

CURRICULUM VITAE

GUNN-TURID KVAM

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Education:

2001 - 2002 Post doc stipendium: Resource development in small scale food processing
1991 - 1995 PhD at The Norwegian Institute of Technology with the thesis: Technology transfer from a R&D organisation to small and medium sized firms
1991 “European Doctoral programme in Entrepreneurship” at Durham University Business School, Durham, England
1985 - 1987 Master of Science in Business, Bodø Graduate School of Business
1982 - 1983 Agricultural Economics, Nord-Trøndelag University College, Steinkjer

Experience:

2023 - Research Manager, Senior Researcher, Ruralis
2014 - 2018 Part-time Associate professor at the Norwegian University of Science and Technology, Institute of technology and industrial development
2007 - 2023 Senior researcher, Ruralis
2003 - 2006 Research manager, Business Development, Innovation and Consumption at Centre for Rural Research
1997 - Researcher/Senior researcher at Centre for Rural Research
1987 - 1996 Researcher at SINTEF Industrial Development
1991 - 1994 Doctoral student at The Norwegian University of Science and Technology, Institute of industrial economy and technology management
1984 - 1985 Consultant in economy in AS Nordkraft, an energy company in Tysfjord, Norway.

Research projects (selected):

- Locating and utilizing Norway’s lost and underused agricultural land reserves (AGRILAND+). The Norwegian research Council (2025-2028).
- GRASS CEILING – Gender equality in rural and agricultural innovation systems, EU-project (2023-2025).
- WELFARM - Improving animal welfare regulatory compliance in dairy and pig farming. The Norwegian Research Council (2023-2025).
- OneTwo - One crop, two diets – locally sourced feed for cow and chicken from biorefined forage. Collaborative research project financed by FFL-JA (2023-2025).
- MerAgriLink – Kunnskap og læring fra AgriLink til aktører i kunnskaps- og innovasjonssystemet i den norske jordbrukssektoren, Prosjektleder, The Norwegian Research Council (2023).
- SYNAGRI, Developing synergies between the bioeconomy and regional food systems for a sustainable future, responsible for WP 5, Stakeholder engagement and knowledge synthesis, The Norwegian Research Council (2021-2024).

- SUSFEED, Sustainable feed production from Norwegian bio-resources for livestock and aquaculture- responsible for WP3, Social sustainability. The Norwegian Research Council (2021-2026).
- SUCCEED - Sustainable systems with cow-calf contact for higher welfare in dairy production. Collaborative research project financed by FFL-JA (2020-2023)
- LIAISON - Better Rural Innovations: Linking actors, Instruments and Policies through Networks, Horizon 2020 project (2018-2022).
- GoodAnimal - Good animal welfare for a sustainable future. Financed by the Norwegian Research Council (2019-2022)
- ProRefine - Refined forage legumes as local sources of protein feed for monogastric and high quality fibre feed for ruminants in organic production (2018-2021)
- AgriLink: Agricultural Knowledge: Linking farmers, advisors and researchers to boost innovation. EU-project Horizon 2020 (2017-2021).
- Competent farmer: Improving farmer's competence by more efficient interaction between farmers, advisory service, and research, (2015-2018)
- Traders in the food value chain: Firm size and international food distribution (2014-2016)
- Healthy growth: Value-based growth of organic food chains. EU project under CORE organic II (2013-2015).
- During 2013: Studying the value chain of cattle meat in Norway.
- During 2013: Studying premium private labels in Norway and challenges and possibilities for local food producers.
- During 2010: Inputs to the Ministry of Agriculture and Food on developing a new program for encouraging local food production.
- Growth Strategies for local food firms (2008-2011), where the aim was to study growth ambitions and strategies among local food firms, and obstacles to reach goals.
- In the period 2007 – 2011 the strategic institute program “Culturally grounded tourism and local food in rural development”. My focus was on “Innovation in local food, culture and tourism: The role of the regional support system”.
- A cognitive approach to rural sustainable development – the dynamics of expert and lay knowledge (2004-2006). A project in the Sixth Framework Programme joined by 12 European countries. Development and organising of niche production and local food (2002). Cooperation between Centre for rural research and Norwegian School of Management, BI.
- Development Strategies in Regional Food Chains (REGMAT: 2000-2005). This was a socialscience 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 chain (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.

