsmu Marine Museum.

Leader support enabled commencement with systematic common marketing. The cooperation network participated at TourEst 2010 with their own stand, information materials and bags. It was a breakthrough - before then, they were just one among many others. Leader support helped to establish a website with photos, and the renown became even more widespread following

a study-trip for press and partners. Together with Finnish partners they started a pre-project on local food.

The farms of Lahemaa Genuine Experiences Network are well respected on various travel forums - all thanks to common marketing. Sirje Kuusik from Kuusiku Nature Farm says: “People from Belgium, Holland, Italy, Switzerland, Germany and Austria are communicating with us and saying that they have heard about us, and they would like to visit our ecological farm. Many foreign visitors say that visiting our farms is ecotourism but we think we are dealing with sustainable tourism with little eco-influence.”



Local food is one of the most important keywords while talking about the Genuine Experiences network. If you put freshly baked bread on the table then even all the little crumbs are eaten soon. Finns visited our network to introduce their pre-project, and they were really blown away to see our Estonian sincerity and inspiration - how do they have the courage to pick berries and mushrooms, and to grow turnips in their own yard?

The second Leader project of the network is half ready, and the third has just started. There will be a study-trip to South-Estonian tourism farms, to develop the common label they will employ - aprons, t-shirts, special pavilion, signs and a characteristic plate with their name and the logo of Genuineness. The network will also be a partner in the LAG Development Centre project "Valuing local products

and food", wherein their task is to organize a competition among tourism farms.

Mare Kalme: "Many people have asked me about the essence of naturalness because we don't live in a mud house and don't do everything using only our hands. We receive our reward based on the experience our guests can receive here. If they will come to a riding farm then they can see a whole family who is taking care of horses each day. But when visiting Toomarahva farm in Altja you can taste the traditional food of a coastal village."

**Sirje Kuusik: "I do not know any other support programme for rural areas which would help micro-entrepreneurs. As the result of being presented, we have become noticed and more involved."**

The manager of the network proudly names the signature dishes of the farms and describes their secrets: the fish dishes of Toomarahva, especially pickled Baltic herring; romantic and cosy veranda of the Adami tourism farm which is perfect for enjoying cookies and tea; tasty and healthy food of the Kuusiku nature farm made from their own eco-products; delicious baked goods of the Madli farm - the house is filled with the aroma of freshly baked cakes and a warm, knot-shaped currant bread is smiling on the table; the Karepa herb-garden offers wonderful herbal tea and damsons butter.

Sirje Kuusik from Kuusiku nature farms says that Leader support is really important for them because without it there would not have been the opportunity to develop different common activities, but now the progress is remarkable: "I do not know any other support programme for rural areas which would help micro-entrepreneurs. As the result of being presented, we have become noticed and more involved."





## Local Taste (UMA MEKK)



Developing and Accomplishing the Trademark of UMA MEKK

**Beneficiary:** LAG Võrumaa Partnership Assembly

**Location:** Võru County

**Project Period:** November 2009 - ... 2012

**Support amount from the RDP 2007-2013 Leader measure:** three projects in total 42 538 EUR

**Main Project Activities:** developing and accomplishing the trademark of UMA MEKK; promoting the trademark of UMA MEKK; publishing an information brochure about Võru County's food producers; ordering research to map Võru County and its surrounding area's small scale food producers

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## Identify food of Võru County by Uma Mekk

Text by: Elina Allas  
Photos by: Ave Tamra

If you see products with the Uma Mekk label, you can be sure that they originate from Võru County.

The Uma Mekk (Local Taste) project was developed in cooperation with different organizations. The leading partner is LAG Võrumaa Partnership Assembly. All the Uma Mekk projects are funded by the Estonian Agricultural Registers and Information Board. "Our aim is that we could feed our children with food that has been grown on our own land and to make rural life sustainable," says

Ave Tamra, project leader of Uma Mekk to summarize the whole idea of the project. "We promote local food - it helps to sustain rural life:"

At first there was a seminar held in Väimela in autumn, 2009 to bring together all entrepreneurs that produce something or who have something to offer. In the same year a survey was ordered from the Development Agency of Võru County to get more information about local small entrepreneurs.



The survey, finished in 2011, showed that the size and output of the farmlands of Võru County's producers are sufficient but their equipment and buildings are in poor or very poor condition. It also appeared that the most common products of Võru County farms are potatoes, cabbages, carrots, sea-buckthorn, and mutton. Most of the farms are willing to start processing food - for example making sauerkraut and juices, or maybe entering a niche market.



Uma Mekk also started a series of training sessions where people had the chance to learn how to make different sorts of cheese, smoked meat and bread. The training turned out to be very popular. Various themed days were held in 2011 - for example a cabbage day at Alt-Lauri farm.

The first major aim was to organize an Uma Mekk fair at the Võru Sports Centre in November 2010. The first and then second fair, held the following year, were big hits. A lot of people were interested in the Ecological Conference that was held a day before the big Nursi Fair at the Nursi Machine Cooperative. The next fair will be held in autumn 2012.

The main organizer of the eco-conference, Anti Allas, from Võru County Council

**Ave Tamra: “Our goal is to feed our children with food that has been grown on our own land.”**

had proposed earlier that Uma Mekk could be developed into a real label. The idea was successfully completed. The trademark was registered by the Võrumaa Partnership Assembly. The author of the logo is artist Epp Margna. For the moment, 30 of Võru County's products have received this unique trademark - starting with potatoes and pumpkins, and ending with smoked goat cheese and barley bread with smoked ham.

You can't even count all the activities of Uma Mekk. The remarkable fact is that they are doing close cooperation with the tourism department. Lecturer Silvi Pihlakas worked hard to publish a cookbook of Võru County's traditional dishes that is available on the Internet. Silvi worked through all the recipes found in her grandma's 100-year old manuscript.



Ave Tamra hopes that food processors and farmers will start to lead their own projects in the future. “The development of local food is a time-consuming process,” says Ave. “It will take some time before people will start to trust each other and to cooperate. We are just creating the suitable conditions for that.”



## Romantic Coastline



**Beneficiary:** LAG Pärnu Bay Partnership  
**Location:** LAG Pärnu Bay Partnership area  
**Project Period:** November 2009 - ... 2012

**Support amount from the RDP 2007-2013 Leader measure:** seven projects in total 228 212 EUR

**Main Project Activities:** creating a network; designing the common trademark logo of Romantic Coastline; organizing different events; publishing a brochure "Vacation in Pärnu County's Romantic Coastline"; creating a website; purchasing and setting up information booths etc

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## Gathering Wonderful Flavours of Local Food from the Romantic Coastline...

*Text: Mercedes Merimaa  
Photos: Railii Mengel-Sünt*

The area of 10 local governments of Pärnu County “with sparse settlement, warm beaches, wild nature, the whisper of the sea and the murmur of the forest, is a place where people need to work hard and have different income sources to live a sustainable life in this rural area,” says Rein Talisoo, who is the chairman of the board of LAG Pärnu Bay Partnership. Perhaps this is the reason why LAG Pärnu Bay Partnership and entrepreneurs want to develop common activities, and to enjoy the food which is grown, caught or made near their homes. Common actioning makes local entrepreneurs more intriguing to tourists - they come to see the whole area, and obviously don’t want to eat the same food in every place they visit.

For today the Romantic Coastline area has been activated by a unique series of festivals and events - all of them are more or less related to food. Original taste experiences are guaranteed while visiting the Romantic Coastline.

The third weekend of May will see the launch of the Dandelion Festival in Kihlepa in Audru municipality, and the Baltic Herring Festival in Tõstamaa municipality. The Dandelion Festival offers different great flavours of nature which are simple and surprisingly tasty. Dandelion coffee, salads, dandelion wine - mmm, tasty - and

nettle cutlets with mountain spinach pesto will offer you some surprising and delicious experiences. Moreover - they are healthy and sensible choices. So, you just have to be on the spot to taste all of these delicacies, to pick your favourite ones and to try to make them at home as well.

**Mercedes Merimaa: “It is a great pleasure to be a part of this shared happiness.”**

The same story is with the Baltic Herring Festival. It is believed that the local Baltic herring is the freshest available and the same goes for the fish dishes made by fishermen’s wives right at the event. The food made of local ingredients by local experts is something that you can’t buy at supermarkets and usually no cookbook will include such a recipe. It is simply not pos-



sible to fit or describe all the tips and secrets in expressions of modern written language. Different festivals, concerts and fairs are held almost every week till late September.

