

## **A report from "the Sweden visit" 15-19 09 2014, the second educational tour in the transnational project "Fishingtourism".**

### **15/9: Arrival day, welcome and presentations of LAG.**

Our four Finnish and twenty Sardinian guests arrived at Kastrup airport in the afternoon, took the train to Kristianstad where we had them picked up by bus that then drove to Ivön island and Ivögården. After having said hello to each other, we were served a superb buffet by Petter, chef at Ivögården and when dinner and installation in both double and four-bed rooms were set, an official welcoming were held by Leader Skånes Ess´ Kerstin Hallenborg and by Leader MittSkånes´ Ingela Brickling and Lina Wolff. Also project manager Mattias Holmquist made a resume over the project so far and the first educational tour in Finland (June 2014). We also had a short glance at the program of the week.

Each present LAG then made a short presentation of their Leader area, its position, characteristics and size. The presentations were made by Giuseppe Sotgiu from Leader Logudoro Goceano, Alessandra Etzo from Leader BMGS, Rita Orgiu from Leader Barbagia di Seulo and by Tiina Hämäläinen from Leader Karhuseutu.



Petter Jeppsson presenting Ivögården, its heritage, activities and of course the appreciated food.

Right: Giuseppe Sotgiu presenting the characteristics of Logudoro Goceano, one of three visiting Sardinian Leader areas that all lies on the inner parts of Sardinia. He mentioned for example that they have been working with promoting traditional handicrafts and food. They have also, differently from Sweden, a possibility to give a direct company support, and have chosen to invest among other things in a good boat for guided fishing on one of their dams. Rita Orgiu translating in the background.



## 16/9 Discovering lake Ivösjön and its surroundings.

In the morning, after breakfast, we picked together our own lunch bags at the veranda of Ivögården, all decorated with pumpkins of different varieties. Its shapes and colors interested many camera lenses this morning, while others engaged in trading flags. Ivögården got their own Sardinian flag which were hailed right below the Swedish one and we were told that the symbols of the Sardinian flag consisting of four black morian heads ("sos battor moros"), which is sometimes turned to the left and sometimes to the right. Sometimes they are pictured with bandanas in the forehead and sometimes with a bandage over the eyes. They seem to have been four morian kings, that, according to different versions, once were on Sardinia. It is also said that these heads might represent the vandals who boarded Italy at about 400 after Christ. They occupied Rome and parts of Sardinia, built a vast system for keeping watch on the coast, especially against the barbarians from north Africa.



It also got more and more obvious for Swedes and Finnish that the Sardes are very proud of their culture and does not always want foreigners to equal Sardes with Italians. Sardinia is a part of Italy, but also a very autonomous part in many aspects.

A few minutes later we entered the bus which took us to the municipality of Bromölla and the paleontological Mekka at the place called Åsen. At Åsen we were kindly met by the two big enthusiasts regarding this place, Filip Lindgren and Tobias Delfin.

After an initiated introduction to the time of the “seadragons”, approx 60-90 million years ago, and the spot where staff from the university of Lund had concluded that the supply of ancient fossils are best, we were also introduced to the excavating techniques. As a result of this we found for example parts of squid and flowers but also from different sharks’ teeth.



Tobias Delfin (left) is the person responsible for developing tourism in Bromölla. He is also, together with Filip Lindgren (right) one of the main powers behind this upcoming attraction called “House of Seadragons”.



Both Italian and Finnish visitors truly enjoyed the excavations at Åsen. “A fun thing to do that includes both relaxation, excitement and togetherness”, and “big potential for development” were spontaneous words in the evaluation .

The House of Seadragons is today an exhibition of different fossils and models of a few dinosaurs that once inhabited the Lake Ivösjön and Ivön island. The exhibition is set at the train station in the village of Bromölla. The other part of this attraction is the field station that we visited. Today it consists merely of a pile of sand and tables that enables the excavations. Here will probably also be some kind of building in the future and maybe also a fusion with the exhibition. Today this place already has guided tours and excavation equipment for hire. Schools, tourists and fossil experts visit these places under the guidance of Filip Lindgren. The municipality is sponsoring with the space at Åsen and inside the train station and by promoting the arrangements at the communal website.

