Nordic Food x Nordic Liberaries

Nordic Food Programme

Nordic Food Programme 2025-2027

Nordic Council of Ministers

Background

Direction for new program period including narrowing down project proposals based on insights from Malmö

1. Strategic dialogue on Nordic food policy
2. A Nordic strategy for transparency and fairness in food procurement
3. The No Menu Movement
4. An inspirational platform to activate role model agency
5. Cultural institutions reinvented as culinary centres
6. Design and implementation of a shared food literacy curriculum
7. Improved sustainability metrics
8. Action plan for public kitchens
9. The North Star – shining a light on sustainable, delicious products
10. A Nordic Food Council

”(Methology)
Public awareness building

through

(Platform)
cultural institution centers

to inspire

(Aim & target group)
everyday Nordic food habits and enhance children’s food literacy”

Programme foundation

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Framework

New Nordic Food Programme 2025-2027

Overall goal:"The programme aims at strengthen awareness of New Nordic Food and promote sustainable eating habits in the Nordic region. It is expected to increase awareness of local food production and create specific initiatives that enhance resilience and health in Nordic food systems. Furthermore, the program is expected to contribute to export promotion activities.

Associated to: The Nordic Council of Ministers for Fisheries, Aquaculture, Agriculture, Food and Forestry (MR-FJLS)

The programme's 4 aims:

1.

Disseminate the values and methods of the Nordic Kitchen Manifesto into everyday meals across the Nordic region.

2.

Strengthen food knowledge and cooking skills among people in the Nordics.

3.

Strengthen local food production and the Nordic food system.

4.

Contribute to making Nordic food culture and the Nordic food system a global role model.

Core Narrative

Since 2004, the Nordic Food Movement has placed the Nordic region on the global gastronomic map. Based on the Nordic Kitchen Manifesto, visionary chefs and restaurants have created a strong brand built on local ingredients, seasonality, quality, and sustainability. However, while the movement has had a major impact in fine dining, its values have not fully reached into Nordic family homes.

The programme "Nordic Food" marks the beginning of the next phase of the Nordic Food Movement.

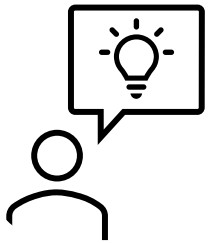
The focus now shifts from restaurants into homes—toward families with children and the meals that shape our daily lives, health, and communities. The ambition is to make Nordic food principles accessible to everyone and embed them into everyday life.

Through collaboration across the Nordic region, the program will activate and strengthen food culture institutions and stakeholders that can engage children and families in rediscovering the value of food. By sharing knowledge, building on existing initiatives, and activating new platforms, the program aims to create the foundation for rooted changes.

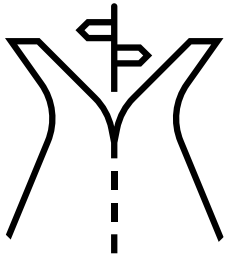
The vision is a Nordic region where gastronomic pleasure, sustainability, and strong Nordic food traditions are not reserved for a few but has become a popular movement for the many.

Deeper and broader engagement and involvement

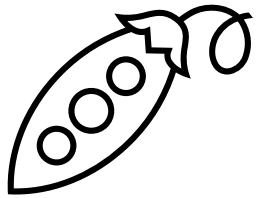
Gathering knowledge:
We explore Nordic eating habits to understand how to break unhealthy patterns and create lasting change.



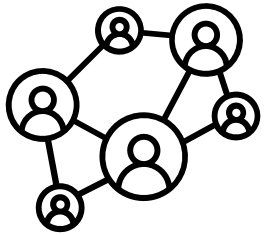
Build bridges:
We scale the best initiatives across borders so that good ideas in one country become reality across the Nordic region.



Bringing Nordic Food Culture into Everyday Life:
We develop inclusive and accessible food activities that bring Nordic food culture closer to people's everyday lives.



Activate new platforms:
We bring together cultural institutions that wish to take part in the food cultural agenda.



Nordic food principles are accessible to all and used in everyday life.

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Liberaries as structural collaborators

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WEEK17 is a joint campaign(across the Nordics) involving libraries and local sustainability initiatives that create activities and action together with citizens.

