

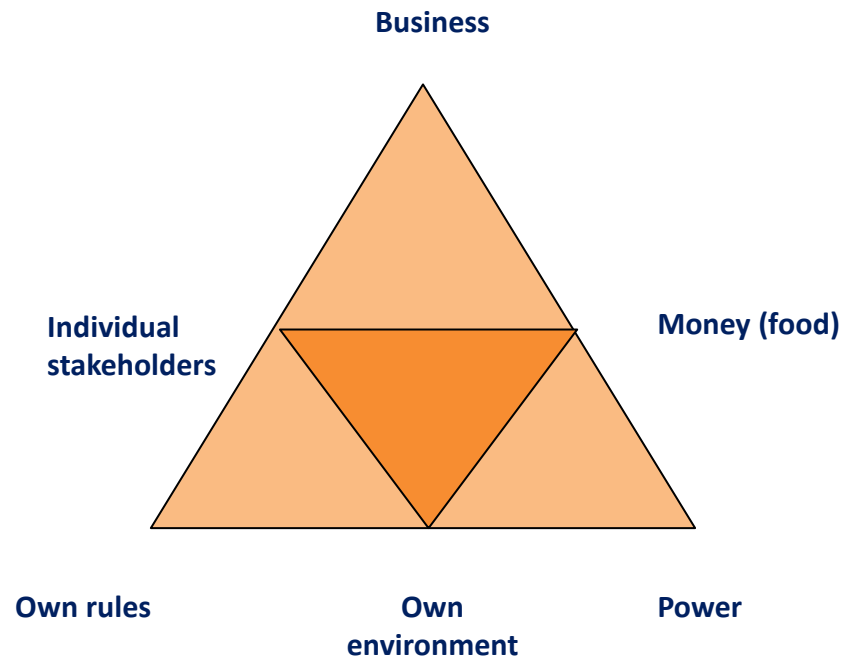
THE FINNISH ORGANIC FOOD CHAIN – AN ACTIVITY THEORY APPROACH

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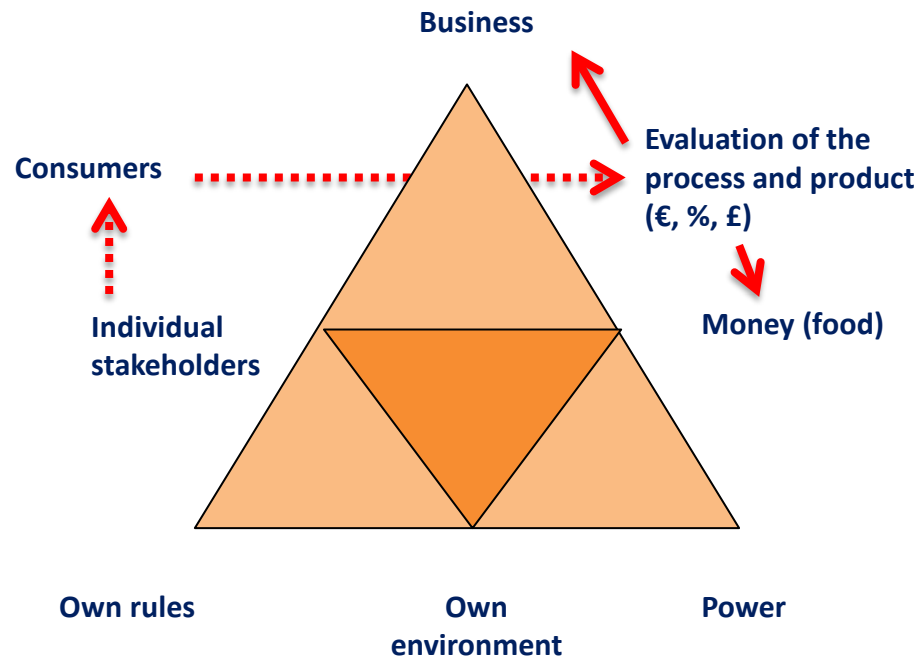
INTRODUCTION

- EU and Finnish Government has set several goals for the development of the organic food chain, but none of those goals have been reached
- Finland is behind many other EU countries for the production and consumption
- Why the Finnish food system has not reached the goals?
- Activity theory approach

