

# Baltic Sea Culinary Route

For the communication meeting

In Helsinki

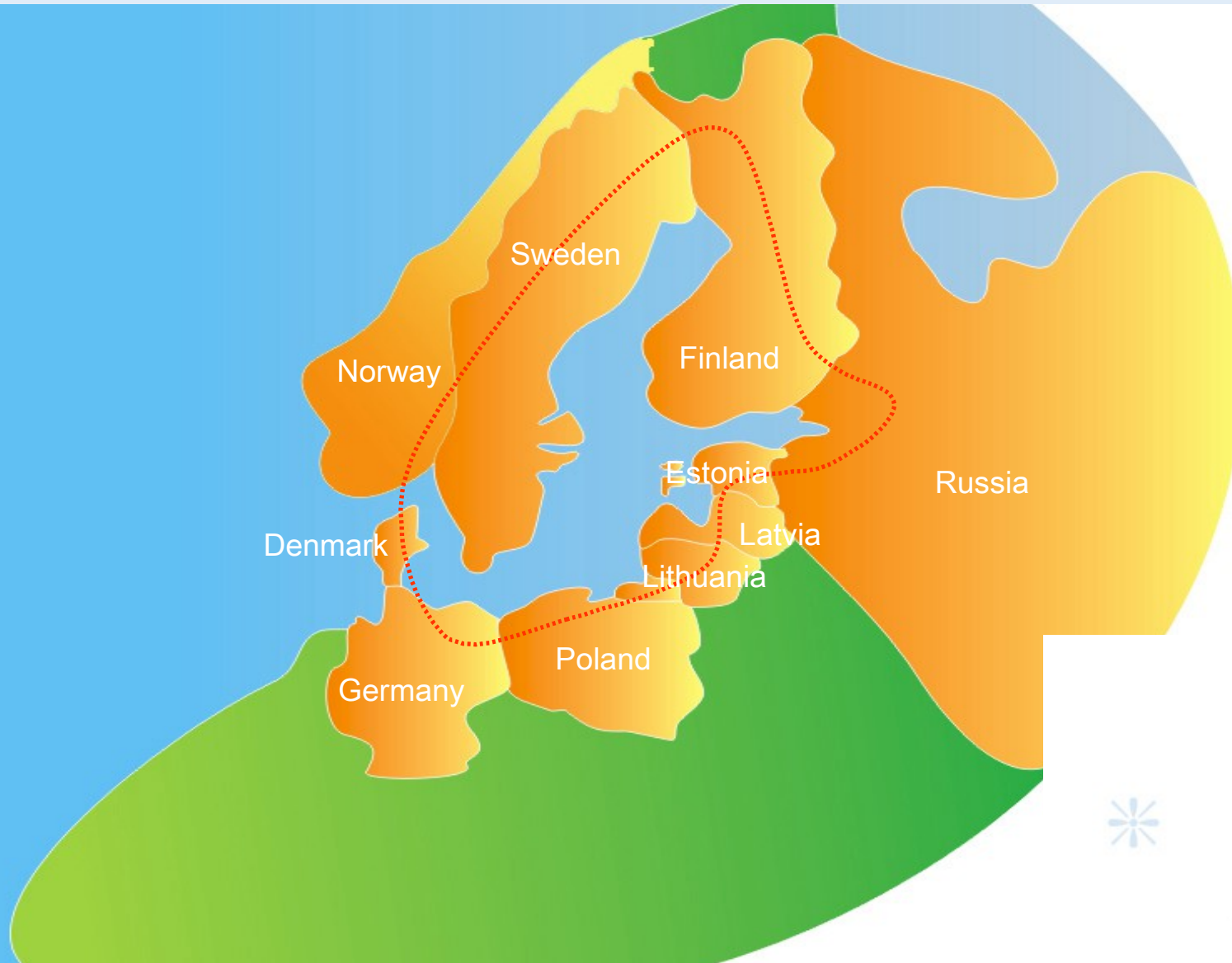
August 21-st, 2014



# THE BALTIC SEA CULINARY ROUTE



# Baltic Sea Culinary Route



# First attempt – 10 years ago

- Countries interested and actively participated: DK, GER (MVP;SH), POL, LIT, LAT, EST, FIN, SWE
- Practical objective: Support of Interreg
- Plan B: to continue with own resources and link the results; search opportunities for common presentation
- Declaration of Baltic-Nordic ministers for agriculture and food in 2006

