

## Diversification in Finnish farms into tourism and recreation

Log cabins were designed in keeping with the surroundings and built in the traditional Finnish style.

Kantelesarkka farm is a family-owned business in East Finland that has traditionally relied on timber production (80 hectares), agriculture (16 hectares) and livestock. One partner works full time in the farm, while the second combines it with a part-time job in a neighbouring town. The farm sought and gained permission to diversify into trout fishing since second-home owners were interested in paying a reasonable sum to fish in their pools. This has now turned into the main source of income, catering for ice fishing in winter and pool fishing in summer. The couple has plans to combine the attraction of trout fishing with horse riding, either alone or in groups with a guide, and also hunting, picking berries and mushrooms. They consider that the key to turning the farm into a tourism business would be to develop self-catering accommodation.

Which is what the owners of the nearby farm Kokkolan Era Ja Matkailu did. This 500 hectare farm was founded in the eighteenth century, and has historical buildings such as a windmill, a frame saw and a workshop, the oldest dating from 1811. Although most of the land is forested, the main

income comes from tourism. The good location of the farm generated demand for overnight stays and outdoor recreation, and the owners built three log cabins in consecutive years. The cottages were to be built in a traditional style by the farm owner, yet to the highest comfort standards. The owners set aside 2 hectares of mature pines to be used for the main structure of the cottages, and these were built using whole tree-trunks. It took a year to build each cottage: site selection, permissions and laying electricity cables took place in early autumn, road and ground preparation in late autumn, logwork in spring, and finishing the cottage in summer. The availability of accommodation has meant that the farm can provide other services. A smoke sauna was built, and this has proved very popular. The farm also caters for activities such as hunting, hiking and fishing, and in winter crosscountry skiing and snowshoe walking.

### Sources

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