



newnordicfood



NORDIC FLAVOURS ARE COMING INTO THEIR OWN

Nordic food and food culture have long been influenced by international cuisine. Over time, the centuries-old dishes that embody Nordic cuisine have given way to new recipes and exotic produce and a mounting desire to look beyond the confines of own borders has accelerated the trend – the rest of the world brought us lemons in winter and mangos after all.

These days, however, Nordic food is wending its way back onto our dining tables. Interest is clearly growing in Nordic food culture, with local and regional dishes and fruits, as well as national traditions, all regaining their appeal, now with a new, stronger profile. In an increasingly globalised society, we find ourselves turning to our Nordic values – and food and food culture are right in front of us, helping to create our identity.

This is why the Nordic Council of Ministers has launched New Nordic Food, a programme designed to help to project and brand Nordic values by interlinking the Region's strengths in key areas like the culinary arts, food culture and health. The natural next step will be areas such as tourism and business development.

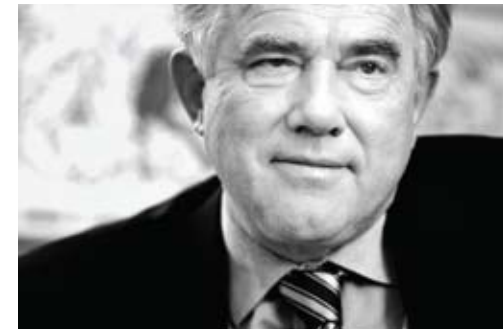
Why not make New Nordic Food a concept as strong and substantial as French cuisine? Or Japanese? Although Nordic cuisine spans a range of food cultures – Danish, Icelandic,

Swedish, Norwegian and Finnish – the different cuisines intersect at many points. Nordic food culture, with all that it encompasses, is unique and, as one of the Region's innate, cultural strengths, it offers a tangible insight into our way of life.

People in the Nordic countries and around the world are about to discover all of this. We need to seize the moment. The Nordic countries have a strong, common position, and New Nordic Food will enable us to take all the diverse foods from the Region and associate them with the already positive Nordic 'brand'.

To this end, the Nordic Council of Ministers is calling on national stakeholders to collaborate across national borders on activities related to Nordic food and food culture. We are dedicated to supporting high-quality activities that will enhance developments in the field of Nordic foods and food culture.

I clearly remember the taste of fresh produce straight from the Icelandic countryside. A special taste of special food from a special country. A part of the Nordic Region. We must remember to cultivate this special taste. We can be glad that we live in a region so full of unique, healthy food products. Foods that can be easily exported but not copied.



Halldór Ásgrímsson

**Secretary General
Nordic Council of Ministers**



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FROM NORDIC SOIL TO ALL OF THE EARTH

New Nordic Food is an innovative three-year programme under the auspices of the Nordic Council of Ministers.

The Nordic Council of Ministers has taken the initiative of investing resources in branding the Nordic Region in an area of growing significance to more and more people – our cuisine and the primary produce from which it springs.

New Nordic Food aims to create a strong profile for new Nordic cuisine by promoting the Region's excellent primary produce and food culture.

By providing financial support and advice, the Nordic Council of Ministers wants to help tear down trade boundaries and build up networks. This will allow everyone who works with food and food culture in the Nordic countries to deliver new knowledge to consumers seeking high-quality food and interesting meals. The key words are culinary arts, tourism, design, culture and identity, as well as welfare and health.

New Nordic Food not only targets the Region's home market of 25 million consumers but also reaches out internationally, extending to the rest of the world the opportunity to take advantage of the growing demand for

healthy and exciting food. It aims to introduce tourists and export markets to our abundant food traditions, our food regions and our diverse primary produce, of which far too few people are aware.

This brochure includes a number of different perspectives on the programme's potential, from a chef, a politician and a designer, and as a group that has united to create a new annual forum for everyone dealing with Nordic food.

The New Nordic Food web portal at www.nynordiskmad.org serves as the programme's information centre, functioning both as an interactive meeting place and as a platform for developing network groups. It enables people to get in touch with others interested in the New Nordic Food venture.

The portal is a place to exchange professional and personal experiences, share knowledge, follow events and discuss current themes. It also contains guidelines that explain how to take part in the programme.



AIM

New Nordic Food aims to inspire people and companies to develop Nordic food products and culture and increase their visibility.

The projects will run as a Nordic partnership, and should:

- underpin cooperation across the fields of gastronomy, culture, tourism, regional industrial development, health and food production.
- help develop coastal and rural districts by innovating and reinforcing the creation of values in local/regional Nordic food products and production methods.
- contribute to giving populations diets that promote health and quality of life, in keeping with today's knowledge about healthy food.
- connect Nordic design and culture with Nordic food and food culture.
- increase Nordic competitiveness in food production and strengthen a diverse selection of Nordic primary produce and foods.
- promote research and market-based innovation in Nordic food and food culture.

New Nordic Food was launched on 1 November 2006 and will continue until 2009.

NORDIC FOOD AND VALUES

One purpose of the New Nordic Food programme is to show that the Nordic Region can make its mark as a region that creates value and is innovative in the sphere of food and food culture. New Nordic Food is firmly rooted in Nordic food and core values.

Lise Lykke Steffensen, senior agriculture and forestry advisor for the Nordic Council of Ministers, is spearheading the programme. She points out that the purity, freshness and simplicity of Nordic foods promote the same identity and quality of life that are embodied in our Nordic core values.

The New Nordic Food programme is a tangible effort to brand the Region as a global winner. It has been authorised by the ministers for fisheries, agriculture, forestry and food, and is supported by the ministers for culture, regional affairs and research.

