

**DEVELOPING THE WILD
BERRY BUSINESS IN
NORTHERN SWEDEN TO:**

**BOOST THE LOCAL
ECONOMY**

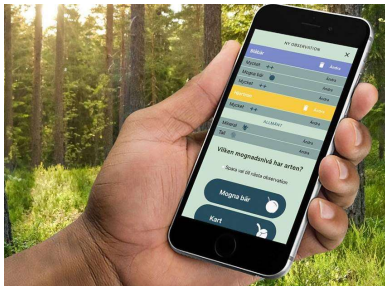
and

INCREASE SOCIAL COHESION



VALORIZING LOCAL BERRIES WITH APPS AND ACTIVITIES

Most wild berries in northern Sweden are left unpicked each season. And those that are picked are done so by foreign laborers linked to large wholesalers, and then they're shipped out of the country for processing.



NOW, a special App can map the forests and create guides for pickers, including

****where berries
are most likely to be found****

The first test of the App was during summer 2021 in an area south of Umeå Sweden.

WWW.FAIRCHAIN-H2020.EU



**Funded by
the European Union**

“Bär-i-bygden” (Berries in the Village)

Bjurholm, a small municipality in northern Sweden, is a demo site to test co-learning and engagement around berries. In September, a berry festival got people to see the possibilities with our wild berries, to create cooperation, and to bring creative product development around berries and berry processing.

**400+ people
participated
in the event.**



INTERESTED IN LEARNING MORE?

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