



GEOFOOD PROJECT –ENGAGING LOCAL COMMUNITIES THROUGH LOCAL FOOD DEVELOPMENT

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Extraordinary tastefully GEOPARK experience

WELCOME TO GEOFOOD

GEOfood is about traditional food coming from UNESCO Geoparks



Forente Nasjoner
Organisasjon for Utdanning,
Vitenskap og Kultur



Magma
UNESCO
Global Geopark

GEOFOOD

Project financed by: Norden Fund- KreaNord program in March 2014 until June 2016. Financed with 135.000 Euro. Total Budget 270.000 Euro.

Leader: Magma Geopark.

Partners: Odsherred Geopark project in Denmark, Rokua Geopark in Finland, Reykjanes Geopark project in Iceland



GEOFOOD PRODUCTS CATEGORIES:

1- Natural Products (vegetables, nuts, meat, fish, mushroom, olive oil, honey, etc.). Local raw products proceeding from forestry, sustainable agriculture or integrated production.

2- Artisanal products (cheese, wine, bread, biscuits, etc.). Products proceeding from the combination or transformation of raw products. The processes of fabrication shall be manual, partially or totally.

3- Dishes in restaurants (rice with meat, pasta with fish, etc).





GEOFOOD

CRITERIA

1. Only producers or enterprises within the territory of an approved UNESCO Global Geopark are allowed to use the GEOfood logo.
2. The Geopark must send a request to Magma Geopark in order to join the GEOfood brand.
3. Each Geopark is responsible for the use of the logo and the respect for the criteria.

GEOFOOD INFO LABELS

GEOfood products must have strong connection with the local Geological Heritage, specific brief information concerning this connection must be provided in the food products and in the GEOfood restaurant menus through written information

The raw material origin must be clearly described on the label, again in connection with the geological heritage.





GEOFOOD RESTAURANT

1. GEOmenu explain the geological heritage.
2. At least one proposal in the menu must follow the GEOFOOD criteria.
3. Mutual promotion of local activities and events



GEOFOOD TOURIST OFFER

Magma developed and tested tourist GEOFOOD packages that offer authentic outdoor food possibilities connected with the traditional geological experience.

PROMOTION

- . Presentation in EGN –GGN Conferences from 2013 to 2016
- . Presentation at the UNESCO Head quarter in Paris.
- .Presentation at EXPO 2015
- . Presentation at the EGN meetings 2016-2017



After the project conclusion

- Criteria has been presented and accepted as official criteria in the European Geoparks Network
- Geoparks officially agreed to be part of the GEOfood project, using the criteria for local development
- Questionnaire has been circulated within the EGN members
- Geoparks that want to be part of GEOfood
- Geopark that want to receive criteria

3

5

46/69

25/69

38/69

CONCLUSION

- GEOfood support Geoparks to be visible and viceversa.
- GEOfood support local businesses to increase the commercial opportunities.
- GEOfood contribute to increase the awareness of people about the geological heritage in a simple way.
- GEOfood increase the interest of youth within interesting shapes and simple explanations.
- GEOfood support the healthy food style.
- GEOfood is a sustainable tourist opportunities –new experience that respect nature and values.

www.geofood.no

[GEOFOOD VIDEO](#)

<https://www.youtube.com/watch?v=kB7MMGeyo14&t=13>

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