A Story of Connection: Local Food Products in the Wadden Sea Area

Source: fieldwork photos by authors

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Table of Contents

List of figures and tables

List of Acronyms

SDS	Sustainable development strategies
SLF	Sustainable livelihoods framework
B&B	Bed and breakfast
NP	Nano producer
IP	Independent producer
GP	Growth-oriented producer
DMO	Destination Management Organization

Abstract

The purpose of this study is to understand how the three different actor groups of consumers, producers and development institutions interact with regards to local food production in the Wadden Sea area of Denmark. The phenomenon of local food production is a recent trend within the Danish food system, and it has not been sufficiently researched in the Wadden Sea area. In order to explore this trend better, we use a questionnaire, semi-structured and unstructured interviews and participant observation with different actors. To understand our data, we apply producer categorizations (nano, independent, growth-oriented) and the sustainable livelihoods framework in combination with aspects of place branding and rural development. Our results describe: what constitutes a local product and how the three actor groups perceive it; contributions to producers' livelihoods; and what role the development initiative *Fødevarehuset* plays. Networking and community emerge as central themes throughout our research concerning what is deemed local and how producers operate overall. To maintain their livelihoods, storytelling and place branding are important elements that individual producers use to market their products, and *Fødevarehuset* uses them as a place branding tool for the area. One of *Fødevarehuset*'s main advantages is enhancing producers' networking abilities. However, producers tend to belong to more than one formal or informal network and benefit to different degrees from the institution. Overall, our research illustrates the complexity of actor relationships involved in local food production in the Wadden Sea area.

Key words: local food production, rural development, producer livelihoods, Wadden Sea, *Fødevarehuset*, storytelling, place branding

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Table of authors

Section number	**Section name**	**Main authors**	**Contributing authors**
	Abstract	Caro	Ross
	Acknowledgements	Caro	Mia
1	**Introduction**		
1.1	Changing food systems	Ross	Raquel
1.2	Place branding and rural development	Cesia & Raquel	
1.3	Local context and study site	Mia & Cesia	
2	**Research questions**	ALL	
3	**Frameworks and theories**		
3.1	Nano, independent and growth-oriented producers	Mia	
3.2	Sustainable livelihoods framework	Caro	Cesia
4	**Methodology**		
4.1	Identifying key actors	Ross	Raquel
4.2	Questionnaire	Cesia & Ross	Raquel
4.3	Interviews and participant observation	Caro	
5	**Perceptions of local food**		
5.1	Consumers' perceptions	Cesia	Raquel
5.2	Local producers and Fødevarehuset perceptions	Cesia	
5.3	Connection between consumers and producers perceptions	Mia	Cesia
6	**Producers livelihoods**		
6.1	Characterization of producers: Livelihood contributions and views on growth	Mia	
6.2	Main capitals of producers	Caro	Cesia
6.3	Motivations	Mia	

6.4	Branding through storytelling	Ross	
6.5	Challenges and barriers	Mia	Raquel
7	**Fødevarehuset and its actors**		
7.1	Vores Marsk management and shop employees	Raquel	Cesia
7.2	Producers' perceptions of Fødevarehuset	Raquel	Cesia
8	**Reflections on methods**		
8.1	Questionnaire	Ross	Raquel
8.2	Semi-structured and unstructured interviews	Caro	Mia
8.3	Participant observation	Caro	
8.4	Analyzing our data	Caro	
9	**Limitations and further research**	Ross	
10	**Conclusion**	Caro & Mia	

1. Introduction

1.1 Changing food systems

The Danish food system has undergone significant changes in the past 20 years. Consumers today are more interested in purchasing organic and locally-produced foods (Thorsøe et al., 2017). Such a shift indicates a growing lack of trust in the conventional food system (Trivette, 2016) and a movement towards local food systems.

'Local' is a difficult concept to define; it can mean "different things to different people in different contexts," but it generally revolves around proximity, or closeness (Eriksen, 2013, p. 47). Eriksen (2013) identifies three areas of proximity that serve to define local food: geographical proximity, relational proximity, and values of proximity. Geographical proximity denotes spatial closeness; relational proximity describes the relationship between local actors, mainly producers and consumers; and values of proximity refers to the attributes of local food that various actors believe in (Eriksen, 2013). Values of proximity include traceability, ethics and quality, for which consumers are willing to pay a higher price (Stamer et al. 2016). Futhermore, local food products include aspects of experience, community, taste and gastronomy that go beyond the food item itself (Thorsøe et al., 2017). In Denmark, different aspects of local food are deemed important in different parts of the country. In Southern Jutland special focus is paid to quality in the form of taste and freshness, as well as origin (Stamer et al. 2016).

Producers, local governments, and development initiatives alike recognize the shift towards local food systems: "In order to position themselves on the global market and to tap into consumer trends of local food and authentic experiences, destinations across Denmark are eager to bring locally sourced food and meals into their place narratives" (Therkelsen, 2017, p. 111).

1.2 Place branding and rural development

Destination management organizations (DMOs) actively brand a location, but the methods used for place branding are not well understood. DMOs consist of, e.g. hotels, restaurants, governmental institutions and individuals that directly or indirectly promote tourism (Blain, 2005). In this sense, new strategies for rural areas are being developed. These are mostly place-based, such as constructing identities or images around new rural goods and services (Horlings & Marsden, 2014).

According to Pedersen (2004), place branding is the construction of territorial ideas, signs and practices and the creation of new ways for local society to identify itself. In Europe, the main objectives of place branding in rural regions generally include sustainable development strategies (SDS) aimed at improving or maintaining the quality of life, preserving cultural and natural heritage, building a shared sense of place identity, and supporting regional economies regarding competitiveness, income, and employment (Donner et al., 2016) and additionally preventing or reversing demographic decline (Gulisova et al., 2021).

Furthermore, to implement the sustainable development strategies of place branding, there are specific tools that can be used. Figure 1 encompasses some of the tools that have been found in the literature (Donner et al., 2016; Gulisova et al., 2021). For example, as part of sustainable development, the mentioned characteristics promote the sustainability of the community, which comprises social interaction, networking between community members and a positive sense of identification and pride (Dempsey et al., 2011, p. 294). In this sense, in a networking context for the producers, a network is defined as "a firm's set of relationships with other organizations" (Perez & Sanchez, 2002, p. 261).

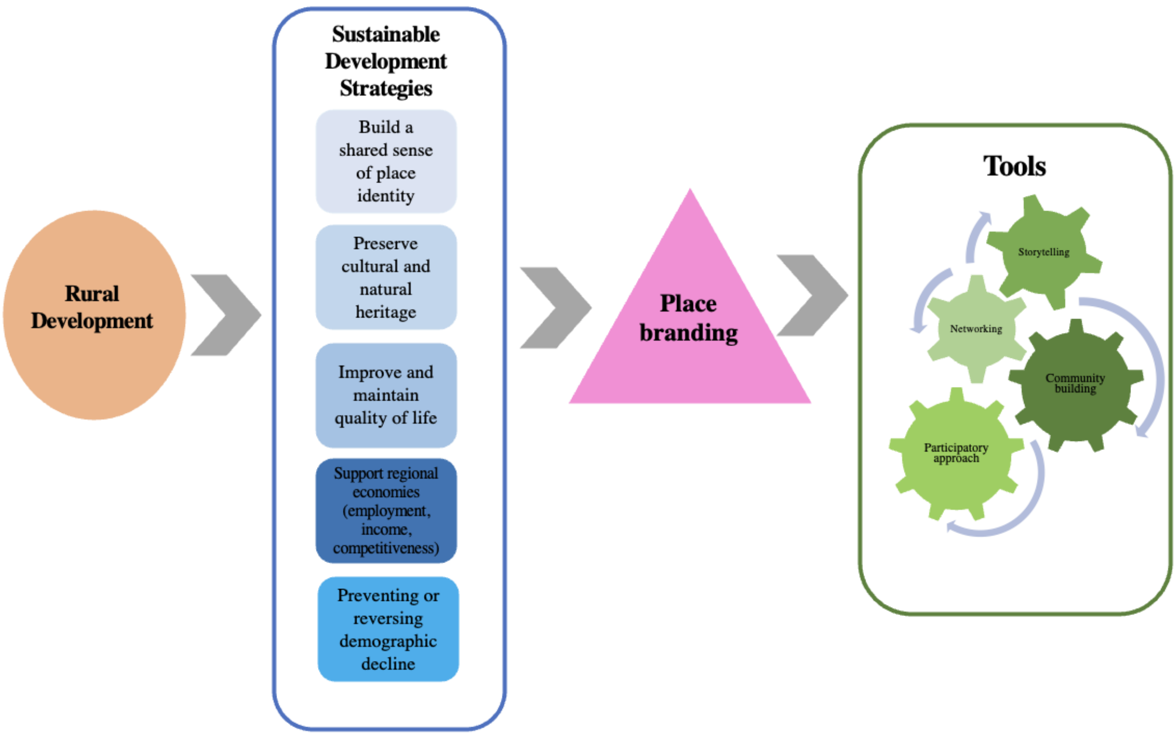

Figure 1. A visual synthesis of literature on rural development, sustainable development strategies and tools for place branding. Based on Donner et al. (2016) and Gulisova et al. (2021).

Another tool for place branding in rural areas is storytelling. Storytelling provokes positive feelings in customers and is perceived as more convincing than facts, increasing brand trust, raising awareness and making the brand unique (Kaufman, 2003; Mossberg & Nissen Johansen, 2006). Usually, stories are used to convey brand values (Lundqvist et al., 2013); and, whether real or fictional, stories provide brand meaning (Salzer-Mörling & Strannegård, 2004; Simmons, 2006). Moreover, the story makes the brand more interesting to talk about and can lead the consumers to become ambassadors of the brand (Mossberg & Nissen Johansen, 2006; Guber, 2007).

Finally, the overall purpose of place branding from a rural sociological perspective is to link place branding to local development, territory, and embeddedness to provide a better understanding of how place branding of rural regions can contribute to rural development. The concept of endogenous rural development highlights the interaction and co-creation between the natural environment, unique and distinctive territorial resources and capacities of local people. Typical local food and tourism assets can play an essential role as identity markers, expressing a specific culture and way of life. Place branding tools are increasingly implemented in Europe to stimulate regional and rural development by valorizing and promoting territorial assets based on distinctive identities (Donner et al., 2016).

1.3 Local context and study site

In Denmark, the so-called 'Udkantsdanmark' (outskirt-Denmark), regions and villages that are geographically distant from the main cities, face substantial depopulation challenges (Sørensen, 2018). Tønder Municipality is such an outskirts region which faces depopulation challenges. Tønder Municipality has a population of 37,000 and is faced with many of the same challenges as other rural parts of Denmark, such as a growing elderly population, an exodus of young people, and a lack of jobs (Region Syddanmark, 2021; Realdania, n.d.). There was a 2.5% decrease in Tønder's population from 2016-2021, and the proportion of the population who are within the working age (25-66 years) is only 51.9% in Tønder Municipality compared to 52.5% of South Denmark (Region Syddanmark,, 2021).

In 2019, there were 103 new establishments in Tønder Municipality, equivalent to an establishment rate of 4.2%, while for South Denmark the establishment rate was 5.2%. The average yearly income of a citizen in Tønder Municipality is around 307,894 kr. compared to the yearly average of South Denmark (329,762 kr.) and the national average (353,737 kr.). It is important to note that income has been increasing for the whole country, though at a lower rate in South Denmark and Tønder (Region Syddanmark,, 2021).

In response to the challenges facing the Tønder area mentioned above, local development initiatives in the Wadden Sea (*Vadehav*) area have attempted to develop the area through the promotion of local food production. The association *Foreningen Vadehavsprodukter* was active from 2007 to 2010. Its purpose was to promote local food production in the Wadden Sea area. However, according to an interview we conducted with a former board member, they were ahead of their time as there was not enough interest in local foods in the area at that time. The board member felt it would have been easier for the association to succeed today due to a larger interest in local foods now compared to 10 years ago. The development initiative *Tøndermarsk Initiativet* was started in collaboration between Tønder Municipality and the funding organizations *Realdania, A.P. Møller Fonden* and *Nordea-fonden* (Realdania, n.d.). *Tøndermarsk Initiativet* aims to make the Tønder area attractive to visit, live and work in by investing 210.9 million kr. into the development of the area. It has five main focus areas, one of which is the development of business and tourism (Realdania, n.d). According to *Tøndermarsk Initiativet* (2020), there is demand from tourists for local food products. However, these products are often hard for tourists to find as the supply is low. Therefore, *Vores Marsk* was created as a food initiative under *Tøndermarsk Initiativet* to address the issue by focusing on getting food from the Wadden Sea and marsh area onto the tables of consumers and to develop both businesses and tourism in the area. It aims to develop, gather and make visible local food products and experiences. *Vores Marsk* was started in collaboration between multiple stakeholders in the region; *Tøndermarsk Initiativet, Tønder Erhvervsråd, Rømø-Tønder Turistforening, Nationalpark Vadehavet, Handelsstands- og håndværkerforeningerne i Tønder* and *Business Region Esbjerg* (Realdania, n.d.).

In June 2021, *Vores Marsk* started another development initiative, *Fødevarehuset*, with the aim of helping local food producers develop and thereby create local jobs. *Fødevarehuset* functions as a showroom and store for local products. There is a set of criteria needed to be part of this initiative: the producer must have a CVR number, be based in the local area and source local ingredients to make the products. The organizational structure of *Tøndermarsk Initiativet, Vores Marsk* and *Fødevarehuset* can be seen in Figure 2.

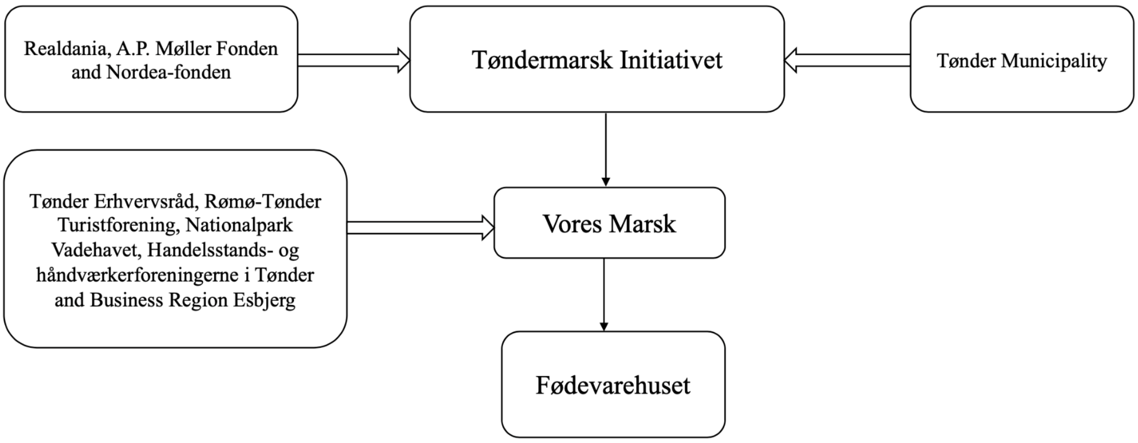

Figure 2. An overview of the organizational structure of *Tøndermarsk Initiativet, Vores Marsk* and *Fødevarehuset.* The big arrows represent the actors who collaborate on the initiatives or who has funded it.

2. Research questions

We are interested in exploring the relationships between different actors involved in local food production in the Wadden Sea area. There is a lack of literature about local food production in this area specifically. Our main research question is:

How do consumers, local food producers and development institutions interact with regards to local food production in the Wadden Sea area?

The following sub-questions will aid in answering the main question by focusing on the interaction between the actors:

> *(i) What are consumers', producers' and institutions' perceptions of local food products?*
>
> *(ii) How does local food production contribute to producers' livelihoods, and what motivations and challenges do they face?*
>
> *(iii) What effects does the Fødevarehuset initiative have on local food producers?*

3. Frameworks

We use two frameworks to analyze and connect our data: nano, independent and growth-oriented producers and the sustainable livelihoods framework.

3.1 Nano, independent and growth-oriented producers

In the report *'Lokale fødevarer som udgangspunkt for bæredygtig turisme'* by Oxford Research (2020), smaller food producers are grouped into three categories based on their specific characteristics, such as their relationship with independence, their views on growth and the economic livelihood contributions of their production. The purpose of this characterization is to improve the development of food tourism by understanding differences between small producers. These three producer types are nano, independent and growth oriented producers. We will use these characterizations to gain an understanding of the local food producers we interview.

