MADE FROM VÄSTERBOTTON

There does not exist one comprehensive list that presents all enterprises in primary and secondary food production in Västerbotten. This map is an ongoing project in order to show the abundance of small, medium and also a few large private companies active in food production. In Västerbotten there is:

- 140 food industries
- 206 dairy farms
- 246 farms with beef cows
- 25 professional fisher men
- 4 companies for secondary fish production
- 2 pisciculture companies
- 3 larger greenhouse cultivation companies
- 10 slaughterhouses for wild meat, 9 for reindeer
  and 7 for secondary reindeer production
- 30 pig farms
- 2 pig slaughterhouses
- 3 big egg producers and countless smaller
- 20 commercial potato growers
- 286 small sheep farms
- 5 cheesemakers and much much more…
There can never exist a sustainable city, without a functioning, agricultural countryside. Only a sustainable production along with a sustainable consumption, create substantial environmental benefits. How sustainable the use of our natural resources are, is depending on the regulations by society and of our actions as consumers.

A well working interaction between the urban and the rural is crucial. Without attention to this coordination, there will be no sustainable city and the beneficial environmental impacts of agriculture will be lost.

Agricultural land is a renewable resource. A field could, theoretically and amazingly, continue to produce food for a hundred thousand years. Despite this fundamental significance, the area of farmed land has steadily decreased since the peak in 1950. Society, its demographics, regulations and markets, has made it increasingly difficult to support oneself on farming. The cost has been the loss of 10 million ha arable land in less than 80 years. That equals 50% of the Swedish farmland. Since 1983 the number of milk cows, our primary grazers, have been reduced by more than 50%. The appearance of our countryside is, perhaps forever, changed.

It is not only the esthetic properties of the landscape that has suffered. In order to stay competitive on a global market, farmers has been forced to make the job more efficient. The great shift from low tech, labour intense farming to technically advanced one person-shows, has had an immense impact on the rural landscape. Grazed meadows are second, after virgin forests, when it comes to biodiversity. 50% of red listed plant species in Sweden are found in our traditional farming landscape. Many species of insects, amphibians and birds are also dependent on the traditional agricultural landscape with pastures, uncovered ditches, wooden fences and stone walls. This landscape is perishing.

In 1927 Västerbotten had 100 521 ha arable land. In 2007 the number had dwindled to just 71 515 ha, a decrease of 29%. In 2014 the number of agricultural businesses were 2446. A decrease with 18% since 2005. The statistics points towards a desolate future.

The preservation of farm land is a long-term commitment with benefits that cannot be estimated in money. We need state regulations and an infrastructure that enables farming. We need an elevated awareness concerning the significant benefits farming has for our environment and we need to look beyond the prize tag when we select our food. Why do we buy beef from Brazil, when you can get it at Gubböle or Åbrånet? And how can sweet peas from Peru be called fresh? Can a product still claim to be ecological, if it has come to us by airplane?

80% of the agricultural production in Västerbotten is situated in the coastal region, within reasonable distance for distribution to Umeå. If we want to keep the great biodiversity of traditional farm land, create a sustainable city and an equally sustainable countryside, it is paramount to create a permanent place in Umeå where local producers meet local consumers: a permanent indoor food market, a place for good food, sustainable progress and raised awareness.

There are substantial political incentives supporting the creation of an indoor food market in Umeå. All the following programs share actively support a more sustainable food production.

- Europe 2020 Strategy
- The Swedish Food Strategy
- The Swedish Rural Development Program,
- Umeå’s Plan for a Sustainable Countryside.

