

THRIVING TOGETHER TOWARDS  
NEW HORIZONS



EUROPEAN REGION OF GASTRONOMY

TRONDHEIM - TRØNDELAG  
CANDIDATE 2022



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IGCAT  
INTERNATIONAL INSTITUTE OF  
GASTRONOMY, CULTURE, ARTS AND TOURISM



Cover photo & photo on left: Jarle Hagen



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*Photo: Jarle Hagen*



THRIVING TOGETHER TOWARDS  
**NEW HORIZONS**

TRONDHEIM - TRØNDELAG

Photo: Jarle Hagen

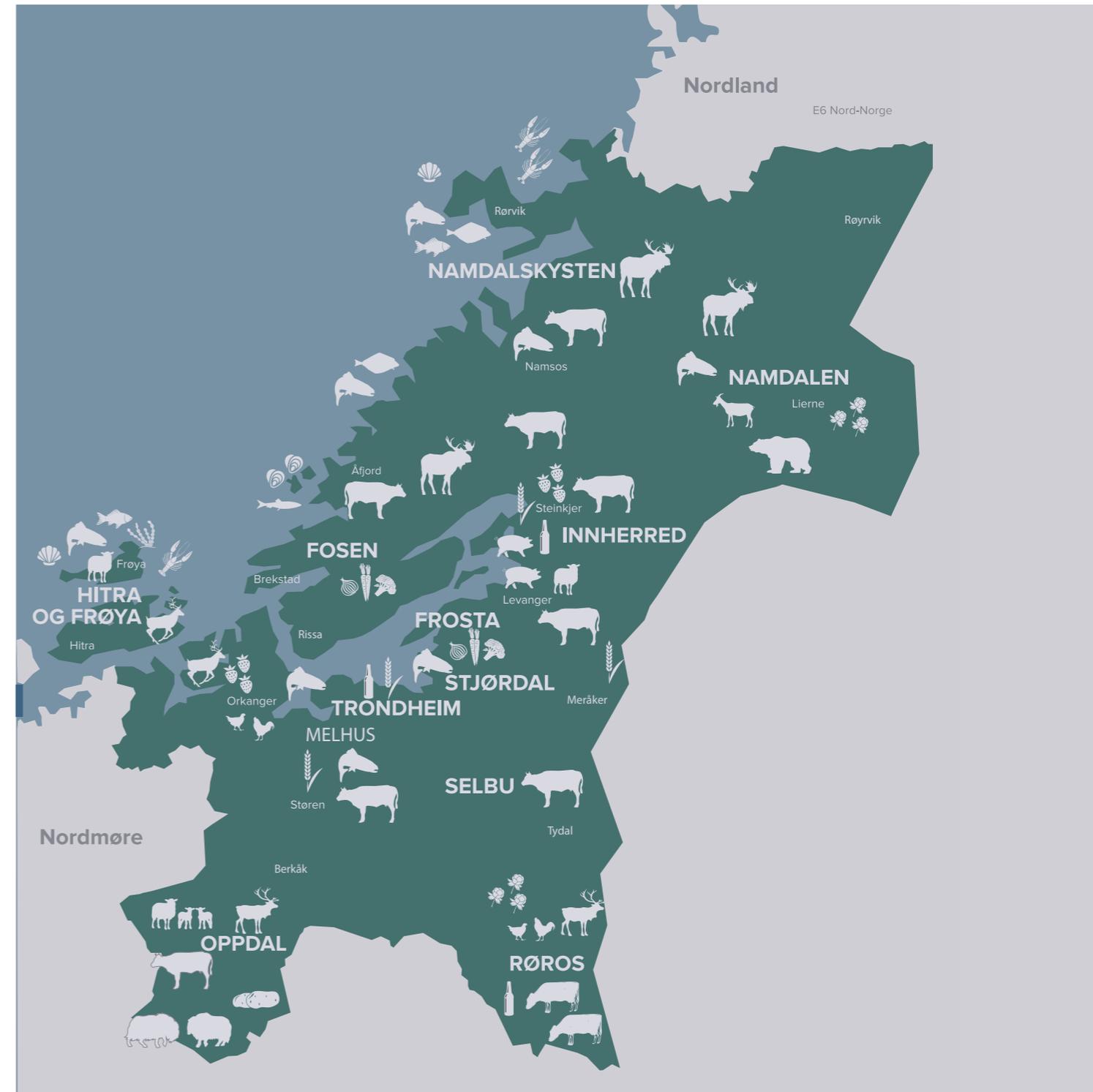
## IN THE HEART OF NORWAY

In the heart of Norway is the county of Trøndelag (Southern Sami: Trööndelage). Trondheim is Norway's third largest city in terms of population. Trøndelag is Norway's second largest county by land area and the fifth largest by population. The majority of the county's more than 450,000 inhabitants live along the shores of the Trondheimsfjord, where much of the food production also occurs.

Trøndelag is an extremely diverse region. In contrast to other regions in Norway, the Trøndelag economy is largely based on food production and consequently has strong nature-based industries. We have seafood, meat, vegetables, drinks. Production and processing. Volume and small scale. Research and innovation. And we have proud consumers. This is the result of many years' work, but we still have potential. We will now take the next step through our work with the European Region of Gastronomy.

In addition to the city of Trondheim, Trøndelag consists of several smaller towns and many villages. The towns and cities are becoming larger. Having one large city and many strong towns/villages presents many opportunities, as well as some challenges. Food is a way of building strong connections between rural and urban lifestyle. Through food, the consumers see that the produce and experience produced in the surrounding rural areas benefits the city, while at the same time the rural areas benefit from the market, knowledge communities and attractiveness of a larger city. We will work to ensure that Trondheim and Trøndelag cooperate well to achieve the goals in this application and highlight the reciprocal relationship between the large city and the region through food.

Map: IOi Mat og Drikke





## GOALS FOR OUR WORK WITH THE EUROPEAN REGION OF GASTRONOMY

We are proud of our food region. The various players have done a thorough job when it comes to their respective priority markets and target groups. We have made considerable progress. But we also have visions and dreams of new horizons. By that, we mean we want to take new steps forward. And we need to work together to make it happen. We need to find out what the next step is.

By becoming a part of the European Region of Gastronomy Platform and working with IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism), we dream of achieving the necessary focus and inspiration to do this. At this precise moment, there is a momentum of international interest, which means many are ready to see how we can further utilise our comparative advantages to be noticed jointly in new contexts. Our expectation of participation in an international network is to gain more visibility through good cooperation.

### BUILDING ON U.N. DEVELOPMENT GOALS

Our efforts in this area build on the U.N.'s sustainable development goals, show our region from an international perspective and wishes to share with and be inspired by other regions. By building on the UN's Sustainable Development Goal # 17; Partnerships, Trondheim and Trøndelag can work well through food to achieve more of the sustainable development goals.

Trondheim Municipality has welcomed a closer cooperation to the UN in Geneva (UNECE) concerning smart, sustainable development. As a result of this work, an office of sustainability will be established in Trondheim. As a result of this initiative, the city will be given an esteemed status as UN Charter Center of Excellence. Maintaining a high standard when it comes to management of food production and natural resources is a significant part of the work in becoming a sustainable region.

*Photo: Jarle Hagen*



## GOAL I

Trondheim and Trøndelag will collaborate to become a leading international food region

## GOAL II

Trondheim and Trøndelag will become a well-known and recognised international food destination

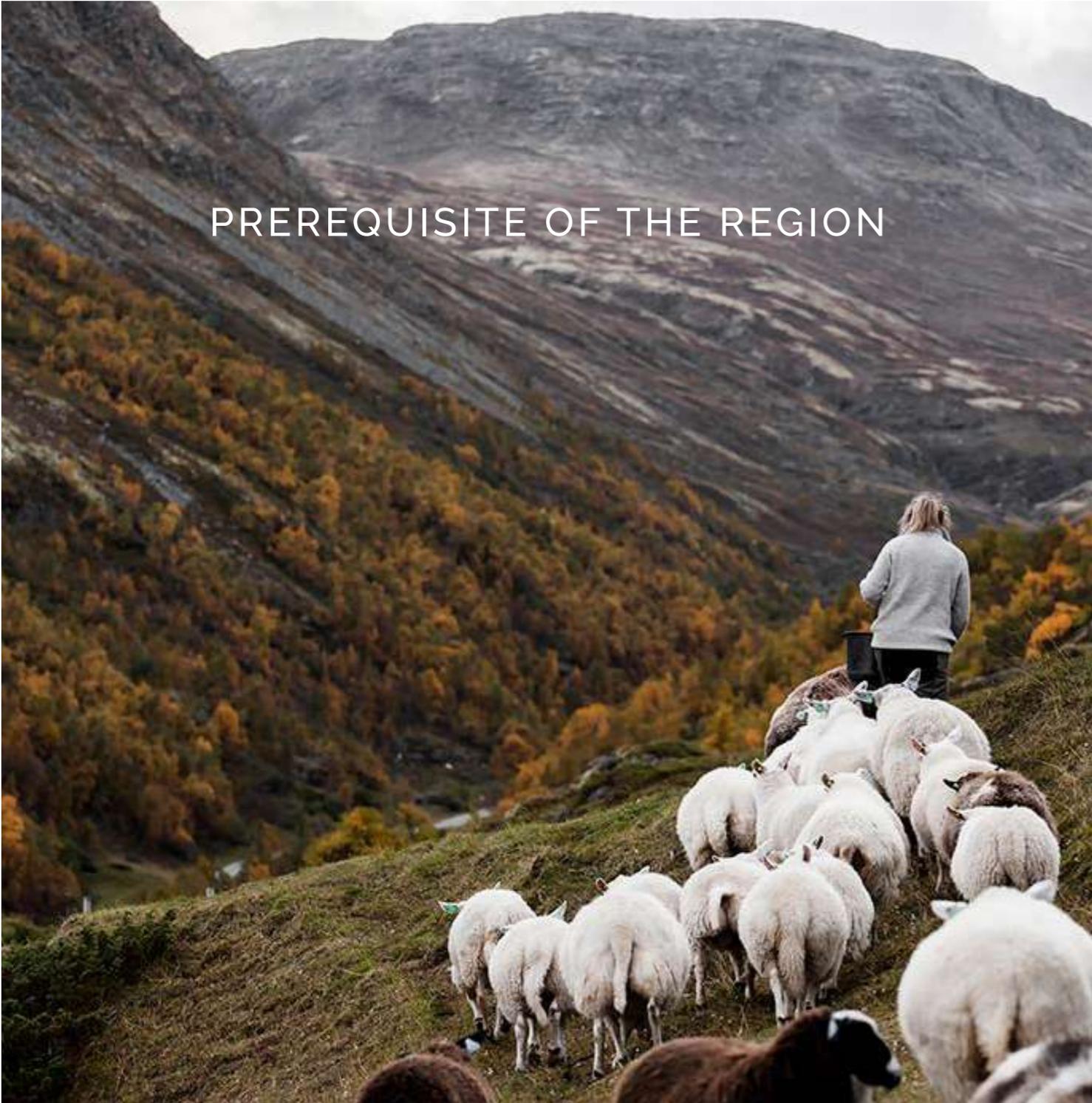
## GOAL III

Trondheim and Trøndelag will increase the value creation in sustainable food production by linking knowledge communities and industries.

## GOAL IV

Trondheim and Trøndelag will be national leaders in recruitment to food production and tourism





## PREREQUISITE OF THE REGION

In the heart of Norway is the Trøndelag region, an area filled with rich, natural resources. From the quality of the soil, the climate, ocean currents, coastal landscapes, cool, dry plains and mountains to long summer nights, full of light and dark winters. These are some of the natural elements that contribute to the unique traits of the local produce of this region. Because the produce grows slowly over a long period of time, it develops an unparalleled flavour.

Through generations we have grown, harvested and learned what the soil and the sea will provide us. In Trøndelag you find some of the best waters for crayfish, crab, scallops and mussels. Fish and an array of different seafood is shipped all over the world from here. In addition to fresh seafood, this region is known for its agricultural products such as pork, chicken, lamb, beef, vegetables and berries. Not to mention, there is an abundance of mushrooms, native plants and herbs and wild game. Trøndelag is a trailblazer when it comes to producing organic dairy and meat. And we are very proud of our food traditions and world class produce. The Trøndelag Food Manifesto was created to ensure collaborative efforts in lifting our food region into the future. We have a myriad of producers who specialise in food and drink whilst working alongside large-scale food processing facilities.

