

NEW NORDIC FOOD CONFERENCE 2012 OSLO

- Local, nutritious, delicious

The Nordic Council of Ministers' programme "New Nordic Food II" is hosting a conference on 6 and 7 November, with the opportunity for a study tour the day before. The theme of the conference is Local, nutritious, delicious. Since Norway holds the Presidency in 2012, the conference is being held in Oslo, in the newly opened Food Hall in the centre of the city. The conference has three themes, two of which are a follow up from last year's conference. This year's themes are; Children and Food, Public Foodscapes, and Food and Nutrition.

Communication, target group and meeting place

Communication and networking are key words for the New Nordic Food II's programme. The conference is a meeting place for project managers and other players who work with development and communication about food and food culture in the Nordic Region.

The conference will be held in the newly opened, creative Vulkan area near Akerselva in Oslo. The Vulkan profiles food, food policies, debate, creative companies and environments, and the newly renovated Food Hall has open in October. This will be a classic market hall full of Norwegian produce and other quality food products. The Food Hall will also be a showcase for Nordic food culture. The Food Hall and the mixed-use venue, the Factory, will be the key sites for the NNF conference, both for the professional content and as an arena for social meeting, a contact area and restaurants. Next to the Factory is the new Scandic Vulkan Hotel, which will also be part of the conference.

Registration

Registration to the NNF conference is open through this link <http://tinyurl.com/9t5ogqc> Conference fee (DKK 3000), dinner (DKK 500) and accommodation costs are stated on the registration site.

Programme

The programme in the plenary and in the three sections is in the tables on pages 2-3. Participants will also enjoy lunch menu à la Geitmyra child, food theatre for dinner by Hildring Norway, cookbook market and during coffee breaks the exhibition "Taste of national tourist routes".

The language in the plenary is English and in the sub-sections both Scandinavian and English will be used. Interpretation to English can be arranged.

Further information:

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SECTION: CHILDREN AND FOOD "ROOM FOR THE LOVE OF FOOD"

Our common Nordic countries are full of food treasures for our children! We can help our children discover Nordic cuisine in different ways. In this section we work with the question of how to teach children about food and inspire those who work with children, food and health. We will stress the joy of learning about food and health habits that children can and want to adopt! All adults around children, at home and in the public sphere, can be given the opportunity and inspiration to learn more about our food. Exciting examples from the network for children and food should be highlighted in a project cavalcade. This section highlights the importance of deliberate and professional supervision of children in public. Research and recent measures to strengthen work with children, food and health will be presented.

SECTION: PUBLIC FOODSCAPES "FOOD FOR GROWTH"

Good food in large-scale catering has great potential for growth on many levels - for the individual, for the kitchen, for the institution, for the local authority etc. In this section we will show examples of and provide inspiration for how this can be done. This will form the basis for a discussion and a later presentation of a vision for Public Foodscapes in the Nordic countries. This vision may lay the foundation for a Council for Public Foodscapes in the Nordic Region. To develop this vision, network blocks must be created and developed for hospital management, universities, practitioners etc, and networks from the individual countries are necessary for cross-Nordic co-operation. The section will support and contribute to these networks and their development.

SECTION: FOOD AND NUTRITION

The interpretation of the systematic review of scientific data behind the Norwegian dietary guidelines and the Nordic nutrition recommendations shows a lack of knowledge in the description and interpretation of the food quality. The food quality is affected along the value chain, and more research is needed to increase the knowledge about the food quality before and what happens to nutrients after, food has been eaten. Being able to define the quality of Nordic food which taste good and has an effect on health, will be a competitive advantage for the Nordic countries. There are National, Nordic and EU opportunities to initiate a joint Nordic health project based on Nordic food and translate the dietary guidelines into tasty and attractive meals for kindergartens, schools, hospitals and institutions.



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NEW NORDIC FOOD CONFERENCE 2012

The Food Hall in Oslo, Maridalsveien 17, 0178 Oslo, NOR

Monday 5 November 2012

13.45- 15.30 **Study visit in the section of Public Foodscapes** to the Oslo University Hospital.

15.00-17.30 **Study visit in the section of Children and Food** to Geitmyra Culinary Center for Children and a mini seminar about school gardens.

