

A Food Experience Centre

– where it's all about learning



Food Experience Center





To eat is a necessity.

True, but the food we eat is so much more than that.

Food is culture, pleasure, history, and our future.

Food is both local and global, from tender age to old age, from dawn to dusk.

Food is tasty, healthy, greasy, vegetarian, oriental, fast and slow.

Food is family, tradition, friends, and togetherness.

Food is knowledge, excitement, and development.

Food is playful – and dead serious.

Food is experiences.

We live in a pantry

Mjölby is surrounded by farming and food production on a large scale. It is our vision to create space where people and businesses and natural resources can flourish and grow and develop in a sustainable way. Food and food production is at the centre of this kind of development – and we have plenty of it.

In Östergötland 243 023 hectares of land are dedicated to farming. Of these 83 % are used as arable land, the rest as pasture. About 5,4 % of the county's total employment force works in "the green industry", which is more than in any other part of the country.

When turnover in farming and forestry increases, more jobs are created. A one million SEK increase generates 2,51 new jobs in food-producing farming, compared to other enterprises where the average is 1,42.

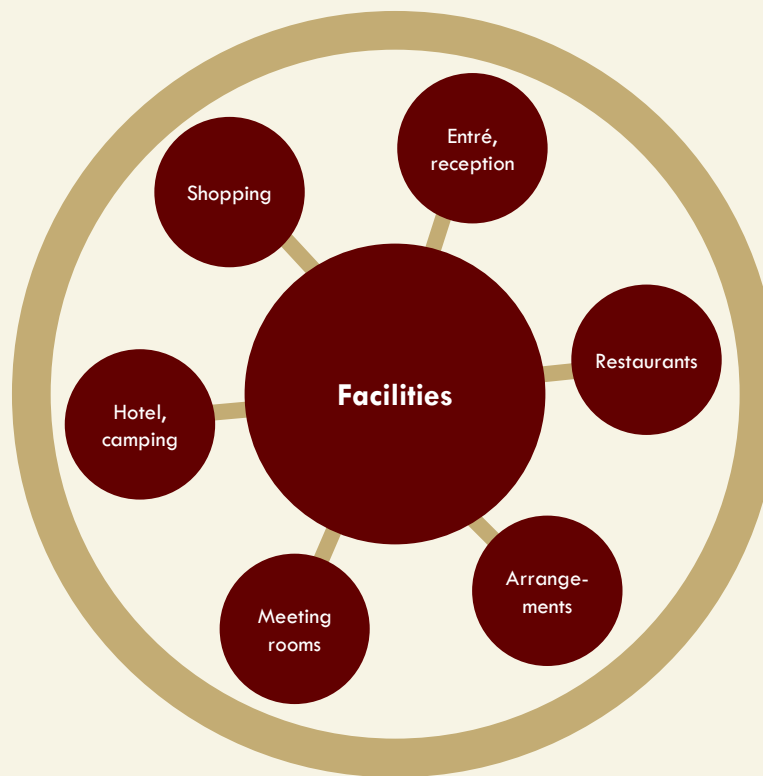
By applying great competence, resources, and plenty of curiosity we want to invest in profiling ourselves – Mjölby county as well as the entire region – as a food leader in Sweden.

We want to create a Food Experience Center. This is a unique idea, not only in Sweden, but in the world.

Implementation analysis carried out by London-based LDP, Leisure Development Partners



The Food Experience Center – areas



One destination – many purposes

We want to build a 80 hectare center to attracts several target groups, among them families, businesses, the public sector, and schools. We want to create an interactive park, an exposition area, classrooms, to build hotels and a conference center, and to incorporate and integrate valued enterprises in the area, like Väderstad and Vreta kluster.