Tourism has a large role to play in creating new and exciting culinary experiences in Trondheim, which is known as the Food Capital of Norway and has the two Northernmost Michelin Star restaurants. Here, there are culinary gems at every corner, serving top notch, local products from both land and sea. It is known that the local producers and chefs of this area are uncompromising when it comes to quality. They are proud of the produce, and use their craft to bring out the most incredible flavours. All of this reflects the amazing pantry, and the knowledge to process and convey it to the guest.

## THE TRØNDELAG FOOD MANIFESTO

In 2011 Trøndelag, was the first region in the world to create its own food manifesto. This was strongly inspired by the Nordic Kitchen Manifesto, and the work done by chefs in Copenhagen to “reclaim” their local produce. Today, a wide range of parties are endorsing the food and products from Trøndelag. Food has shown itself to be the one factor that many can cooperate on; whether it is public actors, industry organizations, small private companies, tourism or individuals. It is used to promote cooperation and development both rurally and in urban areas. Food is the thing that combines us.

This is something that makes Trøndelag produce visible in many settings, and it gives the workers in agriculture and seafood industries identity and pride. Produce from Trøndelag also plays a major role in school and kindergartens (pre-schools), via hotels, restaurants and meat processing facilities, to public agencies and supermarket chains.

The Trøndelag Food Manifesto is bringing awareness to individual consumers and organisations by preserving, strengthening and furthering food production and food culture, thus, creating added value to the producer.

The Manifesto is a commitment to working towards these ambitions, both in day to day production as well as when they plan and strategize. Naturally, this will subsidise the use of produce and other food products that promote the joy of eating and good health.

However, the mindset is not merely about promoting food for special occasions; the day-to-day food preparation is just as significant. In Trøndelag you will find regional food products that are equally worthy of a simple Tuesday as that of a wedding celebration.

*Photo: Ketil Jacobsen*

## POLITICAL WILL

The mutual strategy for innovation and economic growth in Trøndelag focuses on bio-economy and tourism. Investments on a large scale are made in innovation, specialty products, high-volume production, local food and culinary experiences. 62% of all exports from Trøndelag are food products. Our goal is to become the number one food region of Northern Europe. A focus on food is rooted in both municipal and regional politically agreed strategies. It is indisputable that food is what we stand for together in Trøndelag, and is a driving force for the region, connecting the city and surrounding area more closely. In both Trondheim and Trøndelag, there is a strong political desire to work with the European Region of Gastronomy Platform and IGCAT in order to strengthen our common goal.

## KNOWLEGE, RESEARCH AND DEVELOPMENT

In the E.U. ranking, Trøndelag is the 16th most innovative region in Europe, and the most innovative region in Norway. The education and research institutions are key suppliers of sought-after knowledge, manpower and expertise. The presence of NTNU and SINTEF with their internationally leading knowledge environments and Nord University with its strong entrepreneurial competence and decentralised structure is one of the county's greatest advantages. The knowledge environments are significant both in terms of developments in individual industries, in establishments and in the development of new products and services. The interaction between the knowledge environments and the business community will be central to the economic development of Trøndelag.

Research and knowledge are important driving forces in the development of Trøndelag, and much of the knowledge that is developed is directly applicable to both private and public companies in the region. R&D environments also contribute to strengthening the business community through start-up offspring and through developments that occur in the interaction between industry and R&D. There is a major focus on research in both agriculture and aquaculture, and they are the propellers of each field. There is also a lot going on when it comes to cooperation between the two sectors, however, there is great potential here in the future.

Using local resources is of huge importance. We want to further develop the focus on renewable resources in both energy and feed, and will look to IGCAT's Association of experts to learn more.

*Photo: Jarle Hagen*





## THE MOVERS AND SHAKERS THAT BUILD OUR CULINARY REGION

### FISH AND SEAFOOD

The seafood industry in Trøndelag has always had an international orientation, and today Norway exports seafood to over 150 countries worldwide. The fisheries and the maritime industry are modern, profitable and thriving in the villages and rural areas of the coast, ensuring and encouraging settlement. Every day 3,5 million meals of salmon is produced outside the coast of Trøndelag (1 kilo salmon equals 5 meals). The seafood from these areas is delivered to the best restaurants in the world. Alongside other coastal nations Norway administers some of the world's richest fish preserves, and is a leading actor in the production of Atlantic salmon. Trøndelag produces ¾ of all mussels and 20% of the salmon in Norway.

### AGRICULTURE

In Norway the farmers have created cooperatives, and for decades now this has ensured that they are able to deliver meat and raw milk to processing facilities. In the late 1990s the farmers in Trøndelag started to make use of the flexibility they had when delivering to processing facilities; they sold parts of the food and ensured a stable income for themselves, and kept part of the produce on the farm to create their own products. This is the time when the first farm creameries and farm slaughterhouses were created. Collaboration between the food industry and tourism has created new jobs and become a great model for many similar collaborations nationally as well as internationally.

Although only 2.7% of people working in Trøndelag have jobs in agriculture and forestry, the region still produces a considerable amount of Norway's total production in these industries. The Trøndelag region is known to have the largest milk production in Norway and is the second largest in meat production.

The area surrounding the Trondheim fjord has a deep history of rich, fertile soil, perfect for growing vegetables. Long and balmy summer nights yield a lot of flavour. When the farmlands are situated close to the ocean the light is reflecting in the water and onto the plants. The fields are ready to be seeded in early spring. Traditionally the farmers would row boats full of vegetables across the fjord to Trondheim where they would sell their produce at the markets in the city. Today, large volumes of vegetables are delivered from Frosta to the whole of Norway, and in the city of Trondheim you can have a box of fresh vegetables delivered to your doorstep. The producers have an innovative approach through use of new technology, apps, online ordering, and distribution of vegetables of supremely high quality.

In Trøndelag there are also Southern Sami people who are herding reindeer. There are herdings in most municipalities, and the region is divided into 10 different reindeer districts. Trøndelag is furthermore divided into 63 siida-shares, with approximately 300 reindeer owners. There are 25.000 reindeer in the region, and the annual meet production is 300 tons. The reindeer have adapted to scarce grazing sources, however, the growth potential is dependant on limiting the loss of reindeers to predators, the access to grazing areas in the mountains, and increasing product development regarding meat, skin and local tourism.

*Photo: Jarle Hagen*

## BEVERAGES

Various fruits and vegetables are used for producing beverages in Trøndelag. A multitude of coffee roasters in the region are developing their own, exclusive flavours. Trondheim has traditions for brewing beer that date back to the Vikings and monks and now we are experiencing a boom of local breweries. The local brewers in Trøndelag have processes built from a foundation rich in tradition, knowledge and craftsmanship. They are experimenting with local produce implementing old and new techniques with new technology in order to create one-of-a-kind brews.

## GATHERING AND HUNTING

In Norway we have a law called ‘everyman’s right’, which states the right of public access to certain private and public lands and wilderness, lakes, and rivers for recreation, camping, exercise and gathering. Gathering is something that is intrinsic to the Nordic soul, and in both rural areas as well as in the cities people spend summer and fall gathering berries, mushrooms, wild plants and herbs, as well as going hunting and fishing. In the mountains, there are a plethora of lakes with trout, grayling and Arctic char, and wild game such as roe deer, red deer, reindeer and moose. There are hares and wild birds such as grouse, capercaillie and a variety of ducks. You can pick blueberries, raspberries, lingonberries, cloudberries, cranberries, and many other varieties. The forest is abundant with porcini, chanterelles and hedgehog mushrooms. The ‘everyman’s right’ inspires both recreation as well as culinary feasts.

Trøndelag has over 100 watercourses with salmon and sea trout. The river Namsen is named “The Queen of Salmon Rivers”. The Atlantic wild salmon is endangered, and Trøndelag is one of Norway’s largest and most important regions of wild salmon. The region’s wealth on wild salmon was crucial to the development of today’s fish farming.

## SKILLED WORKERS

When the produce is available, it is ready to be processed. A unique characteristic of Trøndelag, is that it has a large processing industry in the region. High skilled workers process meat, seafood and beverages so the consumers can have direct access .

The abundance of highly acclaimed restaurants are also to credit for bringing the produce to consumers. Many agencies and individuals have been working steadily for years to recruit young people into these professions, and in turn, serve our regional products to diners. Now, more people are joining this movement. Young chefs and waiters having trained abroad are moving back home to Trøndelag, with international inspiration in their suitcase. They create unique food experiences every day, and are competing on a very high level internationally, making names for themselves among the respected chefs in the world. Particularly in Trondheim, there are many kitchens of exceptional talent and high quality, destinations in and of themselves. Because of this, the regional products and producers are featured, and the abundant diversity of the rural areas become visible in the city.

*Photo: Jarle Hagen*





## PROUD CONSUMERS

In every region of Trøndelag there is consistent and on-going work being done to create networks among producers, travel and tourism as well as other industries and businesses. The Trøndelag Food Manifesto is a powerful tool to get more parties working together on the topic of food in all parts of the county.

There is also done a lot to strengthen the reputation of the food region, and make the consumers appreciate local products. The idea is that to buy more local food, the knowledge needs to be raised on how the food is produced, how to prepare it and it needs to be accessible both at the market and in the restaurants. We tell the stories about how the food is produced and about the producers, to make the consumers feel connected to the process. We tell stories about innovation, recruitment, challenges and opportunities for the industry.

This work has shown to bear fruit. The consumers in Trondheim and Trøndelag are very aware their local products, and show a great pride to it.

## NATURAL PREREQUISITES

Together with leading research and knowledge environments, a strong nature based industry creates very exciting opportunities. By using comparative advantage and the synergy between urban and rural, blue and green sector, industry and small companies, the goal is to position Trondheim and Trøndelag internationally as a strong food region and food destination.

## VAST POTENTIAL IN THE OCEANS

The Gulf Stream runs along the coast of Trøndelag, and warm water from the Atlantic Ocean meets cold water from the Arctic Ocean. This yields incredible conditions for fish and seafood, and perhaps the best locations in the world for crayfish and crab, among others. It has also been established that in specific areas there is extra input of nutrients that affect the entire ecosystem. A combination of strong tidal currents and waves (particularly internal gravity waves) make the ocean waters unique, especially off the coast of Froan and the coast of Namdal. In these waters there are especially large amounts of phytoplankton, which is consumed by large amounts of copepods – small crustaceans - which in turn become food for large amounts of fish. Here it is dark during winter, but in spring the light comes back and at that time life in the ocean virtually explodes. Spring phytoplankton blooms massively, but the difference from other parts of the world where plankton blooms is that nutrients are supplied from multiple areas so that the spring bloom lasts longer than usual.

These factors make Trøndelag one of the leading seafood regions in Norway, and particularly the fish farming industry has contributed to a strong economic growth with some of the most important aquaculture clusters in Norway. The industry is becoming more technological, and services to the aqua culture is becoming more important in the creation of wealth in Trondheim and Trøndelag.

*Photo: Jarle Hagen*

## GEOLOGICAL UNIQUENESS OF THE LAND

Considering geological circumstances approximately five percent of the area of Norway is suitable for growing food. Most of this area is already taken up by housing, infrastructure and agriculture. Politically it is a constant tug of war to preserve the topsoil, and in Trøndelag there are many actors working to maintain this.

