

## Developing local menus: the GEOfood project

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In March 2014 Magma Geopark received a grant from the Norden Fund- KreaNord program for developing GEOmenus in the Nordic Countries. The idea came from the will to combine local specialities and geo-tourism activities. Magma Geopark is the leader together with 4 other partners: Odsherred Geopark project in Denmark, Rokua Geopark in Finland, Reykjanes Geopark project in Iceland, Suðuroy Island Geopark project in Faroe Island, Stonehammer Geopark in Canada, Fernando de Noronha Aspiring Geopark, Brazil, Shetland Global Geopark, Scotland, Subbéticas Geopark, Spain.

The project aims to: (i) boost local food as unique Geopark experience; (ii) valorize the local SME's in the food and tourism sector in the Nordic Countries; (iii) promote the creative industries, like local chefs and local video makers; (iv) expand the Geopark's tourism offer with specialized packages including local food; and (v) increase the visibility of the Geoparks through tailored booking channel (GEO2NOR booking system).

Project's specific goals are: (i) developing three local menus in each Geopark; (ii) developing one common menu between the Nordic Countries; (iii) setting up strong business relations between local SME's in food and geotourism; and (iv) providing the EGN-GGN with common standards for GEOfood menus development.

Each Geopark will investigate local food possibilities and finalises the SMEs experiences in combining GEOmenus served in a chain of selected restaurants. Several local actions have been planned: three workshops will be organized by each partner in order to share ideas and suggestions for the menus constitution. The cooperation with the local producers and local small enterprises aims to create partnership that will last over the project duration.

The GEOmenus will be included in the local Geopark's activities, increasing the competitiveness of the Geopark's tourism offer in the market. Food and tourism will be linked together for the valorisation of the geological, cultural, natural heritage. Common quality standard will be defined for the GEOfood brand supported by the experience of Stonehammer, Shetland and Subietica Geoparks. Other Geoparks could benefit from the project results and promote the GEOfood through the European and Global Geoparks Network.

Presented in Theme 2