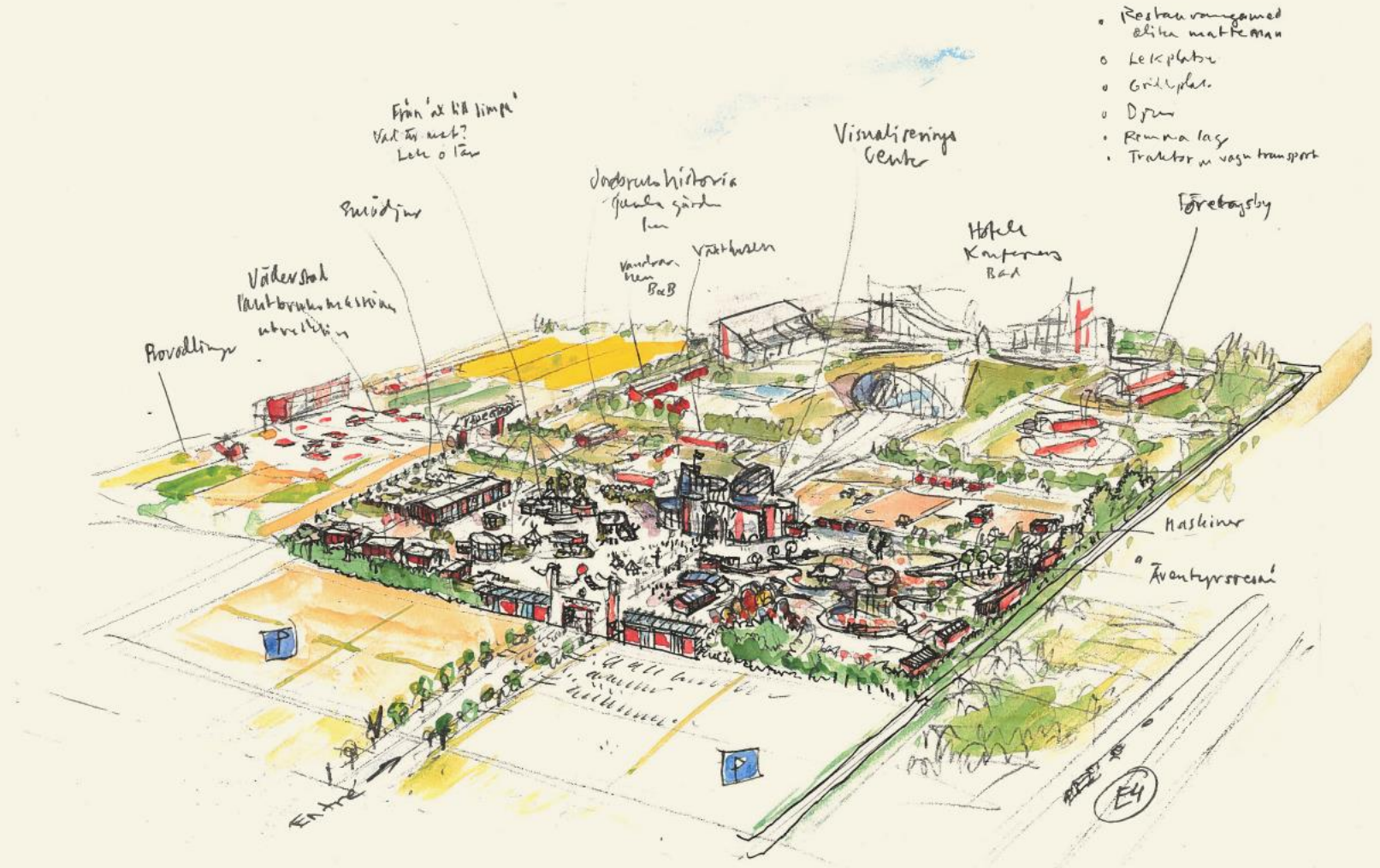
The ambition is to encourage learning – but in a fun and entertaining manner.

We want to be able to talk about food from start to finish, that is to say food production as well as cooking. In order to fulfill many purposes, the park will be divided into different areas:

Yesterday/History – Learn how we used to eat and what food production used to look like. In one section of the park you yourself can test how we used to do things, whether it's the making of butter or plowing after a horse.

