

NORDIC FOOD DIPLOMACY

– culinary experiences that highlight and strengthen the Nordic countries' unique values, at home and abroad



WHAT IS NORDIC FOOD DIPLOMACY?

Nordic Food Diplomacy is a tool for communication of values through Nordic food and food design. It is used to enhance other cultural expressions and messages; in the planning process of political gatherings, official dinners, export drives, concerts, art exhibitions, lectures and other cultural events.

WHO CAN USE NORDIC FOOD DIPLOMACY?

- Embassies and consulates
- Ministries and agencies
- Trade organisations
- Export promotion agencies
- Companies
- Tourist Organisations
- Municipalities
- Regional bodies

WHY NORDIC FOOD DIPLOMACY?

Nordic Food Diplomacy is used to convey a tangible experience of a country or region – i.e. the taste and feel of the Nordic countries. In doing so, it strengthens the Nordic countries and the Nordic brands' position while, at the same time, underlining core values such as innovativeness and sustainable development.

HOW DO I PRACTICE NORDIC FOOD DIPLOMACY?

Nordic Food Diplomacy can be used to tell a story or to convey a message, through the Nordic cuisine and its unique values. Nordic Food Diplomacy can be applied to all kinds of meetings, during official events, trade shows, cultural events, export initiatives, and more. By applying Nordic Food Diplomacy catering becomes an active, visible and integral part of the meeting which reinforces the agenda and, by sending a stronger message, provides a richer experience.



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Nordic Council of Ministers

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BACKGROUND

In 2004 a group of highly acclaimed Nordic chefs, together with political opinion leaders, gathered in Copenhagen to discuss the Nordic kitchen's unique values and its potential for future development. The meeting resulted in the signing of a joint Nordic Kitchen Manifesto. This became the starting point of the Aarhus Declaration in 2005, in which the Nordic agriculture and fisheries ministers expressed the political value of the manifesto and their support for the New Nordic Food programme. The programme started in 2007 and is running till the end of 2014.

The programme New Nordic Food (NNM) addresses all interested in food in the Nordic Countries. Through a variety of activities it inspires children, elderly, school chefs, hospital chefs, scientists, entrepreneurs and others to enjoy food and to become more innovative when they cook,

serve or experiment. Furthermore, the NNM shows the Nordic cuisine's unique qualities and promotes it nationally and internationally.

WHAT VALUES ARE COMMUNICATED?

The key words for the Nordic kitchen are pure, fresh, simple and ethical. This means:

- An understanding of the importance of a sustainable lifestyle
- Respect for nature and the preservation of natural resources
- High ethical standards of animal breeding and animal welfare
- Efficient use of natural resources in all parts of the supply chain
- Good working conditions and employment regulations

THE NEW NORDIC FOOD PROGRAMME RECOMMENDS

Our ambition is that:

- Meals served at official meetings in the Nordic countries, as far possible, reflect the seasons and the region where the meeting takes place.
- Meals served at international events convey aspects of Nordic values.
- All ingredients are produced according to sustainable principles.
- Food and meals are inspired by traditional Nordic food culture, but also show a new approach to food and innovative thinking.
- Food and meals are developed through interaction with the cultural sector. Snacks and coffee breaks reflect the Nordic culture.
- Food and meals at all Nordic meetings and events are tasty, healthy and nutritious.
- Values associated with the food and the story behind it should be taken into account as a means of inspiring those who attend our events.

DO YOU WANT TO KNOW MORE ABOUT NORDIC FOOD DIPLOMACY?

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Or visit www.nynordiskmad.org/en/themes/nordic-food-diplomacy/