"The timing is perfect for building understanding about the richness of the Nordic Region's primary produce and food culture. The first gourmet restaurants are putting Nordic dishes on their menus. Everyone in the Nordic Region is about to discover, or re-discover, that our primary produce is unique," Steffensen says.

New Nordic Food provides the Nordic Council of Ministers with a new platform for communicating up-to-date information about Nordic food and providing support to people and organisations who want to work with Nordic food.

Steffensen is proud of the New Nordic Food programme, which also includes design, research, business development, tourism, culture and gastronomy.

"At the Nordic Council of Ministers, people can search for information, look for partners and exchange knowledge. The programme web portal will come to function as an interactive forum and networking platform. Our secretariat is also providing the necessary resources for exchanging know-how," she adds.

"The programme merges a wide array of components into a whole, enabling the participants to develop, promote and project Nordic ingredients and cooking that embody the seasons and the growth conditions peculiar to the Nordic Region – the so-called terroir," Steffensen continues.

Terroir is a concept that refers to the site-specific aspects of a wine's personality – those unique attributes derived from the interplay of the grapes with the climate and soil in which they are grown, with no human intervention. For example, the cool latitudes of the Nordic Region mean that plants grow more slowly and develop a more intense flavour.

"A Danish apple tastes sweet, sour and aromatic. An Argentinean apple just tastes sweet," explains Steffensen, who passionately wants to connect the resources of the Nordic Region with a new Nordic gastronomy.

"For example, the Nordic Gene Bank has 169 types of Nordic horseradish, each with a different flavour, ranging from as strong as chilli to mild and nutty," she says. "Let's cultivate these varieties in the fields. We should be exploring and growing foods from the Nordic gene banks instead of importing them from abroad."



Photo: Per Gudmann

"New Nordic Food will have fulfilled its mission if the Nordic population better understands the fantastic values intrinsic to Nordic food and food culture," says Lise Lykke Steffensen, senior agriculture and forestry advisor for the Nordic Council of Ministers.

THE NORDIC COUNCIL OF MINISTERS

The Nordic Council of Ministers aims to support networks and create synergies that cut across national borders and transcend sectors in the food industry.

The Nordic Gene Bank and the Nordic Gene Bank Farm Animals

www.nordgen.org

POACHED EGGS WITH SWEDISH PRÄSTOST (PRIEST CHEESE) AND TRUFFLE PURÉE

4 servings

POACHED EGGS

4 fresh eggs

A splash of truffle oil (truffle leftovers soaked in neutral oil)*
Cling film

MUSHROOM BOUILLON

1/2 kg mushrooms

1/4 carrot

1/2 shallot

1/4 leek

Light chicken stock

1 dl egg whites [100 ml]

TRUFFLE PURÉE

100g fresh truffles, preferably from Gotland

40g roasted mushrooms

36g boiled potatoes

1.2 dl mushroom bouillon [120 ml]

2 tbs truffle oil

PRÄSTOST

200g Swedish prästost

SAUCE

1 dl melted butter [100 ml]

2 tbs chopped truffle

1 tbs hearty chicken stock

Salt and vinegar

HERBS

Watercress stalks

Bouillon: Mince all the dry ingredients in a mincer and roast in a dry pan. Put the mixture in a suitable roasting pan and cover with the light chicken stock. Tightly cover the roasting pan with cling film and cook overnight in an oven heated to 80° C. The following day, strain the stock and clarify with egg whites. Strain the stock a second time with a clean cloth and reduce to taste.

Poached eggs: Line a coffee cup with a large piece of cling film. Brush the cling film down into the cup with some truffle oil, and break the egg into the lined cup. Gather the cling film at the top and tie tightly. Make 4 of these. Poach for 3 or 4 minutes, depending on the size of the eggs. Gently remove the cling film from the poached eggs.

Purée: Purée the ingredients well and season with salt and lemon juice. Strain the purée and keep warm.

Cheese: Finely grate the cheese.

Sauce: Melt the butter, add the truffle and chicken stock and season with vinegar and salt. The sauce should have a fresh aftertaste, similar to that of a vinaigrette.

To serve: Arrange on a plate, and draw the truffle purée along the edge of the plate. Place the hot, poached egg in the middle and drizzle with sauce. Build a couple of juicy watercress stalks into the dish and carefully add the cheese.

*Or, alternatively, a good truffle oil.

NB: Gotland truffles are normally available until mid-December, but can be replaced with another good, black truffle.

REGIONAL FOOD OFFENSIVE

"Now is the time to spark off a creative wave for everyone working with Nordic primary produce and food. We're in the right place at the right time and with the right people. We must bring the flavours of New Nordic Food to the world."

This declaration emanates from Einar Risvik, research director of Matforsk in Oslo, Norway, who has worked with food in the Nordic Region and beyond for decades.

There is no doubt that culinary artists are searching for new ways of preparing and presenting Nordic food.

"In recent years, Nordic chefs have portrayed an exciting picture of Nordic culinary art in the wider world. They have achieved tremendous success internationally, opening a window through which international chefs can experience the exotic, fascinating world of Nordic ingredients. These chefs' dedication carries consumers with it," Risvik points out.

"The food industry needs new products and new ideas. We need to develop afresh, and I would like to see

this offensive unify small producers in the Nordic countries and reveal the growing potential that exists among them," he continues.

New Nordic Food means to add impetus to a wave that is already in motion, as local and regional food product networks spring up and develop among small producers throughout the Region. These producers should be promoted to potential customers, including consumers, restaurants and the retail trade locally, regionally, nationally and internationally.

The European food industry has consolidated into major conglomerates that effectively produce a relatively small selection of food at the lowest possible prices. Consumers find this unexciting. We want unique food products – and we can afford to buy them.

