



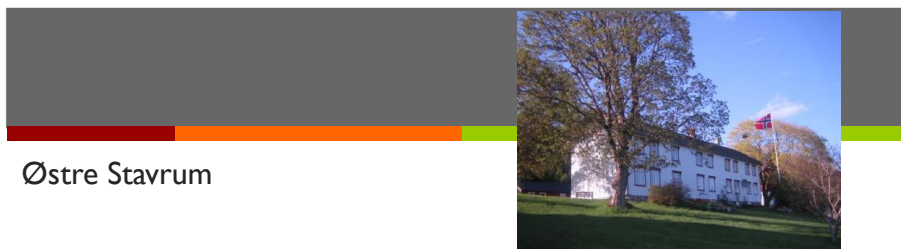
Inn på tunet (Green Care)

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Østre Stavrum

Inn på tunet Norge SA

Norwegian Farmer´s Union and
”The Norwegian Agricultural Quality System
and Food Branding Foundation” (Matmerk)



➤ What is Green Care?



Green Care (Inn på tunet)

Green Care refers to individually adapted and quality-assured welfare services on farms.

The services shall stimulate coping skills, development and well-being.

Farms are properties that are used for farming, forestry or gardens. The activities offered in the Green Care service relate to the farm and its daily life and operations.



Care farming

- Traditionally farming – agricultural production
- Farm´s welfare services – requires new knowledge
- The diversity in the farm´s:
 - produces delicious and healthy food
 - produces quality-assures welfare services
 - and some privacy...☺



Care farming services for persons with dementia

- Day care services for persons with dementia, living alone or with family.
- Activities, positive stimuli and experiences.
- Family caregivers



Different groups



- Immigrants - language training – integration - learning
- Problem youth – farmer and family as role model
- Mental illness – social community – flexibility to adjust work to daily conditions
- Intellectual disabilities – real work – learning opportunities
- Drug abuse – social community – real job – keep away from drugs

The farm as a pedagogical resource

- Students and teachers use the farms. The students participate in agricultural production.
- Children with special needs – one or two days a week in the farm.
- Animals and a diversity of activities.
- The farmer and the teacher draft a pedagogical plan for the pupils at the farm.



Children and their families

- For the children, from Friday to Sunday, weekends.
- Activities, animal contact, learning, be a part of the family.
- Children and their families also take part in the farm and its daily life.



Inn på tunet Norge SA

SKOLE

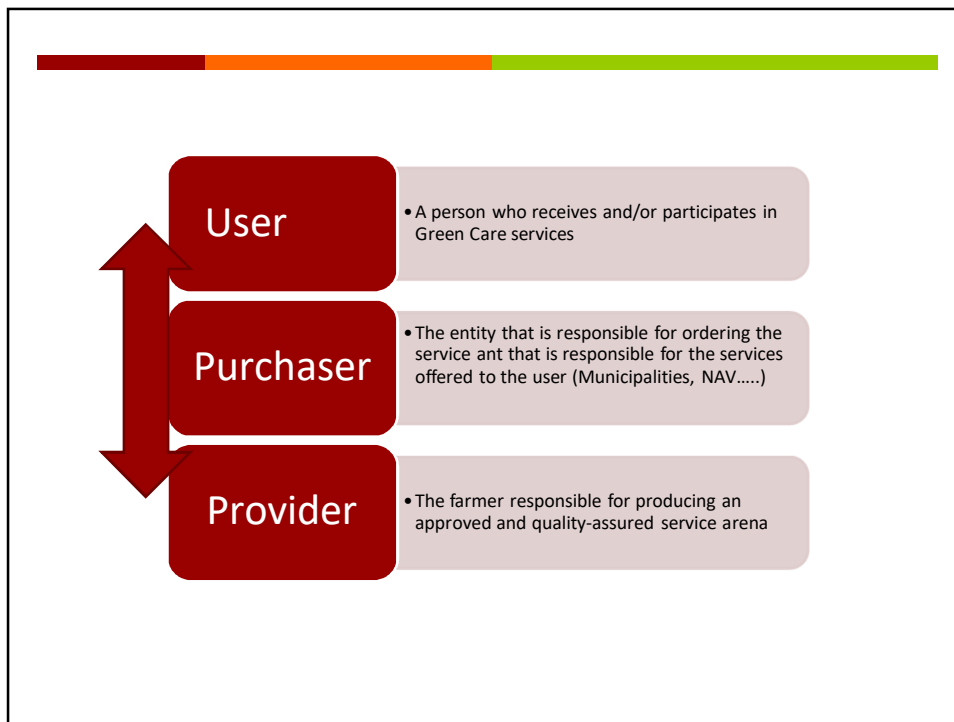
BARN OG FAMILIE

KONTAKTINFORMASJON:
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Om Inn på Tunet Trøndelag
 Inn på Tunet Trøndelag tilbyr god tilgjengelighet anks og sikre bestillingsprosesser og en trygg leveranse til avtalt pris. Vi er organisert i et samvirkeforetak og leverandørene eier bedriften. Bedriften administrerer kontraktproduksjon, kvalitetsarbeid, kompetansemarkedføring og salg. Fellesskapet består av produsenter og kunder, og driver systemutvikling.

Tunet Trøndelag er en profesjonell stasjonær produsent. Bonden som produserer og stasjonær produsent har et faglig fellesskap og ansvar som setter kvalitetskrav og leder mest mulig utvikling.

