

New Nordic Food

# MmmmSeafood

How to make young people eat more fish and seafood

- Easier access to fish and seafood in the supermarket
- New and exciting dishes that are easy to make



# NEW NORDIC FOOD

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.

## Background

"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 Nofima Marine and Market in Tromsø and conducts international research into seafood.

Luten has gathered together a team from a broad range of disciplines in the seafood sector, to work on the new project – MmmmmSeafood. It is one of six projects financed by the Nordic Innovation Centre under the New Nordic Food programme that was launched in cooperation with the Nordic Council of Ministers in 2006.

## Objectives

The MmmmmSeafood project aims to boost the Nordic market for fish and shellfish by developing new, consumer-oriented concepts for delicious, easy-to-access fish dishes for young adults and families. A wide choice of appetizing fish dishes will stimulate the consumption of top quality, healthy seafood-in the home, in restaurants and in canteens.

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 have interviewed young Nordic adults and families and keep record of their 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 product, 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 prepare easily.

## Contact person:

### Joop Luten

**Nofima Marine and Market**, Tromsø, Norway

Mobile: **+47 916 25540**

E-Mail: **joop.luten@nofima.no**

## Partners in MmmmmSeafood:

**Nofima Marine, Market and Food**, Norway

**Culinary Institute**, Norway

**Tank Design**, Norway

**Norwegian Seafood Export Council**, Norway

**MAPP, Aarhus School of Business**, Denmark

**Matis**, Iceland

**FYLGIFISKAR**, Iceland

**Public Health Institute**, Iceland

**Reykjavik Town**, Iceland

# NEED TO SEE THE FISH

**Put the fish where we can see it!** That is the verdict from young adults and families with young children. Young people and young families all eat significantly less fish than their elders. The MmmmmSeafood project started to work with this problem, and have interviewed young adults and families with children that eat little fish.

The members of these focus groups say that they want to eat more fish. They know about the health benefits, but they want to have easier access to fish and seafood in the supermarket. "So marketing of fish needs a boost ", says scientist Joop Luten at Nofima. The young consumer also wants new and exciting dishes, but they have to be easy to make.

It catches how participants described the relation between food and the household management, which crystallizes in the common experience of having 10-15 dishes that rotate on the table during the year. In order to increase fish consumption the challenge is to break into this circle and/or motivating people to add more fish to it.

"We have been involving at the start of the project a large number of stakeholders 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. "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.

More information: [www.mmmmmseafood.org](http://www.mmmmmseafood.org)





## **Nofima**

Nofima is a new industry-oriented research group that conducts research and development for aquaculture, fisheries and food industries. Nofima's research activities are divided into the following four areas: Nofima Marine, Nofima Market, Nofima Ingredients and Nofima Food.

For more information about MmmmmSeafood, contact Joop Luten, Nofima Marine and Market. Mobile +47 916 25540, [joop.luten@nofima.no](mailto:joop.luten@nofima.no)



**newnordicfood**

## **New Nordic Food**

New Nordic Foods purpose is to brand and render our Nordic values visible by linking the strengths of the Nordic Region in e.g. regional values, gastronomy, business development, raw materials and tourism.

The main purpose of the Nordic Council of Ministers' New Nordic Food program is to develop the people living in the Nordic region's taste for Nordic food - in an up-to-date perspective.

[www.nynordiskmad.org](http://www.nynordiskmad.org)



**norden**

Nordic Innovation Centre

**Nordic Innovation Centre (NICE)** is the Nordic Council of Minister's operating instrument for promoting an innovative, competitive and knowledge-intensive Nordic business sector.

MmmmmSeafood is one of six New Nordic Food projects partially funded by Nordic Innovation Centre

[www.nordicinnovation.net](http://www.nordicinnovation.net)