



## Cultivating Collaboration: building the concept of *European Oats*

“From European excellence comes a world of choice – **Nordic Oats: One grain, many possibilities**”, a three-year campaign to promote the excellence of European oats in Japan, China, and South Korea.

The campaign aims to showcase how oats grown in Europe’s farming environments deliver unique quality, sustainable farming practices, and innovation in processing methods.



# Building Collaboration and Establishing the Consortium

- There is growing global demand for European and Nordic oats as well as innovative oat-based products
- In Nordic countries we have OATS knowhow and long tradition of cultivating
- The consortium was formed naturally around shared market potential
- Collaboration increases impact by pooling resources and expertise
- Ruokatieto has strong Nordic networks and LRF from Sweden was a natural partner, representing the oat sector comprehensively

**The European Oats is a collaboration between:** Ruokatieto Yhdistys (Finland) – promoting local food culture, sustainable agriculture, and industry excellence. Lantbrukarnas Riksförbund – LRF (Sweden) – representing Swedish farmers, agricultural cooperatives, and sustainable rural businesses.



# Shared Objectives and Operating Model

- Shared main objective: promotion of oats, increased visibility, and access to new market
- A clear governance and management model defined from the start of the project
- Roles and responsibilities were clearly defined
- Open, direct, and regular communication among experts

Raise Awareness – Increase consumer and industry recognition of European oats' sustainable and healthy qualities by 5% over the program period.

Build Trust – Strengthen partnerships with food manufacturers, importers, distributors, and consumers through transparency, traceability, and collaboration.

Inspire Innovation – Position oats as a versatile ingredient for plant-based drinks, cereals, functional foods, and new product categories.



# Practical Actions

## Pre-Campaign

- Workshops to align expectations and plan together
- Discuss the key objectives, target audiences and markets
- Produce together:
  - Communication brief
  - Activities
  - Target markets and adaptation

## During Campaign

- Communication
- Timelines
- Implementation
- Admin and financial management

One Grain,  
Endless Possibilities

From European  
excellence comes  
a world of choice.

Born from Nordic traditions, European oats offer unmatched quality and versatility. They're the trusted foundation for everything from modern drinks to classic meals.

Nordic Oats. Endless potential.

**ENJOY IT'S FROM EUROPE**

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