Abstract:
There is a growing interest in the virtues of traditional cuisines around the world. Such cuisines represent the aggregated cultural capital of countries and regions and are consistent traditions of food preparation that have been shared in the daily lives of people over an extended period in a specific region of a country. Traditional cuisines are consistent traditions of food preparation that have been shared in the daily lives of people over an extended period in a specific region of a country. These cuisines are notable distinct from the cuisines of neighboring countries and regions and creates a specific identity. The sense of place is increasingly playing role in food choice and food has become an important part of place and vice versa. The New Nordic Cuisine (NNC) as well as it dietary counterpart the New Nordic Diet is an example of a regional food culture that has gained growing interest recently. Representing an enduring tradition of cultural heritage NNC has served its purpose as an urgent cultural response to the challenges of the modern world. In particular, it looks at its origin, at the politicization and the scientification that has taking place around the NND over the past decade. It has been the focus of both scientific and popular research efforts. The presentation aims to shed light on the importance of understanding the place of food in our daily lives and the role it plays in shaping our identity and sense of belonging.

Structure of talk

- Evidence and “scientification” of regional diets and traditional cuisines
- Roots of NNF programs & pillars
- Case of OPUS project
- Network on Food4Many & New Nordic Joint Master
- Perspectives

Risk Society

We are increasingly engaged in predicting and avoiding risks

You can now track sharks off the East Coast in real time
Logics of risk society

- Evidence informs policy
- Ergo: Search for evidence

Place & Food
a bi-directional relation

- Place is increasingly becoming part of food experiences. Example: Blueberry juice of Grythyttan is not just Blueberry juice

- Food experiences are increasingly becoming part of place. Example: Dining is an integrated part of being in Grythyttan

Authenticity or placelessness?

- Authentic. “Sense of place”. Sometimes referred to as authentic, special, unique, one-of-a-kind, fostering human attachment and belonging

- Inauthentic or placeless. Little relationship to the places in which they are located. Could be anywhere. Burger chain outlets, Shopping malls, gas stations convenience stores and chain department stores
**Traditional cuisine**

"a coherent tradition of food preparation that rises from the daily lives and kitchens of a people over an extended period in a specific region of a country, or a specific country, and which, when localized, has notable distinctions from the cuisine of the country as a whole."

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**US traditional cuisines**

Cajun & Tex Mex

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**New Nordic Food**
the fine dining track
New Nordic Food
a multitude of tracks

Food Diplomacy
Fine Dining
Food4Many
Food4Schools
Food4YoungPeople
Food Writing

Food writers track
New Nordic Food4Schools

shared values

• Schools should educate for lifeskills
• Schools care for your health
• Schools care for your food
• Schools represent a multitud of food opportunities
  – SMP
  – SFS
  – classroom teaching
  – tuck shops etc

Manifesto

New Nordic Kitchen

As Nordic chefs, we find that the time has now come for us to create a New Nordic Kitchen, which in virtue of its good taste and special character compares favorably with the standard of the greatest kitchens of the world. The aims of New Nordic Cuisine are to:

1. express the purity, freshness, simplicity and ethics we wish to associate with our region.
2. reflect the changing of the seasons in the meals we make.
3. base our cooking on ingredients and produce whose characteristics are particularly excellent in our climates, landscapes and waters.
4. combine the demand for good taste with modern knowledge of health and well-being.
5. promote Nordic products and the variety of Nordic producers – and to spread the word about their underlying cultures.
6. promote animal welfare and a sound production process in our seas, on our farmland and in the wild.
7. develop potentially new applications of traditional Nordic food products.
8. combine the best in Nordic cookery and culinary traditions with impulses from abroad.
9. combine local self-sufficiency with regional sharing of high-quality products.
10. join forces with consumer representatives, other cooking craftsmen, agriculture, the fishing, food, retail and wholesale industries, researchers, teachers, politicians and authorities on this project for the benefit and advantage of everyone in the Nordic countries.

