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THE MOTIVATIONAL FACTORS FOR  
USING WILD FOOD OF FINLAND BY  
RESTAURANTS AROUND VAASA

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## ABSTRACT

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The aim of this thesis was to study the motivational factors for using wild foods in the restaurants around Vaasa and how the restaurants in Vaasa view forest grown food ingredients. The wild food ingredients mean the foods grown in the forest themselves and they are allowed to use from consumption point of view. The major grown food ingredients are wild berries, wild mushrooms, game animals and fish.

This thesis primarily focused on the sustainable food consumption along with the use of forest foods prevalent around Vaasa. And, it also gives an outlook for the users to minimize the waste of forest foods and provide additional support for domestic food consumption. Further, the thesis guides the user to use the forest foods at appropriate period so that the nutrition of forest food could be preserved.

With the use of a qualitative method, an interview protocol was formulated to find out how the restaurant chefs use the forest food along with motivational factors. Interviews were conducted in five different restaurants (two- lunch restaurants, one-café and two- a la carte Restaurant) with chefs to find out the present state of using ingredients from the forest in local restaurants around Vaasa.

In conclusion, it was found out that Finnish culture, taste and their demand are the motivational attributes for using the ingredients from forest. It was also found out that the chefs paid less attention to terms like sustainability and hedonism.

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## 1 INTRODUCTION

The aim of the thesis is to study the use of the wild food grown in Finland in the restaurant around Vaasa. The forest of Finland covers seventy percentage of its total area and it consists of great amounts of wild, edible food ingredients. This is the main motivational factor for me in choosing this topic. I would like to find out the facts how the restaurants of Vaasa view food from the forest. There is abundance forest food during the season. If we are able to utilize such product then it will help in maintaining sustainable food consumption, even though it will occupy a small percentage of our total food consumption.

Restaurants of today's world are one of the popular and huge outlets for selling food and services. I will select restaurants for the use of wild food if the demand for such food has increased in the restaurants and if there is maximum utilization of forest grown food, this will minimize the waste of forest food and aid support in food consumption.

The thesis includes three main sections of questions. The first one is "what forest foods are used in restaurant?", second one is "why they are using forest food?" and the final one "why are they not using forest food?" All in all, this thesis examines the motivational factors for the restaurants to use food ingredients from the forest.

This thesis comprises a sustainability view of forest products. Forest foods are grown naturally and such products are available seasonable. We must be able to utilize such products on time. For example, if a wild mushroom are grown today then we should be able to harvest it within few days otherwise the mushroom will get rotten. Similarly, the time for berries may last longer than mushroom and for game fish and animal it may last much longer time than berries, but not all year around.

The sustainable forest management of Finland is very strong and able to maintain the forest quality and quantity. Finland consists of a wide range of forest food like wild mushroom, game animals and bird, lake fish, and wild berries. Such food may be able to occupy a small percentage in the total food consumption of Finland but



it actually helps a lot to reduce pressures in our cultivated farming of food, if we are able to utilize such food in proper way. When a restaurant uses such wild products regularly, the demand on using them grows automatically.

### **1.1 Research Problem**

The wild foods have been used by people of Finland from the very ancient times to the present days. These days the choices of the food available on the market are very vast and one can get the food in local market from almost any region of the world. This has narrowed the market of wild food because getting wild food is seasonal, the availability of the food is limited in the market and, of course, the price is high. So, the aim of the research is to find out how the restaurants around Vaasa view the wild food grown ingredients of Finland. What kind of wild food are they using? The main section of the research is to examine the motivational factors for the restaurants using wild food and also for those not using the wild food along with the reasons.

### **1.2 Research Method**

Qualitative research method is selected for this research. The in-depth interview protocol is used for interviewing chefs of the restaurants. There are five head chef from five different restaurants who are interviewed. The interview time is estimated to be half an hour. The reason for choosing this research method is to find out more information and in a deeper manner. All the chefs who are interviewed have over ten years of experience in the restaurant business. Regarding this, those chefs have lot more to say about the subjects other than simply answering a few questions. In this thesis, the interview protocols have been designed with eight discussion topics and each discussion topic contains sub topics for further discussion. These discussion topics are the guidelines for the interviews. Also, any new topic arising during the interview will be taken into account.

### **1.3 The Structure of the Thesis**

The thesis is divided into nine different chapters. The first chapter of this thesis starts with an introduction where the research problem and the research method are explained. As a research method, qualitative research method is selected. Chapter 2, 3, 4 and 5 explain the theoretical background of the thesis. In the second chapter, definition of restaurant will be provided and also a brief overview of restaurants in Vaasa. In the third chapter, information about wild foods of Finland will be provided as well as Finnish culture of using wild foods such as game animals and fish, wild mushrooms as well as berries. The so called everyman's right will also be explained. The fourth chapter explains motivation along with Maslow's hierarchy of needs and hedonism. Chapter five defines sustainable food.

Research method, qualitative research, quantitative research, interview protocol and interview guidelines, the selection of restaurants for interview and the implementing of the research are presented in the sixth chapter. The results of the interview are presented in the next chapter with different discussed topics. The eighth chapter explains the theoretical connection with the findings and provides an overview of Maslow's hierarchy of needs, hedonism, and sustainable food. Finally, chapter nine presents the conclusion of the thesis.

## **2 RESTAURANT**

A restaurant is the place where people eat and drink. Such an establishment serves meals to a paying guest. The popularity of the restaurant exists due to the fact that people have to eat. The nuclear families system, both working couples, individual working more than one job and travelers who have lack of time, desire, and place to cook are what motivates people to use restaurants. On the other hand, the presence of high competition in the restaurant business leads to the prices being relatively low and reasonable, which can stand as another motivational factor for the customer. Similarly, the social life and business life of the people often bring them together and for such a gathering restaurant can be one of the preferred places for such groups (Lynn, Jacquelyn 2001, 31-32).

