

NEW NORDIC FOOD

Innovation in the food, tourism and experience industries

- **Concepts of products or services**
- **Distribution, sales- and marketing channels**
- **Collaborative business constellations**



THE NEXT BIG KITCHEN

The food industry is one of the biggest and most important industries in the Nordic countries. The Nordic Innovation Centre's (NICE) overall aim with the New Nordic Food focus area is to support the development of an innovative and competitive Nordic business sector, based on the diversity of Nordic raw materials, ingredients and traditions.

Nordic food and food culture

The Nordic countries are known for purity, freshness and simplicity. This is also true for Nordic food. An increasing number of consumers, restaurants and catering organisations are now asking for food with such qualities and characteristics. New Nordic Food can prove to be the answer to this demand.

This Nordic Innovation Centre initiative is part of the overall New Nordic Food-programme under the Nordic Council of Ministers. (See: www.nynordiskmad.org)

Market potential

A number of Nordic entrepreneurs and SMEs are already established as niche operators offering unique products and services based on distinctive raw materials and ingredients. Properly handled, there is a large commercial potential for growth.

Within the international gastronomic sector it is considered that "The next big kitchen will come from the North". However, in order to meet the upcoming market demand, Nordic food producers and SMEs need to combine forces, both in terms of expertise and capacity.

Our vision is that new nordic food will become a well-established concept along with actual products and services, both for inhabitants in the nordic countries, tourists and the global food market. Within the international gastronomic sector it is considered that "the next big kitchen will come from the north".

Boosting commercialisation

NICE is financing six new projects which aim to support the development of an innovative and competitive Nordic business sector, based on the diversity of Nordic raw materials, ingredients, traditions, processed foods and processing methods, preparation and cooking practices. These projects focus on new and innovative:

- concepts of products or services
- distribution, sales- and marketing channels
- collaborative business constellations

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6 projects, 41 organisations:

INNOVATIVE NORDIC FOOD

ID-NORFOOD - Platform for Nordic identity of regional foods: The project will establish a forum or meeting place for participants along the whole chain from primary producers to end users. This broad platform project will facilitate extensive dialog and networking both inside and outside the NICe focus area, with the aim of creating a common understanding for the values and commercial potentials of New Nordic Food and the Nordic food culture.

Project leader: Jannie Vestergaard, Dept. of Food Science, Faculty of Life Sciences, University of Copenhagen, Denmark. E-mail: jve@life.ku.dk

Bilberry - Towards functional food markets: Bilberry (European blueberry) belongs to the most significant wild berries in the Nordic countries and is recognized for its bioactive properties. The aim of the project is to improve wild berry production and utilisation in the Nordic and global market. To achieve this goal a strong network between the Nordic experts will be created. The project will also focus on marketing research and studies on the biodiversity and quality traits of Nordic bilberries.

Project leader: Hely Häggman, University of Oulu, Finland. E-mail: hely.haggman@oulu.fi

Slaughtering at farm in Nordic countries:

The project intends to make it easier for small-scale farmers to create and run their own slaughter house. Farm slaughter and related production is necessary for the manufacturing of value-added meat and attractive processed products of high quality. In addition to a higher quality and profitability on the products from the farm, the development of farm slaughter would also have positive effects on animal ethics, the environment and rural development. The project will address the main obstacles for the development of farm butchery; the caretaking of slaughter waste and animal inspection routines before slaughter. These are both heavy cost factors for small-scale producers.

Project leader: Bodil Cornell, Eldrimner, Sweden. E-mail: bodil@eldrimner.com



Nordic Malt House: Malt is a key ingredient in beer production. Today most Nordic breweries (micro as well as large scale) rely on malt from large scale malt producers, many of these are based outside the Nordic countries, and they produce standard quality malts in large volumes. The Nordic Malt House project will develop a Nordic brewing identity based on a Nordic supply chain for high quality Nordic malt, and thereby a Nordic brand-identity for beers.

Project leader: Jens Olsson, Meyers ApS, Denmark. E-mail: olsson@meyersmad.dk

MmmmmSeafood: Innovative concepts for culinary oriented Nordic seafood products for easy use at home and for out-of-home consumption. Since volume and economical value of exported seafood is by far much more important than the domestic market in the Nordic countries, the local Nordic market has been partly neglected by the key industrial players. The main objective is to strengthen the Nordic seafood sector by developing consumer oriented new seafood product concepts for young adults and young families, in order to stimulate the consumption of healthy high quality seafood at home and in out-of-home situations.

Project leader: Joop Lutén, Fiskeriforskning, Norway. E-mail: joop.luten@fiskeriforskning.no

Explore - Experiencing local food resources in the Nordic countries: High quality restaurants with menus on regional specialities and food experiences can be engines in local and rural development. This project's aim is to contribute to knowledge on how these restaurants can contribute to local development, how bottlenecks can be reduced and how to increase the value creation from regional food products and from tourism and experience concepts in rural areas of the Nordic countries.

Project leader: Elisabet Ljunggren, Nordland Research Institute, Norway. E-mail: elisabet.ljunggren@nforsk.no

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