The quality of local food starts from the growing process and depends on the grower. Of course there is an opportunity to add extra value or to completely mess it up in the cooking. Hopefully, you agree with me when saying that the local client, a neighbour in the best case, is the toughest laboratory and food critic. Let's not forget that human gestation can also be developed or influenced by personal experiences and eating habits.

The various Romantic Coastline events showed that all the breads made by different bakers have their own taste. So, all of you can find your favourite and have a word with the author of that flavour. All bakers know that the dough needs to be "baptized" with a holy word - it gives a special flavour to the bread. That's why you can't make it all by yourself - you have to visit the Romantic

Coastline and taste it there.

Those who have visited the Pickle Festival in August, know how many different flavours pickles can have, and probably have tried to make the awarded pickles themselves. Tasting these local, quality delicacies can often cause an addiction to good food. Next time you visit the shop, buy the same stuff that originally came from the local master and remember the great taste. While eating the food bought from some random supermarket you can feel its standard flavour. Buying local food isn't the cheapest addiction, but at least it's a healthy one.

**"You just have to be on the spot to taste all of these delicacies, to pick your favourite ones and to try to make them at home also."**

With local people offering local food you can comprehend the placement marketing that has become a reality in such events, and count on the special needs of demanding clients. Hotels and accommodation facilities near the coast are becoming more popular, and often the key factor is the local food on offer.

Mercedes Merimaa, the executive director of LAG Pärnu Bay Partnership is happy that the Romantic Coastline lives in the hearts of beneficiaries as a whole, and the entirety is developing faster than a single tourism object ever could. It also offers various flavours of local food.

"You can be a local or a foreign wonderer, but you will be hypnotized with the simplicity and naturalness of the Romantic Coastline paths. You just have to come, hold somebody's hand, and breathe in all the great experiences." suggests Andres Metsoja, governor of Pärnu County.



# Saaremaa Käsitöö Toidu Tegijad



Malle Lehari Tõnu Munk Gabriel Alesmaa Inge Uulits Mal Suurpere Marju ja Olev Muür Leena Mõlder Tiia Lööper Fleur Sprenk Derek Ewen Martha Hubbard Urve Lillimägi Sulvi Munk Tiia Alesmaa Triin Kivimaa Tiia Kauber Brigit Kutzera

## Activities of Saaremaa Marketing Association



**Beneficiary:** NGO Saaremaa Marketing Association, LAG West-Estonian Islands Partnership area

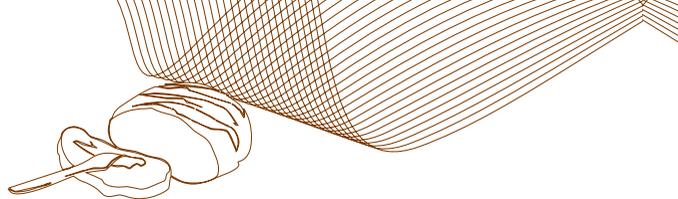
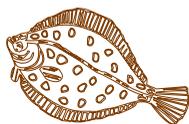
**Location:** Kiratsi village, Kaarma municipality, Saaremaa

**Project Period:** September 2009 - January 2012

**Support amount from the RDP 2007-2013 Leader measure:** eight projects in total 87 358 EUR

**Main Project Activities:** organizing a study-trip for Saaremaa's farmers and food processors; participating at different fairs; organizing Kuressaare's Fair Days; developing a strategy and marketing plan for Saaremaa's farm products

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## Saaremaa Marketing Association - Promoting “Our Thing”!

Text by: Triin Kivimaa  
Photos by: Alar Allas

We all can appreciate good food and the uniqueness and magic of handmade things. Saaremaa Island is known as an island of good things. The landscape, people and atmosphere is somehow special - it absolutely caresses tense nerves and helps us forget daily stress. The Saaremaa Marketing Association was created in 2009 to offer the best of the best as a rule. It is a non-profit organization which connects Saaremaa's small entrepreneurs and organizations that produce or offer authentic and delicious local flavours. The aim of the network is to develop cooperation between their members, to popularize and promote the consumption of local food and services, and to make them number one on Saaremaa Island.

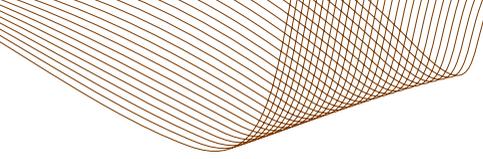
**The key for success and happiness is cooperation, coherence and joint action!**

Our local food is healthy and environmentally friendly. We know all the ingredients. It is our thing. The projects of the Saaremaa Marketing Association are really different but they all follow one thought and direction - “our thing” should be offered as much as possible.

It can be about food tourism - developing local delicacies and food culture, and presenting it among tourists and visitors to the island. It can also be about fruits, vegetables and canned food that have grown in fertile and pure soil, and which are used daily in Saaremaa's schools, kindergartens and local restaurants.

A lot of work has been done to create coherence and to develop products. Together they have managed to work through the paragraphs of Estonian food laws, held many discussions with the Veterinary and Food Board, affirmed production processes, developed detailed manufacturing guides, and carried out laboratory analyses for 30 products which assured that our small producers' products are of the highest quality and safe for consumers.





Thanks to different marketing channels, most of Saaremaa's small entrepreneurs aren't anonymous to potential consumers anymore. The Saaremaa Marketing Association has enlivened Fair Days - the best place for direct communication between producers and consumers.

Small producers also participated at the interesting Mardi Fair in Helsinki, in November 2011. They had their own stand called the "Local Food Hut" and they presented the products of Saaremaa's food producers and craftsmen.

The local food sphere has become more and more dynamical and important in Saaremaa. The topic has been "hot" for three years which concluded with the implementation of eight Leader projects. Today there are about 20 active food producers in the Saaremaa Marketing Association and the food range is wide: jam, savoury conserves dried herbs, flavouring salts and oils, salad dressings, meat and sausages, different pastries and breads, savoury and sweet baking etc. They sell the products at different shops and cafes on the island and on the mainland.

Positive experiences of local cuisine have encouraged people to search for local food from farm shops and local markets - therefore they support the development of local small producers. The Saaremaa Marketing Association slogan is - The key to success and happiness is cooperation, coherence and joint action!

**Our local food is healthy and environmentally friendly. We know all the ingredients. It is our thing.**





## Viru cuisine



"Viru Cuisine" - A cooperation project of LAG Partnership of North-East Coast and LAG Viru Region Cooperation Council

**Beneficiary:** LAG Partnership of North-East Coast and LAG Viru Region Cooperation Council

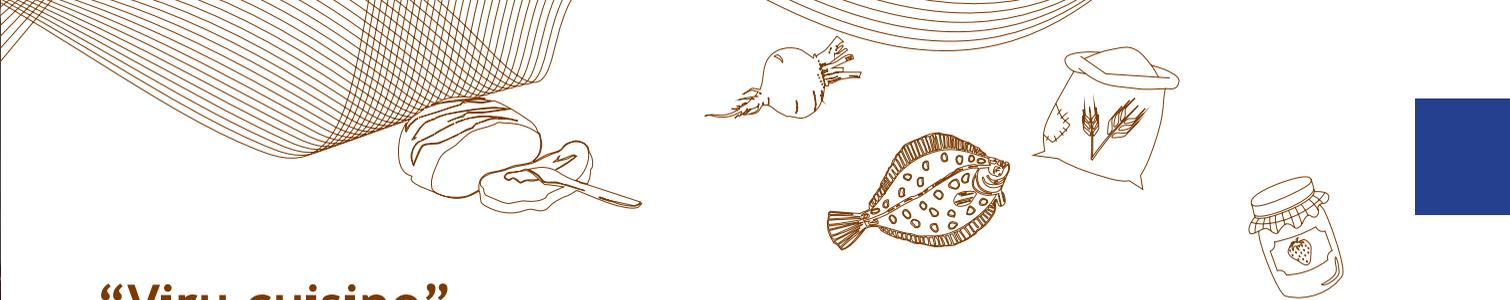
**Location:** Ida-Viru County

**Project Period:** 2011-2013

**Support amount from the RDP 2007-2013 Leader measure:** two projects in total 16 575 EUR

**Main Project Activities:** organizing a study-trip for producers and caterers to Austria; organizing training on product development, marketing and food trends

**Contacts:** Ülle Marits, executive director of LAG Partnership of North-East Coast, telephone +372 5345 0720, e-mail lag@kirderannik.ee, website www.virutoit.ee



## “Viru cuisine” connects farmers and caterers

Text by: Sirle Sommer-Kalda  
Photos by: Riho Leppik and Ülle Marits

Fresh food grown in local fields should be clearly recognizable for tourists and local consumers. A local food trademark will be created to fulfil this aim.