### **2.1 Restaurants in Vaasa**

Vaasa is located on the west coast of the Finland and it is one of the sunniest cities in Finland based on the sunny hours a year. About sixty-five thousands people live in this town. As all around the world, Vaasa cannot escape of having restaurants in the city. Vaasa city consists of wide range of the restaurants types such as a la Carter restaurant, cafes, catering, ethnic restaurants, fast food restaurants, lunchtime restaurant, pizzerias, pubs and summer restaurants. The number of the restaurants is over one hundred and ninety in Vaasa. Vaasa has a wide range of restaurant types and in big numbers considering the size of the town (Vaasan Kaupunki, 2009).

### **3 WILD FOOD INGREDIENTS GROWN IN FINLAND**

Seventy percentage of the Finland land is covered with the forest. Finland is the most forest covered country in Europe. Finland covers the area of three hundreds thirty-eight thousand square kilometers of which two hundreds thirty thousand square kilometers is cover by forest. Finnish forest policies have ensured sustainable use of the forest by maintaining the diversity of the forest nature. Legislation, public funding and organization, and informational means are the sources and tools of the forest policies of Finland. Finland had agreed on the definition below to maintain sustainable forest in the country (Ministry of Agriculture and Forestry Finland, 2006).

“The stewardship and use of the forest and forest land in the way, and at a rate, that maintains their biodiversity, productivity, regeneration capacity, vitality and their potential to fulfill, now and in the future, relevant ecological, economic and social functions, at local, national, and global levels, and does not cause damage to our ecosystem” (Second ministerial conference on the protection of forest in Europe, 1993).

Forest is not just good source of timber but also the source of food. So, Finland is using a wide range of food sources from the forest. Wild mushrooms, game meat, lake fish, berries and other herbs are used in Finland. Forest offers renewable natural resources. So, it will remain forever with its proper use if maintained well (Ministry of Agriculture and Forestry Finland, 2006).

#### **3.1 Finnish culture in using wild food**

Eating crayfish in the late summer at the end of August is one of the Finnish habits which has its roots deep in Finnish society. The custom is well practiced still today. Fishing in Finland is one of the main contributions to the Finnish food culture. Finland has a number of lakes, rivers and streams which have made Finns to adapt to fish and sea food into their food culture. Angling is most often used by Finns to catch fish. Fishing for salmon trout is one of the greatest passions for many Finns. This culture is seen during summer time and the important section of this culture is

to consume the freshly caught fish immediately at that location. The traditional ways of making salmon trout is by nailing the fillet of the fish to a board and cooking it on open fire. Similarly, having fish roe is also one of the Finnish food culture practices. The fish roe which are normally popular with Finns are from the fish Vendace, Lavaret, Salmon and Salmon trout. The fish roe is eaten with onions, black pepper, and sour cream. Kalakukko is a type of bread stuffed with fish and meat. This is a famous Finnish pastry. In this pastry the lake fish, either Vendace or Perch is used for stuffing. Collecting fresh berries and mushroom from the forest are among of the Finnish outdoor activities which are still very popular the today. Those berries and mushroom are consumed at home or they are sold at the weekly market. Elk, here, willow grouse, wild duck, pheasant, reindeer and other game animal are so popular in the Finnish food culture (Joachim Römer Michael Ditter, Gunter Beer, Peter Feierabend, Christine Westphal, 1995, 134-143).

### **3.2 Game Animals and Fish**

Hunting in the forest of Finland is managed by a permit system or regulated through licenses in order to maintain the sustainable use of natural resources. Hunting Act and Hunting Decree have set down the regulation of hunting by taking into consideration the size and trends of game population. Ministry of Agriculture and Forestry is the main authority body of Finland in hunting and game management issues. It designs and implements the hunting legislation. It also decides the maximum limit for the hunting of certain game animals and birds. The Department of Fisheries and Game ensures the condition for fishery, game management and reindeer husbandry by regulating diversified use of the natural resources on which they are founded. The unit for Game and Reindeer Husbandry deals with the issue of the Act on Subsistence Industries. Its mission is to ensure and improve the conditions for hunting and reindeer herding and promote game management. This also helps in marketing game meat. Hunters Central Organizations, Game Management District and Game Management Associations are Hunters Organizations which manage hunting and game issues in all of Finland (Ministry of Agriculture and Forestry, 2006).

### **3.3 Wild Mushrooms and Berries**

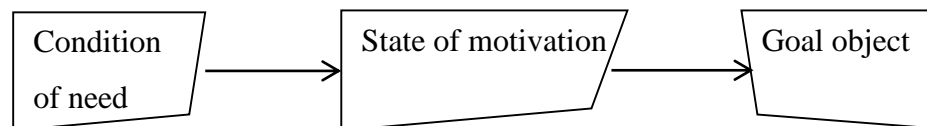
Finland has a wide range of eatable wild mushrooms. There are over five hundred species of eatable wild mushrooms in the forest. The legislation of everyman's right actually allows everyone to pick mushrooms from forest in Finland. The mushroom season normally starts from early May and lasts to late November. However, the best eatable mushrooms are collected normally from late summer to early autumn. Wild berries are of wide range, about 50 species of wild berries grow in Finland of which 37 are eatable but 16 of these are mostly used. Approximately five hundred million kilograms of wild berries grow in Finland's forest every year. Picking wild berries is still very popular apart from the city areas. (Joachim Römer Michael Ditterl, 1995, 143)

### **3.4 Everyman's Right**

Finland has a legal concept of Everyman's Right which allows all the people living in Finland as well as tourists, and foreign citizens to access the land and water ways and give the right to collect natural products such as wild berries and mushrooms, no matter who owns the land. Everyman's right also means that one can access to the land free of charge without the permission of land owner or government. However, one should not disturb and damage the environment and also not go close to houses and gardens. Such system is within the Europe but mostly the Nordic countries apply it (Finnish Ministry of Environment Helsinki, July 2007).