During the experience at Åsen, Finnish and Swedish participants could also conclude that municipality of Bromölla has many things in common with municipality of Kokemäki and its surroundings. They have both these archaeological attractions and medieval/viking festival with



many visitors – a thing that the Leader Karhuseutu boss, Jaana Mälkki, expressed an interest in developing together.



Shark teeth found during our excavations. Each participant could bring their findings in a designed box.

After having coffee we drove on to Axeltorp and “Wetlandi” – the natural starting point for all visitors who want to go by canoe to discover the small islands in the archipelago of Lake Ivösjön. The founder and runner of Wetlandi, Håkan Lorentzon, welcomed us and told us about how the business and the small camp was invented and developed.

The camp is facilitated, apart from a lot of rental canoes, with a wood office that also works as a small tourist bureau, a barbecue shed, a long table under a tent roof, rental boats, store room for life vests, paddles and fishing equipment. In the writing moment Håkan has also built a barbecue hut, in tradi-



Håkan Lorentzon (right) giving tips to adventurers before leaving the safe harbor of Wetlandi

tional north Sweden design, a “kåta” looking like a wooden tipi – a cosy place to make lunch on a cold day or after a long paddle tour.



Stefania and Rosamaria on their way through lake Ivösjön.

When leaving Wetlandi in the canoes, weather conditions were pretty windy and we realized why Håkan has (at least partly) chosen Axeltorp for his business: It lies in the shelter of a deep bay and you reach the archipelago in just 15 minutes of paddling. At the open water of the big lake canoeing would be a hard job on a windy day like this.



Tobias Delfin guiding on Slättön.



The Finnish enjoying a newly built hut at Slättön

After a relaxing short effort, we could soon board the Slättön island, where the municipality and the local scout organization through a cooperation had built wind shelters, benches and tables and also kept the island from getting overgrown. In general these kinds of cooperations between organizations, municipalities and between different entrepreneurs interested our Sardinian guests and also impressed them a bit. Tobias told us about the

history of human activity on the island and mentioned the balance between accessibility and ecology, the values of a stream of tourists and the values of an undisturbed biology. There are for example easily disturbed birds of prey, such as the osprey (fiskgjuse) that breeds in the area and the sea eagle (havsörn). To keep these birds being one of the actual visiting reasons, the municipality has cooperation with the regional ornithological organization. The goal set for the tourism here is to keep a certain level of exclusiveness. This means to limit the amount of visitors, and to keep higher prices for the packages. In this way values of both economy and ecology can be kept in a sustainable way.



Lunch and relax for the whole group at Wetlandi after return from Slättön island.

During the afternoon each participant had the opportunity to present themselves for the group. Since as many as 20 presentations were made, we all got a good conception of each others businesses, expectations, areas and other working fields. Among others we heard Kimmo Aliketola, entrepreneur close to Kokemäki, Finland, where he and his mother since many years with success is running the country bed and breakfast Aliketolan-tila. Until now they have had two houses for rent, of which one of them has a kitchen where they prepare meals for their guests and visiting groups. Since the space for weddings and other events has been limited, they have now had their old barn restored to a hi-standard two-floor accommodation with a party/meeting room on the first floor and beautiful rooms on the second with a view of the river Kokemäenjoki. Their activities are f ex kayak, fishing and the traditional smoke-sauna on the river bank.

Rinaldo Arangino, president of the LAG BMGS, said he was happy to be a part of the project, and also expressed a hope that our joint efforts could do something to move the Italian bureaucracy that he finds problematic. Sardinian enthusiasts in the rural development is often frustrated, not in the lack of ideas but in the hard process to achieve the small changes asked for. Mr Arangino also welcomed us all to Sardinia.



Rosamaria Lai and Stafania Campesi let us know that the area of inner Sardinia has tourist guides and sport associations that helps both domestic visitors and foreign tourists to get to the right canoeing, culture-historical spots, trekking, fishing, churches and museums. Rosamaria works as a guide and has no problems in getting along without English language she means. Stafania works at the association for sports called “Canottieri Tula Elettra” and arranges courses and competitions for schools among others.

Benny and Johan Andersson have five cottages in the wildlife nature of Kalvshult. Their business “Kalvshult Fritidsstugor” lies right by the lake Örsjön, where they also have boats for rent. Actually one boat is always included in the rental of the cottage. Lake Örsjön has 24 small islands and several interesting species for sportfishing, such as pike, perch and bream. Common visitors at the cottages are apart from Swedes also Danes and Polish. To enhance the experience for their guests, Johan and Benny has also built a dam to attract birds and animals. They also offer hot bathing barrels to really complete their packages. Since Kalvshult lies a little bit too far from Ivögården we had no opportunity to visit the place during the educational tour.



