



Rural development in the Wadden Sea area

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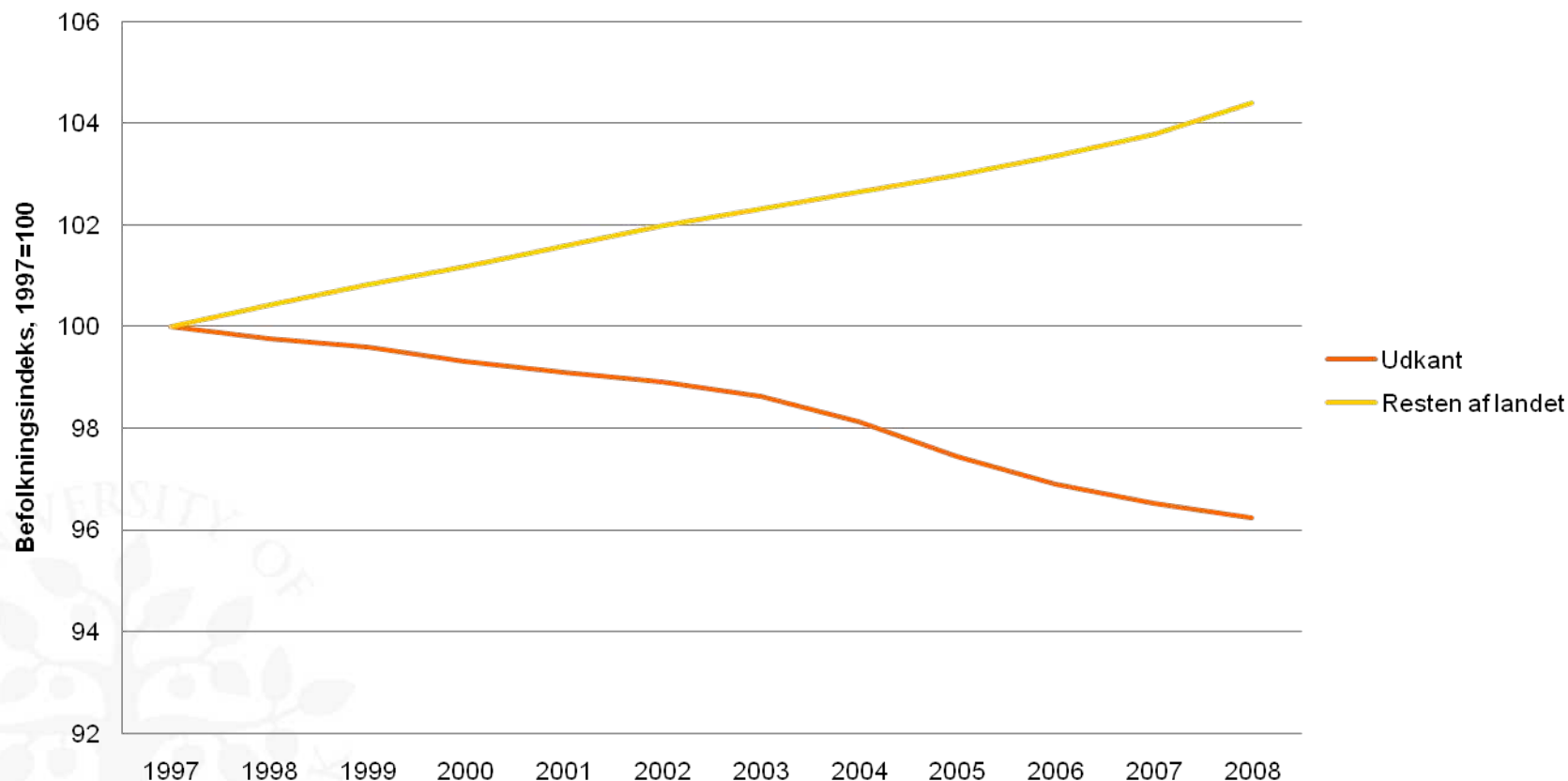
Growth drivers

- **Human resources**
- **Entrepreneurship**
- **Innovation**
- **ICT**





Population development, 1997-2008





Port of Esbjerg





The 'discovery' of place-based assets in the Wadden Sea area

➤ **Tourism**

➤ **Local food production**

➤ **Nature**

Danish food production

- Export oriented
- bulk production (> average price) + increased refined production
- strong cooperative tradition (= farmers disconnected from direct market)
- relatively high organic production
 - > 6 % of all food products sold in super markets
 - 2005-2008: 103 % growth in organic sales
 - Strong EU and national regulations
- local food production relatively new
 - No regulations or common trade mark
 - EU: Protected Geographical Indication (garantees that the products in at least the processing or preparation phases have connection to a specific area)