## 4 MOTIVATION

Individual needs and motives are interlinked. The combination of human needs and motivation, result in individuals obtaining the object that will satisfy their needs. The relation between needs, motives and objectives is so important that it can only satisfy individual desire. Motive starts with behavior and focused towards particular types of deeds and activities. Hilgard has defined that the motivated individual will focus on to an activity more forcefully and actively than an unmotivated one. The simple model in Figure 1 shows a clear relationship between needs, motives and objectives (Peter M.Chisnall, 1995).



**Figure 1:** Motivation links for needs and objectives. (Petter M.Chisnall, 1995, 40)

Dissatisfaction is the new start of our behavior towards creating new desire and gaining the objective. If we all are satisfied of what we have then we hardly can reach in this modern world where the choices are all around us. The gap within the present condition and where we want to be is the strong drive which brings changes in our lives. This process of human habit has been found out in different ways of using single products and in very different ways (Jim Blythe, 2013, 27, 28).

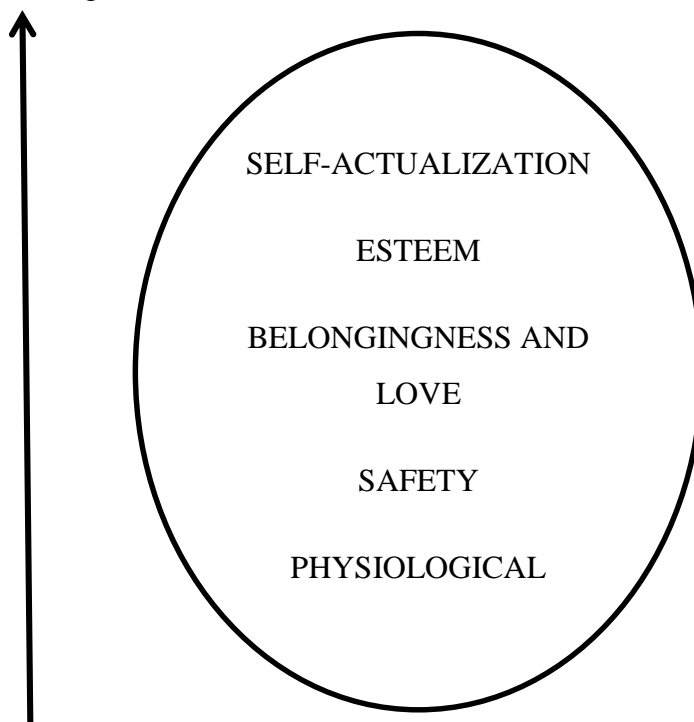
According to Thouless, food and drinks are basic means to satisfy hunger and thirst. On the other hand this also plays a vital role in social life where it will be the core of rituals (Peter M.Chisnall, 1995, 41).

The institute Cey-Bert of Geneva has studied the new prospective of food consumption in West Germany, Belgium, The Netherland, Austria and Switzerland. They have carried out researched over a period of five years. One of the findings explains modern living conditions creating a new trend in food consumption in which bipolar psychological basics is made up of the motivation of ‘escape through food’ and

‘nutritional safety’. The initial type of motivation focuses on new kinds of food with different taste and basically they are different from traditional food habits. Similarly, the next motivation has given its priority to a balanced diet and fresh nutritional food which will help individual to gain proper physical and mental health condition with an attractive body. Therefore, food is a basic need of a human to survive but it also holds a concrete foundation for social, psychological and cultural needs (Peter M. Chisnall, 1995, 41).

#### 4.1 Maslow’s Hierarchy of Needs

Maslow has recommended the human needs are a series ordered from lower wants to higher wants. It is true that human needs food and drinks firstly to survive but once they are satisfied with food, their needs will change to others. Maslow has shown the same picture on his hierarchy of needs. Maslow has proposed five different categories of needs (Peter M. Chisnall, 1995, 43, 44).



**Figure 2:** Maslow’s hierarchy of needs (Peter M. Chisnall, 1995, 43)

Physiological need is the first and the most basic need that is mentioned in Maslow’s hierarchy of needs. The key elements for every individual to survive come under it. The need for water, air, food, shelter and other basic needs, without



these needs no person can survive until and unless these needs are satisfied all other needs are secondary (Peter M. Chisnall, 1995, 43).

Safety need is a need that is followed by physiological need. Once the physiological need is fulfilled then the safety need come across. Safety need includes safety and security of every individual. Safety needs is one of the important need for human to survive but comparing it with physiological need it remains secondary. Elaborating the safety needs it includes the main aspects of social security need for example stable employment, proper health care, peace society and nation, safety shelter etc. (Peter M. Chisnall, 1995, 44).

Belongingness and love is the third need in Maslow's hierarchy of needs. This need is arise once the safety need is fulfilled. This need includes belonging, love and affection which can only be gained with good family bonding and friendship. This is the need for acceptance by others, to receive and to give love, affection and emotion. This need built the strong bonding between the individual and one of the good reason for people to live with happiness and prosperous. Emotional need play important role in purchase behavior of people. This need will motivate people to buy gifts and other product which will help to maintain their belongingness and love between them (Peter M. Chisnall, 1995, 45).

Self-esteem, personal worth, social recognition and accomplishment comes under the esteem need. This is one of the important needs for people. This need has being sub divided into two groups, firstly the desire for strength which includes the achievements, adequacy and confidential in the society and nation. This need makes an individual independent and provides freedom. Secondly, desire for reputation or prestige will notice. Under this category, the individual demands for recognition, attention, importance and appreciation. The fulfillment of esteem need can motivate individual to do good work for the society and nation and, on the other hand, it may also lead to anti-social behavior (Peter M. Chisnall, 1995, 45, 46).

Self-actualization need stands on the highest level of Maslow hierarchy of need. In this level of need, people are more self-aware and they are deeply concern with personal growth and they do not keep interest with the opinion of other but they are


more focused in fulfilling their potential. According to the Maslow definition for self-actualization, it is the full use and exploitation of talents, capabilities and potentialities (Peter M. Chisnall, 1995, 47, 48).