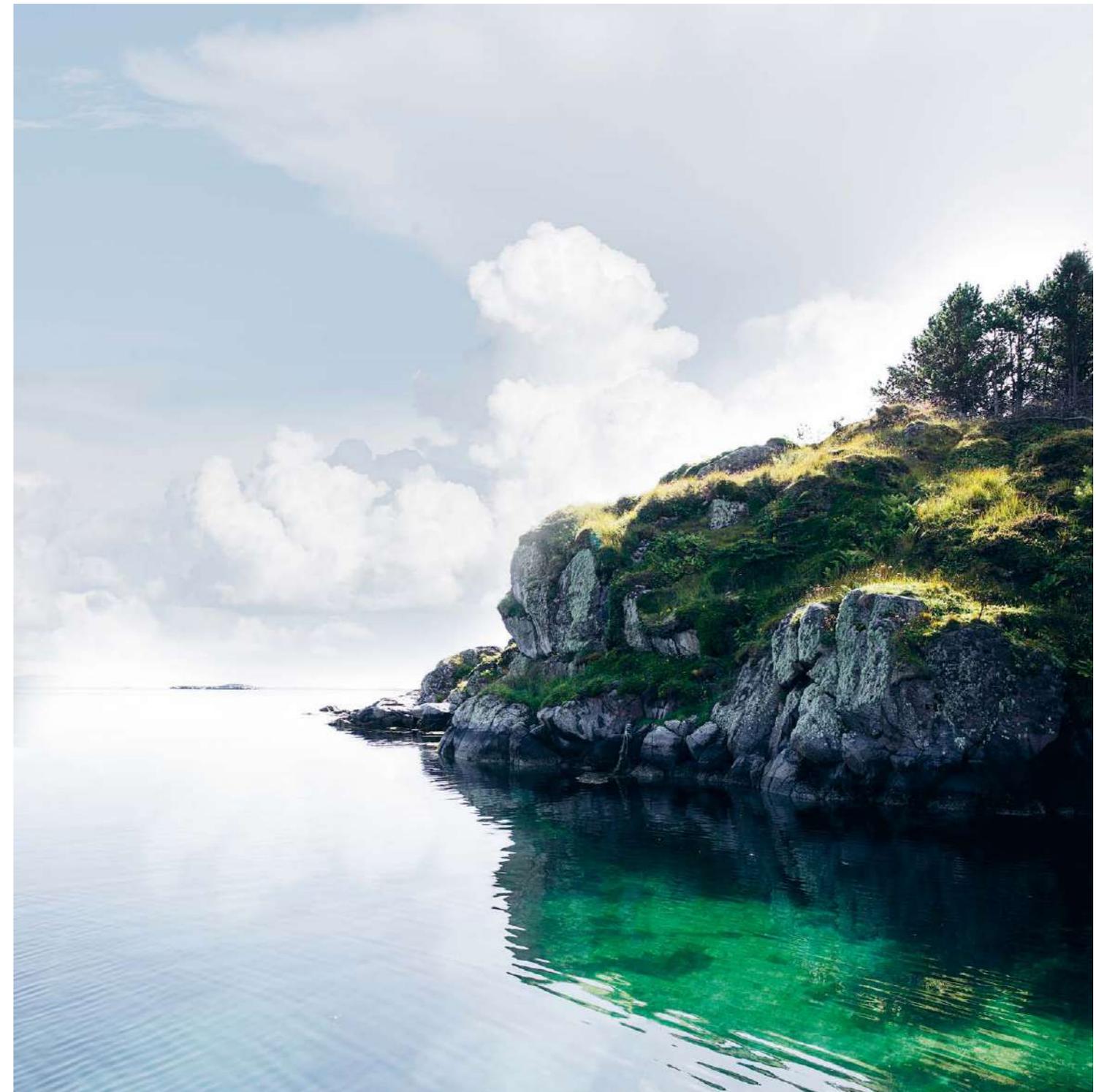
The background for this is that the land by the Trondheim fjord has some really good areas for food production. One of the reasons is that there is geological debris on top of the rock contributing to favourable soil on the surface. The land around the fjord has marine sediments from the time after the last ice age, and here is the filet mignon ('upper crust') of soil for agriculture.

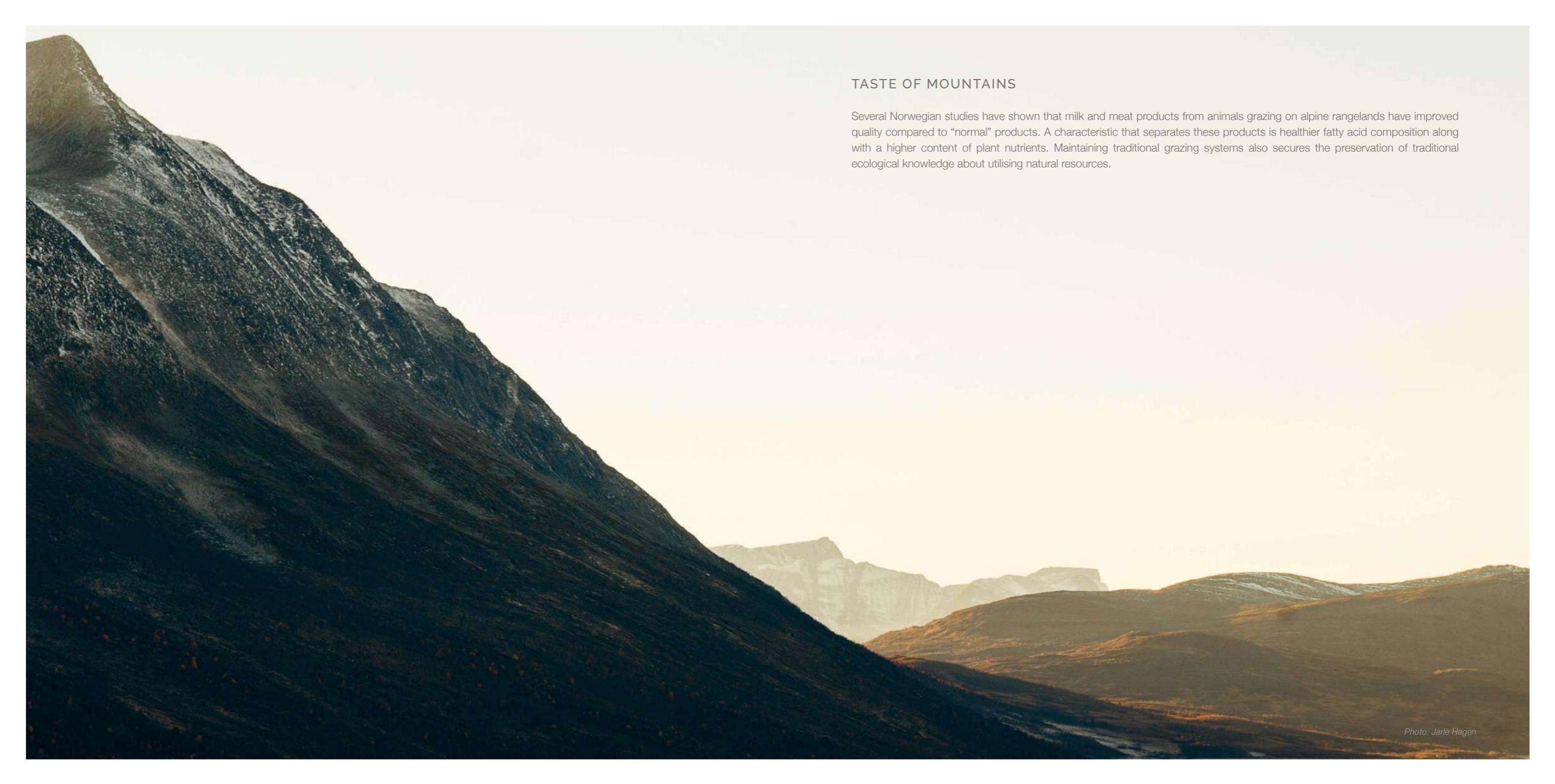
In Trøndelag there are areas where marsh or clay sediments are on top of other sediments, which creates an environment favourable for growing food. The Norwegian Geological Survey maps sediments and have found that Norway generally has much lower concentrations of toxic elements such as arsenic (As), cadmium (Cd) and lead (Pb) than the rest of Europe. During the last Ice Age, Norway was covered in ice, and the deposition and rock foundation of Norway has been less exposed to weathering than what is the case further South, in Europe. The low values of these possible toxic elements make our food soil extra valuable both in our day and for the future. This presents a sales advantage that producers may/can convey in the marketing of food produced in Norway.

## GRAZING LANDS AND CULTURAL LANDSCAPE

Approximately half of the land area in Trøndelag can be used as grazing lands for domesticated animals. Within the county there are big variations in the quality of the grazing areas, and the Norwegian Institute of Bioeconomy Research (NIBIO) has done a lot of research on which kinds of grazing lands exist where in the county. The bedrock, deposits, topography and the specific climate of various areas all contribute to the quality of the grazing lands. In the mountains in the south and east nutrient dense rock formations yield grazing lands of particular good quality, and these mountains also have Northern Europe's most abundant and diverse botanical areas.

*Photo: Jarle Hagen*





## TASTE OF MOUNTAINS

Several Norwegian studies have shown that milk and meat products from animals grazing on alpine rangelands have improved quality compared to “normal” products. A characteristic that separates these products is healthier fatty acid composition along with a higher content of plant nutrients. Maintaining traditional grazing systems also secures the preservation of traditional ecological knowledge about utilising natural resources.

## NTNU (THE NORWEGIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY)

- NTNU is a public research university with main base in Trondheim, the largest university in Norway
  - 7,401 full-time equivalents (FTEs) (2018).
  - Specialization in technology and the natural sciences. 75 per cent of Norway's master candidates in technology
  - 341 study programmes (2018)
  - 42,031 registered students autumn, of which about half study technology and the natural sciences (2018)
  - 3,572 of the students are international (2018)
  - Dozens of international student exchange programmes and more than 300 cooperative or exchange agreements with 60 universities worldwide
- Vision: Knowledge for a better world
- The Nobel Prize in Medicine or Physiology 2014 was awarded to the brain researchers May-Britt Moser and Edvard Moser at NTNU and John O'Keefe at University College London.

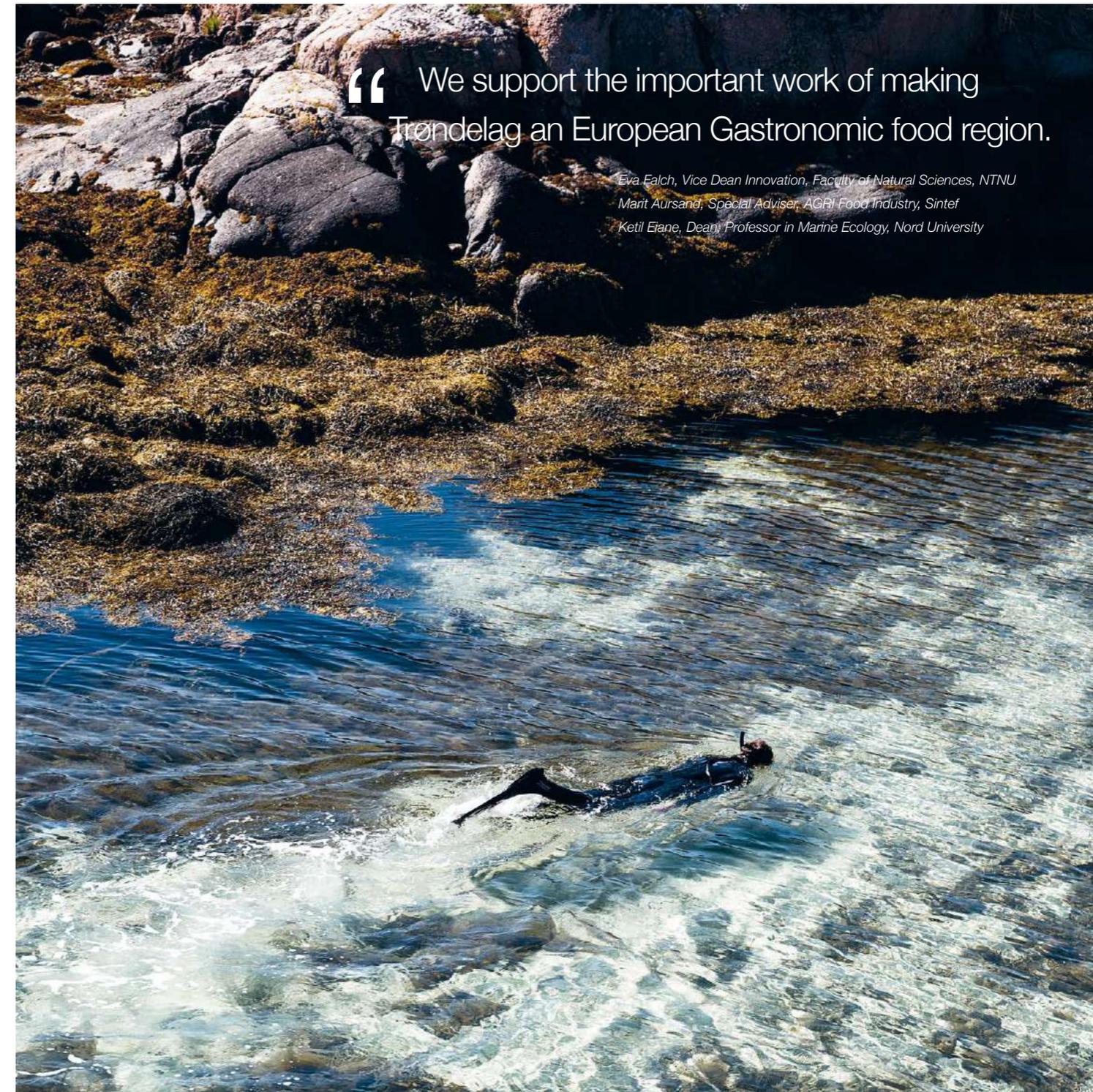
## SINTEF

- SINTEF is one of Europe's largest independent research organisations
- Vision: Technology for a better society.
- 2000 employees from 75 nationalities, with 4000 customers
- SINTEF is a broad, multidisciplinary research organisation with international top-level expertise in the fields of technology, the natural sciences, medicine and the social sciences.
- Experts within several fields, a.o. renewable energy, ocean space, climate and environment and society
- Has an office in Brussels, is by far the largest Norwegian participant in the EU's programme

## NORD UNIVERSITY

- Nord University is a young university with strong regional ties and a global perspective.
- Vision: Global challenges – Regional solutions
- 9 study locations in Nordland and Trøndelag
- 12,000 students and 1,200 employees
- Committed to delivering relevant educational programmes and research, with a focus on blue and green growth, innovation and entrepreneurship, and welfare, health and education.
- 216 study programmes and courses
- 1,316 full-time equivalents (FTEs) (2018)
- 11,435 registered students

*Photo: Jarle Hagen*



“ We support the important work of making Trøndelag an European Gastronomic food region.

