



# Food as part of Arctic community

Kalitka – the development of cross-border gastronomic tourism (Karelia CBC)

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# Pizza, pasta, burritos, burgers

- Typical overview of restaurants in the project area.
- Local food tradition is not underlined
- Authentic “live like locals” experience is missing

# Recipe of the project Kalitka

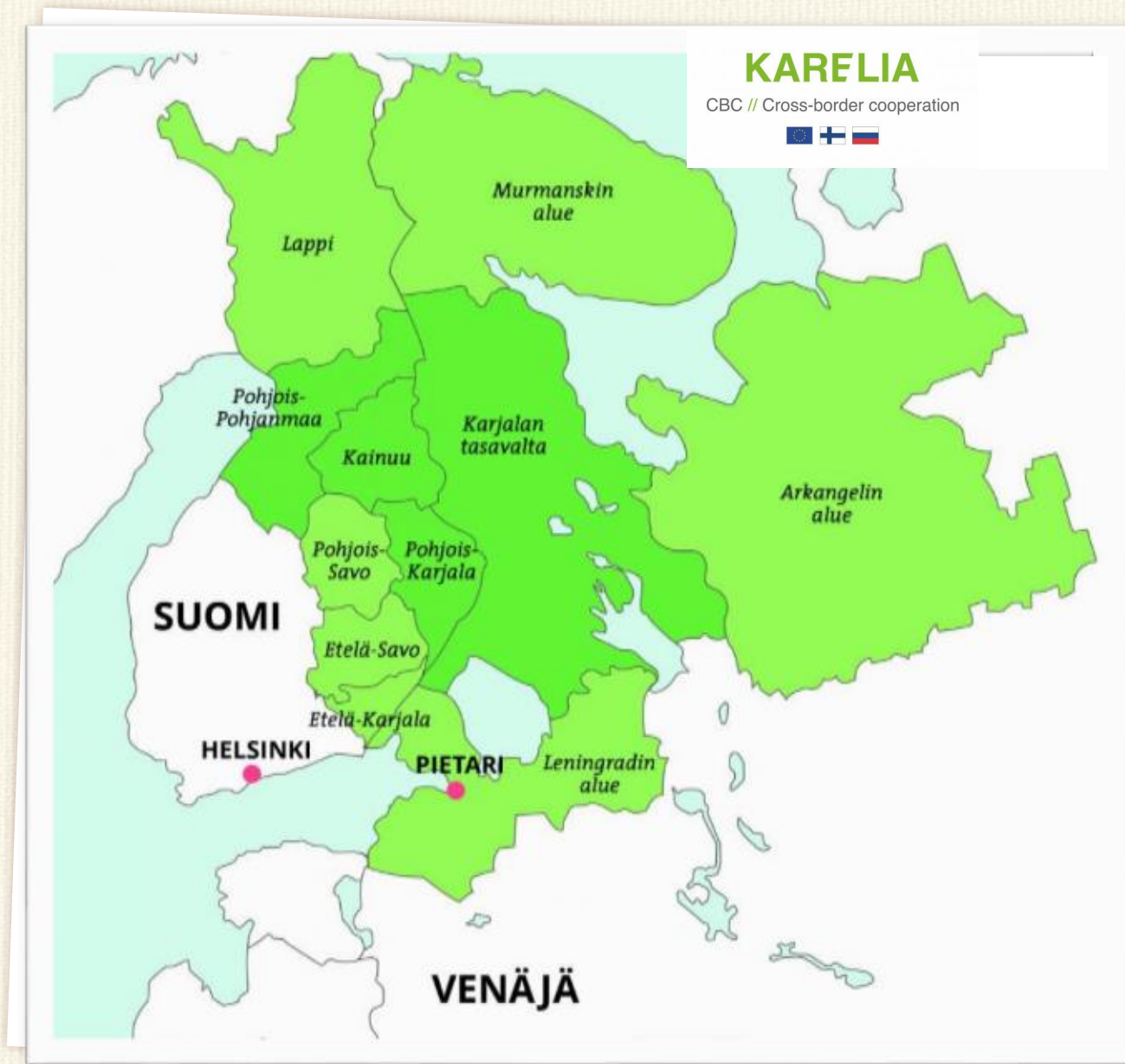
To improve the general awareness of the local cuisine in Finnish and Russian Karelia.

To increase the skills of food related companies to upgrade their businesses.

To develop new products in cooperation with local restaurants and food producers.

To create a cross-border gastronomic route.

To develop tools to promote Karelian food among tourists.



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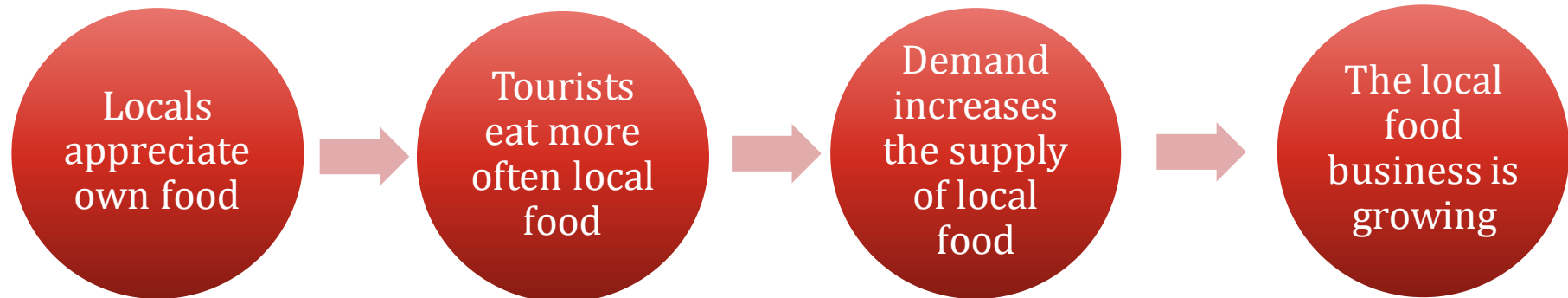
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# Support your local food

- One way for boosting gastronomic tourism is to inspire locals about their own food tradition.
- Tourists are not interested in food if locals don't appreciate food first



- During the project general awareness of Karelian food and other culture tradition is growing
- Awareness of the local people living in project area is increasing
- Growing business possibilities improve the people opportunities to stay in the Arctic area



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*“Cross-border cooperation is like picking the best berries from common forest”*

## Cross-border cooperation

Similar food tradition both sides of the border but different ways of utilizing it:

Russia – Continuing of the old Karelian food tradition

Finland – Combining Karelian food tradition with new food global food trend

Cross-border cooperation is learning, teaching and developing.

International cross-border project increase the local interest

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Thank you.  
Kiitos.  
Спасибо.

 @kalitkaproject

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