"We want quality, variety and primary produce that offers different taste sensations," Risvik points out. "Beer is a good example of this current trend. After years of market domination by major breweries like Carlsberg, who bought up other breweries like there was no tomorrow and pervaded the entire market, consumers grew bored. Within a few, short years, a large number of microbreweries began shooting up across Denmark. Their sales figures are high, as is the return on their unique products. People buy expensive beer without a second thought because they anticipate an

unrivalled taste sensation. This desire for differentiation always comes in the wake of consolidation. And small Nordic producers can reap the ensuing benefits."

Risvik knows the Nordic Region can learn from countries like France, Spain and Italy that have been creating and protecting unique, regional foods and beverages for generations.

"Nordic politicians have recognised the need to move in this area, for down in the south we can see tremendous examples of the various regions' unique – and cherished – food production," he says.

In the Nordic Region, we are familiar with Spanish, Italian and French cheeses. Italian Parmesan cheese supports a major industry, backed by a consortium that handles the rights to the product and generates exports based on strongly defined quality, strong control and strong internal discipline aimed at keeping the price high.

Risvik explains, "We make 400 kinds of cheese in Norway. Unfortunately, the small cheese producers don't know each other, their customers or other stakeholders. And, conversely, the customers don't know the cheeses! New Nordic Food needs to change this situation."

MATFORSK

Matforsk aims to help create value, innovate new horizons and improve competitiveness in food enterprises by contributing outstanding research and advice on food, food distribution and consumer behaviour.

www.matforsk.no



PRESERVED PORK BREAST WITH POTATO SKINS AND ONIONS MARINATED IN BEER

4 servings

PORK BREAST

DAY 1

1 kg lean pork breast with crackling
1/2 tbs juniper berries
1/2 tbs coriander seeds
1/2 tbs green anise
1/2 tbs caraway
1 sprig rosemary
1 sprig thyme
14g salt

DAY 2

Heaps of melted, smoked lard (order it from your butcher or melt it yourself)

POTATO SKINS

1 kg small, cleaned Samsø potatoes
Oil for frying

ONIONS MARINATED IN BEER

20 cooked pearl onions, cut in half and peeled
2 dl beer, preferably ale [200 ml]
90g honey
1 sprig thyme
5 juniper berries
110g balsamic apple vinegar

SAUCE

3 tbs balsamic plum vinegar
1/2 sprig rosemary
4 juniper berries
1/2 dl apple juice [50 ml]
2 dl dark chicken stock [200 ml]
1 dl wheat beer [100 ml]

PORK BREAST On day 1, roast the spices in a dry pan, then crush with a mortar and pestle. Trim the pork breast and marinate overnight with the salt and the dried spices. On day 2, rinse the spices off the pork breast and smother it with the lard in a suitable roasting pan. Place in an oven heated to 80° C and cook for 12 hours.

Remove the pork breast from the oven and press (e.g. under a chopping board) to give the pork breast a uniform surface. Refrigerate overnight.

Cut some long chunks of breast, score the crackling and slow-roast until the crackling is crispy and hot.

POTATO SKINS Bake the potatoes at 160° C until tender. Cut in half, scrape out the potato and deep-fry the skins in oil heated to 160° C until tender. Season with salt.

ONIONS MARINATED IN BEER Boil all the ingredients for the vinegar and season with a dash of fresh balsamic apple vinegar. Pour over the peeled onions and marinate for 30 minutes.

SAUCE Reduce the vinegar, together with the rosemary and juniper berries. Add the apple juice and reduce the liquid. Pour in the chicken stock and wheat beer, and reduce to half. Strain the sauce and season.

To serve: Arrange the various components in the middle of four plates and garnish with the spices from the marinated onions.

SAFEGUARDING THE CAVIAR OF LIFE

Tina Nordström, a Scanian local patriot from Helsingborg, is a TV chef. For years, this ambassador for Swedish food has hosted her own television programme *Tinas Mat* (Tina's Food). Since the series first aired on Swedish television in February 2002, Tina has presented hundreds of dishes to millions of viewers in the Nordic Region.

Now, she is also a New Nordic Food ambassador.

"I uphold our food traditions, and I

"On our own, the Nordic countries are small, but collectively we become big enough to have an international platform for profiling our strong food traditions. I find it thought-provoking that even I, a chef, know everything about Mediterranean food, but only one Finnish dish," says Swedish TV chef Tina Nordström.

see the ambassador post as a stamp of approval for my work," says the Swedish celebrity.

She describes her outlook on Nordic food and lifestyle as a professional culinary artist.

"Whitebait roe is the caviar of the Nordic Region, and we buy this delicacy in plastic pots at the shop and eat it on Friday night as a tasty macka, or sandwich. We enjoy food the same way we live our lives, plain and simple. Conversely, Iranian caviar is presented on silver centrepieces garnished with tons of crushed ice, from which a waiter serves a tiny pinch of caviar on your plate! It costs a fortune. This difference in food culture as a reflection of lifestyle has made me aware that we need to be more conscious of the culinary gifts the Nordic Region has to offer.

"We have to preserve local products like coffee cheese from northern Sweden, wild boar from Scania, local goats' cheese and our cloudberries, including the products that will never make it to the big markets. That sausage the local Jönsson makes at home and sells at the corner store will pretty much stay there. The greater world will have to make do with Kalles Kaviar."

Nordström agrees that the Nordic countries must stand united to be strong.

"We have to stick together to promote our lifestyle and our food globally. Tourists love our sense of well-being and the genuine, warm and friendly milieu in which we live. There are no skyscrapers here. We're not the only ones in the food industry working with New Nordic Food. Our highly capable

tourist council has also taken up the cause. The more industries we include, the greater our chances of making it onto the world map."