Today/Cooking – What are the food trends of today? Have a go at cooking some of the world’s most popular dishes. What does food production look like today? How can we make use of leftovers? What is our footprint on the planet?

Tomorrow/Research – What new discoveries have been made? Get updated on the latest in science. What new proteins are available and how do we feed the whole planet? How do we create sustainable food production?



Who is it for?

We can see that many different target groups will want to visit the Food Experience Center. Local visitors as well as national and international visitors of all ages. The primary target groups are:

Families with children – This group will mostly be heading for The Potato Patch. We expect visitors from afar to stay a night in the hotel and spend one or two days in the park. We believe more locally situated families will stay for half a day, or one day.

Businesses – The Food Experience Center will offer conference facilities and accommodation. This will enable regional, national, as well as international businesses to place conferences, events, expositions and customer activities in the park.

Public sector – Authorities and public bodies in Sweden and the EU with links to farming, public health, trade and industry will have a new meeting place. The Food Experience Center will exhibit the latest in research and development in the area of food and farming. This way we will create a “window display” showing how far we have come in these areas, today and tomorrow.

School classes and students – The Food Experience Center is, to a large extent, about teaching. There will be classrooms available for educating about farming, biology, food and nourishment, health, energy, sustainability and innovation.



Businesses



Public sector



**Families with
children**



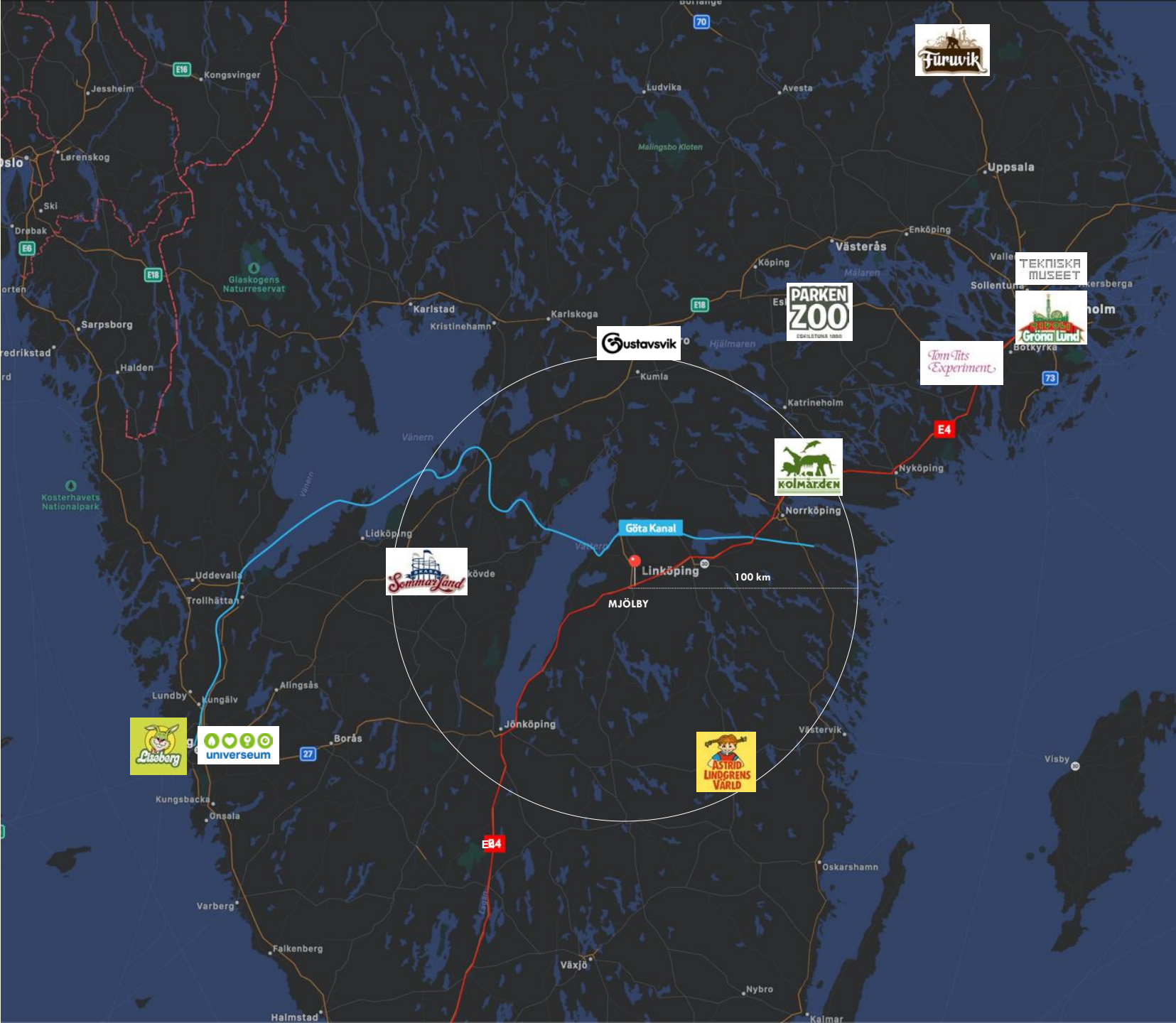
