

# New Nordic Food – The potential and future of Nordic food when eating outside home

## Conference in Finland

**Hilton Kalastajatorppa, Helsinki, 11-12 October 2011**

The Nordic Council of Ministers, in co-operation with Nordic Innovation, invites you to a conference about the potential and future of Nordic Food. The focus of the conference will be on one particular feature of the Nordic welfare model - eating outside home in our institutional foodscapes such as schools, hospitals and canteens. This topic is also approached from the viewpoint of climate, which is the theme of the Finnish presidency of the Nordic Council of Ministers. The first conference day culminates with a dinner in form of an exciting food event directed by Matti Jämsen, Finland's chef in Bocuse d'Or 2011.

The conference offers an excellent opportunity to meet with stakeholders from the Nordic food chain for discussions on how to utilise the potential of Nordic cuisine. With the help of social media, the conference will be reaching a new level of interactivity. There will also be several events, such as a poster exhibition, a Nordic food court and taste education workshop, which will bring the experience of Nordic cuisine closer to the conference guests.

The conference contains both plenary programme and specific programme for three subsections;

### VENUE

The conference takes place at Hilton Kalastajatorppa, located 5,5 km from the Helsinki city centre. The conference centre is easily accessible from the city centre with the tram (line no. 4, get off at the final stop).

### REGISTRATION AND FEE

The registration fee for the seminar is 1000 DKK (134 EUR), including all meals.

For registration and additional information please go to:  
<http://nynordiskmad.org/tema/nnm-ii-konferens-2011/>

Please make sure to confirm your registration by paying in advance.  
Registration deadline is Friday 23 September 2011

Food, Children & Health, Public Foodscapes, and Nordic Oat Days 2011.

The conference will be held in Scandinavian and English. Interpretation to and from Finnish will be provided.

### ABOUT THE NEW NORDIC FOOD PROGRAMME

In 2006, the Nordic Council of Ministers and the Nordic Innovation launched the New Nordic Food programme. Based on the New Nordic Cuisine Manifesto, the aim of the programme has been to strengthen the development of Nordic food production and food culture by enhancing the unique attributes of the Nordic terroir; climate conditions, taste and diversity. In 2010, the program was prolonged for another five years, until 2014.

At the conference, we will also get an update on how the second season of NNM has progressed during its first two years.

We welcome you to an exciting conference at Hilton Kalastajatorppa on 11-12 October 2011!



**newnordicfood**



**norden**

Nordic Innovation Centre

# Conference information

## EVENTS

### COMMUNICATION DURING THE CONFERENCE

New Nordic Food is a communication programme, and media plays an increasing role in the awareness of Nordic citizens and their use of Nordic food products and ingredients in their every day life. This will be highlighted during the conference in different ways. For more information, please contact Bettina Lindfors: [bl@nynordiskmat.org](mailto:bl@nynordiskmat.org).

### NORDIC FOOD COURT

A display of selected foods and related service products from the Nordic countries will be arranged in order to illustrate the richness and diversity of Nordic food.

For more information about becoming an exhibitor, please express your interest by sending an e-mail to Laura-Elina Toivola at the Finnish Ministry of Agriculture and Forestry: [laura-elina.toivola@mmm.fi](mailto:laura-elina.toivola@mmm.fi). There is a reduced registration fee of 500 DKK for the participating exhibitors.

### FOOD AND CREATIVITY

NNM II collaborates with KreaNord, which supports the development of creative interaction between food and creative business like; fashion, film, computer games, music, etc. During the conference visualisation between food and some other creative areas will be presented.

### POSTER EXHIBITION

A poster exhibition will be organised during the seminar. For guaranteed access, please contact Bettina Lindfors: [bl@nynordiskmat.org](mailto:bl@nynordiskmat.org).

## SUBSECTIONS

### FOOD, CHILDREN & HEALTH

This project aims to develop sustainability in a Nordic framework for the promotion of a healthy diet and food education in early life – Common visions of a New Nordic Diet for children. The project gathers together national initiatives, which are focused on the relationship between children, food and health. The vision is to define and promote the possibilities of giving our children better access to nutritional, tasty, and locally produced food and meals.

