

-FOOD-

NORDIC FOOD IN TOURISM

Ásta Kristín Sigurjónsdóttir
CEO of the Icelandic Tourism Cluster

<https://nordicfoodintourism.is/>
2019-2021



Iceland Project Managers

Brynja Laxdal: Ministry of Industries and Innovation (2019-2020)

Sunna Þórðardóttir: Ministry of Industries and Innovation (2021)

Ásta Kristín Sigurjónsdóttir: Iceland Tourism Cluster

Thora Valsdóttir: Matís

Nordic Project Partners

Åland Islands: Tiina Björklund, Department of Education & Culture, Government

Denmark: Ida-Maj Fiskbæk, Food Organization of Denmark

Faroe Islands: Janus Vang, Graskarasetrið iNOVA

Finland: Terhi Hook, Business Finland

Greenland: Emilie Krusell, Sermersooq Municipality

Norway: Marie Bergsli, Innovation Experiences Tourist Cluster

Sweden: Sofie Broomé, Tourism in Skåne

Icelandic Expert Group

Tjörvi Bjarnason: Iceland's Farmers Association & EMBLA

Laufey Haraldsdóttir: Hólar University

Selma Dögg Sigurjónsdóttir: Innovation Centre Iceland/Ministry of Industries and Innovation

Guðrún Þóra Gunnarsdóttir: Research Center of Tourism:

Future analysis

1. Trendwatching
2. Expert interviews
3. Netnography
4. Workshops project group

KAIROS
FUTURE

Preliminary report English: <https://nordicfoodintourism.is>

-F-00D-
NORDIC FOOD IN TOURISM



Nordic Food in Tourism

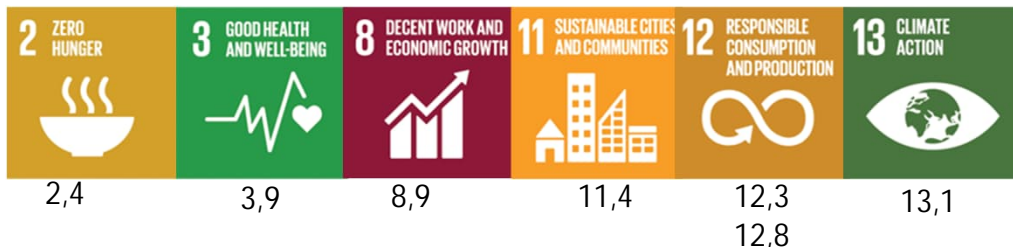
The aim of the project

The aim of the project is to understand the perception of Nordic food, highlight the importance of local food in sustainable tourism and gain insight on how climate change and trends can shape our future of food in tourism



Objective Objective of the project

Raise awareness on future challenges and opportunities related to food in tourism and provide strategic guidelines that support future actions and policymaking.



Vision

Vision of the project

Visiting the Nordics should be about experiencing a place where people and the planet prosper in sustainable harmony and economic growth...



Vision

Vision of the project

... A place where eating and travelling is in balance with local culture and nature and seen as a desirable lifestyle, a Nordic lifestyle



Nordic Food

Helps capture the idea of a shared Nordic identity that benefits from a positive perception of the Nordic region.



A photograph of two men standing under a large, powerful waterfall. The man on the left is wearing a dark blue t-shirt and dark pants, and the man on the right is wearing a dark patterned t-shirt and dark pants. Both men are smiling and appear to be enjoying the water. The waterfall is cascading over dark rocks, and the surrounding area is lush with green vegetation. The entire image is framed by a thin orange border.

In the mind of the global consumer...

Nordic food is often
synonymous with **wellness &
comfort moments** and the
cuisine is associated with **high
quality ingredients** that come
from an **unpolluted
environment**.

Desire for a Nordic experience, a Nordic lifestyle...



