

NEW NORDIC FOOD II – A POPULAR MOVEMENT CONTINUES

Halfway report 2010–2012



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With financial support from EK-FJLS, KreaNord, Nordic Innovation and several other partners, which have contributed to the different projects.

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HALFWAY REPORT 2010–2012**

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NEW NORDIC FOOD II FOLLOWS UP ON AN IMMENSE SUCCESS

An incredible movement was brought forward when leading Nordic chefs put together the New Nordic Kitchen Manifesto, followed by political support everywhere in the region. New Nordic Food II aims at continuing this movement in Nordic homes and institutions.

PHOTO: SEPPÖ SAMULI



FOOD IS SOMETHING THAT CONCERNS EVERYBODY AND THE DEVELOPMENT POTENTIAL OF NEW NORDIC FOOD IS ENDLESS.

A TRANSFORMED PERCEPTION OF A TRADITIONAL FOOD CULTURE

It was the manifesto that started Nordic cuisine's rise to the stars. An innovative approach to traditional foods was combined with strong health perspectives and an ethical production philosophy. The rest is history.

“We have become very proud of serving our own raw materials, ingredients and products in a creative and inspirational way. We have totally transformed our perception of Nordic food culture, and the world is looking at what we are doing”, says Einar Risvik, chair of New Nordic Food II's working group.

New Nordic Food is the result of a popular movement, solidly entrenched in Nordic traditions. It grew as a reaction to a more and more industrialised food production, where taste and enjoyment were lost along the way. To support this inspiring revival of Nordic cuisine, representing great potential for health, social equalisation and economic growth, the Nordic Council of Ministers launched the first New Nordic Food programme in 2007.

“It was clear that this was a programme that achieved noteworthy results. Food is

something that concerns everybody and the development potential of New Nordic Food is endless. Therefore we wanted to continue our work”, says Lena Brenner, chair of the programme's steering group.

FROM GASTRONOMIC EXCELLENCE TO EVERYDAY FOODS

The initial programme's focus was to define Nordic gastronomy and raw ingredients, with restaurants and finer cuisine as prominent contributors. This showed the potential of applying the ideology in a broader context.

“The first New Nordic Food programme took part in a broad spectrum of food initiatives. At the start of the second period, we decided to concentrate on a few selected areas, either because there was room for improvement or because they represented potential for further developing the New Nordic Food ideology”, Brenner explains.

New Nordic Food II focuses on how food can improve children's health, how public meals can be lifted to a new level and how Nordic cuisine can be used more actively in export promotion. Cooperation with other sectors and Nordic programmes is a priority, as well as an increase in small-scale production of Nordic foods. >

“We have become very proud of serving our own raw materials, ingredients and products in a creative and inspirational way”

EINAR RISVIK, NEW NORDIC FOOD II'S WORKING GROUP



PHOTO: JANNIE VESTERGAARD

“Chefs, artisan producers, local products and destinations all contribute to an increased awareness of our abundant food culture. Our Nordic approach should therefore contain all these elements”

LENA BRENNER, CHAIR OF NEW NORDIC FOOD II'S STEERING GROUP

PHOTO: JANNIE VESTERGAARD



NEW NORDIC FOOD II FOCUSES ON HOW FOOD CAN IMPROVE CHILDREN'S HEALTH.

PUBLIC MEALS INFUSED WITH NORDIC FOOD CULTURE

According to Brenner and Risvik, much of the honour for New Nordic Food's success goes to the extremely talented Nordic chefs.

“They have been instrumental in showcasing the virtues of Nordic cuisine all around the world. Our objective, however, is to implement the ideology in everyday meals in Nordic homes and institutions. This is where the political effort can make the biggest difference”, Brenner says.

One out of four meals in the Nordics is supplied by the public sector. New Nordic Food II wants to use these meals as a vehicle for raising children's food awareness and improving public health.

“Before, there were no guidelines for how these meals should taste or how they should be served. We need more cohesion between the political ambitions for better health and how the money is actually being spent. Our biggest challenge is that procurement rules only focus on price and not on quality. This needs to be changed”, says Risvik.

MICROCLIMATES AND LOCAL FOOD ECONOMIES

Small-scale food production as part of local and regional development is one of the priorities of New Nordic Food II. The region has seen substantial growth in production of local and organic foods.

“Nordic nature has many different microclimates that nurture fantastic food

products. On top of that, we have innovative people who know how to take care of our resources and show creativity in all parts of the value chain”, Risvik says.

According to Brenner, an approach joining small-scale production with tourism and regional development will be applied in 2013–2014.

“Chefs, artisan producers, local products and destinations all contribute to an increased awareness of our abundant food culture. Our Nordic approach should therefore contain all these elements”, Brenner says.

CREATIVE NORDIC FOOD DIPLOMACY

The many Michelin stars and international cooking prizes awarded to Nordic chefs have significantly increased the cuisine's branding value. New Nordic Food II aims

SMALL-SCALE FOOD PRODUCTION AS PART OF LOCAL AND REGIONAL DEVELOPMENT IS ONE OF THE PRIORITIES OF NEW NORDIC FOOD II.



PHOTO: SEPPU SAMUURI

at making gastronomy an indispensable element of the region's representation efforts.

“Instead of just talking about it, we have created concrete examples that illustrate how this can be accomplished. We have strategically selected concepts that are exciting and have universal qualities, and can thus be applied in various contexts”, says Risvik. Nordic Food Diplomacy has developed the concepts in close cooperation with other creative industries.

“We have established an expertise on how the Nordics can work together on export. Among other things, this has led to a request from Japan's most exclusive food court that wants to organise a Nordic Food Week in 2014. The export potential of such a project is enormous”, he continues.

THE NORDIC COUNTRIES HAVE BEEN ABLE TO ESTABLISH A FRUITFUL COOPERATION BETWEEN CHEFS, PRODUCERS, AUTHORITIES, POLITICIANS AND ACADEMIA.



PHOTO: SEPPU SAMULI

PHOTO: SEPPU SAMULI



A MEAL IS AN EXPERIENCE, AND LIKE OTHER EXPERIENCES, IT CAN BE DESIGNED.

FOOD AS A CREATIVE AND CULTURAL PHENOMENON

New Nordic Food II aims to establish gastronomy as a strong creative industry, in constant interplay with other creative industries. A meal is an experience, and like other experiences, it can be designed. Much attention is being given to the cultural and aesthetic traits of Nordic food.

“We need food journalists and researchers to contribute to the development of New Nordic Food. If we are to cement Nordic gastronomy's position as a creative industry and a cultural stronghold, it needs to be approached from a constructive, but constantly challenging viewpoint”, Risvik says.

EGALITARIAN NORDIC COOKING MILIEU

A question that often arises is how the Nordic countries have been able to establish a fruitful cooperation between chefs, producers, authorities, politicians

and academia. The explanation is to be found in similar democratic values and a long tradition of Nordic collaboration.

“Of course we can cooperate on food, just as we have done it with environmental policies, democracy development and resource management”, Risvik states.

Lena Brenner emphasizes the importance of being able to take regional and national differences into account.

“The food is in many ways different across the borders and each country has its own traditional foods. The common feature is that we want to bring forward the particularities of each country, which together create the Nordic food culture”, Brenner says. According to her, New Nordic Food II's central task in the coming years is to secure that its ideas and projects will live on. ●

NEW NORDIC FOOD II'S ROLE IS TO INFORM AND ENLIGHTEN

New Nordic Food II's foremost task is to spread the word about Nordic cuisine and increase competences of all those in contact with it. It fosters consciousness about Nordic food culture, production and consumption, with focus on taste, health and diversity. New Nordic Food II is now in its second programme period.

MANIFESTO REMAINS THE CORNERSTONE

Made by leading chefs in 2004, the New Nordic Kitchen Manifesto is still a central document for New Nordic Food. First part of the programme helped create wide-spread interest in Nordic gastronomy, defined in the manifesto as pure, fresh, local and ethical.

“The attention generated was utterly impressive, as were the national and Nordic networks that were established.

NEW NORDIC FOOD USES CROSS-OVERS BETWEEN FOOD, DESIGN AND CULTURE TO CREATE FOOD EVENTS WITH A STRONG AESTHETIC DIMENSION.



PHOTO: NEW NORDIC FOOD II

Our food culture instigates more pride than ever before and raises the region's profile around the world”, says Magnus Grøntoft, New Nordic Food II's programme coordinator.

New Nordic Food II runs in the period 2010-2014. It has an annual budget of 3,108 MDKK from the Nordic Council of Ministers. An additional 3 MDKK comes from KreaNord, earmarked for developing New Nordic Food II's cooperation with other creative industries.

AWARENESS AT HOME BUILDS SUCCESS ABROAD

Based on the results from New Nordic Food I, the Nordic Council of Ministers has defined the main focus areas for the second period.

“We have two fronts, a Nordic one and an international one. To be able to promote the concept internationally, we have to ensure that it is well embedded and respected in the home market”, Grøntoft says.

Specific goals have been defined for how New Nordic Food should combine taste with knowledge about health and wellbeing. The quality of public Nordic

meals is a main priority during the programme.

“The ambition of becoming a prominent food region needs to include the food we serve for our school children, patients and elderly. Good food and nice meal experiences in our institutions should be an essential part of the term New Nordic Food”, Grøntoft states.

NORDIC FOOD PRODUCTION AND DESTINATION DEVELOPMENT

New Nordic Food II promotes production and use of diverse seasonal raw materials, ingredients and products in the development of the Nordic cuisine.

“Increasing the value of the things we have cultivated for thousands of years, as well as newly grown species, represents an enormous potential for food producers, tourism and the experience economy as a whole”, says Grøntoft. He adds that this economic potential contributes to the political drive behind New Nordic Food.