Tuesday 6 November 2012

09.00 – 10.00 **Registration** (The Factory)

10.00 – 12.00 **Plenary “Where is New Nordic Food today?”** (The Factory)

- *Welcome from the Council of State in Norway*
- *Nordic food and food culture today. New Nordic Food II-programme, Chairman Lena Brenner & Chairman Einar Risvik*
- *Food's consumption patterns in the Nordic countries and the world. Representative from FAO (tbc)*
- *Urban farming for kids. Geitmyra Culinary Center for Children, Food columnist and TV chef, Andreas Viestad*
- *Is there a shortage of trained chefs in the Nordic Region? Nyköpings Strand Utbildningscentrum, headmaster, Hannu Husa*
- *Meals on the school timetable. Helsinki University, Professor, Päivi Palojoki & Stiftelsen Norsk Matkultur, Food promoter, Unn Karin Olsen*

12.00 – 13.30 **Food mingling including lunch, cookbook market with writers' discussions on stage, Geitmyra children preparing tomorrow's lunch. Press lunch on Food Hall mezzanine at 12.00-13.00.** (The Food Hall)

	CHILDREN AND FOOD (The Factory)	PUBLIC FOODSCAPES (The Factory)	FOOD AND NUTRITION - PART I (The Factory)
13.30	<p>Introduction of project cavalcade, Project Manager Harriet Strandvik Consists of introductions from Sweden:</p> <ul style="list-style-type: none"> • <i>Kitchen heroes, Karolina Sparring and Johanna Westman</i> <p>Finland:</p> <ul style="list-style-type: none"> • <i>Gimme5, Project Manager Hanna Aminne, Social and Health Care organisation Folkhälsan Assoc.</i> • <i>Case: Potato. Food education activities with pre-school children in Turku. Academy Research Fellow, Ph.D. University of Turku, Finland, Mari Sandell</i> 	<ul style="list-style-type: none"> • <i>Welcome – thought for the future work on the vision for better public food. General Secretary, Nordic Union, Aage Age Nykjær Jensen</i> • <i>How to get public meals on the welfare agenda - sustainability and health as drivers. Associated professor, MENU-Aalborg University Copenhagen, Michael Heasman</i> • <i>Food at hospitals as a strategic issue. Landstingsdirektörens stab, Stockholm läns landsting, Lena Halvardson Rensfelt</i> 	<p><i>OPUS programme. Chairman Arne Astrup</i></p> <ul style="list-style-type: none"> • <i>New Nordic Diet; principles, development and health potential. Head of Department, Professor Arne Astrup</i> • <i>What are the health benefits of the New Nordic Diet? Associate Professor, Thomas Meinert Larsen</i>
14.30		Coffee and exhibition “Taste of national tourist routes” at the Factory	
15.15-17.00	<p>Denmark:</p> <ul style="list-style-type: none"> • <i>Haver til maver. Camilla Roed Otte</i> • <i>Copenhagen House of Food: The importance of Food Education and quality meals; growing up to be a curious and healthy eater. Mariah Malevich</i> <p>Norway:</p> <ul style="list-style-type: none"> • <i>Health sports for girls. Kristin Brinchmann Lundestad</i> • <i>Cookbook for chef students. Froya vidareskola, Chef Teacher, Randi Hoyem Tanem & chef student Ole Kristian Stang Hoseth</i> <p>Iceland:</p> <ul style="list-style-type: none"> • <i>Changing the Image of Fish. Gunnþórunn Einarsdóttir</i> • <i>Schools for health, Héðinn Svarfdal Björnsson</i> <p>Speed dating</p>	<ul style="list-style-type: none"> • <i>Nordic graduate educations in the field of kitchens and restaurants – experience with the FAMM model and The Conscious Meal. Örebro University. Docent I.M. Jonsson, Phd. student Cecilia Sporre</i> • <i>Food communication – how to create good settings for eating. SMG Raadgivning, Hospitality Consultant, Svein M. Gjønvik</i> • <i>Towards better meal experiences – out of the municipal sectioning. Gribskove Kommune, RC-manager, Kristen Skovsby (DK)</i> • <i>National competency centre – the public sector as an innovator and supporter of the good meal. Livsmedelsverket, Project leader, Eva Sundberg</i> 	<ul style="list-style-type: none"> • <i>New Nordic Diet for children – OPUS School meal intervention. PhD student Rikke Petersen</i> • <i>New Nordic Diet; barriers, drivers and acceptance. PhD student Arun Micheelsen</i> • <i>New Nordic Diet; from science to daily fare? Communication officer, Kristian Levring Madsen</i> • <i>Panel discussion: From NOMA to normal</i>