According to Oxford Research (2020), nano producers (NP) are smaller producers who produce on a hobby or part-time level and who have other main sources of income. These producers are often passionate about their product and may want their business to grow but this is not necessarily the goal for them. If they do however wish to grow, they can eventually move to the independent producer category with the right support. Classic examples of NPs are breweries and vegetable farmers.

Independent producers (IP) typically have 1-3 employees, and their business is often located at the same place as their home (Oxford Research, 2020). Companies can however be bigger and have different structures. For this type of producer independence is the most important value. Due to this view of independence, these producers will make choices that do not compromise this. They only want to grow in ways which allows them to maintain their independence and they will often be very passionate about their product or feel a special connection with the place. Often they will want to be a part of the whole production process. Typical examples of IPs are vineyards or juiceries (Oxford Research, 2020).

The growth oriented producers (GP) generally make all of their income from their production and also have a stated goal of wanting to expand their business further (Oxford Research, 2020). This does not mean they cannot be passionate about their product or the place. Therefore it can be hard to distinguish between IP and GP but the difference is in the overall goal of the GP who to a higher degree wish to grow. Often these types of producers will have external funding or a board. Examples of this type of producer are restaurants or microbreweries (Oxford Research, 2020).

3.2 Sustainable livelihoods framework

To help us understand the producers' livelihoods, we are using the sustainable livelihoods framework (SLF) by Scoones (1998) and Ellis (2000) to assess local producers independently (Appendix 12.1). This framework helps to map producers' overall livelihood strategy. A livelihood describes the ways in which people make a living with regards to capabilities, assets and activities (Ellis, 2000). The SLF allows for identification of the different capitals (assets) people have access to: natural, physical, financial, human, social and cultural (Bebbington, 1999; Ellis, 2000). The context (history, politics, macroeconomic conditions, terms of trade, climate etc.) that constrains or enables people to use their assets is considered, as well as institutions and organizations. This directly influences people's livelihood outcomes. Through the framework it is possible to analyze how people diversify their livelihoods.

The SLF was originally designed with the intent of assessing rural livelihoods in regards to poverty reduction and is mostly used to look at individuals or households below or close to the poverty line in the Global South (Ellis, 2000, pp. 29, 50). Assets are the foundation for economic activities. They are defined as "stocks of capital that can be utilized directly, or indirectly, to generate the means of survival" (Ellis, 2000, p. 31). Although this study does not take place in the Global South, we believe that the SLF is highly applicable for this setting given that we are investigating rural livelihoods and their relationships with development (Scoones, 1998).

Applying the SLF to producers in the Wadden Sea area will give us an understanding of what strategies they employ in order to secure their livelihoods, what changes they have made over time, and what effect taking part in the production of niche food products has on their livelihoods. And for those who are part of *Fødevarehuset*, what effect the (development) initiative has on their livelihoods. We aim to understand to what extent local food products contribute to their overall livelihood strategy (is it e.g. only one element within a diversified strategy or does it make up their main income). We are expecting natural, social and cultural capital to be the main assets, because in order to produce their goods they need inputs from the environment (natural capital) but when it comes to selling them they are relying on social and cultural capital, such as community and storytelling elements regarding their marketing. We also want to look at financial capital in order to assess whether producers have received help regarding funding from local banks or initiatives.

Land, water and biological resources make up natural capital. Through e.g. farming activities the productivity of natural capital can be increased (Ellis, 2000, p. 32). Social capital refers to the ability of people to rely on social groups or the community they belong to. It is defined as “reciprocity within communities and between households based on trust deriving from social ties” (Ellis, 2000, p. 36). Social capital is difficult to quantify and it takes long anthropological research to uncover reciprocity. Financial capital describes the holdings of money individuals or households have access to, which is mainly savings and credit (Ellis, 2000, pp. 34, 36). We are particularly interested in how the local area or context influences producers in how they use their capitals.

4. Methodology

In order to assess how consumers, local food producers and development institutions interact with regards to local food production in the Wadden Sea area, we conducted a questionnaire, semi-structured and unstructured interviews and participant observation.

4.1 Identifying key actors

We identified three groups of key actors relevant for our research question: consumers, producers and institutions. To interact with consumers, we conducted a questionnaire in person and online. Within the producers group there are agricultural producers and non-agricultural producers. Agricultural producers grow/raise their own crops/livestock, which they use as/in their products. Non-agricultural producers purchase the base ingredients that they use to make their products, instead of growing/raising crops/livestock. To identify which producers to speak with, we created a list of 48 local producers using information provided by or gathered from *Vores Marsk* (including *Fødevarehuset* members), the Destination Sydvestjylland website (2022), and other internet searches. We contacted 44 of these producers, 16 of which we interviewed. The interviewed producers are located in and around the Wadden Sea area as seen in Figure 3. We selected one institution, *Vores Marsk,* to interview to better understand local development initiatives. A list of the informants we interviewed can be seen in Appendix 12.2.

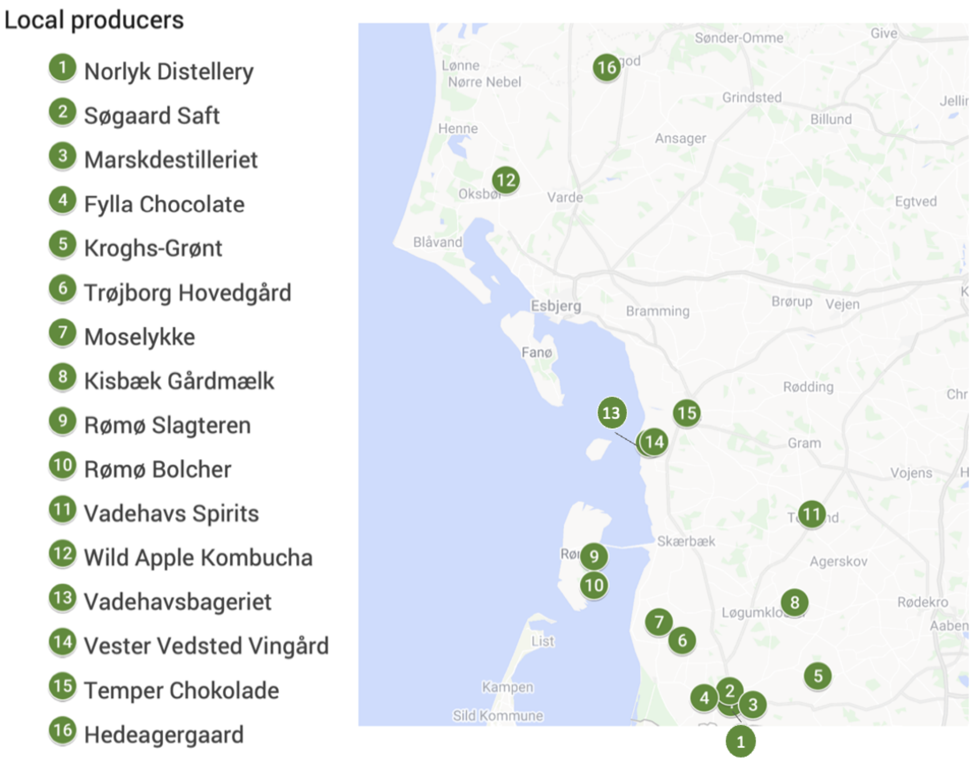

Figure 3. Map of the locations of the sixteen local producers we interviewed in the Wadden Sea area (Source: Google Maps).

4.2 Questionnaire

We chose to do a questionnaire with consumers in order to reach a wide audience in a short amount of time. Our questionnaire consisted of 12 questions regarding consumers' perspectives about local food products (Appendix 12.3). We aimed to understand the importance of local food products for residents and tourists and whether people knew about *Fødevarehuset.* We surveyed the main pedestrian street (with oral delivery) in Tønder during peak hours on weekend days, and posted the survey in six local groups on Facebook (Appendix 12.4).

4.3 Interviews and participant observation

We interviewed 19 different informants. We interviewed 16 different local food producers, the leaders of *Fødevarehuset* (Julie Bjerre Hermansen, Destination Development Manager under *Tøndermarsk Initiativet* and Jesper Monsrud, Business Consultant and daily leader of *Fødevarehuset* - *Vores Marsk*, *Tønder Erhvervsråd*) twice. Out of the 16 producers, 12 are members of *Fødevarehuset* and four are not; out of the 16 producers, six were agricultural producers (Appendix 12.2). We mainly conducted semi-structured interviews but also performed unstructured interviews with one producer, an employee of *Fødevarehuset*, and a former employee of a now-defunct local food development initiative.

4.3.1 Semi-structured and unstructured interviews

The semi-structured interviews with producers served to gain more in-depth knowledge about them, their product and their livelihoods. We wanted to understand the emic perspective of how the producers define local foods, their motivations to produce them, what is important to them in the process, the role these products play in their overall livelihood strategy, their perception of the *Vores Marsk* initiative and what challenges they face.

For the producers, our questions targeted different aspects of the SLF, which allowed us to map and understand people's livelihoods as well as perception- and factual-based questions on development, income, the *Vores Marsk* initiative and the effect it has had on their livelihoods. Concerning Julie and Jesper who run *Fødevarehuset*, we asked them about the inner workings of the initiative, current members and what their vision for the initiative is. Interview guides for each of the producer and development initiative informant groups can be found in Appendix 12.5.

4.3.2 Participant observation

We visited *Fødevarehuset* on two of the days it was open and practiced participant observation. In addition, many of the producers we visited showed us their shop, production site or farm when we visited them for semi-structured interviews. This allowed us to understand their product, brand and daily life better.

5. Perceptions of local food

Our results indicate that perceptions and ideas of what local food is greatly vary between people, in agreement with Eriksen's perspective (2013). In the following section, we present the perceptions of local food by consumers, producers and institutions that we uncovered in our interviews and questionnaire.

5.1 Consumers' perceptions

We had 73 respondents complete the questionnaire, 16 in person and 57 online. The respondents were mainly from Tønder Municipality (76.7%). The average age of the sample was 52 years old. In terms of educational level, 48 respondents have a profession/bachelor's degree, equivalent to 67.6% of the sample.

Regarding the consumption of local food products, 56.2% of respondents buy local products weekly and 27.4% monthly. Specifically, it is very important for 83.6% of respondents to buy local food products. Likewise, 42.2% usually buy local food products at markets or directly from the producers. Moreover, 12% of respondents buy them at local stores. Finally, 37% of consumers know of *Fødevarehuset*.

In the questionnaire, people were asked why they feel it is important to buy local products. People choose from several options as shown in Figure 4. We reorganized the responses so that they all fit into clear and concise categories. For example, dairy: includes milk, cheese, yogurt; vegetables include potatoes, and people that said the agriculture producer Kroghs Grønt; meat consider lamb, pork, beef and 'Højer Pølser'; fruits and berries; confectionaries: include chocolate, candy, cake; flour and grains (includes oats); alcoholic beverages: beer, gin; and the last category 'do not know. However, with the open-ended question about the most important product, we realized that we did have neither fish (includes oysters, shrimps, salmon) nor bread as categories.

Figure 4 connects which products are the most important according to respondents and which products respondents bought last month. We found a strong positive correlation of 0.73 between these two variables, showing how meat, vegetables, dairy products, fish, honey and eggs have a higher frequency of being the most important product and the ones bought during the last month.

Respondents consistently listed agricultural products as the most important group of local products, as well as most purchased during the last month. (see Figure 4). However, this pattern may be skewed due to the purchase frequency of these products (eg. perishable) rather than drinks and confectionaries.

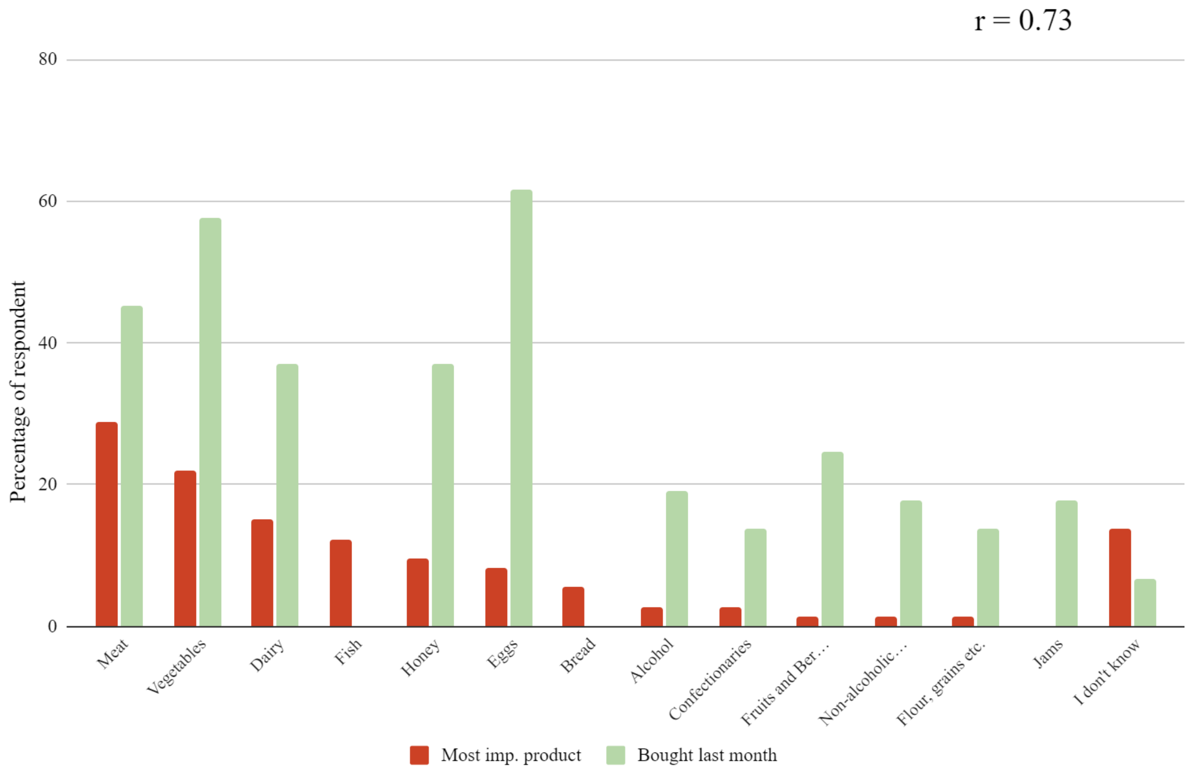

Figure 4. Questionnaire answers to the questions "Which kind of local food products have you bought within the last month?" (multiple choice question) and "What do you think is the most important local product in the area?" (open-ended question). n=73 respondents. Note: The categories fish and bread were not included as options for the questions regarding bought last month.

Figure 5 shows the consumers' responses for why it is important to them to buy local food products. The top reasons are supporting local producers, specifically small producers, environmental reasons, and freshness. This could be due to changes in consumption trends with a focus on local products, supporting the development of the area, and taking care of the environment (Thorsøe et al., 2017; Trivette, 2016). In addition, freshness was a surprisingly big category. This may be because the respondents related it with proximity to products, being close to the producers (Eriksen, 2013).

In contrast, the reasons with lower importance were trust in producers, health, quality and taste. These results were also found in Stamer et al. (2016); that quality, in the form of taste and freshness, and locality were important for consumers buying local food products in Southern Jutland. However, the importance of trust is seen differently than in other literature such as U.S. food systems, where consumer thought trust was an important factor in local food systems (Trivette, 2016). In the EU and Danish context, there are high standards for food safety and regulations by *Fødevarestyrelsen* (Food Agricultural Council) and European Food Safety Authority (EFSA). Therefore, consumers may not put such a big emphasis on trust, knowing that it is covered by the authorities and food industry, so there is an established trust in the national food system (European Commision, n.d).