Since most farms up here are small family run businesses, we have to highlight each other instead of competing. We have much to win if we join forces! I also think it is important to be close to your buyers, to meet them and listen to what they are looking for.
Market floor plan
1:00
A sustainable countryside can only be achieved by cooperation between associations, business enterprises, inhabitants, visitors, university, regional organizations and other municipalities in Västerbotten. The municipality of Umeå has the role of coordinator and cooperator. Umeå’s Plan for a Sustainable Countryside.
The building is shaped so that the existing flows of the cityscape are not interrupted, but rather enhanced. An arcade (a) wraps around the building and connects to the existing sheltered sidewalk of Scandic Hotel. The open belly (b) of the building lets traffic and pedestrians flow underneath the cantilevered market one level above. Parts of the roof is open access greenery, compensating for the loss of the existing park. Through a shared entry to the street, a future housing complex, ensures life and movement even during the hours that the market is closed.

Situated in close proximity to four hotels (#1 below) provides an extra client base, besides the local citizens of Umeå. The proximity to the Cultural Centre Väven and to the Public Library also promise extra influx of visitors. The possibility to expand beyond the building itself onto open spaces (#3) is important for larger events such as Bondens marknad (the existing outdoor Farmers’ market). The nearby Ica and Coop (#4) have good sales of ready lunches. Tapping into this market, catering to the working centre of Umeå, should prove beneficial. Parking, for accessibility reasons, is important and the building is strategically situated in front of existing multi-level parking. The closeness and view of the Umeå river and its pedestrian walkway is a natural and beautiful asset for the market.
10 reasons for producers
- Increase consumer awareness of regional food stuffs and the beneficial effects of buying them
- Creating continuance: a permanent place replacing shorter initiatives of project character
- Facilitating small producers’ access to food supply chain
- Developing cooperative solutions for efficient distribution and marketing
- Reduction of risk through collaboration
- Control over how the products are presented and over product quality
- Adding value: joint marketing of exclusive products at a higher price, creating the costs associated with lower production
- Developing regional food branding with focus on its distinct origin, methods of production, traceability, hygiene, animal welfare and quality
- Reactivation of old regional food traditions, products and recipes
- Enhancing the eat, view and experience scheme as an effective instrument to make the products known

10 reasons for consumers
- Concern for food safety and quality
- Transparency in the entire food supply chain: origin, production, transportation and handling
- Food production and processing in accordance with good farming practices
- Food produced with respect for the environment and welfare of animals
- Organic foods and products
- Convenient location
- Attractive space
- Face-to-face contact with producer
- Food as an experience
- Food culture and traditions

10 reasons for authorities
- Connecting food producers and other organizations and institutes of research, public and regional authorities in a network for regional food development
- Increase consumer awareness of the rich variety of regional food stuffs and the wider beneficial effects of buying them
- Creating continuance: a permanent place replacing shorter initiatives of project character
- Facilitating small producers’ access to food supply chain
- Removing administrative barriers and creating new possibilities for entrepreneurial farm-food development.
- Keeping the need of investment low for the individual producer
- Facilitate and realize space
- Marketing the uniqueness of regional food and the strong production competence of the small producer
The part of the building facing the river is exposed to a lot of sun. During winter the lower sun reaches the stepped space underneath the building, offering a sheltered space to enjoy the river winterscape. During summer, the space is shaded to a higher degree because of the higher path of the sun.

Events like the existing Bondens marknad or Taste Umeå would work in collaboration with the permanent food market. The large open space in between the new market building and Umeå river is ideal for such events. The "open belly" of the building works as an intermediate space, linking the area in front of Tullkammaren (the Old Customs building) and the space behind Tullkammaren and Scandic Hotel, both suited for temporary markets year around.
The structure of the building is an integrated part of the building's design and function. Loadbearing pillars are hidden in the midst of the tilted construction surrounding the entire building, in the interior as well as the exterior. A net of traditionally profiled, wooden triangles act as shading for indoor spaces and extends over the roofline forming a railing for safety.

Ogee (sv. karnis) is a classical profile that is found, usually in combination with quartz rod and hollow moulding, on practically all of our windows and framework doors in Umeå, dating from the beginning of the 19th century to the mid 1950's.