To make full use of this potential, New Nordic Food II aims to strengthen cooperation between Nordic authorities, business associations and other stakeholders in agriculture, fishery, food and tourism.

“The Nordic cuisine shall create and inspire the joy of food, taste and variety, nationally and internationally”

FROM THE NEW NORDIC FOOD II FRAMEWORK PROGRAMME

NORDIC FOOD, CULTURE AND CREATIVITY

Another central area is the Nordic cuisine’s cultural dimension. Attention is mainly directed towards children’s food culture, the gastronomy’s creative nature, and cooperation with other creative industries. “One of our objectives is to illustrate how closely connected Nordic food is to the Nordic values and how it contributes to a common cultural identity across the region”, Grøntoft says.

“We want to strengthen the communication about New Nordic Food by using cross-overs between food, design and culture to create food events with a strong aesthetic dimension. We then gather the experiences from these events in order to create strong food concepts that can be used in both regional and international promotion of the Nordic countries”, he continues.

A PROJECT WITH UNIVERSAL QUALITIES

New Nordic Food’s success builds on its regional approach, but according to Grøntoft, the programme’s deeper meaning lies in its universal character.

“The most important thing communicated in the manifesto was to say to people all around the world – take good care of your traditions and local resources, develop them and create your own identity and pride”, Grøntoft concludes. ●



PHOTO: NEW NORDIC FOOD II

NEW NORDIC FOOD II EXPANDS ITS COMMUNICATION

An improved web presence, enhanced news flow and a range of very successful international projects are among the highlights of New Nordic Food II's communications in the last two years. The New Nordic Kitchen Manifesto is underlying in all communication activities.

SPREADING THE WORD ABOUT NORDIC CUISINE

New Nordic Food II is defined as a communication programme under the Nordic Council of Ministers. Its activities aim at spreading knowledge about the Nordic cuisine ideology and develop competences of those occupied with Nordic food. The effort is directed towards decision makers, cooking professionals, project managers within development and communication about food and food culture in the Nordic region, and the general public. The aim is to inspire innovative food initiatives in all relevant sectors.

"Our role is to maintain, develop and expand the communication about Nordic food, much of which is done through our projects. New Nordic Food II has become a very solid player when it comes to organising food projects and events", says Bettina Lindfors, New Nordic Food II communicator.

The communication is designed to support the project managers in promoting events, conferences and workshops towards their target groups, and present the Nordic and national value generated through the projects.

Networking is an essential part of New Nordic Food II, with its annual conferences, held in Helsinki in 2011 and Oslo in 2012, as a main focal point. The conferences are a meeting place for those who work with development and communication concerning food and food culture in the Nordic region.

STRONGER COMMUNICATIONS PROFILE FOR NEW NORDIC FOOD

New Nordic Food II's visual identity has been renewed in order to reinforce the programme's key messages, with a more international outlook than previously.

"We have strengthened our international profile considerably. New Nordic Food has become a valued element of the region's branding and this represents great potential. Our international pilot projects have created new ways of promoting the Nordic food message to new target groups", Lindfors says. As a consequence, more information in English has been produced.

COMPREHENSIVE BACKGROUND MATERIAL AT NYNORDISKMAD.ORG

New Nordic Food II's website offers in-depth information about the programme and its events and distributes news about Nordic food activities. A

monthly electronic newsletter is sent out in a Scandinavian and an English version.

"We have been working on improving the site's structure and information flow. More news is being published on the web and this is complemented by continuous activity on social media", Lindfors says. Number of visitors on the website increased from 3,000 per month in 2011 to 5,000 in 2012.

In addition, a website for Nordic Food Diplomacy, nfd.nynordiskmad.org, was launched in October. The site introduces a thorough tool kit for those using New Nordic Food in representation, Nordic diplomacy and branding.



PHOTO: SEPRO SAMULI

“Our role is to maintain, develop and expand the communication about Nordic food, much of which is done through our projects”

BETTINA LINDFORS, NEW NORDIC FOOD II COMMUNICATOR



INFO

Project costs: 2,300,000 DKK. The figure does not include communication costs for the individual projects.

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www.newnordicfood.org, www.nynordiskmad.org

www.nynordiskmad.blogspot.com

www.youtube.com/nynordiskmat

www.facebook.com/nynordiskmad

www.twitter.com/nynordiskmat

ACTIVE USE OF SOCIAL MEDIA

“We use social media to communicate with our partners but it also allows us to broaden our group of contacts with interest in Nordic cuisine. We have found many interesting partners and people that give lectures on New Nordic Food through social media”, Lindfors says.

Efforts include a very active and steadily growing Facebook community, a blog with contributions from New Nordic Food II and specially invited guest writers, as well as tweets around larger events and pilot projects. Video documentation has become an important communication element – 20 videos have now been published on New Nordic Food II’s YouTube channel.

GROWING NETWORK OF FOOD JOURNALISTS

“In New Nordic Food II’s first period, we have put a lot of work into creating a network of Nordic and international food press. We are constantly adding relevant people and media to our list”, Bettina Lindfors says. The effort to increase New Nordic Food II’s media presence continues, with eyes directed towards Sweden during the country’s Nordic Council Presidency in 2013. ●

NEW NORDIC FOOD II'S CONFERENCES PUT TASTE ON THE AGENDA

New Nordic Food II's annual conference is an important networking venue for those involved in planning, developing and communicating food projects in the region. In 2011 and 2012, the conferences focused on quality public meal experiences and children's food culture.

CARRYING ON THE NORDIC FOOD TREND

"Our task is to create networks and bring people together across the borders. We do this on two levels, through our smaller events, which focus on specific projects, and the larger annual conferences", says Magnus Grøntoft, New Nordic Food II programme coordinator.

Two annual conferences have been held within New Nordic Food II, in Helsinki in 2011 and Oslo in 2012. The objective has been to carry on the trend created by finer cuisine and restaurants and put it into practice in public institutions.

"We decided to direct our main focus towards Children & Food and Public Foodscapes, which are meals served in schools, hospitals and other institutions. These areas have been the centre of attention at the conferences, along with Food and Nutrition in 2012 and Nordic Oat Days in 2011", Grøntoft says.

KNOWLEDGE SHARING SPARKS NORDIC COOPERATION

Conference participants have discussed how higher quality food and better meal experiences in Nordic institutions can improve rehabilitation, children's learning curves and public health. An estimated

five million institutional meals are served in the Nordics every day.

"We want to promote a more holistic approach to the public meal, combining food security and nutritional value with taste and pleasant meal experiences", Grøntoft explains.

Furthermore, the food experts have shared knowledge on methods to introduce children to healthy and tasty foods, through taste education in schools and by involving them directly in cooking

CHILDREN'S FOOD CULTURE WAS PROMINENT AT THE CONFERENCE IN OSLO, 'LOCAL, NUTRITIOUS, DELICIOUS', AND CHILDREN THEREFORE PLAYED A LEADING ROLE AT THE EVENT.



PHOTO: JANNIE VESTERGÅRD

activities. Nordic cooperation to promote these issues has been initiated.

CHILDREN CAN! – AND OTHER DELICIOUS PROGRAMME FEATURES

Many of New Nordic Food's ideas are best communicated through practical demonstrations of inspiring food initiatives. Children's food culture was prominent at the conference in Oslo, 'Local, nutritious, delicious', and children therefore played a leading role at the event. A tasty lunch was served in cooperation with Geitmyra Culinary Centre for Children.

"Norway's efforts regarding children's food culture are quite unique, with Geitmyra as an important contributor", Grøntoft says. "Our task is to promote the host country's main food competences and priorities, alongside our central messages".

A BROADER REACH TO THE PUBLIC

Reaching new groups with the New Nordic Food message has high political priority.

"The conferences enable us to organise more spectacular events, which bring our message out to a broader context. As an example, our food event in Helsinki, made with Finland's Bocuse d'Or chef in 2011,

“Our task is to create networks and bring people together across the borders. We do this on two levels, through our smaller events, which focus on specific projects, and the larger annual conferences”

MAGNUS GRÖNTOFT, NEW NORDIC FOOD II PROGRAMME COORDINATOR

USING NORDIC CUISINE IN THE REGION'S
BRANDING IS A MAJOR FOCUS AREA
FOR NEW NORDIC FOOD II.

Matti Jämsen, attracted a great deal of attention,” Gröntoft explains. In addition, a press lunch is organised, where local and Nordic media is given access to main speakers and other key contributors.

FOCUS ON CREATIVITY AND BRANDING VALUE IN 2013

Using Nordic cuisine in the region's branding is the third major focus for New Nordic Food II. The programme aims at strengthening the perception of gastronomy as an independent creative industry, and at the same time expand the horizon towards new sectors. Cooperation with other creative industries has been instrumental in these efforts. This will be the main focus at the conference in 2013. ●



PHOTO: JANNIE VESTERGAARD

INFO

Project costs 2011: 1,200,000 DKK

Project costs 2012: 1,100,000 DKK

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NNF CONFERENCE 2012: www.newnordicfood.org/projects/new-nordic-food-ii-conference-2012/

NNF CONFERENCE 2011: www.newnordicfood.org/projects/new-nordic-food-ii-conference-2012/nnf-conference-2011/

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PHOTO: JANNIE VESTERGAARD

NORDIC FOOD DIPLOMACY

The aim of Nordic Food Diplomacy is to promote and conceptualise the use of Nordic food and culinary experiences when presenting the Nordic countries and their values. The objective is to make the region's renowned cuisine a natural element of all representation, at home and abroad.