*Eva Falch, Vice Dean Innovation, Faculty of Natural Sciences, NTNU  
Marit Aursand, Special Adviser, AGR Food Industry, Sintef  
Ketil Eiane, Dean, Professor in Marine Ecology, Nord University*



## GOAL I

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TRONDHEIM AND TRØNDELAG WILL COLLABORATE TO  
BECOME A LEADING INTERNATIONAL FOOD REGION:  
LINKING URBAN - RURAL

In a European context, the distance between the city of Trondheim and the region of Trøndelag is short, so they can easily be connected. But even if the distance is short, it's important to strengthen the interaction in order to exploit the strengths of urban Trondheim and rural Trøndelag. Approximately 50% of the region's population now lives in Trondheim. As more people migrate from rural areas to the main urban centre, the proximity to the food production will become greater and the knowledge of food and food production will gradually be reduced in central areas.

Trondheim and Trøndelag have the natural conditions to change this trend. Food and food production are one of the factors that currently link the city and the region closer. This is achieved in two ways: by taking the rural area into the city and vice versa. We must utilise the various strengths that exist in the city and the region. One goal for our work with the European Region of Gastronomy Platform is to interact better in order to utilise the various urban and rural strengths.

### RURAL AND URBAN—ANCHORING TRØNDELAG'S FOOD PRODUCTION:

In recent years, the sale of local food and beverage specialities has seen a significant increase throughout the region. Locals, also known as "Trønders", prefer to buy from producers in the region. For example, the Trøndelag Farmer's Market has the highest turnover in Norway. Trøndelag's REKO ring is now the largest in the world, while supermarkets, restaurants and hotels are offering more locally sourced options.

By meeting producers face-to-face in festivals and markets, consumers learn more about the product's characteristics, as well as its production methods and environment. This generates familiarity with and knowledge of local production and local processing.

In Norway, many people have a second home, cabins that are used on weekends and during holidays. Trøndelag has many of these cabins dotting the countryside, and they are in frequent use. As a result, the connection between rural and urban is tighter here than in many other regions. Several communities that are popular with cabin owners, such as Oppdal, Røros and Åfjord, find that cabin owners want good restaurants, somewhere to go for a cup of coffee or a glass of wine, and access to cultural activities while staying at their cabins. This brings the urban to the rural, and the qualities rural districts traditionally have to offer in terms of nature and outdoor recreational activities both at sea and on land. Some cabin owners want to spend more time at their cabins. More and more people have jobs that don't require them to work from any specific location. For them, it's important that municipalities facilitate for shared office spaces, etc., where people can come to work on an as-needed basis.

*Photo: McKenna Starck*



## WHAT DOES A STRONGER RURAL-URBAN LINK MEAN FOR TRØNDELAG'S FOOD PRODUCTION?

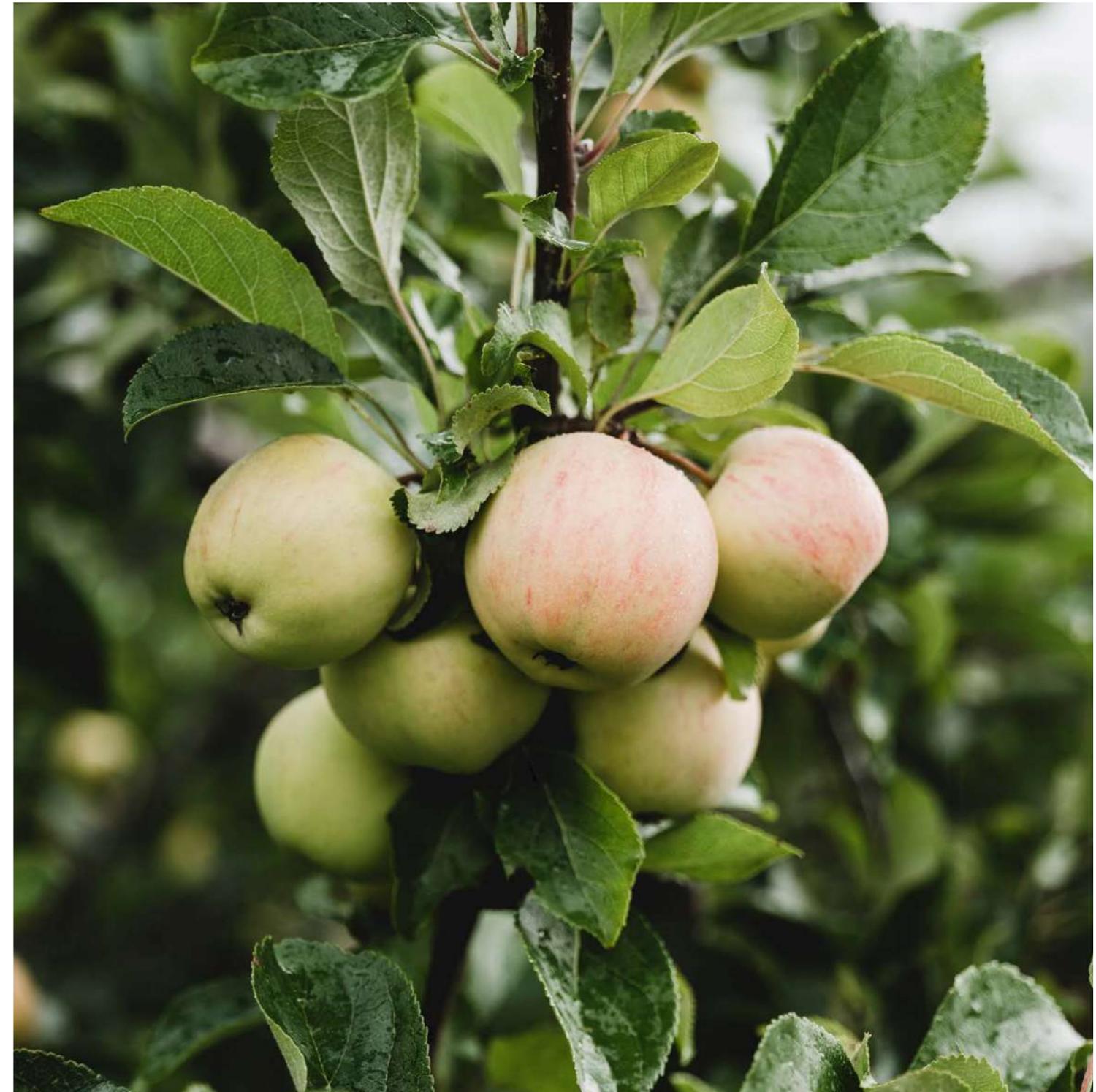
Trøndelag is a central food-producing region. In order to anchor Trøndelag's food production in the minds of the individual Trønder, it is important to spread information about food production and the significance of food-producing industries for Trøndelag's economic activity and labour market. The U.N.'s Sustainable Development Goal no. 11 emphasizes the importance of making cities and communities inclusive, safe, resilient and sustainable.

It is essential that Trøndelag's municipalities facilitate for the region's existing food production and even for increased production. This means actively facilitating food production in strategic plans for economic development and protecting agricultural land instead of re-zoning it for residential or commercial development. Contributing to making sure the framework conditions for food production can support existing and even increased food production. Regional authorities should encourage and promote increased product development and innovation through increased implementation of technology, new raw materials and regional resources.

The U.N.'s Sustainable Development Goal no. 17 seeks to strengthen the means of implementation and revitalize the global partnership for sustainable development. In order to succeed with this goal, we need new and strong partnerships. Authorities, businesses and communities must work together to achieve sustainable development. The sustainable development goals are designed to serve as a shared, global vision and prioritised agenda for the next 15 years. Experiences gained from the Millennium Development Goals show that this type of targeted effort works.

Urban agriculture and Community Supported Agriculture is in big progress. This link the urban and rural way of life, and brings knowledge about food to new groups in society.

*Photo above: Wil Lee-Wright; Photo on right: Jarle Hagen*





## RENEWED FOCUS

Trøndelag Food Manifesto is celebrating its 10th anniversary in 2021. From preparing an application to become a European Region of Gastronomy, we can see that many of the visions of the Trøndelag Food Manifesto have been a success and critical to the work of building a food region. Now, however, is the time to review the points to see if any of them need to be adjusted. We have seen considerable success in the area of promoting internal pride and knowledge, so now we plan to also turn our focus outward to the world. We want this to be reflected in the Trøndelag Food Manifesto and need to look at whether the wording of the manifesto needs to be changed or supplemented to include this new focus. The Food Manifesto still has a lot of unrealized potential as a tool; we need to look into more things we can do with and for those who have already signed, and work to get even more stakeholders on board. Our goal for the hosting the European Region of Gastronomy 2022 title is to align our sustainability goals to those of IGCAT and the European Region of Gastronomy Platform's Charter, and ensure that more people and businesses sign the renewed Trøndelag Food Manifesto.

*Photo: Geir Mogen*



## TRØNDELAG FOOD & BREWERY FESTIVAL

Once a year, over 225,000 people meet and celebrate the food and drink from the region of Trøndelag. For three days, Trondheim plays host to the Trøndelag Food Festival and Brewery Festival. It started out as a sales event showcasing local food specialities, and now has developed into an annual highlight, gathering 200 producers of food and beverage being a regional meeting point.

The festival attracts visitors and decision-makers from all over Trøndelag. Food producers alone have a collective turnover of NOK 13,8 million, and these values are distributed across the region, having ripple effects far beyond the three days the festival lasts.

There are cooking classes with the best chefs and teachers, and over 40 different activities aimed at children and young adults, related both to seafood and agriculture. Through the motto "learning by doing", the children not only learn more about cooking food, but also about where food comes from and how it is produced. Later, they also educate their parents.

*Photo: Wil Lee-Wright*

At the Brewery Festival the consumers meet the brewers. This is a celebration of the art and craft of brewing of all kinds from the unique Trøndelag region, where the focus is on flavor, culture, history and tradition. It is a unique festival experience in the heart of town. It is dedicated to all things brewing; coffee, tea, kombucha, and of course the beers; specialty beers, handcrafted beers, small batch beers. Mead and cider is also represented.

The combination food and drink is highly valued. Therefore, four restaurants at the festival are serving food that is developed to match different kinds of drink. Every one of the 200 different sorts of beer comes with a recommendation on what kind of food it goes with.

As a goal to host the European Region of Gastronomy 2022 title, the food festival will be looking at creative ways to engage citizens in debates about our food future through performing and visual arts.



## FARMER'S MARKET / FARMERS IN TOWN / REKO RING

The Trøndelag Farmer's Market is a regular event on the Market Squares of Trondheim, Steinkjer and other cities in the region. These markets give the public a chance to meet the farmer and get first-hand knowledge of how the product is made, including tips for how to prepare and use the product. Trøndelag has the Farmer's Market with the highest turnover in all of Norway.

Recently, new groups and sales channels have emerged, such

as Bønder i byen (Farmers in Town) and the REKO ring, the latter of which being the largest of its kind in the world.

