



Name: Egil Petter Straete
Nationality: Norwegian
Date of birth: 12-04-1962
Address: Ruralis - Institute for Rural and Regional Research, University Centre Dragvoll, N-7491 Trondheim, Norway. Office: Oslo.
Current position: Senior researcher
Phone: +47 416 38 118
Email: egil.petter.strate@ruralis.no
Web: <https://ruralis.no/ansatte/egil-petter-straete>

Educational background

2006 Dr.polit/PhD (geography), The Norwegian University of Science and Technology (NTNU)
1987 Cand.agric/agricultural economist, The Agricultural University of Norway

Employment record

2019 - Senior Researcher, Ruralis
2018 - 2019 Acting director (1 month) and action research manager, Ruralis
2013 - 2018 Senior researcher, Ruralis - Institute for Rural and Regional Research
2008 - 2013 Director, Centre for Rural Research (fixed term)
2007 - 2008 Senior researcher and Research manager, Centre for Rural Research
2006 - 2007 Senior researcher, Centre for Rural Research
2001 - 2005 Researcher and doctoral student (geography), Centre for Rural Research
1999 - 2000 Researcher, Centre for Rural Research, Allforsk
1995 - 1999 Research Consultant, Centre for Rural Research, Allforsk
1994 - 1995 Consultant, Ministry of Cultural Affairs
1993 - 1994 Consultant, Centre for Rural Research, Allforsk
1989 - 1993 Secretary, Nord-Trøndelag farmer and small-holders union
1987 - 1989 Consultant, Ministry of Fisheries

Other relevant professional experiences (selected)

- Referee for: *Journal of Rural Studies*, *International Review of Social Research*, *Journal of Agricultural Education and Extension (JAEE)*; *Agricultural and Food Science*; *Norsk Geografisk Tidsskrift/Norwegian Journal of Geography*; *European Urban & Regional Studies*; *Anthropology of Food*; *NJAS - Wageningen Journal of Life Sciences*; *British Food Journal*; *Journal of Entrepreneurship, Management and Innovation (JEMI)*; *Irish Journal of Agricultural and Food Research*, *Outlook on Agriculture*.
- Referee for: Norwegian Research Council; Danish Council for Strategic Research.
- External examiner at: Department of Geography, NTNU; Nord-Trøndelag University College.
- Deputy to the board of the institution Centre for Rural Research

Research projects (selected)

- CIRCLE: Promoting collaboration for sustainable and circular use of bioresources across agriculture, forestry, and aquaculture. 2021-2024. EEA-research. PM: Baltic Studies Centre.
- SUSFEED: Sustainable feed production from Norwegian bio-resources for livestock and aquaculture. 2021-2025. The Research Council of Norway. PM.
- Value creation in bioeconomies in Trøndelag. Project manager at Ruralis. 2019-2020.

- SmaT: Smart technology for sustainable agriculture. Project manager. 2018-2020.
- AgriLink: Agricultural Knowledge: Linking farmers, advisors and researchers to boost innovation. Horizon2020. 2017-2021.
- LANDFRAG: Land fragmentation in agriculture – causes, consequences, and efforts. 2017-2020.
- Improving farmers' competence by more efficient interaction between farmer, advisory services and research (COMPETENT FARMER). Project manager. 2015-2018.
- New approaches for management and breeding of dairy cows, in automatic milking systems (AMS). 2015-2019.
- NEWPATH: New Pathways to a low carbon society: exploring the beef/dairy system as a 'community of interest'. 2014-2017.
- Opportunities for agriculture related to establishment of airport for fighters at Ørlandet. Cooperation with NILF. 2014-2015.
- Extension service to farmers in future. 2014.
- Research cooperation between agricultural and food research institutes in Norway. (NORGOS and later Bikuben). Leader of steering group. 2013-2015.
- Pre project establishment of a program of innovation in agriculture, Landbruk21Trøndelag. 2013-2014.
- Product development and differentiation of quality (GOFOOD). Manager of a WP. 2010-2014.
- Expansion strategies for local food enterprises. 2008-2010.
- Evaluation of a governmental programme on development of local communities. Financed by the Ministry of Local Government and Regional Development. 2007-2010. Project manager.
- Innovation in small scale rural tourism: How to organise and co-operate for improvement and expansion? (2007-2009). Project manager.
- Joint dairy farming in Norway (2004-2007).
- Development Strategies in Regional Food Chains (REGMAT: 2000-2005). This is a social-science and management-oriented research programme in co-operation with Nordland Research Institute. Financed by the Norwegian Research Council.
- Local development strategies in the agro-food supply chains. (1999-2001). Co-operation between Centre for Rural Research, Nordland Research Institute, Helsinki Institute of Agricultural Economics, University of Cardiff and The Swedish University of Agricultural Sciences. The Norwegian part of the project is financed by the Norwegian Research Council.
- Development and organising of niche production and local food (2002). Co-operation between Centre for rural research and Norwegian School of Management, BI.
- The restructuring process of TINE Norwegian Dairies (1995 –2000). Financed by TINE Norwegian Dairies.