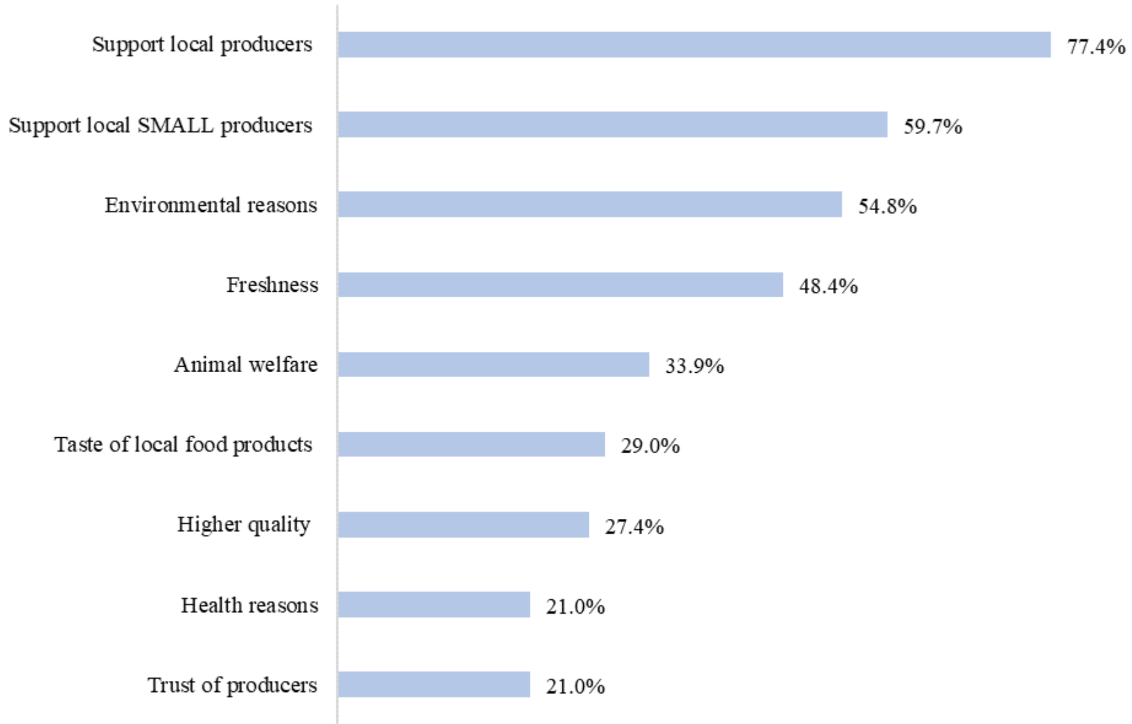

Figure 5. Respondents' reasons for why they find buying local food products to be important. n=62 respondents.

5.2 Local producers and *Fødevarehuset* perceptions

Producers have different definitions of what a 'local' product is. Some define it using Eriksen's (2013) geographical proximity: a product from the area or produced there; when using what is around; a raw product from the area; where they grow their ingredients or use local sources for their ingredients. On the other hand, some define local through an emotional perspective or as part of their identity: a product that has soul in it, not necessarily because of using local ingredients; local products have value only if the locals use them; local is something honest and authentic. For instance, one producer said: "I define a local product as a product that has soul in it." This view relates to relational proximity and values of proximity (Eriksen, 2013).

It is relevant to mention that some producers place more value on local than organic, making it a duality between these two. There is a significant proportion of consumers that prefer to buy local products, so some producers try to match this demand and choose to brand themselves as local while not emphasizing organic or other environmental reasons. For instance, one producer mentioned, "We take care of the environment until a certain point," referencing that environmental branding is secondary to locality. Furthermore, some producers mentioned that having an organic certification is hard and costly. In contrast, some producers value organic more because of their philosophy and/or customer base. For example, a producer had to make a choice between using their own uncertified agricultural products or outsourcing certified organic ingredients, and they chose the latter to fit with their branding and customer demands.

Finally, *Vores Marsk* defines a local product as an authentic/original product. One of the initiative leaders defines it as either produced in the area or using ingredients from the municipality. This view relies solely on geographical proximity (Eriksen, 2013). The other leader explained it more broadly, saying that it is something regional that uses the region's storytelling, e.g. the Wadden Sea, drawing on both geographical and relational proximity (Eriksen, 2013). These different definitions remark on their diverse perspectives and backgrounds.

5.3 Connection between consumers and producers perceptions

Figure 6 shows producers' three most mentioned reasons for why they believe their customers buy their product. Taste was mentioned by seven producers, locality by six producers, whereas quality was mentioned as a reason by five producers. Aside from these, organic, health reasons and the concept of their product were also mentioned as reasons, although mostly by single producers.

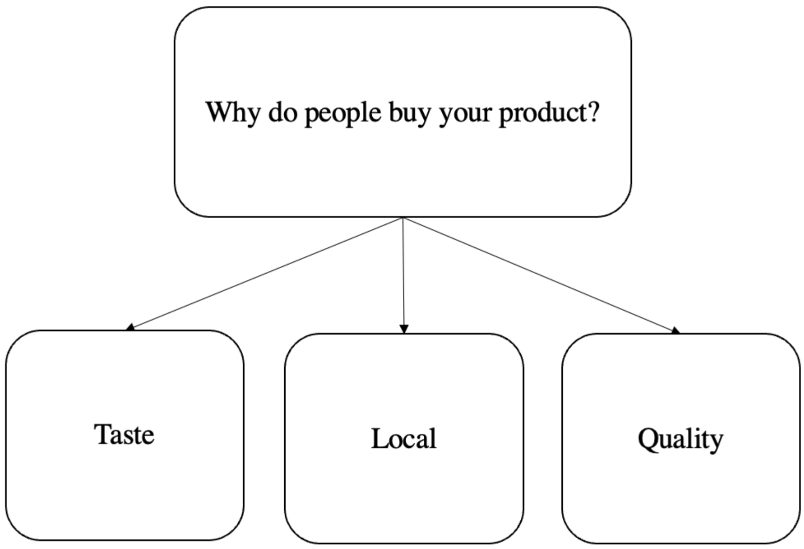

Figure 6. The three most mentioned reasons for why producers believe customers buy their product.

There are clear differences between consumer opinions of why local food products are important (Figure 4) and producers' beliefs of why their products are purchased (Figure 6). For consumers, supporting local producers is the biggest reason for purchasing local food products, while taste and quality play a much smaller role than other aspects such as the environment and freshness. However, we asked producers about their specific product, while we asked consumers about local products in general. It is possible that, given a question about a specific producer's product, respondents may have answered in a similar fashion as producers, mentioning attributes like taste and quality that they associate with it.

6. Producers livelihoods

In the following section the results on producer's livelihoods, motivations, views on growth, branding strategies and challenges and barriers will be presented and discussed. We uncovered these results from our interviews with local producers.

6.1 Characterization of producers: livelihood contributions and views on growth

The 16 producers we interviewed can be grouped into different profiles based on their views on growth and their product's contributions to their livelihood. This information was found when producers were asked about their product's contribution to their livelihood and whether or not they wanted their business to grow. Based on the report *'Lokale fødevarer som udgangspunkt for bæredygtig turisme'* (Oxford Research, 2020), which characterizes local food producers into three categories: nano, independent and growth-oriented producers and we have followed the same format in Table 1.

Table 1. Producer profiles.

Nano producer	Independent producer	Growth-oriented producer
Rømø Bolcher	Vester Vedsted Vingård	Marsk Destilleriet
Moselykke	Hedeagergaard	Temper Chokolade
Wild Apple Kombucha	Kroghs Grønt	Norlyk Distillery
Vadehavs Spirits	Fylla Chocolate	Søgaard Saft
	Rømø Slagteren	Vadehavsbageriet
		Kisbæk Gårdmælk
		Trøjborg Hovedgård

One of the NPs main income generating activities is running a bed and breakfast (B&B), not their food production. They do not wish for the food production part of their business to grow. Another NP has a different view on growth. The partners of this NP all have full time jobs on the side and started their production as a fun project. They do, however, wish to grow and for some of them, to be able to work full time on their production. Another of the NPs wish for their business to be bigger than it currently is but only to a specific size to maintain control. They do not wish to have investors involved and want to grow organically. Two of the NPs fit with the classic example of NPs of a brewery (Oxford Research, 2020).

One of the producers is a classic example of an IP as it is a family business which is happy with their business's size, values their independence and does not wish to grow further. They have a business philosophy of "stay free by doing almost everything ourselves." Another producer also does not wish to grow and feels they have found the perfect balance for their farm's size. Another producer in this category does wish to grow, however only through the hiring of more help, not by expanding their business much further.

Two of the GPs both wish to grow their businesses and customer base across Denmark. Others wish to grow but are limited by how much they can sell logistically and how much they are allowed to physically expand their business. Most of the producers we have categorized as GPs do not have external funding. However, two of them received external funding to start their businesses. We still believe this characterization of GPs makes sense, as their views on growth vs. independence differ from the IPs. Distinguishing between IP and GP can be difficult, however, as there is a great deal of overlap between the two. Both producer types are often passionate about their product, but the main difference is whether they have a stated growth goal or not.

6.2 Main capitals of producers

Through our interviews with producers, we identified that they have access to three main capitals: financial, natural and social.

6.2.1 Financial capital

Not all producers have had the same access to financial capital. Many producers face challenges to access financial capital (see section 6.5). This leads to differences in their overall livelihoods and their business possibilities (Ellis, 2000, p. 8). When starting their businesses, many producers invested their own money and four received external funding, while others struggled more. Income streams also vary. Some producers already made a profit within the first year, yet others just finished paying back loans.

6.2.2 Natural capital

All of the producers we talked to have access to natural capital in different forms. The agricultural producers have land access to perform agricultural activities. The non-agricultural producers have access to agricultural products and can purchase them for further manufacturing. Some of the non-agricultural producers make an effort to use local ingredients and use this as part of their branding. Producers said consumers buy their products because of their quality, taste and because it is local (Figure 7).

Natural capital is essential for everyone to produce their goods, but not as much as we initially expected. When we asked the question, “What is important for you in order to create your product?" only one interviewee mentioned natural capital. It is possible that many did not think of the ‘basis’ of their product being the environment. An agricultural producer did mention the soil and the sun as the most important things aligning with their farming philosophy, which places great emphasis on giving back to the soil. In our study, natural capital is not as important as social capital for many producers. A possible explanation for this could be that many of our interviewees are non-agricultural producers who could also conduct their business elsewhere, as many of them stated themselves.

6.2.3 Social capital

Social capital emerged as an essential asset for the producers. This makes sense, as elements of social capital such as social networks make it easier for people to diversify their livelihoods (Ellis, 2000, p. 9). The three main aspects of social capital that producers rely upon are community, relation to customers, and networking. Some producers emphasized giving back to the community due to the personal value they place on this aspect. These were generally NPs. Other producers stressed their relationship with their customers. One makes an effort to drive far distances to personally deliver the products to customers while another sometimes sends products via mail to loyal and established customers. Most of the producers mentioned networking, especially GPs. Many emphasized the importance of networking and also named it as the most significant benefit of *Vores Marsk* membership. *Vores Marsk* is, however, not the only way producers network. Some of them mentioned other initiatives that they used to be or are still a part of. On top of that, many producers know each other personally and have connected outside of formal initiatives. As shown in Figure 7, Vester Vedsted Vingård is an interesting case study of this given their internal producer networking where they collaborate to exchange products, host meetings and share knowledge.

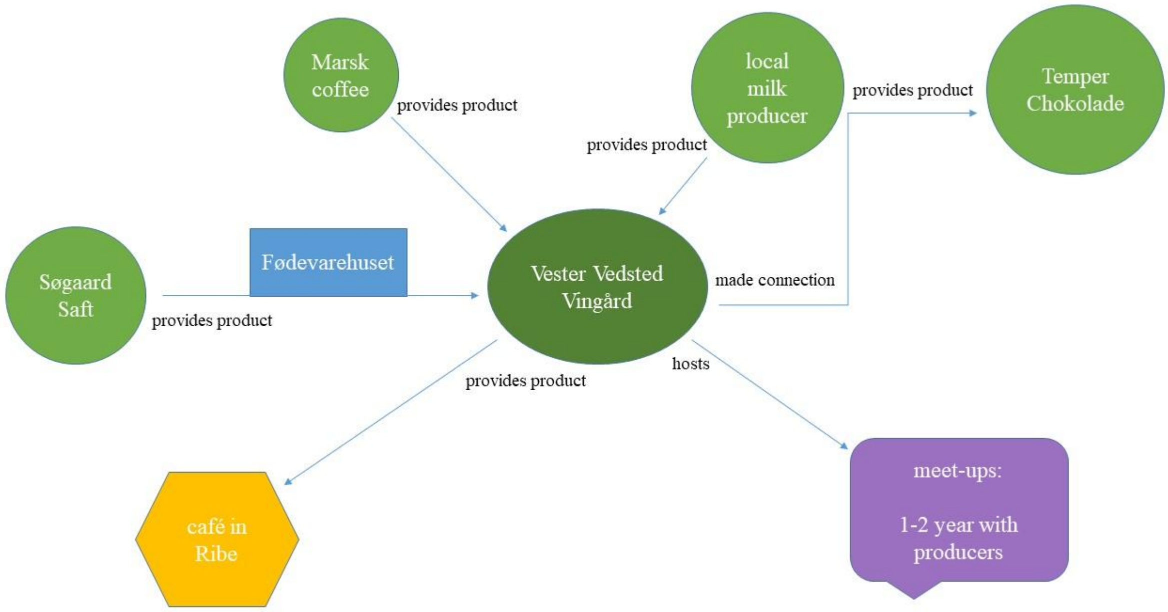

Figure 7. Social capital related to the producer Vester Vedsted Vingård.

We also gained valuable insights into networking through producers' stories about how they connected with other producers. Producers themselves link networking and the sense of community to local products. One producer mentioned aspects of social capital when asked about what they define as a local product. They stated that a local brand is honest and consumers know who is making the product. This aspect of trust links back to social capital, and hence this producer associates this asset with the locality. Even though we expected social capital to be important for producers, we were surprised how much they emphasized networking and personally brought it up. Furthermore, we initially thought natural capital would be more central for non-agricultural producers. Overall, these mentioned assets helped us understand producer' livelihoods distributions related to local food production.

6.3 Motivations

The producers we interviewed have vastly different motivations for engaging in local food production. Table 2 shows a characterization of the producers' motivations is divided into categories.

Table 2. Motivations for producers to engage in local food production.

Motivations	Reasons
Passion	● Heart is in it ● Dream to have a farm ● Enjoys the challenge ● Creating local community ● For fun
Lifestyle	● Wanting to work less
Family	● Family business ● Time for family
Economic	● Access to niche market ● Access to better prices
Idealism	● Concern for animal welfare ● Wanting to offer healthy products ● Wanting to offer high quality products ● Connection to nature

It is clear that many of the producers are motivated by a passion for their local food production and highly value it for personal and lifestyle reasons. Many of them mentioned that they simply enjoy producing and want something to do. Some producers also mentioned having originally started their business so that they could work less hours than in their previous jobs: "We couldn't see ourselves continuing like that until we were 65. We wanted to have it a bit better. We thought we wouldn't have to work as much, but it hasn't quite been like that. " This producer even made new additions to their business to engage in during the off-season, as they did not like having nothing to do: "We are the startup types. If we don't have anything to do, we'll find something."

A few producers are also motivated by wanting the local community to be active and lively (social capital). One producer brought up the fact that they and their family feel very strongly about doing volunteer work to keep the local area alive, and another mentioned that they cared about being a part of the local area and contributing to its development. Many of the agricultural producers mentioned part of their reasoning for being engaged in their food production as being because it is a family farm that they have taken over from their parents. One agricultural producer stated that it had always been their dream to have a farm. Another was motivated by being able to have a family life alongside their business.

Aside from passion, lifestyle and family motivations, many producers also have economic motivations for producing local food products. An example of this is a producer who said that they started specializing their food production due to the low prices the conventional version of their product was selling for on the market. They believed that changing the concept of how they were selling their local food product would mean making more money. Another producer saw a market gap and believed they could make a business by creating a missing product.

Idealism is also an important motivation for many of the producers. One producer is particularly motivated by wanting to offer healthy alternatives to conventional products. They wish to promote this through their food production. Another producer has similar motivations of wishing to provide a more nutritious and less processed product. They spoke negatively of additives and preservatives, and they stressed the fact that they only used natural ingredients. One agricultural producer is highly motivated by being able to provide consumers with a higher quality product than offered in supermarkets; “People need good food.” This producer viewed pesticides and fertilizers as “wrong” and “poison.” Another agricultural producer, who also valued health, referred to pesticides as “poison.” Animal welfare motivations also play a role for two of the agricultural producers who stressed that they care about providing a good life for their animals. Similarly, one of these producers is very motivated by taking care of the soil.