These meeting points show how Trøndelag as a food region interacts with the marketplace in Trondheim. Over time, stakeholders have worked hard on getting the public to understand everything that goes into the locally produced food available, and we must continue to highlight this aspect.



## A NEW VERSION OF THE NORWEGIAN "BYGD" – BYGDA 2.0 AT STOKKØYA

Bygda 2.0 can simply be described as the development of a new kind of village, or micro-city. It is characteristic of a unique, dense, sustainable and modern living and working environment – all about establishing social structures, modern living arrangements and use of renewable energy, food culture and scenery, and outdoor adventures.

This setting provides a future-oriented environment for business and research – a living laboratory. The goal is to facilitate more people choosing rural areas as a base for a good life into the future. The vision is to create a contemporary interpretation of the Norwegian village by creating a unique, sustainable

and modern society situated adjacent to the seashore that maintains an awareness of temporal and spatial scales.

At Stokkøya, local producers have also developed a close collaboration with NTNU. Researchers have looked into various types of seaweed and how seaweed and kelp can be used in food production. This is a good example of how rural advantages can be tied to research. Using this as a source of inspiration—how can research utilize the fact that the urban is gravitating toward the rural? How can research communities use the rural to further develop their research?

*Photos: Jarle Hagen*



## GOAL II

TRONDHEIM AND TRØNDELAG WILL BE KNOWN  
AND RECOGNISED AS AN INTERNATIONAL  
FOOD DESTINATION.

Food Nation Norway has an ambition to make Norway internationally renowned for its exciting food culture, seafood exports and world-class culinary experiences. With safe and healthy food, sustainable food production and documentable quality throughout the entire chain, gastronomy should be a source of national pride and an important feature of tourism in Norway. To succeed as a sustainable international tourist destination requires vibrant communities, good and stable workplaces and making tourism economically viable.

Trondheim and Trøndelag have the prerequisites for taking the lead in all this. We are in the middle of an international breakthrough. By uniting powerful forces, with innovation and creative thinking, we can create a food destination development plan, with Trondheim and Trøndelag at the forefront of making Food Nation Norway a success. We are on the cusp of being discovered nationally and internationally as a food destination. In February 2019, the city received its first two Michelin stars. The most northerly city in the world with Michelin restaurants is the engine and “reason to go” for international tourism. The surrounding area provides world-class produce that contribute importantly to the customer’s overall experience. Good cooperation between the city and surrounding region will help turn Trondheim and Trøndelag into a renowned food destination.

For more than a thousand years, pilgrims from all over northern Europe have walked the St Olav Way to Trondheim, and throughout the Middle Ages, Nidaros Cathedral was the most important pilgrimage destination in the entire Nordic region. Trondheim was the centre of royal power, ecclesiastical affairs and military strength. For a while, Trondheim was also the capital of Norway.

Coquille St. Jacques (a scallop or pilgrim mussel) is the international symbol of the pilgrim, and one can say that in many ways the circle is closed when scallops from the Trøndelag coast have a great reputation among export products and are an example of the quality of raw materials from the region.

Our most famous landmark, the Nidaros Cathedral, was built on income from the export of dried fish. Because of the wealth from trade during the 18th century there was an international “jet-set” and as a result inspired kitchens for the rich, while the rest of society was in a state of abject poverty.

From the mid-1800s, Norway became an attractive destination for wealthy English noblemen (“the salmon lords”) who came to fish salmon and hunt Norwegian game. Trøndelag’s rivers such as the Namsen, Orkla and Gaula (Stjørdal’s river) were (also at that time) very popular, and salmon tourists were for a long time our most important international tourists. The Britannia Hotel was built during this period, with the name and style designed to make the British upper-class feel at home. In 2019, the Britannia reopened as a 5-star hotel and was soon named the best hotel experience in Norway.

*Photo: Jarle Hagen*

## A HIDDEN GEM

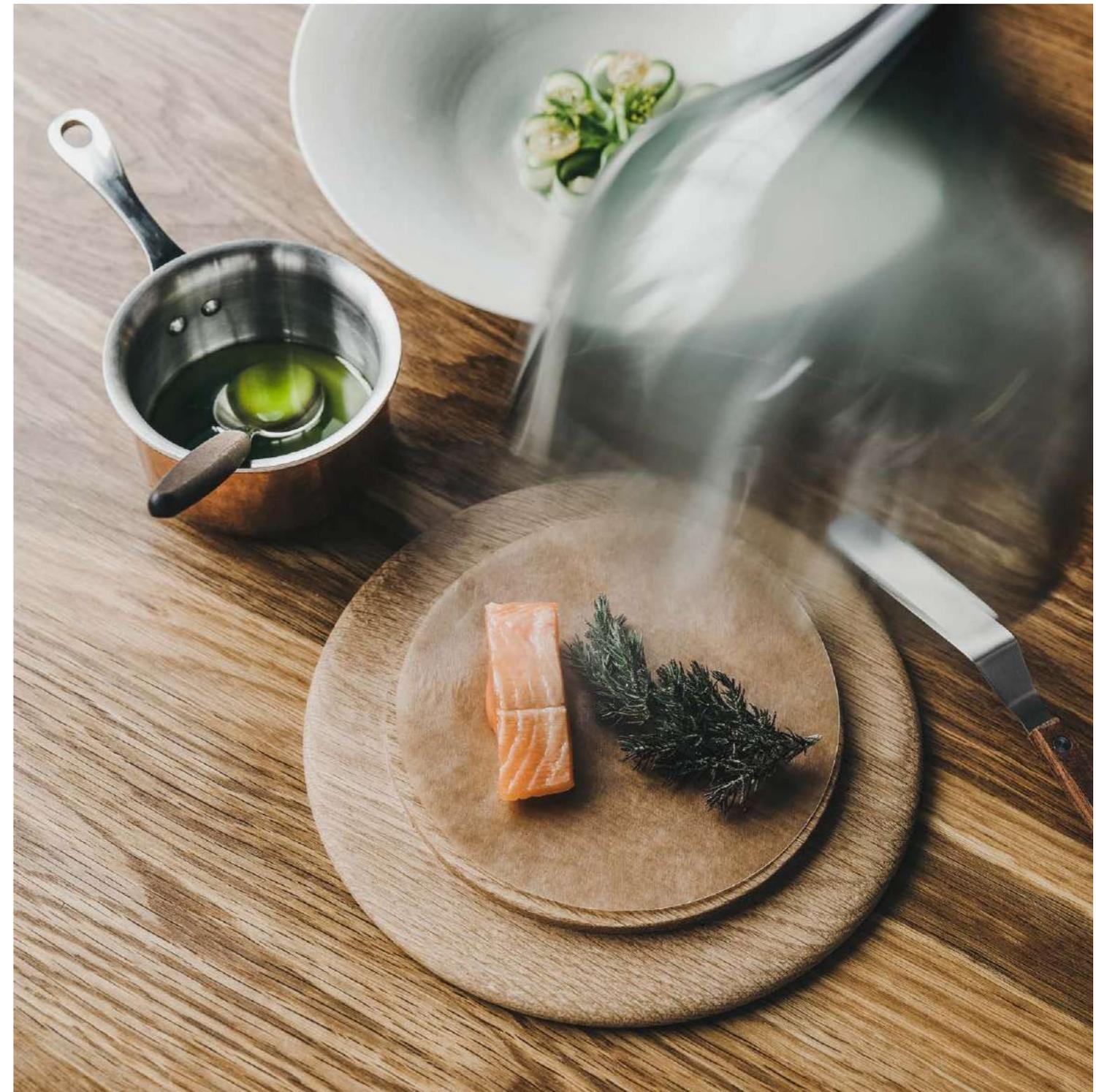
We hold a unique position in aquaculture and have a very strong agriculture industry throughout the entire region. We have wild berries, good fishing and game, i.e. an abundance of world-class raw materials right on our doorstep. We combine large- and small-scale production, have strong innovative knowledge clusters and robust communities throughout the region. This makes us highly suited for developing tourism around food and culinary experiences.

After exporting seafood produced in the region for generations, we are now in a new phase. Local ingredients are now the hallmark of our dishes. In recent years, this has resulted in a significant growth of good quality restaurants and eateries. Evidence of this development is the two new Michelin Star restaurants in Trondheim, in February 2020. At the same time, Restaurant Credo received Michelin Nordic's first award for sustainability. This puts Trondheim and Trøndelag on the map in an area where the entire restaurant universe is looking for new ideas and trends.

There is an array of different food experiences available in the region, so our next big move is to create a plan to be a sustainable, international food destination. Our region stands out from many other European food destinations by virtue of its Nordic climate, strong seasonal variations and a direct link between production and consumption made possible by the close proximity to raw materials and by "participating all the way to the table".

One strategy is to have international beacon events for promotional purposes and to make the destination visible. Therefore, in the future we will be visible at many international events in order to put us on the map. We are primarily focused on culinary events, however, we also plan to take part in sporting and cultural events where culinary experiences are a key feature.

*Photo: Jarle Hagen*





## FESTIVALS AND FOOD

There is also a growing number of food festivals in the region. The Trøndelag Food and Brewery Festival is the largest festival among a plethora smaller festivals. The event is known for its high quality and has a very large local, regional and national audience. And with a few adjustments (mainly involving English translation), the festival could be very attractive to an international audience.

AquaNor is the world's largest trade fair for aquaculture technology, and Norfishing is one of the world's leading trade fairs for fisheries. These are held every other year in Trondheim, attracting thousands of visitors in their respective areas. AquaNor and Norfishing set the agenda for new technology and knowledge, and are important meeting places for producers and buyers from all over the world.

The Michelin Nordic ceremony will be held in Trondheim in February 2020. The event will attract international chefs and food journalists, and will be a fantastic showcase for Trøndelag's raw materials and Trondheim as a food destination.

In order to build even more pride in the region, we see a potential in several smaller festivals based on single produce such as cod, sheep, aquavit and the like. These types of festivals can be further developed as required, and we are interested in seeing what other members of IGCAT are doing to promote raw materials through festivals. Additionally, there is a big interest for culture festivals, sports events and others to use local food as an add-on to their existing program. They see that local food increases the value of the event, giving them both a story to tell and makes it easier to do a more sustainable delivery of food. This is an area where we have done some work, and see there is great potential in showcasing local food to bigger crowds.

The European Region of Gastronomy 2022 provides an opportunity to think long-term and strategically about how we want to develop Trondheim and the region as a food destination. By 2022, Trondheim and Trøndelag will have jointly created a "Food Destination Development Plan" inspired by other members of this platform, such as Slovenia, Galway and Aarhus. In addition, we are inspired by Food Strategy Ireland and the strategy behind building San Sebastian to one of the most important food destinations in world.

## NATIONAL PARKS

A national park is a large area of protected countryside aimed at preserving a representative slice of nature, a unique ecological area or important habitats for endangered animal and plant species.

Trøndelag aims to be a national leader in experience-based enterprises based on food, nature and cultural heritage. The region has an advantage in tourism and nature-based tourism with as many as seven national parks and two nature conservation areas. These national parks cover large areas of Trøndelag and are therefore extremely important for the region. Strategies for attracting and managing visitors are being developed for all the national parks and conservation areas, and the aim is to find a balance in management of the areas between providing good experiences for the visitor, local value creation and safeguarding natural values. Working with European Region of Gastronomy will enable us to link culinary experiences with nature-based experiences, and thus exploit a huge potential in the region.