A great moose representing the wildlife around Kalvshult Fritidsstugor. Lina Wolff (right ©) translating.

Christer Wickander from the fishing association of small river Skräbeån, talked about their experiences in making better conditions for the sea trout. Some twenty-five years ago they



Christer himself with a nice sea trout from river Skråbeån.

put out a lot of hatched smolts and often had problems with fungus on the post spawned fish. So for the last fifteen years they have instead been focusing on getting a good fish stock through natural spawning in the river. This has been made by preparing bottoms with gravel for spawning, and rocks for resting and hiding places in the river.

Also Johan Wagnström from the board of the lake Ivösjön fishing association spoke about how they try to keep a free fishing for their members. This means today that there are no restrictions in catch numbers as long as you stick to the rules for fishing methods. Both gillnets, trolling and traditional rod fishing is allowed, but there is no allowances for commercial

for the last 60 (!) years made the small magazine called "Fisksumpen" for its members, containing texts about highlights from the fishing season, propositions on rules and species, a s o. For the last twenty years the association has arranged the fishing competition called "Gäddträffen" ("The Pike meeting") that is an appreciated thing for the members\*. Johan also told us about the remarkable richness of species in the lake, including the rare fish called "Nissöga".

After the genuine introduction of participants, we enjoyed another dinner at Ivögården. Petter did also heat his bathing barrels, and there were time for true relaxation and to let the social relations grow. Some of our guests had a great time at Ivögårdens piano this night!

\* The parenthesis below is the secretary's own remark:

Appreciated by members but also a source of conflict between those who are spokesmen for the method of Catch & Release and those who is not. Catch & Release is not applied in the competition and since the method has become a very important approach for many European fishermen today some are boycotting the competition. Even if the competition not in any aspect threaten the stock of pike in the lake, there are many persons who look upon a competition without Catch & Release-method as unmodern. In the long run this can mean that entrepreneurs around the lake get a harder work attracting visitors.





One of the wooden bathing barrels at Ivögården



Antonio, Gavino, Petter, Dario and Luca by the piano

## 17/9 Visiting Swedish fishing entrepreneurs and the biosphere reserve

On Wednesday morning six of the Swedish fishing entrepreneurs arrived at Ivögården to pick our guests up for half a day fishing adventure. One important part of our common goals is to evaluate the fishing packages made with the local actions. During only a half day we could not present the fishing packages as they actually are, but perhaps we came close enough to the originals. Small groups followed Rusthållaregården, Oretorp, Ivögården, Osby Naturbruksgymnasium, Landskapet JO and Laxlyckan. Fish were caught in lake Ivösjön, in Helgeå, at the put & take of Oretorp and at the coast.



Jaana Mälkki with wading-pants in Valjeviken.



Small pike caught on spinner from ABU

One of the groups tried pike fishing on the coast outside Rusthållaregården, directed by Laxlyckan, a small business that makes guided tours and courses mostly for fly fishing in running waters, but also on the coast. Unfortunately the only fish was caught by the guide, but the weather was fantastic and most of the participants had a first-time happy experience of wading. The group also had a look at the rustic bed and breakfast of Rusthållaregården

where coffee and cookies were served in the cozy pub. On the way there was also time to have a look at the river Skräbeån and the actions made by the fishing association.



Nadia Brundu became subject for animal curiosity when visiting Oretorp at the north of lake Ivösjön.

Henric Svensson who runs Oretorp cabin rental together with his wife and parents showed his visitors their farm with animals, fruit orchards, put & take-waters with planted rainbow trout, the rental cabins and of course they also took a boat tour on the lake. This way of completing the farm and the traditional benefits with room rentals and activities for tourists has its own name in Sardinia – agri-turismo, and of course there are many interesting aspects to discuss of how we think about differences in facilities, service levels and the standards in general.