Also involved in several other research projects, included as member of project boards, and manager of several small projects, included pre-projects.

Articles published in international journals or books with peer review

- Holte K.A., Kjestveit K., Rommetvedt H., Stræte E.P. (2021) Agriculture in Transition: New Strategies for the Promotion of Occupational Health and Safety. In: Black N.L., Neumann W.P., Noy I. (eds) *Proceedings of the 21st Congress of the International Ergonomics Association (IEA 2021)*. IEA 2021. Lecture Notes in Networks and Systems, vol 221. Springer, Cham. https://doi.org/10.1007/978-3-030-74608-7_26
- Vik, J.; A.M. Melås; E.P. Stræte; and R.A. Søråa. (2021) Balanced readiness level assessment (BRLa): A tool for exploring new and emerging technologies. *Technological Forecasting and Social Change* 169:120854.
- Farstad, Maja, Heidi Vinge and Egil Petter Stræte (2020). Locked-in or ready for climate change mitigation? Agri-food networks as structures for dairy-beef farming. *Agriculture and Human Values*.
- Hansen, Bjørn Gunnar and Egil Petter Stræte (2020). Dairy farmers' job satisfaction and the influence of automatic milking systems. *NJAS - Wageningen Journal of Life Sciences*. 92 (100328) <https://doi.org/10.1016/j.njas.2020.100328>
- Vik, Jostein, Egil Petter Stræte, Bjørn Gunnar Hansen, Torfinn Nærland (2019): The political robot – The structural consequences of automated milking systems (AMS) in Norway. *NJAS - Wageningen Journal of Life Sciences* Article. Vol 90-91. <https://doi.org/10.1016/j.njas.2019.100305>
- Holte K.A., Follo G., Kjestveit K., Stræte E.P. (2019) Agriculture into the Future: New Technology, New Organisation and New Occupational Health and Safety Risks?. In: Bagnara S., Tartaglia R., Albolino S., Alexander T., Fujita Y. (eds)

- Proceedings of the 20th *Congress of the International Ergonomics Association* (IEA 2018). IEA 2018. Advances in Intelligent Systems and Computing, vol 825.
- Hansen, Bjørn Gunnar, Egil Petter Stræte & Gunn-Turid Kvam (2018): The importance of the advisor's relational and professional competence and formal power in meetings with farmers, *The Journal of Agricultural Education and Extension*, DOI:10.1080/1389224X.2018.1479280
- Klerkx, Laurens, Egil Petter Stræte, Gunn-Turid Kvam, Eystein Ystad & Renate Marie Butli Hårstad (2017): Achieving best-fit configurations through advisory subsystems in AKIS: case studies of advisory service provisioning for diverse types of farmers in Norway, *The Journal of Agricultural Education and Extension*, pp 1-17, DOI: 10.1080/1389224X.2017.1320640.
- Stræte, Egil Petter (2017): Quality as a competitive advantage for the rural food industry. P. 241-255 in Lindgreen, A., Hingley, M.K., Angell, R. J., Memery, J., Vanhamme, J. *A Stakeholder Approach to Managing Food: Local, National, and Global Issues*. ISBN 978-1-472-45605-2. Gower Publishing, Routledge, Oxon.
- Halkier, Henrik, Laura James, Egil Petter Stræte (2016): Quality turns in Nordic food: a comparative analysis of specialty food in Denmark, Norway and Sweden. Online 14.12.2016, doi 10.1080/09654313.2016.1261805. *European Planning Studies*.
- Kvam, Gunn-Turid, Trine Magnus, and Egil Petter Stræte (2014): Product strategies for growth in niche food firms, *British Food Journal*, Vol. 116 Iss: 4, pp.723 – 732.
- Kvam, Gunn-Turid and Egil Petter Stræte (2010): Innovation and Diffusion – Different Roles in Developing Nature-Based Tourism. *The Open Social Science Journal*, 2010, 3, 30-40.
- Stræte, Egil Petter (2008): Modes of qualities in development of speciality food. *British Food Journal*. Vol 110, no 1-2008, pp 62-75.
- Stræte, Egil Petter (2007): A system perspective on innovation in the Norwegian dairy industry. *Norsk Geografisk Tidsskrift/Norwegian Journal of Geography* Vol. 61, 25-33. Oslo. ISSN 0029-1951.
- Stræte, Egil Petter and Terry Marsden (2006): Exploring dimensions of qualities in food. P 269-297 in Marsden, T. and J. Murdoch: *Between the local and the global: Confronting complexity in the contemporary agri-food sector*. Elsevier.
- Stræte, Egil Petter (2006): Exploring a Strategic Turn: Case Study of Innovation and Organizational Change in a Productivist Dairy. *European Planning Studies* Vol. 14, No. 10, pp 1429-1447.
- Stræte, Egil Petter (2004): Innovation and changing 'worlds of production': case studies of Norwegian dairies. In *European Urban and Regional Studies* 11(3): 227-241.
- Almås, Reidar, Gunn-Turid Kvam and Egil Petter Stræte (1997): From productivism to flexible specialization? Experiences from a restructuring process in the Norwegian dairy industry. *Journal of Rural Cooperation*, 25(2), 1997