People of Ida-Viru County followed the lead of Võru County activists, who were the first to map their area’s small producers and created a trademark called UMA MEKK

to promote Võru County’s food. Creating a common trademark and developing common marketing is an important goal for Ida-Viru County’s entrepreneurs also.

“While talking about local produce - vegetables or meat - we would like it to be seen distinctly on restaurant menus and in supermarkets. We have received submissions of bid to develop our own local food trademark and soon we will begin work. After that we need to identify the rules of recognition - under what conditions

and who will receive the trademark,” said Ülle Marits, the executive director of LAG Partnership of North-East Coast.

### Mutual interest

Marits says that the creation of Ida-Viru County’s trademark is more complicated, because unlike Võru County, the area is surrounded by industry, and suffers from lack of fields and farms. At the same time they have

**Ülle Marits, executive director of LAG Partnership of North-East Coast:**  
“We could offer our help for accomplishing softer activities, such as organizing training and supporting marketing activities.”



noted the interest and a need among local consumers to promote local producers, so that the food chain from producer to consumer would be as short as possible, and that local products would be used in restaurants, kindergartens and school kitchens.

Although the most important aim is to offer local food to tourists, they can't overemphasize the task of fulfilling the needs of the local consumer. "We had a plan to open a local food selling point in Jõhvi, but then a shop, "Ecological Station," opened its doors and the need for another local food shop vanished. But still it is planned to open a farmers market one day. Even a specific place has been allocated for that in Jõhvi architectural drawings. We have seen that the leader of this project could be the NGO Farmers Association of Ida-Viru County. We could offer our help for accomplishing softer

**Ülle Marits:**  
"We have promoted this idea in many ways."

activities, such as organizing training and supporting marketing activities."

Marits expressed a hope that soon one or more community kitchens will be open their doors in Ida-Viru County - where local people can make their own juices and jam. While a community kitchen follows all veterinary requirements, the food that is produced there can be marketed in public also. "Community kitchens are really popular in Saaremaa for example, but we don't have one in our area yet. We have promoted this idea in many ways - so one day we will have it here too."

### Ecological apple orchard

One of the most interesting local food projects that has received Leader support is the establishment of an ecological apple orchard near Vaivara. "We hope that they will start producing their own jam and juices - maybe they will even open a farm shop," said Marits.

Leader support helped to start training of NGO Viru County's Caterers, where many useful tips are shared in Estonian and in Russian about using local produce. In April they will participate at the Estonian Rural Fair. "We are happy to include our area's food producers. Our area's local action groups will support them by renting stands," promised Marits.





Cooperation projects

# Local Food for Community's Table



**Beneficiary:** LAG Hiiumaa Cooperation Network, LAG West-Estonian Islands Partnership, LAG Kodukant Läänemaa

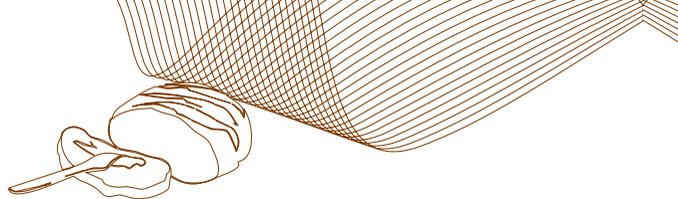
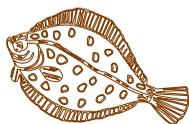
**Location:** Hiiumaa and Saaremaa Island and Lääne County

**Project Period:** December 2010-2011

**Support amount from the RDP 2007-2013 Leader measure:** three projects in total 17 788 EUR

**Main Project Activities:** developing cooperation between three counties (Hiiu, Saare and Lääne Counties) in local food; identifying the current situation; organizing seminars and study-trips; organizing different activities to raise awareness about healthy food etc.

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## The influence of strong winds on school menus

Text by: Reet Kokovkin

Photos by: Toomas Kokovkin

If a storm stops all shipping to Hiiumaa, then you will notice that soon all the supermarket shelves are empty - almost all food comes from the mainland. Why is that? Has agriculture on the island really died out? The question was so intriguing that LAG Hiiumaa Cooperation Network ordered research in 2011 - The current situation of local food production, consumption and marketing on Hiiumaa.

The results were shocking. “Comparing the rates of food producing and consumption, it is revealed that producers are producing much more food than needed,” says Lia Rosenberg, who

**Lia Rosenberg: “Over half of the restaurants and schools are willing to buy all the food directly from local producers. Potatoes and vegetables are the only things that can be purchased locally!”**

conducted the research. “Over half of restaurants and schools are willing to buy all food directly from local producers. Potatoes and vegetables are the only things that can be purchased locally!” The reason is that there is no necessary processing equipment on the island. That’s why meat is processed on the mainland.

Taking inspiration from Jamie Oliver’s school kitchen shows, they researched school food - the ingredients come from a long way away. So a new Leader project was born, “Local food for the community’s table”, which is a cooperation project between Hiiumaa and Saaremaa Island and Lääne County.

### Delicious goutweeds and nettles

At the beginning of the cooperation project we invited the school and kindergarten cooks together to learn, to discuss things together and to find a way to bring the keywords “healthy” and “local” to the menus of schools and kindergartens. The summer and part of the autumn was full of interesting seminars and study trips, to see the activities of colleagues and producers, to cook together and to share experiences.

The first one that pops into participants’ minds regarding the seminars held in Saaremaa is the one about pesticides in the fruit



and vegetable garden, led by Professor Anne Luige. It really opened the eyes of cooks. “We thought that we were doing a favour to children’s health when buying fruit from the supermarket!” said the manager of a kindergarten. “Unfortunately it is really difficult to find local apples to buy.”

Mercedes Merimaa showed how to make a goutweed salad and nettle cutlets during the seminar in Hiiumaa. Additionally the participants talked about the marketing networks of farm products, and about the farm milk sale that has just started in Hiiumaa consumer association’s shops. Also, we found that the “monster” Veterinary and Food Board can be an efficient partner and adviser.

In the autumn we listened to lectures in Lääne County about food’s influence on health from the viewpoint of a food specialist and a paediatrician. The seminar’s practical part included a very popular competition which helped to find the best recipes of school food which were tried out afterwards in Lääne County’s industrial school kitchen.

### Small production is actually quite big

Functioning marketing and sales networks are necessary to accelerate the process of local produce finding its way into local kitchens. “Our ecological producers association has become really active. Their role models are Saare Mahe and Uma Mekk from Võru County,” says Lea Lai, who is the consultant of LAG Kodukant Läänemaa. The leader of the cooperation project, Ly Kaups speaks about the Hiiumaa autumn fair: “We started small, but the interest of producers and consumers was there.” Soon a product development centre/slaughterhouse will be established in Vaemla, Hiiumaa by the leadership of NGO Hiiu Veis ja Lammast. The community kitchens established by LAG West-Estonian Islands Partnership have created a great platform for the development of small-scale production and will also promote this in the future.

The project “Local food for community’s table” has a wider leverage than expected: “We are talking about the better

**“Functioning marketing and sales networks are necessary to accelerate the process of local produce finding its way into local kitchens.”**



health of children, economical influences and new jobs, valuing the living environment, tourism development etc. Step-by-step we are making progress by organizing new trainings to educate children and their parents about healthy food and to get international experiences.”