Project manager – selected projects:

- WELFARM- Improving animal welfare regulatory compliance in dairy and pig farming. Responsible for WP3: Inspector – farmers interaction. The Norwegian Research Council (2023-2025).
- MerAgriLink – Kunnskap og læring fra AgriLink til aktører i kunnskaps- og innovasjonssystemet i den norske jordbrukssektoren, Prosjektleder, The Norwegian Research Council (2023).

- ONETWO – One crop, two diets – locally sourced feed for cow and chicken from biorefined forage. Responsible for WP 4 on Develop business models in a Norwegian context. Collaborative research project financed by FFL-JA (2023- 2025).
- SYNAGRI, Developing synergies between the bioeconomy and regional food systems for a sustainable future. Responsible for WP 5, Stakeholder engagement and knowledge synthesis, The Norwegian Research Council (2021-2024).
- SUSFEED, Sustainable feed production from Norwegian bio-resources for livestock and aquaculture. Responsible for WP3, Social sustainability. The Norwegian Research Council (2021-2024).
- Succeed - Sustainable systems with cow-calf contact for higher welfare in dairy production. Responsible for WP4: Collaborative research project, financed by FFL-JA (2020-2023)
- Liaison - Better Rural Innovations: Linking actors, Instruments and Policies through Networks. Responsible for WP2, Horizon 2020 project (2018-2022).
- Evaluering av Innovasjon Norge sine kompetansetjenester til lokalmatbedrifter (2018).
- AgriLink, Horizon 2020 project on advisory service in agriculture (2017-2020). Responsible for WP2 in the Norwegian team on conducting case studies for analysing the role of advisory service for innovation in agriculture.
- Competent farmer, studying advisory services in agriculture. Responsible for WP2 on Farmer's competence development, financed by FFL-JA (2015-2018)
- Healthy growth: Value-based growth of organic food chains. EU project under CORE organic II (2013-2015). Responsible for WP2 "State-of-the-art-review".
- The value chain of cattle, its framework conditions, challenges, and possibilities (2013)
- Influence of media in the development of local food production (2009-2010).
- Culturally grounded tourism and local food in rural development (2007 – 2011). Project manager from August 2009 to 2011. Strategic Institute Program.
- Growth Strategies for Local Food Firms. The Norwegian Research Council (2008 - 2011).
- A cognitive approach to rural sustainable development – the dynamics of expert and lay knowledge (2004-2006). Responsible for the Norwegian contributions on "Demographics and Civil Society" and "Local Food Production and Knowledge Dynamics in the Rural Sustainable Development".
- Food Safety Regulatory Policy in a Comparative Perspective – globalisation effects on food safety (2005).

Experience in education:

Part-time Associate professor at the Norwegian University of Science and Technology, Institute of Technology and Industrial development since 2014 in the course Management of Business Relationships and Networks. Responsible for this course in 2017.

Journal Articles and Book Chapters (selected)

Logstein, B., Kvam, G.T., Campbell, H., Johanssen, J. (2026) "It would have been odd to separate the animals and then look the cow in the eyes". A qualitative study of Norwegian dairy farmers. *Sociologia Ruralis* (accepted, not published yet).

Stræte, E.P., Hansen, B.G., Kvam, G-T. (2025). What is a farm? Mental framing and reframing as tools in communication between agricultural advisors and farmers. *Journal of Agricultural Education and Extension*, Volume 31, 2025 - Issue 3, 371-391.

