



**My business-  
Rørosrein**

# My family



## My town - Røros



Reindeer Herder in the area of  
Røros  
in generations – south sami  
people  
Belong Gåebrien Sijte – 10  
families





The first reindeer who pulled a sledge i  
2004....



Dwelling i 2008....





A wide-angle photograph of a massive herd of reindeer in motion. The animals are running across a vast, snow-covered mountain slope. The reindeer are dark brown and black, creating a dense, dark line against the bright white snow. The sky is a deep, clear blue. The scene is captured from a high vantage point, looking down at the herd as they move across the landscape.

I had a dream...

- Both my husband and I could have a living from the reindeer

I had a wish....

- to learn people about the reindeer herding  
- to inform people about the south sami culture

- Rørosrein founded in 2010
- Because
  - I lost my job
  - Bad economy in the reindeer Herding
  - Started to plan our own butchery
  - Got money from The Norwegian  
gouvernmet (Innovasjon Norge)



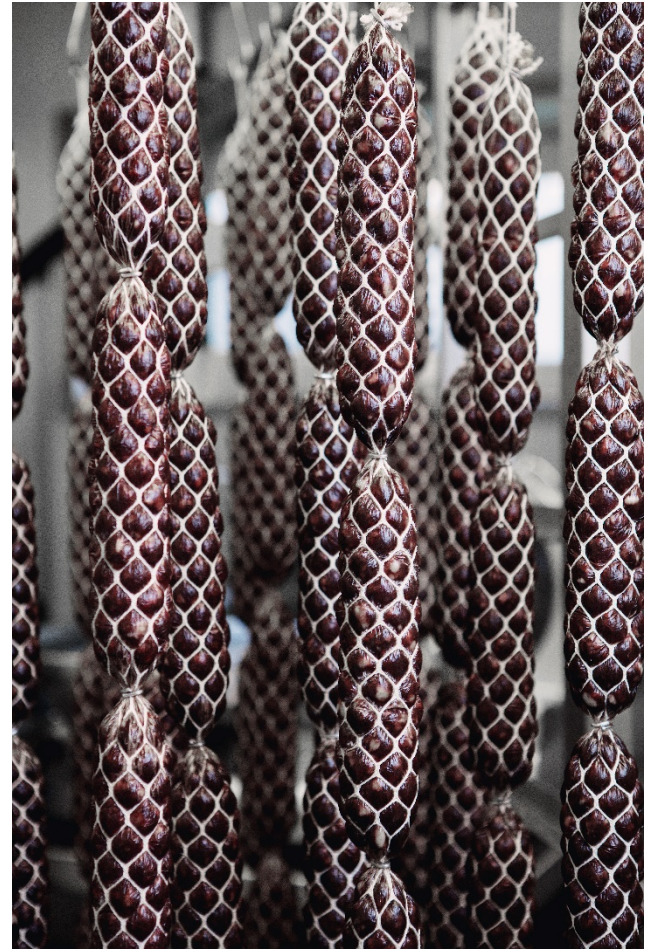
RØROSREIN













Dare – no fear!

- New products
- Get inspired of others !





# Team – fantastic employees!

- The people working at Rørosrein are all focused on high quality – educated

«You have to get positive  
People with positive ideas  
and positive thinking»



# Cooperation !

- Cooperation the key how to succeed
- Network, family, friends ...
- Customers...
- Food network
- Destination Røros



# Cooperation Sweden

- Herders i Ruvten Sijte with activities Reindeer
- Jillie Ren i Lossen/Funäsdalen
- Herders in Ruvten Sijte herding
- Rasten Rastah – south sami festival





# - Quality all over! Lot of pricecs



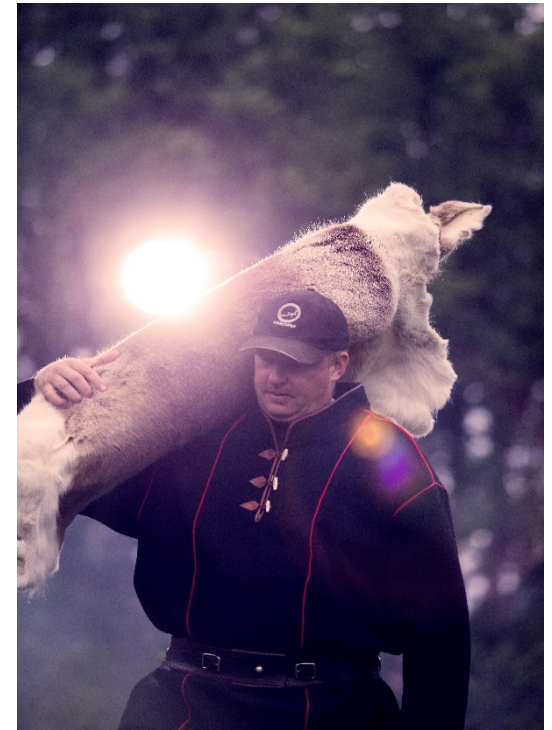
# Rørosrein today



- 16 employees, 10 girls, 6 men
- 2000 reinder, 600000 kg meat
- Revenue 2011: NOK 725 000  
2014: NOK 4,7 mill 2019: NOK 12 mill
- Rebuilt twice
- Sell all the meat ourselves
- Activities with reindeer
- Serving reindeer meat in the dwelling
- Storytelling

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- HARD WORK!
- Do not care about what the others say!
- Ask about help!
- Not rich on money – experiences
- Do not ever give up















Thank You !

[www.rorosrein.no](http://www.rorosrein.no)

