

Seminar in Denmark:

# New Nordic Food

– from visions to realizations

Borupgaard, 2-3 November 2009



## *A seminar focusing on the potential and future of Nordic food.*

**The Nordic Council of Ministers in cooperation with Nordic Innovation Centre, ID-NORFOOD and the University of Copenhagen, have the pleasure of inviting you to the seminar: New Nordic Food – from visions to realizations.**

This is an excellent opportunity to meet with stakeholders from the Nordic food value chain as well as tourism and experience industries for discussions on how to utilize the potential of the Nordic cuisine.

The seminar will feature intriguing and renowned speakers, such as gastronomic entrepreneur and TV chef Claus Meyer, Bodil Cornell, Eldrimner, Peter Kreiner, Noma, Einar Risvik, Nofima Mat, and more.

Active participation and interaction will be encouraged through both poster exhibition and food court, presenting the range of activities, research and innovation supporting the Nordic food culture. In addition a communication workshop focusing on the role of media in relation to Nordic foods and the awareness of the Nordic consumer will take place.

### **ABOUT THE NEW NORDIC FOOD PROGRAMME**

In 2006, the Nordic Council of Ministers and the Nordic Innovation Centre launched the programme New Nordic Food. Based on the New Nordic Kitchen 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.

With the completion of the New Nordic Food programme it is now time to review the results and explore the further potential of Nordic foods in relation to tourism, health and culture, as it has been decided for the programme to continue another 5 years!

**We look forward to welcome you to an exciting seminar and interesting events at Borupgaard the 2-3 November 2009!**

### **VENUE**

The seminar takes place at **Comwell Borupgaard** located in Snekkersten, Denmark, 30 km north of Copenhagen. The conference centre is easily accessible from Elsinore or Copenhagen airport by train.

### **REGISTRATION AND FEE**

The registration fee for the seminar is 1000 DKK, including all meals. Accommodation can be booked directly at Borupgaard for 1000 DKK per night.

For registration and further information about payment, accommodation and events, please go to:  
<http://cms.ku.dk/life-sites/formularer/id-norfood/>

**Please make sure to confirm your registration by payment in advance.**



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## EVENTS

### COMMUNICATION WORKSHOP

**2 November 2009**

What role can media play in increasing the awareness of Nordic citizens and their use of Nordic food products and ingredients in their every day life? This workshop will engage media and journalists in an active panel discussion on old and new media roles towards the New Nordic Food. The workshop is open for all participants, included press. For more information or press entrance, please contact Melita R. Hasle at Nordic Innovation Centre: [m.hasle@nordicinnovation.net](mailto:m.hasle@nordicinnovation.net).

### NORDIC FOOD COURT

**2 November 2009**

A display of selected foods and related service products from the Nordic countries will be arranged in relation to the communication workshop, illustrating the richness and diversity of Nordic food.

For more information about exhibiting foods, please express your interest by sending an e-mail to Sophie Terkelsen at Nordic Innovation Centre: [s.terkelsen@nordicinnovation.net](mailto:s.terkelsen@nordicinnovation.net).

**A reduced registration fee of 500 DKK for participating exhibitors is offered.**

### POSTER EXHIBITION

2-3 November 2009 a poster exhibition will be held throughout the seminar. Projects with funding from the New Nordic Food programme should prepare an abstract and a poster where project results are highlighted. Abstracts (max. 1 page) should be sent by e-mail to

[s.terkelsen@nordicinnovation.net](mailto:s.terkelsen@nordicinnovation.net).

If you are planning to attend any of the events described, you also need to sign on to these in the registration form.

**For guaranteed access, please go to <http://cms.ku.dk/life-sites/formularer/id-norfood/> and register now! Participation is limited.**

Registration deadline: Friday 2 October 2009



## PROGRAMME

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### MONDAY 2 NOVEMBER

**11.30 Registration**  
*Posters to be displayed  
before lunch*

**12.00 Lunch**

#### PLENARY PROGRAMME

**13.00-13.50 Opening and the New Nordic Food Programme**

*Einar Rísvik / Nofima Mat /  
Norway*

**Political dimension**

*Speaker / tbc*

**Nordic food in retail**

*Bjørn Kløvstad / COOP / Norway*

**The producer aspect**

*Hans Hansen /*

*Lehnsgaard Rapsolje / Denmark*

**13.50-14.10 Nordic Food and Food Culture**

*Richard Tellström /*

*Örebro University / Sweden*

**14.10-14.50 Coffee break**

**14.50-15.20 Economic aspects of New Nordic Food – from trend to transformation!**

*Tore Kristensen / Copenhagen*

*Business School & Jens Odgaard*

*Olsson / Meyers Madhus /*

*Denmark*

**15.20-15.40 Challenges for small scale producers and product control**

*Bodil Cornell / Eldrimner / Sweden*

**15.40-16.00 Rural and regional development in the Nordic regions**

*Elisabeth Ljunggren / Nordlands-  
forskning / Norway*

**16.00-16.20 Short break**

**16.20-16.40 Nordic and local foods in public catering - obstacles and opportunities**

*Speaker / tbc*

**16.40-17.00 Discussion and conclusions**

**19.30 Nordic banquet**

#### EVENTS

**16.30-18.30 Food court**

**16.30-18.30 Communication workshop for press and interested delegates**

### 3 NOVEMBER

#### PLENARY PROGRAMME

**8.30-9.10 Food innovation - from El Bulli to the Nordic FoodLab**

*Peter Kreiner / Noma / Denmark*

**9.10-9.30 Perspectives for the tourism and experience industries**

*Urban Laurin / Urban Laurin AB /  
Sweden*

**9.30-10.15 Coffee break**

**10.15-10.45 Regional food development beyond the Nordic region - a Celtic perspective**

*Declan Troy / Ashtown Food Research  
Centre / Ireland*

**10.45-11.05 Towards a new Nordic diet - the OPUS challenge**

*Arne Astrup / KU-LIFE & Claus Meyer /  
MEYERS ApS / Denmark*

**11.05-11.30 From the Nordic table to global trade**

*Speaker / tbc*

**11.30-12.00 Future perspectives for Nordic foods**

*Halldór Ásgrímsson / Secretary  
General / Nordic Council of Ministers*

**12.00-12.30 Discussion and closing remarks**

**12.30 Lunch**

