



# Palosaari reindeer and fishing farm



## THE INNOVATION JOURNEY

Satu Palosaari is the CEO of the Palosaari reindeer and fishing farm Ltd., a family-run farm that offers experience tourism and nature wellbeing for small groups. Satu is a sixth-generation reindeer herder, living in the small Meskusvaara village, in Kuusamo.



Her father has had tourism as a subsidiary trade for agriculture since 1998. Satu has been involved in developing it from the beginning. Initially hesitant to take over the family farm, her opinion changed with the addition of tourism, in which she saw the potential to earn additional income. From the beginning, it was clear to her that she wanted to have only a small group of tourists at a time and be able to educate people about reindeer herding culture. A forward thinker, Satu was one of the first female herders and the first female to have reindeer tourism in her area. Even the training of her sleigh reindeer required new modes of action, since as a woman she couldn't rely on physical strength with reindeer like men.

As a result, anyone can now drive the reindeer sleighs. Satu has been a full-time entrepreneur after establishing the company in 2007. She develops the

tourism activities together with her husband, whose interest in fishing led them to include that in their services. Currently, they offer programs related to experiencing various activities on the reindeer farm, guided fishing tours, harvesting of berries, herbs, and mushrooms, as well as drum mediation and forest energy walks. As their newest addition, they offer accommodation on the reindeer farm.

## THE INNOVATION IMPACT

Satu has developed new ways of earning income with reindeer husbandry, which supports the continuation of a traditional lifestyle and culture and spreads awareness of it. Environmental and cultural sustainability are driving values in her activities, which stem from a nature-based way of life. The farm offers internships and seasonal employment and promotes local products by selling them.



## USEFUL LINKS

<https://palosaarenporotila.fi/>;  
[https://www.facebook.com/porotilareindeerfarm/?locale=fi\\_FL](https://www.facebook.com/porotilareindeerfarm/?locale=fi_FL);  
<https://www.instagram.com/reindeerandfishingranch/>