Nordström's appearance on the television series *New Scandinavian Cooking* has taken her all over Sweden, from Österlen in the south to Lapland in the north, to places that have brought her face to face with Swedish food, history and culture in all its guises.

"I came across local traditions that gripped me emotionally," she says. "Dalarna, for example, is the idyll of idylls. And midsummer's eve is utterly wonderful when you look at it with fresh eyes. It stands to reason that the concept of New Nordic Food embraces produce, food, travel, inspiration, nature experiences and tourism."

NEW SCANDINAVIAN COOKING

Since 2006, Tina Nordström has been introducing Americans to the Swedish culinary arts through the television series *New Scandinavian Cooking*, together with her Norwegian colleague Andreas Viestad.

The internationally acclaimed programme profiles Nordic cooking, special regional produce and the cultural dimension to Nordic food. Danish Claus Meyer also participates in the series.

www.scandcook.com



FAROE ISLAND LANGOUSTINES WITH OYSTER EMULSION, SEAWEED AND RYE BREAD

4 servings

LANGOUSTINES

4 live langoustines, extra large*
1 tbs butter
1 sprig thyme

OYSTER EMULSION

200g oysters
55g rye bread crumbs
35g parsley
3 dl rapeseed oil [300 ml]
Salt
Lemon juice

RYE BREAD CROUTONS

1 slice rye bread
3 tbs butter
Salt

SEAWEED SALT

100g dried Icelandic seaweed (e.g. sol)
1 tbs salt

Langoustines: Peel the tails off the langoustines and blanch for 10 seconds in rapidly boiling water. Cool in iced water. Peel from the shells and sauté until golden on one side and hot/raw on the other.

Oyster emulsion: Purée the oysters, rye bread and parsley and add the oil as you would for a mayonnaise. Season with salt and lemon juice and strain the emulsion through a fine sieve. Refrigerate.

Rye bread croutons: Finely dice the rye bread and fry in butter until crisp. Season with salt.

Seaweed salt: Finely blend the seaweed and salt. (Seaweed salt can be purchased at Nordatlantens Brygge, tel. +45 32 82 37 00.)

To serve: Arrange the dish as shown, and eat with your fingers.

* Faroe Island langoustines are larger than Danish langoustines and are noted for their fantastic quality. They can be hard to obtain in Denmark and can, of course, be replaced by large, live Danish langoustines of good quality.

A DOZEN CHEFS MAKE A POWERFUL MIX

The foundations of New Nordic Food were laid as early as November 2004, when, at the Nordic Cuisine Symposium (supported by the Nordic Council of Ministers), trend-setting Nordic chefs joined Nordic politicians, researchers, philosophers, business leaders and other opinion makers to discuss how Nordic cuisine could make a comeback. To increase understanding of Nordic cuisine, 12 Nordic chefs created The Nordic Cuisine Manifesto, with its 10 commandments.

"The Nordic Cuisine Manifesto closely resembles the Dogme vows that propelled Danish film onto the international stage: purity, freshness, back to basics and quality."

Kim Palhus, Finnish chef and food ambassador.

Manifest for DET NY NORDISKE KØKKEN

Vi nordiske kokke finder tiden moden til at skabe et Nyt Nordisk Køkken, der i kraft af sin velsmag og egenart kan måle sig med de største køkkener i verden.

Det Ny Nordiske Køkken skal:

1. udtrykke den renhed, friskhed, enkelhed og etik, som vi gerne vil forbinde med vores region
2. afspejle de skiftende årstider i sine måltider
3. bygge på råvarer, som bliver særligt fremragende i vores klimaer, landskaber og vande
4. forene kravet om velsmag med moderne viden om sundhed og velvære
5. fremme de nordiske produkters og producenters mangfoldighed og udbrede kendskabet til kulturerne bag dem
6. fremme dyrenes trivsel og en bæredygtig produktion i havet og i de dyrkede og vilde landskaber
7. udvikle nye anvendelser af traditionelle nordiske fødevarer
8. forene de bedste nordiske tilberedningsmetoder og kulinariske traditioner med impulser udefra
9. kombinere lokal selvforsyning med regional udveksling af varer af høj kvalitet
10. invitere forbrugere, andre madhåndværkere, landbrug, fiskeri, små og store fødevareindustrier, detail- og mellemhandlere, forskere, undervisere, politikere og myndigheder til et samarbejde om dette fælles projekt, der skal blive til gavn og glæde for alle i Norden

Emil Landerbach
Emil Landerbach
Danmark

Rene Redzepi
Rene Redzepi
Danmark

Harri Väänänen
Harri Väänänen
Sverige

Lutz Seifert
Lutz Seifert
Tyskland

Rene Collin
Rene Collin
København

Mathias Dahlgren
Mathias Dahlgren
Sverige

Gerhard Fossdal
Gerhard Fossdal
Norge

Roger Høim
Roger Høim
Norge

Hakon Wær Ommundsen
Hakon Wær Ommundsen
Island

Frank Sigurdson
Frank Sigurdson
Island

Frank Sigurdson
Frank Sigurdson
Island

Michael Kirkland
Michael Kirkland
Island

REINDEER RISsoles AND BLUEBERRIES



Photo: Camilla Hey

The world is increasingly showing an interest in the Nordic Region and what its countries represent. The Nordic Region is hot!

The 25 million inhabitants of the five Nordic countries have created a uniquely Nordic social model, founded on a common culture based on mutual respect for people and their opinions.

Our attitudes to key questions around health, hygiene, animal welfare, sustainability and environmental awareness are based on the Nordic Region's values. I encounter this whenever I meet with my EU colleagues in Brussels.

