Report on the initiative of OpenAir@Sejerø.dk taken by Taste of Denmark

A major strategic objective for local and innovative food-SME has for a number of years been identified by Taste of Denmark, which is to develop new marketing principles to sustain the current market appreciation in Denmark of local and innovative food products. This was formulated as an objective to work with in the application of REFRAME project extension. And it was formulated as an objective in a report on the ORC[i]. Part of these marketing efforts is to change the perception in the public opinion of local, innovative food SME's – as well as of rural areas - and gain acknowledgement of their societal impact and innovative potential in compliance with the UN 2030 Agenda for Sustainable Development[ii].

One activity was the inaugural concert, held June 15, 2019,of what is suggested to be a permanent institution branding the island of Sejerø – OpenAir@Sejerø (https://openairsejero.dk/). The purpose of the initiative was formulated on the website[iii] as well as in posters (not attached) and flyers (not attached) advertising the event. In addition to branding the location it was also a branding of food produced on the island and food specialties produced by members of Taste of Denmark. Food producers on the island and members of Taste of Denmark were offered the opportunity to sell their products – both as ingredients in the food served and on a market place in the area. The event was branded by Taste of Denmark as a combination of i) music, ii) nature of the location, and iii) food specialties, all world class quality. In combination with the event, the annual general assembly of Taste of Denmark was held, and visitors were offered a visit to the test site – located on the farm - for salt tolerant plant production where experiments are currently done, in part sponsored by the EU NSR Interreg SalFar project.

Organisations of the island community took very active part in organizing the event (Appendix one) and it was a great success in terms of developing cooperation in the island community in supporting the activity and the perspective. The arrangement was sponsored by the Municipality of Kalundborg, by the Business Board of Kalundborg and by the farm Horsekær where the event took place. Reports to the Municipality (Appendix 2 and Business Board of Kalundborg (only a financial report required, Appendix 3) are attached. In addition, an article in the regional newspaper described the event (not attached).

The share of REFRAME in this event was to invite food producers and organize the food market as indicated by the REFRAME roll-up in one of the the rooms of dining and market (see pictures)

Hot duck with fermented seaweed served for the first time ever at OpenAir@Sejerø

Preparing area for the market place and beer serving

Dining and market area

The open air concert had to move into a barn because of rainy weather

Laurids Siig Christensen

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[i] https://northsearegion.eu/reframe/online-resource-centre/policy-decision-taking-on-urban-food-policies-and-intentions/structural-aspects-of-food-production-in-denmark/

[ii] https://northsearegion.eu/reframe/research/report-on-the-reframe-perspective-compliance-with-the-un-2030-agenda-for-sustainable-development/

[iii] https://openairsejero.dk/om-openairsejeroe