More sustainable, resilient, and competitive food systems through the development of intermediate food value chains

FAIRCHAIN

PRACTICE ABSTRACT No: 7

Innovative ICT-tool, supporting the implementation of a shorter value chain in Swedish wild berry business

The Swedish "right of public access" to wild forest berries makes it possible for everyone to pick and trade berries from any Swedish forest. Berry picking is an important activity with very old traditions but with little technical development over time. Today, most berries are no longer picked by locals, instead foreign workers pick them at a low cost for foreign markets.

A new ICT tool has been developed to support local berry picking. It is in the form of an app, .and was first tested in 2021 for wild berry mapping. In 2022, the tool will be implemented in real conditions in a small forest municipality in the north of Sweden.
• The expected outcome of using the ICT tool is to make it easier for locals to find good berry spots to pick.
• We also expect the berry app to support establishing new local companies and make it easier to develop a more profitable local market, based on a fair berry price.

On average, an app costs between € 30-50,000 to develop; approximately 40% of the cost consists of design, development and verification, costs that FAIRCHAIN has already incurred. In connection with researchers, digital models have been developed to predict where the berries will be.

To create more efficient processes adapted to data from, for example remote sensing, weather databases, users and package these in forecasts, it may be wise to use specialized developers in, for example, machine learning.

Because the app has been developed via scientifically developed primary data, it may well mean that the tool can eventually be spread to other parts of Europe. Especially the northern forest belt where countries such as Norway, Finland, Russia and Canada are included. However, for that, further development and verification are needed.

Authors
Roger Uddstål
Alexander Wahlberg
Karin Östergren

Affiliation
RISE – Research Institutes of Sweden

Contact
alexander.wahlberg@ri.se

End Users
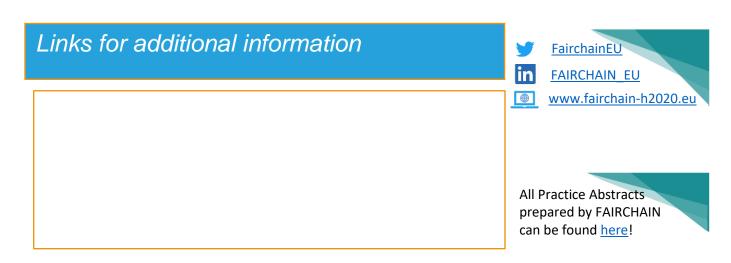Farmer & Cooperative, Industry & Retail, Policy maker,

Country
Sweden

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Links for additional information

All Practice Abstracts prepared by FAIRCHAIN can be found here!

ABOUT FAIRCHAIN

The FAIRCHAIN project launched in 2020 and coordinated by INRAE, is developing intermediate food value chains in the fruits and vegetable and dairy sectors. Through technological, organizational and social innovations and by developing business models FAIRCHAIN will enable small and mid-size stakeholders to scale up to supply fresh, sustainable and high-quality food products to consumers at a regional level.

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