The groups that visited Osby Naturbruksgymnasium, Landskapet JO and the fishing tour hosted by Ivögården were also very pleased with the arrangements (no pics). At the



Naturbruksgymnasiet there were plans of new cooperative bonds with the LAG BMGS that were impressed with the profile of the school. Guide Janne Olsson also showed his visitors to the pike of Helgeå and Petter Jeppsson and Björn Martell made a trolling tour with Finnish speaking guide for some of our Finnish guests that also had a close look at the pike of lake Ivösjön before letting it back to the waters.

The lunch this day we all had together at Naturum in Kristianstad. Different appreciated dishes were served and many were interested in the spectacular building and its purpose.



Rinaldo and Rita comparing experiences from the morning at the veranda of Naturum.



Leaving Kristianstad behind with Landskapet JO

Right after lunch we jumped into the bigger boat of Landskapet JO, a special made aluminium boat with capacity for many passengers, who can also eat and dance below a foldable roof if wished for. Janne Olsson who now have many years of guiding and tourism experience, took us for a very interesting tour both up and down the river Helgeå, telling us facts about wildlife and other characteristics of Vattenriket ("The Water Kingdom"). Janne also took us deep diving in what it means to be Sweden's lowest point in days of climate change and higher water levels – knowledge that we all need to ask ourselves how to incorporate in our everyday life to contribute to the right side of these global problems.





Once back at Naturum we listened to **Jonas Dahl**, limnologist at the Biosphere reserve “Kristianstad Vattenrike” and **Johan Wagnström**, this time representing our local authorities as its director of fisheries. Jonas explained the idea with UNESCO’s Biosphere reserves as being model areas for how mankind and rest of the nature can live together in sustainable ways. He mentioned how the years of process towards becoming a reserve had developed and how the visiting numbers had increased thanks to facilitated paths and trails and the exhibitions at Naturum. Jonas also spoke of several projects within the area, such as restoring the population of catfish and enhancing the water quality through constructing wetlands that catch the abundance of nitrogen, phosphor and brownifying particles.

Johan told us about the structure of ownership and management in Swedish inland freshwaters, including the fishing associations’ rights and obligations towards the public. He spoke also about several projects made to keep a living small-scale commercial fishing in the sea despite big changes in both number and health of fish stocks. There are different environmental challenges to give the very shallow Baltic sea ecologically proper status again. As we found out the possibilities to buy a fishing license in Sweden differs from both Finland and Sardinia. In both Sweden and Sardinia you can often buy your license via internet, but in Sardinia it may after leaving your application, take 30-90 days before getting your license.

After this seminar we left the Leader Skånes Ess area by bus and soon entered the Leader MittSkåne area, where we first landed at Ljungs Kula Sportfishing. Ljungs Kula, operated by Barbro and Torbjörn Nilsson, lies in a quiet part of the Linderödsåsen ridge. They are farming sheep, rainbow trout and big char alongside with their ordinary employments. The full grown fish (so far up to 8 kilos) is put out in their two dams, attracting both specialists for fly fishing and more occasional fishermen and business groups for spin fishing. The camp also consists of a house for accommodation with all facilities, a big shed by the water with open fire place and barbecue hut beside. The shed can host many eating guests and at our visit Torbjörn and Barbro had invited a few of the local handicraft makers who exhibited and sold their art. This season Torbjörn also finished a new unique house right on the lake shore. It has 12 beds and a very nice porch that stretches out over the water.



Torbjörn and Barbro presenting Ljungs Kula



Agne and Kalle taking a deep look into the fly box



Björn Martell fishing with fly at Ljungs Kula.

When we all met on the first evening, a competition was proclaimed with awards for best photo and biggest fish caught during the week. As a matter of fact both the best pic and the biggest fish were achieved at Ljungs Kula this wonderful September evening. The photo above was taken by Luca and the biggest fish, a 5,2 kilo rainbow trout was caught by Stefania Campesi. Very well done, both of you!!

After fishing we were introduced to the Swedish traditional crayfish as a starter dish. It was of course eaten to the song "Helan går" ("Hell and Gore") and the shed was all lit up by the fire and many candles brought by Barbro and her daughters.

Ready for the bed we gratefully thanked our hosts, packed ourselves into the bus and finally got to Hotel Ringsjöstrand, comfortably set right on the beach of lake Ringsjön.

Right: Some of the fish caught during the evening.



## 18/9 lake Ringsjön, Fulltofta nature reserve, seminar and workshop



Sitting from the left: Giando, Antonio, Kimmo, Aapo, Carlo, Luca, Dario, Rinaldo and Gavino.