### PUBLIC FOODSCAPES

In the Nordic countries it is estimated that daily there are more than 5 million meals eaten outside home. The Nordic perspective is particularly interesting in connection with the public catering, because it opens up an opportunity to build a stronger identity as providers of high-quality food for many. This subsection focuses on public health and the challenges of serving local food.

The section presents developments and experiences from Nordic initiatives and projects around the topic of “public foodscapes”. The programme will show whether there is consensus on the compilation of a charter of “Better food for many - a new Nordic model.”

### NORDIC OAT DAYS 2011

Included in the conference is also the yearly “Nordic Oat Days”. The combination of the Scandinavian climate and light creates optimal conditions for oat production, and as a result of this our region produces probably the best oats in the world. Oat is also “stuffed with health promoting properties” which can bring well-being to broad consumer groups. Once a year the Nordic oat specialists meet to share their latest knowledge about oats. This year the meeting will include a global product idea mill, data on market trends and opportunities, health claims and safety environmental aspects. In the event also new delicious ways to serve oats are presented. N.B. The Nordic Oat Days start their programme already on 10 October.

# Programme

## Day 1

- 8.30 -11.30 **Registration and poster exhibition**
- 12.00 Tasty lunch prepared with Nordic raw materials**
- 13.00 **Opening and the New Nordic Food programme**  
Chairperson of NNF II's steering committee Marja Inanen (FI), Ministry of Agriculture and Forestry
- 13.10 **Welcoming words**  
Minister Jari Koskinen (FI), Ministry of Agriculture and Forestry
- 13.20 **Results of NNM II's first year**  
including "Public Food Diplomacy" and "Food and Creative Industries"  
Programme Coordinator Magnus Gröntoft (SE), New Nordic Food
- 13.40 **Eating Nordic food outside home - a mutual challenge in combating the climate change**  
Professor Sirpa Kurppa (FI), Agrifood Research Finland
- 14.00 Coffee break**  
**food court, short films about food, taste workshop and poster exhibition**
- 14.40 **Children as critical consumers and the Geitmyra project\***  
Andreas Viestad (NO)
- 15.00 **Young people eating out - new demands in a new generation**  
Director Øydis Ueland (NO), Nofima
- 15.20 **How to communicate with new media - a practical example**  
Harriet Strandvik (ÅL)
- 15.30 **Break - Communicating food with film and TV**  
food court, short films about food, taste workshop and poster exhibition
- 16.20 **Food innovations at hospitals - project results from Denmark\***  
Henrik Højgaard Rasmussen (DK), Aalborg Hospital
- 16.40 **The meaning of oats, rye and barley in the Nordic diet and traditions**  
Academy Professor Kaisa Poutanen (FI), VTT Technical Research Centre of Finland
- 17.00-18.00 **Break**  
food court, short films about food, taste workshop and poster exhibition
- 19.30 Dinner - New Nordic food and creativity**  
**Food event directed by Matti Jämsen, Finland's chef in Bocuse d'Or 2011**

\*The presentations marked with a star will be held in Scandinavian. Interpretation to and from Finnish will be provided.