Waddensea Products

90 members

- primary producers
- processors
- restaurants
- experience companies
- B & B
- youth hostels and inns
- business and tourist organisations





Rationale and strategy behind the network

- bring a better bottom line to producers in a region lagging behind
- take advantage of the full experience economy through cross-sectoral collaboration
- combine nature, cultural history, farming, fishery, gastronomy and tourism
- take advantage of the coming national park in the Wadden Sea area
- Develop one of the most professional food networks
- Overall: make Wadden Sea products
 - Known
 - Accessible
 - Trustworthy in the long run

THE WADDEN SEA

Waddenzee - Wattenmeer - Yadehavel





Naturægte saft - der smager!

- OM VIBEGAARD
Vinsmedens historie
Gården
- PRODUKTER
- KONTAKT OG SALG
- GALLERI







Challenges

Growth

- Many do not want to expand production
- Many are not professional enough for supermarkets
- Strict food safety legislation expensive for small producers

Sale

- Only from farm shop, or regionally or nationwide?
- Wadden Sea boutiques

Distribution

- From small to small
- From producers to regional restaurants and shops
- From small producers to metropolises

Stronger cross-sectoral cooperation

Certification

- Wadden Sea Gold



Achievements

- ✓ well-known and often in regional and national media
- ✓ has attracted quite a lot of external funding for coordinator and new, joint initiatives
- ✓ a close collaboration with many local and regional stakeholders
 - ✓ **Wadden Sea Festival**
 - ✓ **Gastronomy Award (DK-D-NL)**
 - ✓ **Experience Economy in the Wadden Sea**
 - ✓ **Oysters**
- ✓ development oriented
- ✓ **BUT -**
Many of the challenges remains