**School classes
and students**

Strategic location

Our first step was to find out if it was all a good idea. We turned to LDP, an international and independent analytical company, and had them carry out an extensive implementation analysis. The analysis takes many aspects into account, it estimates potential visitors, price levels and other factors necessary to calculate if our idea will be sustainable and long-lived. Our Food Experience Center can be open all year and LDP made a conservative estimate of around 300 000 visitors per year. This is in line with visitor volumes to Gustavsvik (recreational facility, Örebro), Skara Sommarland (Scandinavia’s largest water park), and Tekniska Museet (museum of science and technology) in Stockholm.

The location is close to – and visible from – the E4 highway and offers great access for regional, national and international visitors. A total of almost 7 million vehicles pass the spot every year. The Mjölby exit – “the potato roundabout” – is a central node for travels between Stockholm and (third largest city) Malmö and counts up to 5 million vehicles per year. Mjölby is also a node in the national rail network.

Trade and industry in our area is expansive, with local head offices and global clients. Visiting customers and suppliers will provide a foundation for visits to the planned hotel and conference facilities. The Food Experience Center will have no competition in the direct vicinity, but within a two hour radius by car there are several regional and national attractions: Kolmården (outdoor zoo/safari), Gustavsvik, Astrid Lindgren’s World (the creator of Pippi Longstocking and more), and Lalandia (planned holiday and waterpark concept) in Motala. There are strategic advantages to building a clearly defined experience destination with a niche of its own in the vicinity of these attractions.