A TASTY DIMENSION OF NORDIC PROMOTION

Giving dinner guests and audiences at events around the world the opportunity to enjoy Nordic food adds a stimulating dimension to other communication efforts promoting the region – official dinners and events, export initiatives and other cultural activities.

Nordic Food Diplomacy encourages this through development of concepts and pilot projects, providing inspiration, methods and tools for those who use Nordic gastronomy in their promotion.

NEW NORDIC COMPUTER FOOD GAVE INTERNATIONAL GAME DEVELOPERS A FANTASTIC FOOD EXPERIENCE AT GAME DEVELOPERS CONFERENCE 2012 IN SAN FRANCISCO.



PHOTO: NEW NORDIC FOOD II

The project was initially called Public Food Diplomacy but the name has now been changed in order to better reflect the overall objectives.

LAUNCH OF A NEW WEBSITE – WWW.NFD.NYNORDISKMAD.ORG

Nordic Food Diplomacy started in 2011 with a workshop bringing together people that make use of food when promoting the countries. They identified a clear need for a tool kit, offering advice and solutions for how to use food in Nordic diplomacy and branding. The project has evolved around the development of a comprehensive web portal, answering this need.

Nordic Food Diplomacy's new website, launched in October 2012, features a vast range of information about the region, its food culture and the ideology behind the The New Nordic Kitchen Manifesto.

“The website presents specific tools and carefully tested concepts, which can be used in order to successfully plan, finance and carry out events involving the region's gastronomy,” says Charlotta Ranert, Nordic Food Diplomacy project manager.

Emphasis has been put on gathering all relevant ideas and information in one



NORDIC FOOD DIPLOMACY'S NEW WEBSITE PRESENTS SPECIFIC TOOLS, WHICH CAN BE USED IN ORDER TO SUCCESSFULLY PLAN FINANCE AND CARRY OUT EVENTS INVOLVING THE REGION'S GASTRONOMY.

place. Event organisers and chefs alike can use the website in their quest for information on everything from typical Nordic ingredients, recipes and menus, to detailed advice about the planning process.

To ensure a good return on this investment, Ranert highlights the need for further marketing of the website.

PILOT PROJECTS GIVE VALUABLE INPUT

Various projects have been launched in order to develop and test the concepts and cooperation models intended for the website.

“The pilot projects have been fundamental in creating the toolkit. We have developed

“Our pilot projects are great showcases for New Nordic Food and have created some very interesting synergies. The network and contacts we have established in the process are fantastic ambassadors of Nordic cooking and will remain so in the future”

CHARLOTTA RANERT, NORDIC FOOD DIPLOMACY PROJECT MANAGER

and tested innovative food concepts and made Nordic food visible in new contexts and towards new target groups. This has strengthened the Nordic message considerably,” Ranert states.

Among the pilot projects are an event introducing 70 ambassadors to New Nordic Food at the Swedish Embassy in Copenhagen and a large reception at the Nordic Book Faire in Gothenburg. Both events were held in cooperation with Taste of Skåne and Culinary Skåne.

Also, five Nordic chefs travelled to Tokyo in October to participate in an event called Nordic Star Chefs in Japan. The chefs held a workshop with focus on Nordic food and made guest appearances at Japanese gourmet restaurants. The event, organised with Nordic Innovation and the Nordic embassies in Tokyo, received considerable attention from Japanese media.

GUESTS AT NORDIC KITCHEN PARTY IN CANNES WERE OFFERED A TASTE OF THE INNOVATIVE NORDIC CUISINE.



PHOTO: NEW NORDIC FOOD II

GREAT SYNERGIES WITH CREATIVE INDUSTRIES

Special attention has been given to exploring how Nordic food can support promotion and international networking within the creative industries.

New Nordic Computer Food gave 150 international game developers a fantastic food experience at a reception held by Nordic Game Program at Game Developers Conference 2012 in San Francisco. The concept was also brought into play at Nordic Game Gala in Malmö in May 2012, where 800 guests enjoyed a flavoursome Nordic gala diner.

Furthermore, Nordic cuisine was present at Cannes Film Festival in May 2012. Nordic Kitchen Party was staged to strengthen the Nordic film industry’s presence at the festival and set the scene for networking and business negotiations



PHOTO: NEW NORDIC FOOD II

NORDIC KITCHEN PARTY WAS STAGED TO STRENGTHEN THE NORDIC FILM INDUSTRY’S PRESENCE AT CANNES FILM FESTIVAL IN MAY 2012.

at this most important market place for European film. In cooperation with the Nordic Film & TV Fund, Scandinavian Films and Nordic distribution companies, 200 VIP guests were offered a taste of the innovative Nordic cuisine. ●

INFO

Project costs: 1,300,000 DKK. Financed by KreaNord

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www.newnordicfood.org/projects/nordic-food-diplomacy/
www.nfd.nynordiskmad.org

www.nynordiskmad.blogspot.com
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FOOD AND CREATIVE INDUSTRIES

New Nordic Food II has a strong focus on establishing relations between those designing inspiring food experiences and other creative industries. This creates useful synergies and accentuates Nordic gastronomy's position as a valuable, creative industry in itself. Nordic food has been a prominent element at numerous events and workshops, Nordic as well as international.

STRUCTURED CONNECTIONS WITH THE CREATIVE INDUSTRIES

The relations are created by means of the Food and Creative Industries project, in cooperation with a large number of Nordic and international partners. The project is partly financed by KreaNord.

“Our aim is to establish a structured approach for how to directly connect Nordic food to activities in the creative industries. We do this by bringing innovative foods and meals into action as a reinforcing factor in the promotion of Nordic creative industries. At the same time, we show people that Nordic food has actually developed into a thriving and creative industry in recent years”, says project manager Elisabet Skylare.

VAIC 2012. PHOTO: HILVUR HAUSTEINSSON



Collaboration has been established with the film-, music- and gaming industries, as well as with various designers of innovative food experiences. The attention generated through the activities has considerably strengthened Nordic food's position as an independent creative industry.

DELICIOUS FOOD PRESENTATIONS AS PILOT PROJECTS

Two of the pilot projects that have been carried out were developed in cooperation with Nordic Food Diplomacy, i.e. New Nordic Computer Food in San Francisco and Nordic Kitchen Party at the Cannes Film Festival. Designed to support networking and promotion of the Nordic film- and gaming industries, the events received a positive response from all

involved and attracted attention from international press.

New Nordic Food II also introduced creative approaches to Nordic cuisine at You Are In Control – an international conference on digital business development in the creative industries, held in Reykjavik. An innovative meal concept was presented in collaboration with Designers & Farmers, restaurant Hörpudiskur and Kiasmos.

Preparations for Nordic Cool in Washington – a massive programme with focus on Nordic culture, including Nordic food – are well on the way. The event will be staged in the beginning of 2013. Nordic Cool will be carried out by the Kennedy Center and is planned together with the Nordic embassies in Washington, with support from the Nordic Council of Ministers.

INNOVATION, CREATIVITY AND NETWORKING WORKSHOPS

Several workshops have been carried out, addressing innovation, creativity and networking with focus on food and creative industries.

A workshop on food and architecture's significance for the Nordic societies was

PHOTO: NEW NORDIC FOOD II



“Our aim is to establish a structured approach for how to directly connect Nordic food to activities in the creative industries”

ELISABET SKYLARE, FOOD AND CREATIVE INDUSTRIES PROJECT MANAGER

held at Stokkøya in September 2012, together with Bygda 2.0. The workshop shed light on how creative and cultural sectors, such as architecture and food, can create value, whether in economically challenged rural areas or those with more stable economic resources.

The creative aspect of Nordic food was also addressed at GeneratorSverige in Gävle in November 2012, under the headline ‘Food as a branding tool and as art!’ The gastronomic input at the workshop was supplied in cooperation with Madeleine’s Madlab and MoMuMat.

NEW NORDIC FOOD ON THE RIGHT TRACK

One of the most significant events was a workshop for Food and Creative Industries, staged in the World Design Capital 2012, Helsinki. The workshop took place in September 2012.

Professionals gathered for the first time to discuss Nordic food as a creative industry and how it should relate to other creative Nordic industries. The subjects included concept definitions, how the combined efforts can create Nordic added value, which target groups should be prioritised and how to finance and communicate events involving gastronomy. In the spirit of the programme, discussions were combined with a design exhibition and inspirational food performances.

“The workshop in Helsinki was a major milestone and we received very important input from the participants. We got confirmation that New Nordic Food is heading in the right direction and generating added value for all concerned”, says project manager Elisabet Skylare. As a direct result of the successful meeting in Helsinki, a follow-up



PHOTO: NEW NORDIC FOOD II

ONE OF THE MOST SIGNIFICANT EVENTS WAS A WORKSHOP STAGED IN HELSINKI, THE WORLD DESIGN CAPITAL 2012.

workshop was held in Copenhagen in December 2012.

“This was the first step towards a more formalised network of professionals involved in creating food experiences in the Nordic countries”, Skylare says. ●

A WORKSHOP ON FOOD AND ARCHITECTURE’S SIGNIFICANCE FOR THE NORDIC SOCIETIES WAS HELD AT STOKKØYA IN SEPTEMBER 2012.



PHOTO: NEW NORDIC FOOD II

INFO

Project costs: 1,300,000 DKK

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www.newnordicfood.org/projects/food-creative-industries/

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THE NORDIC COUNTRIES AS A GASTRONOMIC REGION

Nordic cuisine has become an important factor in attracting tourists to the region. New Nordic Food II encourages cooperation between the countries to strengthen the common gastronomic profile even further and optimise the use of it as a selling point in tourism.

PHOTO: NEW NORDIC FOOD II



NEW NORDIC FOOD II AIMS TO INCREASE USE OF FOOD IN MUSEUM ACTIVITIES AND OTHER DESTINATION DEVELOPMENT.

