



# **NORWAY**

## **FIELD RESEARCH REPORT**

**EXPLORING NORWEGIAN CUISINE  
AND ITS USE OF FOREST INGREDIENTS  
(BERRIES, HERBS AND MUSHROOMS)**

**JANUARY 2018**

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## Introduction

This is a report of the trade mission carried out between 20 and 27 January 2018 in Norway (Tromsø, 300 km north of the Arctic Circle - parallel 69 °, and Oslo), in which we participated. It was organized by the State of Maine International Trade Office.

For us, the purpose of the mission was to discover Norwegian cuisine and the use made by Norwegians of ingredients from the boreal and arctic regions. The ingredients we were particularly interested in were the ingredients of the forest: northern berries (including blueberries), wild mushrooms, herbs and trees (birch, fir and spruce) and their processed products. We have tried - as much as possible - to include the prices of the products discussed (retail prices observed in stores or wholesale prices collected during our interviews).

Such exploration offers a number of ideas for the development of products that are not necessarily available in Quebec / Canada or the United States, and explores import or export opportunities based on product availability and prices. Unfortunately we were not able to meet the distributors we had expected to meet and so we have only limited information on wholesale prices. On the other hand, we often learned where the products came from when they were imported.

The exploration consisted of a series of interviews as well as store visits (supermarkets, delicatessens, tourist store, health food stores and pharmacies) and tastings in restaurants.

The interviews were with:

- NOFIMA, Oslo: food research institute
- Innovation Norway, Tromsø: The Norwegian government's most important tool for innovation and development of Norwegian companies and industry
- Clarion Hotel, Tromsø, Executive Chef
- 26 North (Hotel Radisson Blu), Oslo, Head Chef: Restaurant specializing in local products from the forest, fjords and farms
- Hurtigruten Cruise Line, Senior Vice President of Communications, a company that promotes the use of local products
- Helmersen Delikatesser, gourmet shop, owner of 2 stores
- Small food producer: Bottarga Boréalis, a food processing company
- Graff, microbrewery

The following report therefore includes the interview reports, as well as an analysis and inventory of in-store products with photos, by ingredient categories (berries, mushrooms, spices, etc.) and by type of store.

We believe that it offers interesting product ideas: in particular, Norwegians seem to make wider use of berries (wild or cultivated) than North Americans, in terms of both the type of processed products and the type of berries used. This should not come as a surprise when you know the importance of Norwegians, in their way of life, to be close to nature and to live outdoors.