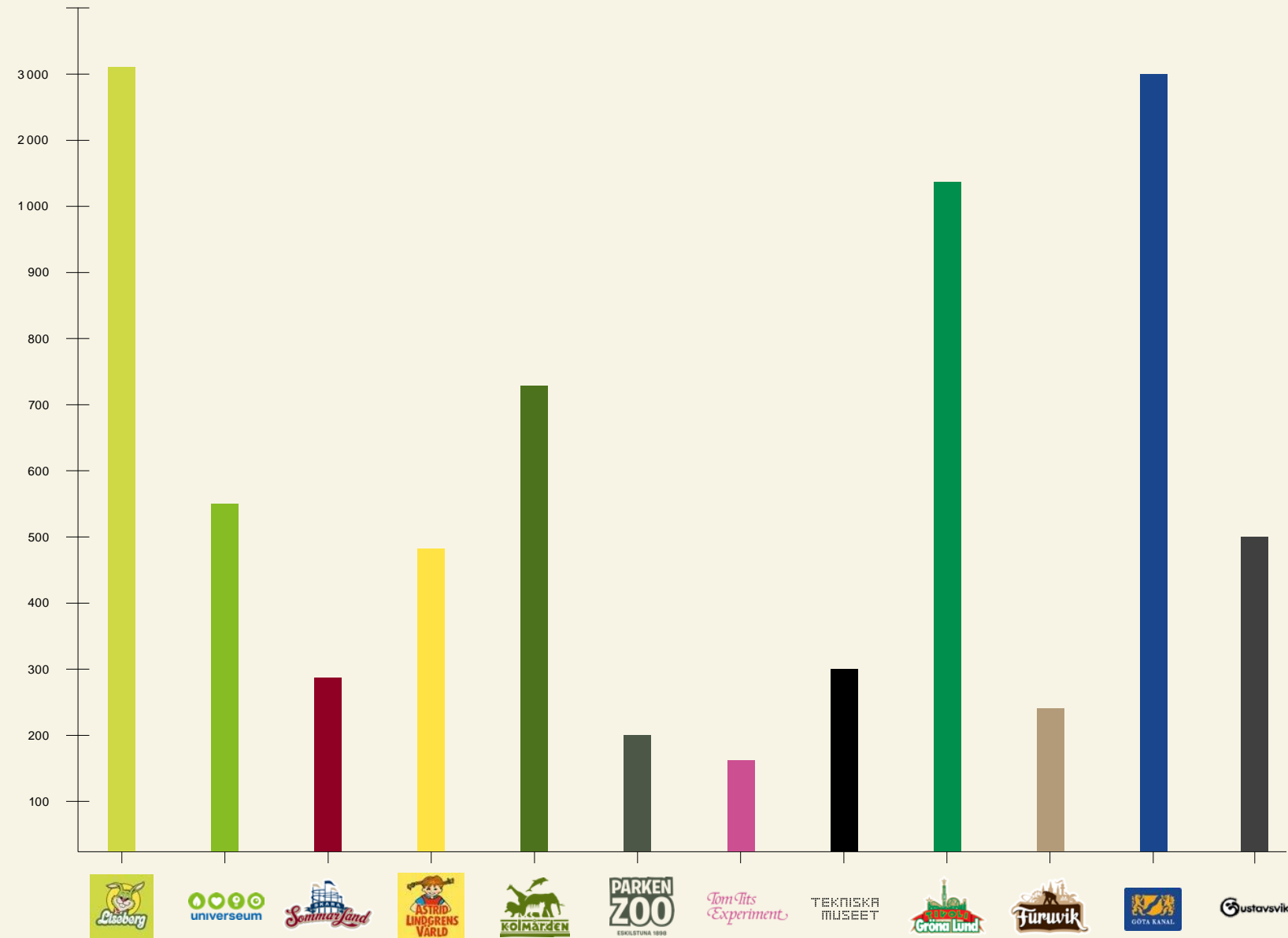


Attractive destinations

There are popular destinations in Sweden that appeal to the same target groups that a Food Experience Center would attract. Major ones are Astrid Lindgren’s World, Kolmården, Skara Sommarland, Tom Tits (science museum, Södertälje), Parken Zoo in Eskilstuna. These are attractions in their own right. Gröna Lund (amusement park, Stockholm), Liseberg (amusement park, Göteborg), Universeum (science center, Göteborg), Gustavsvik and Tekniska Museet are attractions in major cities.

An experience center dedicated to food would be a unique concept that would complement existing ones, nationally as well as internationally. No example is directly comparable, but on the international arena we have Cite de Vin in France, Nestle Experience (“Nest”) in Switzerland, and Heineken Experience in the Netherlands.