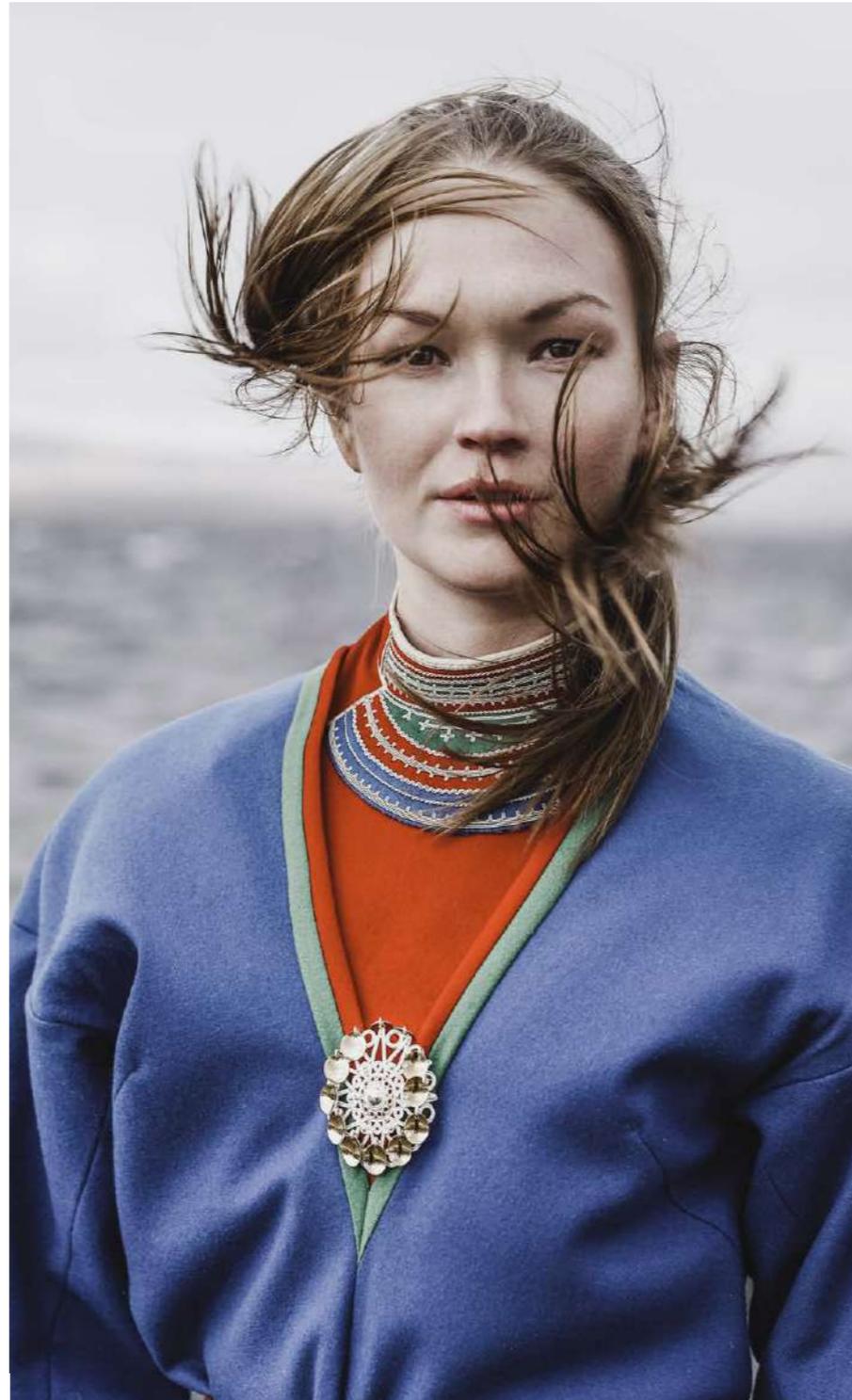


## SAMI CULTURAL HERITAGE

The Sami are the indigenous people of the north, whose traditional settlement areas are Norway, Sweden, Finland and Russia. Trøndelag constitutes the largest part of the South Sami area, and has a responsibility for developing, strengthening and promoting the Sami language, culture and way of life. The Trøndelag County Authority has entered into a cooperation agreement with the Sami Parliament (Sametinget) to jointly protect and develop the Sami language, culture, industry and society. Included in the agreement is the promotion of Sami tourism:

“The parties agree to initiate, finance and follow up the development of Sami experience-based tourism in South Sami areas in Trøndelag. Research is important for further developing Sami tourism. The parties will therefore join various research clusters to develop a broader knowledge base related to various aspects of tourism in Sami areas.”

Sami cultural heritage is an important part of the Norwegian experience. The tourist industry's sharp focus on food, sustainability and nature-based experiences is a good framework for promoting and preserving Sami cultural heritage.



## HOME OF NORDIC FLAVOURS

Trondheim's new slogan, Home of Nordic Flavours, emerged from the acute need of a distinct brand strategy, illuminating the city's strengths through international communication objectives.

Despite the region's many strengths, we have not yet been able to reach the international markets and while other regions of the country have experienced a significant increase in international visitors, our region has unfortunately had near zero growth over several years.

With a clear brand strategy, Home of Nordic Flavours, Trondheim has the ability to communicate a wide range of services and experiences at an international level.

Based on the city's national and international attention regarding food experiences, such as Michelin Star restaurants Credo

and Fagn, and the reopening of Five Star Hotel Britannia, Visit Trondheim has decided to start by highlighting food as the first of many neat experiences you can have in the region.

The challenge the city and region have to gather around a common brand is based on the fact that many different players want to profile different areas: food region, pilgrimage town, cycling city, technology capital, etc. The list is long, however, Home of Nordic Flavours encompasses all of this diversity.

Currently, The Home of Nordic Flavours is a place where wonderful local produce harvested from mountains, fjords and fertile hinterlands combine with a diversity of arts, culture, nature and knowledge.

*Photos: Jarle Hagen*



Photo: Wil Lee-Wright



## THE GOLDEN ROAD

### A DETOUR TO GREAT ADVENTURES:

At Innherred, on the road between Verdal and Steinkjer, you have the option of driving straight ahead on the E6, or turning off onto the Golden Road (Den Gyldne Omvei) at Inderøy. The detour takes longer, of course, but the chances are that what you experience along the way there will leave you with no regrets.

The Golden Road is a fascinating journey, full of providers offering high quality self-made products in the fields of art, handicrafts and local fare.

The different providers along the detour have worked together, lifting each other since 1998. This has been of big inspiration both nationally and internationally. The food producers are among Norway's most innovative and rewarded.

*Photos cheese, kombucha Golden Road: Wil Lee-Wright*

*Photo bottem left: Jarle Hagen*

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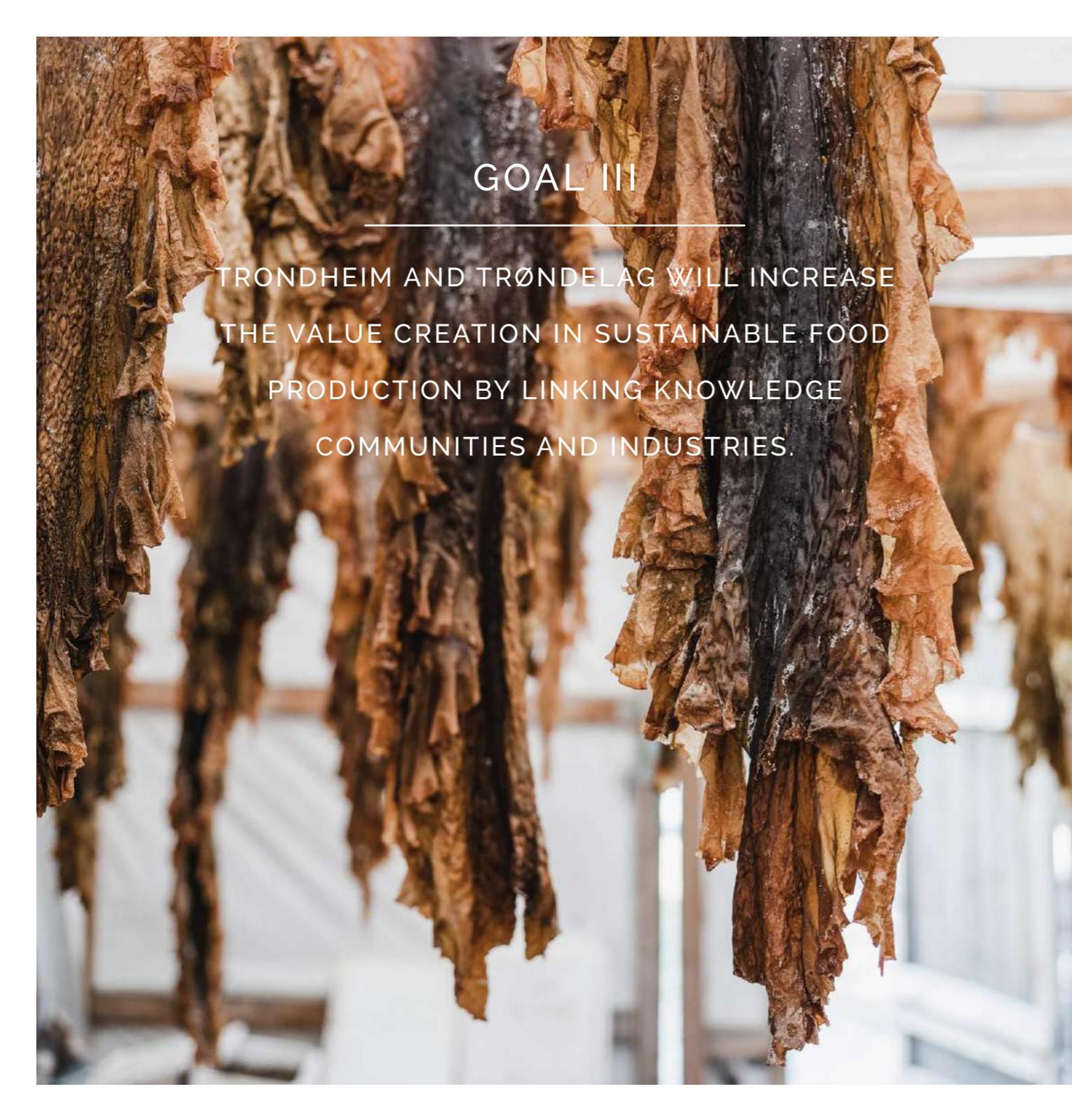
## RØROSMAT

Røros is an UNESCO world heritage site, and proud of its food traditions. In 1999, food producers at Røros started collaborating as the first of its kind in Norway. They have led the way, showing how connecting identity, history and cooperation is important to local food, food experiences and increased value creation.

Since the beginning, the cooperation has contributed to over 150 new work places and increased value creation of 400 MNOK in the Røros area. In 2017 Røros was nominated as Nordic Food Destination in Embla Food Awards.

The producers at Røros never lean back, but continue to develop, winning medals and develop their businesses.





## GOAL III

TRONDHEIM AND TRØNDELAG WILL INCREASE  
THE VALUE CREATION IN SUSTAINABLE FOOD  
PRODUCTION BY LINKING KNOWLEDGE  
COMMUNITIES AND INDUSTRIES.

Increasing food production is a global, national and regional goal. Trondheim and Trøndelag can contribute to this by utilising our comparative advantages, such as naturally good production conditions without a great need for antibiotics and other drugs.

The good production resources and production environments provide the region with favourable conditions for increasing the food production. Trøndelag has large and productive marine areas that can be used for biological production far beyond the current level. Protecting cultivated and cultivatable land is essential for maintaining the agriculture industry's production potential. Trøndelag still has great potential for growth in both the blue and green sectors.

In order to achieve these goals, we are reliant on stronger connectivity between the knowledge communities and the industries. This will enable the development of new knowledge, technology and greater power of development. We must use this to contribute to production methods that increase sustainable productivity.

To achieve this, we must ensure good communication and close interaction between the research and education communities in the cities and the production communities in the rural areas. The education and knowledge communities must focus on sustainable food production and Trøndelag's comparative advantages, from primary school level all the way to higher education and research.

We must ensure that the competence is retained and applied in the communities, as well as contributing to new competence. Export of technology and knowledge can constitute a major contribution to the global food production. The blue and green sectors have both contributed, and will continue to do more, to raise international competence in their respective fields.

### KNOWLEDGE GIVES COMPETITIVE EDGE

In recent years, knowledge development has changed. Furthermore, the entry of technology into the development of knowledge means things now go faster and often occur in more closed forms. There is a tendency that when knowledge becomes complicated and expensive, it becomes locked into business models and incorporated into systems.

How industries manage to tackle changes and apply new knowledge will be decisive for how the various industries develop. Being second best is no longer good enough. To compete in food production, one must strive to be best. How to initiate new research, apply research and engage in innovation and development based on knowledge development rapidly enough is a challenge in today's society. Nothing is more important than building knowledge rapidly enough and, in this respect, technological developments will provide the greatest momentum. The amount of data that may be combined to develop primary production is huge and those who manage to exploit this will have a competitive advantage.

*Photo: Jarle Hagen*

Knowledge is flowing to a greater extent across borders and much of the research taking place is international. For Norway, it's important that we contribute in these research projects and can research the challenges we are facing here in Norway. It is essential to develop varieties that are adapted to the Norwegian climate and, in this context, we must obtain knowledge from other countries and adapt it to our own conditions.