6.4 Branding through storytelling

Storytelling is used to varying degrees by all producers we interviewed as an integral part of their branding. Through our interviews with producers, we identified four general categories that their storytelling strategies generally fit into: practices, nostalgia/history, quality, and locality. ‘Practices’ entails the way in how the product is made and the production system used. Examples include farming systems like organic and biodynamic, a focus on animal welfare, and hand-made goods. Producers draw on ‘nostalgia/history’ when they emphasize that their product makes people reminisce or that it is imbued with the history that surrounds their product, production facility, and/or area. ‘Quality’ refers to producers that stress the specific attributes of their product as being highly desirable and superior when compared to similar products. And producers employ ‘locality’ when they use the specific traits of the surrounding area as part of their marketing. Figure 8 illustrates where the producers fit on a spectrum consisting of all four categories.

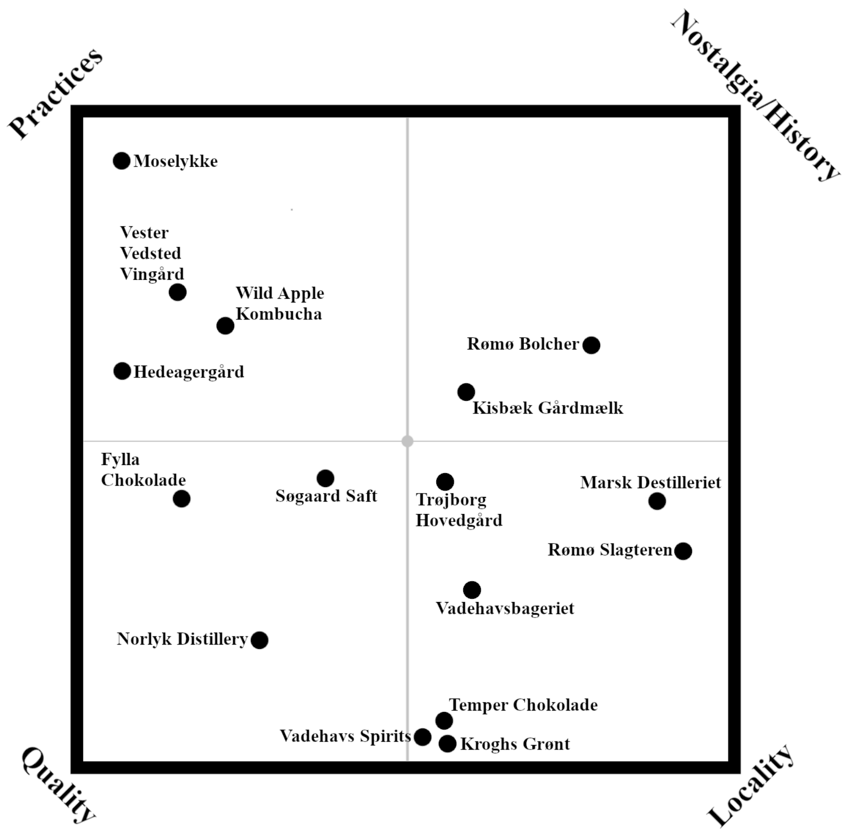

Figure 8. Local food producers use four different strategies of storytelling when branding their products. Most producers use multiple strategies and in varying degrees, so they fall on different parts of the spectrum.

A closer look at four producers exemplifies the differences in storytelling strategies. In the 'Practices' quadrant, Moselykke uses very little branding in general as an NP. However, a high level of animal welfare for their livestock is very important to them and contributes to their extreme placement in the corner. Kisbæk Gårdmælk draws heavily on 'Nostalgia/History' when branding their high fat content milk, but also stresses quality. In the 'Quality' quadrant, Søgaard Saft predominantly uses quality, but also draws on practices and nostalgia/history as part of their storytelling. They mainly promote their product as being superior because of the quality of their real ingredients, but they also stress that it is made using simple processes like 'back in your grandmother's kitchen.' And in the 'Locality' quadrant, Vadehavsbageriet draws mainly on its location near the Wadden Sea for its brand, but also on equal parts of its product quality and the nostalgia/history of its production facility and bread recipes. Another example of 'locality' can be seen through Vadehavs Spirits branding style "Take our local area and put it in a bottle" using the area as a marketing strategy, therefore fitting into the idea of place branding.

6.5 Challenges and barriers

Through the interviews with producers we identified the key challenges and barriers they face when running their businesses. As shown in Figure 9, these barriers can generally be grouped into five different types: institutional, financial, social, environmental and geographical barriers.

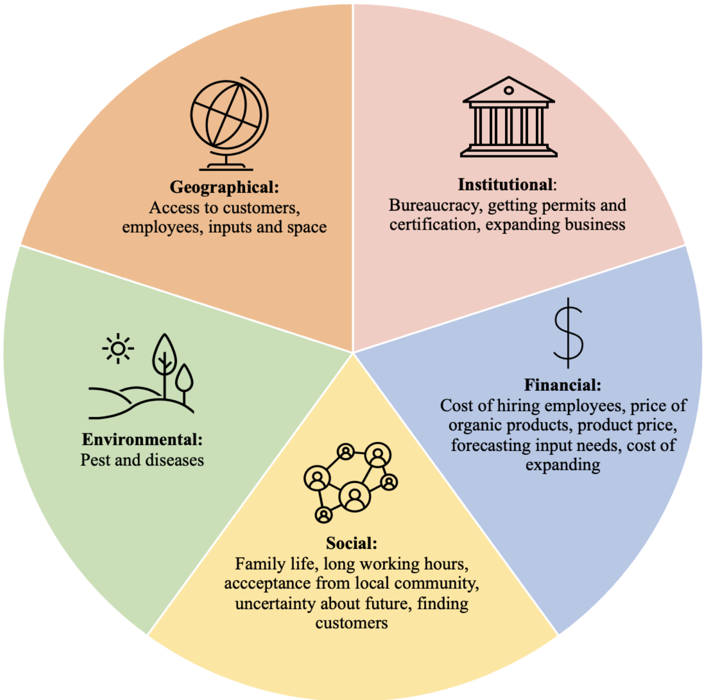

Figure 9. Key challenges and barriers for producers engaging in local food production.

The financial barriers faced primarily include the costs involved with expanding their business and hiring employees. One agricultural producer also mentioned the fact that they get paid less for producing an organic product than they would for a conventional product. Many producers mentioned that running their business is a financial balancing act between necessities and desires, eg. hiring an extra employee, buying another vehicle to distribute their product, ordering ingredients in advance. Their product's high price was also mentioned as a financial barrier for customers to buy their product. The initial startup costs are also a significant financial challenge for some producers. Some producers sought external funding to overcome this barrier.

Institutional factors can also act as barriers for producers. One producer mentioned wanting to expand his infrastructure but being unable to due to rules around building near historical sites. Thereby, they are challenged by both institutional and geographical barriers. Aside from this, it can also be difficult for producers to get permits. A producer mentioned that one of the biggest barriers to starting their business was getting permission from *Fødevarestyrelsen*, which took four years. Another producer had trouble with getting permission from the municipality to build production facilities within an urban zone. Another struggled with paperwork related to funding. Finally, a producer also mentioned that they had felt the biggest challenge in starting their business was to get an alcohol license.

Social barriers are also significant for producers. Some mentioned concerns about long working hours and managing a business while also maintaining family dynamics. Another specifically mentioned challenges in gaining acceptance from the local community, as they are not originally from the area. In the early business stages, social barriers can include finding customers for their product. Many of the producers needed to make connections to gradually build a customer base. One producer used social capital in the beginning by inviting his friends and building up a customer base through word of mouth.

Environmental barriers primarily entail issues with pests and diseases. One producer mentioned how in some years they have had no income due to this and that this uncertainty was a concern for their son in deciding whether to take over the family farm or not.

Producers also face geographical barriers. In locations with low populations, producers face limited access to both customers and potential employees. Another geographical barrier can be the spatial limitations of expanding the business. An agricultural producer stated that they cannot expand their customer base further due to product shelf life, so they must limit their transport routes. Another producer would like to be certified organic but is unable to because of rules on proximity to conventional agriculture. A further geographical barrier is the ability to access organic ingredients when needed due to the limited Danish supply. Many producers mentioned wanting to use more organic ingredients in their products but being unable to. This is also an institutional barrier because low access to organic ingredients may be due to difficulties in the certification process.

Despite these challenges, the producers are highly motivated to engage in their production, as evidenced by section 6.3 and illustrated by one producer's answer when asked about the challenges involved in food production: “There are always barriers, but it is reachable. If it would have been easy, everyone could do it.”

7. *Fødevarehuset* and its actors

Fødevarehuset is a development initiative under *Vores Marsk* that works with local food producers to provide networking activities and growth opportunities. Furthermore, it acts as a point of sales through the shop located in Tønder town center (Figure 10).

Figure 10. *Fødevarehuset* location and decoration including a map of the locations of the producers.

There are various actors with different roles involved in *Fødevarehuset,* as seen in Figure 11. In this section, we explore three of these six groups of actors in further detail.

Figure 11. Six categories of actors are involved in *Fødevarehuset.*

7.1 *Vores Marsk* management and shop employees

Julie Bjerre Hermansen and Jesper Monsrud form part of the actor group *Vores Marsk* management. They are part of the team leading networking events, workshops and communicating with producers. They are the direct actor in charge of the DMO. The events mentioned such as Oyster Festival and Cake Festival are part of a larger goal of branding the area as a culinary and cultural hotspot. As mentioned by Julie and Jesper, Fødevarehuset is the "tip of the iceberg" in a larger effort to create place branding. This is an example of the use of SDSs (Donner et al., 2016). Showcasing local products from many different producers at one location and under one branding style creates a common sense of place identity, a specific SDS. This can be seen through the decoration of the shop aiming to maintain the same style and placing all producers into a map (Figure 10).

Another SDS mentioned is supporting regional economies through income and employment (Donner et al., 2016). In the case of *Vores Marsk* this can be seen through the 100% direct income that the food producers receive when the product is bought at *Fødevarehuset*. Furthermore, the direct relationship between *Vores Marsk* management and producers is seen through the membership opportunities provided. As members, the producers have access to a series of networking sessions, learning workshops, tutorials and events. They occur monthly to provide producers with tools to develop their brand, have a better digital presence, find funding opportunities and expand their customers reach.

Throughout our interviews with *Vores Marsk* management and shop employees, we found that they also use storytelling in the shop. When speaking with customers, the shop employees share insights into the area's history, products' background, and the quality of the products. This is an extension of how producers brand themselves through storytelling, as seen in section 6.4.

7.2 Producers' perceptions of *Fødevarehuset*

A major focus of our investigation was to sense the producers' opinions of the *Fødevarehuset* initiative. Out of the 16 producers that we interviewed, 12 were part of *Fødevarehuset* and had sold their products there at some point in time. All 16 producers were asked about their opinions of *Fødevarehuset*, regardless of membership. Members of *Fødevarehuset* were asked how long they had been a part of it, how the joining process went, and the pros and cons of being a partner. Throughout our interviews we noted six recurring themes that producers mentioned when speaking about *Fødevarehuset*: networking, time constraints, financial aspects, business model, branding and image, and product opportunities (Figure 12).

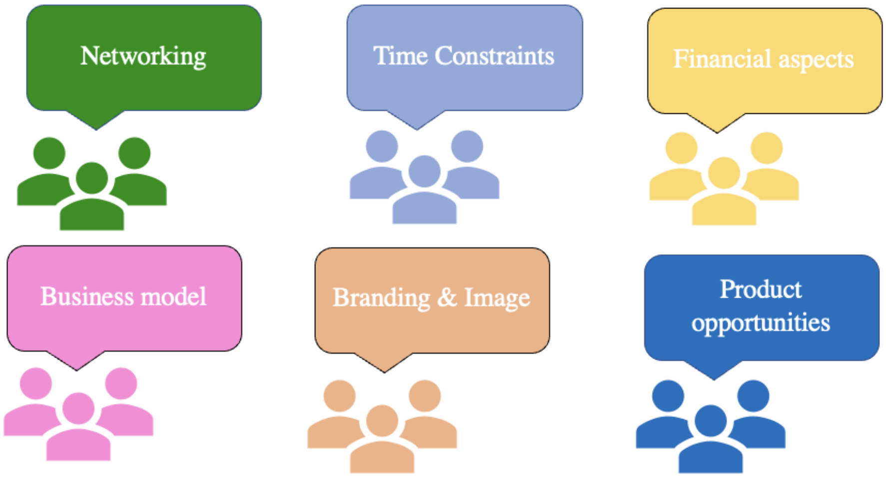

Figure 12. Producer’s opinions and perceptions about *Fødevarehuset* fall into six main themes.

7.2.1 Networking

Networking was a main theme for both *Vores Marsk* management and producers. This was one of the original goals of *Fødevarehuset*: to allow producers to create social capital and make connections to develop their product and business. Quotes such as “we have gotten some good contacts and collaborations through some of the meetings,” and “we have made some strategic connections” lead us to believe that this characteristic is highly valuable for members of the initiative. One NP noted, “It’s good because it’s about exchanging methods and advice instead of competing.” Therefore, networking relates to the SDS about building a shared sense of place identity that is seen in rural regions (Donner et al., 2016). The NPs who did wish to grow saw the networking opportunities within *Fødevarehuset* to be beneficial, whereas NPs who did not wish to grow did not see the benefit in taking part in these events. This lines up with the idea that NPs who wish to grow may benefit from support (Oxford Research, 2020). Some producers mentioned that the initiative was good for networking, but they did not participate for various reasons listed in the following themes. Other producers did not feel that *Fødevarehuset* was useful for networking. This was common among GPs that already had an established network with contacts and therefore did not benefit from the additional social capital tools provided by *Fødevarehuset*.

7.2.2 Time constraints

Through our visits to the producers' locations, we gained a small understanding of their weekly schedules. Some producers woke up early to prepare their products for clients, others worked during the weekends and many worked full-time during the peak tourist season. This busy lifestyle gives them few hours to dedicate to activities outside their business or family life, especially those without employees. Therefore, when asked about their personal presence at events and workshops in *Fødevarehuset,* many referred to lack of time. One producer said, "I haven't been able to attend any of the events because of my opening hours." Another said, "We haven't participated in any networking events because it's really new and we are busy when the events happen." A third one mentioned, "I wanted to go to a meeting, but did not have time since my customers are more important." *Fødevarehuset* management is aware of this time constraint issue and has tried to overcome this barrier by providing Zoom alternatives that have been somewhat successful.

7.2.3 Financial aspects

Although 100% of the product sales made in *Fødevarehuset* are transferred directly to the producers, many said they received very minimal financial gains due to the low volume of sales. For example, one producer said, "We make 500 kr per year; it's not a lot." Very few mentioned *Fødevarehuset* when asked about livelihood contributions. There could be various reasons for this, including that the shop has limited opening hours only on Thursdays which affects the amount of customers. Given that the initiative is less than one year old, the marketplace and consumer channels are not well established yet, so locals and tourists do not use this as a food market. However, providing a large source of income for producers is not the goal of *Fødevarehuset*. Rather their main aim is to provide development and networking opportunities for the producers. Nevertheless, for NPs that are just starting, selling in *Fødevarehuset* provides a fast point of sale for their products and ensures some amount of income. To increase volume of sales, *Vores Marsk* management is working on a 'shop-in-shop' format that would allow products to be sold directly from different producers' locations and local stores aside from *Fødevarehuset*. One producer mentioned that the "new idea of shop-in-shop could be good for sales."

7.2.4 Business model

This characteristic involves various comments made or solutions proposed by producers as to how *Fødevarehuset* is run and how it should change. Producers mentioned that it "would be better if it had a business model more connected to sales," given that currently the main goals are visibility, networking and guidance. Another stated "the dream scenario would be if there were a lot of producers." Currently, *Fødevarehuset* houses products from 26 producers. Having more products would lead to diversification, creating more opportunities for purchases but also potentially creating competition between producers selling similar products. Various NPs spoke highly of the model *Vores Marsk* is using in *Fødevarehuset*: "it is good help for startups," "they do just what we wanted: to be local and for small-scale producers," and "they have helped with taxes and accounting." Although the business style has mixed responses, everyone generally thinks that it is a good asset for the area and its development.