# Programme

## Day 2

FOOD, CHILDREN & HEALTH		PUBLIC FOODSCAPES		NORDIC OAT DAYS 2011	
8.30	Mapping the scenery * Emil Bruun Blauer (DK) Meyers Madhus	8.30	Foodservice food culture Speaker TBA	8.30	Comparison of the Mediter- ranean and Nordic oats Viola Adamsson (SE), Lant- männen
8.50	FRIDA – New methods for involving kids voices in the daily meal Stine Rosenlund & Niels Heine Kristensen (DK), University of Aalborg	8.50	Food in hospitals - the social and cultural perspective Ylva Mattsson Sydner (SE), University of Uppsala	9.00	Oats and environment Mira Povelainen (FI), Raisio Group
9.10	From 100 Michelin stars to 100 school kitchens in 1 year* Pär Berqvist (SE), Hilanders Kitchen	9.10	Spatial perspective on hos- pital food - foodscapes as analysis frame Anna Marie Fisker (DK), University of Aalborg		
		9.30 Coffee break - poster exhibition			
10.15	Operation skolmat – taste and quality in public meals* Harriet Strandvik (ÅL), HS Consulting  A Sapere training lesson – Smaskolan ABC Riitta Cederberg (FI), Union for Home Economics Teachers	10.15	Organisation, configuration and leadership of a kitchen operation - case experi- ences from Norway Gunnar Kvamme (NO), St. Olavs Hospital	10.00	Fusarium Mycotoxins in oat production Simon Edwards (UK), Harper Adams University
10.35	Children and taste - how to teach pupils about taste Ida Berg Heuge (NO), Opplysningskontoret for Meieriprodukter	10.35	Management pitfalls - requirements for competence development Carl-Martin Faannessen (NO)	10.30	Dealing with DON in feed- stuff - testing, sorting and use of oats with different level of mycotoxins Hans Stokke (NO), Felleskjøpet Agri
10.55	Collaboration – a key to success Ragnheiður Héðinsdóttir (IS), Federation of Icelan- dic Industries	10.55	Competence boost for public food - building bridges between science and practice Enni Martanen (FI), JAMK University of Applied Sciences	10.45	Molecular breeding for enhanced food and feed quality in oat Olof Olsson (SE), Gothenburg University
11.15	Inspiration for kitchen heroes* Karolina Sparring / Johan- na Westman (SE), Allebarn- srätten	11.15	Hospital as a foodscape Bent Mikkelsen (DK), University of Aalborg	11.10	New colloidal oat ingredient Cark Maunsell (UK), Oat Services
11.35	Speed Dating for and with audience	11.35	Summary, discussion and perspectives	11.25	Functional oat fractions Juhani Sibakov (FI), VTT
				11.45	Grøt is great - marketing instant oat porridge Bent Solbakken (NO), Lantmännen Cerealia

# Programme

## Day 2

**12.00 Tasty lunch prepared with Nordic raw materials**

**13.30 Trends in Nordic food culture**  
(Moderator: chairperson of NNF II's working committee Einar Risvik (NO), Nofima)

- **Food pleasure**  
Chairperson Einar Risvik (NO), Nofima
- **Food's future in the Nordic countries: algae, bilberries or Camembert?**  
Dr. Johanna Mäkelä (FI), National Consumer Research Centre
- **Food and television**  
Creative Director Sami Garam (FI), Nordic Food Channel
- **Food and gastronomy**  
Journalist Mattias Kroon (SE), Mat & Vänner
- **Food and children, an international project**  
Speaker TBA
- **A creative and cultural view on food**  
Cultural Affairs Councillor Anna-Maija Marttinen (FI), KreaNord

**Discussion and closing remarks**

**Coffee – Conference ends**

# Appendix, Day 1 before lunch

## PUBLIC FOODSCAPES

## NORDIC OAT DAYS 2011

Monday, 19.00: Get together - Pub and Oat Idea Mill Joint brainstorming around oats with beer, bread and salads  
Place: Baker's [bar & restaurant], 2nd floor, Mannerheimintie 12, Helsinki

### 8.30 Registration and coffee

- 9.00 Opening\*  
Aage Janssen (DK), 3F
- 9.10 Procurement in the public sector - opportunities and barriers for promoting local food and the environment\*  
Pirjo Hakala-Lahtinen (FI), HUS Ravioli Hospital restaurants
- User-driven innovation in public food - school food experiences from Iceland  
Jón Axelsson (IS), Skólamatur
- Promotion of local food and climate considerations - municipal experiences from Sweden\*  
Leif Bigsten (SE), Municipality of Falköping

- 9.00 Opening  
Anu Kaukovirta-Norja (FI), VTT
- 9.10 The future of oats  
Randy Strychar (CAN), Oat Insight
- 9.40 International market opportunities for oat products  
Björn Öste (SE), Oatly

### 10.10 Coffee

- 10.35 Public food as management's response - hospital experiences from Norway\*  
Stener Kvinsland (NO), Haukeland hospital
- Hospital as a coherent foodscape - experiences from Denmark\*  
Michael Allerup Nielsen (DK), Herlev Hospital
- Hospital food 24/7 - experiences from Norway\*  
Vidar Arnesen (NO), Oslo Universitety Hospital
- Summary, ending, questions and discussion

- Healthy Consumer Products from Oats
- 10.35 Portfolio Diet  
Juscelino Tovar (SE), Anti diabetic Food Center at Lund University
- 11.05 Organic food products  
Erkki Pöytäniemi (FI), Organic Food Finland
- 11.35 Innovative oat breads  
Laura Flander (FI), VTT