Climate and sustainability will be important in the future. In this respect, the demand that we produce more plant material and feed from Norwegian resources will come. Competition on profit margins will become more important in order to survive and the skills of the business sector will be crucial. There are great opportunities to create greater competitiveness among producers with more systematic knowledge development.

Compared to the rest of the country, Trøndelag is strong when it comes to knowledge-based industries. This is mainly due to Trondheim, which has major players such as the Norwegian University of Science and Technology (NTNU), SINTEF and St. Olavs, as well as smaller enterprises. These knowledge communities make the region an attractive place to live and contribute to the migration people with high competence from other parts of Norway and abroad.

## RESEARCH

Norwegian success in marine farming of salmon and trout started in Trøndelag. The region has ambitions to maintain a leading position in the development of a modern sustainable aquaculture industry. NTNU, SINTEF and Nord University are the leading national knowledge communities in technological and scientific research of relevance to the fisheries and aquaculture industry. The Norwegian Institute of Bioeconomic Research (NIBIO) plays a key role in agriculture. These communities are also international leaders in several disciplines. The research communities in Trondheim must be characterized as the core of an R&D cluster for fisheries and aquaculture technology. Norway has also been a leader in genetics and breeding in livestock production and Atlantic salmon.

An estimated more than 500 people are employed in fisheries and aquaculture-related research in Trondheim. This represents 10 per cent of the total staff at NTNU and SINTEF. Since this research community has expert knowledge in numerous technology areas, the marine research here is largely a supplement to the other research capacity in the country and, as such, overlaps the other research environments to a low degree. The opportunity to raise the fisheries and aquaculture technology community into the first division internationally lies in exploiting the interaction between the research institutions, suppliers and aquaculture companies even better. Such initiatives have already started but require further focus.

Norway has long held a position as a world leader in ocean space technology. Much of this lies in Trondheim and Trøndelag, e.g. the world's first offshore fish farm. In 2019, the government decided to build the national knowledge centre for ocean space technology, Ocean Space Centre, in Trondheim. The centre's focus will be on education in ocean space technology, transferring expertise and infrastructure to the business sector and the authorities, increasing and utilising national and international expertise, and contributing to increased innovation in ocean space technology.

Support is also being given to connecting research communities with enterprises in both the blue and green sectors that have previously made little use of research, which is an important measure to increase the interest in research. Several clusters, incubators and business parks are also focusing on connectivity between industry and research.

*Photo: Jarle Hagen*



# INTERNATIONAL SHOWCASE

## BLUE RESEARCH

Trøndelag can become an international showcase for optimal and sustainable management of the coastal zone. New breakthroughs for growing macroalgae (kelp) provide exciting opportunities for the establishment of “multi-use models” for aquaculture where algae utilising inorganic emissions from the aquaculture industry help to “clean” traditional aquaculture sites and thus increase the bearing capacity for aquaculture.

Continued development of methods for evaluation of the best areas for aquaculture must gain regional and national legitimacy. The same goes for the development of technology for efficient and sustainable production. Further development of automated processing equipment and modern efficient technology could lead to a marked increase in the value creation.

One of the most important prerequisites for continued development is at the national level. NTNU and SINTEF can be further developed into global leaders in the field if the relevant national authorities give full priority through financial support for research.

## GREEN RESEARCH

The way the agriculture industry in Trøndelag thinks provides great inspiration to others when it comes to sustainable food production. The agriculture in Trøndelag is unique in that there are complete value chains – the entire production from start to finish. There is a strong focus on quality and control at every stage, which enables us to deliver quality products to the market. The agriculture industry in Trøndelag is characterized by a low rate of illness and drug use. This may be attributed to solid livestock with focus on good plant and animal health and production methods. Genetics and livestock breeding are advantages in this respect, and Norway are major exporters of livestock genetics, especially concerning pigs and cows. We also produce food on relatively small farms and have small and scattered herds with low infection pressure.

In research and competence development measures in the agriculture industry, the focus is on using the available resources in the most sustainable manner. This deals with adding as little as possible, producing as much as possible as close as possible, and using everything that we produce. The use of grazing pasture is widespread, and an open cultural landscape is important for the goal of becoming a destination of international interest.

## COOPERATION BETWEEN THE BLUE AND GREEN SECTORS

Agriculture, forestry and aquaculture have major potential for growth in bioeconomy, climate-friendly food production, new utilisation of wood fibre and bio residue, and production of biofuels and energy. Each of these areas represents a major potential for increased value creation. There is a need for protein supply for fish farming and meat production. At present the deficit of protein for fish feeds and grain feeds is mostly imported as soy. Trøndelag has a knowledge communities and experience in the production of marine biomass, which contains protein. The blue and green sectors have a common challenge that are working on by:

- Collaborating with other sectors on the utilisation of bio resources for fertilizers to increase value creation in the Trøndelag agriculture industry
- Mapping the opportunities for the agriculture industry to contribute in the circular economy as a recipient of bio residues
- Encouraging increased collaboration across the blue and green sectors to utilise new technologies and develop joint initiatives in areas of common interest

## KNOWLEDGE TRANSFER AND DEVELOPMENT

Knowledge and expertise must get from the researcher to the producer and be applied. We see some gaps in this respect and we need more networks and good cooperation to ensure such a transfer. For Trøndelag to continue as strong food producer, we must give the consumers knowledge about what kind of food they can access by purchasing locally. How is the food produced here compared to elsewhere? What are the wider economic impacts of shopping locally? A major international discussion is what kind of food is sustainable for the globe. In light of this, the consumers must also be made aware of the alternative to what they can buy locally. What are the food producers in Trøndelag doing to be sustainable? In this context, we must shed light on production methods, research and measures.



*Photo: Jarle Hagen*

## BRIDGE HEAD AQUACULTURE 2050

Bridge Head Aquaculture 2050 is a good example of how to work systematically on the interaction between companies, upper secondary schools, universities, and the public administration in the region. The initiative, which is funded by the Research Council of Norway, is a knowledge platform and arena for the exchange of experiences between education, research and industry in the region, so that the competence is of more benefit to the aquaculture industry for the future. The connection between the various communities creates strength to develop new knowledge, increase recruitment and strengthen the ability to be innovative. The key is the many strong technology communities in Trøndelag. Close cooperation between researchers, technology and aquaculture companies will contribute to new technologies on biological terms. Innovation provides smarter, greener and more efficient development of the industry and the coastal communities.

The participants are collaborating to develop competent industry actors by:

- Increasing the industry relevance of higher education
- Strengthening recruitment to the marine sector
- Developing research-based expertise in the seafood industry

Bridge Head Aquaculture 2050 is managed by NTNU, with Blått Kompetansesenter, NCE Aquatech, SINTEF and the Trøndelag County Council as partners.



## GREEN RESEARCH

A large volume production in Trøndelag is the basis for the diversity of local food specialties found in the region. To develop this further, a stable and innovative agricultural industry in Trøndelag is important to contribute to creating local and regional food specialties with sufficient volume to meet the future demand for honest, clean and safe food. The project Grønn forskning i Midt-Norge (Green Research in Mid Norway) has been successful and has contributed to raising issues from farmers to specific research projects by working in the following ways:

- Collaborating between industry, public administration and R&D to raise issues that contribute to new knowledge for Trøndelag agriculture
- Simplifying the availability of research-based knowledge for farmers and advisers and increasing access to continuing and further education
- Contributing to apply for projects worth MNOK 340, of which MNOK 189 has been granted and the projects started.

The work method has contributed to user-initiated research of relevance to the region. The success may be attributed to collaboration between the industry, public administration and R&D sector, where the work method of "Green Research" enables

this interaction. By facilitating collaboration across the various communities and sectors, actors who do not normally interact are connected, which creates new R&D projects with the goal of increased value creation for the industry. The future potential is great. In today's precision farming, advanced technology can tailor the treatment of soil and crops with an accuracy of centimetres. The result is increased crops, less work and a climate-positive contribution. The knowledge that the research contributes to developing must be applied. In order to utilise new knowledge and create innovation and new value creation in agriculture, it's important to have a short path between research and practice.



Photos: Jarle Hagen





## RØRVIK FISH

The history of Rørvik Fish (Rørvik Fisk) started with Marie and Øivind Pettersen. In their basement in 1927, Marie started producing fish products by hand. Her husband Øivind started his career within the fishing industry by selling redfish to the steward at The Norwegian Coastal Express; Hurtigruten. It was important for the entrepreneurs to make products from the best quality ingredients. Eventually, the demand for these fish products increased, and the company was established.

Bit by bit, the family built a company that is now leading in the fishing industry in Trøndelag, with several landing and production facilities. Based on experience and tradition, the company supplies many kinds of fish products. The important basic is to always deliver products of the highest quality – at the right time.

That philosophy has ensured deliveries from Rørvik all over the world. The announcing of “The world’s 50 best restaurants” was held in Spain in 2018, and fish from Rørvik Fisk was selected on many, as they provide multiple top restaurants in Europe with saltfish.

In 2012, they experienced a decreasing sale. They changed their marketing strategy into storytelling and showcasing the fishermen and people behind the produce. That doubled their sale in 5 years. The product has been the same all along, but the sale is higher and they win medals in several contests every year.

By putting pictures of the fishermen on the front of the products, the consumers become curious. And by reading their quotes, they feel close to them: “I have been fishing for more than 50 years. It is truly a good and free lifestyle, and as long as my health agrees with me, I will continue.”

*Photo: Lene J. Løkkhaug*

## FISH AND SEAFOOD: NORWAY'S UNIQUE ADVANTAGE

The Vision of Seafood Norway (Sjømat Norge), The Norwegian Seafood Federation, is that the Norwegian seafood industry will become a world-leading producer of healthy food and provide worldclass seafood, marine ingredients, production competence and technology. The Norwegian aquaculture industry will represent Norway's most important contribution to achieving the U.N.'s Sustainable Development Goals through sustainable production methods and innovation.

Abundant fishing resources, an extensive coastline and vast sea areas give Norway a unique advantage in the harvesting and production of seafood. These natural conditions, combined with innovative and industrial development, have contributed to outstanding growth in numerous coastal communities while increasing export income for the country.

*Photo: Stein Olav Sivertsen*





## GOAL IV

### TRONDHEIM AND TRØNDELAG WILL BE NATIONAL LEADERS IN RECRUITMENT FOR FOOD PRODUCTION AND TOURISM

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Being a strong food region demands skilled professionals in every aspect of the industry. We are reliant on increased food pride and recruitment to food production and tourism, increased competence and programmes of study adapted to the needs of the industry. Trondheim and Trøndelag shall create and develop knowledge carriers and inspirers within the industry.

Recruitment to food production and tourism is important for the region but entails some challenges. In 2018, a shortage of labour was estimated for the region within the restaurant industry, the hospitality industry and in the entire value chain of the food production industry. Recruitment basically starts with food knowledge from an early age, pride in the entire population, mutual understanding and respect for the whole value chain and how the urban and rural areas complement one another. Good public health relies on the joy of food and knowledge about what is healthy and proper to eat.

Consequently, we must strengthen the recruitment and education to meet the industry's needs. It must be a priority in primary and secondary education, and we need good vocational education. There must be room and adaptation for both breadth and elite in the industry, and we need role models and door openers in culinary art as well as everyday food. In this context, we are also reliant on national framework conditions, and must influence what we can to make it attractive to work in food production and tourism.

## POLITICAL SUPPORT FOR INCREASED RECRUITMENT FOR THE FOOD INDUSTRY

We have a considerable demand for skilled professionals in all segments of the industry and throughout the value chain. In both food production and processing in both the blue and the green sector, as well as in tourism, it is absolutely essential that we develop our competence and advantages as a food region. We need high-quality and relevant education programmes at several levels, from compulsory to higher education. We need recruitment to the food and beverage trades, and the education we need to lift us as a food region.

In order for the right individuals to want to get an education in food or tourism, the industry must ensure it has a high standing and a good reputation. We must arrange for the good stories to emerge, for the industry to praise its own strong qualities, and for these stories to reach those who may be thinking about applying to these studies.

For the food industry and tourism to be an interesting place to work, we need supportive framework conditions nation-wide. If external structures make it less than profitable or attractive to work in the industry, it will be much more difficult for us to build a strong food region. We must therefore do what we can to make people want to work in the industry. So far, there is political support for this issue, and regional strategies have acknowledged the need for more job opportunities, but there is still some way to go. Success in this area is critical for our work related to the European Region of Gastronomy.

