



# Kalmar County

243 000 inhabitants, 12 municipalities  
11 200 sq km, 22 inh/sq km

## The Regional Council in Kalmar C

Publicly financed, politically controlled  
Sustainable growth and development  
Owned by the municipalities and  
the county council



# A climate to grow in

Regional development strategy for Kalmar County







# Our strengths

- Strengthen the brand and areas of expertise
- High level of knowledge in climate and energy issues
- An attractive and international knowledge community at the Linnaeus University
- A vibrant countryside with high natural and agricultural values
- Good opportunities for a good life
- The Baltic - our geographical hinterland

# Priority development areas



Participation, health and well-being.



A good environment for children and young people.



Sustainable urban planning.



Strong competitiveness.

## Some of the strategies:

- Develop, take care of and make our unique natural and agricultural environments available.
- Work actively for good access to good quality water.
- Reduce climate impact and adapt society to a changed climate.
- Exploit our natural resources efficiently and sustainably.
- Develop the circular economy and the sharing economy.

**nooil.**

**A FOSSIL FUEL  
FREE REGION.**

*Kalamazoo County  
2030*



# Forestry, farming and fish

- Forestry in Småland = 3 counties
  - 70% of the land area
  - 8% of the regional economy
- Farming and food chain in Kalmar County
  - A quarter of Sweden's chicken production, more than a tenth of milk, eggs and beef, nearly all legumes.
  - Just over a third of national growth in livestock production 2005-2013.
  - Limited companies: Turnover +21%, 2011-2014.
  - Sweden's fourth largest tourist region (summer). Restaurants growing fast.
- (Fish)



# GROWING VALUE

Food Strategy for  
Kalmar County

2016-2025



## Goal

MORE PEOPLE TO CHOOSE  
FOOD FROM KALMAR COUNTY

The industry will increase its  
competitiveness, productivity and  
innovative capacity, sustainably and on  
a long-term basis.



# PRIORITY TO

- Competence maintenance – matching and skilled employees
- Include the food industry in existing business support system
- Research, innovation and development
- National food strategy
- Develop local and regional food identities
- Common implementation of the strategy





Include the food industry in the business support system

Networks

Individual advising

New co-operations

Connecting companies and academy    Biogas (methan) from manure

Sustainability

Aquaculture and aquaponics

Local food identities

Environment

New products

Terroiratlas – the culinary heritage of Kalmar County

Tourism: Öland Harvest Festival/Taste Tjust/Food in the World Heritage

Digitalisation

etc



# Thank you!

Carolina Gunnarsson

[carolina.gunnarsson@rfkl.se](mailto:carolina.gunnarsson@rfkl.se)