## **4.2 Hedonism**

According to Holbrook and Hirschmann, in the context of consumer behavior hedonism refers to pleasurable aspect of consumption. Holbrook and Hirschmann have elaborated the concept of hedonism with good examples like the taste and look of the food rather than its nutritional value, the comfort of the car rather than its performance, the stylish appearance of clothes rather than its ability to comfort people. A hedonic purchase can be characterized as a need of being joyful. Such a purchase can be other than a normal regular purchase for comfort and pleasure. According to Shiv et al. hedonistic behavior can encourage for the greater pleasure even if people are ready for a near death experience. Similarly, people are encouraged to change their life style. In today's world business competition has raised too high that only the price and quality do not allow the product to be in the top position so hedonic contain can be noticed in most of the products to be more competitive in the market. Fashion wear, cosmetics, holiday travel restaurants, hair dressing etc. actually depend on hedonism to sell their product. They give their great effort in to designing their product with competitive price and quality but also thinking the pleasurable section of their product (Jim Blythe, 2013, 43, 44).

Hedonism can be understood when we look into the utilitarianism. Hedonism stands on the opposite side of utilitarianism. Almost all products that are available in the market have the utilitarian aspect but the same product can contain the hedonism aspect in order to satisfy the pleasure part of costumer. For example, a cement bag may have little hedonic value or no hedonic value but what a builder built with it might be extremely hedonic. The relationship between hedonism and utilitarianism can be clear with the figure given below: (Jim Blythe, 2013, 44, 45).

**Table 1:** Hedonism vs. utilitarianism (Jim Blythe, 2013, 45)

Example of needs	Examples of products	Hedonic needs
Aesthetic	Chocolate, gourmet foods, personal services	
Social needs	Eating out, expensive cars, nice clothes	
Survival needs	Building materials, basic foods, working clothes	

In the above table, the hedonism is more clearly demonstrated and it is not only contained in a product. Utilitarian aspect is the fundamental contain in any product whereas hedonic is the additional value giving to the product to increase the pleasure aspect of product to the consumer. According to Saldanha and Williams, adding utilitarian features to hedonic products create negative feelings for the product. For this statement to proof, he has raised that the pure pleasure of the product will be no longer pure. On the other hand adding hedonic features to the utilitarian product, it will increase the value of the product and create positive feeling about the product (Jim Blythe, 2013, 44, 45).

According to Manuel and Manuel, hedonism is the utopian of market place where people dream. McLaran and Brown have proposed the fragmentation of utopian which includes sensory no-place, creating playspace and performing art. Sensory no-place carries the feelings of a world separately from the consumer experience. Creating playspace is the open playful nature of utopian whereas performing art suggests the energetic and pleasure life of people in foundation of utopian(Jim Blythe, 2013, 46).

Overall, hedonic needs hold the large section of consumer spending in today's market. Normally the service industries have greater influence of hedonic aspect. People like to experience hedonic based products and services. In today's world more people travel, more people eat out and enjoy services like hair dressing, beauty therapy, cinema, music concert, sport facilities etc. In such habit, hedonism aspect rules the most. Hedonism is a cult of pleasure (Jim Blythe, 2013, 46).

## 5 SUSTAINABLE FOOD

Sustainability emerges with the principle of using natural resources in a less destructive manner and preserving the natural resources for future generations. Sustainability is a simple concept but it is a considerable challenge for people to implement. Sustainability is mainly focused on efficient use of energy and natural resources. This has resulted in great changes in business practices. Today most of the business organizations use sustainability term for either attracting the customer or minimizing human environmental impact (Morawicki, Ruben O, 2011, 3, 4).

Sustainable food means utilizing the foods that are beneficial and life supporting for people, society and the earth. Food sustainability is more focused on obtaining the quality food which is eco-friendly, renewable and which can be preserved for future generations. Food sustainability comprises that satisfies the need of people in obtaining quality life but, on the other hand, it should minimize the use of natural resources, toxic and harmful materials and productions of wastes and pollution. Tilman et An had mentioned the term sustainability in such a way that sustainability is challenged to preserve the elasticity and adoptability of natural system that form the root of social and economic development. He has proposed not to look sustainability as necessity to preserve a constant present situation. Kloppen Burg et Al had focused on consumer behavior on sustainability approach. He came out with the fresh “green and good” to picture the production and consumption of food in society, by community based food consumption of local food system (Griffith, Chris, 2004, 6-8).

## **6 RESEARCH METHODS**

Research design consists of three main classes and they are exploratory, descriptive and casual. Exploratory research design have basically unstructured research problem. This research is used when the research problem is unclear. So, such a research will help to understand the situation in a better manner. It is designed not to come up with a final concrete decision but to come up with hypothesis about the situation. On the other hand, descriptive research has a structured research problem when it is well understood. Descriptive research is initially focused on finding out “what is” like what are the motivational factors for a restaurant to use wild food? In this case most of the results can be seen but to find out the concrete and important motivational factor, descriptive research is used. Researches are of three basic elements. It includes describing, explaining and validating results. Descriptive research starts with creative exploration and matching those creative explorations with the finding and then testing those explorations (Kratwohl, 1993, 74-76). Casual research is the final research design which also contains structured problems similarly to descriptive research. However, in contrast to descriptive research this research method isolates the causes and come out with the cause and effect of the problem. Such types of research are used to take important decisions which normally need strong evidence. Descriptive research is useful in gaining hypothesis about the relationship between variables but only casual research design is able to come up with cause and effect relationship. In this thesis, descriptive research is used to come up with the hypothesis which is clear and well defined (Pervez Ghauri and Kjell Gronhaug, 2005, 56-64).

### **6.1 Quantitative Research**

The quantitative research uses different types of quantitative analysis tools which are normally based on numbers, percentage and monetary terms. The results which are gained from research are tested by creating the relationship between each variable used for analysis. Quantitative research, it uses many types of statistical tools like mean, median, mode, standard deviation, percentage etc. This allows the researcher to come up with different result and relationship and helps to concretize

their research into the point. Quantitative research allows the researcher to draw conclusions over the research with its cause and effect more accurately (Krishnaswami, O.R. Satyaprasad, B.G., 2010, 5, 6).