*Photo: Jarle Hagen*

## EXCHANGE OF LABOUR AND INSPIRATION

Several areas of the food and tourism industries are dependent on imported labour. We also benefit when our craftsmen work abroad and bring inspiration back when they return. There is a significant willingness to share expertise within this industry. We need to explore whether there are ways we can benefit further by an international exchange of labour and inspiration.

We need skilled people, and there will be a considerable demand for trained professionals at every level. We need good role models and door openers in not only food production, but also tourism, the culinary arts and everyday food. Both education programmes and the labour market should make room for both those who reach for the stars and those who plan to cater to the wider public.

## INDUSTRY STATUS IN TRØNDELAG

The current food industry education begins in primary and lower secondary school, in the subject Food and Health, where pupils learn about food culture, nutrition and lifestyle, and make assessments as consumers of food. Then, from the age of 16, pupils can apply to an education programme called Restaurant and Food Processing. In this programme, some of the training takes place in school and some as an apprentice with a business.

It is a major challenge for the industry nationwide that very few pupils choose Restaurant and Food Processing in their upper secondary education. The food industry is Trøndelag's largest industry, and in the Norwegian Labour and Welfare Administration's 2018 industry survey, 40 percent of businesses claim they are looking to hire more people in the years to come. The survey also reveals an extreme shortage of chefs and servers. Results show that 10 percent of businesses in Trøndelag have not had any success in recruiting new employees and 3 percent say they hired someone with lower or unrelated formal qualifications. Among all of the businesses who failed in their recruitment efforts, a lack of appropriate qualifications is the cause 80 percent of the time.

The Confederation of Norwegian Enterprise's competence barometer for 2018 shows that almost 2 of 3 businesses in Trøndelag have some form of unmet competence need. These figures are high compared to the Labour and Welfare Administration's survey, but the survey questions differ slightly.

According to the competence barometer, this unmet competence need has serious consequences for the businesses. Nation-wide, 4 out of 10 businesses with unmet competence needs claim they have lost clients or market shares as a result of the competence shortage.

*Photo: Øyvind Haram*





## LIANTUNET

Hidden on a beautiful mountain top, in the forest with panoramic views of Trondheim city and the fjord, is the educational farm and restaurant, LianTunet. Founded in 2013, LianTunet aims to contribute to a lasting change in society's attitudes and actions related to food and food production. Owner and entrepreneur Chéf Inge Johnsen is passionately convinced that in order to make lasting change, locally produced food should be common items in shopping baskets and not just in small paper bags from expensive gourmet stores.

In Trondheim, the municipal administration is working systematically with other municipalities, so that school-aged children can come to Liantunet, where the goal is to pass food traditions on to the younger generation and make it a part of everyday life to cook and eat local food. Pupils, as well as staff in schools, kindergardens and day care for school-aged children, can learn and practice how to make good everyday food from local raw materials.

## UNG MATGLEDE – THE JOY OF FOOD FOR YOUTHS

Trøndelag County Council has ten upper secondary schools that offer restaurant and food processing programmes. In 2019, the county launched a 4-year project called Ung Matglede. The goal is to make youths interested in and proud of restaurant and food processing education programmes. These targeted initiatives are essential in recruiting future labour, in accordance with existing action plans and strategies.

The project seeks to map and communicate experiences from efforts to boost recruitment to restaurant and food processing programmes, such as Ung Restaurant and other measures initiated by devoted individuals. The project will also review measures that have not been particularly successful.

The outcome should be a comprehensive recruitment strategy and toolbox. The goal is to share knowledge and strengthen the individual school's own recruitment efforts, and to build an arena for exchanging recruitment experiences. It is essential for the success of this project that efforts to recruit more food professionals have the support of both political and administrative leaders, both locally and regionally.

The industry must be conscious of the demand for more food professionals and must recognize its own role in the recruitment effort. For pupils, it needs to be easier to have some flexibility in education to complete the education programme where they want, and educators must communicate which kinds of options the education programme can give them.

The results from this project will be highly relevant for our work on becoming a European Region of Gastronomy.

*Photo: McKenna Starck*



## BUDGET - 2019-2022 (MNOK)

Project Management	3 600 000
International Interaction	1 500 000
Marketing and Communication	500 000
Collaboration and Strategies With Partnership	1 500 000
Work Done by Partnership	6 000 000
<hr/>	
SUM	13 100 000

*Photo: Jarle Hagen*

## MIKAEL FORSELIUS

### A PIONEER AND AMBASSADOR FOR TRØNDELAG AS A FOOD REGION

Mikael Forselius – ambassador for local food development, restaurateur, chef, writer and hotel director – is backing Trøndelag to be the next European Region of Gastronomy

Having grown up on farms in Sweden, the local food enthusiast became an honorary ‘Trønder’ (resident of Trøndelag) after moving to Norway in 1995. Forselius is now Managing Director of the 150-year old Britannia Hotel in Trondheim and is developing the region as an international food destination.

Forselius’ passion for telling the stories behind local produce found the perfect bedfellow, when he became Head Chef of the Røros Hotel, in a traditional wooden mining settlement with UNESCO world heritage status.

“Finding Røros was like finding gold!” he enthuses. “I instantly became friends with the Saami people, who would take me with them to herd the reindeer. I also got to meet the farmers and speak about their organic products, stories which would inspire the food I served. We had suppliers coming in with 100kg of delicious wild trout, whereas the chefs before me had turned them away because each fish was a different size.”

Forselius, also a trained Norwegian Sommelier, was inspired by the wine cooperatives of central Europe and created Rørosmat; a collaboration between the local food producers. Rørosmat has been instrumental in making the region known for being one of Norway’s leading areas for locally produced food.

“In Trøndelag we enjoy the perfect conditions, at an unusually northerly latitude. Because of the currents we are able to grow things here that would not be possible if you were to go just a little further north. There are similarities to Champagne, which is famous for being the northern most area for growing Chardonnay. Trøndersk produce and seafood is little bit like that.”

Today, Trondheim and Trøndelag are enjoying (and indeed leading) a new trend for world-class chefs moving to the where the best ingredients are. Storytelling is at the heart of the best chefs’ plates, and being close to the products enables them to be credible.

Forselius has himself launched several restaurant and has also published many award-winning cookbooks, including his book on Foraging, which won Cookbook of the year. He’s won several cooking awards including the coveted Ingrid Espelid Matkulturpris for his contribution to food culture, and been a regular personality on TV, promoting the rapid rise of Trøndersk food in the nation’s conscience.

While Head Chef at the new Rica Nidelven in 2003, Forselius curated the breakfast which went on to win ‘Best Breakfast in Norway’ for 13 years running. Forselius was lured back to Røros in 2007, where he headed the Røros Hotel Group. On his return to Trondheim, Forselius was instrumental in inspiring Bocuse D’Or silver winner Christopher Davidsen to open his first signature restaurant, Speilsalen, at Britannia Hotel.

“We are starting to be recognised as the most famous food producing region in the Nordics. We’ve had the best ingredients for 8,000 years, ever since people followed the wild reindeer to Trøndelag. But we are not just a producer, we are also a location where Michelin and Bocuse D’Or winning chefs settle down in order to be closer to history and products.”

*Photo: Wil Lee-Wright*



## ASTRID AASEN

### A PIONEER AND AMBASSADOR FOR TRØNDELAG AS A FOOD REGION

In 1998 Astrid and her husband Perry founded Gangstad Gårdssystemer, the first authorised small-scale cheese factory in Norway. “We started the cheese production because of low profit in traditional milk production”, Astrid says. The cheese is made from the farm’s fresh dairy milk and sold in the farm shop, on markets and in selected stores and restaurants all over the country as well as Hurtigruta, the coastal express of Norway.

And the farm has long traditions. “My grandfather bought this farm in 1913, and we took over the farm from my parents in 1983”, Astrid explains. “Today our son Ole Morten and his family has moved home to take part in production. The farm produce about 300.000 liter of milk, and we have 40 hektar agricultural land.”

Since the early beginnings of Gangstad Gårdssystemer, their cheeses have won numerous awards and competitions, leading to more and more loyal customers. In 2008 they expanded the product range and started the production of ice cream based on natural flavours with no artificial additives. They also produce marmalades suitable for cheese, biscuits and natural yoghurt.

Astrid is very eager to promote that the road would have been a lot longer if they were standing alone. “Cooperation is important, and we work with many other companies in Inderøy” Astrid says. It is evident this means a lot to her.

Since 1998 many food producers and other experience providers have cooperated under the name “The Golden Road”. It is a suggestion on driving a different way than the fastest lane. The route passes through beautiful scenery in Inderøy municipality, with food, art and cultural experiences along the way. You can visit the artists in their workshops, the farmers with their farm food, historical memorials, gallery and art museum, sculpture park – and seat and sleep well in calm surroundings.

And Astrid likes being a part of the Golden Road. “The pace is often a bit slower in Inderøy, something you will notice when visiting”, she says. “The way we work along the Golden Road has been an inspiration for similar initiatives both in our region and in Norway. The development of local specialities, the quality and variety has had an impressive growth in this region the last 15 years. No place in Norway has more producers of local food and handcraft beer than Trøndelag. I am proud of being one of the pioneers and being a part of this strong food region.”

*Photo: Ole Morten Melgård*



## TRONDHEIM - CAPITAL OF KNOWLEDGE AND TECHNOLOGY

Trondheim is known as the capital of knowledge and Technology. The city has almost 40.000 students, and this is a large number when you consider that Trondheim has about 200.000 inhabitants. The Norwegian University of Science and Technology (NTNU) is the country's largest university, and it is an enormous melting pot for research and innovation, giving birth to new entrepreneurs, businesses and industries.



NTNU and the research organization SINTEF are the trailblazers of the research industry in Trondheim, both being world leaders in several areas. One of these areas is the marine industry. For decades NTNU and SINTEF has been improving the fisheries, the aquaculture and the oil industry with innovative solutions. Each year, the city hosts two of the world's leading exhibitions for either aquaculture technology or fishing technology. The authorities are now planning for a Ocean Space Center in Trondheim. This will be a laboratory designed to ensure that Norway is at the forefront of knowledge and technology development in the ocean space.

The EU has designated Trondheim a smart city, giving it responsibility to develop the city and other cities in a green, sustainable way. Key words are smart energy solutions, green business development, new technology and increased citizens' involvement. The UN also wants Trondheim to have a central position in the global work in achieving the sustainable goals. The city of Trondheim's long term strategic plans is based on UN sustainable development goals. Becoming an European region of gastronomy would contribute to reaching the city's ambitions.

Trondheim has become an important food city. We have always had fantastic food products, both at sea and on land. Our food festival is focusing on local, short-traveled food, and the Trøndelag region even has its own food manifesto which commits us. Our best restaurants are also investing locally, and this year two of the restaurants got the city's first Michelin stars. The restaurant Credo even won the inaugural Michelin Guide Sustainability Award 2019. Finally, Trondheim will host the Michelin Nordics in february 2020.

Trondheim is an international city. 161 nationalities are represented in our city. Through our people, our diversity, our knowledge, our food and our local identity, we want Trondheim to be an internationally recognized city in the future. For us, becoming European Region of Gastronomy will contribute to position Trondheim as home of nordic flavours.

**Rita Ottervik, City Mayor, Trondheim Municipality**

*Photo: Trondheim Municipality*

## TRØNDELAG: LEADING FOOD REGION

In our regional Innovation Strategy, one of the goals is that Trøndelag by 2030 should be Northern Europe's leading food region. Trøndelag is already a leading food region in Norway, and accounts for approximately 20% of the total Norwegian food production. Trøndelag produces around 300 000 tonnes of salmon per annum, and in addition other fish and shellfish from Trøndelag. These products are exported worldwide.



Trøndelag is also strong when it comes to organic production, and has about 25% of Norway's certified organic farmland and almost 40% of the country's organic dairy cows. The food, nature and cultural heritage of Trøndelag are important assets in the marketing of Trøndelag as a destination, and major events are important venues for promoting local food and cultural heritage. I strongly support the idea of Trøndelag as a European region of Gastronomy. We have more than 2000 food-producers of local food, we have high quality products and we have some of the best chefs in the world.

Through the last ten years we have proved that we can co-operate and lift the small food-producers in to a growing market of gourmets. We strongly hope to develop this further in a closer co-operation with actors in the tourism industry and under the heading European Region of Gastronomy.

**Tore O. Sandvik, County Mayor, Trøndelag County Authority**

*Photo: Anne Linebakken*

## RESEARCH SOURCES

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*Photo: Jarle Hagen*