[The New Nordic Kitchen] is a movement that benefits public health, competitiveness, the environment, and the climate — it is a win-win situation!

Karen Ellemann, 2024

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An example

Campaign materials developed for activities at three Danish libraries

- Bookmarks
- Table cards
- A color bingo activity
- Tips for setting the table
- A kitchen mission activity
- Templates for drawing and writing about food
- Stickers

The focus has been on creating a playful and inviting universe, while engaging the audience through activities such as coloring, playing, drawing, and writing.

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Dissemination of project

Progamme secretary → **Nordic Food Cultural Institutions**

- Meyers Madhus (DK)
- The Finnish Society for Food Education Ruukku (FIN)
- Norges Bygdekvinnelag (NO)
- Nordens Hus (FO)
- Eldrimner (SE)
- HÖGSKOLAN PÅ ÅLAND (ÅL)

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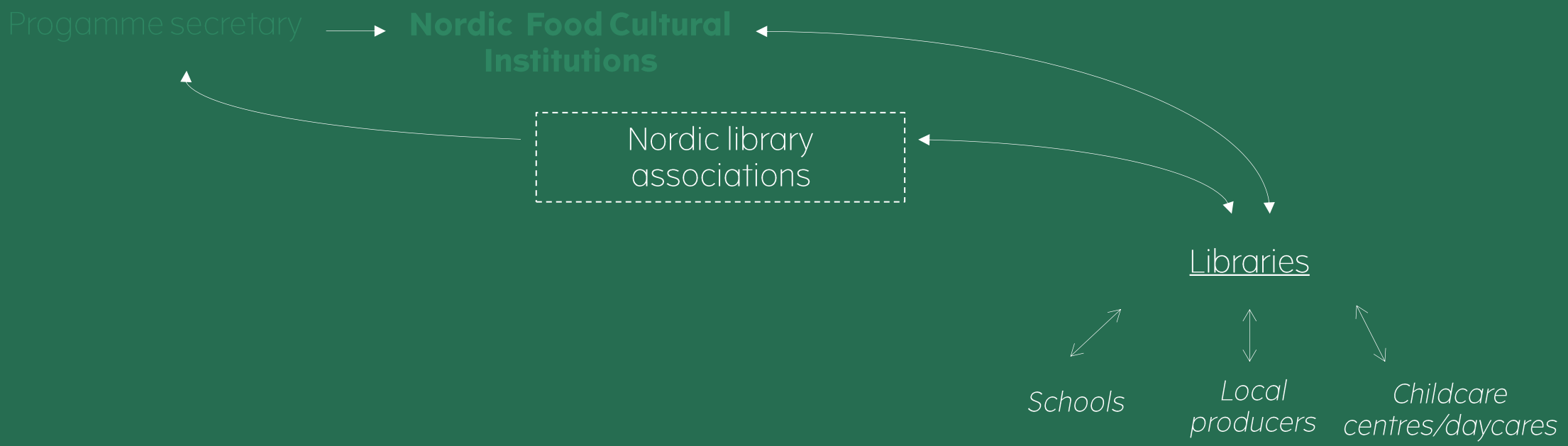
Dissemination of project