- Milestad, R. von Münchhausen, S. Kvam, G.T., Schermer, M. (2022). Managing growth in medium-sized organic businesses: Implications for local orientation and resilience building. *Sociologia Ruralis*, <https://doi.org/10.1111/soru.12393>
- Stræte, E.P., Hansen, B. G., Ystad, E., Kvam, G. T. (2022). Social integration mechanisms to strengthen absorptive capacity in agricultural advisory service organisations. *The Journal of Agricultural Education and Extension*, <https://doi.org/10.1080/1389224X.2022.2117214>
- Kvam, G. T., Hårstad, R. M. Butli; Stræte, Egil Petter. (2022). The role of farmers' microAKIS at different stages of uptake of digital technology. *The Journal of Agricultural Education and Extension*. <https://doi.org/10.1080/1389224X.2022.2046617>
- Hansen, B.G, Stræte, E.P & G-T. 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*, Volume 24, 2018-Issue 4. <https://doi.org/10.1080/1389224X.2018.147928>
- Vik, J. and Kvam, G-T. (2017). Governance and growth – A Case study of Norwegian Whey protein concentrate exports. *International Journal on Food System Dynamics*, Vol 8, No 4. DOI: <http://dx.doi.org/10.18461/ijfsd.v8i4.846>
- Münchhausen, S., Håring, A.M., Kvam, G-T., Knickel, K. (2017). It's not Always about Growth! Development Dynamics and Management in Food Business and Chains. *Int. Jnl. Of Soc. Of Agr. & Food*, Vol.24, No. 1, pp. 37-55.
- Laurens Klerkx, 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*, DOI: 10.1080/1389224X.2017.1320640
- Kvam, G.T, Bjørkhaug, H. and Pedersen, A.C. (2017). How relationship can influence an organic firm's network identity, *European Planning Studies*, DOI:10.1080/09654313.2016.1270909.
- Kvam, G.T. (2015). Konkurransen og samarbeid i verdikjeder for storfekjøtt. In «Norsk matmakt i endring» (red. Bjørkhaug, H., Almås, R. and Vik, J.) (2015). Fagbokforlaget 2015, Bergen, Norway.
- Kvam, G.T, Stræte, E.P. and Magnus, T. (May 2014). Product strategies for growth in niche food firms. *British Food Journal*, Research paper, Vol 116, No.4, 2014.
- Kvam, G.T and Rønning, L. (2012). Etablering og utvikling av regionale matnettverk. In «Lokal og regional mat», (red. Sæther, B. and Haugum, M.). Tapir forlag 2012.
- Forbord, M, Kvam, G.T. and Rønningen, M. (2012). Turisme i distriktene – typer, perspektiver og tematiske tilnærminger. In «Turisme i distriktene» (Forbord, M. Kvam, G.T. and Rønningen, M. (red.)). Tapir Akademisk Forlag, Trondheim, Norway.
- Kvam, G.T and Stræte, E.P. (2012). Diffusjon av innovasjon i utvikling av sjøfisketurisme i Troms. In Forbord, M. Kvam, G.T. and Rønningen, M.(red). *Turisme i distriktene*, 311-336. Tapir akademisk Forlag, Trondheim, Norway.
- Kvam, G.T. and Magnus, T. (2011). Kvalitetsstrategier ved vekst – erfaringer fra fem nisjematbedrifter. In "Rurale brytninger" (red. Haugen, M. og Stræte, E-P). Tapir forlag 2011.
- Daugstad, K, Kvam, G.T. and Frisvoll, S. (2011). Merverdi i kvaliteter? Erfaringer fra Valdres. In "Rurale brytninger" (red. Haugen, M. og Stræte, E-P). Tapir forlag 2011.
- Bjørkhaug, H. and Kvam, G.T. (2011). Local small-scale food enterprises: Ambitions and initiatives for achieving business growth. *AGER – Journal of Depopulation and Rural Development Studies*, October 2011, 29-55.
- Kvam, G.T. and Stræte, E.P. (2010). Innovation and Diffusion - Different Roles in Developing Nature-Based Tourism. *The Open Social Science Journal*, 2010, 3, 30-40.
- Kvam, G.T. (2010). Traditional food as a strategy in regional development – the need of knowledge diversity. I M. Fonte og H. Papadopoulos (red.) *Naming food after place – Food relocation*

- and knowledge dynamics in rural development. Perspectives on rural policy and planning. Surrey: Ashgate Publishing, 197–213.
- Kvam, G.T. (2008). Inderøy og Valdres: ulike veier til regional utvikling, i Almås, R., Haugen, M., Rye J.F. and Villa M. (red.) i *Den nye bygda*. Tapir Akademisk Forlag, Trondheim 2008.
- Kvam, G.T. (2002). Samhandling for ressursutvikling i småskala matproduksjon. i Almås, R., Haugen, M.S, Johnsen, J.P. 2002. *Bygdeforskning gjennom 20 år*. Tapir Akademisk Forlag, Trondheim.
- Almås, R. & Kvam, G.T. & Stræte, E.P., (1997). From Productivism to Flexible Specialization? Experiences from a Restructuring Process in the Norwegian Dairy Industry. *Journal of Rural Co-operation*, 25 (2), 1997:65-82.