In the morning this Thursday, Håkan Björk from the company Ringsjöfisk delivered eight motorboats for us to use with Ringsjöstrand as a starting point. Håkans own business is, apart from his boat and cottage rental, to cultivate in different ways fish caught both in lake Ringsjön and in the sea. He then sells it both in his own shop at the lake and by distributing to bigger sale places. He is in the frontline regarding new products and develops the capacity of his business. Also the restaurants around the lake uses Håkans products.

The boats took off for fishing in the lake, and meanwhile a small group went into the town of Hörby for sightseeing and another group went for a guided tour at the Fulltofta nature reserve. In the reserve there is a nature centre built as a place to teach and learn about nature and sustainable solutions. The guide and one of the visionaries behind the centre, Anders Paulsson, showed the museum and explained the pedagogics behind the exhibition as “the idea of tracks”.



Anders and Lina guiding at the exhibition at Fulltofta



It is partly about the tracks left by animals and traces from what has happened in the landscape during the ages, but also about the tracks we leave behind us at the very moment to the future generations. The centre is aiming at children and youth, and there is no entrance fee.

After guiding through the exhibitions this group was shown the fishing pond of Bjeveröd that also is a part of the centre.

It included a walk in the “virgin forest”, a forest left untouched by the human hand. Anders also explained further the task that the Foundation of Scanian Landscape (Stiftelsen Skånska Landskap) has from our region (Region Skåne) to make nature accessible for the public.



During the walk in the nature reserve



The fishing adventurers coming back. Rinaldo Arangino had caught a small but nice pike.

Meanwhile at Ringsjöstrand the boats came back and also the biologist Richard Nilsson came to tell about the Ringsjö project. This project is a successful attempt to improve the water quality of the lake. The main problem is the nutrients from the cultivated lands around the lake, which has led to an over fertilization that gives the algae lots of nutrition. At the worst times you have not been able to see through the green mud created by exploding algae growth. To deal with the problem the project has meant actions to get rid of the abundance

of whitefish. With less whitefish there has been an increase in levels of animal plankton that feeds on the algae and the water has become much clearer. When the water sight is better, the predator fish can hunt whitefish as well, and slowly the ecosystem starts working by itself again.

After Richards lecture, the European coordinator Niclas Fjellström was invited to present the “Culinary Heritage” association. It is a member owned organization that today has members from 12 countries and 32 regions from all over Europe. The main focus is to help the member regions’ participants to attract more customers/guests. And by promoting the regional commodities, cooking traditions and meals this means also a combination of enhancing regional economic and ecologic values and global environment.

Niclas’ conviction can be summarized in his formula for regional success: A5+C. The five A’s stands for accessibility, accommodation, activities, added values (food, hospitality, a s o) and advertising. These steps should be taken in the mentioned order and also be combined with C, cooperation and networking.

Niclas’ lecture sometimes caused intense discussions around our tables and it all suit our demands for a good workshop later.



Niclas Fjellström, coordinator of “Culinary Heritage”

The last program item was a workshop where we divided into three groups, two entrepreneurial groups and one Leader group. We all tried to discuss the following questions:

- A) How has your activities or business reached progress and made the steps forward to where you are today? What has been most successful? Why?
- B) Has there been any restraints on the actions you have wanted to do, any particular obstacles to reach what you are aiming for? Other difficulties?
- C) Similarities and differences between the countries?
- D) Can we see any openings for joint efforts and a future ongoing cooperation? What would be the advantages of that?

We have earlier summarized and sent out the protocols from this workshop. If interested, feel free to contact: +4670-63 22 545.

After our last dinner the winners of the fishing and photo competition were celebrated and we also got the opportunity to listen to the music group called “The Fishermans Friends” playing both traditional Swedish songs and some modern American ones as well. A heavy gift made of the stone called black diabase from the municipality of Osby was handed out to the participating LAG’s mangers and presidents. This as a thankful gesture of sustainable friendship between our Leader areas and good hope about future cooperation.



Mattias Holmquist, Tiina Hämäläinen, Giuseppe Sotgiu, Alessandra Etzo and Rita Orgiu.



37 participants during the afternoon and evening



Sun going down over lake Ringsjön.

Secretary and project managing:  
/Mattias Holmquist

Pictures: The whole group contributed– thanks!