The Nordic chefs' Nordic Cuisine Manifesto and the Aarhus Declaration on New Nordic Food express the innovative thinking and dedication currently going into Nordic food and beverages.

We associate the concepts of purity, simplicity, safety and ethics with Nordic food and beverages, and this association fits perfectly with the principal philosophy of the Scandinavian design concept, made famous by a number of brilliant Nordic architects, designers and artists.

'New Nordic Food' ties in with 'Scandinavian design' and 'the Nordic social model', and all of them interlink with the fundamental set of values held in the Nordic countries.

This is why I, as Danish Minister for Food, Agriculture and Fisheries, was both happy and proud when we Nordic ministers adopted the Aarhus Declaration on New Nordic Food during

the Nordic Council of Ministers conference in June 2005.

The declaration we adopted in Aarhus embodied far more than mere words about food and drink – it was a deliberate acknowledgement and manifestation of those common Nordic values we also express in what we eat and drink.

We believe in New Nordic Food. We believe that this concept, like Scandinavian design and our Nordic social model, will gain recognition and help spread awareness of and respect for Nordic values.

Hans Christian Schmidt

Minister for Food, Agriculture and Fisheries, Denmark

AARHUS DECLARATION

On 30 June 2005, the Nordic ministers for fishery, agriculture, forestry and food affairs adopted the Aarhus Declaration concerning New Nordic Food. The declaration underpins the Nordic Cuisine Manifesto and sets up guidelines for future work on New Nordic Food.



CARROT LIQUORICE AND YOGHURT SNOW

4 servings

CARROT SORBET

750g carrot juice*
800g syrup (boiled from 1/2 litre water, 1/2 kg sugar and 50g glucose)
250g orange juice
Juice of 2 lemons
3 leaves of gelatine, soaked in cold water

YOGHURT SNOW

1/2 litre yoghurt
1/2 litre mineral water
Salt

CRUDITÉS

2 large carrots, peeled
Iced water

Sprinkle with Grated fresh liquorice**

Sorbet: Blend all the ingredients and dissolve the gelatine in a little of the sugar water. Using an ice-cream machine, churn the mixture into a sorbet.

Yoghurt snow: Blend the ingredients with a little salt, and pour the mixture into the cup of a Pacojet machine.*** When the mixture is frozen, put it through the machine a second time, for the best consistency.

Crudités: Cut the carrots into long crudité strips and place in iced water to make them curly and extremely crunchy.

To serve: Place a good scoop of carrot sorbet in the middle of each plate and pour yoghurt snow over each scoop. Place some carrot crudités beside the scoops. When serving, grate the liquorice over the desserts.

*Carrot juice is made by forcing peeled carrots through a juicer. The required number of carrots will vary, as the juiciness of the carrots varies.

**Raw liquorice is an extract of liquorice root that has been concentrated and dried. It is sold by chemists and health shops.

***A Pacojet is a professional kitchen machine that produces purées, ice-creams and sorbets of superb consistency. The machine can also produce a cold snowy powder from anything liquid, which is first frozen then processed through the machine. If you don't own one, you can freeze the yoghurt cream as you would do for a parfait. This makes it rock-hard, but if you grate it with a grater before serving, it will take on a fine, powdery consistency.

DIPLOMATS FOR FOOD

The Nordic Council of Ministers has appointed a number of New Nordic Food ambassadors. These ambassadors, all of whom have shown initiative in promoting Nordic food and food culture, are charged with providing information about and raising awareness of the New Nordic Food programme, and will work with the Nordic Council of Ministers to this end.

DANMARK

Chef **René Redzepe** plays a key role in presenting Nordic food. As head chef of his own restaurant Noma he is exceptionally experienced in the culinary art of Nordic food as well as the culture and identity it conveys.

The successful designer duo known as **Claydies, Karen Kjældgård-Larsen & Tine Broksø**, design and produce one-off and mass-produced ceramics. Their signature is their ability to renew ceramic genres, imbuing existing methods with new identities. Tableware is no exception.

FINLAND

Juha Korkeaoja is member of the Finnish Parliament. Korkeaoja will help stimulate interest in Nordic food at political level.

Kim Palhus is an expert in Finnish cuisine and food production. With his versatile career in the cooking industry, Kim Palhus knows a great deal about food culture in different parts of the world

ICELAND

Baldvin Jonsson is managing director of the branding project Áform, an initiative focusing on sustainably produced foods. He has international experience of branding Nordic foods and emphasises the fresh and natural products seen as fundamental to Nordic quality of life.

Owner and chef of Siggí Hall Restaurant in Reykjavík, **Sigurdur Hall** has written books and worked on television programmes about Icelandic food, both at home and abroad. He has teamed up with food producers in Iceland to market local food products internationally.

SWEDEN

TV chef **Tina Nordström** hosts Sweden's most popular food programme, Tinas Mat. She has published a number of cookbooks and is one of three Nordic chefs on the television show New Scandinavian Cooking.

Carl Jan Granqvist is the man behind the Nordic House of Culinary Art in Grythyttan, Sweden, a culinary centre that aims to show the many faces of the Nordic food world. Extending his goal of boosting Nordic food culture, he has turned the centre into a hub for further training and research in food and food culture.

NORWAY

Eivind Hålien heads Fagforum for Mat og Drikke, a professional forum for food and drink that provides an inspiring resource for regional development initiatives based on food.

Wenche Andersen is a trained chef who previously worked with food information. As the person responsible for the food features on God morgen Norge, she has been involved in more than 2000 television programmes.