ENORMOUS UNTAPPED POTENTIAL

The region's rich food culture and quality restaurants have become world-renowned in recent years and tourists increasingly associate the Nordics with the pleasure of enjoying fresh, local and sustainable foods. All the national Nordic tourism entities actively use food, gastronomic events and the culinary heritage in their national branding.

"Promoting the Nordic profile is important because culinary tourism is on the rise. There is a sizeable increase in the number of people who travel for food, and we see

these 'foodies' coming to the Nordic region from all over the world", says project manager Charlotta Ranert.

New Nordic Food II has organised two workshops to increase collaboration between the countries in order to fully exploit the potential of branding the region as a gastronomic destination. In addition, PR efforts will be carried out to draw notice to New Nordic Food II activities within this growth area in tourism.

WORKSHOP ON GASTRONOMIC TOURISM IN STOCKHOLM

Representatives from the national Nordic tourism organisations gathered in Stockholm in June 2012 to discuss how culinary tourism is being used in promotion of the five countries. The workshop was organised in cooperation with Visit Sweden.

The 25 participants reflected upon how the region's gastronomic qualities can be used in international marketing and discussed the synergies of cooperation and comparison of branding methods. Street food was identified as a particularly interesting cooperation project from the tourism industry's perspective. The reason

being its large development potential within the New Nordic Food ideology and its future marketing value.

"People who come to the Nordics to enjoy food visit our many gourmet restaurants, but there is also a need for alternatives to fine dining. A lot has been happening with street food around the world in recent years and we want to use that as an inspiration to spark a Nordic Street Food revolution", Charlotta Ranert says. This effort was kicked off with a two-day conference on Nordic Street Food in Malmö in February 2013.

FOOD AND COMMUNICATION OF COASTAL CULTURE

To follow up on a conference on seafood and cultural heritage, which was held Bergen in June 2012, New Nordic Food II invited people from Nordic coastal museums and maritime attractions to a workshop in Oslo in October.

Nordic cuisine largely originates from the proximity to the sea, and food traditions can therefore play a vital role in communication about coastal attractions, history and culture. The workshop allowed participants to share knowledge on how the close relation between the sea and

“Promoting the Nordic profile is important because culinary tourism is on the rise”

CHARLOTTA RANERT, PROJECT MANAGER

traditional foods can be integrated in storytelling – whether directly in exhibitions and visitor activities or through meals and products available in the museums.

“The workshop was our first attempt at encouraging maritime attractions to think food into their operations to a larger degree. At the moment, only a few of them have the necessary facilities and personnel to develop food activities, so there is definitely room for improvement”, says Ranert.

An interesting outcome of the project is a dialogue with Nordic museum organisations about developing food activities for museums in general, on a Nordic level. A pilot project, involving five different Nordic museums, has already applied for funding. ●

NORDIC CUISINE LARGELY ORIGINATES FROM THE PROXIMITY TO THE SEA.



PHOTO: NEW NORDIC FOOD II



PHOTO: SEPPÖ SAMULI

INFO

THE NORDICS AS A GASTRONOMIC REGION – Project costs: 400,000 SEK

FOOD AND COASTAL CULTURE – Project costs: 200,000 DKK

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www.newnordicfood.org/projects/nordic-food-diplomacy/the-nordic-countries-as-a-gastronomic-region/

www.nynordiskmad.blogspot.com

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CHILDREN AND FOOD IN THE NORDICS

Promoting a healthy food culture among Nordic youth has been a major priority for New Nordic Food II from the beginning. The aim is to lead children to richer taste experiences and quality foods, and thus prepare them to make educated food choices in the future.

YOUNG APPRECIATION OF HEALTHY, TASTY FOODS

The philosophy behind Children and Food is that an early introduction to quality products, full of flavour, is the best way to develop children's passion for food. The programme is driven by Nordic food's many qualities, sustainability and proximity to nature.

"We need to make sure that children enter into natural contact with the huge spectrum of Nordic quality foods. To create a good foundation, we need to direct our attention to the children, says Harriet Strandvik, project manager for Children and Food in the Nordics.

Taste and involvement are at the heart of the programme's ideas. Parents are urged to engage children in cooking, as this inspires them to taste new things and learn about the qualities of Nordic food.

"When you start cooking, there is a natural way of learning things. The children experience the raw materials and products directly, develop their food language and get familiar with different tastes. This creates an enthusiasm and a natural hunger for more knowledge", Strandvik explains.

A LARGE NUMBER OF PROJECTS ON CHILDREN AND FOOD

80 initiatives occupied with children, food and health are the backbone of a Nordic network created through New Nordic Food II. Projects evolve around everything from improving food education to increasing young people's consumption of fish. An important issue is to provide research-based knowledge on Nordic food's nutritional qualities.

"We need to provide more evidence of why families in the Nordic countries should

choose Nordic foods and further clarify the taste and health perspectives of that choice", says Strandvik. A central effort in this regard is the Danish OPUS project, which publishes its results in 2013.

Maintaining and expanding the network is central on the project's current agenda. For that purpose, Children and Food was represented at a conference about better meals in preschools, organised by the Swedish National Food Agency and Allebarnsrätten in June 2012, and at a workshop about food culture and children in Jyväskylä in September.

EDUCATING YOUNG NORDIC TASTE BUDS

New Nordic Food II encourages schools and institutions to take a more active part in introducing children to good food and tasty ingredients. Improved school meals and taste education are efficient ways of introducing children to the fantastic world of food. Taste education has already made its way to the schedules in a number of schools and kindergartens, often inspired by the French Sapere principles.

"Taste education is the perfect tool to encourage children to eat more varied and healthy foods, and inspires them to taste everything the Nordic kitchen has to offer.

THE PHILOSOPHY BEHIND CHILDREN AND FOOD IS THAT AN EARLY INTRODUCTION TO QUALITY INGREDIENTS IS THE BEST WAY TO DEVELOP CHILDREN'S PASSION FOR FOOD.

PHOTO: GUNNAR MAGNUSSON



“We need to provide more evidence of why families in the Nordic countries should choose Nordic foods and further clarify the taste and health perspectives of that choice”

HARRIET STRANDVIK, CHILDREN AND FOOD IN THE NORDICS PROJECT MANAGER

The aim is to educate children, through all their senses, to become independent and aware consumers”, says Strandvik.

**CHILDREN CAN! –
INSPIRING MEAL PREPARED BY KIDS**

The New Nordic Food II conference in Oslo, 6-7 November 2012, was an important highlight for the programme. The conference featured a section entirely dedicated to healthy nourishment and tasty food experiences for Nordic youth.

To show that children are both capable and willing to engage in gastronomic adventures, 34 school kids prepared an

inspiring lunch for the 200 attendees. The food happening created an island of bustling cooking activity and left no one in doubt about Nordic youth’s sense of quality and creativity in the kitchen. The lunch was organised in cooperation with Geitmyra Culinary Centre for Children. The great result was not least thanks to an enthusiastic effort from the 7th graders from Ila Skole in Oslo.

“This embodies our goal. Getting children excited about making nice food. The kids really wanted to prove to us adults that they could cook a fantastic meal”, Strandvik says. ●



CHILDREN CAN! 34 SCHOOL KIDS PREPARED AN INSPIRING LUNCH AT NEW NORDIC FOOD II'S CONFERENCE IN OSLO.

PHOTO: GUNNAR MAGNUSSON



INFO

Project costs: 1,200,000 DKK

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COMPETITION FOR YOUNG NORDIC CHEFS – NORDIC FOOD DAY IN DC SCHOOLS

In October 2011, the winners of Nordic Innovation’s competition for young Nordic chefs travelled to Washington to cook for 30,000 American school children. They demonstrated Nordic cuisine’s ability to spark the joy of food through tasty and nutritious school meals.

PHOTO: CAMILLA ADOLFSSON



YOUNG NORDIC CHEF MAGNUS WESTLING FROM SWEDEN.

NORDIC YOUTH, PASSIONATE ABOUT COOKING

Nordic Innovation invited Nordic youth, aged 18-24 and passionate about cooking, to participate in a competition about creating a simple and healthy meal, using Nordic produce.

The hopeful youngsters were asked to film their cooking and explain why they had chosen the Nordic ingredients they used. A panel of judges evaluated all applications, based on the recipe and the candidates’ ability to present the food in an appealing way. Enthusiasm and knowledge about Nordic food were important selection criteria.

Five winners were picked for participation in an exciting trip to Washington, filled with cooking-related activities under the guidance of Nordic mentors. The winners visited one of Washington’s leading gourmet restaurants and participated in preparing food for a reception at the Norwegian ambassador’s residence.

“The idea was to introduce the children to Nordic food culture and inspire them to a healthier diet”

INTRODUCING AMERICAN YOUTH TO NORDIC FOOD VALUES

The most important activity, however, was to make healthy and tasty Nordic school meals for students in public schools in the Washington area. The idea was to introduce them to Nordic food culture and inspire them to a healthier diet.

Nordic food was put on the table for an impressive 30,000 kids during the event, called Nordic Food Day in DC Schools. The school kids were invited to ask questions about the Nordic countries, their culture and food, and young musicians performed Nordic music. A relaxed visit from Prince Daniel of Sweden added a royal dimension to the kids’ experience.

Preparing food for so many people is not an easy task, but the young chefs put in an inspirational effort. All five were applauded for their positive approach to the food preparation and the practical challenges they encountered.

NEW TARGET GROUPS FOR NORDIC FOOD

New Nordic Food is often promoted internationally through gourmet experiences. The idea behind Nordic Innovation’s cooking competition and Nordic Food Day in DC Schools was to address an entirely different audience. School kids were selected with a reference to the long tradition of serving meals in Nordic schools.