Other publications (selected)

- Kvam, G-T. Sosial bærekraft i verdikjeder for fôr. Ruralis rapport: R-6/25.
- Logstein, B. og Kvam, G-T. DyrePrat. Resultater fra en spørreundersøkelse gjennomført blant trønderske husdyrbønder og eiere av kjæledyr og annet privat dyrehold. Ruralis notat: N-3/25.
- Melås, Anders Mahlum; Aursand, Marit; Aursand, Ida Grong; Eidem, Bjørn; Forbord, Silje; Kvam, Gunn Turid; Sand, Roald; Standal, Inger Beate; Stokstad, Grete; Stræte, Egil Petter; Øverland, Margareth (2022). Kunnskapsstatus om bærekraftig norsk fôrproduksjon til havbruk og husdyr i jordbruket. Trondheim: RURALIS - Institutt for rural- og regionalforskning 2022. Rapport Ruralis: 2/22.
- Ystad, Eystein; Stræte, Egil Petter; Kvam, Gunn Turid; Haugum, Margrete Hembre (2020). Utprøving av nye rådgivingsmetoder i jordbruket – resultater fra fire pilotstudier. Ås: NIBIO (ISBN 978-82-17-02607-5); Volum 6.38 s. NIBIO Rapport (88).
- Vik, J. and Kvam, G-T. (2017). Trading Growth - A Study of the Governance of Norwegian Whey Protein Concentrate. *Proceeding in System Dynamics and Innovation in Food Networks*. International Journal on Food System Dynamics. <http://dx.doi.org/10.18461/pfsd.2017.1715>
- 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.
- Haugum, M., Klerkx, L., Kvam, G-T. (2016). Farmer mentoring in Norway– How do different mentoring approaches improve entrepreneurial skills? Paper for the IFSA-Conference 2016, 12-15 July in Newport.
- Stræte, E. P., Klerkx, L., Kvam, G.T., Ystad, E., Hårstad, R. (2016). Achieving best fit in Norway: Challenges for advisory services to offer relevant advice to various types of farmers. Paper for the IFSA-conference 2016, 12-15 July in Newport.
- Münchhausen, S., Häring, A.M., Kvam, G.T. and Milestad, R. (2015). The role of the business logic for growing value chains of organic food – first results of an international case study analysis. <http://www.esrs2015.eu/sites/www.esrs2015.eu/files/ESRS%202015%20online%20proceedings.pdf>
- Noe, E., Kjeldsen, C. Bjørkhaug, H. and Kvam, G.T. (2015). Values-based food chains – recoupling man and soil? <http://www.esrs2015.eu/sites/www.esrs2015.eu/files/ESRS%202015%20online%20proceedings.pdf>
- Kvam, Gunn-Turid, Holmen, Elsebeth, Pedersen, Ann-Charlott (2015). Managing in a regional networks: The case of regional development in the Røros area. IMP workshop: Policy making in an interactive business world; 2015-05-26 - 2015-05-28.

- Kvam, G.T. (2015). Evaluering av Helse i Valdres fra 2010-2014. Rapport 3/2015, Norsk senter for bygdeforskning.
- Kvam, G.T. and Bjørkhaug, H. (2014). State of the art review - On healthy growth initiatives in the mid-scale values-based chain of organic food. Report as part of the Healthy Growth project. <http://orgprints.org/25620/7/25520.pdf>.
- Kvam, G.T. and Bjørkhaug, H. (2014). State of the art review - On healthy growth initiatives in the mid-scale values-based chain of organic food. Paper to the 11th European IFSA Symposium, 14 April 2014 in Berlin, Germany
- Kvam, G.T. and Bjørkhaug, H. (2013). Volume growth in Quality Food Firms - Lessons and Reflections from Norway. http://www.florenceesrs2013.com/wpcontent/uploads/2012/07/ESRS2013_eProceedings.pdf
- Kvam, G.T. and Magnus, T. (2012). Vekststrategier for lokale matbedrifter. Rapport 9/2012. Centre for Rural Research, Trondheim.
- Kvam, G.T. (2010). Increasing quality food production in a mountain region – challenges for a local food firm and regional authorities. Paper to the IFSA 2010 conference in Vienna. Available at [http://ifsa.boku.ac.at/cms/index.php?id=111#c281,1617 - 1625](http://ifsa.boku.ac.at/cms/index.php?id=111#c281,1617-1625).
- Bjørkhaug, H. and G.T. Kvam. (2009). Strategies and goals for growth among small-scale food enterprises in Norway: A gender sensitive approach. Paper no 1/09. Centre for Rural Research, Trondheim, Norway.