CARAMEL CREAM WITH LATE-SUMMER BERRIES, CLOUDBERRY SORBET AND ELDERFLOWER MILK

4 servings

CARAMEL CREAM
1/4 litre double cream
1/4 litre milk
7 egg yolks
100g sugar
Pinch of salt

CLOUDBERRY SORBET
250g cloudberry
1/2 dl water [50 ml]
50g sugar
1/2 gelatine leaf, soaked

ELDERFLOWER MILK
1/4 litre milk
1/4 litre double cream
50g sugar
100g egg yolks
3 dl good-quality elderflower cordial [300 ml]

RASPBERRY FLAKES
150g fondant powder
70g glucose
10g butter
1 pinch salt
About 1 tbs dried-raspberry flour*

Fresh berries 50-100 g per person
According to season. (We used raspberries, blueberries, gooseberries, cloudberry and more.)

Caramel cream: Caramelize the sugar and boil with the milk and cream. Thicken with the egg yolks and season with salt. Bake the cream in a suitable mould at 90° C, until it has the consistency of a crème brûlée. Cool and pour through a sieve. Put the cream in an icing bag.

Sorbet: Boil the water and sugar until clear, and blend with the cloudberry and gelatine. Pour the mixture through a sieve and freeze into a sorbet with an ice-cream machine.

Elderflower milk: Bring the milk, cream and sugar to a boil. Beat the egg yolks in a large bowl and add the milk mixture while beating. Use a water bath at about 84° C until the yolks are thick. Add elderflower cordial to taste.

Flakes: On a medium heat, boil the fondant powder and glucose for about 10 minutes until it is a light, golden brown. Add the butter, salt and raspberry flour, and stir well to prevent clumping. Spread the mixture evenly on a baking sheet covered with baking paper (or better still, a silicone mat) and allow the mixture to harden. Next, blend the mixture to a fine powder again and sift it onto the silicone mat in a fine layer. Bake in an oven heated to 160° C for about 5 minutes until just melted and golden. Cool and break into decorative flakes.

To serve: Place the dessert in deep plates. Squirt a healthy tablespoonful of the caramel cream slightly off centre of each plate. Place the berries next to the cream (like a little 'salad') and place the flakes decoratively on top, as shown. Put a scoop of cloudberry next to the berries. When serving, pour the cold elderflower milk over the desert (allow about 2 tablespoonfuls per person).

* Raspberry flour is made by blending or grinding the dried berries into a fine powder. It can be purchased at www.meyersdeli.dk

TRADITIONS AND NEW TRENDS FROM OUR MAN IN FINLAND

"The ambassadors project our 'all for one and one for all' approach to this venture. We are tasked with demonstrating that we have a common vision for updating and raising awareness of Nordic cuisine, internationally and in each of the Nordic countries," explains Kim Palhus, chef at Laurea Polytechnic, a school in Espoo, Finland, that offers courses in hotel management, safety, trade and services. He is also one of New Nordic Food's 10 food ambassadors.

Every day, he prepares meals for 400 young Finns raised on pizza, fish fingers and hamburgers. And he wants to shake up their food habits. For ten weeks at a time he teams up with five students who, along with the rest of the student body, provide him with the best possible opportunities to introduce the next generation of chefs and consumers to Nordic food from a different angle.

"Something old, something new and

something trendy – that's what consumers should be able to get when they buy and make food," says Palhus who, after spending some years in France, Russia, Germany, Portugal and the USA, moved back home to rediscover the heart and soul of Finnish and Nordic cuisine.

"Working with international cuisine over time helped me to realise the grandeur of Finnish or Nordic cuisine evident in its selection of ingredients, traditional preparation methods and simple but terrific meals. Despite all the outside influences, the spirit of Finnish cuisine remains firmly grounded in our food culture."

Palhus strongly advocates Nordic design as an integral aspect of the New Nordic Food programme.

"Good food presented on a beautiful plate represents a seductive combination of Nordic design and food from nature's pantry, giving us glimpses of the past from which our present food

springs." Palhus particularly mentions Finnish design by ceramic artist Anu Pentik and the world-famous Iittala.

He looks forward to learning more about Nordic cuisine and collaborating with his colleagues in the Nordic countries.

"Naturally, I will incorporate the results in my work, and I'll involve my students whenever possible," he says.

As an ambassador, Palhus thinks Finnish producers need to be informed about the opportunities New Nordic Food offers.

"Because many of them struggle alone, unaware that they can get help to develop products and their businesses. I want to find out what Finnish farmers and producers in the food industry need from us, so we can inspire them to develop quality and new products. My strength lies in the fact that I know the gourmet and catering businesses. I feel I have experience that I can share with everyone."

"We can test new products and dishes here at the Laurea Polytechnic kitchen, so if anyone from New Nordic Food wants to try some fresh ideas before they go on the market, this is the place to do it," says Kim Palhus, who prepares food for 400 students daily.

www.laurea.fi

www.finnishdesignshop.com

SALMON ROLL WITH SPINACH

Gelled salmon wrapped in Japanese noriseaweed and with a freshly cooked spinach centre. Garnished with black caviar, red onions, watercress and a small handmade cracker flavoured with caraway.



LAPLAND RHAPSODY

Boiled almond potatoes with purée of peas and two types of dragonet: one smoked, marinated and tinned; the other raw, coated with flour and panfried with a crispy crust. Garnished with arugula.



GRILLED REINDEER MEDALLION

With Japanese mushrooms and redwine and liquorice sauce on a slice of Lapland cottage cheese, flash fried and garnished with cloudberry jam.



FISH 'N' CHIPS À LA KIM PALHUS

The freshwater fish zander is rubbed with mustard, coated with egg and freshly ground crackers, then panfried with salt and freshly ground pepper. Served with tomato slices, red onions, purée of peas and salted vegetables. Accompanied by Nordic salsa.



