



POHJOISESTA  
LUONNOSTA  
OF NORTHERN NATURE

Pohjoisesta luonnosta

OF NORTHERN



NATURE





# WHY?



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The nature of Lapland is threatened by many factors: mining, tourism, climate change... The raw materials of Lapland's nature have been marketed as sustainable, domestic, and ethical alternatives, even though their harvesting has involved labor flown in from the other side of the world, and the workers have been treated unfairly and even in ways that violate their human rights.

The existence of significant problems does not mean we shouldn't try to address the issues we can influence. That is why, for the past two years, our company has been purchasing raw materials like berries, herbs, and mushrooms from local pickers living in Lapland.



# HOW?



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We pay a fair price for the raw materials we buy and sell them to businesses and individuals. We train our pickers in the principles of sustainable harvesting, and our client companies also get to use the pickers' stories in their marketing, which usually reflect a multigenerational relationship with nature and roots grown deep in the land.

In addition to nature's raw material trading, we offer regenerative tourism services in rural areas such as Pelkosenniemi and Sodankylä, and we train nature sector professionals through lectures and courses.



# WHO?

- Pohjoisesta luonnosta Oy is a family business based in Pelkosenniemi, Lapland
- I, Tiia love reading, crafts, writing and mushrooms, and write books in my spare time. I teach nature professionals at the Vocational College of Lapland in Muonio, and have a professional and a specialised vocational qualification in natural sciences. I am also an animal welfare activist in SEY (Animal welfare Finland) and am working to bring together hunters and animal welfare activists.
- Mika is Inarisámi and lives the old way of life to the full as far as possible, staying in the forest all year round on hunting and fishing trips. Mika still works as a mechanic for the time being, but has also worked for a long time in the nature and tourism sector.
- We are doing our part to preserve the Inarisámi cultural heritage, not only in our way of life, but also in language recovery.
- When possible, we donate money to the Natural Heritage Foundation, UNICEF, SEY, etc. We cooperate with the Finnish Game Foundation. The proceeds from this cooperation are used for wetland restoration (for birds).





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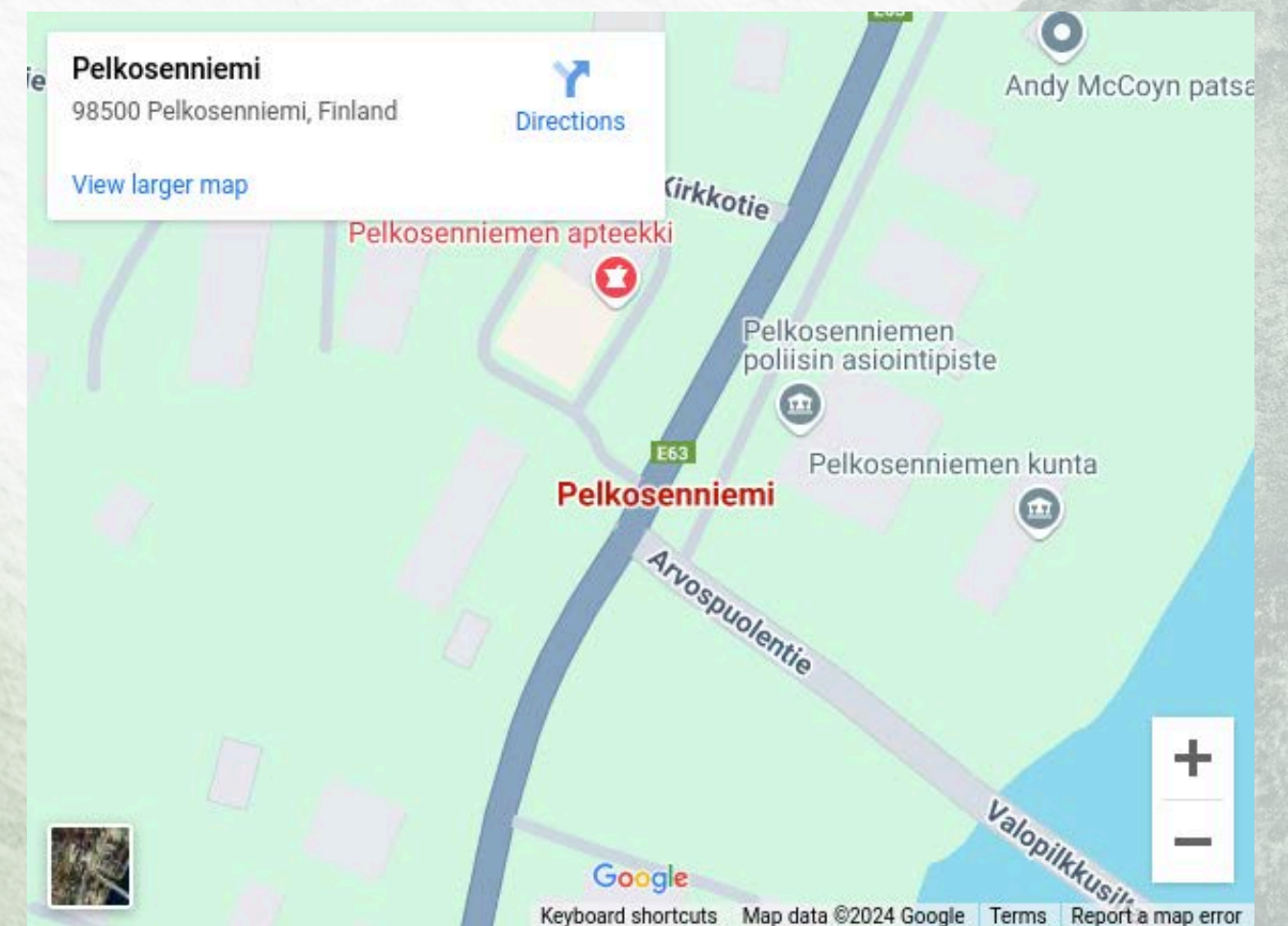


# CHALLENGES



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- Finding costumers (B2B) that are willing to pay for the pickers more than companies are used to (if you get 1 kg of bilberry with under 2 euros from a thailandish berrypicker, and suddenly you have to pay 10€/kg for a finnish person to do the same work, it's a huge difference)
- Overall resistance for doing things differently
- Infrastructure - everything is at least 100 km away
- Lack of support





# POSSIBILITIES



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- We have limited edition nature's raw materials, that are researched to be more full of nutrients than anything you can cultivate
- We have people in rural areas that are willing to work, who know their environment and can tell the difference between the edible and non-edible plants, berries and mushrooms
- When we pay the fair price for the pickers, we can offer income for people, who otherwise wouldn't have the possibility to make their own income (or more income) and this way highen their quality of life: pensioners, youngsters, reindeer herders, seasonal workers
- This could also result to that, that the young people wouldn't move to bigger cities but also the rural areas would stay inhabited.



# GOALS



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- In 10 years, we want to be the biggest employer in Lapland in the industry of Nature based businesses
- The idea is not, that we do these same things for the next ten years, but the idea is, that when we get our ideas to work, we can pass them on (maybe sell them or at least have employees who run the show ) and then start something new, try some new ideas
- This way we can impact not only the individuals but also the whole industry



# THANK YOU!



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<https://pohjoisestaluonnosta.fi>  
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