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19.00		Nordic Culinary Theatre Dinner	
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NEW NORDIC FOOD CONFERENCE 2012

The Food Hall in Oslo, Maridalsveien 17, 0178 Oslo, NOR

Wednesday 7 November 2012

	CHILDREN AND FOOD (The Factory)	PUBLIC FOODSCAPES (The Food Hall)	FOOD AND NUTRITION - PART II (The Factory)
09.00	<p>How to teach children about food and who should do it? <i>Introduction. NNM II-programme, Project Manager Harriet Strandvik</i></p> <ul style="list-style-type: none"> • <i>Meals on the school timetable, the importance of professional instructors - how to teach children about food. University of Helsinki, Professor Päivi Palojoki</i> • <i>Tools to develop healthy meals – project “Healthy children”. Centre for Epidemiology and Community Medicine, Stockholm Senior Public Health Officer Maria Wikland and Nutritionist, Andrea Friedl</i> • <i>Learning about food through taste experience in the Nordic countries – the Sapere method Ph.D. student Aalborg University, Mette Vang Mikkelsen.</i> 	<p>Network workshops - vision for ‘Nordic Public Foodscapes’. Participate in the discussion and leave your imprint on the vision for the Nordic Public Food</p>	<p>The Nordic model – food, nutrition and welfare</p> <ul style="list-style-type: none"> • <i>How do you translate dietary guidelines and nutritional recommendation into products and meals? Nofima AS, Scientific and technical nutritionist, Dr. Pernille Baardseth</i> • <i>What is processed food?</i> • <i>Does the public meal contribute to better health and welfare? National Food Agency, Nutritionist, Anna-Karin Quetel,</i>
10.30		Coffee and exhibition “Taste of national tourist routes” at the Factory	
11.15	<ul style="list-style-type: none"> • <i>Organic School Food in Copenhagen; more than just nutrition. Organic Consultant, Copenhagen House of Food, Anya Hultberg</i> • <i>Video about good meal, Livsmedelsverket in Sweden, Project Leader Eva Sundberg</i> 	<ul style="list-style-type: none"> • <i>Nordic Public Foodscapes – Vision and future. How do we proceed?</i> 	<ul style="list-style-type: none"> • <i>Linking food, culture and creative solutions. Fridrik Valur Karlsson, Island</i> • <i>The way forward</i>

12.00 – 13.30 **Food mingling including public lunch prepared and served by Geitmyra children and cookbook market with writers’ discussions on stage.** (The Food Hall)

13.30 – 15.00 **Plenary “New Nordic Food looks into the future”** (The Factory)

- *Nordic Food Diplomacy – Culinary experiences that highlight and strengthen the Nordic countries’ unique values. New Nordic Food II-programme, Project Manager, Charlotta Ranert*
- *Food is creating new values, experiences and collaborations within the creative industry. New Nordic Food II-programme, Project Manager, Elisabet Skylare*
- *Can the Nordic dietary policies be a model for the rest of the world? New Nordic Food II-programme, Project Manager, Pernille Baardseth*
- *How Research and evidence could contribute to better public food. WHO Regional Office for Europe, Program Manager, Nutrition, Physical Activity and Obesity, Dr. Joao Breda*
- *The Power of Garden-Based Learning Programs: John Fisher, Life Lab, UC Santa Cruz*
- *Conscious communication of Nordic ingredients and food culture. Stiftelsen Norsk Matkultur, Harald Osa*
- *Towards Swedish chairmanship 2013 for New Nordic Food II-programme. Swedish Board of Agriculture, Annett Kjellgren*

15.00 **Conclusions and end of the conference**



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