Foto: Johannes Jansson

INNOVATION ON THE MENU

"Nordic food experiences and primary produce are at the heart of the business development we want to stimulate. This is why we're also investing in New Nordic Food. It's going to give the business community a springboard for innovation," says Kjetil Storvik, managing director of Nordic Innovation Centre (NICE), an organisation under the auspices of the Nordic Council for Ministers and headquartered in Oslo.

Having strong interests in it, NICE has done a great deal of work in the food sector since the early 1990s. The close cooperation Nordic stakeholders enjoy today largely stems from the activities that NICE conducted – in partnership with the industry and the national research councils – during the Nordic Food I and II programmes up to 2002.

"The New Nordic Cuisine programme fits in beautifully with NICE," says Storvik. "The programme lets us take advantage of the unique network we have spent 15 years building in the Nordic Region and internationally. Concurrently, we'll tie New Nordic Food in with several of our key action areas, including creative industries and tourism, where we already have competencies and contacts throughout the Nordic Region. Thus, NICE is operating under unusually good conditions for its initial work with what we call 'Food and Fun'."

NICE handles the part of the New Nordic Food programme devoted to promoting regions and creating values. Small, remote coastal and rural communities are in dire need of innovation and new enterprises that can nourish their inhabitants. These communities' local food culture and

magnificent natural surroundings can become areas of focus for new business.

"We want good food when we travel," says Storvik. "As a tourist in Spain and Italy, you expect to dine well and enjoy special food. Italian tourists in the Nordic Region, however, are unlikely to have any particular expectations about the food they will encounter. Our job is to ensure that tourists have the same expectations about food that they have about nature and other special experiences. We can offer reindeer, fish and other local dishes that are exciting to both tourists and the country's own inhabitants."

NICE's programme encompasses Nordic food, food culture, the experience economy and the world of travel. Enthusiastic NICE employees are ready to support any new initiatives that appeal to the desire for new experiences.

NICE has earmarked about NOK 10 million for these projects, and will invest in eight to ten inter-Nordic projects in spring 2007.

Nordic Innovation Centre (NICE)

Nordic Innovation Centre (NICE) is the Nordic Council of Ministers' key instrument for promoting an innovative and knowledge-intensive Nordic business community. In the food industry, NICE has spent recent years making use of the Nordic cooperation that has already been established, to develop new ventures. In addition to the New Nordic Food programme, NICE now has focus areas in both food safety and functional food, and also heads the EU's largest food safety network.



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MmmmmSEAFOOD

A new project "MmmmmSeafood" has been launched aiming at new concepts for innovative, delicious, quick-to-make fish dishes as bait to catch young adults and young families.

"Young people in the Nordic Region don't like traditional salted, dried or marinated fish, and adults under the age of 25 and young families all eat significantly less fish than their elders. We want to know more about the reasons for this, so we can offer them something attractive," says Dr Joop Luten from the Netherlands, who works for the Norwegian Institute of Fisheries and Aquaculture Research (Fiskeriforskning) in Tromsø and conducts international research into seafood.

To mark the Nordic Council of Ministers' and Nordic Innovation Centre project, 'New Nordic Food', Luten has gathered together a team from a broad range of disciplines in the seafood sector, to work on the new project – MmmmmSeafood.

The project's main objective is to kick-start research and development as a springboard for new concepts in fish dishes tailor-made for young consumers.

One of its goals is to collect information from in-depth interviews with young adults and families – to catch them in the net, as it were.

"This will provide us with a better understanding of their wishes and help us draw up a strategy to counteract the falling demand for fish and shellfish," says the Dutch researcher.

Members of the project team will accompany young Nordic adults and families on shopping trips to see what

they put in their baskets and find out why they make their choices.

The lack of desire to eat the fine Nordic fish is a source of concern for the project, because fish is one of the healthiest foods available.

'Fish counteracts lifestyle ailments like cardiovascular disease and obesity,' Luten says

The project also emphasises the importance of the freshness of Nordic fish and seafoods.

'We attach great importance to freshness, and what we call convenience – it has to look delicious and be ready to go straight into the microwave, for example. Or cooked with vegetables in a wok.'

No fewer than 31 Nordic partners are associated with the project, including dieticians, designers, and representatives from the retail trade, restaurants, marketing organisations, producers, local fisheries groups, official bodies, the catering industry and research and development bodies.

'We are involving a large number of industries who deal with seafood processing, in order to share the enormous volume of knowledge that already exists about fish as food, and in order to create new concepts,' says Luten.

Culinology – a mixture of culinary skills and technology – will also play a role in the MmmmmSeafood project. The concept originated in the USA,

where celebrity chefs create refreshing dishes and new food trends.

'In Europe, the English chef Jamie Oliver is the best-known trendsetter. We want to combine the expertise of innovative Nordic chefs with knowledge of food technology, so these two very different worlds can achieve new results together,' Luten concludes.

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The Norwegian Institute of Fisheries and Aquaculture Research conducts research and development work for the fisheries and aquaculture industries. It covers each link in the value chain. Our vision is 'Greater value from the sea'.

www.fiskeriforskning.no

Nordic Innovation Centre
www.nordicinnovation.net

NORDIC DESIGN

From the Nordic plate to new Nordic food



From a Copenhagen basement, Tine Broksø and Karen Kjældgård-Larsen send small revolutions into the world. The Danish designer duo, under the name of Claydies, have gained a reputation for transforming classic ceramic and porcelain design products.

Now they are using their creative powers and innovative thinking at Nordic food culture.

Broksø and Kjældgård-Larsen are two of the ambassadors for New Nordic Food, where they see their role as initiative takers.

"As designers, we feel we bring to the area of food a different dimension than the other ambassadors, all of whom work directly with food. Design can promote Nordic food indirectly and on other fronts," says Broksø.