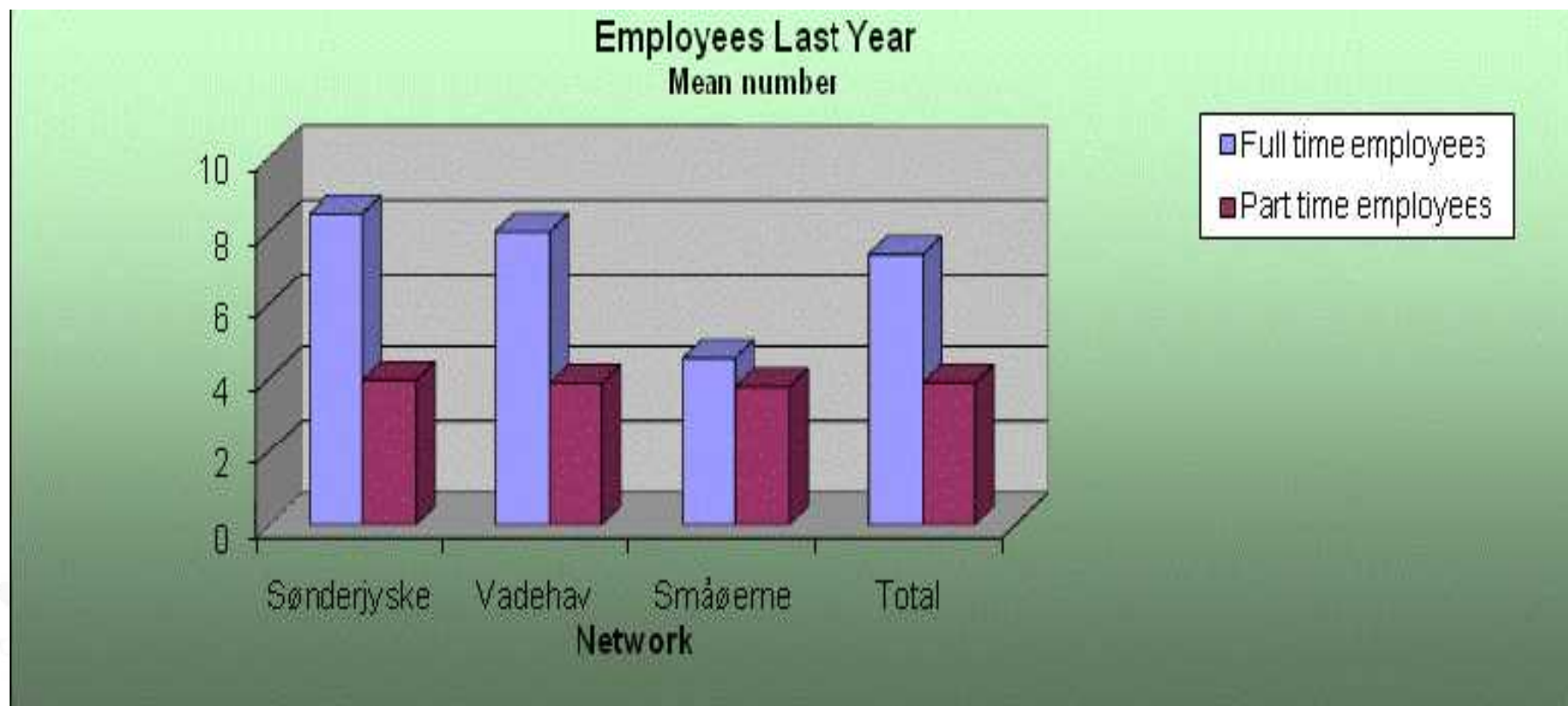


The questionnaire (Respond rate: 60 %)

| | No. of food producers in the network | Respondents |
|---|--------------------------------------|-------------|
| Vadehavsprodukter (Wadden Sea Products) | 49 | 26 |
| Sønderjyske Madglæder (The Taste of Southern Jutland) | 27 | 19 |
| Småøernes Fødevarenetværk (Small Islands Food Network) | 17 | 11 |