Århus Charter 2008

Manifesto

New Nordic for Daily Life

• Mere frugt og grønt hver dag (meget mere: Bær, kål, rodfrugter,
  bælgfrugter, kartofler og krydderurter)
• Mere fuldkorn – især havre, rug og byg
• Mere mad fra havet og søerne
• Kød af højere kvalitet, men mindre af det
• Mere mad fra de vildes landskaber
• Vælg økologisk hver gang, du kan
• Undgå tilsætningsstoffer i maden
• Flere måltider tættere på sæsonen
• Mere hjemmelavet mad
• Smid mindre ud

Fra rapporten ‘Grundlag for Ny Nordisk Hverdagsmad’
New Nordic Food
the Food For Many track

• Undurn [Old Nordic for “the meal”]
• Nordic Meeting on School Food DTU 2007
• Helsinki. November 2011
• Oslo. October 2012
• Grythyttan. October 2013
• Application for Nordic Council of Ministers
• Permanent network?

New Nordic Food4Schools

UNDURN - Ny nordisk mad på skolen – fokus på sundr
måltider, bæredygtighed og meddelelse

1. version
Februar 2008

Nordisk mad i børnehøjde
- et idékatalog til skoler
Hands On food activities

HEJERBESØG
SMAGSOLEVELSER MED NORDISK MAD
NADTEATER – ET SCENESHOW
SKOLEHÆVER – NORDISKE AFGRØDER
HÆVER TIL HÆVER
EN TUR I DYRENHAVN OG SE BJØRNE
BESØG PÅ FISKERMARKN
FISKEMARKN PÅ ALLEBESØG
EKSPEDITION TIL DJURPÅLAGESKOLEN OG MAT KLINAT
RAPSOLJE – NORDENS OLIVENOLIE
OPDAGELSEDRØM I NORDEN

Individual book of season

In nature
From planting to harvest

End of season: preserving for winter

Taste shop (Sapere)
Joint Nordic Master in New Nordic Food4Many

- Name of the joint program: New Nordic Food & Meals Studies
- Credits: 120 ECTS
- Language: English

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<th>2</th>
<th>3</th>
<th>4</th>
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<td>Intro Spec Spec Thesis</td>
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Nordic network for scientific and educational excellence

- Örebro University, Sweden (ORU)
- University of Aalborg, Denmark (AAU)
- University of Stavanger, Norway (UIS)
- JAMK University of Applied Sciences, Finland (JAMK)

- Meals, culinary arts and hospitality. (ORU)
- Food, spaces and communities (AAU)
- Management and meal experiences (UIS)
- Service, quality and logistics (JAMK)

Bere and Brug

Nordic berries

- Towards health-promoting and environmentally friendly regional diets – a Nordic example. Elling Bere\textsuperscript{a1} and Johannes Brug\textsuperscript{a2}

- Background Because most of the top determinants of the worldwide burden of disease are diet-related, the promotion of healthful diets is important for population health across the world. Furthermore, changes in eating habits may contribute to preservation of the environment.

- Objective In the present paper it is argued that the translation of health-promoting dietary recommendations into practical recommendations for healthful eating should be more tailored to regional circumstances. This will promote population health as well as help preserve cultural diversity in eating habits and contribute to more environmentally friendly eating. A regional Nordic diet, mimicking the Mediterranean diet to some extent, is presented as an example.

- Conclusion A theoretically health-enhancing Nordic diet is possible including six evidence-based ingredients: (i) native berries; (ii) cabbage; (iii) native fish and other seafood; (iv) wild (and pasture-fed) land-based animals; (v) rapeseed oil; and (vi) oat/barley/rye.
Is it healthy?

Dietary composition and nutrient content of the New Nordic Diet.
Charlotte Mithril, Lars Ove Dragsted, Claus Meyer, Inga Tetens, Anita Bihorst Jensen, Arne Astrup
Public Health Nutrition. Impact Factor: 2.15; 10/2012; DOI:10.1017/S1368980012004521