Other publications (selected)

- Stræte, Egil Petter (2020). *Jordleie – bonde og jordeier i samspill i et marked*. Rapport 5/20. ISSN 1503-2035. Rualis: Trondheim.
- Rømo, Frode, Marit Aursand, Adrian Tobias Werner, Egil Petter Stræte og Roald Sand (2020). *Muligheter for økt verdiskaping gjennom samarbeid mellom havbruks-, jord- og skognæringene i Trøndelag: Identifisering av samarbeidsområder, kunnskapsbehov, råstoffer og forslag til tiltak*. Rapport 00699. ISBN: 978-82-14-06576-3. SINTEF: Trondheim.
- Vik, Jostein, Anders Melås, Renate Marie Butli Hårstad, Egil Petter Stræte, Odd Roger Langørgen (2020). *Smart teknologi i landbruket – kartlegging og modenheitsvurdering*. Notat nr. 1/20, ISSN 1503-2027. Trondheim: Rualis.
- Kvam, Gunn-Turid, Egil Petter Stræte (2018): *Rådgiving i landbruket – en casestudie*. Rapport 1/18. Rualis: Trondheim. ISSN 1503-2035
- Flatnes, André, Gunn-Turid Kvam, Tor Borgar Hansen, Egil Petter Stræte og Bjørn Brastad (2018): *Evaluering av kompetansetjenestene under Utviklingsprogrammet*. Rapport. Oxford Research: Kristiansand.
- Stræte, Egil Petter, Renate Marie Butli Hårstad, Eystein Ystad, Gunn-Turid Kvam, Anders Mørch, Roger Klev og Margrete Haugum (2018): *Kompetanse og rådgiving i jordbruket: Kunnskapsoversikt, aktuelle problemstillinger og analytiske perspektiver for studier av bønders kompetanse som samspill mellom bønder, rådgiving og forskning*. Rapport 2/18. Rualis: Trondheim.
- Stræte, Egil Petter, Bjørn Gunnar Hansen, Gunn-Turid Kvam (2017): *Images and metaphors as tools in communication between advisors and farmers*. Paper presented at ESEE Chania 4-7 July 2017. Proceedings.
- Kvam, Gunn-Turid, Bjørn Gunnar Hansen, Egil Petter Stræte (2017): *Problem formulation, problem characteristics and a need for competence - case studies of advisory services in Norway*. Paper presented at ESEE Chania 4-7 July 2017. Proceedings.
- Hansen, Bjørn Gunnar, Gunn-Turid Kvam, Egil Petter Stræte (2017): *Case study: What characterizes a successful advisor visit?* Paper presented at ESEE Chania 4-7 July 2017. Proceedings.
- Vik, Jostein and Egil Petter Stræte (2017): *Embedded competence: A study of farmers' relation to competence and knowledge*. Paper at the 11th "International European Forum on System Dynamics and Innovation in Food Networks", Innsbruck, 13 – 17 February. Proceedings: <http://centmapress.ilb.uni-bonn.de/ojs/index.php/proceedings/index>
- Stræte, Egil Petter and Jostein Vik (2017): *The social milking robot: A study of the social aspects of milking robots in dairy farming*. Paper at the 11th "International European Forum on System Dynamics and Innovation in Food Networks", Innsbruck. 13-17 February. Proceedings: <http://centmapress.ilb.uni-bonn.de/ojs/index.php/proceedings/index>
- Stræte, Egil Petter (2015): Når det rurale blir populært: Om matindustriens og dagligvarehandelens jakt på matkvaliteter som utgjør en forskjell. S. 243-266 i Bjørkhaug, H., R. Almås og J. Vik, *Norsk matmakt i endring*. Fagbokforlaget, Bergen.
- Pettersen, Ivar, Egil Petter Stræte, Finn Walland (2015): *Revitalisere støytsatt jordbruk – Jordbruket på Ørland i lys av etableringen av hovedkampungflybasen*. Rapport 2015-1 NILF, Oslo.