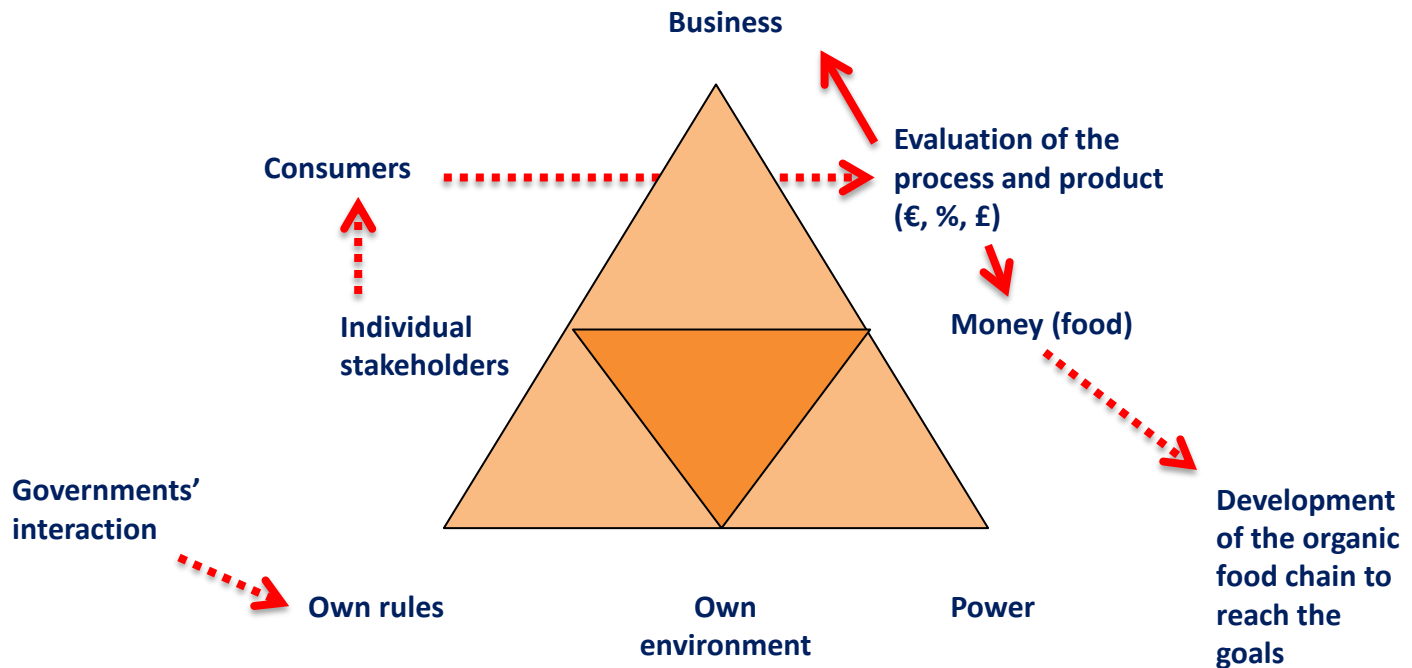
FINNISH FOOD CHAIN



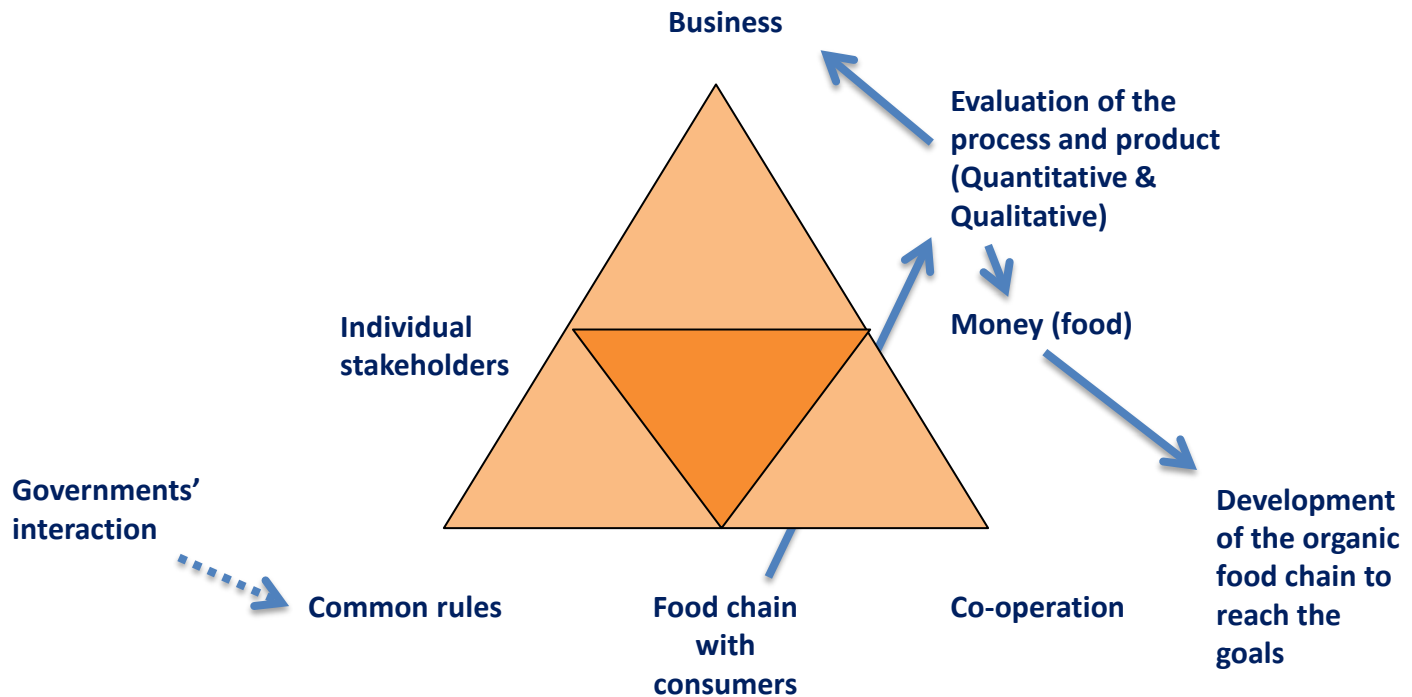
FINNISH FOOD CHAIN



FINNISH FOOD CHAIN



HYPOTHESIS



CONCLUSION

- Getting consumers as co-innovators ([Co-Creation Theory](#) / Gylden, R. 2012)
 - Setting qualitative measures for the evaluation ([Common Welfare Economy](#) / Felber, C. 2008)
 - Getting full support from the Government
- ...enables the the growth of the organic food chain and leads to the target ([Activity Theory](#) Engeström, Y. 1987)