

FINLAND

Implementing Local Development Strategies

Location
Narkaus

Programming period
2007 – 2013

Axis / Priority
Axis 4 – LEADER

Funding (EUR)
Total budget 30 890
RDP 15 129
Private 15 761

Project duration
2014 – 2014

Project promoter
Arctic Warriors Ltd

Contact
info@arcticwarriors.fi

Website
www.arcticwarriors.fi

A small Finnish start-up company developed nutritional supplements based on traditional herbs and plants from Lapland.

Summary

‘Arctic Warriors’ started from an appreciation by three friends that Lapland had indigenous plants and herbs with strong natural characteristics. The nutritional value of Lappish plants is strengthened by the cold winters and long summer nights in this Arctic territory.

The friends were able to access start-up funding from their Local Action Group ‘Peräpohjolan Leader ry’ to develop their company and brand new nutritional supplements. The aim was to turn indigenous herbs and plants from Lapland into superfood products to meet the growing market for natural, energy-giving foods.

Three products were branded according to three types of Arctic Warrior: defender, fighter and energy.



Results

The company has developed a network of local farmers from whom they not only buy raw ingredients, but exchange information and good practices in the farming of herbs. This has already incentivised other local farmers to start growing traditional herbs alongside their main farming activities.

In a relatively short time Arctic Warriors have expanded swiftly across Finland and into the Norwegian and Swedish markets. The company is also negotiating with potential resellers in South Korea, China and Canada.

Lessons & Recommendations

- ❑ The project has shown how the development of niche products supported by effective branding and marketing have the potential to reach significant new markets. For this aspect, LEADER funding was crucial to achieve the results.
- ❑ It was equally important for the new company to find resellers and partners in order to expand their market.
- ❑ Working with local farmers has proven a success, not only to guarantee high quality products but also by becoming an active partner in the local economy and community.