7.2.5 Branding and image

Fødevarehuset markets itself as a "showroom." Many producers also mentioned this keyword and made various statements about it: "I see it just as a showroom" and "how can you live off a showroom," referencing both the branding portrayed and its business model. Another positively said, "It is a way of providing an 'appetizer' of its product to the world." This is specifically applicable for NPs who do not have established branding. Lastly, a producer said that *Fødevarehuset* "has made the area more visible" by promoting the *Vores Marsk* brand and presenting a positive image of local food products.

Other studies on local business branding have proposed a solution for giving further value to food branding strategy: creating a relationship-based participatory branding approach (Jain et al*.,* 2021, Donner et al., 2016; Kavaratzis, 2012) . This means "leveraging on and developing local cultural capital when branding places on food" (Askegaard & Kjeldgaard, 2007). The creation of the 'shop-in-shop' system across producers' locations would make this brand a co-owned established solution with the same sense of identity, therefore becoming a participatory branding approach. Overall, the creation of a common brand under the *Vores Marsk* name across multiple stakeholders including producers, locals and tourists would improve access to the capitals such as social, natural and financial.

7.2.6 Product opportunities and barriers

Producers mentioned some opportunities and barriers that they see for their product being sold in *Fødevarehuset*. One agricultural producer stated, "some of my customers first tried the product there," meaning that *Fødevarehuset* is introducing new consumers to many local products. Another producer mentioned, "I'm interested in *Vores Marsk* in order to bring my products to Tønder." This location provides an opportunity for distanced producers that otherwise would have to have high traveling costs to sell their products to a new set of customers. However, another producer explained that their "products are not always present in *Fødevarehuset* because of the products' seasonality and expiration date." This is a barrier that must be taken into consideration given that this is a food business. It may even be a barrier to joining for new producers. Potentially, one of the best promotional avenues for the initiative is through word of mouth from the producers. One producer mentioned "I talk about this concept with every producer I meet". These intra-producer relationships are highly valuable and should be encouraged by *Vores Marsk* management.

8. Reflections on methods

This section assesses the ways we have explored local food products and how our selection of methods has shaped our research.

8.1 Questionnaire

Overall, the questionnaire worked well for our purpose of exploring consumers' feelings about the importance of local food products. It allowed us to collect quantitative data and achieve a good sample size (n=73) in a short period of time. Using a digital questionnaire also permitted us to reach a broader audience than we would have through only in-person delivery.

Nevertheless, the questions could have been improved to get clearer data. We should have asked respondents the question: 'What does local mean to you?' Different respondents may have answered the questionnaire using different definitions of local, thus biasing the results. Furthermore, adding this question would have given us data on the consumer definitions of local that we could have compared to the producer definitions from our semi-structured interviews. Also, for the question about the most important local product, nine respondents listed 'fish,' but we did not list 'fish' as an option for the question: 'Which kind of local food products have you bought within the last month?' So, respondents were unable to express whether or not they purchased local fish recently.

The two delivery methods we used, in-person and online, also affected our results. The six Facebook groups in which we posted the questionnaire all had locally-based memberships, and some were specifically focused on local products. Thus, the results are possibly biased towards people who believe local products are important, and they are skewed towards local respondents rather than tourists. It was not peak tourism season in Tønder during our fieldwork, so fewer people were available for the in-person surveys. They only accounted for 22% of respondents and included most of the non-local respondents. In addition, we orally delivered the questionnaire to in-person respondents. Our tone and phrasing could have biased their responses. For example, when listing reasons for why one thinks buying local food is important, upon hearing 'environmental reasons' a respondent may have said yes only to appear environmentally conscious without it actually being a true personal reason for buying local products. Due to this, the online responses to the questionnaire may present a more unbiased picture of consumer perceptions.

8.2 Semi-structured and unstructured interviews

The semi-structured interviews went well and provided us with crucial data. However, we had some interviewees who were hard to keep on track which led to us sometimes not receiving the exact information we were aiming for, and due to time constraints left other questions unanswered. Nevertheless, this is very much the essence of the method itself, and overall we are content with how our interviews went. The fact that the interviews went very well enforced our view that we chose a well-suited method to assess our research questions. Our interview time ranged from 1-3.5 hours. We recorded the audio of most of the interviews. In shorter interviews we sometimes were unable to ask all our questions and had to prioritize them. We also conducted three interviews on Zoom, which worked fine except for one who did not have a stable internet connection. This digital method permitted us to interview producers who did not have much time or were too far geographically to visit.

Regarding our semi-structured interviews, we did not always ask everyone the same exact questions due to time constraints or because the conversation took another direction. The level of depth we reached in the interviews also depended on producers as some were more open than others. Additionally, some interviews took place purely in Danish, therefore hindering the understanding and collaboration of some of our non-Danish speaking group members and not allowing them to contribute with further questions. We felt that all of the producers were happy to tell us their stories and enjoyed sharing information about themselves and their businesses, possibly due to the fact that they are salespeople and discuss these topics as part of their livelihoods.

Moreover, it is important to mention the potential issues regarding people's different perceptions of the questions we asked. In our interviews, we asked producers: "Do you wish to grow?" We understand growth as whether the producers wanted to expand their business further and become bigger in terms of production. Despite the merits of the growth question, it is a potential issue that producers may have different ideas about what growth entails. This biases the results since this question was open to interpretation. For example, some may see growth as making more money and expanding their business further whereas others may view it simply as hiring more help but not necessarily expanding their business. The issue of the differing interpretations of our questions by producers is an overall challenge for many of the questions we asked in the interviews.

For our unstructured interviews, we took notes after which means that we might have forgotten to write down certain details. We did so in order to not disrupt the flow of the conversation, which we deemed important. After the interviews, we also realized that we should have asked other questions that we forgot at the moment, but this is an overall disadvantage of the method itself.

8.3 Participant observation

The participant observation worked well as producers were generally excited to show us around their farms or production site. However, due to lack of time we were not able to observe them completing everyday activities or working. The participant observation in *Fødevarehuset* was beneficial for us to get a feel for how it works as a shop and showroom, but both times we were there, there were no customers present. Therefore, we did not get a chance to observe customers and their interactions in the store.

8.4 Analyzing our data

We gathered a considerable amount of qualitative data which we then had to analyze. Due to time constraints, we did not transcribe our interviews but used our notes in order to code them. Having one to two people dedicated to taking notes during the interviews facilitated the analysis later on. We used the audio recordings when we were unsure of what producers told us or if we needed more information. Our coding strategy was to first identify themes we deemed important for our analysis (development, branding and storytelling, networks and community, motivation, quality, definition of locality/local products, national park, tourism, seasonality, goals). Then we proceeded to color code our notes and created a Google Sheets (Appendix 12.6) in which we compiled the data. This allowed for an easier comparison of producers. Five different people coded the interviews, so some slight differences in the coding methods may have occurred. However, we communicated with each other whenever we were unsure of different aspects in interviews, and we collaborated on the overall analysis.

9. Limitations and further research

One of the major limitations of this research involves the current timescales of businesses and institutions that we spoke to. *Fødevarehuset* and many of the producers have only recently started within the last year or two. For *Fødevarehuset* especially this must be taken into consideration when assessing its effect on local business development. While it is clear that it has already had an influence in the Wadden Sea area after less than a year of operation, its true efficacy will not be seen until more time has passed. The COVID-19 pandemic has also been an abnormal period for producers and institutions. Therefore, the recent history recalled in interviews may not reflect a 'normal' world.

Another major limitation was the time constraint for our field work. We were unable to accomplish everything in the 12 days we had hoped to do. Given more time, we could have used additional methods to assess our research questions further. One of them is participatory rural appraisal (PRA).

We initially would have liked to use PRA mapping, but we were unable to spend enough time with people in order for them to feel comfortable participating in this method. A strong connection and trust was missing between us and the producers given that we only spent a couple of hours with each one. Focus group discussions would have been helpful as different producers could have discussed motivations, challenges and their perception of *Fødevarehuset* in a group together. Unfortunately, we did not have time to organize a focus group discussion, and planning such an event must be done far in advance because most of the producers are very busy and geographically scattered across the Wadden Sea area. A focus group discussion with consumers would also have given us a more nuanced idea of their perceptions of local food products.

Further research should expand the key actors in local food production by interviewing service enterprises, the Wadden Sea National Park, and other departments of Tønder Municipality. Service enterprises such as restaurants, hotels, B&Bs, and tour companies could provide additional perspectives on what local food is and the challenges they face to incorporate it into their business. The leadership of the Wadden Sea National Park could shed further light on how the geography of the area contributes to local food production and cuisine. And more discussion with different branches of the municipality government could help build a more complete picture of its vision for the area and its plan to realize it. More research could also look closely at tourism and its role as a driver of local food production and institutional decision-making.

10. Conclusion

The purpose of this study was to analyze the relationships between consumers, local food producers and development initiatives with regards to local food production in the Wadden Sea area. We found that a majority of consumers find buying local food products to be important. Their main reasons include that they want to support local producers, environmental reasons and freshness. However, there is a discrepancy between why producers believe customers buy their product and the reasons given by consumers for why they find buying local food to be important. Producers believe people buy because of taste, locality and quality.

Fødevarehuset and producers have greatly varying definitions of 'local'. Within the institution of *Fødevarehuset* there are differing views on what 'local' means in terms of geographical proximity; while one understanding is that a local product needs to be produced in the municipal area or should contain local ingredients, another is that they should be called regional products. Producers' perceptions also draw on geographical proximity, such as the product being produced in the area or containing local ingredients. To others it relates more to relational proximity and values of proximity such as honesty, authenticity, being used by locals and having heart and soul in it.

Moreover, we found that local food production contributes to producers' livelihoods in a variety of ways. For NPs their product is a rather small income generating activitiy within a diversified livelihood portfolio. IPs are working full time in order to produce their product, and so are GPs. IPs are more looking to find a balance in their production, while GPs are actively trying to grow. Motivations for producers to create a local product can be distinguished between economic and non-economic motivations. In addition to economic reasons, most producers are motivated to some extent by non-economic reasons such as passion, lifestyle, family and health. Despite their motivations, producers face a number of challenges and barriers in engaging in local food production. Challenges include financial, social, environmental, geographical and institutional barriers.

In assessing the role of *Fødevarehuset*, producers see the main membership benefit as enhancing networking and overall social capital, which they deem important. *Fødevarehuset* also uses storytelling in their place-branding efforts. However, many producers already possessed social capital and networking opportunities before *Fødevarehuset* and continue to engage with these outside of the initiative. Overall, we found that producers have nuanced views regarding benefits and challenges of *Fødevarehuset.*

The story of the Wadden Sea area is very much a story of connection. Local food producers network with consumers, their community, and each other on their own, but *Vores Marsk* and *Fødevarehuset* work to enhance these connections. This study shows that the relationships in the Wadden Sea area between producers, consumers and local development initiatives are complex and interwoven in many different ways. Further research is needed to deepen our understanding of the way these relationships are linked.

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12. Appendices

12.1 Sustainable livelihoods framework

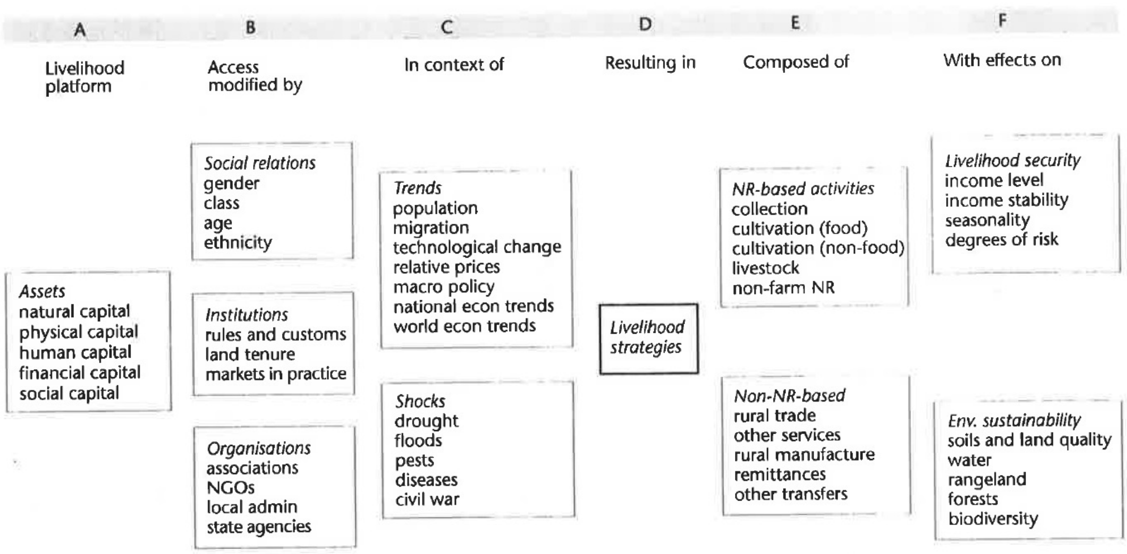
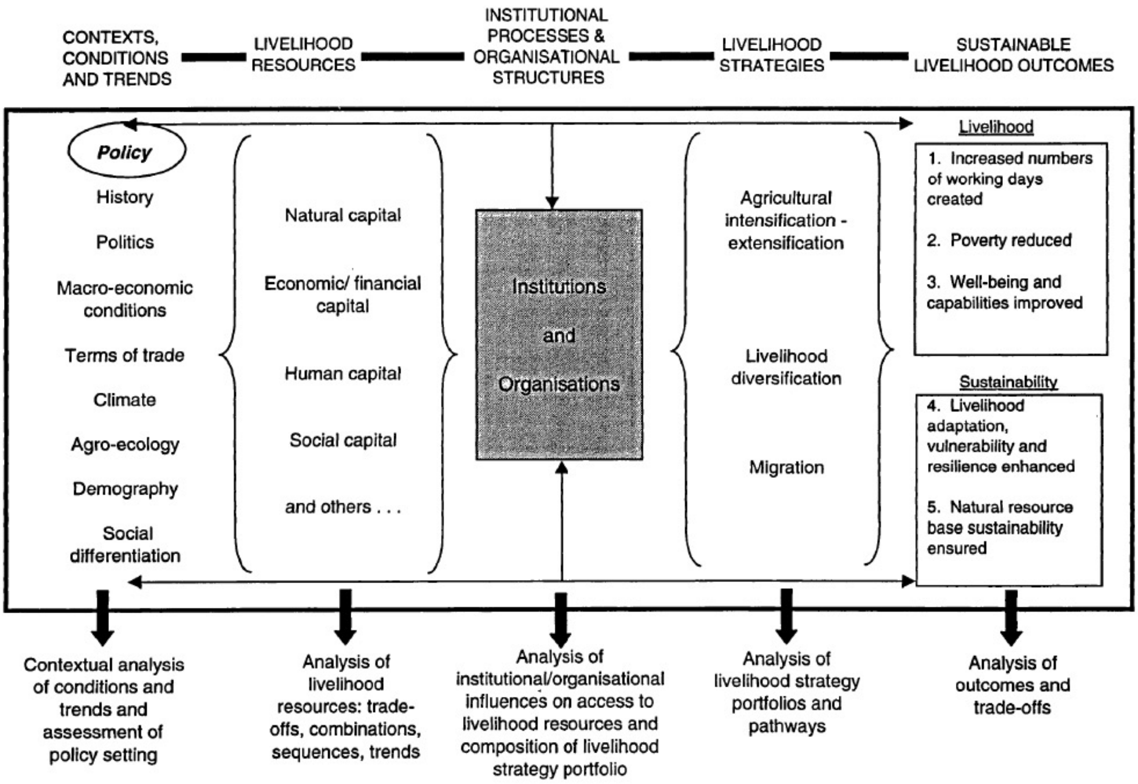


Figure 2.1. A framework for micro policy analysis of rural livelihoods

Source: adapted from Scoones (1998: 4) and D. Carney (1998: 5).