The ambition was twofold – to increase interest in the food culture among Nordic youth and to spread the joy of cooking and

eating healthy foods in American schools. New ways of engaging young target groups in Nordic food were tested, with encouraging results.

MULTI-LEVELLED EFFORT CREATED AN EXTRAORDINARY EVENT

The meals were planned in cooperation with the organisation that coordinates all food supply to public schools in Washington. Strict demands to what the meals should include and how they should be served had to be met. This was the first event for the school system’s international food and culture programme – and a mission successfully accomplished.

Organisation of the Nordic Food Day was mostly in the hands of Nordic Innovation, the Nordic embassies in Washington and New Nordic Food II. The cooperation with the embassies was very fruitful with

PHOTO: FILTHY FRAMES



PRINCE DANIEL OF SWEDEN SPEAKS TO SCHOOL KIDS AT NORDIC FOOD DAY IN DC SCHOOLS.

regards to practical arrangements and finding commercial partners and sponsors for the event. The entire process therefore gave valuable insights into cooperation models and preparations for international, large-scale New Nordic Food events. ●

INFO

Combined budget for the Competition for young chefs, Nordic Food Day in DC Schools and Nordic Food Days in Washington: 1,200,000 NOK

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www.newnordicfood.org/projects/nordic-innovation-food/

REPORT: Challenges and possibilities for the chef profession, see
www.newnordicfood.org/projects/challenges-possibilities-for-the-chefs-profession/

www.nynordiskmad.blogspot.com

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NORDIC GASTRONOMY EVENTS IN WASHINGTON AND TOKYO

Some of the region's most decorated chefs introduced the innovative Nordic cuisine at food events in Washington and Tokyo. Master classes, press events and guest appearances at leading restaurants generated much interest in the Nordic gastronomy.

PHOTO: NORDIC INNOVATION



CLOSE COOPERATION WITH THE NORDIC EMBASSIES

Nordic Food Days in Washington and Nordic Star Chefs in Japan were organised by the local Nordic embassies, with support from Nordic Innovation and New Nordic Food II.

The aim was to raise the awareness about Nordic food culture and foster Nordic cooperation when promoting the region and its commercial interests. Both events provided insights into how the New Nordic Food platform can be used in similar promotion in the future.

NORDIC FOOD DAYS IN WASHINGTON

The event in Washington drew attention to Nordic cuisine's international success and the fact that the region now hosts some of the world's best chefs and restaurants. Held in June 2011, this was the first

organised effort to bring a team of Nordic top chefs to the United States.

Six of Nordic cuisine's finest representatives held exclusive cooking master classes and produced fantastic culinary experiences at Washington's prime restaurants. Various food happenings introduced New Nordic Food's back to basics approach and its focus on local, fresh and seasonal food.

NORDIC STAR CHEFS IN JAPAN

Growing interest in the Nordic cuisine from Japanese media sparked the idea of

organising a Nordic food event in Tokyo. Main highlights were a well-visited workshop about New Nordic Food's ideology, a master class at the prestigious Hattori Nutrition College, a large press conference and inspiring collaboration between Nordic and Japanese chefs.

The event successfully illustrated the depth and variety of the new Nordic cuisine and attracted attention from a broad range of media. Cultural exchange between Japan and the Nordics has increased as a result, and new initiatives in Japan are already on the drawing board. ●

INFO

Combined budget for Nordic Food Days in Washington, the Competition for young chefs and Nordic Food Day in DC Schools: 1,200,000 NOK
Nordic Star Chefs in Tokyo. Project costs: 290,000 NOK

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CHALLENGES AND POSSIBILITIES FOR THE CHEF PROFESSION

A group consisting of capacities within culinary education, Nordic cuisine and tourism have looked into ways to encourage more young people to become chefs. The results of the study show that the many interesting career choices in Nordic gastronomy need to be publicised to ensure a continued influx of youth into the profession. This is vital for Nordic cuisine's future.

GASTRONOMY AND TOURISM IN LIVELY GROWTH

A report with the group's results was published in October 2012, exploring the current status of the chef profession, the challenges it faces, and – most importantly – the career prospects for those who act on their passion to become chefs.

“Our study shows an abundance of career alternatives for newly educated chefs. The Nordic cooking milieu is booming and future scenarios for the profession are attractive”, says Harald Osa from the Norwegian Food Culture Foundation, chef and project manager.

The report identifies key areas where a large number of job opportunities for the chef profession are being created. The combination of gastronomy and tourism is in rapid growth and many culinary initiatives are being launched in both the public and private sectors. These areas provide interesting opportunities for young chefs, whether looking for a job or seeking to create their own businesses.

POSITIVE PROMOTION OF CREATIVE ASPECTS

Youth unemployment rates in the Nordics are high, a fact that emphasises the value of these new opportunities. The working

group finds it important that the profession is promoted actively towards Nordic youth and that the creative and positive aspects of cooking are made more visible.

“The kitchen work environment is often presented as quite harsh in TV-shows about the cooking industry. This can be quite intimidating for young, soon-to-be culinary geniuses. We need to be innovative to find ways of demonstrating the great pleasures of cooking and the enjoyment associated with eating good food”, says Harald Osa.

NORDIC FOLLOW-UP

The report pointed out where a Nordic effort would be most beneficial in order to encourage more young people to make their careers on the Nordic gastronomy scene.

The recommendations include the creation of a Nordic Food Culture Day, appointment of Nordic food ambassadors in the ages 18–25, further mapping of common Nordic education and chef training, and increased cross-sector collaboration between ministries on the national and Nordic levels. Group members have committed to introducing the study's conclusions towards all relevant groups and authorities in their respective countries. ●

INFO

Project costs: 150,000 DKK – Financed by the Nordic Council of Ministers and the Norwegian Ministry of Agriculture & Food

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NORDIC PUBLIC FOODSCAPES – FOOD FOR MANY

Public Foodscapes aims to contribute to ambitious visions for public and institutional meals in the Nordic region. Higher quality food and a more complete meal experience represent a great potential for the welfare systems, public health, local food economies and the environment.

PHOTO: NEW NORDIC FOOD II



IMPROVED PUBLIC FOODSCAPES CONTRIBUTE TO BETTER HEALTH, SUSTAINABILITY AND WELFARE IN THE NORDIC SOCIETIES.

DELICIOUS, HEALTHY AND SUSTAINABLE MEALS – IN NICE SURROUNDINGS

In the Nordic region, the public system inevitably has to play a larger role in encouraging innovation on food served in kindergartens, schools, hospitals and other institutions. Public Foodscapes promotes the idea that New Nordic Food, when thought of as an integrated part of all welfare services, has a unique potential for the Nordic welfare systems.

“The idea is to put people at the centre of a satisfying food experience by serving delicious, healthy foods, made from local quality products”, says Sofie Husby, Public Foodscapes project manager.

She emphasises that creating attractive public foodscapes is not only about the taste and quality of the food. The surroundings in which the meals are served are an absolutely essential part of the meal experience.

“Public and institutional meals should be served in pleasant spaces, designed for

“The idea is to put people at the centre of a satisfying food experience by serving delicious, healthy foods, made from local quality products”

SOFIE HUSBY, PUBLIC FOODSCAPES PROJECT MANAGER

that exact purpose. It gives a much more complete experience to enjoy the meal in a bright and comfortable environment. And the more pleasant the meal experience, the better its nutritional advantage”.

The approach involves using public procurement to create a demand for local produce, thus nourishing local economies and reducing negative effects on the environment.

FIRST STEPS TOWARDS A NORDIC STRUCTURE

Nutrition and food specialists from all five Nordic countries have taken the first steps towards creating a structure that promotes knowledge about the role of food in Nordic welfare services.

The process was initiated at the New Nordic Food II conference in Helsinki in October 2011, where some of the best Public Foodscapes practices from the

Nordic countries were presented. The conclusion was clear – a more holistic approach is needed in the work with public and institutional meals.

In 2012, the Public Foodscapes group met at a one-day seminar in Copenhagen and at the New Nordic Food II conference in Oslo in November. In conjunction with the conference, a workshop was held to refine the programme’s main goals. Specialists from different backgrounds provided their insight into the various dimensions of further developing the public meal vision.

NORDIC PUBLIC FOODSCAPES COUNCIL

A key assignment for the group is to lay the groundwork for the establishment of a Nordic Public Foodscapes Council. The council will strengthen food’s contribution to general public health, local and regional food economies and sustainability and welfare in the Nordic societies.



PHOTO: JANNIE VESTERGARD

“Politicians, public sector officials and other decision makers also need to be involved and educated on the issue. An important part of the council’s work will be to further cooperation between all the different professions and meet their needs for training, information and education”, Husby explains. ●

INFO

Project costs: 380,000 DKK

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PHOTO: JANNIE VESTERGARD

NORDIC CULTURAL HERITAGE AND SEAFOOD

Fishing and seafood processing have always had great impact on employment in local coastal economies and been a crucial resource for the Nordics. Despite this, traditional food's presence in Nordic coastal museums is limited. 100 participants met at a conference in Bergen in June 2012 to discuss how seafood's cultural heritage can be of use in value creation and destination development.

KNOWING THE HISTORY OF A VITAL NORDIC FOOD

The purpose was to strengthen knowledge and awareness of seafood's cultural heritage, showing how traditions and culture can be a resource for modern seafood businesses, travel and service industries, and local and regional development.

"More and more historians, ethnologists and sociologists have started focusing their research on food, coastal areas and the Nordic cultural heritage. The conference aimed at presenting seafood's historical significance, looking into modern day export and discussing how Nordic museums use the food heritage in their presen-

tations", says Liv Ramskjær, senior adviser at Arts Council Norway.