## Cooperation projects



# Loving local values



Transnational Cooperation Project “Loving local values”

**Beneficiary:** LAG Development Centre

**Location:** Lääne-Viru County, LAG Development Centre area

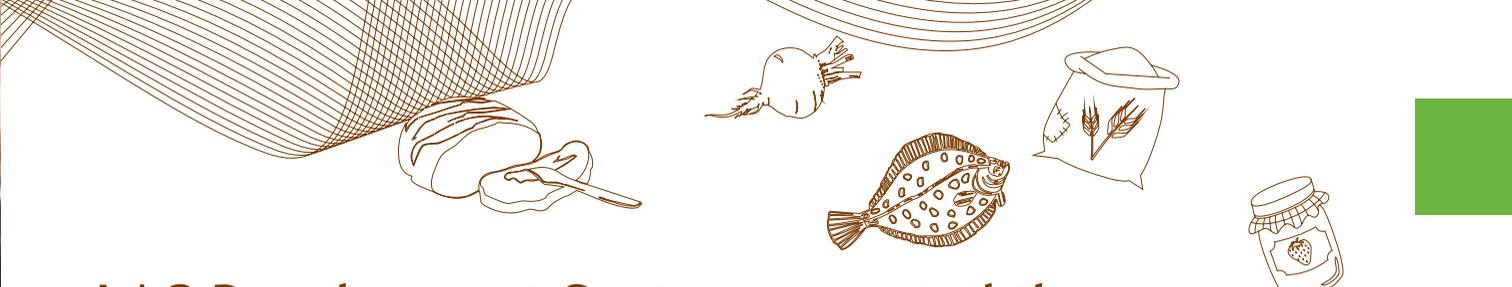
**Project Period:** 2011-2012

**Support amount from the RDP 2007-2013 Leader measure:** in total 38 000 EUR

**Main Project Activities:** mapping local food producers; organizing seminars and study-trips

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## LAG Development Centre supported the cooperation between local food producers

*Text and photos by: Ülle Tamm*

“We would like to contribute in more prominent cooperation between actors in local food, rural tourism and handicraft sectors on developing and marketing their products and services. The main emphasis is on food,” says Eha Paas, who is the project leader of the transnational cooperation project of the LAG Development Centre “Loving local values”.

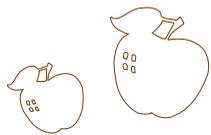
The project idea came from Sirje Kuusik, who is the founder of cooperation network “Genuine experiences of Lahemaa”. The initial idea was to learn and promote traditional and healthy food, and to share experiences with Finnish colleagues. As a transnational cooperation project seemed to be too big a fish to land for a little LAG, they decided to ask the LAG Development Centre to be their umbrella organization. So the activity area was enlarged - in addition to Lahemaa, which involves Vihula, Kuusalu and a little bit of Kadrina municipality, also Tapa and Ambla municipality and Loksa town were brought into the project.

“We decided to give it a try because it was a good opportunity to get a transnational cooperation project leading experience,” says Heiki Vuntus, who is the executive director of the LAG Development Centre, “The topic is practical and real, every human must eat to live, and the overall food culture topic is really popular. Our food project is one of the first transnational Leader projects in Estonia, and we can assure everyone that the beginning has been wonderful.” While developing an action plan, they

realized that local food means that the ingredients should be grown in the local area and the same goes for the marketing process. Apart from the owners of tourism farms, the project involved home cooks, food producers, farmers and cooks of schools and kindergartens in the local area. Special study-trips and meetings were organized for young people, who are interested in living in the countryside and being active in the food sector. The interactive information circle is also working well - new names (and e-mails) are being added constantly.

The first project activities were organizing study-trips to Finland’s, Kymenlaakso region - first for a smaller group of people. Another study-trip took place a year later, in September 2011, for 25 ladies. They visited a local food fair, Leader supported a farmers market and many different tourism and





food-producing farms. The study-trips had two great values - besides learning from the Finnish experience, the bus ride facilitated communication between the entrepreneurs, which evolved into establishment of a new cooperation network, with active information and products exchange.

Hayde Rebas, owner of Kadakamäe Farm which raises sheep, situated in Kuusalu municipality said, “The Finnish study-trip gave me an idea. It took one and a half months until the first runs of Kadakamäe’s mutton and Bologna sausages were ready. The recipes were developed in cooperation with gourmet cooks. Also some of the study-trip participants have become customers of my products.”

The project leader, Eha Paas thinks that the Leader programme could start an initiative and facilitate new cooperation ties between entrepreneurs, “Such projects help to connect entrepreneurs because it is hard to survive in rural areas with a small family company. On the one hand the food topic is related to a healthy diet. But on the other hand it is a part of social entrepreneurship - it helps to create new employment and to keep farms going. It was a surprise for me that despite the small area of the LAG Development Centre, people live in three counties, and don’t know each other. In the European context the whole of Estonia is a small area, but still people don’t know each other very well.”

Special cooking competitions for the LAG Development Centre area’s cooks and school

cooks will be organized in summer 2011. As a result of the project a digital cookbook was published, many study-trips to Finland have been organised and active work with mapping local food producers is ongoing. They visit each other, listen to interesting seminars, taste local food and see each other’s homes. Health officials visited the seminars and spoke about the requirements of catering and cooking in the home kitchen. The participants also enjoyed hearing more about food conservation and storage, and product development.

And they have another great plan - it was agreed with many well-known chefs to visit 12 farm kitchens in the LAG Development Centre area during the follow-up project. It is planned to observe the cooking process, taste the food, share some good tips and draw conclusions on the final seminar about all the things seen.

**Eha Paas is happy because of the great and motivated network which is actively participating and helping, “We have come to a common understanding that we can learn so much from each other. There are so many innovative farms and undertakings in Estonia. During the follow-up project we would like to visit South- and Central-Estonia to see the family enterprises of our members.”**





# Farmers Market of Väike-Maarja



**Beneficiary:** Farmers Association of Väike-Maarja

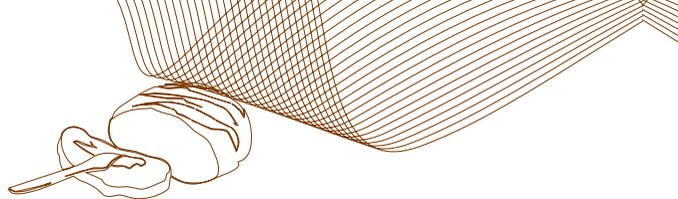
**Location:** Väike-Maarja, Lääne-Viru County

**Project Period:** 2009-2011

**Support amount from the RDP 2007-2013 Leader measure:** in total 3 231 EUR

**Main Project Activities:** organizing trainings; publishing a booklet with recipes and the contacts of local producers

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website [sites.google.com/site/vaeikemaarjapollumeesteselts](http://sites.google.com/site/vaeikemaarjapollumeesteselts)



# Establishing a Farmers Market during farm food cooking in Väike-Maarja

*Text by: Kadri Kopso*

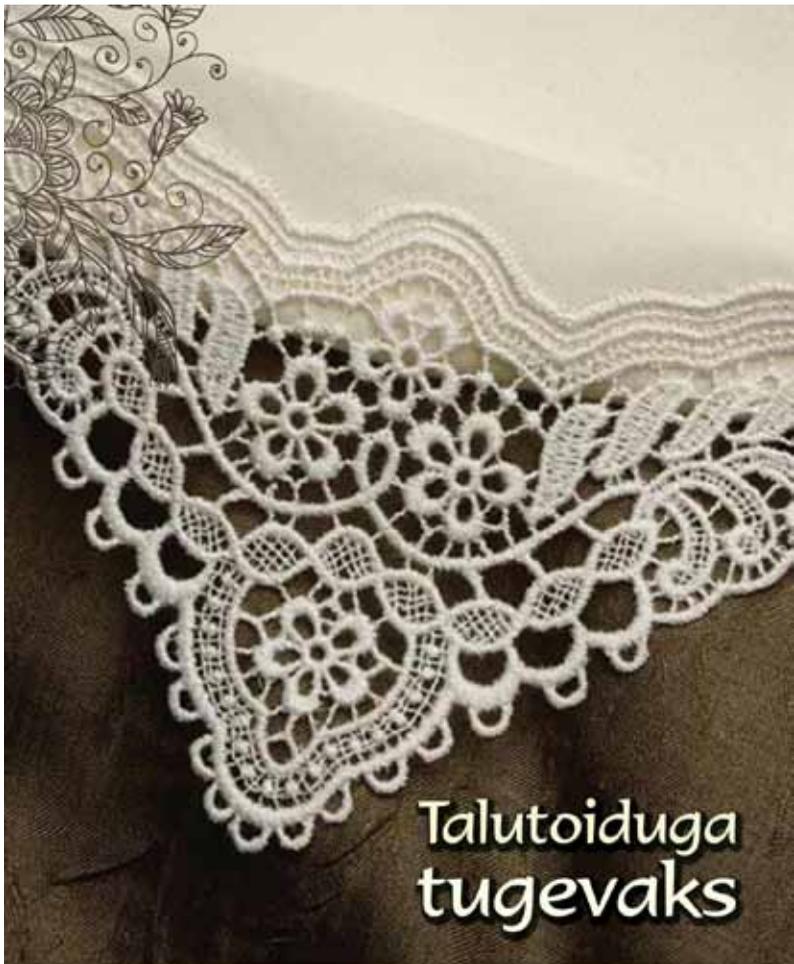
*Photos by: Marju Metsman and Kadri Kopso*

