

Enterprise Europe Network Agrofood Newsletter

Christmas Edition
Focus on Sweden

Swedish Christmas holiday season 2020



Here is the tenth edition of the Agrofood Newsletter to wish you all great holidays in Swedish style.

This edition is compiled by the Swedish Food team: Maria (Örebro), Hanna (Jönköping), Matilda (Göteborg) and Mandy (Stockholm).



Swedish Agrofood initiatives

All united against food waste: the collaboration between public and private sector

The current level of food waste equals about one third of all food produced in the world to- day. This is a waste of resources such as water, land, energy, manpower and capital which in turn, leads to unnecessary emissions of greenhouse gases and contributes to the global cli- mate change. In a world where the population is heading towards 9 billion, production areas ought not to be used to produce food waste.

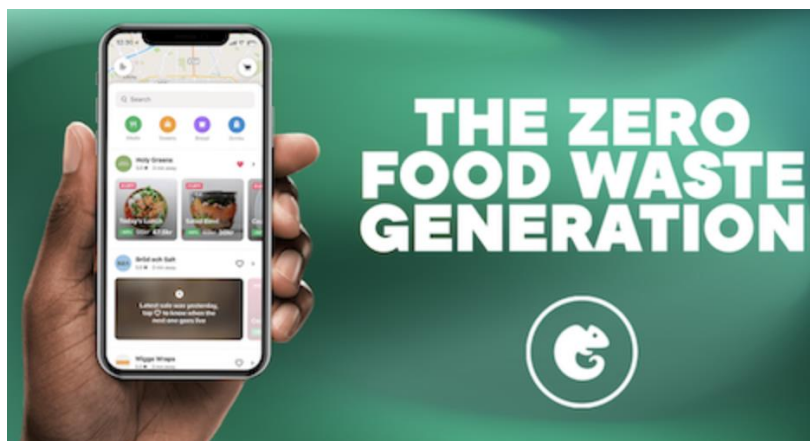
According to recent surveys in Sweden, the amount of food waste produced by retailers, restaurants and households is beginning to de- cline, possibly through the contributions of the government assignment and the work in- volved with this.

Swedish action: In 2013–2015, the Swedish Board of Agriculture (**Jordbruksverket**), the Swedish Environmental Protection Agency (**Naturvårdsverket**), and the National Food Agency Sweden (**Livsmedelsverket**) were assigned to find ways to reduce food waste. They focused on identifying knowledge gaps and barriers to reducing food waste; educating consumers; increasing collaboration among actors in the food chain; providing examples of effective approaches; stimulating production of biogas from food waste that cannot be prevented; and making recommendations for future work.

The **final report** includes links to all the materials developed during the three-year project. It also proposes a long-term strategy focused on:

- Communicating a food waste reduction target;
- Fostering collaboration across the food chain to reduce food waste;
- Building a knowledge base, including by investigating “exported” food waste to ensure that actions by companies in Sweden are not increasing food waste in producer countries;
- Developing communication tools and material for different target groups; and
- Addressing regulatory issues.

Many start ups seized themselves of this reducing food waste also, turning quickly into thriving businesses:



Karma: Eat out on a budget and protect the planet- Rescue unsold meals
<https://karma.life>

Swedish startup **Karma** is an app that connects restaurants with nearby users to sell off surplus food. The startup launched in Stockholm in late 2016 after several months of testing and has **raised more than €3 million** in funding from e.ventures and eEquity.

Swedish food products taking over the world: Eat like a Swede!



The Swedish way of eating and living is known for being clean, healthy, organic, sustainable and innovative.

The Swedish government is developing projects to make the world discover the finest and the most innovative Swedish food products.

Together with Business Sweden a new era has started for Swedish food producers: Try Swedish. This export project gathers the best Swedish food products in order to become a more exporting country and set Swedish producers

Gathered under the Try Swedish initiative, Swedish producers can join international fairs and be stronger together. <http://www.tryswedish.com>

TRY SWEDISH! 🇸🇪

@Expo West 2020
North Hall Level 200 N1922-N1934

Try Swedish is a platform connecting international buyers and retailers with Sweden's innovative food companies. To see our 250+ companies, visit www.tryswedish.com

Exhibiting Companies:



NICK'S
NICK's patented ice cream recipe is the secret behind the healthiest creamy ice cream you've ever tried!



Almondy
Welcome to you to a world of cakes and invites you to try their newly launched **vegan chocolate cake**.



fcb FIRST CLASS BRANDS
Who said all hazelnut spreads are unhealthy? Come try **Proteinella** – a must in every healthy Swede's kitchen!



Join the **RA**volution
Need a shot of rejuvenation? The RA **wellness shot** will boost both your energy and immune system in no time!

Business offers and requests

Business request: Wine producers of bulk wine

Swedish importer of wine is looking for suppliers who can sell in bulk, machine harvested from Europe or South America. Expected order is 1-5 pallets per shipping, mixed reds and whites. If you have companies in your area who are able to provide this, please send contact details to sandra.festin@almi.se.

