

# Nordic Terroir Workshop 2009

**Trends, added values and labelling**

Nofima Mat, Ås Norway  
May 12<sup>th</sup>-13<sup>th</sup>



*The French term "terroir" means "the sense of place". It communicates the origin of the food, food characteristics that come from the soil or the climate and/or the genetic source. The climate in the Nordic countries gives the food a special taste which we should take more advantage of, both gastronomically and commercially. This is what the food industry and others can learn more about in this workshop. Trends and branding will also be important issues.*

## *Program:*

### **May 12th**

Joint dinner in Oslo at Oslo Spiseforretning 7.30 pm

### **May 13th**

09.30-10.00 Registration and coffee at Nofima Mat, Ås

#### **10.00 Workshop start**

*Status and future of Nordic Terroir*

Einar Risvik, Nofima Mat and Chairman of New Nordic Food

#### **10.30 Trends**

*Market opportunities for food with terroir*

Claus Meyer, MEYERS, Denmark

Refreshments

*Production of artisan food with a terroir dimension*

Bodil Cornell, Eldrimner, Sweden

*Rural restaurants creating experiences made of food*

The Explore project, New Nordic Food

Elisabeth Ljunggren, Nordland Research Institute, Norway

12.00 Lunch - Nordic food

#### **13.00 Added values**

*Genes as a source for added values in food*

Jessica Kathle, NordGen

*Terroir in practice – the Bilberry project*

The Bilberry project, New Nordic Food

Inger Martinussen, Bioforsk, Norway

*Opportunities for Nordic herbs*

Bertalan Galambosi, Agrifood Research, Finland

Refreshments

## 14.30 Labelling

*Branding the origin of food – experiences from Norway*  
KSL Matmerk, Norway

*How to brand the SME company and its products*  
Salme Haapala, Foodwest, Finland

### Panel debate

*Is it possible to communicate Nordic Terroir through labelling?*

## 16.00 Concluding remarks



The workshop is arranged by the ID-NORFOOD project: [www.id-norfood.life.ku.dk](http://www.id-norfood.life.ku.dk)

Registration: <http://www.nofima.no>

Participants with connection to New Nordic Food: No fee

Other participants: NOK 1200,-

Dinner May 12<sup>th</sup>: NOK 600,-

Practical questions: Lily S. Rømcke, [lily.romcke@nofima.no](mailto:lily.romcke@nofima.no), +47 64 97 02 47

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