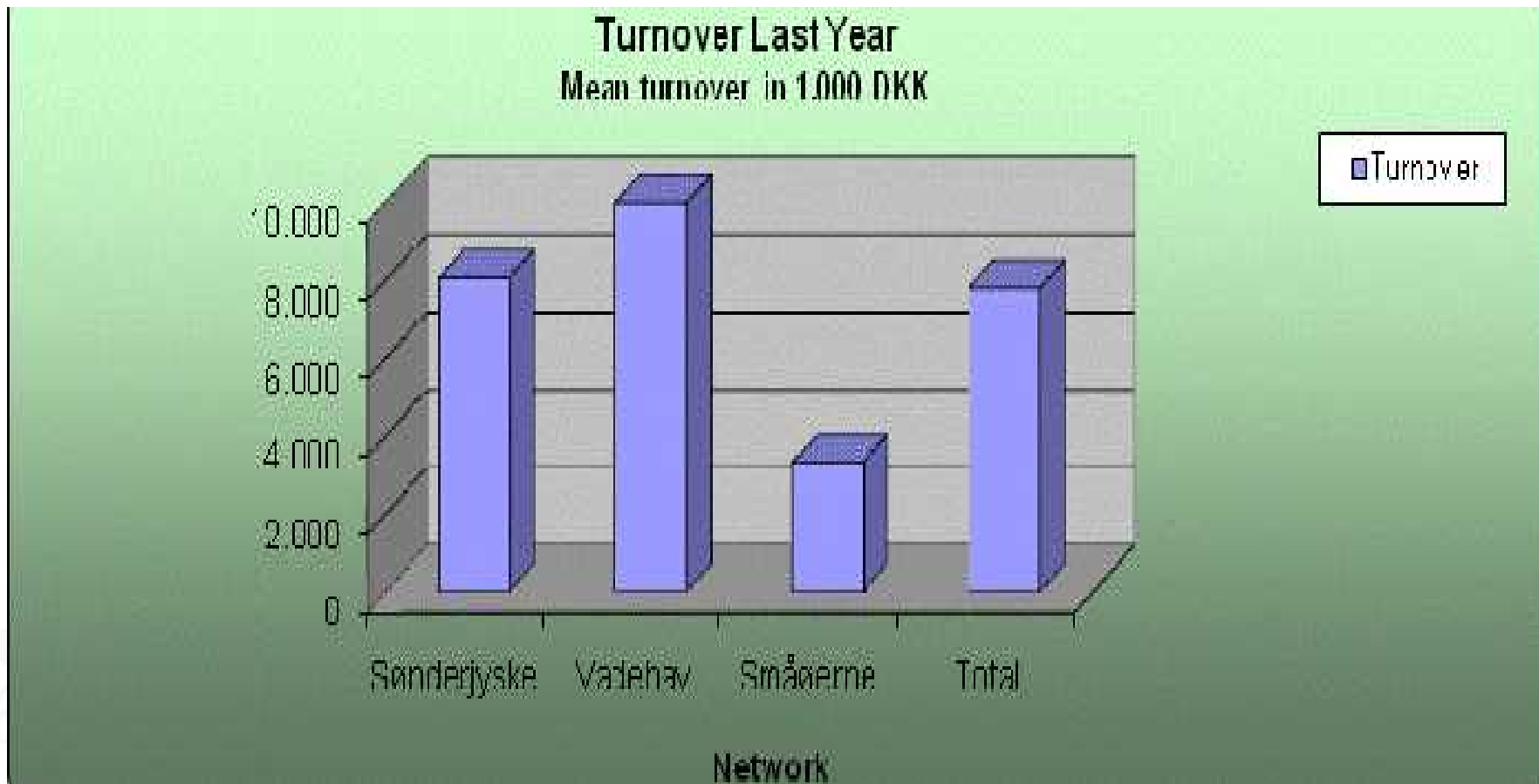


Number of employees (2008)