The women of the Väike-Maarja Farmers Association rural ladies group are very active. They have established many great things and have commenced various long-term activities: for example a recycling centre, a plant market in spring etc. When it emerged that people don't know what to do with all the products grown and produced by local farmers, it was clear that customers need to be educated about that sphere.

## A Farm Food Project

A great opportunity was available thanks to the Leader local action group PAIK who accepted our training project "Grow strong by eating farm food!". The aims of the project are generous, but very practical at the same time. For example we wanted to remember our mothers' and grandmothers' healthy recipes, and products and cooking methods that have been thanklessly forgotten.

Six training days about grain and herbs, cold-press oils and lettuce, mutton, bread, milk and fish were held from April 2009 to March 2010. The initial fears that maybe there wouldn't be enough people interested in these sessions were definitely unfounded. There were about 25-40 participants in most of the sessions. A big surprise was the bread seminar - about 90 participants gathered together in our 100-years old community house cellar, and all of them wanted to gain the skill of making bread by traditional means. The organizers managed to solve this "problem" by lending some gymnastic benches from the sport-centre near the community house. So everybody found their seat and had the opportunity to participate in these interesting activities.



Talutoiduga  
tugevaks



The farm food project resulted in the publishing of a booklet which included impressions of the training, and included recipes of the dishes made and producers' contacts necessary to get all the products need for these meals.

## Farmers Market

Already after the second training day some women expressed their interest towards buying the products that were used in the sessions. The positive boost for starting a regular farmers market came after a study-trip to Slovakia, when Kai Tomingas, the leader of the rural women, saw many local and small markets, and made a daring proposal - let's open our own farmers market! Interest grew in early autumn when farmers' supplies of fresh products were increasing. Then we had to decide if the market should be indoors or outdoors. The decision was made when it appeared that there was an opportunity to get hold of the former Väike-Maarja bus station café building that had been empty for a while from the local government for only the price of utilities. The location for opening a market is really suitable: it is situated in the centre of the hamlet, accessible by foot and by car, there is a big square in front of the building for outdoor markets and the spring floral market, and passing buses are bringing more clients to the market. The advantage of having an indoor market is to keep the market open on days with bad weather. The furniture was adapted and renewed, and on the 19th of September 2009 the new market was opened with a trumpet fanfare and speeches by important people from the municipality. The market building received a new light green look from farmers families during the event called "Teeme ära 2011".

The sole principle of choosing the goods is that people can only bring those products and handicrafts that are their own production or homemade. Sellers are mostly members of the association, but any other sellers are welcomed if they have suitable goods and products to

offer. Every producer is allowed to pay a fixed percentage of their sales income to the market fund for maintenance costs. The market has its own regular customers, but it is also very popular among bus travellers. For now the market, that is opened every Friday and Saturday from 9-14, is so cherished by local people that it would be hard to imagine Väike-Maarja without it.

**Kai Tomingas made a daring proposal: "Let's open our own farmers market!"**



Farmers markets



## Summer Market of Kauksi



**Beneficiary:** Kauksi Village Association, LAG Peipsi-Alutaguse Chamber of Cooperation area  
**Location:** Kauksi, Iisaku municipality, Ida-Viru County  
**Project Period:** 2010  
**Support amount from the RDP 2007-2013 Leader measure:** in total 1 845 EUR  
**Main Project Activities:** purchasing necessary equipment for the summer market  
**Contacts:** Piret Talistu, telephone +372 505 2159, e-mail [piret.talistu@gmail.com](mailto:piret.talistu@gmail.com)



## Kauksi Summer Market - a Great Opportunity for the Local Small Producer

Text by: Kaja Tina

Photos by: Maarja Talistu

The traditional sources of subsistence of coastal people, like fishing and home accommodation for tourists, are losing their former importance. But the beautiful sandy beaches of the northern coast of Lake Peipsi are retaining their glory and more and more visitors are fascinated about these areas. Kauksi Village Association has tried to connect local people more for the last couple of years. In addition to organizing common entertainment, they have tried to work out how to improve the local economy by taking advantage of the boom in visitors in summertime. Common thinking and calculating the area's opportunities led to a brilliant idea to open a summer market in Kauksi.

Establishment of a summer market needed some investment. So shop boards and eye-catching signs were purchased and some flyers and posters were printed. The project was financed by the LAG Peipsi-Alutaguse Chamber of Cooperation. There was a pre-advertisement campaign of the summer market at the lisaku village market in 2010. Vendors there kindly offered different types of bread made by Kauksi women and invited people to sell and buy at the summer market.

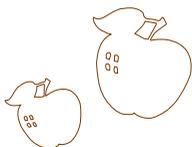
Piret Talistu says that the hardest part was to find sellers. Villagers, who firstly agreed cheerfully, started to dread the excessive attention and were sceptical if the "wasted" market day would even pay off. Fortunately the market places

were not empty. They offered homemade pies and bread, cottage cheese, kippers and smoked fish, berries, vegetables and mushrooms, kvass, sauna whisks and local handcraft. The sellers were mostly from lisaku, but some of them were from further afield.

Sunny weather brings lots of people to the beach. They will also like to stop at the market to find something for their body and soul. Rainy and cold weather will change the picture completely. A regular beach visitor prefers something that is ready-to-eat. There are lots of summer houses at the beach area of Kauksi and Kuru village. Unfortunately their owners haven't discovered the summer market in their masses yet. In

**"The local producer, who sells his goods himself, offers only quality and superior products."**





future, there should be a more active advertisement carried out in the summer houses area which is actually only a walk away from the market.

But those, who have become regular customers of Kauksi summer market after two summers already, are satisfied. The local producer, who sells his goods himself, offers only quality and superior products. The salad ingredients were picked in the morning from his garden, and the bread and pies have just come out of the oven. Prices are flexible too.

The sellers are also happy. Sirje Roosvald, whose tasty pies will tickle your tongue, is happy that she doesn't have to drive far - also she doesn't have to bring her own counter and all the goods are sold quickly. A couple of days to make and sell the pies are just enough - the rest of her time is free for other activities.

Piret Talistu offers homemade bread. People often come closer and want to know how to make it, and what the special ingredients are. The farmers market initiators find it's really important to involve kids - they can pick berries and help when needed. That's how the whole activity grows into a nice family interest.

**Piret Talistu: "Making preparations for market day could evolve in to a nice common activity for the whole family."**

Market visitors aren't only interested in food. Maike Altoja, who sells homemade soaps, likes to communicate with people and to get direct feedback from customers. People who are on holiday want to buy some souvenirs on the spot. The necklaces, earrings and homemade candles are really popular, so there could be even more sellers of such goods.



## **KAUKSI SUVETURG**

**Värsked  
aiasaadused  
ja käsitöö  
kohalikul  
tootjalt!**



**Laupäeviti ja  
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Kauksi ranna  
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tel 521 9326  
kauksi.puhkemaja@mail.ee



Kauksi summer market is still in a developing phase, but the first two years of activity will encourage local people to find more ideas to widen the range of offered goods. Iisaku commune administration and municipal council named Kauksi Village Association as "The Most Active One of 2010 of Iisaku Municipality" for activating local community and establishing the Kauksi summer market.



