

# The Berry Journey

on a fair and sustainable intermediate value chain for wild berries

The FAIRCHAIN project has been working for a couple of years on innovations and development of the value chain for wild berries. Bjurholm municipality has been a pilot municipality and there we are testing the concept Bär i Bygden. Now we want to share our experiences and invite project partners, representatives from other municipalities and other stakeholders to a weekend about wild berries, Friday 23 August and Saturday 24 August in Bjurholm. Join us for the whole trip or choose the part you are most interested in! We will show the physical value chain and the app Bäräkna, talk about the business model and open for discussions on how this can be applied elsewhere.

## Friday 23 August

### Study visit along the berry value chain in Vännäs and Bjurholm municipalities

09.00 Bus from Umeå

09.30 Coffee, berry picking and testing the ICT-tool Bäräkna on the trial area in Vännäs

11.00 Study visit to Bär i Bygden Bjurholm's berry business

12.00 Lunch at Guldbaggen, Bjurholm

13.00 Presentations and discussion about the project

15.30 Mingle and tasting of berry products

17.00 Bus to Umeå

18.00 Back to Umeå

Overnight stay in Bjurholm or Umeå for long-distance guests (booked and paid by the participants themselves). There are rooms reserved at Guldbaggen in Bjurholm until 12 August.

## Saturday 24 August - Berry Festival in Bjurholm

10.00 Carpool from Umeå

11.00 Visit to the Berry Festival, Bjurholm

12.00 Lunch, palt with lingonberry jam

14.00 Summing up the days

15.00 Carpool to Umeå

16.00 Back to Umeå

Registration by Sunday 18 August, late registration subject to availability:

Food is included free of charge while accommodation is paid and booked separately. Let us know if you have any dietary restrictions. Registration is made to Anna Molander [anna.molander@ri.se](mailto:anna.molander@ri.se) +46 73 022 64 11.

/ Case study leaders Anna Molander och Alexander Wahlberg



**BJURHOLMS  
KOMMUN**



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