Main organisers were the Norwegian Directorate of Fisheries, Norwegian Coastal Administration, Directorate for Cultural Heritage and Arts Council Norway. Conference participants were mostly from universities, museums, public administration and businesses.

ANCIENT METHODS AS A LOCAL RESOURCE

The programme was dedicated to cultural and historical presentations of food traditions in the Nordic countries – fishing, processing, food preparation and export of seafood products. The presentations set the scene for discussions on how this heritage can be used to maintain and create businesses along the coastlines.

Conference guests talked about the great potential of creating niche products for the modern Nordic cuisine and consumer, using traditional methods to make foods of the highest quality. It was agreed that preserving knowledge about local resources and traditional food processing is essential to keep Nordic coastal societies thriving.

DEVELOPING DESTINATIONS THROUGH TRADITIONAL FOODS

Destination development was also a central subject, with focus on how museums use seafood in their presentation of local coastal culture.

In view of the significance the sea has had, remarkably little attention is devoted to the the raw materials that built the foundation of the coastal communities. Instead of giving guests a taste of the traditions, anonymous fast food is still being served at many of the museums.

"The conference was yet another sign of how the interest in Nordic food is constantly spreading to new professions. Museum representatives expressed great interest in further developing the gastronomic aspect of their activities", says New Nordic Food II programme coordinator, Magnus Grøntoft.

As a consequence, a more pragmatic workshop on food and coastal culture was staged in October 2012. See the article about 'The Nordic countries as a gastronomic region'.



PHOTO: NEW NORDIC FOOD II

“More and more historians, ethnologists and sociologists have started focusing their research on food, coastal areas and the Nordic cultural heritage”

LIV RAMSKJÆR, SENIOR ADVISER AT ARTS COUNCIL NORWAY



PHOTO: NEW NORDIC FOOD II

INFO

Project costs: 470,000 DKK. Financed by the Nordic Council of Ministers

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NEW NORDIC DIET

What do we know about Nordic food's nutritional qualities? How can the Nordic cuisine's health promoting aspects improve the general state of health? These are some of the questions New Nordic Diet seeks to answer through research collaboration between chefs, food industry, academia and health authorities.

PHOTO: NEW NORDIC FOOD II



DETAILED DOCUMENTATION NEEDED

More detailed documentation is required before Nordic food can be branded as a healthier nutrition choice. New Nordic Diet's purpose is to create an overview over the studies already conducted and promote research in areas where knowledge about Nordic food's nutritional value is somehow limited.

DEFINING NEW NORDIC DIET

Lund University was the host of a Nordic workshop under the headline 'What is New Nordic Diet?' in January 2012. Invitees included chefs and nutrition specialists, technology developers, product designers and representatives from the food industry and the public sector.

Data comparing food consumption in the Mediterranean countries and the Nordics between 1964 and 2007 was presented, showing that the development in the Nordic countries is aligned with nutritional recommendations from WHO/FAO.

"We agreed to initiate a Nordic health research project looking into how food guidelines and the Nordic nutrition recommendations can be translated into tasty, attractive meals in institutions and homes. The first step of the project is to

invite to an anthology workshop to collect data about the positive aspects of Nordic food", says project manager Pernille Baardseth.

Project partners include the Nordic Council of Ministers and New Nordic Food II, NoCe, OPUS, Nordic Nutrition Recommendation, Norwegian Directorate of Health, Swedish National Food Agency, National Finnish Nutrition Council and FAO.

PRESENTATIONS AT MAJOR NORDIC FOOD CONFERENCES

Results from the workshop were presented at the 10th Nordic Nutrition Conference in Reykjavik in June 2012 and at the New Nordic Food II conference in Oslo in November.



PHOTO: GUNNAR MAGNUSSON

“We need research projects that analyse Nordic ingredients’ nutrient composition and how the food’s health qualities are affected as it moves along the food value chain”

PERNILLE BAARDSETH, PROJECT MANAGER

PHOTO: NEW NORDIC FOOD II



The two events provided an opportunity to present the ideas to a large number of leading food experts in the Nordic region. New Nordic Diet drew their attention to the fact that nutritional quality of Nordic food is not sufficiently documented, and presented ways to close this knowledge gap.

“We need research projects that analyse Nordic ingredients’ nutrient composition and how the food’s health qualities are affected as it moves along the food value chain – from raw ingredients and products to processing and preparation”, Baardseth explains. “Also, we need to look at what happens after the food has been consumed; which nutrients does the body absorb from Nordic foods and how do they affect mental and physical health?” ●



PHOTO: NEW NORDIC FOOD II

INFO

Project costs: 400,000 DKK

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SEAWEED – A TRADITIONAL NORDIC FOOD INGREDIENT

Seaweed is an unexploited resource in the Nordic countries. Historically an appreciated part of the region's nourishment, it is now only used in Nordic cooking to a very limited degree. New Nordic Food II has looked into how seaweed can regain its status in the Nordic kitchen and the commercial opportunities this would create.

NEW NORDIC PRODUCTS BASED ON HISTORIC USE OF SEAWEED

First step of the mission was to assemble information about past use of seaweed in Nordic cooking. This historical background provided New Nordic Food with inspiration on how to process and cook this rather unusual ingredient.

Increased use of seaweed represents a large commercial value for Nordic companies within aquaculture and food production. Many Nordic restaurants have introduced it on their menus and consumer interest is on the rise.

“There are enthusiasts all around the Nordic region, which have started to use seaweed in cooking and in product development. It is an ingredient that fits well into the health wave, people want products that are good to use in cooking and have high nutritional values. Our mission is to make seaweed more available to consumers”, says Janet Fríða Johannesen, project manager of New Nordic Food II's maritime initiative.

Star chefs, seaweed farmers, researchers and producers met in Copenhagen in August 2011 to discuss how best to exploit this hidden resource of the cold and clean Nordic waters.

KNOWLEDGE, CULTIVATION AND BALANCED HARVESTING

The effort to re-introduce seaweed as a typical Nordic ingredient requires that information about its attributes and the many ways it can be used in cooking is made readily available.

The workshop recommended the creation of a website about the use and consumption of seaweed, where all relevant information on its bioactive ingredients, nutritional composition and other virtues could be found. The experts identified education of Nordic consumers as a prerequisite for increasing seaweed's

PHOTO: NEW NORDIC FOOD II



INFO

Project costs: 150,000 DKK

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www.newnordicfood.org/projects/seaweed-the-maritime-initiative/

www.nynordiskmad.blogspot.com

www.youtube.com/nynordiskmat

www.facebook.com/nynordiskmad

www.twitter.com/nynordiskmat

“There are enthusiasts all around the Nordic region, which have started to use seaweed in cooking and in product development”

JANET FRÍÐA JOHANNESSEN, PROJECT MANAGER OF NEW NORDIC FOOD II'S MARITIME INITIATIVE

PHOTO: NEW NORDIC FOOD II



popularity. Special emphasis should be on presenting it to children as an interesting and tasty ingredient.

New Nordic Food II aims at a balanced and sustainable utilisation of this vast resource. This means increasing natural seaweed harvesting to a certain degree, but also requires more seaweed farming to secure a sufficient and sustainable supply.

“We are working on a new Nordic project that aims at looking further into the possibilities of utilising seaweed today, based on the past use of this appetising Nordic ingredient. The project will improve and expand our knowledge on the use of seafood as a raw ingredient and as part of new food products”, says Johannesen. ●

INCREASED USE OF SEAWEED REPRESENTS A LARGE COMMERCIAL VALUE FOR NORDIC COMPANIES WITHIN AQUACULTURE AND FOOD PRODUCTION.



PHOTO: NEW NORDIC FOOD II

NEW NORDIC FOOD AND CULTURE

The subject of food as a principal cultural element has been given high priority on the New Nordic Food II agenda. Food specialists, artists, designers and researchers have contributed to the definition of food as culture – from a traditional gastronomic perspective and from a broader cultural view.

PHOTO: MIXOLOGY



FOOD CULTURE DISCUSSED IN AALTO'S NORDIC HOUSE IN REYKJAVIK

The New Nordic Food II programme 2010-2014 has an ambition to use the connection with culture to communicate the values of New Nordic Food, through activities with a strong, aesthetic dimension. This bond between food and culture is the backdrop of New Nordic Food II's increased cooperation with the creative industries and various cultural experts.

A diverse mix of experts met up in the Nordic House in Reykjavik in March 2011 to talk about the crossovers between food, design, art and culture.

Presentations at the forum touched upon food as a medium of expressing ideas, culture and economic and social values; the meaning of food as a statement for the individual; and if food should be regarded as a craft or as fine culture.

NEW ANGLES TO FOOD CULTURE, DESIGN AND ART

The event featured four workshops that looked at food as culture from different points of view.

“The culture forum has put the debate about food and meals as a cultural

“It is important that we continue a nuanced debate on Nordic food culture and the term New Nordic Food, across the Nordic borders and involving specialists from all relevant sectors”

MADS HOLM, CULTURE FORUM PROJECT MANAGER

expression on the agenda. It is important that we continue a nuanced debate on Nordic food culture and the term New Nordic Food, across the Nordic borders and involving specialists from all relevant sectors. An increased awareness of food’s cultural significance represents great value for the Nordics”, says project manager Mads Holm.

Other input was a presentation of innovative food product development and a creative meal composition, Mixology, prepared by students from Stockholm’s Konstfack and Iceland Academy of the Arts, together with one of Reykjavik’s prime restaurants, Dill.