## Farmers Market in Shopping Center “Lõunakeskus”



**Beneficiary:** NGO Maitsev Lõuna-Eesti, LAG Tartu Rural Development Association area

**Location:** Shopping Center Lõunakeskus, Tartu town

**Project Period:** September 2010 - September 2011

**Support amount from the RDP 2007-2013 Leader measure:** two projects in total 11 911 EUR

**Main Project Activities:** promoting and widening the range of utility possibilities of local products; marketing NGO Maitsev Lõuna-Eesti (Delicious South-Estonia)

**Contacts:** Merle Vall, executive director, telephone +372 5566 5131

e-mail [merle@tas.ee](mailto:merle@tas.ee), website [www.maitseveesti.ee](http://www.maitseveesti.ee)



## Farmers Market in Shopping Center “Lõunakeskus” - the First Milestone towards Delicious South-Estonia

Text by: Merle Vall  
Photos by: Tiit Koha

Farmers markets are well-known in the rest of the world already. The goes for farm shops. Producers deliver their products from door to door. We had been somewhere and had seen some inspiring things.

But what could be a new thing to start with? Different plans were generated and some things even got started. The farmers of Võru

**Kristiina Liimand: “A farmers market seemed to be the simplest opportunity to help producers to find their way to consumers’ hearts and new producers could start their marketing activity more easily.”**

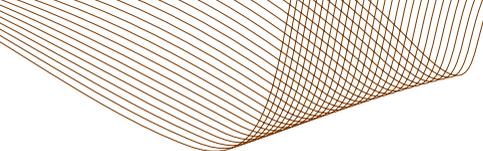
County already wanted to establish a farmers market in 1999. They tried it twice in Lõunakeskus. But the undertaking lacked sustainability. Fortunately the faith to have farmers markets, in Estonia too, did not vanish. They are already a sensation all over the world. At that time neither our producers nor consumers were ready. Every thing has its time.

Jaan Lott, the true spirit of Lõunakeskus, commented on the proposal to have a new attempt with a farmers market at Rural Fair 2010 like this: “There never will be two without the third. Previous experiences and people with clear visions were the guarantees of success.”

The team of Lõunakeskus farmers market was complemented with Leader local action groups of South-Estonia. Those people, who are familiar with development and marketing activities, and have tighter connections with local entrepreneurs, create a wider dimension to the whole undertaking.

Kristiina Liimand, who is the executive director of the LAG Tartu Rural Development Association and the initiator of connecting South-Estonian LAGs, thinks: “A farmers market seemed to be the simplest opportunity to help producers to find their way to consum-





ers’ hearts. It also helps new producers to get started with marketing. The whole undertaking received an attractive name at the Leader action groups’ roundtable meeting - Delicious South-Estonia. It was the first cooperation project of the five LAGs in the area.”

It would have been hard to start the activity without the LAG’s funding. The five producers, who joined the NGO, offered good financial support. Three small entrepreneurs also gave their contribution with smaller payments. Lõunakeskus was the one that made the main investment but the NGO had to find money for the deposit and additional costs such as for refrigerators, cupboards, barrels, boxes and other necessary equipment.

Slowly, the 25 initiator producers were complemented with new ones. One-by-one - like in the fairy tale, where the mouse shared his words of wisdom. Those, who have joined the cooperation circle, have mostly remained. Currently, the number of members has already grown to nearly 100. Members of the team are courageous and believe in this project.

It felt that the NGO format was the most suitable - the easiest. The involvement of big organizations doesn’t allow fast and operative solutions that are usual in the big business world. The current recommendation is to establish a commercial organization by producers for marketing channels - it would be supported by development activities of NGOs with larger membership.

The development activity of the NGO sees the possibility of applying support from five different Leader action group areas. Such behaviour doesn’t put one organization under severe pressure.



Tiit Niilo, who is the owner of Nopri Farm, says: “The Lõunakeskus farmers market is a positive experience and example of how the common marketing of micro-entrepreneurs is the only way for successful organization. It involves the biggest producers of South-Estonia who are here thanks to informed consumers. The organization of common work has started to overcome the borders of profitability. It is a long-term process. People, who don’t believe that it could be possible to earn decent money by selling local food, get the courage to develop now.”

Cook books



## “Flavours of Narva-Jõesuu”



The Book “Flavours of Narva-Jõesuu”

**Beneficiary:** Narva-Jõesuu city government, LAG Partnership of North-East Coast area

**Location:** Narva-Jõesuu, Ida-Viru County

**Project Period:** January 2010 - June 2011

**Support amount from the RDP 2007-2013 Leader measure:** in total 4 173 EUR

**Main Project Activities:** compiling and publishing the book

**Contacts:** Tiit Toom, telephone 521 0927, e-mail tiit.toom@mail.ee

[http://www.narva-joesuu.ee/public/SAIT/Esileht/uudised/Raamat\\_Maitsed/Narva-Joesuu\\_maitsed.pdf](http://www.narva-joesuu.ee/public/SAIT/Esileht/uudised/Raamat_Maitsed/Narva-Joesuu_maitsed.pdf)



## Narva-Jõesuu - a Place with an Aroma of Fish

Text by: Sirle Sommer-Kalda  
Photos by: Irina Kivimäe and Tiit Toom

The book “Flavours of Narva-Jõesuu” presents the history of local cuisine as well as the current specialities of the local kitchen and restaurants. It also includes the recipe for the town mayor’s famous hungerburger.

The idea for the book came from Andres Noormägi, the major of Narva-Jõesuu, who in turn got the idea from the Finnish - a nationality who are really good role models especially in sphere of tourism. “Research has shown that 1/3 of tourism is comprised of accommodation, another 1/3, the event or the action, and, surprise-surprise, 40% of the whole tourism sector is related to food. So the tourist, who visits our town or county, usually remembers much about the flavours he/she experienced here. And this is the sphere where we have a lot to do.”

Tiit Toom, the author of the book, said that one of her main interests, while travelling, is food - and why not to promote Narva-Jõesuu with the help of good local food. The book takes us back to the times before the First World War when St. Petersburg provided the town with lots of tourists and fine delicacies. It also presents modern food and restaurants.

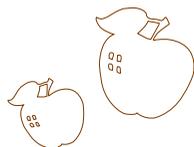
**Andres Noormägi: “It is really difficult to create your own trademark which isn’t similar to an already existing one or which could be easily copied.”**

### Over-abundance of fish

Toom says that the main cuisine of the area has been fish in its various forms. For instance, there were times when the Narva River suffered literally from an over-abundance of fish and it was served so often to servants that they refused to eat salted salmon more than five times per week.

Quite an impressive fact from history is that in 1930s they didn’t sell any alcohol, and despite that, the café was really popular. “I would like to recommend to the current summer cafés, that they should promote local individuality more. For example waitresses with stylized national costumes would definitely raise the charm of a restaurant,” she thought.





## Active use of recipes

Andres Noormägi hoped that the published recipes would find use in Narva-Jõesuu's restaurants - among others the book also included the mayor's own recipe for the hungerburger (Narva-Jõesuu's former name was Hungerburg until 1922). The hungerburger looks like a hot dog but instead of Vienna sausage it consists of roasted lampreys rolled in salad and covered with fish-sauce.

"Lamprey is a special-ity of Narva-Jõesuu. It is really difficult to create your own trademark which isn't similar to an already existing one or which could be easily copied," said Noormägi. The book pays attention to lamprey on many pages. It is the characteristic food of Narva-

**Tiiu Toom: "I would like to recommend to the current summer cafés, that they should promote local individuality more."**

Jõesuu. For example, soup made of fresh cabbage and lampreys is a really positive experience. "Different meals made of fish and cabbage are a real hit in the food world, the lamprey-cabbage soup is a real delicacy. I haven't tried to make it myself yet, but I have tasted the soup made by locals and it really was very delicious," approved Noormägi.

## Lamprey festival in September

Tiiu Toom says that her biggest discoveries while compiling the book were also related to lamprey. For example, the former factory at Narva Jõesuu of Viru Rand is now active under the name Kirderand Ltd.

It roasts lampreys on charcoal in big brick ovens, using the wisdom of historic recipes. Visiting and photographing local restaurants showed that almost every place offers local lamprey.

