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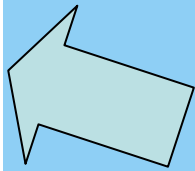
# Nordic School Food systems and approaches


## Talinn

## 1.11.2008

Nordic Forum on the topic of *Less fatt, less salt!*

# Norden

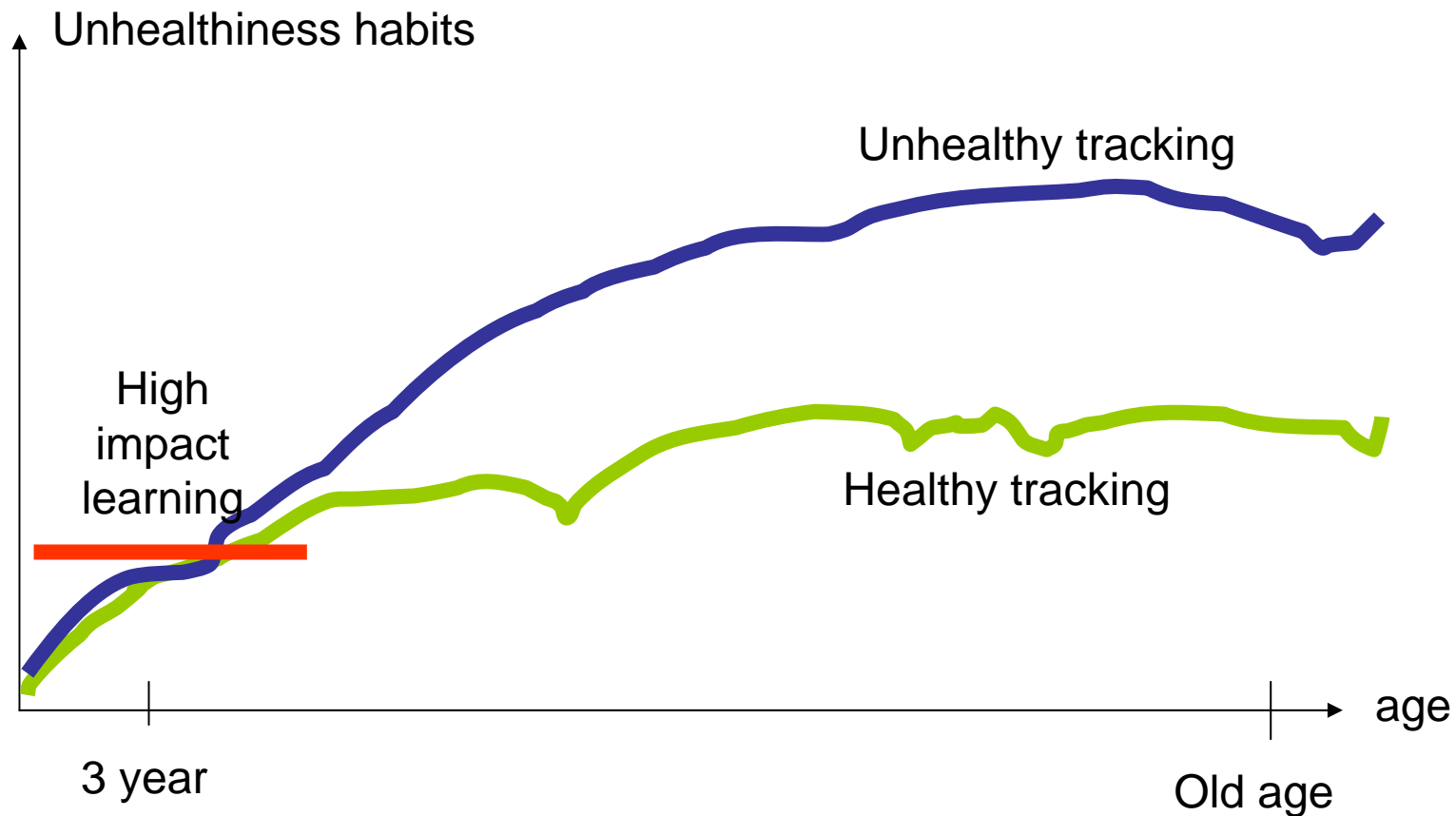




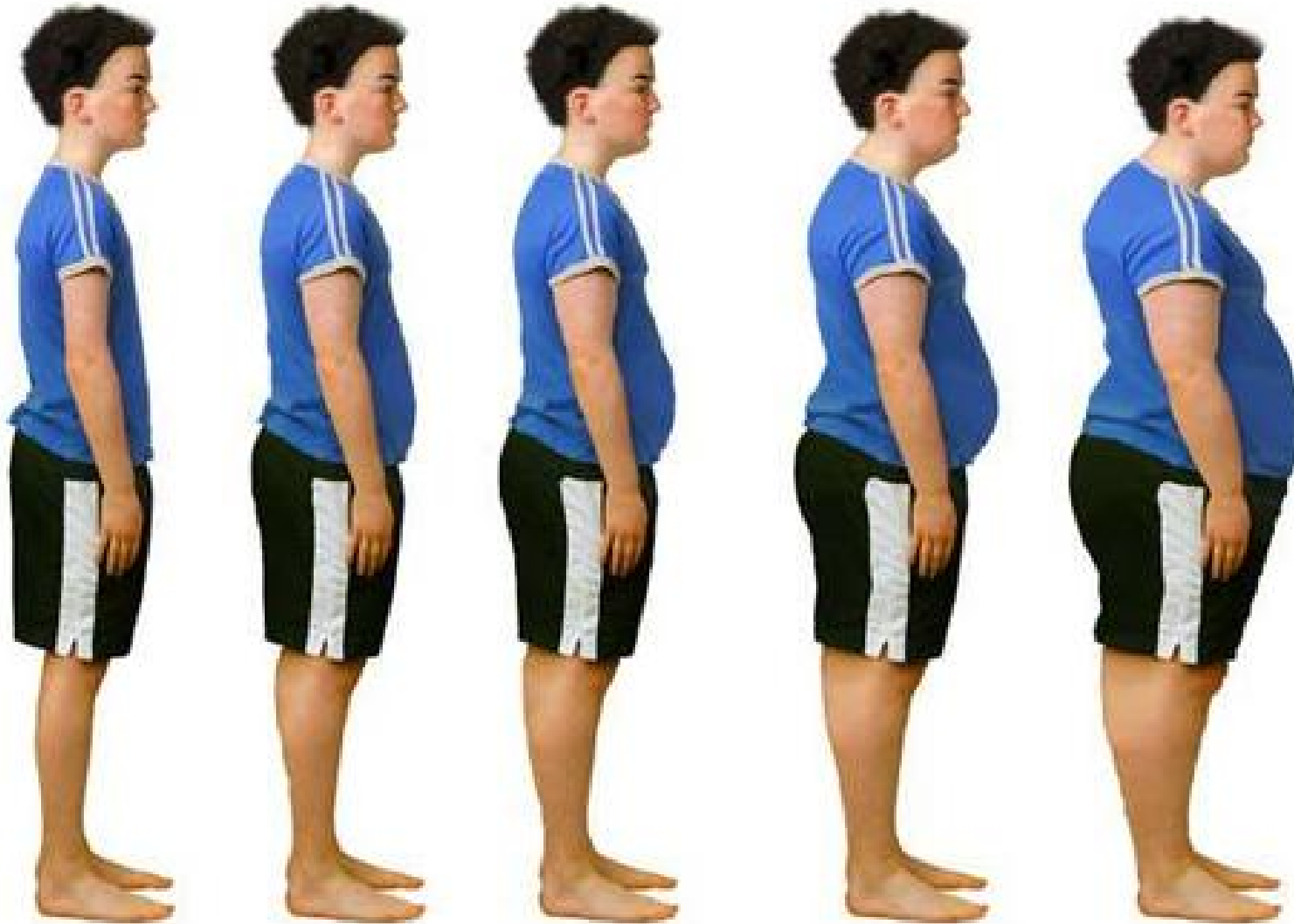
<b>Country</b>	<b>System</b>	<b>Public engagement</b>	<b>Innovation</b>
Iceland	Lunch box	Increasing	To public lunch
Norway	Lunch box	Increasing	To (free) school fruit
Denmark	Lunch box	Increasing	To school fruit and public C/H lunch
Sweden	Hot school lunch	50 years of law	Quality improvement and sustainability issues
Finland		50 years of law	