Business request: Cabretta leather

Swedish company making golf gloves is looking for a cabretta leather producer that is able to produce their own designed golf glove with mesh/fabric/pu leather on the topside of the glove and AAA Cabretta leather on the palm side of the glove . The quantity for the first year will be between 5000-10 000. Contact Theresa.ryberg@foretagarna.se

Business request/offer: Health herbal supplements

Swedish company selling herbal food supplements is looking for herbal tinctures of high quality for internal use. The tinctures that they are looking for are for example: Burdock (*Artctium lappa*), Marigold (*Calendula*), Marshmallow (*Althea officinalis*), Yarrow (*Achillea millefolium*), Dandelion (*Taraxacum officinalis*), Ashwagandha, Siberian Ginseng (*Eleutherococcus senticosus*). It is also looking for resellers of their products. Contact mandy.pieksma@foretagarna.se

Business offer: Beverages made of birch sap

Swedish SME specialized in producing exclusive alcoholic beverages made of birch sap is looking for distributors in Europe with a portfolio of exclusive alcoholic brands and preferably with a "nature in mind" philosophy. Products offered are high quality, unique and exclusive beverages such as sparkling wine, spirits and mulled wine made from traditional production processes and specially selected birch trees in north of Sweden. POD Reference: BOSE20200702001

Christmas traditions in Sweden

Sweden is a country that has a number of different Christmas traditions, and Christmas celebrations are also very important to most of us. It is a period filled with a little more time off than usual. You celebrate Christmas with your family and loved ones – by eating, hanging out and cooking.

When it comes to food and beverage, we eat many different type of food – and a lot. Both on Christmas day, but also before Christmas when we eat at different restaurants with both colleagues and family at a “julbord” – Christmas table.

When it comes to what we drink during Christmas it's two types of beverages that you can probably see in every household – “**julmust**” (a Christmas must, what's in it is a secret but it's similar to Coca-Cola) and **glögg** (mulled wine). As you probably know, mulled wine is a drink made from red wine and a number of different spices, such as cinnamon and ginger. The drink can be both non-alcoholic and alcoholic. Raisins and almonds are usually served with the drink. Gingerbread is also very common to serve with mulled wine.



Down here you can find a recipe of **glögg**:

Ingredients:

- 1 (750 ml) bottle of dry red wine
- 1 orange, sliced into rounds (also peeled, if you would like a less-bitter drink)
- 8 whole cloves
- 2 cinnamon sticks
- 2 star anise
- 2–4 tablespoons sugar, honey, or maple syrup to taste (or your desired sweetener)
- optional add-in: 1/4 cup brandy (or your favorite liqueur)
- optional garnishes: citrus slices (orange, lemon and/or lime), extra cinnamon sticks, extra star anise

One other tradition that is almost only celebrated in Sweden is **Lucia**. Lucia is celebrated every year on the 13th of December, and many believe that Lucia Day is the start of the Christmas celebration. The tradition is initially based on a saint named Lucia who lived in the 200s Sicily. She became a very popular saint throughout Italy, but her fate has no direct connection to our Swedish Lucia tradition. But it comes from the fact that Lucia has a name day on December 13, and it was also the day that the

winter solstice fell while the Julian calendar was still in use. Lucia is thus a symbol of brighter times, and even longer days.



Despite gingerbread, we eat another type of pastry which name is connected to Lucia, “**lussebulle**” (saffronbun) and also called “**lussekatt**” (saffroncat). A bun with saffron.



You'll find the recipe here:

Ingredients:

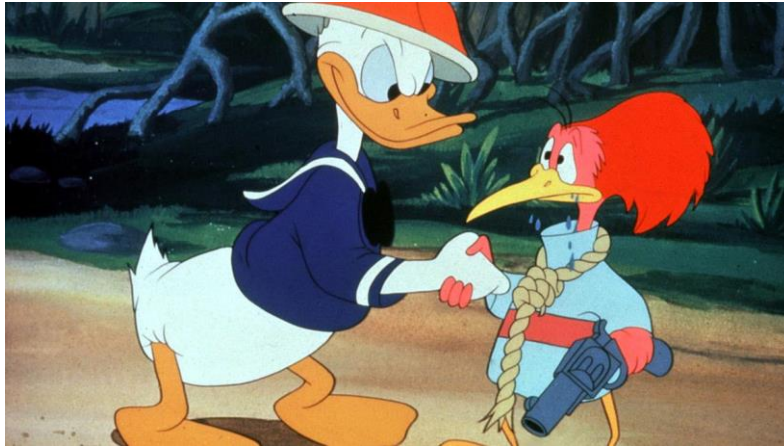
- 3/4 cup milk (175 ml)
- 1/2 teaspoon saffron threads
- 1 teaspoon plus 1/4 cup (50 g) white, granulated sugar
- One 1/4-ounce packet active dry yeast (check the expiration date on the package to make sure it's still good!)
- 3 1/2 to 4 cups (490 g to 570 g) all purpose flour
- 1/2 teaspoon kosher salt
- The seeds from 3 cardamom pods, ground (optional)
- 1/4 cup (1/2 stick, 4 Tbsp, 56 g) unsalted butter, softened
- 1/4 cup of sour cream (or quark if available)
- 2 large eggs
- Raisins

Read more here: https://www.simplyrecipes.com/recipes/st_lucia_saffron_buns/

On Christmas eve, 24th of December at 3pm, Swedish people watch “Donald Duck”.

For an hour we see different clips from Disney. It’s a tradition that has been held since 1960. So for almost 60 years, almost every Swedish household has watched “Donald Duck” every Christmas eve at 3 pm sharp.

If you ask any Swede, both kids and grown ups, this hour is probably what they think of if anyone mentions Christmas eve (except for food and presents of course).



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