



# LOFOTLAM

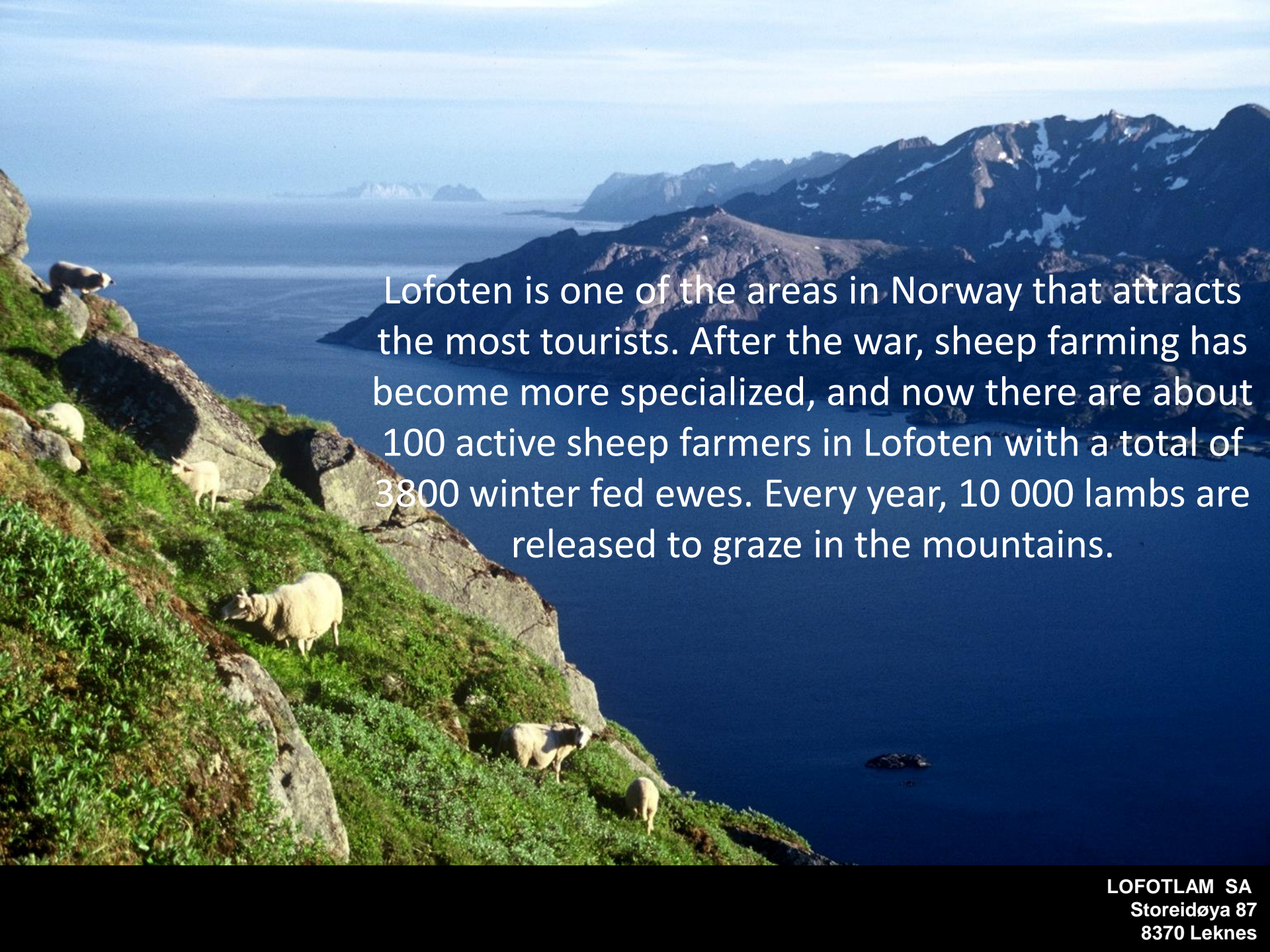
## Make jobs and keep the landscape open - Highland3 project

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Lofoten is one of the areas in Norway that attracts the most tourists. After the war, sheep farming has become more specialized, and now there are about 100 active sheep farmers in Lofoten with a total of 3800 winter fed ewes. Every year, 10 000 lambs are released to graze in the mountains.



Fifteen years ago, I was on a study trip to Scotland and received information about Scottish lambs. This inspired us to create a brand of Lofotlam with our own logo and brand. In 2009, Lofotlam was given a geographically protected name, and all lambs are marked and profiled on the end products of customers in stores



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# Lofotlam – Norges pré-salé

Finished salted by nature

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Tourists do not come to Lofoten for sunbathing and good beds.  
They come here for nature experiences and local food.





Agriculture in Lofoten is small-scale, and not suitable for large-scale farming. Most sheep farmers are part-time farmers in combination with other occupations. Lofotlam stimulate proud farmers that produce specialties with a geographically protected designation. They get additional price of 1 € per kg of slaughter





Mapping of biological diversity and sustainable development is followed up. We take into account and facilitate the general public, tourism, public health, nature experience in vulnerable areas. Grazing animals in mountain pasture are important to stop the overgrowth, and contributes to a reduction in greenhouse gas emission





Sustainable development with active farmers

A man with a mustache, wearing a red and blue jacket, stands in a green field. In the background, there are several white sheep and a large, dark, rocky mountain range under a cloudy sky. The text "Proud farmer" is overlaid on the image.

**Proud farmer**

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Wear on the landscape all year round



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Lofotlam as a local specialty, is very important for the 750,000 tourists who visit us annually. Tourist industry has strengthened local food menu, and the sheep farmers have improved economy



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Development with the sheepfarmers in front





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LAM I VERDENSKLASSE

A taste of Lofoten

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