# Why is school food important?

Healthy lifeskills is believed to track



# Obesity & overweight



# Two sides of school food & nutrition

- Food service

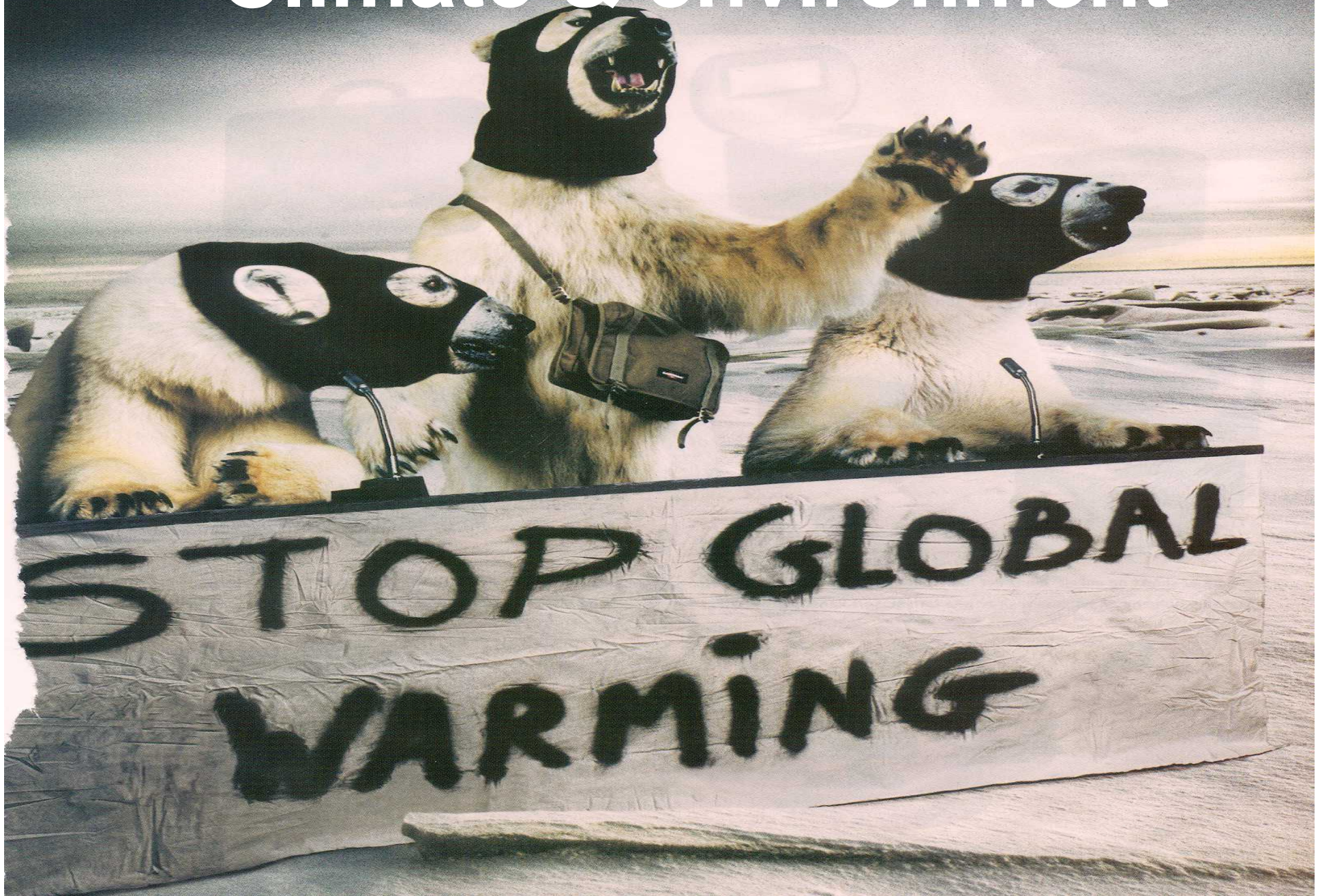


- Curricular activities





# Climate & environment





# Four types of learning about food & nutrition

1st order - hearing



3rd order - eating



2nd order - doing



4th order - talking





## Two trends in innovative school food

- Conventional public food service
- Innovative SME's

# **Main challenges**

## for school food innovation

- To research childrens preferences
- To meet guidelines
- To adapt to the school environment
- To develop new products
- To develop new concepts

