

FOOD links -
Bridging the FOOD gap
- *Food for Regional Development*
The North Sea Food Event 2006

Departing points:

Wesermarsch conference April 2004 – ‘Old tastes, new ways’
Various meetings between co-ordinators of c&t, ed and e&r groups
Carnoustie meeting 27 June 2005
Meeting of NSC Executive/strategic group in Brussels 4 July 2005
Aberdeen meeting 10 October 2005

Focus

Focus on issues relevant for the North Sea, both for regional authorities as such and for regional authorities as regional development actors. There should also be a focus on concrete co-operation between regional food initiatives, regional small producer associations etc., food for tourism/slow food etc.

Main themes

The various themes have been grouped into 4 main headings:

Food & Health
Food & Innovation
Food & Sustainability
Food & Tourism

And would include themes like

- food for tourism – regional food, tradfood, slow food
- trans-regional co-operation on food for tourism: marketing, product development
- food souvenirs
- food events – linking producers, industry, retailers, restaurants and tourists

- local food production/local and traditional products

- branding of local produce for local consumption

- branding of speciality products (for wider distribution: labels of origin)

- the restaurants: encouraging tradfood into modern trendfood (cf. NORCE project)

- healthy eating/healthy food – slow food

- school meals – quality (UK) – should there be (Scandinavia)

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Target groups for conference

would be relatively large:
Politicians

Practitioners/industry
(food producing, food processing, food serving, food marketing)
Officers in the sectors of food and health, food and tourism, food marketing etc.

Format of conference

Linked to Dundee Food Festival
Angus, Dundee, Fife, Perth&Kinross?
Support from Aberdeenshire

Start Thursday 31 August 2006 at 09.00 with

One keynote speaker for each theme (4 in all)

Extended lunch combined with displays/food samples

After lunch:

Thematic sessions

With further speakers on the various themes – these speakers would present exciting and concrete initiatives/projects from around the North Sea

Evening: Scottish evening & entertainment

Friday 1 September 2006

Morning

Work in smaller groups, focusing on outputs/results of conference

Expected outcomes:

Establishment of food and tourism network

Establishment of local food promotion network/working group

Political statement on food and health/food and schools

Possibility for research project on healthy food and schools

Political statement on food and sustainability

Discussion on a possible North Sea tradfood and/or healthfood badging

Before lunch: plenary with reports from groups / the way forward

After lunch (at 13.00): departure or optional study tour(s)

Organisation

Contents:

Overall responsibility: NSC Executive through Chair of C&T group?

Day to day: Coordinators of C&T, ED and E&R groups

Practical arrangements:

Local committee in East of Scotland

Finances

Speakers: Paid by NSC (minimum NOK 50.000)

Venue: Host(s)

Meals (lunches and one dinner): Host(s) and sponsor(s)

Registration: Host(s)

Travel and B&B paid by delegates

Marketing: Use NSC website, use thematic group networks, additional marketing to targeted group (joint efforts by coordinators, group members, Leader+ network etc.)