Tasks for Nordic Library Associsations

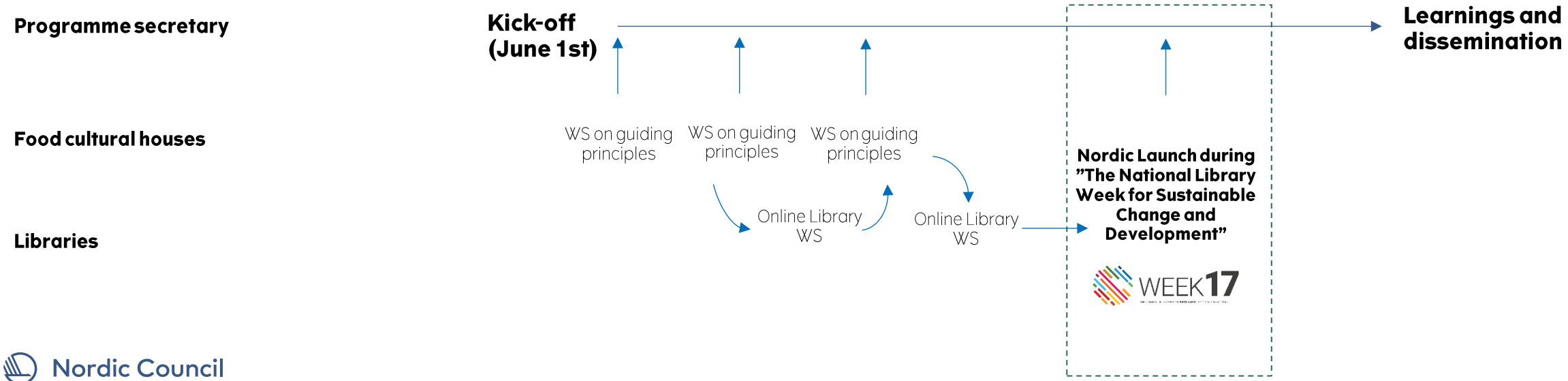
— Cross-Nordic commitment – we want to make this happen!

— Help identify relevant libraries in all Nordic countries, including a model to ensure balanced representation across the region.
  - Denmark
  - Norway
  - Sweden
  - Iceland
  - Faroe Islands
  - Finland
  - Åland
  - Greenland

— Establish contact with the identified libraries at management level and support their recruitment into the project.

— Coordinate with the Nordic Food Programme on ideas for parallel follow-up activities.

Programme milestones



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Input on....

- model to ensure balanced representation across the region
- ideas for parallel follow-up activities

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Next step

- Identification of libraries and point of contact
  -> send them to camilla@madkulturen.dk

- Invitation to kick-off

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Programme tracks

Track	Missions	Endgoals
Programme	-**Exchange of knowledge and experiences** between key actors and smaller cross-Nordic seminars focusing on relevant themes and actions -**Engage and build on the existing competences and initiatives** in the Nordic region -**Gathering knowledge** about the similarity and differences in food and cooking habits and food cultural legacies across the Nordic region	Disseminate the values and methods of the Nordic Kitchen Manifesto into everyday meals across the Nordic region. Strengthen local food production and the Nordic food system.
Lighthouse project	In addition, the programme will include ***one concrete project***, that shows the potential of the programme and becomes a key-example of how to strengthen the knowledge of food and cooking competences amongst the Nordic people.	Strengthen food knowledge and cooking skills among people in the Nordics.
Export	The program is intended to support export promotion activities.	Contribute to making Nordic food culture and the Nordic food system a global role model

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Closed professional symposium at Nimb to set focus on the reactivation of the food movement

The symposium launches the new Nordic programme (2025–2027), bringing together gastronomy leaders, cultural institutions, and policymakers to promote everyday Nordic food, revitalize the Kitchen Movement, and reinforce the region's role as a leader in sustainable, value-driven cuisine.

Public events in the Tivoli Garden to set focus on the food system (supply/demand)

Through debates and a food event in Tivoli Garden (supported by MR-FJLS' Bioeconomy programme), these activities aim to:

- Explore how high-end gastronomy can support resilient Nordic food systems and future farmers.
- Bring innovative Nordic food into everyday life, engaging ordinary consumers.
- Promote Nordic food policy cooperation and inspire further innovation and recruitment initiatives.

Symposium elements

Welcome and Opening
Speaker: Secretary General of the Nordic Council of Ministers, Karen Ellemann (TBC)
Introduction to the symposium and launch of the Nordic Programme (2025–2027)

Tribute to High-End Gastronomy
Reflections on the implementation of the Nordic Kitchen Manifesto in innovation, sustainability, and branding
Acknowledgement of key achievements within the Nordic gastronomic sector

Secretariat Perspective – Strategy and Vision
Presentation of programme structure, partners, and key milestones

“Plating the Manifest”
Collaborative activity translating the principles of the Nordic Kitchen Manifesto into everyday food principles

Conclusion and Baton Handover
- Summary of key insights and drafting of sustainability-focused principles
- Confirmation of continued Nordic cooperation
- Symbolic baton handover