(Ellis, 2000, p. 30)



(Scoones, 1998, p. 4)

12.2 List of informants

The informants we conducted interviews with are listed in the table below with information about their actor type and product if they are a producer. *Producers inside *Fødevarehuset.*

Number	Informant	Actor type	Product(s) / Description
1	Norlyk Distillery*	Producer	Gin, rum
2	Søgaard Saft*	Producer	Juice
3	Marsk Destilleriet*	Producer	Gin, whisky, rum
4	Fylla Chocolate*	Producer	Chocolate
5	Kroghs Grønt	Agricultural producer	Vegetables
6	Trøjborg Hovedgård*	Agricultural producer	Dairy, potatoes
7	Moselykke	Agricultural producer	Lamb
8	Kisbæk Gårdmælk*	Agricultural producer	Milk
9	Rømø Slagteren*	Producer	Butcher
10	Rømø Bolcher*	Producer	Candy
11	Vadehavs Spirits*	Producer	Alcohol
12	Wild Apple Kombucha*	Producer	Kombucha
13	Vadehavsbageriet*	Producer	Bake-off
14	Vester Vedsted Vingård*	Agricultural producer	Wine
15	Temper Chokolade	Producer	Chocolate

16	Hedeagergaard	Agricultural producer	Biodynamic beef and pork
17	*Vores Marsk*	Institution	Development initiative
18	Employee, *Fødevarehuset*	Institution	Development initiative
19	Board member, *Foreningen Vadehavsprodukter*	Institution	Development initiative

12.3 Questionnaire

We designed our questionnaire using SurveyXact by Ramboll. We kept our survey concise and straightforward with 12 questions and a 3-5 minute completion rate. To make sure it was clear and logically structured, we had 15 people test it to provide feedback.

Local food products - Introduction & Consent
We are a group of students from Københavns Universitet (Carolin, Cesia, Mia, Ross, & Raquel) doing a survey on the use of local food products in the Wadden Sea area.
By local food products, we mean products that are grown or produced geographically close to where you live, buy and consume the product.
It only takes about 5 minutes to fill out the questionnaire and is a big help to us.
Your answers are confidential and anonymous.

Lokale fødevare produkter - Introduktion og Samtykke
Vi er en gruppe studerende fra Københavns Universitet som laver en spørgeskemaundersøgelse om lokale fødevareprodukter i Vadehavsområdet.
Med lokale fødevareprodukter mener vi produkter som er dyrket eller produceret geografisk tæt på hvor du bor, køber og forbruger produktet.
Det tager kun omkring 5 minutter at udfylde sprøgeskemaet, og er en stor hjælp for os.
Dine svar vil blive behandlet fortroligt og anonymt.

Where do you live?

(Hvor bor du?)

(1) m Tønder Kommune

(2) m Åbenrå Kommune

(3) m Varde Kommune

(4) m Haderslev Kommune

(7) m Esbjerg Kommune

(6) m Somewhere else in Denmark

(5) m Germany / Tyskland / Deutschland

(8) m Other _____

Gender (køn)

(1) m Female (Kvinde)

(2) m Male (Mand)

(3) m Non-binary (Ikke-binær)

What is your highest educational level?

(8) m Secondary School /Grundskolen

(4) m Apprenticeship / Professionshøjskole / Berufsschule

(1) m High School / Gymnasiale uddannelser / Weiterführende Schule

(9) m Vocational education / Erhvervsuddanelse

(2) m Bachelor Degree / Korte videregående uddannelser

(10) m Professionsbachelor

(3) m Mellemlange videregående uddannelser

(11) m Lange videregående uddannelser

(7) m Other _____

Age (alder)

_____

How often do you buy local food products?

(Hvor ofte køber du lokale fødevarer?)

(4) m Don't know (ved ikke)

(5) m Never (aldrig)

(7) m 1-2 times a year (1-2 gange om året)

(2) m Once a month (månedligt)

(6) m Once a week (ugentligt)

(1) m 2-3 times a week or more (2-3 gange om ugen)

How much do you agree with this statement:

'It's very important to me to buy local food products'

Hvor enig er du med følgende udsagn:

'Det er meget vigtigt for mig at købe lokale fødevarer'

(1) m Strongly disagree (meget uenig)

(2) m Disagree (uenig)

(4) m No opinion (ingen mening)

(3) m Agree (enig)

(5) m Strongly agree (meget enig)

Why do think it is important? Select all the ones that apply to you

(Hvorfor synes du det er vigtigt? Vælg alle kategorier som gælder for dig)

(1) q Support local producers (støtte lokale producenter)

(2) q Support local SMALL producers (støtte lokale SMÅ producenter)

(3) q Trust of producers (Stoler på producenter)

(4) q Health reasons (sundhedsmæssige årsager)

(5) q Freshness (friskhed)

(6) q Local food products have higher quality (lokale fødevareprodukter har højere kvalitet)

(7) q Animal welfare (Dyrevelfærd)

(8) q Taste of local food products (Smagen af lokale fødevareprodukter)

(9) q Environmental reasons (Klima- og miljømæssige grunde)

(10) q Another reason? (important) (Anden grund?) _____

Why do you think it's not important? Select the ones that apply to you

(Hvorfor synes du ikke det er vigtigt? Vælg alle kategorier som gælder for dig)

(1) q Too expensive (financial access) (For dyrt)

(2) q Hard to get (physical access) (Svært at få fat i)

(3) q I don't have information about local products (information access) (jeg mangler information om lokale produkter)

(4) q I don't care about it (Jeg er ligeglad med det)

(5) q Another reason? (NOT important) (En anden grund?) _____

What do you think is the most important local product in the area?
(Hvad synes du er det vigtigste lokale fødevareprodukt i området?)

_____

Which kind of local food products have you bought within the last month? You can select multiple choices.
(Hvilke slags lokale fødevarer har du købt indenfor den sidste måned?)

(2) q Vegetables (Grøntsager)

(5) q Fruit and berries (Frugt og bær)

(3) q Eggs (Æg)

(1) q Honey (Honning)

(4) q Meat (Kød)

(6) q Dairy: milk, cheese, yoghurt (Mejeriprodukter: mælk, ost, yogurt)

(7) q Alcoholic drinks: wine, beer, spirits etc. (Alkoholiske drikkevarer: vin, øl, spiritus etc.)

(8) q Non-alcoholic drinks: juice, soft drinks etc. (Ikke-alkoholiske drikkevarer: juice, sodavand, saft etc.)

(9) q Jam, preserves etc. (Marmelade, syltede produkter etc.)

(10) q Confectionaries: chocolate, candy (Chokolade, slik, bolcher etc.)

(11) q Oil, vinegar, mustard etc. (Olie, eddike, sennep etc.)

(12) q Flour, grains etc. (Mel, korn etc.)

(13) q I don't know (Ved ikke)

(15) q None (Ingen)

(14) q Other (Andre)

Where do you normally buy your local food products?

(Hvor køber du normalt lokale fødevareprodukter?)

(1) q Supermarkets (Supermarkeder)

(2) q Other stores in town (Andre butikker I byen) Please specify which: ______

(5) q Directly from the producers (Direkte fra producenterne)

(6) q Online

(7) q Food box delivery (Levering af grøntsagskasse)

(4) q Other place? (Andre steder?) Please specify which: ______

Do you know of 'Fødevarehuset' in Tønder?

(Kender du til 'Fødevarehuset' i Tønder?)

(1) m Yes (Ja)

(2) m No (Nej)

How often have you visited 'Fødevarehuset'?

(Hvor ofte har du besøgt 'Fødevarehuset?)

(1) m Never (Aldrig)

(3) m Once (Én gang)

(4) m A couple of times (Et par gange)

(5) m Every month (Hver måned)

(6) m Every week (Hver uge)

Do you have any special knowledge or are you a local food producer? Feel free to leave your email address here so we can contact you :)

(2) m Not interested.

(1) m I'm interested (write your email) _____

Thank you for your participation! :)

Tak fordi du svarede på vores spørgeskema! :)

Carolin, Cesia, Mia, Ross, & Raquel

12.4 Facebook groups the questionnaire was distributed in

The Facebook groups that we posted our questionnaire in are as follows:

1. Tønderhandlerlokalt: https://www.facebook.com/T%C3%B8nderhandlerlokalt-110115133972510
2. TonderMarsk: https://www.facebook.com/tondermarsk
3. Facebook Tønder: https://www.facebook.com/groups/6270Toender
4. Det sker i SønderJylland: https://www.facebook.com/groups/Visitsonderjylland
5. Tøndernyt: https://www.facebook.com/toendernyt/
6. Rømø for alle om alting: https://www.facebook.com/groups/1860668733331477

12.5 Interview guides

Interview guide producers

Area of Interest	Question	Sub questions
Introduction **(10 mins)**	Our intro: - Introduce ourselves with names - Tell them about the project. Their intro: - Name - Company - Role in the company - Connection to Tønder/the area - Story of company	Upfront conditions: - Ask how much time the interviewee has - Recording okay? - Uses of this conversation (anonymous, confidential, etc)
Background	What do you produce?	

(5 mins)		
	What is your production system? (conventional, organic, Demeter organic…)	
	What inputs go into your product? Where do you get these inputs from?	<u>If relevant</u>: What is the size of your agricultural area (ha)?
	What is your labor force? (employees…)	
Motivation **(5 mins)**	Why did you choose [...] as an income activity?	
Local products **(5 mins)**	How is your product connected to the local area?	*What is the meaning / definition of local products to you?*
	Where do you sell your products?	
	Who is your typical customer? (local, urban, tourist)	
	What challenges are you facing in working with local products in the area?	
	Business management - Clients coming to you vs. you going to clients?	
Income **(5 mins)**	What are your sources of income? Other than the product itself?	(theme: livelihoods)
	How much does your production of this local product contribute to your total net income?	
	Do you receive external funding to sustain your local product's activity?	Support and Assistance
Sales, Branding & Storytelling **(5 mins)**	How are you trying to portray your product? What is your image?	(see if they mention storytelling)
	Why do you think people buy your product? - taste / quality / environment / aesthetics / local business support	(this links to questionnaire)
	What is important for you in order to create your product?	Livelihood capitals: natural resources/capital? institutional framework
	What is important for you in order to sell your product?	livelihood capitals: social/cultural capital: connections, networks, community?
Tourism / Livelihoods **(5 mins)**	What impact does tourism have on your business?	
	Has the establishment of the national park benefitted	

	you? If yes, how?	
	Has the experience tourism/economy (Sort sol, oysters, cake festival) affected you?	
	Has the location / geography / municipality / affected you?	
Long term goals **(5 mins)**	Do you want to grow? How? What areas do you want to grow in?	
	Milestones?	
	Future projects / campaigns / partnerships	
****Fødevarehuset**** ***(5 mins)***	How long have you been part of *Fødevarehuset*?	only ask if they are part of it, if they are not: - why are you not part of *Fødevarehuset*? - would you like to be? - are you part of any other initiatives?
	What was the process of joining *Fødevarehuset*?	
	Why did you choose to join as a producer in *Vores Marsk*?	
	What do you get out of being a part of *Vores Marsk?* What are the pros and cons?	
Fin **(5 mins)** **Total: 55 mins**	- Any missed questions? - Anything else we should know about? - Anything you want to know about us? - Thank you for your time!	

Interview guide *Fødevarehuset*

Area of Interest	Question	Sub questions
Introduction **(10 mins)**	Our intro: - Introduce ourselves with names - Tell them about the project. Their intro: - Name - Initiative - Informants role in the initiative - Connection to Tønder/the area - Story/ start of the initiative	Upfront conditions: - Ask how much time the interviewee has - Recording okay? - Uses of this conversation (anonymous, confidential, etc)
Background	How do you define *Vores Marsk*? Gives us some background?	
	Which programs do you have inside *Vores Marsk*?	

	What inputs go into your organizations? Where do you get these inputs from?	
	What is your labor force? (employees…)	
Motivation	Why did you choose to be part of this organization?	
Activities	How is your business connected to the local area?	*What is the meaning / definition of local to you?*
	Who is your typical customer? (local, urban, tourist)	
	What challenges are you facing in working with your activities in the area?	
	Business management - Clients coming to you vs. you going to clients?	
Income **(5 mins)**	What are your sources of income? Other than the initiative itself? Are you full time?	(theme: livelihoods)
	How much does this initiative contribute to your total net income?	
Products & producers	How are the producers chosen? Criteria? Membership costs?	
	Communication style with producers?	
	Do you producers receive any financial aid from the initiative?	Support and Assistance
	What kind of guidance do producers receive from being members of Fødevarehuset?	
Sales, Branding & Storytelling **(5 mins)**	How are you trying to portray your business? What is your image?	(see if they mention storytelling)
	Why do you think people buy your tours?	(this links to questionnaire)
	What is important for you in order to create your product?	Livelihood capitals: natural resources/capital? institutional framework
	What is important for you in order to sell your product?	livelihood capitals: social/cultural capital: connections, networks, community?
Tourism / Livelihoods **(5 mins)**	What impact does tourism have on your business?	
	Has the establishment of the national park affected you?	

	If yes, how?	
	Have local food products had any impact on your tours?	
	Has the location / geography / municipality / affected you?	
Long term goals **(5 mins)**	Do you want to grow? How? What areas do you want to grow in?	
	Milestones?	
	Future projects / campaigns / partnerships	
Associations/ Partnerships	Are you a part of any partnerships?	
Fin **(5 mins)** **Total: 55 mins**	- Any missed questions? - Anything else we should know about? - Anything you want to know about us? - Thank you for your time!	

12.6 Analysis of semi-structured and unstructured interviews

We collected and coded our interview data using Google Sheets due to its functionality, accessibility and simplicity between us group members. The data can be seen through the following link: https://docs.google.com/spreadsheets/d/1scWH8qH22dZ6hgljGHxFE3HzifDjzd9XIk2sTocdgrw/edit?usp=sharing

12.7 A table with an overview of applied methods

Main research question	Sub Research Questions	Methodology	Actions	Actors	Tools needed	Supplementary resources
How do consumers, local food producers and development institutions interact with regards to local food production in the Wadden Sea area?	(i) What are consumers', producers' and institutions' perceptions of local food products?	Semi-structured and informal Interviews	Identify how different producers to define what local is	Producers	Audio recorder, notebook/ laptop for notes	**Secondary data** (income assessment, policy reports, municipality databases, tourism data, funding reports)
			Explore how producers can assess how their product is connected to the area?			
			Understand producers perceptions of local food			
			Understand how different actors to define what local is	Development institutions	Notebook / photo device	
			Identify how they interact act with local food producers			
			Identify how they interact with local area			
		Questionnaire	Ask them to list what the most important product of the area	Consumers	Ipad, computer, Facebook groups	
			Ask them to list why local food products are important/ not important			
	(ii) How does local food production contribute to producers' livelihoods, and what	Semi-structured and informal Interviews	Ask about livelihood assets	Producers	Audio recorder, notebook/ laptop for notes	**Secondary data** (income assessment, policy reports, municipality databases, tourism data, funding reports)
			Use data to group producers into growth categorizations			

	motivations and challenges do they face?		Ask about their motivations to starting a having a local food production business			
			Ask about their challenges to starting/ having a local food production business			
			What kind of branding tools are use to promote the food product?			
		Participant observation	Observe how the producer interacts with their brand, environment and other producer		Camera /notebook / laptop for notes	
	(iii) What effects does the Fødevarehuset initiative have on local food producers?	Semi-structured and informal Interviews	Investigate what benefits and barriers producers have relating *Fødevarehuset*	Producers	Audio recorder, notebook/ laptop for notes	**Secondary data** (income assessment, policy reports, municipality databases, tourism data, funding reports)
			Explore what the Fødevarehuset joining process was like			
			Characterize and find themes on producers perceptions about *Fødevarehuset*			
			Understand background and goals of *Fødevarehuset*	Development institutions		
			Identify actors involved in *Fødevarehuset* and how they interact			

12.8 Final synopsis

Local Niche Food Production: Livelihoods and Development in the Wadden Sea Area

Source: VisitDenmark

Group 6: Carolin Lessner, Cesia De Oleo, Mia Kjær, Raquel Jurado Santos, Ross Hunter
Word count: 2,143 words

1. Introduction

1.1 Changing food systems

The Danish food system has undergone significant changes in the past 20 years. People are more interested in organic foods as well as in local production. This local production includes aspects of experience, community, taste and gastronomy that go beyond the food item itself (Thorsøe *et al.*, 2017). Consumers are willing to pay more for local foods. The three overarching reasons consumers choose to buy local food are traceability, ethics and quality. Different aspects of local food are deemed important in different parts of Denmark. In Southern Jutland special focus is paid to quality in the form of taste and freshness as well as origin (Stamer *et al*., 2016).

Place branding is a relatively new phenomenon. Destination management organizations (DMOs) actively brand a location, but how is not well understood yet. They consist of e.g. hotels, restaurants, governmental institutions and individuals that directly or indirectly promote tourism (Blain, 2005). In this sense, new strategies for rural regions are being developed, which are more place-based, such as constructing identities or images around new rural goods and services (Horlings and Marsden, 2014).