FOOD ACTIVITIES DURING TING 2012 CULTURE FESTIVAL

New Nordic Food was also in the spotlight at culture festival TING 2012 in Helsinki, held alongside the 64th Nordic Council Session. A broad range of food activities were on the programme, organised in cooperation with Nordic Culture Point and the Finnish cooking scene. Culinary experiences were more prominent at the festival than ever before.

The main event was a Nordic lunch at a farmers market in Kluuvi shopping mall, composed by three young chefs under the supervision of Heikki Ahopelto. The lunch’s theme was simple and healthy Finnish food, suitable for being served in public institutions.

Furthermore, New Nordic Food was served at the festival’s opening ceremony, at

meals during the Nordic Council Session, in primary schools in the area and at prominent Helsinki restaurants.

CULTURAL PUBLIC MEALS

The aim of the collaboration with TING 2012 was to heighten the Nordic diet’s cultural anchorage among the general public, the culinary community in Helsinki and those involved in planning and creating institutional meals.

“The project was designed to initiate a dialogue that motivates an improvement of institutional meals, based on the Nordic food culture. This dialogue will hopefully inspire public institutions to raise their standards when deciding upon raw ingredients, menus, and presentation and packing of meals”, says Bettina Lindfors from New Nordic Food II.



PHOTO: SEPPÖ SAMULI

THE LUNCH’S THEME WAS SIMPLE AND HEALTHY FINNISH FOOD, SUITABLE FOR BEING SERVED IN PUBLIC INSTITUTIONS.

The Nordic lunch table concept will be restaged in near future with the objective to bring together members of the Finnish Parliament, food producers and public food services. ●

INFO

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www.newnordicfood.org/projects/food-culture/
www.ting.fi/sv/events/food (Kulturfestivalen TING 2012)

www.nynordiskmad.blogspot.com
www.youtube.com/nynordiskmat
www.facebook.com/nynordiskmad
www.twitter.com/nynordiskmat

A SOCIAL UPGRADE OF QUALITY OF LIFE IN RURAL AREAS

New Nordic Food II arranged a seminar about the value of cultural and creative elements like food and architecture for the Nordic welfare model. Held at Stokkøya in September 2012, the seminar explored how cultural values can have a positive impact on demographic composition and quality of life in rural areas.

CULTURAL ASPECTS TO UPHOLD ATTRACTIVE RURAL COMMUNITIES

Population statistics show a predominant one-way traffic from rural communities to cities. More areas are gradually being taken up by urban spaces and less and less productive soil is left to provide food for the growing populations. This global trend is also evident in the Nordics.

The seminar was organised by New Nordic Food II, Stokkøya and Bygda 2.0 to shed light on how architecture, food and other cultural elements can influence this development and inspire a positive perception of life in rural communities.

STOKKØYA AND BYGDA 2.0 VISUALISED INNOVATIVE ARCHITECTURAL CONCEPTS FOR RURAL HOUSING AND WORKSPACES.



PHOTO: NEW NORDIC FOOD II

“The question is how cultural factors like architecture and food can prevent rural flight. How can we attract people to rural areas and make sure that this is experienced as an upgrade, compared to the urban lifestyle”, says Elisabet Skylare from New Nordic Food II.

NEW FOOD PRODUCTION FOR WELFARE

The challenge is to be able to meet the modern demands for comfort, accessibility, care and proximity. Stokkøya and Bygda 2.0 visualised innovative architectural concepts for rural housing and workspaces, and increased local food production was identified as crucial in maintaining high employment rates.

“Employment and welfare can be sustained through developing new food products, rather than just selling the unprocessed raw materials. This way, food becomes an important factor in the community development”, Skylare explains.

The message was supported by good examples of how local, seasonal and sustainable foods can be developed.



PHOTO: NEW NORDIC FOOD II

CULTURAL MEETING PLACES

Elisabet Skylare adds that cultural meetings between the rural and urban are equally important.

“Stokkøya has a fantastic restaurant at the beach, which has become an important meeting point, combining nice food with other cultural activities.

By creating these spaces, new types of meetings and projects emerge. They motivate young people to become more open and innovative about the value they can create for their local communities”, Skylare concludes. ●

“The question is how cultural factors like architecture and food can prevent rural flight”

ELISABET SKYLARE, NEW NORDIC FOOD II PROJECT MANAGER



PHOTO: NEW NORDIC FOOD II

INFO

Project costs: 400,000 DKK

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www.newnordicfood.org/projects/food-creative-industries/

www.nynordiskmad.blogspot.com

www.youtube.com/nynordiskmat

www.facebook.com/nynordiskmad

www.twitter.com/nynordiskmat

SIRHA 2011 – NORDIC COOPERATION IN FOOD PROMOTION

The Nordic stand at SIRHA 2011 in Lyon, an international food service fair held in conjunction with the world's most prestigious chef competition, Bocuse d'Or, is a good example of successful joint Nordic food promotion initiatives.

PHOTO: ANDERS KEMPE



THE NORDIC STAND WAS ORGANISED BY NEW NORDIC FOOD II AND THE SWEDISH, FINNISH AND DANISH EMBASSIES IN FRANCE.

MASSIVE INTEREST IN NORDIC CUISINE

The Nordic pavilion was one of the most visited stands at SIRHA 2011 – a success most certainly supported by the fact that Nordic chefs showed their brilliance by filling all three top spots in the Bocuse d'Or competition. What is more, all five Nordic countries were represented in the first seven spots.

The Nordic stand was organised by New Nordic Food II and the Swedish, Finnish and Danish embassies in France, with support from the Danish and Swedish

Ministries of Foreign Affairs and the Finnish Ministry of Agriculture. The pavilion itself was based on a concept from the Danish Agriculture and Food Council.

Almost 500 meals and 200 tapas, all reflecting New Nordic Food's principles of pure, fresh and simple foods, were served. The stand succeeded in creating an excitement around Nordic cuisine to such a degree that the organisers had difficulties in meeting the demand for a taste of the delicious food. Visitor feedback was unreservedly positive.

NORDIC RECEPTION WITH ROYAL PRESENCE

Both national and Nordic promotion events were held at the stand. A joint Nordic reception was organised with the attendance of ministers from Denmark, Sweden, Finland and Norway, and Prince Joachim and Princess Marie of Denmark. The reception conveyed the ideas of New Nordic Food to press and other invitees, and the political backing of the talented chefs attracted attention. Later at the fair, Prince Carl Philip of Sweden visited the Nordic pavilion.

Organisers of the Nordic pavilion met with public officials and trade representatives from France, United States, Canada and Japan during the fair. Following SIRHA 2011, the embassies experienced an increased number of information requests regarding Nordic food from press, schools, catering firms and restaurants.

VALUABLE PLANNING LESSONS FOR THE FUTURE

According to the embassies involved, the pavilion brought Nordic embassies together in an unprecedented manner. It has therefore led the way for a continued and closer cooperation on such events.

PHOTO: ANDERS KEMPE



“The Nordic pavilion was one of the most visited stands at SIRHA 2011”

PHOTO: ANDERS KÆMPE



ALMOST 500 MEALS AND 200 TAPAS, ALL REFLECTING NEW NORDIC FOOD'S PRINCIPLES OF PURE, FRESH AND SIMPLE FOODS, WERE SERVED.

From New Nordic Food II's perspective, valuable experience was gathered through the project. It shows that the use of the New Nordic Food umbrella supports exports of Nordic food products, especially when projects are initiated in cooperation with national food export associations. Local cooperation and ownership of New Nordic Food II projects outside the Nordic region should also be encouraged. ●

INFO

Project costs: 200,000 SEK from New Nordic Food

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www.nynordiskmad.org/tema/sirha-2011/

www.nynordiskmad.blogspot.com

www.youtube.com/nynordiskmat

www.facebook.com/nynordiskmad

www.twitter.com/nynordiskmat

SMEs – SMALL AND MEDIUM SIZED ENTERPRISES

The Nordic countries have all established food competence centres that offer consultation services, education facilities and networking opportunities to food entrepreneurs and small-scale food producers. A workshop on SMEs and Nordic food competence centres was held in Iceland in March 2012.

HOW CAN THE CENTRES STRENGTHEN NORDIC FOOD?

The competence centres support artisan food makers and SMEs in the food industry by providing advice on everything from product development and primary production to business management, marketing, sales and distribution. The workshop was designed to build a network between the centres and come up with proposals on how their activities can support and strengthen Nordic food.

Organisations running such centres in the region include Swedish Eldrimner, Nofima in Norway, Food-Finland and Food Development Cluster Programme in Finland, Green Centre, AgroTech and Culinary Heritage Bornholm in Denmark, The Outer Islands Association in the Faroe Islands and Matís in Iceland. Similar centres from Ireland and Scotland were also present at the event.

MORE INFORMATION ABOUT NORDIC FOOD IDEOLOGY NEEDED

The workshop featured presentations on how the different competence centres answer the needs of smaller food producers and assist them in expanding their businesses.

Group discussions evolved around the question of how producers can be encouraged to develop more products reflecting the qualities of the Nordic region.

“According to the participants, local food producers need to be better informed about the New Nordic Food principles in order for this to happen. A more focused, Nordic approach would provide them with a stronger marketing position and allow them to pass the knowledge on to their retailers and customers”, says Gunthorunn Einarsdottir from Matís in Iceland.

FROM THE WORKSHOP ON SMEs AND NORDIC FOOD COMPETENCE CENTRES.

PHOTO: VALLI



NUMEROUS PROPOSALS FOR FUTURE COLLABORATION

A long list of suggestions on how the reciprocal relationship between the knowledge centres and New Nordic Food can be brought to another level was discussed. Six ideas were selected as a starting point for this increased collaboration.