- Stræte, Egil Petter (2014): *Rådgeving til bonden – et innspill om behov og utfordringer*. Rapport 10/14. Norsk senter for bygdeforskning, Trondheim.
- Grande, B., M. Haugum, Ø.M. Jakobsen, E.P. Stræte (2014): *Brukernes tilgang til jordbruksforskning: En forstudie om utfordringer og mulige tiltak for å gjøre forskningsbasert kunnskap om jordbruket mer tilgjengelig for rådgiver og bonde*. Oi! Trøndersk Mat og Drikke AS, Trondheim.
- Kvam, Gunn-Turid og Egil Petter Stræte (2012): Diffusjon av innovasjon i utvikling av sjøfisketurisme i Troms. Side 309-334 i Forbord, Kvam og Rønningen (red): *Turisme i distriktene*. Tapir Akademiske forlag: Trondheim.
- Haugen, Marit S. og Egil Petter Stræte (red) (2011): *Rurale brytninger*. Tapir Akademiske forlag: Trondheim.
- Haugen, Marit S. og Egil Petter Stræte (2011): På sporet av det rurale. Side 11-21 i Haugen og Stræte (red): *Rurale brytninger*. Tapir Akademiske forlag: Trondheim.
- Stræte, Egil Petter (2011): Brytninger mellom konvensjoner. Side 429-446 i Haugen og Stræte (red): *Rurale brytninger*. Tapir Akademiske forlag: Trondheim.
- Holm, Frank Egil og Egil Petter Stræte (2008): *Utfordringer i lokalt utviklingsarbeid. En delrapport fra Regjeringens småsamfunnsatsing*. R-14/08. Trondheim: Norsk senter for bygdeforskning.
- Forbord, Magnar og Egil Petter Stræte (2008): *Hva betyr reiseliv, kultur og lokal mat for omsetning og sysselsetting i distriktene?* Rapport 4/08. Trondheim: Norske senter for bygdeforskning.
- Stræte, Egil Petter og Reidar Almås (red) (2007): *Samdrift i melkeproduksjonen: En samvirkestrategi for økt velferd og fleksibel drift*. Rapport 3/07. Trondheim: Norsk senter for bygdeforskning.
- Stræte, Egil Petter (2007): Alternative kvaliteter i mat. S. 172-188 i Amalien, Virginie og Erling Krogh, *Den kultiverte maten: En bok om norsk mat, kultur og matkultur*. Bergen: Fagbokforlaget.
- Stræte, Egil Petter og Bjørn Egil Flø (2007): "Joint farmers – who are they and how do they transform their style of farming?" Abstract, p 147-148 in NJF, report vol 3 Nr 2, *NJF 23rd Congress 2007: Trends and Perspectives in Agriculture*. ISSN 1653-2015. København.
- Stræte, Egil Petter (2006): *Regionale innovasjonssystemer i en norsk kontekst*. Acta Geographica-Trondheim, Serie B, No. 9. Geografisk institutt. Trondheim: NTNU.
- Stræte, Egil Petter (2006): Brytninger mellom konvensjoner i meieribransjen: Om hvordan meieribedrifter arbeider med nyskaping (Breaking conventions in dairy industry: On how dairy firms work with innovation). Dr.polit-avhandling (PhD). Trondheim: NTNU.
- Borch, Odd Jarl, Gunn-Turid Kvam og Egil Petter Stræte (red.)(2005): *Matgründeren – om å utvikle småskala og spesialiserte matbedrifter*. Trondheim: Tapir.
- Stræte, Egil Petter (2005): Det norske meierisamvirket i omstilling. S. 26-44 i Jacobsen, G., M. Fregidou-Malama, E. Fjeldavli, P. Pättiniemi og I. Zakrisson: *Kooperation i förändring*. Kooperativ årsbok 2003/2004. Stockholm: Föreningen Kooperative Studier.