The author of the book learned a new interesting fact about lampreys, while compiling the cookbook - namely while lampreys are heading to spawn from sea to river, they will do it on some stormy night and they are quite idle during daytime with nice weather. "Biologists believe that no living creature wants to waste its energy for no reason. On a stormy night the water flows fast into the river and so they don't have to use energy for swimming." Toom also overturned the widespread opinion that lampreys, which will be the centre of attention at the festival held in Narva-Jõesuu in September, would eat dead flesh. "It's not correct. Mostly, they eat living fish. They can suck dry small herrings in the net - whilst suction marks have been found on bigger fish too."





LAIVI MESIKÄPP  
INDREK KIVISALU



Cook books

# SETO KÖÖK

*põlvest põlve*



## “Seto Cuisine - from Generation to Generation”



**Beneficiary:** NGO Setomaa Tulevik, LAG Borderlands Leader area

**Location:** Meremäe municipality, Võru County

**Project Period:** 2010-2011

**Support amount from the RDP 2007-2013 Leader measure:** in total 6 634 EUR

**Main Project Activities:** publishing a cookbook with updated traditional recipes

**Contacts:** Laivi Mesikäpp, telephone +372 508 7399, e-mail laivi@setotalu.ee, website [www.setoresto.ee](http://www.setoresto.ee)



## SETO CUISINE - from Generation to Generation

*Text by: Laivi Mesikäpp  
Photos by: Rene Riisalu*

The NGO Setomaa Tulevik project “Seto Food Academy” resulted in a cookbook. The authors of the book are Laivi Mesikäpp from

Setomaa Tourism Farm and Indrek Kivisalu, who is the chef of Food Studio restaurant.



The Leader programme helped to realize the idea about the cookbook that contains Seto cuisine. There was also a practical need for it because there wasn't much written information about Seto food and drinks. Different sources presented other aspects of Seto culture - so Seto cuisine hasn't been treated before as a separate topic. That's why Laivi Mesikäpp perceived the desire and requirement for special promotion of Seto drinks and food. It is really good if there is aggregated and systematic information available which could help us in the real world too.

The author of the book tried to show that Seto cuisine can be modern like the current Estonian kitchen. One purpose for that was to present Seto cuisine values to younger generations. That's how the long-term idea was realized into a tangible project. The book framework was developed in a way that it would differ visually from other cookbooks available.

Lessons learnt. While compiling it the author of the book kept in mind that the idea's framework would remain the same but all other valuable thoughts which will arise during the process and would influence the final result in a positive way, would be realised also. If the outcome would be better than the original idea and the book will be improved, then why shouldn't it be so? The idea started to live, grow and evolve during the proc-

ess thanks to the people who were involved. It is good to know that there is a generation that has a great store of knowledge and who are willing to share it with other people. There is still more room for openness and kindness.

**There are things that you can't keep as a secret while cooking:  
Roasting fish, boiling cabbage and making bread**

The compilation process of the book is definitely a long row of experiences. The author took a big responsibility to step on an unfamiliar path and to compile the book without any previous experiences and the support of any publication. Despite the temporal obstacles which often appear to the road of a project implementer, the experience has been really interesting and informative. Today, while writing a book, she can pay attention to shades which she was not even aware of before. Clearly, the following aspect is no less important - the project should be realized as soon as possible after the funding approval. Why? We live in a changing economic world currently, so what is competent today, may not be so tomorrow. That is why it is good to start the realization of the project immediately after, or maybe even before positive funding feedback - just as the framework document permits it.

The outcome. The author of the book can hold a result in her hands which is ageless and has real value. It is a result which reflects the past and the present, and hopefully it helps to carry a little piece of Seto food culture to the future. Definitely it is not the full story of Seto cuisine. On the contrary - the topic deserves to be revisited in the future and it is not too late to research the food culture heritage because there are still people who can share their valuable knowledge.



Potential Leader success stories  
about local food

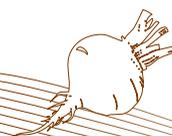


# Community Kitchen of Peipsi area



**Location:** Tartu, LAG Tartu Rural Development Association area

**Contacts:** Triinu Akkermann, telephone +372 5346 0078,  
e-mail [triinu.akkermann@gmail.com](mailto:triinu.akkermann@gmail.com)



Owner of the Community  
kitchen of Peipsi area, Tauno Laasik:  
“We try to fend for the Peipsi area.”

## Local tastes from Peipsi area

*Text: Triinu Akkermann*

*Photos: Ülle Jukk and NGO Community Kitchen of Peipsi area*

The main purposes of the NGO Community Kitchen of Peipsi area are to promote local food, to value and present different traditions, and to teach how to use local products on a daily basis.

A half-year of activity has resulted in the creation of the Chamber of Tastes which acts as a training and workshop kitchen. Different theatrical events are held there monthly. At least once a month one producer from the Lõunakeskus´ farmers market presents their products, and demonstrates how they can be processed and which meals to make. For example, the Chamber of Tastes has hosted Katre Koduleib (bread), cheeses of Luke Meierei Breti, Liivimaa Lihaveis (beef), Järveotsa Vutifarm (quail farm), and it is planned to invite many different producers in the future. The participants of workshops think that such presentation will bring producers nearer to consumers. These workshops will help to identify noteworthy products from the local market and will teach how to process and use the products.

The section “Do it yourself” offers an opportunity to make different traditional meals. For example, they have made black pudding, blood dumpling and curds. It is planned to have many interesting workshops - for example about making paté, sausages and preserves.

The workshops are led by academics of the Estonian Culinary Institute - experts who work as chefs in the highest quality restaurants in Estonia. The Estonian Culinary Institute is a good cooperation partner which appreciates and promotes local food and the usage of seasonal products in our restaurants and diners. The section “The King of the Kitchen” invites some top chef to the Chamber of Tastes who would share his/her knowledge with Peipsi area entrepreneurs and also to other gastronomes who are interested in this sphere. The kitchen has hosted Emmanuel Wille, the chef of Olde Hansa, Joonas Koppel from OKO restaurant, and also Dimitri Demjanov, who is an

active Estonian food promoter and it is planned to invite many other chefs too in the future.

The aim of the Peipsi Area Community Kitchen is to collect and communicate the traditional recipes of the area - preserves, fish, vegetables, mushrooms, berries, and food from old-believers - everything that comes from the mother of nature. Local fish is definitely underutilized, and many working-groups´ participants admitted that they just don’t know how to deal with fish. Top chef Emmanuel Wille has said, “Many great restaurants use fish from Peipsi Lake, but the same product is underestimated and less used in Estonia.” The owner of the Community kitchen of Peipsi area, Tauno Laasik, approves, “We would like to change people’s views, and prove that our local fish is healthy and it can be used in making numerous delicious meals - right up to desserts. We try to fend for the Peipsi area.”

The project also aims to organize training about food for children and youth. The project gives the children an opportunity to learn how to make some simple meals, to introduce some traditional recipes of their grandparents to them, and to press home the message that local food is of a high quality and is healthier than other types of food.

One important aspect of the whole concept is to show the true identity of the producer. There are lots of places where the producer’s name is anonymous, but in the Community Kitchen of Peipsi area they try to personalize and present the producer as much as possible.

It is planned to continue with exciting working-groups, to involve partners from the local food sector and to present the food culture of Peipsi area.



Potential Leader success stories  
about local food

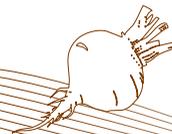


## Food from the Northern Coast



**Location:** LAG Nelja Valla Kogu area

**Contacts:** Deiw Rahumägi, telephone +372 501 5563,  
e-mail [deiw@4kogu.ee](mailto:deiw@4kogu.ee)



He who laughs at food, will  
eventually starve. (Proverb from Keila  
Parish, Estonia)

## Food and Flavours of the Northern Coast

*Text by: Deiw Rahumägi*

*Photos by: Kadri Eensalu and rebaseonu.ee*

Food is an important aspect of national culture, so local products need to be valued and presented more in local villages, in neighbouring counties and why not in neighbouring countries as well?