Suggestions included the creation of a Nordic platform for knowledge sharing between local food producers, and the organisation of an annual meeting for the competence centres. The meetings should preferably be held in conjunction with other events displaying SME products based on the local Nordic terroir.

The participants suggested a New Nordic Food project that would bring scientific results on Nordic food’s nutritional qualities directly into play in the development of local food products and services. In addition, they encouraged the use of mobile slaughterhouses to strengthen food production and processing with links to New Nordic Food.

Furthermore, the competence centres pointed towards the need for increased education and marketing of the New Nordic Food values, both in schools and towards the general public. In order to create a strong, local food culture, the ideology should be brought into all school levels through education and food tasting. Lastly, the participants expressed their interest in creating an open-source knowledge database, where the centres could share information and exchange ideas. ●

“Local food producers need to be better informed about the New Nordic Food principles. A more focused, Nordic approach would provide them with a stronger marketing position”

GUNNTHORUNN EINARSDOTTIR FROM MATÍS IN ICELAND.

PHOTO: TORFI AGMARSSON



INFO

Project costs: 150,000 DKK

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www.newnordicfood.org/projects/small-and-medium-sizes-enterprices/

www.nynordiskmad.blogspot.com

www.youtube.com/nynordiskmat

www.facebook.com/nynordiskmad

www.twitter.com/nynordiskmat

EVENT OVERVIEW

– NEW NORDIC FOOD II

2011

JANUARY

SIRHA 2011 IN LYON. A Nordic pavilion at an international food service fair, held in conjunction with chef competition Bocuse d'Or. Organised in cooperation with the Danish, Swedish and Finnish embassies in Paris.

MARCH

CULTURAL FORUM IN THE NORDIC HOUSE IN REYKJAVIK. Food specialists, artists, designers and researchers discussed food as a cultural element, a medium of expressing ideas and values, and as an art form.

NORDIC FOOD DIPLOMACY WORKSHOP IN STOCKHOLM. Representatives from Nordic businesses and the Nordic Ministries of Foreign Affairs participated in a preparatory workshop about the use of food in the region's branding.

MAY

CHILDREN AND FOOD IN THE NORDICS. A workshop in Stockholm, which summarized the efforts to map Nordic initiatives dealing with children, food and health.

JUNE

NORDIC FOOD DAYS IN WASHINGTON. Nordic chefs introduced the innovative and ambitious Nordic cuisine to Washington DC. Organised by Nordic Innovation and the Nordic embassies in Washington.

AUGUST

WORKSHOP ON USE OF SEAWEED IN THE NORDIC KITCHEN, HELD IN COPENHAGEN. Chefs, seaweed farmers, researchers and producers discussed how seaweed could regain its popularity and importance in Nordic cuisine.

OCTOBER

NEW NORDIC FOOD II CONFERENCE, HELD IN HELSINKI – 'The potential and future of Nordic food when eating outside home.' The conference had three main themes; Children and Food, Public Foodscapes and Nordic Oat Days.

OCTOBER

NORDIC INNOVATION announces the winners of the Cooking competition for young chefs. Five winners were selected because of their ability to create and present a simple and healthy meal, using Nordic produce.

NORDIC FOOD DAY IN DC SCHOOLS, organised by Nordic Innovation. Winners of the Cooking competition for young chefs cooked a healthy, Nordic school meal for an impressive 30,000 school kids in Washington.

2012

JANUARY

WHAT IS NORDIC NEW DIET? Workshop at Lund University. Experts discussed the nutritional qualities of the New Nordic Diet and initiated research to further document its health promoting qualities.

MARCH

NEW NORDIC COMPUTER FOOD, a pilot project organised by Nordic Food Diplomacy and Food & Creative Industries at Game Developers Conference 2012 in San Francisco.

WORKSHOP on how Nordic food competence centres can assist food entrepreneurs and SMEs in developing and producing new Nordic food products. Held in Reykjavik.

APRIL

ÅLAND – LOCALLY PRODUCED. A food fair introducing the island's local food products to restaurants, cafés, canteens and food retailers. Initiated by New Nordic Food II's reference group in Åland.

SEMINAR ON PUBLIC FOODSCAPES, held in Copenhagen. The aim was to consolidate the project's working group and develop Public Foodscapes concepts for presentation at the New Nordic Food II 2012 conference.

MAY

NORDIC KITCHEN PARTY AT THE CANNES FILM FESTIVAL. A pilot project organised by Nordic Food Diplomacy and Food & Creative Industries, in cooperation with the Nordic film industry.

“New Nordic Food II is a communication programme. Our mission is to initiate diverse campaigns and events that draw attention to the new Nordic cuisine and support its continued development”

MAGNUS GRÖNTOFT, NEW NORDIC FOOD II PROGRAMME COORDINATOR

MAY

WORKSHOP ON THE NORDICS AS A GASTRONOMIC REGION. The Nordic Visit organisations gathered to talk about the value of strengthening the common Nordic food profile as a means to increase tourism in the region.

JUNE

SEAFOOD AND CULTURAL HERITAGE. A conference held in Bergen, aimed at increasing knowledge about seafood’s cultural heritage and its potential value for local and regional development and employment. Special emphasis was directed towards the use of seafood in coastal museums.

10th NORDIC NUTRITION CONFERENCE, held in Reykjavik. Nordic New Diet was presented and a Nordic lunch was served. The event focused on current research on food, nutrition and health in the Nordic countries and globally.

FROM NEW NORDIC FOOD TO NEW RURAL ECONOMY. A seminar presenting the potential of New Nordic Food’s ideology to promote local economies. Side event at Rio+20, United Nations Conference on Sustainable Development.

SEPTEMBER

POINT OF NO RETURN. Innovation workshop organised by Food and Creative Industries at a conference about food and architecture’s significance for Nordic rural areas. Held at Stokkøya in Norway.

WORKSHOP ON FOOD & CREATIVE INDUSTRIES in the World Design Capital 2012, Helsinki. Nordic professionals discussed Nordic food as a creative industry and how it should relate to other creative Nordic industries.

OCTOBER

NORDIC FOOD DIPLOMACY launches its new website, nfd.nynordiskmad.org. The site presents a comprehensive tool kit for those making use of food when promoting the Nordic countries, at home and internationally.

NORDIC STAR CHEFS IN JAPAN. Five Nordic chefs introduced Nordic cuisine at workshops and selected restaurants in Tokyo. Organised by the Nordic embassies in Tokyo, with support from Nordic Food Diplomacy and Nordic Innovation.

OCTOBER

FOOD, COASTAL CULTURE AND HISTORY, a workshop organised by The Nordics as a gastronomic region. Coastal museums and maritime attractions met in Oslo to discuss how to further integrate Nordic food in their activities.

2012 CULTURE FESTIVAL IN HELSINKI, held alongside the Nordic Council’s 64th session. New Nordic Food II organised a broad range of food activities, in cooperation with Nordic Culture Point and the Finnish cooking scene.

REPORT ON THE CHALLENGES AND POSSIBILITIES FOR THE NORDIC CHEF PROFESSION published, showing a wide range of interesting career opportunities in Nordic gastronomy.

NOVEMBER

NEW NORDIC FOOD II CONFERENCE, ‘Local, nutritious, delicious’, held in Oslo. The conference had three main sessions; Children and Food, Public Foodscapes and Food and Nutrition.

FOOD AS A BRANDING TOOL AND AS ART! – A presentation about Food and Creative Industries at an event organised by GeneratorSverige.

YOU ARE IN CONTROL – a conference on digital business opportunities in creative industries, held in Reykjavik. Food and Creative Industries introduced an innovative approach to New Nordic Food experiences.

FARMER SEEKS A CHEF – event organised by New Nordic Food II, Åland, bringing together local food producers and chefs.



MAY 2012 – NORDIC KITCHEN PARTY AT THE CANNES FILM FESTIVAL.

2013

JANUARY

ÅLAND FARM SHOP at Matka Travel Fair 2013 in Helsinki, the region's largest travel trade show. Food producer participation was coordinated by New Nordic Food II, Åland.

FEBRUARY

CONFERENCE ON NORDIC STREET FOOD IN MALMÖ. The Nordics as a gastronomic region aims at starting a Nordic Street Food revolution, together with the Nordic Visit organisations.

NORDIC COOL FESTIVAL IN WASHINGTON, organised by the Kennedy Center in cooperation with the Nordic embassies. Food and Creative industries participates in the event, which is supported by the Nordic Council of Ministers.



PHOTO: CECILIA FRANCK

FEBRUARY 2013 – CONFERENCE ON NORDIC STREET FOOD IN MALMÖ, SWEDEN.

APART FROM THESE EVENTS, NUMEROUS WORKSHOPS HAVE BEEN HELD WITHIN NEW NORDIC FOOD II'S PROJECTS AS WELL AS REGULAR MEETINGS IN THE PROGRAMME'S STEERING- AND WORKING GROUPS.

NEW NORDIC FOOD II – A POPULAR MOVEMENT CONTINUES HALFWAY REPORT 2010–2012

This report describes the activities within New Nordic Food II in 2010–2012. New Nordic Food II is a communication programme under the Nordic Council of Ministers.

Read about the programme's initiatives to bring the Nordic cuisine ideology into Nordic homes and institutions, encourage innovative product development and local food production, and design pilot projects that show how food can be used in Nordic representation and branding.

New Nordic Food II focuses on strengthening children's food culture and improving public and institutional meal experiences. It aims to reinforce Nordic gastronomy's position as a creative industry and has joined forces with other creative industries to develop inspiring meal concepts that promote the Nordic region and its gastronomy.

Nordic food products, taste, health and attractive surroundings are fundamental in all activities within New Nordic Food II.

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