According to Aliaga and Gunderson, quantitative research is “Explaining phenomena by collecting numerical data that are analyzed between mathematically based methods (in particular statistics).” In this definition there are three important sections: The explaining phenomena, collection of numerical data and analyzing data in particular statistics. As every research explains about a thing, similarly quantitative research is also an explaining phenomenon but it comprises collecting of numerical data and analyzing through mathematical based method or some certain statistics (Muijs, Daniel, 2004, 1-3).

## **6.2 Qualitative research**

Qualitative research is built on subjective results and conclusion which is gained with the study of behavior, attitude, opinion, etc. Group discussion, group interview, individual interview, among others are the tools that are used by the qualitative approach. Qualitative research helps to understand about the research in more deep form rather than giving a description of large number of samples or correspond. In this particular research types the ongoing research process can be adjusted to bringing the nearest result, it is more flexible. Like concepts, data collection tools and data collection methods can be rearranged or changed in ongoing research to reach the aim of research. Qualitative research practices observations, comments, thoughts, behavior of corresponded as a data collection method (Krishnaswami, 2010, 5, 6, 7).

According to Van Maanen, the qualitative methods do not have any concrete definition but it is a research methods consisting of interpretative technique and describe, decode, translate and reflect the result with meaning. But this method does not show the numerical result and standardize data (Pervez Ghauri, Kjell Gronhaug, 2005, 202).

The aim of this thesis is to know the motivational factors for the restaurant to use the wild food which is done with qualitative research methodology using the deep interview protocol research method. The research was implemented with the help of interview protocol which contain eight questions and that includes both structured questions and non-structured or open questions. Structured questions were placed to get the general information of the interviewees and open questions were used to get the main motivational factor for using wild food. In depth interviewing is more like an informal conversation with an individual which search the interviewee's propection of the chosen topic and phenomenon. These types of interviews have no certain structure of questions or interviewing pattern and during the process of interview new questions may arrives and new discussion topic may arise. So such interviews explore the internal reality of the respondent for the topic (David Carson, Audrey Gilmore, Chad Perry, Kjell Gronhaug, 2001, 73, 74).

### **6.3 Interview protocol**

In-depth interviews most commonly have the unstructured way of questions. Such interview uses the 'explain about...', 'tell me about...', 'personal reason and personal views.....' approaches which allows the respondents to explain about the topic in their own words and their experience. Overall, in-depth interview consist of open, flexible, experiential and illuminating types of questions. (David Carson, 2001, 77). The interview protocol is designed for this research according to the principle of in-depth interview protocol. This interview protocol contains eight questions in total. The first two questions are structured questions, this is to get background information on the respondent and about the research topic. The rest of the six questions deal with the main sections of the research. All of these questions are unstructured and the respondents are free to express their feelings and thought on the question. Every question has sub questions and such questions will help to understand the topic on a deeper level.

The first two questions contain information about the types of wild food they use in their restaurant and the mostly use wild food. The third question deals with the motivational part for using wild food. This question is open and also contains five sub headings which will allow the respondents to explain about their motivational



factors in a deeper manner. The fourth question deals with the existing places of wild food and how wild food has changed on the market in the recent years compared to the past. This question also provides four different topics in order to find out the facts from both customer demands and selling position of wild food. Question number five deals with the respondents' feelings about the difference between cultivated food and forest food. Taste, price and quality are the subject matters that are looked into this question. The next two questions deal with the supplier's information and demand information on wild food. The last question allows the respondents to express their feelings towards the motivational factors for using wild food and if they are not using it, explain reasons for that. This question is open and the respondents are allowed to give their inner feelings and thoughts on the topic.

#### **6.4 The selection of restaurants for the interview**

The restaurants were selected by studying their menus. The restaurants that have used some kind of wild food in their restaurant were selected. All of these restaurants are located within Vaasa city. On the other hand, the experiences of head chefs of these restaurants are from over ten years and this is also the main reason for selecting these restaurants. There are different types of restaurant in Vaasa like A la Carte restaurants, cafes, catering, ethnic restaurants, fast food restaurants, lunchtime restaurant, pizzerias, pubs and summer restaurants. So, to find out the closest results for the research, this thesis includes three different restaurant types that are popular in the city. The selected restaurants for the interview include two A la carte restaurants, two lunchtime restaurants and one café.

#### **6.5 Implementing the research**

The research was performed through in-depth interviews with five different existing restaurant head chefs. The appointment time was set through an email request to the chefs of the restaurants. The interview follows the interview guideline that was designed in advance. The time bound was half an hour. The research was successful within the time bound because there were only eight questions and the discussion topic were central to the research. The interview was written down and it was also

recorded in order to maintain a backup for reporting that interview. The interview was held during November 2013.

The interview consist of three main sections, the first section was to make clear about the overall objectives of the interview. Secondly, the interview guide or the questioner was followed and written down and recorded for the report. Thirdly, the respondents are given a chance to express their thoughts and feelings of the entire research topic.

The final report of the research was done in MS word because almost all the questions were open ended. The report has a textual explanation section in order to open up the facts of the research in a deeper manner. A few tables are presented to list out the facts. Excel program is used to present the tables in the report.

## 7 THE RESULTS

In this chapter the results of the analysis of the interview are presented. The names of the restaurants are not mentioned in order to keep privacy as requested by the interviewees. To understand each of the restaurants behavior in using wild food, the results of each restaurant has been named as Case 1 to 5 respectively. There are six major issues which were discussed with the interviewees. These topics are:

- Wild food and the types
- Reasons for using wild food
- Wild food used in the past and in recent times
- Difference between wild food and cultivated food
- Suppliers of wild food
- Key motivational factor for using wild food

### 7.1 Wild food and the types

The wild foods used in each restaurant are given below in the tables.

