

Krasnoyarsk Researchers Offered Labeling Game Caught in the Arctic

Scholars of Siberian Federal University offered developing a unified label for game caught in the north of Krasnoyarsk Territory and design a special web site for promoting this product.



“Upland game meat has high nutritional value and properties, and is a valuable food product with a high content of proteins, nitrogenous extractives and minerals. When we understand how best to use this valuable resource and promote the benefits of including it in one’s diet, we will initiate the development of a single brand which now has a conditional name “Made in the Arctic”. This will spark the interest to the products from the north of



Krasnoyarsk Territory,” noted **Tatiana Safronova**, assistant professor at the Department of Hospitality, School of Trade and Services, SibFU. She added that the development of a website is a necessary step in bringing together producers, including hunters from among the indigenous small-numbered peoples of the North, on a single platform.

According to the scientist, the website could inform the population of the region about Arctic products and their properties, and eventually become a marketplace for these products.

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