På godkjent inn på tunet-gård har system på kvalitetsarbeidet, kontroll med risiko-/usikkerhetsfaktorene og kan dokumentere forholdene på gården. Dokumentasjonene brukes aktivt i utviklingsarbeidet.



Certification "Inn på tunet"

- Matmerk, www.matmerk.no,
- Part of the Norwegian Agricultural Quality System (KSL)
- Quality assurance build on a clear division of roles and responsibilities.
- Quality of services is documented based on criteria based in law, regulations, and professional practises for the service in question.
- The certification is mandatory
- 400 farms in Norway today



Care farms financing

- The purchaser pays the farms for this welfare services.
- The farms must compete with other providers in the market.
- The farmers in Norway are not use to marketing and sales, thanks to Tine, Nortura and others.



The market requires

- The farm´s must be easy to find
- Knowledge about users and buyers
- The farm´s must be available
- Quality- assured services



Organisation

Quality-assured diversity

Easy to find – good quality – a safe place



IPT Norge SA
(owned by regional cooperation)

Development of materials to the members, strategy, contact with politician, training and competence services.

Regional cooperation
(owned by the farms)

Marketing and sale from the members. Contracts with the local authorities.



Offers quality-assured welfare services. Take good care of the participants on the farm.

Inn på tunet Norge SA

Goal

To ensure the members economics interest, get the best possible financial result from their production of welfare services.



Members:

- ❖ Inn på tunet Østafjells SA
- ❖ Inn på tunet Innlandet SA
- ❖ Inn på tunet Trøndelag SA
- ❖ Gårdsopplevelser Nord SA
- ❖ Norwegian farmers union
- ❖ Inn på tunet Akershus SA
- ❖ Inn på tunet Sørlandet SA

We welcome new members

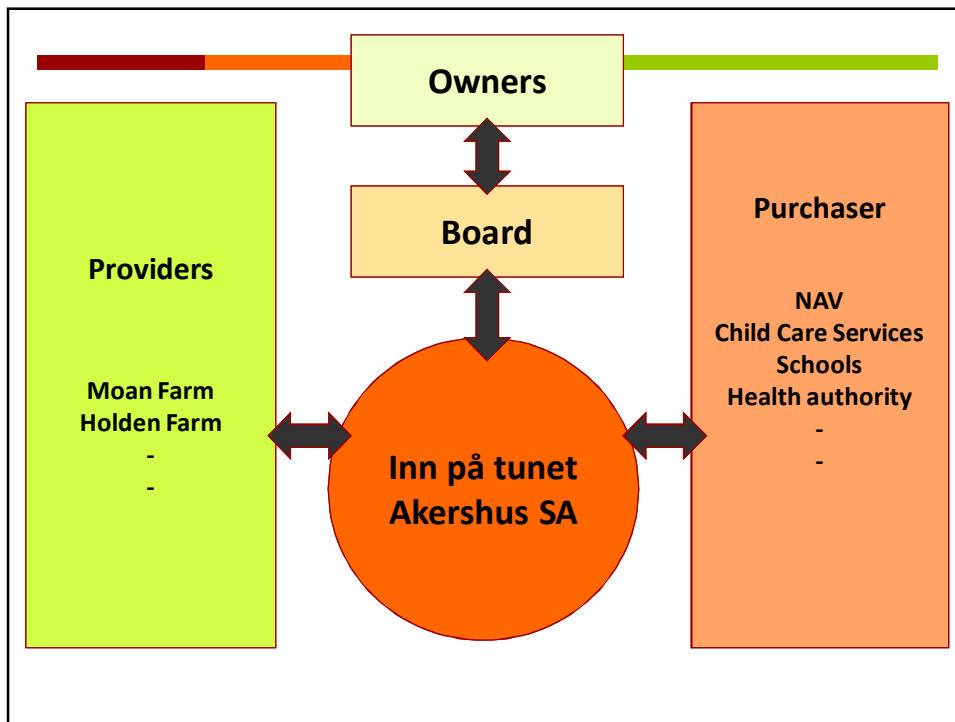




<https://www.facebook.com/Inn-på-tunet-Norge-SA-1361840457263691/>



www.innpatunet.no



Becoming a Green Care-farm

- ❖ The cooperatives offers:
- ❖ Mentoring service
- ❖ Network of farmers
- ❖ Activities related to marked introduction
- ❖ Standard documents (contracts, confidentiality agreement)
- ❖ Billing systems
- ❖ Training and competence services



Why do we cooperate?

- We wanted an organization regulated by law, regulations.
- Easy to establish
- Easy for new members to join the cooperative
- The benefits 😊



Benefits



- The farm´s can use their time to produce services, instead of marketing and sales.
- The markets become aware of our existens
- Several farm´s together, there is always someone available
- Community of farmers, network
- **Less work for our customers (!)**
- An other farm can do the job if the services can´t be delivered for a periode of time
- Someone to talk to at the end of the day, confidentiality



Economy

- The farmers have to buy a stake to become owners.
- The members finance the cooperatives with percent from sales.
- We recieve some support from the authorities
 - Innovation Norway – business networks support, projects



Cooperation, Green Care

- Together we become more innovative and competitive
- The farmers own their business and keeps the profit
- Market activities are professionalized
- The cooperatives create social relations that enable farmers to achieve goals that we may not otherwise be able to achieve by themselves.



Thank you 😊