Case 1

**Table 2:** List of wild foods used by Case 1 restaurant

Mushroom	Berries	Game fish
Chanterelle	Blueberry	Salmon
	Strawberry	Rainbow trout

Case 1 restaurant is a café. This particular café does not serve dinner but it sells breakfast and lunch. This restaurant uses very low amounts of wild foods which are listed above on Table 2. This restaurant does not use wild meat. According to interviewee, this is a small café which targets low spending customer. Wild food is expensive so it uses the product is lesser in quantities. On the other hand, mostly those ingredients are used during the season they are available in forest and the café do

not use frozen wild food. The interviewee explained that the main purpose of using fresh and seasonal wild food is to provide actual taste for the customer. It is fruitful from the perspective of nutrition.

## Case 2

**Table 3:** List of wild foods used by Case 2 restaurant

<b>Mushroom</b>	<b>Berries</b>	<b>Game meat and bird</b>	<b>Game fish</b>
Chanterelle	Blueberry	Reindeer	Salmon
Boletus	Strawberry	Wild Duck	Perch
	Lingonberry		Pike

Case 2 restaurant is a lunch time restaurant. As the name already suggests this restaurant only serves lunch for the customer. The chef of this restaurant reported that this restaurant did not focus on using only wild food in their service menu. But as there is a culture of using wild food in Finland, therefore some of them were used in this restaurant to provide Finnish taste to the customer. The chef inform that mushrooms are served with mixed vegetables, berries for some kind of desserts, reindeer Carpaccio, wild duck, salmon, perch and pike are served most often.

## Case 3

**Table 4:** List of wild foods used by Case 3 restaurant

<b>Mushroom</b>	<b>Berries</b>	<b>Game meat and bird</b>	<b>Game fish</b>
Chanterelle	Blueberry	Wild boar	Salmon
	Strawberry		Rainbow trout
	Cloudberry		Vendace

Case 3 restaurant is also a lunch time restaurant. This restaurant serves a few wild food ingredients in the restaurant that are listed above in table 3. The chef of the restaurant informed that chanterelle mushroom soup is served most often. According to him the customers usually love the taste of chanterelle. The above listed wild berries are served as garnish for dessert. As game meat wild boar meat is served a few times. Marinated vendace and salmon are most commonly used in the restaurant.

## Case 4

**Table 5:** List of wild foods used by Case 4 restaurant

<b>Mushroom</b>	<b>Berries</b>	<b>Game meat and bird</b>	<b>Game fish</b>
Chanterelle	Blueberry	Reindeer	Salmon
Milk caps	Strawberry	Moose	Perch
	Lingonberry	Wild Duck	Pike
	Cloudberry		Rainbow trout
	Sea Buckthorn		

Case 4 restaurant is an A la cart restaurant. This restaurant serves lunch and dinner. The chef of this restaurant mentioned that normally wild foods are selected for dinner because lunch is sold at a low price. But some of the ingredients like wild berries, wild salmon and chanterelle mushrooms are served for lunch. Other ingredients which are mentioned above are also used for dinner. Mushrooms are used as soup and side dish. Berries are used to make sauce and mostly fresh berries are served with the ice cream and as garnish for other desserts. The above mentioned wild meats are served as a main course but whenever they have such ingredients they recommend it to customers as a signature dish. Game fish are more often used in the restaurant. Smoke salmon, grilled salmon, fried pike, grilled perch and rainbow trout are served in the restaurant from the wild fish category.

## Case 5

**Table 6:** List of wild foods used by Case 5 restaurant

<b>Mushroom</b>	<b>Berries</b>	<b>Game meat and bird</b>	<b>Game fish</b>
Chanterelle	Blueberry	Reindeer	Salmon
Boletus	Strawberry	Hare	Perch
Brittle gills	Lingonberry	Moose	Vendace
	Cloudberry	Wild Duck	
		Wild boar	

Case 5 restaurant is also an A la cart restaurant which serves the above mentioned wild foods in the restaurant. This restaurant serves chanterelle soup, boletus and brittle gills mushrooms as a side dish. The wild berries are used either fresh or marinated and these are used as everyday ingredients in the restaurant. Wild meats are mostly selected from the season. The game fish that are used in the restaurant are mentioned above in the table. Normally these are used more often in the restaurant. One of the fish-dishes that is popular in this restaurant is fish and chips and for that dish wild perch are used.

## 7.2 Reason for using wild food

The second discussion topic was about the reasons for using wild food in the restaurant. Under this discussion, all chefs mentioned that wild foods are a part of the Finnish food culture. Finnish enjoy the taste of such wild foods. The strongest part for using wild food is all about the taste. Some of the important reasons for using wild foods are discussed below.

### **7.2.1 Customer demand**

There is no doubt; customer demand is one of the greatest reasons for using wild food in a restaurant. Case 1 restaurant chef mentioned, “There is a demand for wild food in the restaurant and it is increasing but customers want it at a cheaper price.” This statement shows the increasing demand for wild food but the real demand is for the cheaper wild food. Case 2 restaurant chef and case 3 restaurant chef agreed that there is customer demand for wild food. Case 4 restaurant chef has another notion regarding the purpose of using wild products. He asserts, “We have to sell foods that most of the customers buy regularly not only the one of the customer likes.” In this statement he was willing to explain that even though the customers like the wild food they minimize its selling because such products are quite expensive to put into the menu. On the other hand, case 5 restaurant chef disagrees with the statement mentioned by case 4 restaurant chef. There is strong demand for wild food and the customers are ready to pay more for wild food because the customer knows these are expensive ingredients. Concluding the topic, the discussion came into the point that there is demand for wild food and the restaurants are using it to some extent.

### **7.2.2 Finnish Culture**

Finish culture is another reason for using wild food. Case 5 restaurant chef said, “I have been having such food from a very young age and I still like it, this may be in the culture. Finnish culture in fishing, collecting berries and mushroom and hunting game animals is still in practice.” This has motivated the chef to put some of the wild food in their menu. On the other hand, Case 1 restaurant chef disagreed on the influence of culture in using wild food. During the discussion, the chef mentions that wild food comes as a part of food habit and it does not hold an important role in culture. The rest of all restaurant chefs mentioned that Finnish culture is one of the important motivational factors for using wild food in their restaurants.