During the implementation analysis carried out by LDP the number of visitors for national attractions was the following:

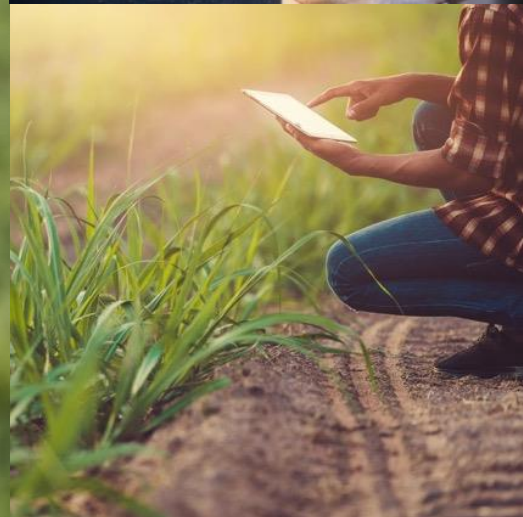


Why does Sweden and Europe need a Food Experience Center?

Sweden has come a long way in sustainable agriculture and in researching future foods, and also in investigating the connection between food and health. By creating a center where we gather these topics and themes in one and the same place we can contribute to positioning Sweden as a leading authority in food production and innovation.

The idea with a Food Experience Center focused on teaching is unique to Sweden, as well as to Europe. As our cities grow larger, coming generations are being further and further removed from the countryside. A true understanding of how produce becomes food on our plates and of how we will farm and eat in the future will, in the world of tomorrow, be key to making good choices as a consumer. It is also important to attract a young audience who will want to work with food and food production.

An enterprise like this will create jobs, generate taxes, and become a new meeting place for the agricultural industry.



Contributing to a competitive Swedish food industry

In 2017 the government passed a food strategy with a primary goal: The advancement of competitive food production in Sweden. The strategy encompasses the entire chain of added value, from primary production to consumer. Its purpose is to contribute to developing the full potential of Swedish food production.

National food production is facing a desirable change: Greater competitiveness and productivity, and increased self-sufficiency.

Our ambition in Östergötland is to make our contribution on a national level. We have identified the following four important areas in our regional food production strategy: Customer and consumer, competitiveness, public procurement, and security.

These areas encompass a number of forward-looking parties and businesses.

With the Food Experience Center we will create a regional, national, and international meeting place for all parties in the food chain. A place with ideal conditions for looking at food production in the future, consumer behavior, and innovation.



A window into the future

One area in the experience center will be dedicated to highlighting questions regarding food production in the future, health, domestic production and availability of food. And technical and digital development and innovation in the food industry.

Interested parties involved in different areas and questions will have somewhere to exhibit – and to come together and collaborate.

As desired by the regional strategy, the dedicated area will be able to provide a meeting point for dialogue. We will be able to highlight regional production and to discuss questions such as production capacity and robust production systems for reduced vulnerability.

Theme examples:

- Research and development – Vreta Kluster, Linköping University, etc
- Urban farming and vertical/alternative farming
- Biological diversity and sustainable food production
- Digitalisation and technical development
- Global trends and collaborations
- AgTech 2030
- Restaurants of the future
- Food's significance for health



The Potato Patch – an interactive park about food

With children and families in mind, we will create a dedicated area called "The Potato Patch", an interactive park about food in its widest sense. For playing, experiencing and learning – with all senses – how food is made and about the abundance provided by Swedish food production. You can experience what it was like to be a farmer in the old days – and compare it to today. Here you will find activities for all ages.