# Focus: objectives

- Enhance rural livelihoods, keep countryside inhabited
- Boost use of local agricultural production
- Enhance wider (than Baltic or Nordic-Baltic) Baltic Sea co-operation
- Measures:
  - national and international tourism
  - development of local tourism



# Also involved

- Rural accommodation
- Rural cultural sites (buildings, museums etc)
- Rural cultural events
- Rural landscape sites
- Rural leisure activities
- Other rural services



# Connections

- New Nordic Cuisine
- Baltic Culinary Heritage
- Baltic Culinary Route of the Union of Baltic Cities
- Association of Hanseatic Cities – Hanseatic Route – Yearly Meeting: 2015 in Viljandi (EST)
- EXPO 2015
- Green Week in Berlin 2015



# Sub routes

- Rye route
- Baltic Herring Route
- Romantic Coastline
- Onion Route





# Common items in the cuisine

- Craft beers
- Rye bread
- Fish: herring, sprats
- Milk products: butter, cream, sour cream
- Vodka
- Potatoes



# New constructive opposition

## ○ **Mediterranean**

- Wine
- Pasta
- White bread
- Poultry
- Eggplant and zucchini
- Dried
- Pepper and balsamic
- Olive oil

## ○ **Nordic/Baltic**

- Beer
- Potatoes
- Dark bread
- Pork
- Cabbage and beet
- Smoked
- Garlic and horseradish
- Butter

# Estonian Culinary Routes



# The very best of culinary Est

Fine dining:

(<http://www.eestimaitseid.com/est/restoranid>)

- ❖ Alexander
- ❖ Ö
- ❖ Tchaikovsky
- ❖ Egoist
- ❖ Horisont



# Further information

- [Eestitoit.ee](http://Eestitoit.ee)
- [Toidutee.ee](http://Toidutee.ee)
- [Maaturism.ee](http://Maaturism.ee)
- [Visitestonia.com](http://Visitestonia.com)
- [Ryeroute.eu](http://Ryeroute.eu)
- [Rannatee.ee](http://Rannatee.ee)



# The new project with the CBSS



- Council of the Baltic Sea States – special institution for the region in question
- Next to political action there is a seed money for projects
- There is a Baltic identity and a Nordic identity but the Baltic Sea identity so far missing or low
- Important to have all states on board
- Complementary to the Association of the Baltic Sea Cities culinary project with focus on urban food providers

# Aims of the project

- To strengthen the Baltic Sea Identity
- Providing recreation in rural areas with local food for urbanised citizens
- To keep countryside alive and strengthen its livelihood
- To support healthy dietary habits by providing fresh local clean food



# Activities for the project

- **Marketing to outside**
  - Common logo for identification
  - Common part on everybody's website
  - Brochures including maps and other distribution materials to promote the websites
  - Common or co-ordinated action on fairs (Expo 2015, tourism fairs, Green Week 2016 etc.)
  - Elaboration of messages
  - Common Landing page
- **Internal organisation**
  - Setting up a communications network
  - Elaboration of the common part (the heart) of the Baltic Sea cuisine as counter balance to the Mediterranean food
  - Medi-annual meeting of partner for information exchange and unity keeping
  - Harmonization of requirements for establishments accepted for the maps



# Heart of the Baltic Sea Food

- Identification by a working group of chefs (2 of each country)
- General features common for all Baltic Sea States
- Based on practical and useable tradition
- Covering different aspect of food providing a comprehensive picture