"We are delighted to be involved in renewing Nordic food traditions, modernising them rather than fixing them in time. We see the use of local primary produce as a perfectly natural development towards higher quality and greater awareness of what we put into our bodies. And old-fashioned coo-

king methods and seasonal produce provide us with an excellent source of inspiration for innovative design," adds Kjældgård-Larsen.

Both women envisage a plethora of exciting possibilities for new designs that can be used for food preparation, consumption, packaging and storage.

Can we come up with designs that epitomise Nordic food? After all, sushi is served on special tableware. What Nordic dishes do we have that would benefit from a special Nordic plate? Should we develop tableware for a Nordic restaurant? Or new packaging for Nordic specialities to be sold outside the region? We want to reflect Nordic preserving and salting traditions and create designs that harmonise with contemporary Nordic cuisine.

The design duo hope to inspire other Nordic designers to work with this theme.

"Food has to do with our senses and with smells. You have to want to eat and open up your senses. We want to design new tableware whose

original shapes challenge the sterile, industrial and factory-like idiom we know today. We are trying to arouse different aspects of ourselves than traditional tableware does," says Kjældgård-Larsen.

They want their work to raise people's awareness of how things look, why they look that way and how they are used; keen on the New Nordic Food concept, the duo want to start design initiatives among students and designers in general.

"We would be thrilled to make a teaching proposal, to get people to think outside the box by designing objects for food that comes from a Nordic country other than their own. I see this as a relay project for exchanging food cultures. It could be really fun," says Broksø, who knows just how New Nordic Food can be successful.

"It could be cool if you were sitting on the bus and suddenly someone behind you began talking about Nordic food."



Claydies designers Tine Broksø and Karen Kjældgård-Larsen are two of the ten New Nordic Food ambassadors.

Hairstyle bowls are food bowls that fit perfectly on a person's head. Daily bowls (used for things like potatoes) are often the size of a head.

The Claydies designers have made tableware while blindfolded, building it by hand while sitting on the floor. Projecting primordial forces back into objects is one of the pair's Dogme experiments.

Karen Kjældgård-Larsen jazzed up Royal Copenhagen's tableware from 1775 with a new design called Mussel Mega.

www.claydies.com

Designers are also eligible for support from the New Nordic Food programme.

The Nordic Council of Ministers proposes that the two strong disciplines of design and food culture should go together, each reinforcing the expression of the other.

Scandinavian design is an acknowledged, joint hallmark that collectively covers each country's specific expression. When it comes to design, projecting and profiling the Nordic Region's cultural qualities has proved a great success.



INFORMATION ABOUT APPLICATIONS

The New Nordic Food programme runs until 2009. It is an open programme that gives everyone a chance to participate in projects.

All activities will be co-financed between programme participants and the Nordic Council of Ministers.

Project proposals for New Nordic Food must define the project's use in a Nordic context; the project must be highly visible; and a minimum of three Nordic countries must take part in the project. The project's duration should be a maximum of one year. New Nordic Food does not support research.

The Nordic Council of Ministers and its institutions have set an initial budget of DKK 23 million for the period 2007-2009.

All project proposals must be accepted by New Nordic Food before the actual application is submitted.

The Nordic Council of Ministers for Fishery, Agriculture, Forestry and Food Affairs Programme has the main responsibility for the New Nordic Food venture, which is led by a steering committee with representatives from trade and industry, the authorities, culinary arts, producers, consumers, the tourist industry and others.

For many years, the Nordic Council of Ministers has forged close relations with Latvia, Lithuania and Estonia, as well as north-west Russia, so the programme offers opportunities for cooperation between these countries and the Nordic Region.

THE WEB PORTAL

Further information regarding applications and project proposals is available at www.nynordiskmad.org

Here you will find guidance on how to take part in the programme, and how to get in touch with others interested in New Nordic Food. The portal will come to function as both an interactive meeting ground and a platform for developing network groups.

The nynordiskmad.org portal will provide a space to exchange professional and personal experience, share knowledge and discuss up-to-the-minute themes.

The portal gives access to information about the food ambassadors and offers culinary inspiration from the portal's recipe archives.

Finally, you can register at the portal to receive the upcoming newsletter from New Nordic Food.



newnordicfood

NEW NORDIC FOOD
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TEXT AND CONCEPT
Gitte Merrild

LAYOUT
Spild af Tid ApS

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Nordic Council of Ministers

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“New Nordic Food is an important, groundbreaking initiative. We have a unique food culture and first-class food in the Nordic Region, a fact of which we should be proud.”

Hans Välimäki, one of Finland's best-known chefs. He owns and operates Chez Dominique in Helsinki and has received two Michelin stars

“We think the links between Nordic design, Nordic food and food culture are crystal-clear. Like design and art, food can be a way of expanding our consciousness.”

The Claydies designer duo and New Nordic Food ambassadors Tine Broksø and Karen Kjældgård-Larsen

“The Nordic Region is known for its excellent environment, its freshness and its simplicity – qualities that characterise both the Nordic welfare model and Nordic foods. We tend to forget how important these qualities are, and how positively they can contribute to economic development.”

Guðni Ágústsson, Minister for Agriculture, Iceland

“New Nordic Food will make us more conscious of the culinary gifts the Nordic Region offers.”

Tina Nordström, Swedish TV chef and food artist

“Nordic cuisine is expected to become the world's next great cuisine.”

Ferran Adrià, head chef at the world-famous restaurant El Bulli

“There is a connection that runs from New Nordic Food through Scandinavian design and the Nordic social model to the fundamental set of values in the Nordic countries.”

Hans Christian Schmidt, Minister for Food, Agriculture and Fisheries, Denmark

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