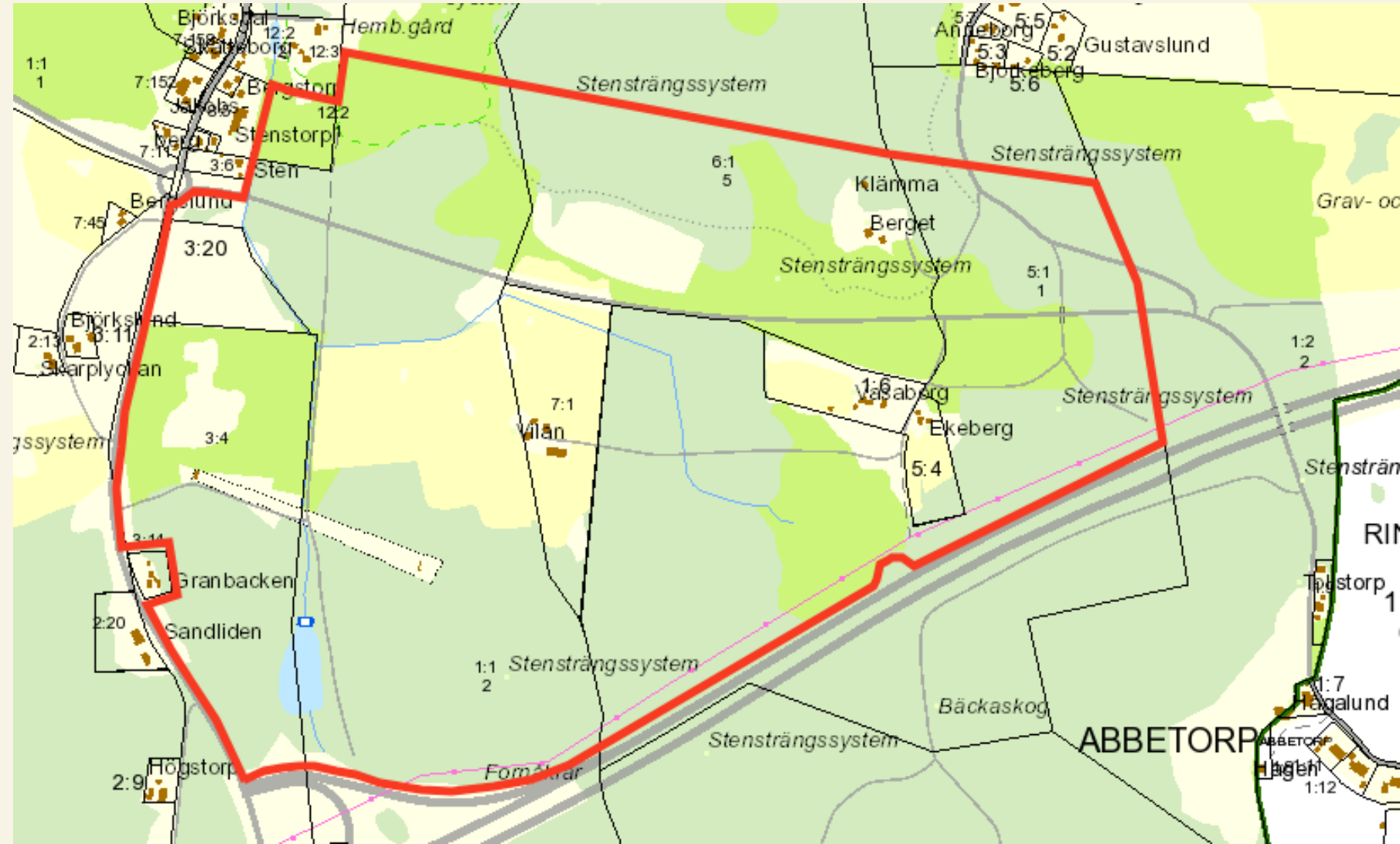
Activity examples:

- Have a taste in the food laboratory
- From farm to table to farm again
- The history of milk
- The history of eggs
- The truck's role in food production
- The tractor's role in agriculture
- Sow a seed
- Tractor driving
- A farmer from the past
- Eat food from the whole world
- Potato prints
- Make your own bio fuel in the chemistry lab