- Stræte, Egil Petter (2004): Når en bedrift forsøker å gjøre noe nytt: om innovasjon i meieribedrifter. S. 63-79 i Dale, Britt, Ragnheidur Karlsdottir og Ola Strandhagen (red.): *Bedrifter i nettverk*. Trondheim: Tapir.
- Stræte, Egil Petter and Terry Marsden (2003): Diversification in different contexts: A study of the dairy sectors in Norway and Wales. Paper 3/03. Centre for Rural Research: Trondheim.
- Stræte, Egil Petter (2003): Blir det mangfold av 18 brunoster i ostedisken? S. 135-162 i Jacobsen, E., R. Almås og J. P. Johnsen (red.): *Den politiserte maten*. Oslo: Abstrakt forlag.
- Stræte, Egil Petter, Eivind Hålien, Gunn-Turid Kvam og Per Ingvar Olsen (2003): Regionale utviklingsmotorer i matrelatert næringsutvikling. *Landbruksøkonomisk forum*, 20. årgang, nr. 1, s 15-26.
- Haugen, Marit S. og Egil Petter Stræte (red.) (2003): *Ut i verden og inn i bygda – Festskrift til Reidar Almås*. Trondheim: Tapir Akademisk Forlag.
- Stræte, Egil Petter (2002): Nye takter i meierisamvirket. S. 73-89 i Almås, R., M. S. Haugen og J. P. Johnsen (red.): *Bygdeforskning gjennom 20 år*. Trondheim: Tapir akademiske forlag.
- Kvam, Gunn-Turid, Bjørn Brastad, Egil Petter Stræte, Odd Jarl Borch (2002): Regional nyskaping i matvaresektoren. *Landbruksøkonomisk forum*, 19. årgang, nr 2, s 5-16.
- Jacobsen, Eivind og Egil Petter Stræte (2002): Et land av gulost og grillpølser? Maktperspektiv på produktutvikling og sortimentspolitikk. I Rommetvedt, H. (red): *Matmakt: Politikk, forhandling og marked*. Bergen: Fagbokforlaget.
- Stræte, Egil Petter og Eivind Jacobsen (2002): Integrasjon og konkurranse: Strukturendringene i matvaresystemet. I Rommetvedt, H. (red): *Matmakt: Politikk, forhandling og marked*. Bergen: Fagbokforlaget.
- Rønningen, Katrina, Kari Mette Elden og Egil Petter Stræte (2001): *Utmarka og lokal næringsutvikling: Sosiale og kulturelle forhold ved kommersialisering*. Rapport 6/01. Trondheim: Norsk senter for bygdeforskning.
- Stræte, Egil Petter (2001): *Produktmangfold i verdikjeden for melk: En analyse av maktforhold*. Rapport 5/01. Trondheim: Norsk senter for bygdeforskning.
- Stræte, Egil Petter (2001): Why are Organisational Changes so Difficult? A Discussion of Organisational Knowledge Creation, in Borgen, Svein Ole (ed.) (2001): *The Food Sector in Transition - Nordic Research*. Rapport 2. NILF, Oslo.
- Stræte, Egil Petter (2000): Norsk landbruksvareindustri i distriktene – næringens og det offentlige roller i industrielle omstillingsprosesser, i Borch, Odd Jarl (red) (2000): *Omstillingsutfordringer i norsk landbruksvarebasert næringsmiddelindustri: rapport fra konferansen "Norsk landbruksvarebasert næringsmiddelindustri ved et tidsskille"*. Rapport 34. Nordlandsforskning, Bodø.
- Stræte, Egil Petter, Tove Stavrum, Gunn-Turid Kvam og Reidar Almås (2000): *Omstilling i meierisamvirket: Erfaringer fra prosjektet "Tak for ny næring" 1995-2000*. Rapport 12/2000, Senter for bygdeforskning, Trondheim.
- Borch, Odd Jarl og Egil Petter Stræte (red)(1999): *Matvareindustrien mellom næring og politikk*. Artikkelsamling. Tano-Aschehoug. Oslo. 256 sider