



Press release Farmstay Sweden, 2023-11-10

Farmstay Sweden members certified as "Sustainable Farms"

As rural farmers, we are used to working with what we have at hand. That is why, in collaboration with our members, we have developed a system that gives our association a clear sustainability profile. We want Farmstay Sweden to be seen as the obvious choice for sustainable vacations and stays. By the end of 2023, all of our affiliated farms will be certified as "Sustainable Farms" – a significant milestone in our sustainability initiative supported by the Swedish Board of Agriculture and the European Agricultural Fund.

Farmstay Sweden is an association and a brand for vacation accommodations in a farm environment. Currently, we have about 75 unique farms offering either self-catering, where guests take care of themselves, or bed and breakfast/country hotel options with a personal and homey atmosphere. Guests can expect a high accommodation quality standard, rated from 1 to 5 wheat ears, and will always experience a vibrant countryside with a clear focus on sustainability.

Over the past few years, Farmstay Sweden has developed a list of requirements that each member farm incorporates into their operation. The basis for the "Sustainable Farm" certification involved reviewing energy use, water and sewage treatment, waste management, cleaning process, and maintenance – issues that are continuously updated to reduce environmental impact.

"But we also want to evolve our role into a positive force for the countryside, by promoting sustainable nature and cultural tourism, with fair conditions and inclusivity for all." adds Jan Jeppsson, Board Chairman of the National Association for Farmstays in Sweden (Riksföreningen Bo på Lantgård).

The goal is to increase environmental engagement throughout the association through education and certification. With practical tools, the new environmental system will also work for different types of operations: cottage/cabin rentals, B&Bs, or farm hotels.

**We all leave footprints in nature and in society.
We need to ensure that we reduce our footprint size!**

Choosing to not to fly and vacationing within one's own country has become synonymous with sustainable travel. And what could be more sustainable than staying on a farm, experiencing rural farm life, taste local flavors, and do outdoor activities? The National Association for Farmstays in Sweden has been facilitating accommodations in rural settings since 1980. However, the concept really took off, especially among the younger demographics, during the pandemic years that required us to stay within the country.

Even what is considered “simple country life” can be refined and reshaped as a contribution to the global sustainability goals. That is why, in 2019, Farmstay Sweden started the “Sustainable Farm” project, which all members of our association support. Board Chairman Jan Jeppsson explains:

“Farmstay Sweden may be a small player in the overall tourism industry, but we aim to set a good example and make as little impact as possible on nature and the environment through our ‘Sustainable Farm’ project. This is our way of contributing to the global goals for 2030.”

The “Sustainable Farm” certificate makes it easy for member farms to communicate that they are an integral part of a sustainable tourism industry. And more importantly, it assures guests about their choice of vacation accommodation! Jan Jeppsson adds, “We know that everybody at Farmstay Sweden are conscious and engaged entrepreneurs, and that is exactly why we think it is important that WE make this investment.”

Discover the countryside – in a sustainable way!

So, when you see a label next to the familiar Farmstay Sweden (Bo på Lantgård) sign indicating a “sustainable farm,” you as a guest can be assured that the accommodation has met all the sustainability criteria in various areas, such as waste management, energy consumption, food provision, staff management, local community engagement, water treatment, and cleaning + chemicals standard.

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More information is available on Farmstay Sweden’s website: www.farmstaysweden.com

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