### **7.2.3 Availability in the market**

Concerning the availability of wild food in the market, all interviewed restaurant chefs explained that such ingredients are easily available in the market. They have hardly experienced that the product has run out while they have placed orders. Case 4 restaurant chef said, “Such products during the season is abundant and the price is relatively low but during off season the suppliers recommend us to buy frozen ones” Finally, the results of the interview shows that the availability of wild food in the market is also one of the reasons for using it in restaurants.

### **7.2.4 Sustainable food consumption principle**

Under the sustainable food consumption principle discussion, all the interviewed restaurant chefs mentioned that this is not the main reason for using wild food. Using wild food may be the sustainable food consumption but this part remains passive because they mainly focus on running a business rather than saving the environment. Case 5 restaurant chef explains, “I am not directly focusing in sustainable food consumption but somehow in using local products and forest products, we are contributing to sustainability in the food system.” Similarly, case 3 restaurant chef mentions, “I have been hearing for the past few years about the local products and that these are important issues for the people and environment, so I have been using the local product more often and obviously wild food comes under it.” Case 1 restaurant chef was uncertain about the sustainable food consumption and provided a vague response about it. Case 2 and case 4 restaurant chefs have similar points of view regarding sustainable food consumption. Both agreed on a statement that, “Sustainable food consumption is important but they have never thought about this heading when selecting the ingredients for the restaurant. However, perhaps in the future they will keep this topic in their mind when selecting ingredients.” Sustainable food consumption principle is somehow unclear to the chefs but knowingly or unknowingly they are using wild food in the restaurant which contributes to sustainable food consumption. From the discussion, the conclusion was made that the sustainability point of view for using wild food is not the reason for using wild food by the restaurants.

### **7.3 Wild food used in the past and in recent times**

Under this discussion the time margin was set to ten years to make a comparison between wild food consumption. This discussion is possible because all the chefs who were interviewed have over ten years of experience. The details about the topic relating to it including sale, taste, number, popularity and hedonism are discussed below.

#### **7.3.1 Sales**

In the past, there was a low number of restaurants as all the chefs mentioned. Case 1 restaurant chef started the sale of wild food is not much different from the last ten years. The same ingredients are used most commonly in the restaurant. Case 2 restaurant chef started that the sale of wild food has gone up because people are more concerned with the taste and ingredients used when they visit the restaurant. Case 3 restaurant chef also agrees that the sale has gone up for wild food. Case 4 and case 5 restaurant chefs mentioned that they are not sure where the sale of wild food has gone up or down because in their previous working life they have hardly used wild food in the menu. Case 5 restaurant chef mentioned that there was less difference in price between wild food and other food in past so in the past times wild food was considered normal food but in today a market wild food ingredients are more expensive and most restaurant use wild food to create a signature dish. Concluding the topic of selling of wild food, it has increased but in small quantities.

#### **7.3.2 Taste**

Case 1, case 2, case 3 and case 5 restaurant chefs agreed that the taste of wild food has not changed much. On the other hand, case 4 restaurant chef mentioned that the actual taste of the wild food has not changed and it will also not change in future but while compared to other cultivated food, wild foods ingredients have greater flavor and taste. Most of his customers truly enjoy the wild foods because the customers tell him that such item have the actual flavor and taste. The chef concluded that the tastes of wild foods are same but in today's market customers are more passionate about the taste of such products.

### **7.3.3 Number**

Under this topic the research presents the items included in the menu and the items usually served for the customers. All of the chefs responded that in the past there was less quantity used due to scarcity of items in the market. At this moment, there is adequate supply of such wild products even though these products are expensive. To sum up, they opined that there is still less usage of those products compared cultivated products.

### **7.3.4 Popularity**

In this discussion all case restaurant chefs agreed that the popularity of such products has gone up. More restaurant customers are talking about wild food and its taste. Case 5 restaurant chef puts his statement in such a way that the popularity of wild food is higher compared to the past but this cannot increase the demand for wild food because such products are seasonal and relatively expensive. The chef agreed that the wild foods are available frozen during off season but those frozen foods fail to give the actual taste and flavor, even though they are cheaper than fresh one.

### **7.3.5 Hedonism**

Looking into wild food through hedonistic purchasing behavior, all chefs were unclear about the topic. The discussion about hedonism leads the chefs to accept that this is somehow present in the wild food products in the menu. Wild foods are presented the signature dish in the menu. The restaurants has kept the price high in the menu motivating the customers by informing them that these foods are the best to consume and full of nutrition and excitement. There is no doubt that this has a hedonic aspect in the product.

#### **7.4 Difference between wild food and cultivated food**

This discussion includes price, taste and quality prospective to differentiate between cultivated food and wild food. All chefs agreed with the point that the general pricing for cultivated food is lower compared to the forest food. This is because wild foods have particular seasons for harvesting and these are harvested by manual labour. Also such products can only be harvested by following the rules and regulations of the country. Similarly, in the taste level for cultivated food and forest food, there are mixed responses. Some prefer the cultivated and others like forest food. In general, most of people say that the same ingredients that are found in THE wild and in the cultivated fields, the taste of wild food is much more flavored and stronger. Finally, there was a discussion about the quality of cultivated food and wild food. Overall, wild foods have greater quality than the cultivated food. Case 4 restaurant chef comes up with the point that wild foods are grown naturally, using no any harmful chemicals so they have great taste and are nutritious. The chef elaborates his statement by bringing up the thought about animal rights and the modern factory farm of animal and fish. The chef concluded that game meat and fish are grown in a more natural way. This statement concludes that the quality is no doubt high of wild foods compared to cultivated food. Case 2 restaurant chef also came up with the thought that quality is more concerned with safety and health which can be found in wild foods because in today's world, cultivated foods used insecticides, pesticides and other harmful chemicals in the crops. This has added more positive aspects to the quality level for wild food.