Referring to Pedersen (2004), place branding is the construction of territorial ideas, signs and practices and devising new ways for local society to identify itself. This includes the valorization of unique qualities of rural regions, which can be tangible (natural, agro-climatic or cultural, patrimonial resources), intangible (skills, know-how, traditional recipes, lifestyle) or temporal (historical, e.g. family tradition linked to generations) (Rastoin, 2012).

The overall purpose is to link place branding to the concepts of endogenous development, territory, and embeddedness to provide more understanding of how place branding of rural regions can contribute to rural development. The concept of endogenous rural development highlights the interaction and co-creation between the natural environment, unique and distinctive territorial resources and capacities of local people. Typical local food and tourism assets can play an essential role as identity markers, expressing a specific culture and way of life. Place branding strategies are increasingly implemented in Europe to stimulate regional and rural development by valorizing and promoting territorial assets based on distinctive identities. (Donner *et al*., 2016)

1.2 Local context

Tønder Kommune is located in a marginal area of Denmark and is faced with some of the same challenges as other such parts of Denmark such as a growing elderly population, young people leaving the area and a lack of jobs. In response to these challenges, *Tøndermarsk Initiativet* was started in collaboration between *Tønder Kommune, Realdania, A.P. Møller Fonden and Nordea-fonden* (Realdania, n.d.). *Tøndermarsk Initiativet* is a development initiative which aims to make the Tønder area attractive to visit, live and work in by investing 210,9 million kroner into the development of the area. One of the main focus areas of the initiative is the development of business and tourism (ibid.).

According to *Tøndermarsk Initiativet* (2020) there is demand from tourists for local food products. However these products are often hard for tourists to find as the supply is low. *Vores Marsk* is a food initiative under *Tøndermarsk Initiativet* which aims to change this by focusing on getting food from the Wadden Sea and the marsh onto the table of consumers. It has a goal of developing, gathering and making visible local food products and experiences (Tøndermarsk Initiativet, 2020). *Vores Marsk* was started in collaboration between multiple stakeholders in the region; *Tøndermarsk Initiativet, Tønder Erhvervsråd, Rømø-Tønder Turistforening, Nationalpark Vadehavet, Handelsstands- og håndværkerforeningerne i Tønder* and *Business Region Esbjerg* (ibid.).

There are a number of producers in the Wadden Sea area who produce local niche food products (See Appendix 6.3). Many of these producers market themselves on their products being local and having special properties due to their location in the Wadden Sea or the marshland, especially livestock breeders and butchers (Højer Pølser, n.d.; Sønderho Gårdbutik, n.d.). Some of these local producers are represented in *Fødevarehuset*, which is a showroom and store which sells and showcases local products, started by *Vores Marsk* (Vores Marsk, n.d.).

2. Research question

We are interested in looking at how the livelihoods of producers and the development of the area are impacted by the production of local niche food products. Therefore, our main research question is:

How does local niche food production interact with producers' livelihoods and rural development in the Wadden Sea area?

(i) What are the drivers and outcomes of producers engaging in niche food production?

(ii) How does local food production and place branding promote rural development?

These questions address a research gap by allowing us to explore producers' livelihoods, consumer perceptions of local products, and the goals of local development institutions within the greater context of the Danish food system and literature by Thorsøe et al. (2016).There is currently little research that discusses these topics for the Wadden Sea area specifically

3. Methodology

3.1 Sustainable livelihoods framework

To help us understand the producers' livelihoods, we will use the Sustainable Livelihoods Framework (SLF) by Scoones (1998) to assess local producers independently. This framework can help us map producers' overall livelihood strategy. It allows for identification of the different capitals people possess: natural, financial, human, social and cultural (Bebbington, 1999). The context (history, politics, macroeconomic conditions, terms of trade, climate etc.) that constrains or enables people to then use their assets is considered, as well as institutions and organizations. This context also directly influences people's livelihood outcomes. Through the framework it is possible to analyze how people diversify their livelihoods and whether or not their strategies prove to be sustainable.

Applying the SLF to producers in the Wadden Sea area will give us an understanding of what strategies they employ in order to secure their livelihoods, what changes they have made over time, and what effect taking part in production of niche food products has on their livelihoods. And for those who take part in *Vores Marsk,* what effect the initiative has on their livelihoods. We aim to understand to what extent the niche local food products contribute to their overall livelihood strategy (is it e.g. only one element within a diversified strategy). Furthermore, a changed livelihood portfolio might indicate other changes, such as land use change. We are expecting natural, social and cultural capital to be the main assets, because in order to produce their goods they need inputs from the environment (natural capital) but when it comes to selling them they are relying on social and cultural capital, such as community and a storytelling element regarding their marketing. There is an on-going rebranding happening in the area which producers take active part in.

3.2 Qualitative methods

This section includes a debrief of the qualitative methods we aim to use to answer our sub research questions (i) What are the drivers and outcomes of producers engaging in niche food production? and (ii) How do local food production and place branding promote rural development?

3.2.1 Interviews

We will conduct semi-structured interviews with a number of relevant actors as shown in Table 1. We are using the interviews with producers and institutions in order to understand their perceptions and compare them to secondary data (income assessment, policy reports, tourism data, amount of funding, new projects etc). For the producers, our questions would target different aspects of the SLF which would allow us to map and understand people's livelihoods as well as perception- and factual-based questions on development, income, the *Vores Marsk* initiative and the effect it has had on their livelihoods. Concerning Julie and Jesper who run *Fødevarehuset*, we will like to ask them about the current members as well as what their vision for the initiative is. We will also include customers and employees and have unstructured, informal interviews with them and/or ask them to complete our questionnaire.

Additionally, we will approach municipality staff and tourism office contacts and conduct informal interviews about their roles, perception of local products and how they drive local development. Interview guides for each of these different informant groups can be found in the appendix under 6.2. These interviews will be adapted as our project progresses and we gain more insight into the local projects.

Table 1: Interviews and respective informants

Interview type	**Informants**
Following Interview guide in Appendix 6.2.1	Local food producers
Following Interview guide in Appendix 6.2.2	Julie and Jesper (*Fødevarehuset*)
Following Interview guide in Appendix 6.2.2	Municipality contacts
Following Interview guide in Appendix 6.2.2	Tourism Office
Following Interview guide in Appendix 6.2.2	Wadden Sea National Park

3.2.2 Participant observation

Among these different types of interviews we are also planning on using participant observation as a research method. Spending time with producers while they complete everyday activities will help us to develop a better understanding of their life and work. Participant observation will also enable us to go beyond the explicit aspects of their life routines and culture and reveal more tacit aspects (DeWalt and DeWalt, 2010). Ideally we will visit agricultural producers on their farm and join them on a farm walk to practice participant observation in that context.

3.2.3 Focus group discussions and participatory learning and action (PRA)

If the possibility arises we will organize a focus group discussion. Having multiple local producers engage in a discussion on why they decided to engage with local goods will allow us to get the emic perspective. It might be interesting to have people from different initiatives or without one present.

PRAs could also be helpful in order to map how producers' livelihoods are constituted and landscape and meaning. A livelihood assets exercise would also be interesting, where we would ask informants to rate the various capitals in regards to how important they are to them. By doing so we would get their perception on which capital is the most crucial and why.

For both of these methods we are not completely certain whether we will end up using them, but if we get the chance they will add valuable information, especially regarding the emic perspective.

3.3 Quantitative methods

Throughout our project we will also implement quantitative methods to help us answer our main research question and sub questions. The next sections will describe the methods and our preliminary objectives.

3.3.1 Questionnaire

We plan to conduct a survey around Tønder to look into both locals' and tourists' knowledge, usage and perceptions of local products and *Fødevarehuset.* We want to keep our survey simple and concise with a 3-5 minute completion rate. To achieve a large sample size, we will perform the survey during busy hours and days such as weekends around noon. We will also ask our informants for insights on highly-trafficked streets and dates in order to get a representative sample. We have made a draft questionnaire using SurveyXact with nine questions (see Appendix 6.1).

3.3.2 Soil sampling

As many producers use the uniqueness of the Wadden Sea area (esp. soil properties) as part of their branding, we plan to quantify the soil properties of the area through soil sampling. We will take samples from the farms of multiple agricultural producers, both from those in the *Fødevarehuset* and those outside of it. We will analyze these samples for soil organic matter, pH, and salinity in order to gain a better understanding of the environmental conditions that contribute to the perceived uniqueness of local products. We will also compare the analyses to broader soil data across Denmark to see how soil properties in the Wadden Sea area differ from those in other parts of the country.

4. Schedule

For our schedule we have made the following Gantt Chart to visualize our timeline for the project. We have made it on Google Sheets so it is easily editable as our project takes shape.
Our project will adapt to people's availability, such as fieldwork and fieldwork sampling guidance. See Schedule in Appendix 6.5.

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6. Appendices

6.1 Draft questionnaire

Access to SurveyXact Local Food Production questionnaire:
https://www.survey-xact.dk/LinkCollector?key=14J84AESUN1J

6.2 Draft interview guide

In the following section we have included interview guides for the semi-structured interviews with producers and institutions. Additionally, we have included questions for informal interviews with eateries, supermarkets etc.

6.2.1 Interview guide: Producers

Area of Interest	**Question**
Quantitative data	What do you produce?
	What is your production system? (conventional, organic, Demeter organic…)
	For non-agricultural producers only: What inputs go into your product? Where do you get these inputs from?
	What is the size of your agricultural area (ha)?
	How many livestock units do you have?
	What is your labor force? (employees…)
Livelihoods	What are your sources of income?

	How much does your production of this local product contribute to your total income?
	Do you receive external funding to sustain your local product's activity?
Motivation	Why did you choose __(product)___ as an income activity?
Local products	How is your product connected to the local area?
	Where do you sell your products?
	Who is your typical customer? (local, urban, tourist)
	What challenges are involved with working with local foods in the area?
Tourism / Livelihoods	How has the national park affected your livelihood?
	Has the establishment of the national park benefitted you? If yes, how?
	What impact does tourism have on your livelihood?
Livelihood capitals	"Rate your capitals" exercise (1-5 pentagon)

Additional questions (for producers inside Fødevarehuset)

1. How long have you been part of *Fødevarehuset*?
2. Why did you choose to join as a producer in *Vores Marsk*?
3. What was the process of joining *Fødevarehuset*?
4. What do you get out of being a part of *Vores Marsk?* What are the pros and cons?

Additional questions (for producers outside Fødevarehuset)

1. Do you know of Fødevarehuset?
2. Have you been asked/ thought about joining Fødevarehuset?
    a. If yes, why?
    b. If no, why not?
3. Are you part of any additional local food community / initiative?
    a. If yes, which one?
    b. If yes, what do you get out of it? What are the pros and cons?
    c. If not, why not?

6.2.2 Interview guide: Institutions

Type of informants	**Question**
Julie and Jesper	Are you satisfied with the current products and the producers in the foodhouse?
	What kind of producer would add value to the foodhouse in your opinion?
	What is the criteria to become a member?
	Do you want to change the criteria for members?
	What is your goal/strategy/vision for *Fødevarehuset* and *Vores Marsk*?
	What sources of funding are used to operate the foodhouse?
Institutions (Municipality, tourism office, Wadden Sea National Park)	What do you consider to be the main draws for tourists to visit the area?
	What effect does local food have on the development of the area?
	How has the national park influenced the development of the area?
	Have tourism rates changed in the last few decades? If so, how much?
	Have employment rates changed in the last few decades? If so, how much? Have they followed similar trends to tourism rates?
	How many registered establishments/enterprises are present now compared to 10 years ago?
	Is there any supporting program for new enterprises?
	What sources of funding/investment/subsidies are available to promote tourism in the area?

	How is local food integrated in your sense of community? Are there social and cultural activities to promote local production?
	What do you think about the development of local production over the years? Has there been any significant impacts or changes in the community?

6.2.3 Informal Interviews

Informal interviews with customers inside Foodhouse

- Chats & perceptions of the shop and the products

Informal interviews with eateries, cafes etc.

- Ask about whether they use local products, if they market themselves on it?

6.3 List of local producers

N#	Local food producers	In *Fødevarehuset?* Yes OR No	Product type	Contact information	Description	Agricultural production or not? (How do we define agricultural production?)
1	Marsk Destilleriet	Yes	Alcoholic drinks	info@marskdestilleriet.dk +45 42 17 92 17	Micro distillery. Produces gin and rum. The owners also own a lifestyle store which sells clothes and interiors and a cafe called Brinksgaard.	Non-agricultural production
2	West Brew	Yes	Alcoholic drinks	tommy.bagger@westbrew.dk +45 27 15 48 48	Started in 2019. Produces handcrafted beer. They are inspired by the west coast's climate and culture. The brewery is located at the dairy Enghavegaard Osteri and Gaardbutik. Several of their beers are registered as Wadden Sea	Non-agricultural production

N#	Local food producers	In *Fødevarehuset?* Yes OR No	Product type	Contact information	Description	Agricultural production or not? (How do we define agricultural production?)
					products because a majority of the ingredients in the beers are from the Wadden Sea region.	
3	Vadehavsspirits - Contacted by email	Yes	Alcoholic drinks	contact@vadehavsspirits.com +45 53 62 62 03	Eight friends from Toftlund started the company. Produces gin with local ingredients and has a strong connection to the local area. Partners with the Wadden Sea National Park. Collaborates with Naturcenter Tønnisgård on Rømø.	Non-agricultural production
4	Vestslesvigsk Bryghus	Yes	Alcoholic drinks	brygmestervb@gmail.com 42 95 00 68	Beer brewery owned by Hans Lautrup Nørgaard. Started in 2014. Focus on the local identity of the beer.	Non-agricultural production
5	Vester Vedsted Vingård - Contacted by email	Yes	Alcoholic drinks	kontakt@vvvingaard.dk +45 31246587	A small family winery that also functions as a store, restaurant and microbrewery. Uses local, organic produce. Collaborates with Tønnisgård Naturcenter on Rømø about events. Run by Birte and Poul and their daughter Marie and son in law Xavier.	Agricultural production
6	Vadehavsbageriet	Yes	Bakery	info@vadehavsbageriet.dk +45 75445007	Produces high quality bake-off bread. Delivers bread to supermarkets and stores. Owned by the couple Jytte and Leif.	Non-agricultural production
7	Rømø Slagteren	Yes	Butcher	post@slagteroesta.dk 29 90 75 16	Butcher is located in Kongsmark on Rømø. Sells a variety of meats and lamb meat from sheep that have grazed	Non-agricultural production

N#	Local food producers	In *Fødevarehuset?* Yes OR No	Product type	Contact information	Description	Agricultural production or not? (How do we define agricultural production?)
					in the marsh and meadow on Rømø.	
8	Rømø Bolcher	Yes	Candy	31 21 87 00	Run by the couple Niels and Rikke Hobolt. They hand make hard candy with natural ingredients and use flavors to remind people of Rømø and Denmark. They also run the Danhostel in Havneby on Rømø.	Non-agricultural production

9	Fylla Chocolate	Yes	Chocolate	50 57 28 18
				fyllachocolate@gmail.com
				Slotsgaden 29A, 6270 Tønder
					Fylla is sole owner and operator. Sells handmade chocolates and uses ingredients from the local nature that she finds/ picks herself.
					- Started in 2018
					- Has her own shop
					- Has a formal education in chocolate making
					- Uses Belgian chocolate
					- Collects herbs and berries to include in her chocolates
					- Examples include:
					    - Sea buckthorn
					    - *Porse* (bog-myrtle)
					    - *Mirabelleblomst* (cherry plums? Or just the flowers?
					    - Walnut
					- Teaches courses on cream bun and chocolate making
					- https://www.facebook.com/watch/?v=690695134674250
					    - Video (Danish)
						Non-agricultural production

N#	Local food producers	In *Fødevarehuset?* Yes OR No	Product type	Contact information	Description	Agricultural production or not? (How do we define agricultural production?)
					about her collecting natural products	
10	Marsk Kaffe	Yes	Coffee	TEL: (+45) 42 73 44 04	Coffee roastery based in Ribe. Mostly sells to businesses.	Non-agricultural production
11	Kisbæk Gårdmælk	Yes	Dairy - Milk		Milk from the farm in Kisbæk is pasteurized at the Kisbæk Gårdmælk dairy. The milk is then sold directly from the milk car at various locations all over Denmark (such as parking lots in front of stores) Has 170 cows.	Agricultural production
12	Jernved Mejeri	Yes	Dairy - Cheese		Produces cheese but it doesn't seem like they have their own dairy cows. I think they get milk from local farms.	Non-agricultural production
13	Søgaard Saft	Yes	Drinks	info @ sogaardfood.dk +45 73 70 78 76	Produces: - Organic soft drinks - Organic cordial - Organic jam	Non-agricultural production
14	Vibegaard- Has been contacted by email	Yes	Drinks	Anders Sørensen +45 20 91 22 73 vibegaard@mail.dk	Produces: - Juice (cordial) - Fruit sirup - Bubbly fruit wine - Beer - Gin - Cider - Spegepølse (salami) Family business owned by two brothers. Has their own fruit orchard. They use natural fertilizer.	Agricultural production

