



Final Report:

New Nordic Food. Conference 2011

The conference, at Hilton in Helsinki on 11-12 October 2011, had the overall theme of the potential and future of Nordic food, when eating outside home. Programme see ¹/.

The conference was organised by New Nordic Food in co-operation with Nordic Innovation and a total of 220 participants from 11 different countries had chosen to attend. 47 speakers, 15 exhibitors at the food court and taste education workshop, 12 poster exhibitors and more than 20 editors from TV, radio and newspapers.

The conference was followed on blogs, Facebook, Twitter, live-streaming on the website and also sent live on the Stadi-tv channel, in Finland. All speeches can be seen on video at www.nynordiskmad.org

See more here:

<http://nynordiskmad.blogspot.com/2011/10/pressemdet.html>

<http://nynordiskmad.blogspot.com/2011/10/100-skoilok-pa-ett-ar.html>

<http://www.facebook.com/nynordiskmad#!/photo.php?v=225796650813283>

<http://sigurveigkaradottir.wordpress.com/2011/10/11/enjoying-dinner-in-a-finnish-forest/>

Results

Food is a top priority in the Nordic Region.

The Finnish Minister of Agriculture and Fisheries, Jari Koskinen, was a guest speaker at the conference and he stressed that New Nordic Food's ideas on health and climate-friendliness had a top priority in Nordic co-operation. Finland holds the Presidency of the Nordic Council of Ministers in 2011, and the minister promised to work for political support for NNF's current projects such as Public Food Diplomacy, Public Foodscapes, which is about catering for many in public institutions, and food projects for and with children in the entire region. Read more ²/.

The future is fat

The future is becoming too fat, said Einar Risvik, Research Director in the Norwegian institute Nofima and head of New Nordic Food's working group, in his powerful address at the conference, where he appealed to the delegates to pull together and work in common for better food in the Nordic Region. We are experiencing pressure on the price of raw materials and ombudsman rules which only focus on price setting. That policy can only result in worse food, food with more sugar, starch, salt and bad fats. It is a dramatic situation, and it is coming faster than global warming. We must join forces now, said Einar Risvik.

Children and food

The project Children and Food in the Nordic Region attracted more than 80 people at the conference with an interest in focusing on children's food culture in the Nordic countries. By mirroring itself in national initiatives, the group is working to create the foundation for long-term Nordic co-operation for children, food and health in the region. "Imagine if we were the first generation where the children taught their parents how to make good, proper food that was produced locally?" was one of the

¹ <http://nynordiskmad.org/tema/nnm-ii-konferens-2011/>

² <http://nynordiskmad.blogspot.com/2011/10/mad-helse-og-klima-er-nordisk.html>





messages from the podium. A concluding workshop will be held in Copenhagen in November. Read the blog on school kitchens in Sweden here: ^{3/}

Public Foodscapes

This was about school food, about catering in public institutions, but in particular about hospital food in the region. It was based on results of studies carried out in Denmark, Sweden and Iceland. Food is a very complex problem in the hospital sector. It's about malnutrition versus obesity, it's about economics versus food waste, and it's about working together in mini-communities, such as hospitals, to achieve the best results in public foodscapes.

Nordic Oat Days

This theme about oats was organised by the Nordic Oat Association. "Nordic Oat Days 2011" was aimed at the research community and industry, and there was information about the development of the oat market, the health properties of oats, and new interesting food products made from oats. Read the whole programme for Nordic Oat Days here ^{4/}.

Since oats have both fantastic health properties and a long history in Nordic food culture, this crop fits well with the other cereals into New Nordic Food. This was also part of a presentation at the conference's joint session. Read more here ⁵

Nordic synergy

This second conference for New Nordic Food showed very clearly that there is a big need for nordic co-operation and exchanging of idéers and experiance between the nordic countries.

Gender perspectiv

In the planning committee there were three women and one man, but in the conference it were more equal; approx. 140 women and 80 man.

Comments on the gender perspectiv

In this area, which is normally dominating by women, New Nordic Food has brought together different areas with the results that it were be more gender equal.

Economy

The economy for the conference, including; localities, translation, media, streaming and TV, food, lectures and planning, was 83 851 €.

Communication

NNM II has commissioned to communicate, such as by providing contacts and ideas for New Nordic Food. For the annual conference we took an entirely new approach and disseminate the presentations via the Internet. It was not just video but a real time broadcast over the Internet, and also in a Helsinki-based cable TV channel. This we solved together with Arcades in Helsinki, which is a college including media training. Students, teachers and proffesional reporters filmed, intervjued delegates and teached how to use new media.

All the material can be reach trough New Nordic Food's Homepage, at www.nynordiskmad.org

³ <http://nynordiskmad.blogspot.com/2011/10/100-skolkok-pa-ett-ar.html>

⁴

http://nynordiskmad.org/fileadmin/user_upload/CONFERENCE/Nordic%20Oat%20Days%202011%20Program_vs1910.pdf

⁵ <http://nynordiskmad.blogspot.com/2011/10/spis-mere-fuldkorn.html>



Statements from the conference participants

Below reactions from the participants:

"En fantastisk mix av eldsjälur/entreprenörer, forskare och administratörer som man sällan möter på samma plats. Nätverkandet gick av sig självt!"

"För oss som arbetar inom sjukhusvärlden är det inspirerande att höra om hur andra sjukhus arbetar med mat på sjukhus. Det verkar hända mycket just nu på olika håll och jag är mycket intresserad av att få mer av detta."

"Presentationer var intressanta och servicen var god. Tack för allt :)"

"Mycket bra med många föreläsare"

"Jag tyckte att talarna i plenum borde fått lite mera tid var. Kändes som endel stressades igenom fast ämnet var jätte intressant. Konferensen som helhet var väldigt trevlig och inspirerande!"

Programbladet var ganska oklart. Det borde indelas i en klar text samt så de olika programpunkterna i ett klart schema som inte hoppar i ologisk ordning.

"En annan sak som kunde förbättras är den att jag skickat e-post åt en arrangör för flera veckor sedan med en enkel fråga men inte fått svar ännu heller. Annars var konferensen väldigt bra! Särskilt andra dagen med mat för barn hade superba föreläsare!"

"Plenumprogrammet bör innehålla ämnen av mer övergripande karaktär. Hade tyvärr ingen möjlighet att medverka på middagen - men den och andra sociala nätverksskapande aktiviteter är givetvis jättebra"

"Det var problematiskt att det inte tydligare framgick att kostnaden för hotellet inte skulle faktureras. Lite för mycket IT-krångel vid dragningarna. Hade varit bra med lite utförligare information om vad de olika dragningarna skulle handla om inför konferensen."