



THE INNOVATION JOURNEY

Emilia dreamed of growing berries and flowers and taking advantage of the place where she was born and raised, her great grandfather's farm. Her enterprise started on a small scale with a small berry farm for the family's three children.

Emilia started a social media platform to share the experience of berry picking with her children. People were then interested in buying berries from the farm. Emilia was able to sell surplus berries. At the same time, she also developed a series of chocolate recipes through a trial-and-error method based on a previous course she took in making chocolates.



Today, Emilia's efforts have resulted in a berry farm, a self-service farm shop, a chocolate factory, and an ice cream parlor that welcomes several thousand visitors every summer.

THE INNOVATION IMPACT

In July 2020, she opened a farm shop, where she collaborates with other local food artisans and craftsmen. At the opening, seven producers were involved in the shop. Today, the shop collaborates with over forty-five local food producers and artisans.

Her raspberry ice cream won a silver medal at the Mathantverk SM (national competition for food artisans) in 2020. The following summer she employed a group of young people from the village.



The farm's tourist activities attracts a large number of tourists throughout the year. She is regularly reported on in newspapers and has 8 000 followers on Instagram.

USEFUL LINKS

[https://www.farmorsgrimslov.se/;](https://www.farmorsgrimslov.se/)

<https://www.instagram.com/farmorsgrimslov>