Food in tourism – trends & opportunities

Narratives

Recipies

Food pairing

Try concept stretching

Emerging diet trends

Add a litle extra delight

Be prepared for changing motivational factors

What to eat

Where to travel

How to travel

Businesses in both the food and tourism sector need to look at this as an opportunity to educate, inspire and guide their customers towards a sustainable lifestyle, the Nordic lifestyle



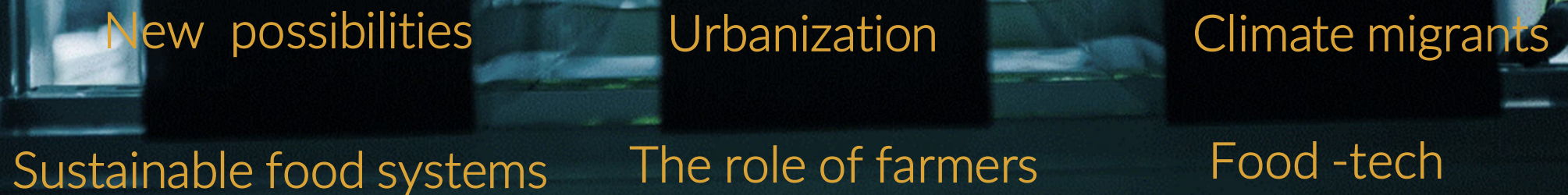
Local food

Local food production is important because of food security, it stabilizes rural societies, it enriches our culture and plays a role in sustainable development and is therefore interwoven with sustainable tourism.

Shaping the future of food

-F-@-D-

NORDIC FOOD IN TOURISM



New possibilities Urbanization Climate migrants

Sustainable food systems The role of farmers Food -tech

Strategies - outcomes

1. Investments & lobbying
2. Tools & knowledge for innovation and product development
3. Understanding residents and visitor's needs and expectations
4. Education and training programs for schools and businesses
5. Communications toolkit
6. Visibility of local food and distribution

Nordic Food in Tourism Conference



Program 30 September 2021

Venue: *Hótel Valaskjálfi, Egilsstaðir, Austurland (East-Iceland)*

- 10:00 Welcome**
Ásta Kristín Sigurjónsdóttir, Manager of the Icelandic Tourism Cluster
- 10:10 Nordic food in Tourism, project and results 2019-2021**
Brynja Laxdal, Nordic food in Tourism
- 10:40 The future of Food Tourism**
Erik Wolf, CEO World Food Travel Association
- 11:20 The new National Tourism Strategy for Norway, and how food experiences is part of it**
Bård Jervan, Senior partner and founder of MIMIR AS and co-founder of BeSmart Nordics AS
- 11:30 Best case practices from the Nordics**
Iceland, Faroe Islands, Norway
- 11:45 Summary and round table discussions**
- 12:00 LUNCH - Networking - Taste of the local food**
- 13:00 How will food tech shape the future of food?**
Sara Roversi, Founder of Future Food Network and Director at Future Food Institute
- 13:30 Towards sustainable diets: Facts, obstacles and future perspectives**
Þórhallur Ingi Halldórsson, Professor, Faculty of Food Science and Nutrition, University of Iceland
- 14:00 Food and nutrition as medicine – changes ahead**
Birna G. Ásbjörnsdóttir, M.Sc. in Nutritional Medicine
- 14:15 Sustainable Food Tourism in the Nordic Region: examples, definitions and challenges**
Jonatan Leer, PhD, Head of food and Tourism Research University College Absalon, Roskilde Denmark
- 14:30 Best case practices from the Nordics**
Sweden, Greenland
- 14:45 COFFEE BREAK and Networking**
- 15:00 Communicating the impacts of climate change in Nordic Food Systems**
Afton Halloran, PhD Independent Consultant in Sustainable Food Systems Transitions
- 15:10 How can Behaviour Design and nudging be used to stimulate local value creation and sustainability?**
Bård Jervan, Senior partner and founder of MIMIR AS and co-founder of BeSmart Nordics AS
- 15:25 Visitor's Journey and Design Thinking**
Daniel Byström, Industrial Designer and Founder of the Swedish design agency, Design Nation
- 15:40 Best case practices from the Nordics**
Åland Islands, Finland, Denmark
- 16:00 Networking and drinks (locally produced)**



Nordic Council
of Ministers



Takk
Tak
Tack
Kiitos

-FOOD-

NORDIC FOOD IN TOURISM