The LAG Nelja Valla Kogu started a project to chart different services and tourism products in their area. The main activities of the project are mapping local small entrepreneurs, producers and processors, and creating a common medium. For today there is an active interest group that stands for the northern coast kitchen's interests - its members have a distinct vision about their activity. First they need to develop a common label to connect the area. The aim is to create a network between different levels - (small) producers, processors and consumers. Acting together (marketing and sales, exchange of information and knowledge, development projects etc.) makes it all the more productive, we have more knowledge and so we are more visible and vivid.

We have divided our activities into different phases for a more effective breakthrough. The project will last about 1.5 years. The period involves the following activities:

### **Charting the smaller and bigger producers in the area**

This would be a base for the network which helps to find the producer and their products more easily. There is a need for a website and to update it with up-to-the-minute information and project activities. All the activity will be managed by a project leader.

### **Establishing and developing the food network**

After mapping the producers, a network will be created, so that consumers can find the producers more easily and vice versa. Implementing traditional and Estonian transport marketing system in two ways - based on charter transport logistics and certain product chains with a more varied (with longer shelf life) range of goods. It is planned to expand the range of local



products in small and local shops. To create added value it is necessary to boost the project and to create a label.

### **Establishing a base for common activities on the topic of food**

A mobile kitchen/studio will be established in Vääna village hall for organizing training about food, information days and seminars. It will be also used as a community kitchen based on local initiative. The point of the mobile kitchen is that the kitchen equipment is not stationary but it is possible to relocate it to other kitchens. Researchers, professors, professionals and experts from the agriculture and food sectors will be invited to share their knowledge and experiences. The base will be used for other activities also, besides the ones related to food knowledge - for example, to contribute on the creation of regional common values.

### **Valuing the living environment, and making it more attractive**

To reveal newer and older traditional knowledge of the region. To search for people from villages and municipalities who can remember old customs and food traditions, to collect information and to store/archive it. To involve the aforementioned people in sharing knowledge and experiences during information days and practical training.

## STATISTICS - Leader Projects on Agriculture and Local Food

*Krista Kõiv and Reve Lambur, Rural Economy Research Centre*

The Rural Network Unit of the Rural Economy Research Centre has made a brief overview of the food and agriculture projects that have received support from the Estonian Rural Development Plan 2007-2014 (RDP) Leader measure based on the data collected by the Estonian Agricultural Registers and Information Board (ARIB). The overview includes monitoring codes of RDP's statistics collecting indicators and project introductions.

ARIB approved 277 Leader projects on food and agriculture from January 2009 to November 2011. 21% of them (57 projects) were approved in 2009, 43% (118 projects) were approved in 2010 and 37% (102 projects) were approved in

2011. Total support of agriculture and food projects for all Leader action groups was 3.7 million EUR during the period of 2009-2011.

If on the first year of the Leader measure project applications implementation, in 2009, 57 agriculture and food processing projects were approved, then in 2010 and 2011 the number almost doubled. Please see the overview from the table below. At the same time it is important to know that Leader projects have widely varying scale, so support amounts vary from 600 EUR to 200 000 EUR. The average project support for all three years is about 13 000 EUR.

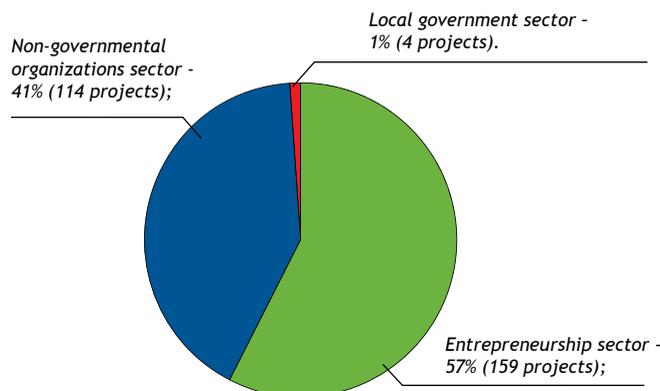
Leader projects approved by ARIB	2009	2010	2011	IN TOTAL	%
<b>Projects related to Agriculture, including</b>	<b>8</b>	<b>32</b>	<b>20</b>	<b>60</b>	<b>22%</b>
Projects on animal husbandry	1	9	7	17	6%
Projects on plant cultivation	7	19	11	37	13%
Projects on ecological agriculture	0	1	1	2	1%
Projects on mushroom growing	0	3	0	3	1%
Projects related to burgundy snail growing	0	0	1	1	0,4%
<b>Projects related to food processing, including catering and community kitchens</b>	<b>33</b>	<b>62</b>	<b>62</b>	<b>157</b>	<b>57%</b>
<b>Projects related to ecological products processing</b>	<b>5</b>	<b>9</b>	<b>6</b>	<b>20</b>	<b>14%</b>
<b>Projects related to establishing networks</b>	<b>11</b>	<b>15</b>	<b>14</b>	<b>40</b>	<b>14%</b>
<b>IN TOTAL</b>	<b>57</b>	<b>118</b>	<b>102</b>	<b>277</b>	<b>100%</b>
<b>Proportion</b>	<b>21%</b>	<b>43%</b>	<b>37%</b>	<b>100%</b>	

*Over 70% of Leader agriculture and food projects are related to food processing, and creating networks which connect local food producers, entrepreneurs and organizations.*

## The Role of Non-Governmental Organizations (NGO) in Promoting Local Food

The experiences of Leader measure implementation have shown that there is an important role for NGOs concerning initiatives about local food and the local ingredient usage sphere. Projects of non-governmental organizations help to contribute on the networking of local food producers, on common marketing and involving local people in development activities of local food.

The division of projects by sectors:



Smaller projects like the NGO Eesti Juustusõprade Klubi project from Tartu County about establishing training and seminar rooms; the NGO Saare Mahe project about purchasing a mobile smoke-oven to offering services to their members; the NGO Aaspere Külakoja project from Lääne-Viru County on organizing training about health and catering; the NGO Murru Küla Seltsi project from Pärnu County on establishing a kitchen and developing different services in Suigu community hall; the NGO Russalu Külade Ühenduse project from Rapla County on furnishing the kitchen of the local village centre; the NGO Ruhnu Kultuurielu project from Ruhnu on purchasing furniture for their community kitchen, and many other similar activities all over Estonia will help to contribute to the establishment of local food networks.

## The most active areas

The highest amount of Leader projects on agriculture and local food that were approved in 2009-2011 were on Saaremaa island (40), in Tartu County (35), in Lääne-Viru County (32). They are followed by Viljandi, Ida-Viru, Pärnu and Võru Counties.

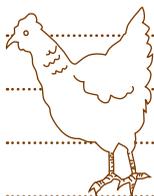
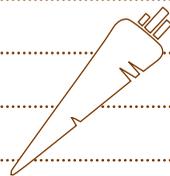
## The variety

For example Nõmme Kõögivili Ltd from Jõgeva County purchased a vegetable washing line with the help of Leader support; Otepää Oskar Ltd from Valga County purchased new machines needed for their expanded meat processing; Sakala Seened Ltd from Viljandi County received Leader support to create opportunities for mushroom processing; Uuevälja Kõögivili Ltd purchased a specific device for preparing cabbages for cooking and many other projects that help to develop local entrepreneurship!

## What characterizes the Leader projects on agriculture and local food?

In conclusion it can be said that Leader projects on agriculture and local food are diverse and innovative, they support different development activities (training, common marketing, participating at fairs and exhibitions etc), there are lots of micro-projects among them, the role of the common activity is essential and non-governmental organizations are active in this sphere.

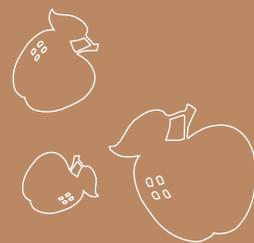
# Notes







## Apple Pie



### Ingredients:

3 different sectors (entrepreneurship, NGOs and public sector)

3 glasses of bottom-up approach

1 teaspoon of cooperation networks

200 g of concentration on local development strategies

150 g of partnership

150 g of innovation

1 litre of cooperation

### How to make it:

Take a big bowl and mix all the ingredients. Pour the batter in to a flan dish of 26 cm diameter which is covered with greaseproof paper, and bake it with local heat till the cake is nice and golden-brown. Meanwhile please check it with Paying Agency's wooden spatula. Then let it cool down, pour some integrated inspiration on top of it and finally serve it on the local market.