# Commercial approaches to school - DK cases

Regional, national and crossnational examples



[www.foodture.dk](http://www.foodture.dk)



[www.food-lab.nu](http://www.food-lab.nu)



<http://www.123skolemada.dk/>



# Some conceptualisation challenges

*"It doesn't get nutritious before it's eaten.*

*Frankly I dont give a damn if it comply with  
nutrient recommendations.*

*If I can't get the kids to eat it does not  
matter"*

From the CEO of  
123 Skolemad

# Some conceptualisation challenges

*"We call our concept the opposite McDonald since you cannot un-choose the healthy option*

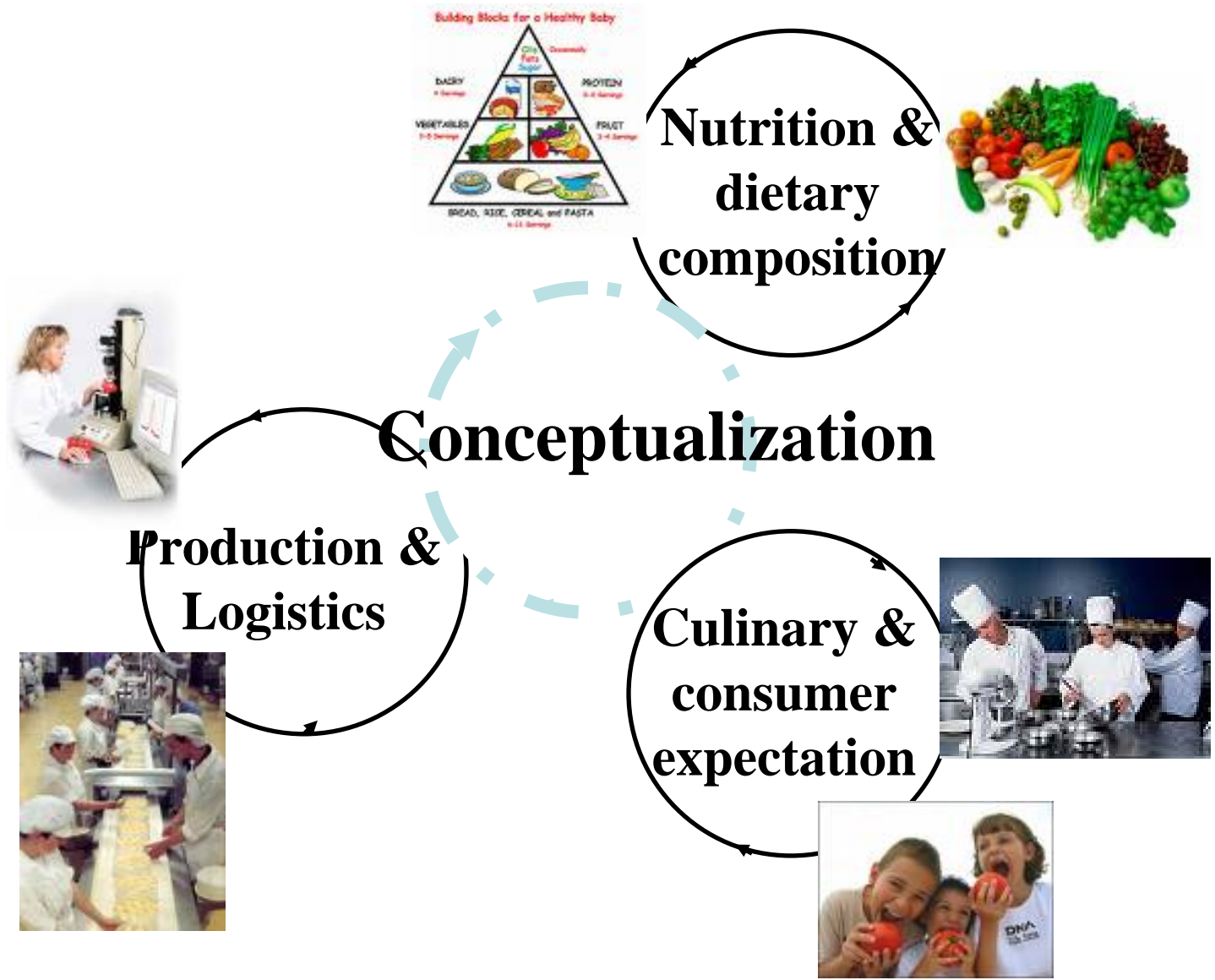
*The pizzaslice is locked with fruit and vegetables and in this way we aim at educating our consumers for life skills*

