

Valdres
18000 inhab.

5500 km²

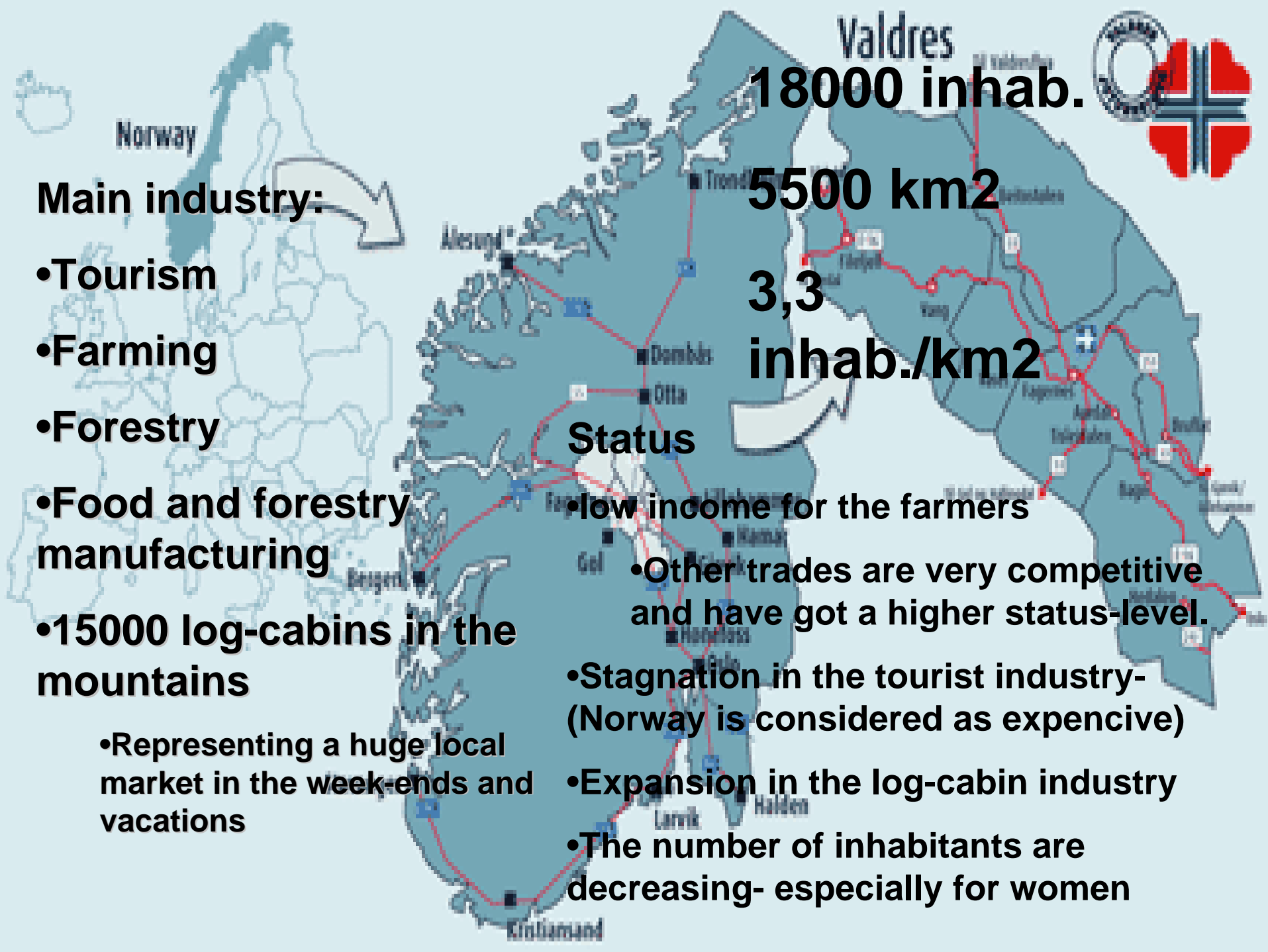
3,3 inhab./km²

Status

Main industry:

- Tourism
- Farming
- Forestry
- Food and forestry manufacturing
- 15000 log-cabins in the mountains
 - Representing a huge local market in the week-ends and vacations

- low income for the farmers
- Other trades are very competitive and have got a higher status-level.
- Stagnation in the tourist industry- (Norway is considered as expensive)
- Expansion in the log-cabin industry
- The number of inhabitants are decreasing- especially for women



Resources:

- Spectacular nature- all seasons and for a great number of activities
 - Well developed communications (airport)
 - A lot of outlying fields and mountain summer pastures (cattle - sheep and reindeer)
 - The strongest "almen" area in Northern-Europe
 - 80% of the milk-producers still use the mountain summer pastures and keep this special cultural heritage alive
 - A high pride of local cultural heritage
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- A person in winter gear is standing on a snowy mountain slope, holding ski poles. The background features jagged, snow-covered mountain peaks under a clear blue sky. The scene is illuminated by warm, golden light, suggesting late afternoon or early morning.

