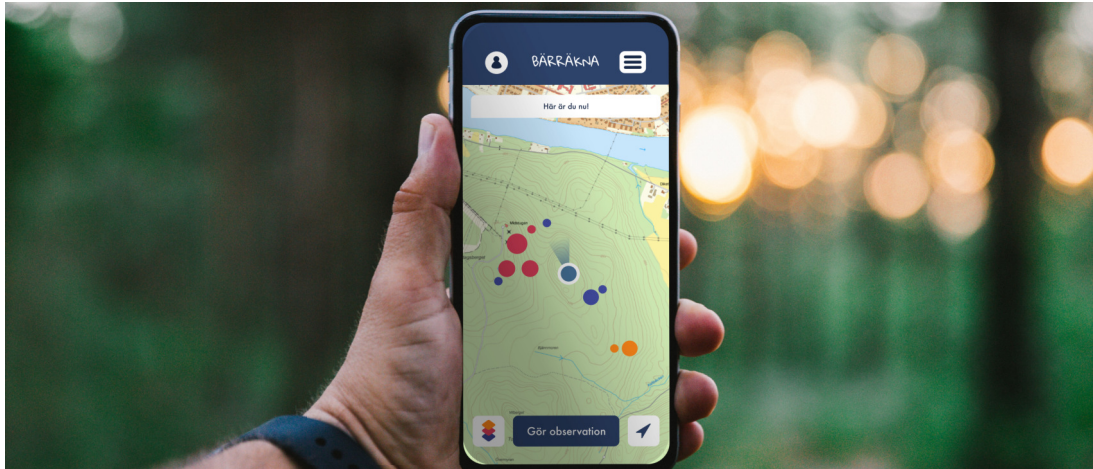


Bärräkna – A Web Application for Berry Pickers

The "Bärräkna" web application, a product of collaboration between RISE and SLU, aims to bolster Sweden's local berry industry by fostering closer connections between berry pickers, landowners, and regional enterprises.

Fredrik Nilbrink¹, Rebecca Lindmark¹, Victor Marklund¹, Alexander Wahlberg¹, Inka Bohlin², Karin Östergren¹
¹RISE, ²SLU



Initially developed in 2021 as an instrument to support SLU's project for bilberry prediction through laser-scanning, Bärräkna underwent a design evolution in spring 2023, transitioning from a specialized prediction tool to a broadly applicable platform suitable for both personal and commercial use.

This transformation was rooted in the desire to present a versatile, user-friendly application for berry pickers, be they professionals or hobbyists. The vision centers on streamlining the berry picking process to amplify its value, encompassing facets like collaboration, tracing, and distribution.

Bärräkna is characterized by its intuitive color-coded heatmap, enabling users to effortlessly identify and explore new berry sites. Users can tailor searches based on

specific months and locations, share prime berry spots openly, or maintain them as private locations. The app also allows users to earmark scenic spots for future visits. Key features include GPS integration, heatmap overviews, berry prediction overlays, user authentication, and diverse registration and filtration capabilities.

"Woah, there truly are some bilberries out there! I'm really curious about going out picking them. I'll definitely use this. 100 %. I'll get going right away."

User feedback has been instrumental in Bärräkna's development. Recent testimonials highlight its simplicity, rapid navigation, and precise map accuracy. Additionally, users have expressed interest in features like commenting on berry locations, integrating with Google Maps, browsing information about seasonal changes, being notified of regulations in natural areas, reporting

littering or damages, and expanding the app beyond its web format.

As Bärräkna continues its development journey, potential future endeavors comprise enhancing berry amount registration, berry traceability, introducing a marketplace, and bolstering support for small berry businesses and landowners. Explore the web application Bärräkna on: <https://fairchain-berries.web.app>

The web app's growth and innovations align with the FAIRCHAIN project, financially supported by the European Union H2020 research and innovation programme, under grant agreement 101000723. For more information or to share ideas for further enhancement, visit the FAIRCHAIN project's official website: <https://www.fairchain-h2020.eu/>.



Scan to explore
Bärräkna!

**Do you have an idea for
the future of Bärräkna?**

Let us know!
barrakna.rise@gmail.com