*We do this by trying to integrate our message in to the curriculum"*

From the CEO of 123 Skolemad

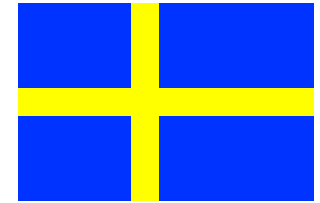
# School food innovation in networks

## the case of 123 Skoemad





# Schoolfood & Climate: Malmö



- Djupodal school as test site
- Based on organic food share: 80% by 2009
- Based on local supply
- Based on CO<sub>2</sub> minimised menu
- Serving 36 000 kids, 340 employees



# Snapshots: Mat Klimat





# Snapshots: Mat Klimat

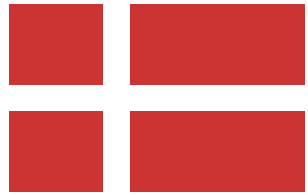




# Snapshots: Mat Klimat

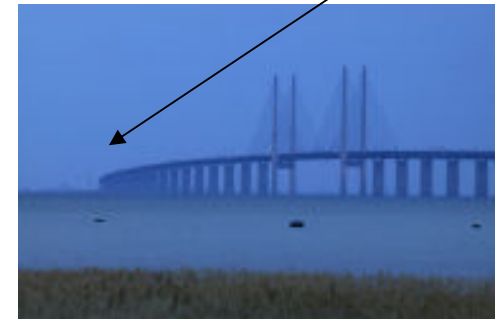


# Healthy & organic schoolfood:



## Copenhagen

- Organic food share: 90% by 2008
- Nutritionally improved menus
- Based on childrens self management
- Serving 30 000 kids at 60 schools
- Integrating food service & curricula





# SKOLEBODEN

Lige uger

Frokostretter

Supplementsretter

Mandag



Burgerbox 20 kr.



Ananas stick 7 kr.

Kan købes  
hele ugen

sdags





# Early morning at fish market



- <http://spil.skolefisk.dk/popup.html>

# School food gardens

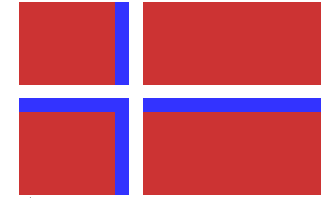


# Enjoying your own produce





# Norway:



## Hundsund school restaurant

- MEPS = Mer Energi På Skolen
- Warm complete, nutritious lunch
- Based on recommendation
- 35 NOK/meal
- Bærum kommunestyre
- Hundsund Grendesenter
- Snarøya kvinne- og familie Grendesenter.





# Norway: Hundsund school restaurant



<http://www.skolefrukt.no>



# Networks

to keep an eye on or to join

- **Research:**   
innovative Public  
Organic food  
Procurement for Youth
- Helsinki, january  
21-22, 2009:  
Focus on organic  
school food
- Visit us at  
[http://www.ipopy.core  
portal.org](http://www.ipopy.coreportal.org)

- **Awareness  
raising:**   
newnordicfood
- New Nordic food at  
school
- Visit us at  
[www.nordicater.net](http://www.nordicater.net) or  
[www.planosnet.nu](http://www.planosnet.nu)



# **Thanks for your attention and to my coworkers**

Chen He

Sara Ebbesø

Volodja Epermian

Marlene Molander

Sanne Larsen

Anna Burkal

Marlene Olsen