ABSTRACT
OBJECTIVE: To describe the dietary composition of the New Nordic Diet (NND) and to compare it with the Nordic Nutrition Recommendations (NNR)/Danish food-based Dietary Guidelines (DFDG) and with the average Danish diet. DESIGN: Dietary components with clear health-promoting properties included in the DFDG were included in the NND in amounts at least equivalent to those prescribed by the DFDG. The quantities of the other dietary components in the NND were based on scientific arguments for their potential health-promoting properties together with considerations of acceptability, toxicological concerns, availability and the environment. Calculations were conducted for quantifying the dietary and nutrient composition of the NND. SETTING: Denmark. SUBJECTS: None. RESULTS: The NND is characterized by a high content of fruits and vegetables (especially berries, cabbages, root vegetables and legumes), fresh herbs, potatoes, plants and mushrooms from the wild countryside, whole grains, nuts, fish and shellfish, seaweed, free-range livestock (including pigs and poultry) and game. Overall, the average daily intakes of macro- and micronutrients in the NND meet the NNR with small adjustments based on evidence of their health-promoting properties. CONCLUSIONS: The NND is a prototype regional diet that takes palatability, health, food culture and the environment into consideration. Regionally appropriate healthy diets could be created on similar principles anywhere in the world.

How healthy is it?

Table 1. Overvågning gennemsnitlige daglig indtag af clash i de enkelte prirkon, der leges til Nordskernes sundhed, sammenlignes med den gennemsnitlige daglig indtag og forholdet til. Til den personer vælger 4-7 år.

<table>
<thead>
<tr>
<th>Når Nordisk Helseprøve</th>
<th>Genomsnittslig vægt</th>
<th>Anbefalede intag</th>
</tr>
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<tbody>
<tr>
<td>1. Finger (påkad)</td>
<td>&gt; 300</td>
<td>200 g.</td>
</tr>
<tr>
<td>2. Carrot (påkad)</td>
<td>&gt; 400</td>
<td>100 g.</td>
</tr>
<tr>
<td>3. Grøn (påkad)</td>
<td>&gt; 195</td>
<td>75 g.</td>
</tr>
<tr>
<td>4. Rødegrød (påkad)</td>
<td>&gt; 75</td>
<td>25 g.</td>
</tr>
<tr>
<td>5. Kjøtt (påkad)</td>
<td>&gt; 75</td>
<td>25 g.</td>
</tr>
</tbody>
</table>
Can it be introduced in SMP’s

Scandinavian Journal of Public Health

Design of the OPUS School Meal Study: A randomised controlled trial assessing the impact of serving school meals based on the New Nordic Diet

Children from 3rd and 4th grades (8-11 years old) at nine Danish municipal schools were invited to participate. Classes were assigned to two 3-month periods with free school meals based on the New Nordic Diet (NND) or their usual packed lunch (control). Dietary intake, nutrient status, physical activity, cardiometabolic risk, sleep, growth, body composition, early metabolic and cardiovascular risk markers, lanes, absence from school, wellbeing, cognitive function, social and cultural features, food acceptance, waste, and cost were assessed.

Is it to become mainstream?

The New Nordic Diet: A sociological study of the acceptance and appropriation of a dietary regime. Arun Micheelsen

Important question: what is a dietary regime and do people live on a dietary regime?

Is it feasible?

**Conclusion**
On average, the New Nordic Diet is 24–25 per cent more expensive than an Average Danish Diet at the current market prices in Denmark (and 16–17 per cent, when adjusting for energy content). The relatively large heterogeneity in food costs in the NND suggests that it is possible to compose an NND where the cost exceeds that of ADD by less than the 24–25 per cent.

How can we study it?

**Is it different at biomarker level?**
Using metabolomics to assess diets

[Untargeted metabolomics as a screening tool for estimating compliance to a dietary pattern.](http://pubs.acs.org/doi/abs/10.1021/pr400964s)
Do they like it?

In conclusion, bitter sensitivity appears to influence food intake in children to a greater extent than sour, sweet, or salt sensitivity. Bitter-sensitive children exhibited a reduced intake of grapefruit juice and a higher intake of sucrose-sweetened juices. Thus, bitter sensitivity might be a challenge in the acceptance of certain bitter foods.

Some intervention ethics to consider

• Normativity
• Strength and weakness
Conclusions

- Traditional diets has been *scientificised*
- ... and *politicised*
- Evidence is a part of modern dietary governance
- Narratives are the other important ingredient
- Traditional diets seems to have some influence on dietary habits
- ...as have other parameters