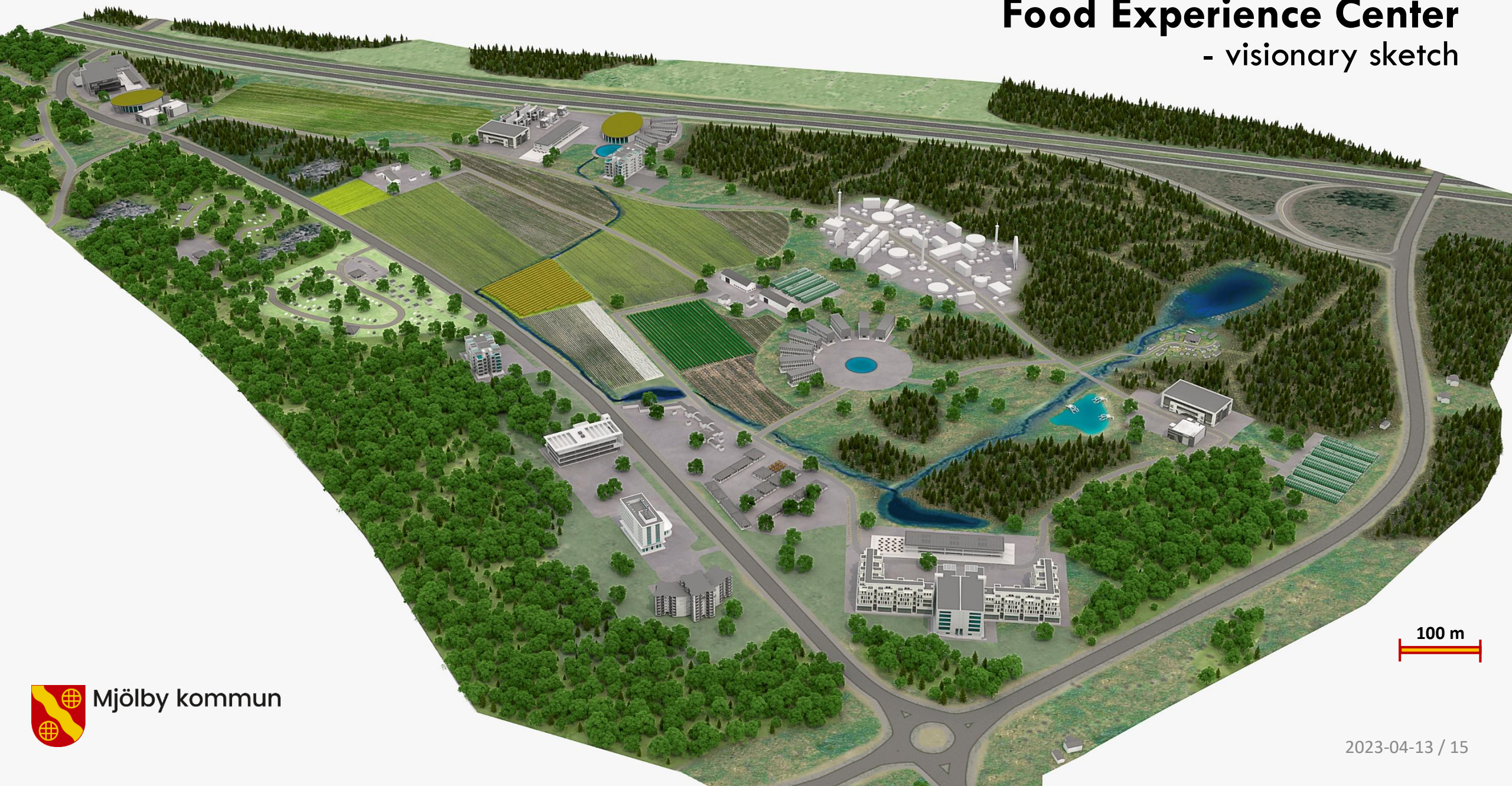
Planning area

80 hectare just outside Väderstad village



Food Experience Center

- visionary sketch

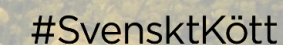
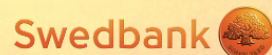
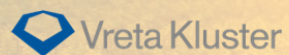
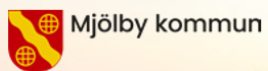


Mjölby kommun

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Cooperating partners





Mjölby kommun

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Welcome to
Food Experience Center