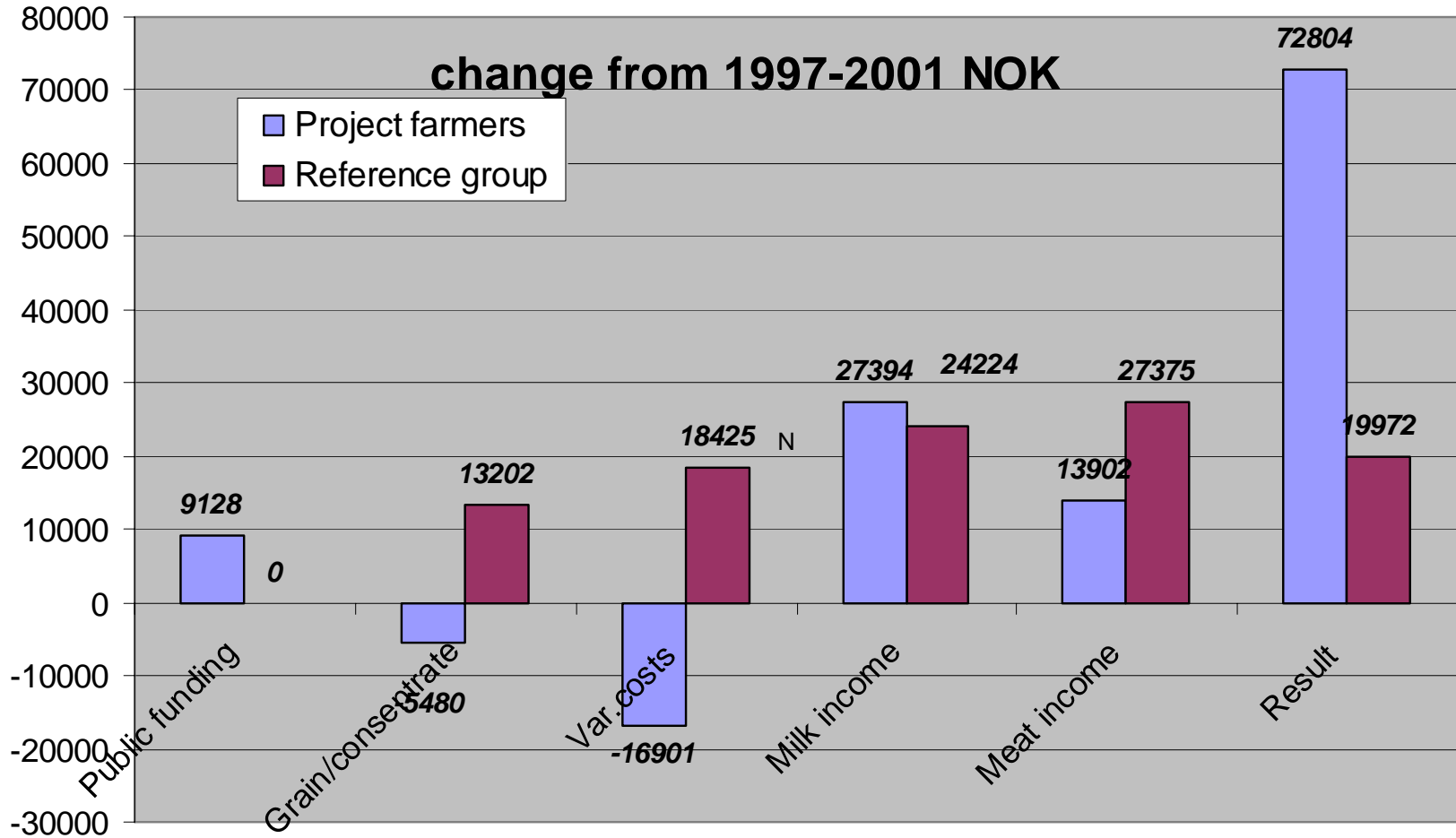
Project Living Summer Farms 1998-2002

Objectives

- Develop competitive and alternative models for milk production, funded at local resources, with a high degree of value adding in a broad context, and a culture landscape desired by the society
- Experience how an increase in exploration of the mountain pastures influences the development of and the maintenance of this special cultural landscape
- Develop new industries funded by culture, history, identity



Economic results- average of 15 farmers



Long term impact of the Living summer farm project:

National:

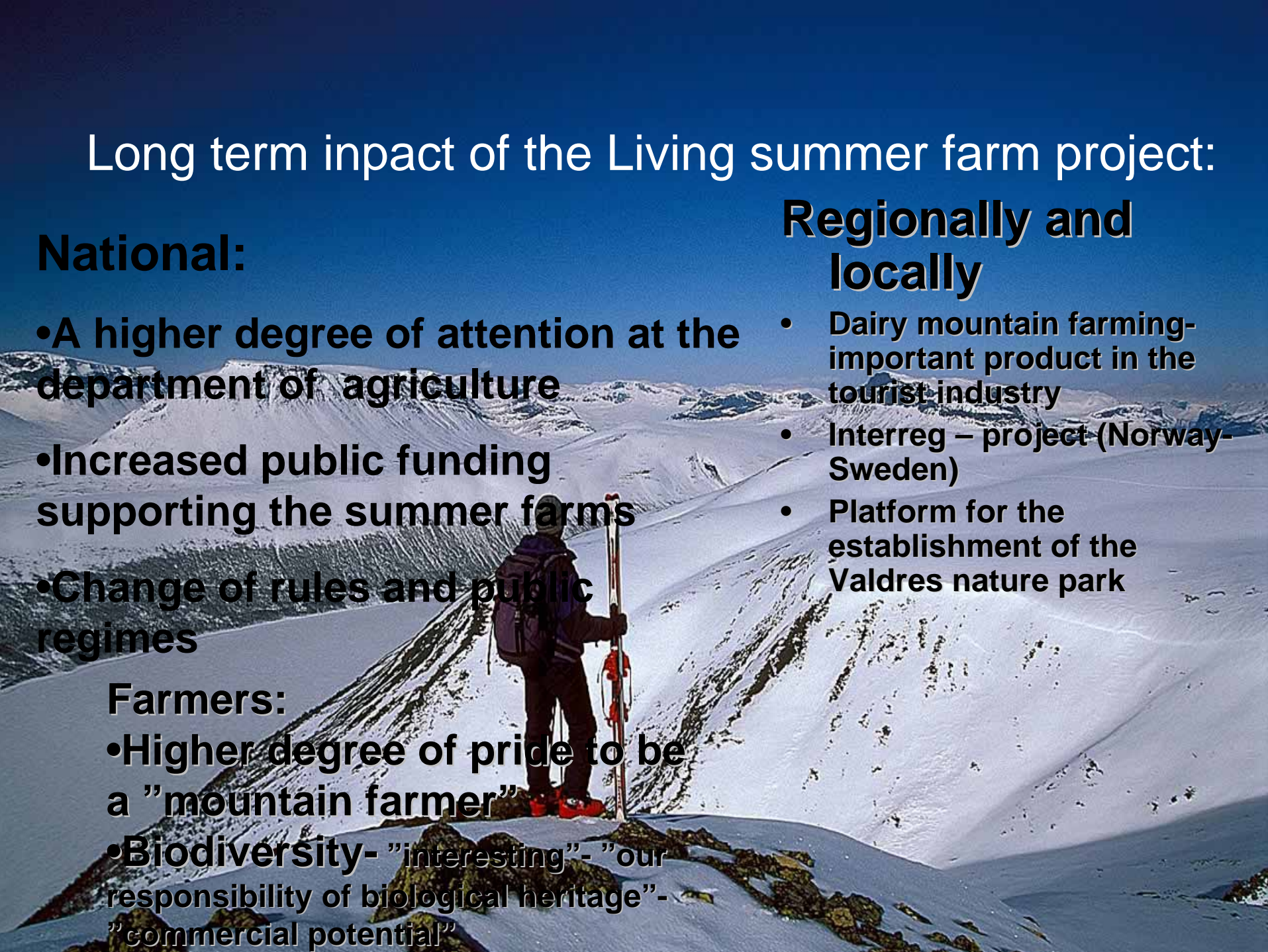
- A higher degree of attention at the department of agriculture
- Increased public funding supporting the summer farms
- Change of rules and public regimes

Farmers:

- Higher degree of pride to be a "mountain farmer"
- Biodiversity- "interesting"- "our responsibility of biological heritage"- "commercial potential"

Regionally and locally

- Dairy mountain farming- important product in the tourist industry
- Interreg – project (Norway-Sweden)
- Platform for the establishment of the Valdres nature park



But:

”Es ist nicht genug zu wissen, man muss auch anwenden;
Es ist nicht genug zu wollen, man muss auch tun”

Goethe

But:



VALDRESKVALITET BA



VALDRESKVALITET



KVALITETSSTANDARDEN
SOM KOMBINERAR OMSORGEN
FOR MILJØ OG TRADISJONAR MED
FORVENTNINGAR OG KRAV FRÅ
DEN MODERNE FORBRUKAR.

The standard met,
combining the
concern of
environment and
traditions, with the
demands and
expectations of the
modern consumer

The quality regime shall make it possible to use these words and values in our communication with the market, and the possibility to be honest.

1. Mountain

2. Wilderness

3. Health

4. Environment

5. Mountain farming

6. No pesticides or herbicides

7. Traditions and cultural heritage





Every approved farm are obliged to put up post signs with the brand and name of the farm

Intentions:

- Participate in brandbuilding
- Nice environment
- Community "feeling"
- Farmer pride

Brandbuilding

Owned by the producers



+ Reindeer and kid