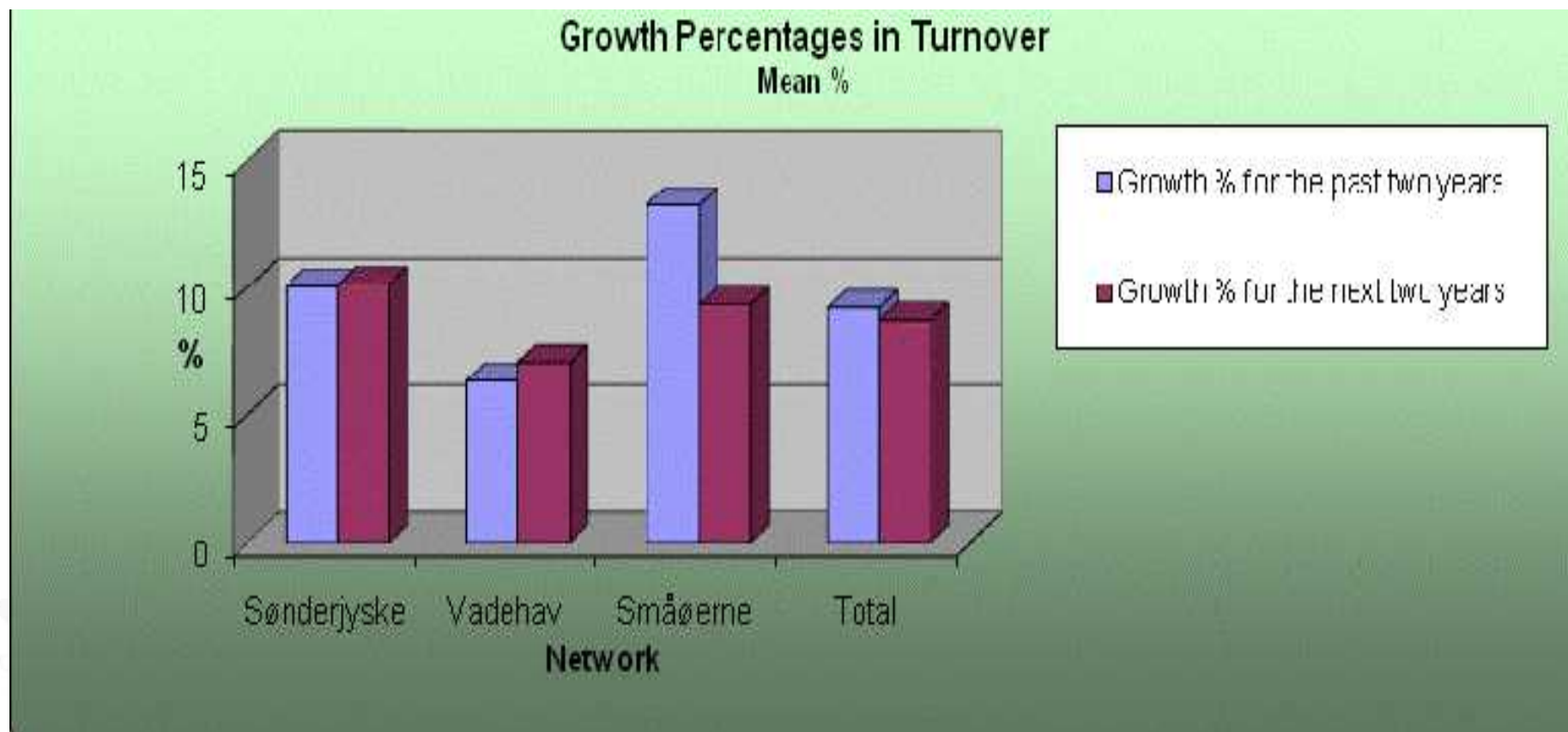


Mean turn-over 2008





Growth and growth expectations



SYDDANSK UNIVERSITET

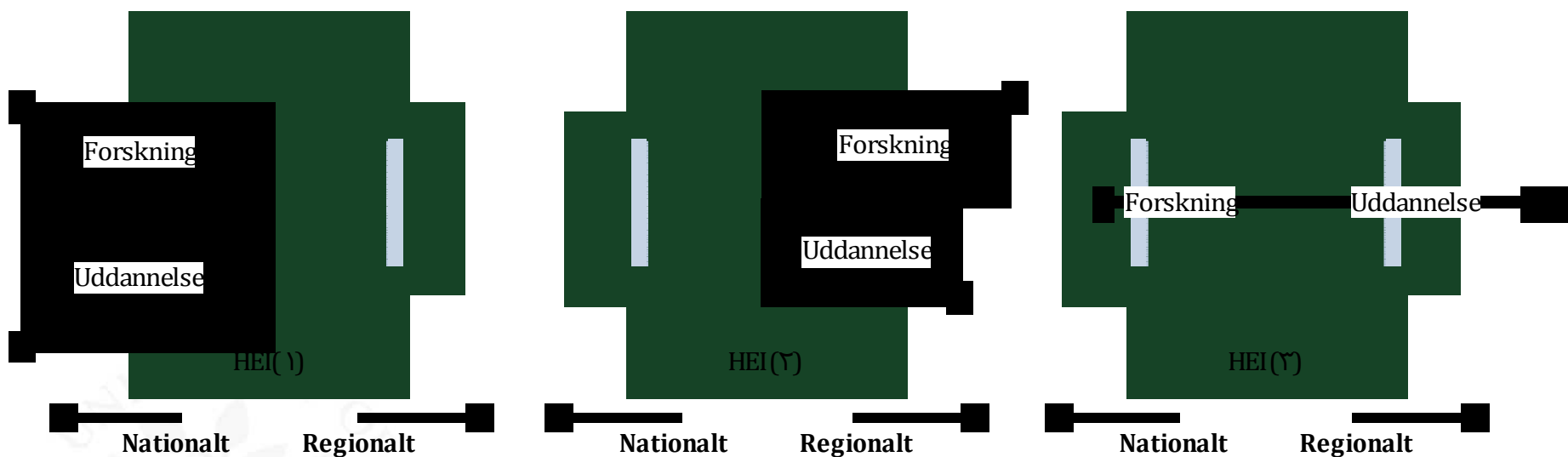


Overall

| | Estimated total turn-over in 2008 (mio DKK, 1 mio DKK = 135.000 euros) | Total no. of employees | Turn-over per employee (DKK) |
|-------------------------------|---|------------------------|------------------------------|
| Wadden Sea Products | 488 | 392 | 166,000 |
| The Taste of Southern Jutland | 217 | 209 | 138,000 |
| Small Islands Food Network | 57 | 77 | 99,000 |



Role of universities





Collaboration with business and region (1)

- Internship
- Student jobs
- Newly graduated
- Industrial PhDs
- Career and guidance centre
- Research Contact Office
- Alumni network
- Project collaboration
- Stakeholders in the board of governors
- Stakeholders in many advisory boards, e.g. related to study programmes



Collaboration with business and region (2)

Partnership for the development of products and business areas:

- Contact with researchers (Research Contact)
- Commercialisation and licence agreements
- Science Ventures Denmark, Ltd.





The Ministry of Science, Technology and Innovation

- Knowledge coupons
- Knowledge pilots
- GTS institutes
- Innovation milieus
- Support for clusters and networks (innovation consortia)
- Industrial PhDs



Regional absorption capacity

“The empirical analysis suggests that the universities have a potentially important role to play in regional development, perhaps even decisive, but also that a successful re-orientation of the commercial sector hinges on a number of other factors.

Moreover, the role of universities does not seem to primarily be determined by the age of universities. This suggests that the way they are organized, incentive structures and their capacity to establish external links also are likely to be vital components in order for universities to become regional growth nodes. The environment in which the universities are embedded seems to be one decisive factor for a successful interaction and collaboration with the commercial sector”

(Braunerhjelm 2008, p. 271)



The five regions + municipalities

Growth Forum (region, municipalities, business, public institutions, 20 persons)

Focused investments

Support for clusters

Region of Southern Denmark:

- (renewable) Energy
- Welfare technologies
- Experience businesses/tourism



Conclusion

The will and the instruments exist among 'suppliers'

But do they talk the same language as the 'customers'?

And does a sufficient regional absorption capacity exist?