#### **7.5 Key motivational factor for using wild food**

The final discussion was made under the key motivational factor for using wild food in the restaurant. The interviewed chefs concluded that the main motivational factors were Finnish culture, taste of wild food and customer demand. Similarly, it was found that there are Finnish customers who regularly visit the restaurants to have wild foods. The availability of wild food also lies in the motivational factors for using food. And, it was found that forest foods are sustainable. In using these items, it was found that sustainability and hedonism are optional for chefs to consider at

all. For them the present is important and for that reason they think about the customer's satisfaction.

## 8 CONCLUSION

The aim of this thesis is to study about the motivational factors for using wild food in the restaurant around Vaasa and how the restaurant of Vaasa view forest grown foods. The major focus of this thesis is on sustainable food consumption along with the use of forest foods prevalent around Vaasa. Further, it also gives an outlook for the users to minimize the waste of forest food and provides additional support for domestic food consumption.

The research shows that most of the popular wild food from Finland are used in the restaurants. In the interviewing process most of the chefs state that the amounts of using such products is very low. Berries are mostly used for garnish or decoration and for making some kind of dessert and sauce. Similarly, mushrooms are placed as a side dish and use for making soup. Game fish, animal and bird are used in main course but such only rarely. Including the wide varieties of game meat are used mostly by an A la cart restaurant in comparison to a lunch time restaurant. Mushrooms, berries and fish are somewhat equally used in both A la cart and lunchtime restaurants. A café stands in last in using wild foods in its dishes.

Forest foods are grown in the wild with no any use of human energy and effort. Their availability is more tried to the natural cycles the earth. If the forest foods are utilized with less harm to the forest and in limited numbers, this can make forest food sustainable. Sustainable use of forest food not just provides food to the local society but also preserves the environment the future generations. Forest foods are in a cyclic order of Mother Nature that can last forever with a small effort to utilize them in sustainable manner. Using wild food is minimizing the domestic food, which means domestic food production has greater impact on environmental issues whereas forest food is the part of nature. On the other hand, forest food holds very little percentage in total food consumption but if forest foods are consumed in continuous manner and in sustainable way then it holds down our total food consumption and it is almost completely environmental friendly.

Physiological needs are the basic needs that people need to survive like food, drinks, sex, and shelter and so on. In this category, people have their needs to satisfy their hunger and thirst and all other needs are dominated by this stage. Looking into wild

foods they do not fall under physiological needs for the restaurants because there are lots of domestic and processed food which are easily available on the market.

The second need is safety which comes once the physiological needs are fulfilled. Safety protection from both physical and physiological loss. In order to use the wild food, one should have good knowledge about the eatable ones. So, restaurants should consider the safety needs in using wild products. The research shows that all the restaurants purchase wild food from the suppliers and they keep control of the safety and quality aspect of wild foods.

Belongingness and love need comes after the safety need. Affection, love, being part of society are the requirements for this stage. The results show that wild food products are important in Finnish society because they have been used in Finnish cooking and have also been used for a very long period of time. So, using wild food makes the restaurant appear close to nature and culture of Finland.

The next level is esteem needs which comprise of prestige, self-esteem, success, status and importance among other people and society. Using wild food, no doubt is the esteem need of a restaurant because in today's world food is not just to satisfy hunger, it also has equal importance in taste and quality. The result shows that the wild foods are organic, close to the nature, the part of the social behavior from past. Similarly, wild foods are very seasonal, expensive, and strong in taste and flavor, using such a product in restaurant can be support the esteem need of the restaurant.

Needs for actualization is the last level of need, used to includes personal fulfillments, self-realization of potential, creating new and desire for achievements. The results conclude that at present, the use of wild foods is lower in quantity. So, such foods for the restaurant to use can be the challenged and identifying its existence to the other restaurants. In this way, wild foods can be used in a restaurant to fulfill the need for self-actualization.

Human food consumption is no doubt done for the survival. Food is a basic need for all human being. But, along with the need, taste and pleasure has developed with the food culture of people. The behavior of looking at the pleasure part of the food consumption is hedonism. Hedonism is unusual but it contains the pleasure which satisfies the needs of people. It actually shows the pleasurable of consumption. The taste of the food is looked at more than the nutrition value of the food. A rare product, an expensive product, the looks of the product etc. are considered more than the quality and the service provided by that product. When looking into wild foods from a hedonistic purchasing behavior point of view, the restaurants are motivated to use wild food because such products are expensive compared to other domestic food products and they are also seasonal and the market is so narrow. Such product can be exotic and provide interest and excitement to the restaurant to use. The customer will feel pleasure in consuming such food. Therefore the use of wild food in restaurants can fall under hedonistic purchasing behavior.

In conclusion, it was found that there are especially Finnish customers who regularly visit the restaurants to have forest grown foods. After the interviews, it was found that there are different mushrooms, berries, game meats, game birds, and game fish used in the interviewed restaurants. Finnish culture, customer demand and passion for the taste are major elements for the use of forest foods. Also, these items are served for the customers because the availability of them is easy. Still, it was also found that the forest foods are sustainable. It helps to add some sustainability in food consumption in Vaasa. In using these items, it was found that the sustainability and hedonism are optional for chefs to consider. For them the present is important and for that reason they think about customer satisfaction. Sustainability and hedonist behaviors are also prevalent to a lower extent in using forest foods in restaurants. But, in the mind of the chefs, the demands of the customers, passion for taste and culture have eclipsed the term sustainability and hedonism.



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APPENDIX 1

## **Interview Protocol**

Name of the Restaurant:

Name:

Designation:

1. What are the wild foods that are used in your restaurant?
2. Which are used mostly in your restaurant? Name first four.
3. What makes you to use wild food in your restaurant?
  - Customer Demand
  - Finnish culture
  - Availability in the market
  - Sustainable food consumption principle
4. How wild food has changed in recent market compare to past?

5. What are the different between cultivated food and forest food in relation to satisfaction level of customer?
  - Taste
  - Price
  - Quality
6. Who are the suppliers of wild food?
7. Demand of forest food in restaurant is sessional or continuous?
8. What is the motivational factor for using wild food in your restaurant?