

DENMARK

Local development

Location

Hørve

Programming period

2014 – 2020

Priority

P6 – Social inclusion and local development

Measure

M19 – CLLD/LEADER

Funding (EUR)

Total budget 141 120

EAFRD 42 438

National/Regional 10 609

Private 71 294

Other 16 779

Project duration

2016 – 2017

Project promoter

LammefjordensDestilleri ApS

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Website

www.nordicsoil.dk/

A micro distillery was established with the aim of producing unique, high-quality vodka and brandy from potatoes that are not of marketable quality.

Summary

Through the project 'Lammefjorden's Distillery', a resource-efficient micro company was established in order to exploit the waste/by-products of the local potato production industry. The company only use potatoes that are not of marketable quality; which would otherwise end up as feed or compost. They refine these potatoes, through fermentation, into unique, high-quality vodka and brandy.



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The company also offers, as a visitor attraction, the experience of observing the process: all the way through from growing the potatoes to the final product in the bottle. The company founders are a farmer, a plumber and a mechanical engineer specialized in bioethanol. This is the first company in Denmark to produce Danish vodka and schnapps from potatoes.

Results

The first batch of vodka for commercial use and consumption is currently being produced and is expected to get to the shelves in the fall of 2018.

The website has been launched and considerable strategic planning has gone into the design and branding of the product.

The project has generated one job so far, and the company expects another two positions to be created in the near future.

The project shows great potential and has received good publicity in the local and national press.

Lessons & Recommendations

- ❑ The project's innovative use of resources, their alignment with the local narrative, and their straight-forward concept has attracted the interest of other producers and gastronomists in the area. This has paved the way for new business collaborations and synergies.

Context

Conventional potato production leaves a residual product in the form of potatoes that are not the right size or shape, etc. and that cannot be sold for consumption. These waste / by-products are used as animal feed, compost or are simply thrown away, and in the area around Lammefjorden this amounts about 7000 kg of potatoes per hectare. If properly and efficiently utilised, this waste can become a high-value resource.

Objectives

The purpose of the project was to establish a micro company to exploit the non-commercial potatoes produced in the area; increasing the crop's resource efficiency by utilising those potatoes that would otherwise only end up as feed or compost. Through fermentation, the company processes these potatoes into a unique, high-quality vodka or brandy. They also offer, as a visitor attraction, the experience of observing each stage of the process: from growing the raw materials to arriving at the finished product in a bottle.

Activities

Concretely, the subsidy was used for the construction of the production facility: a modern distillery. However, the beneficiary conducted a number of initial activities in preparation for the construction phase and prior to the application for subsidy:

- Stakeholders: The beneficiary entered into dialogue with Odsherred Municipality and a business consultant regarding the development and establishment of the distillery, and the identification of relevant stakeholders (i.e. producers of Lammefjord potatoes, actors involved in the local food market).
- Obtaining price quotes from craftsmen for the interior infrastructure.
- Obtaining price quotes for distillery equipment, once the future facility's estimated production capacity and volume (4000 litres) had been established.
- Establishing contact with existing micro distilleries to gather inspiration and share knowledge.

- The beneficiary approached Agrotech (Danish Technological Institute) for assistance with product development, branding and marketing. An important element of this collaboration was that the micro company had the opportunity to draw on academic research.

Lammefjordens Distillery was finally established in a former agricultural building of 100 m². The distillery consists of a fermentation area, a distillation room, a freezer, a labelling room and a storage room. The interiors were designed in cooperation with local authorities, including the Danish Veterinary and Food Administration, and for the distillation process itself, a well-known German facility was purchased.

Timeline for the renovation and installation phase:

Activity	Starting date	End date
Clearing of production facilities	01-02-2016	15-02-2016
Rise of rafters	16-02-2016	29-02-2016
Installation of inner walls and insulation	01-03-2016	15-03-2016
Installation of windows, doors and gates	16-03-2016	31-03-2016
Plumbing work	01-04-2016	07-04-2016
Electronic work	08-04-2016	15-04-2016
Painting work	16-04-2016	25-04-2016
Establishment of production facilities	26-04-2016	10-05-2016

The above-mentioned activities constitute the first phase of the project (expected to last 1½ years). Parallel to this, an ongoing evaluation process is being carried out with the aim of ensuring sustainable business development. Particular attention is given to further refining the brandy product; experimenting with different tastes in order to target a younger audience than the classic brandy consumer.

Main Results

The company changed its name from Lammefjorden's Distillery to Nordic Soil in preparation for the upcoming marketing campaign.

The first batch of vodka for commercial use and consumption is currently being produced and is expected to be on the shelves in the fall of 2018.

The start-up phase took 2.5 years, rather than the expected 1.5 years. However, the website has now been launched and considerable strategic planning has gone into the design and branding of the product.

The project has generated one job so far, and the company expects another two positions to be created in the near future.

The project shows great potential and has received good coverage in the local and national press.

Apart from its economic benefits, the project advocates the concept of increasing resource efficiency through the refinement of waste products.

Furthermore, the company expects to have 1000 visitors yearly to the production facility.

Key lessons

The Lammefjord Distillery project turns an under-exploited, residual product into a potentially high-value and environmentally sustainable commercial resource. At the same time, the company have been careful to align their branding with the narrative and identity of Lammefjord and really imbed the project within the local context.

The project's innovative use of resources, their alignment with the local narrative, and their straight-forward concept has attracted the interest of other producers and gastronomists in the area, who want to hear more about future developments of the product and its presentation in different contexts.

Because of this, it has been easy for the LAG to create synergies around the project, which further strengthens its impact. For instance, other local food producers have been paired with Nordic Soil to collaborate on the development of new products (such as fruit syrups, which can be sold together with the vodka). This type of action enables both partners to reach a broader consumer group. Similarly, the LAG has expanded upon the idea of increased exploitation of residual products and is currently exploring the possibilities for cooperation with local seaweed harvesters.



Additional sources of information

n/a