N#	Local food producers	In *Fødevarehuset?* Yes OR No	Product type	Contact information	Description	Agricultural production or not? (How do we define agricultural production?)
15	Wild Apple Kombucha	Yes	Drinks	kl@wildapplekombucha.dk	Website is not running yet so it is hard to find any information. Also seem to run a holiday rental.	Assume non-agricultural production. Maybe they grow apples?
16	Ellum Biavl - Contacted by email	Yes	Honey	Tonny.Tychsen@EllumBiavl.dk	Beekeeping business. Sells: - Honey - Bees	Non-agricultural production
17	Jejsingbjerg Honning	Yes	Honey		Can't find much information but I think they are the same people who have the B&B Pension Roager and Kennel Roager.	Non-agricultural production
18	Mersted Rapsolie	Yes	Oil	mail@tuttes.dk 7472 3094	Both holiday houses and coldpressed rape seed oil.	Assume they have agricultural production of rape seed but couldn't find any information.
19	Trøjborg Kartofler - Has been contacted by email	Yes	Potatoes	info@trojborg.net +45 74 78 36 25	Established in 1992. An old manor house. Accomodation: holiday apartments, rooms Can be rented for events. Also operates a kind of cafe, where you can book 'kaffeselskab' and 'sønderjysk kaffebord'. Organic production: - Cattle (both meat and dairy), 350 cows - Crops (750 ha arable land)	Agricultural production

N#	Local food producers	In *Fødevarehuset?* Yes OR No	Product type	Contact information	Description	Agricultural production or not? (How do we define agricultural production?)
20	Fanø salt	Yes	Salt	Mail@fanoesalt.com 40 30 08 28	Long tradition of salt production on Fanø. Fanø Salt established in 2018. Run by the couple Anja Høst (sales and marketing) and Kasper Kirkegaard (production). They collect water from the North Sea and then take it to the boiling house to produce salt.	Non-agricultural production
21	Enghavegård - Cheese & Farm Shop	No	Pork & cheese	kontakt@enghavegaard-hobugt.dk Tlf. 2144 1245	With a view over the bay Ho Bugt, Enghavegård farm produces both cheeses full of character and charcuterie from free-range pigs, which benefit from the dairy's protein-rich whey	Agricultural production
22	Havnens Fiskehus	No	Fish	Fiskerihavnsgade 13 A, 6700 Esbjerg 75 12 16 23 winther.laks@mail.tele.dk	Fresh fish and the country's best "bakskuld" – salted and dried plaice – are among the many specialities at fishmonger Allan Winther and his colleagues' shop in Esbjerg harbour.	Agricultural production
23	Kongeå Kylling	No	Chicken (organic), herbs, grass & fruits	Kongeåvej 51, 6600 Vejen 25 48 90 30 vibekekm@yahoo.com Facebook	Happy, organic chickens with ample space, light, and air. This is the secret behind the great taste and the animals' well-being at producer Kongeå Kylling. → have their own shop Want to expand to organic chicken liver pâté etc.	Agricultural production
24	Økotopen (contacted)	No	Vegetables & herbs	Vesterbyvej 7A, 6740 Bramming 93 83 41 06 jes@okotopen.dk	There are more than 30 different kinds of vegetables in the ground at Økotopen, where onions, cabbages, and other greens are grown with the Wadden Sea as	Agricultural production

N#	Local food producers	In *Fødevarehuset?* Yes OR No	Product type	Contact information	Description	Agricultural production or not? (How do we define agricultural production?)
				Facebook & Instagram	their closest neighbour. (growing in the fertile marsh soil – soil that has not been exposed to chemical fertilisers and pesticides for the last 34 years + do not use plastic) → mainly delivers to restaurants, but individual customers can also purchase	
25	Sønderho Gårdbutik	No	Beef & processed meat, (& other specialities	Vester Storetoft 67, Sønderho, 6720 Fanø 50 93 23 62 info@sonderhogaardbutik.dk (opening hours on wesbite)	Free-range Scottish Highland cattle are allowed to roam outside, before their meat is sold in the shop Sønderho Gårdbutik. And besides organic meat, the shop also sells a variety of other specialities, especially from the island of Fanø. And other goodies from Fanø + specialties from Fanø + seasonal vegetables + sauces, marinades, chutneys, and pestos + local foods from Fanø like jellies, beer, honey, and nuts in syrup can be found, as well as a selection of home-knitted cardigans, scarves, and other gifts like lanterns, bowls, and baskets. slaughtered at the nearby abattoir Holsted Slagteri	Agricultural production
26	Vester Vedsted Vingård	No	Wine, Café, organic food	V Vedsted Vej 64, 6760 Ribe	A genuine Danish vineyard with its own organic café, farm shop, and antiques trade – here you can	Agricultural production

N#	Local food producers	In *Fødevarehuset?* Yes OR No	Product type	Contact information	Description	Agricultural production or not? (How do we define agricultural production?)
			from scratch	31 24 65 87 kontakt@vvvingaard.dk https://www.vvvingaard.dk/ Facebook & Instagram	get wine, good coffee, and lots of homemade food and freshly baked bread. Danish wine, café, and organic food from scratch Homemade food, fresh bread Wine and home-made hurled honey, to rag rugs and flea market finds Beer brewing natural soaps, bath salts, jams, and other specialities Swedish antiques for sale cakes, she also pickles and ferments summer fruits to preserve them Tarte Flambée Michelin-starred chef Xavier Malletier moved to southwestern Jutland to cook on the farm → nature cafe & farm shop	
27	Fanø Brewery	No	Beer	Strandvejen 5, 6720 Fanø 76 66 01 12 bryghus@fanoebryghus.dk	American brewing traditions and a good portion of quirky humour are the foundation for beer with an intense flavour at brewery Fanø Bryghus.	Non-agricultural production

N#	Local food producers	In *Fødevarehuset*? Yes OR No	Product type	Contact information	Description	Agricultural production or not? (How do we define agricultural production?)
				(see website for opening hours)		
28	Højer Pølser	No	Sausages, bacon & other meat products	Søndergade 1, 6280 Højer 74 78 22 31 mail@hoejerpoelser.dk	South Jutlandic sausage traditions in Denmark's far southwestern corner.	Agricultural production
29	Marsk Kaffe	No	Coffee	Præstegårdstoften 2, 6760 Ribe 42 73 44 04 Facebook	The perfect coffee roast expresses the beans' natural taste in the best way possible – this is the basic premise at Marsk Kaffe, where they roast and deliver coffee to a string of restaurants and cafés in southwestern Jutland.	Non-agricultural production
30	Ribe Bryghus	No	Beer	Skolegade 4 B, 6760 Ribe +45 40 43 17 12 (efter kl. 15) mail@ribebryghus.dk	Authentic, quality, and local are the key words for the brewery Ribe Bryghus. Here they consider it a virtue to be the beer for the locals.	Non-agricultural production
31	Temper Chokolade	No	Chocolate	Nederdammen 32 th, 6760 Ribe Tim Ibbitson +45 42 30 56 58 butik@temperchokolade.com	Western Jutlandic nature and French chocolate melts perfectly together in the hands of Canadian Timothy Ibbitson at Temper Chokolade. Other notes: The best chocolates with international influences There is honey from the nearby town of Jedsted, butter	Non-agricultural production

N#	Local food producers	In *Fødevarehuset*? Yes OR No	Product type	Contact information	Description	Agricultural production or not? (How do we define agricultural production?)
					from Jernved town and salt from the Wadden Sea, while the chocolate is French and the man with the inspiration is Canadian local strawberries, handmade marzipan and a strong, dark walnut liqueur → own shop & cafe	
32	Vibegaard	No	Fruit (berries, grapes for wine)	Åbenråvej 133, 6780 Skærbæk 20 91 22 73 vibegaard@mail.dk Torsdag 13-18 Fredag 13-18 Lørdag 9-17 Facebook	The rough climate of the Wadden Sea area means that the red- and black-currants and other berries become full of flavour. And this flavour is turned into juice, wine, and syrup of the finest quality at Vibegaard farm.	Agricultural production
33	Fanø Spirits (Skibsrøm)	No	Rum	Sønder Land 6, Sønderho, 6720 Fanø 28 12 13 13 christine@skibsrom.dk Facebook	Fanø's seafarer traditions are alive again with producer Fanø Skibsrom – Jamaican rum, stored and spiced on the island of Fanø in accordance with old sailing vessel traditions.	Non-agricultural production
34	Hr. Skov Gourmetshop	No	Gourmet delis (alcohol, sauces, etc)	Blåvandsvej 37, 6857 Blåvand 75 27 85 00 kontakt@hrskov.dk Facebook	At Hr. Skov in Blåvand you can get the taste of southwestern Jutland and the whole world at once.	Non-agricultural production

N#	Local food producers	In *Fødevarehuset*? Yes OR No	Product type	Contact information	Description	Agricultural production or not? (How do we define agricultural production?)
				Tirsdag - Søndag: kl. 10.00 - 17.00		
35	Mel fra Forum	No	Flour (biodynamic)	Alslevvej 10, 6715 Esbjerg N 40 87 81 26 info@melfraforum.dk Facebook	Good, tasty and healthy bread starts with its grain. They know this at flour mill Mel fra Forum, where heirloom varieties of grain are ground to flour, containing loads of flavour and nutritional value.	Agricultural production
36	Rudbecks	No	Delis, Gourmet (cheese, jam, salmon & ham)	Hovedgaden 90, 6720 Fanø 30 44 66 11 nc@rudbecks.dk	Treats and delicacies from the Wadden Sea and the surrounding area are served at Rudbecks, which is a delicatessen and café in Nordby on Fanø.	Non-agricultural production
37	Varde Ådal Lam (contacted)		Lamb, pork, rabbit, vegetables, eggs	Toftnæsvej 30, 6800 Varde 23 45 40 28 kontakt@vardeaadallam.dk Facebook	All good things from the earth and the Wadden Sea Organic family farming with a bit of everything, including an onsite abattoir – and always of the highest quality	Agricultural production
38	Wium Leverpostej	No	Herb lard & liver pâté	Sallingsundvej 9, 6715 Esbjerg N 75 12 84 66	Good ingredients and solid craftsmanship are the secret behind the liver pâté and herb lard from Wium Leverpostej in Esbjerg.	Non-agricultural production
39	Kroghs Grønt - (contacted)	No	Jams, juice, syrups, wines	Sottrup By 8 6372 Bylderup-Bov tlf: 20 60 33 40 e-mail: info@kroghs-groent.dk	Local products. Also sold online. Don't know if they have their own farm	Non-agricultural production
40	Fanø Laks	No	Salmon	SØNDER NYTOFT 10, 6720 FANØ	You will undoubtedly enjoy the taste of the North Sea and find	Non-agricultural production

N#	Local food producers	In *Fødevarehuset?* Yes OR No	Product type	Contact information	Description	Agricultural production or not? (How do we define agricultural production?)
				info@fanoe-laks.com	the quality of this cold smoked salmons to be exceptional.	
41	Høstkasse Mosteri	No	Apple juice/ most	Høstkassen I/S, Hostrupvej 43/Nybjergvej 2, 6270 Tønder. Tlf. 30824644. Cvr. 29270120	Online web shop	Non-agricultural production
42	Norlyk Distillery	No	Gin & rum	Søndergade 8 st.tv. 6270 Tønder CVR: 41656077 Tlf: +45 23 63 99 13 Mail: claus@norlyk.dk	Microdistellery in Tønder	Non-agricultural production
43	Naturmælk	No	Milk	GERREBÆKVEJ 24, 6360 TINGLEV +45 74 64 28 01	Really well known brand. Also recognized	Agricultural production
44	Atzen Honing	No	Honey	6792 Rømø Kirkeby, Denmark	Atzen Honning - Rømø: 100% ren naturprodukt samlet i egne bigårde, og rørt udfra stolte håndværksmæssige traditioner - mellem Vesterhav og Vadehav Can be found in a number of supermarkets and locations around the area & Jutland	Agricultural production
45	Fødevarehuset urter	Yes	Herbs	(not a producer, but maybe a good possibility for visiting)	25 different local plants Uses in cuisine Economic: export to Germany,	Non-agricultural production

N#	Local food producers	In *Fødevarehuset*? Yes OR No	Product type	Contact information	Description	Agricultural production or not? (How do we define agricultural production?)
					Holland, UK, France Nutritional content Uses in other products (drinks, toothpaste) Wild herbs examples: brøndkarse, strandkvan, vandmynte	

6.4 Data Matrix

Sub Research Question	Methodology	Actions	Actors & Informants	Supplementary resources	Tools needed	Actors
(i) What are the **drivers and outcomes** of **producers** engaging in niche food production?	Semi-structureded and informal Interviews	Investigate livelihood assets of producers Evaluate the type of funding and monetary value received by producers Understand producers' perceptions of local food Examine the effect of Fødevarehuset for producers that are within in or not	Local producers (inside and outside Fødevarehuset)	**Secondary data** (income assessment, policy reports, municipality databases, tourism data, funding reports)	Audio/ Video recorder, notebook/ laptop for notes	(i) What are the **drivers and outcomes** of **producers** engaging in niche food production?

	Participant observation	Look into challenges and benefits of niche local food production			Notebook / photo device	
		Investigate type of customers and management methods				
	Focus groups & PRA	Conduct an exercises to visually show livelihood assets			Notebook/photo device/ audio recording device / PRA tools (paper, colors, maps)	
		Examine the effect of Fødevarehuset for producers that are within in or not				
	Soil sampling	Evaluate whether the soil branding is in accordance with sampling values and idenfiying its unique properties			GPS, soil sampling kit	
		Carry out soil analysis across agricultural producers (soil organic matter, pH, salinity, nitrogen content, etc)	Agricultural producers. Dorette for assistance			
(ii) How does local food production and **place branding** promote **rural development?**	Semi-strucutured and informal Interviews	Evaluate type of funding and monetary value provided by development agencies	Municipality representatives	**Secondary data** (income assessment, policy reports, municipality databases, tourism data, funding reports)	Audio/ Video recorder, notebook/ laptop for notes	(ii) How does local food production and **place branding** promote **rural development?**
		Understand role and impact of Fødevarehuset in the context of the niche local production	Julie and Jesper from Fødevarehuset			
		Assess entrepreneurship practices in the area, the role of branding	Wadden Sea, tourism office, municipality, Jesper			

		and its effects on communities development				
		Talk with other develoment agencies and their perceptions of local food and how it invovles into their everyday project activities	Tourism offfice informants			
		Contact Kommune and ask for accessible data relating to development	Municipality representative s			
	Questionnaire (Local Products	Investigate opinions about local products, Fødevarehuset and local development	Citizens of Tønder		Ipad /phone access to SurveyXact Survey	
	Archives search	Research into tourism fluctuations of the area and whether tied to specific events (ie. food festival)	Library archives representative s, tourism office		Access to scanner, photo device, notetaking	

6.5 Schedule

Tønder Tasks	**Week 4**					**Weekend**		**Week 5**				
	Monday 28th	**Tuesday 1st**	**Wednesday 2nd**	**Thursday 3rd**	**Friday 4th**	**Saturday 5th**	**Sunday 6th**	**Monday 7th**	**Tuesday 8th**	**Wednesday 9th**	**Thursday 10th**	**Friday 11th**
Meeting with Fødevarehuset managers (Julie and Jesper)	At 13.00, Vores Marsk											
Contacting producers												
Carry out interviews											Vester Vedsted Vingård,	

											kl. 10	
Food house opening hours (11am-5pm)												
Participant observation												
Carry out biodiversity assessment												
Questionnaire in the main street												
Design interview												
More data collection we might be missing												
Soil samples (if needed)												
"Sit-down" group work												
Short presentation (afternoon)												
Library/ Archives opening hours (tuesday. 10-12 + wednesday. 13-17)												