

Nordic Seminar on the Cultural Heritage of Plant Genetic Resources

*Organisers: The Danish Plant Directorate, NordGen, The Danish Agricultural Museum, Danish Seed Savers Association
The Seminar is supported by the Nordic Council of Ministers*

"Plants that tell stories:

**How Nordic plant genetic resources transmit our cultural heritage and
contribute to our culinary future"**

17th-18th November 2008

Hillerød, Denmark

Monday, 17th November

11:00 Start of registration

12:00 Lunch

13:00 **Welcome speech:** Lars Landbo, Danish Plant Directorate, Ministry of Food,
Agriculture & Fisheries

Introduction

The role of Angelika (Kvan/kvann/kvanne) in Iceland's cultural & nutritional history

Áslaug Helgadóttir, Agricultural University of Iceland

Laufey Steingrimsdóttir, Agricultural University of Iceland

The ethnobotany of rye cultivation in Finland and its influence abroad [working title]

Hannu Ahokas, MTT (Agrifood Research Finland)

The demands of consumers: Where are the ingredients for the New Nordic Kitchen?

A representative from Meyers Madhus (gastronomic entrepreneurs), Denmark

The value of old & local varieties in the Scandinavian food industry

Old and local varieties in the Danish brewing industry (speaker to be announced)

The successful branding of the Bjäre Peninsula (from potatoes to vodka and beyond)

A representative from Bjäre Hembygd, Sweden

Branding of historical varieties:

The case of Plantearven, the trademark of the Norwegian Genetic Ressource Centre

Åsmund Asdal, Norsk Genressurscenter

Branding and marketing in Switzerland: The NGO and the Coop

A representative from Pro Specie Rara on their joint venture with Coop

After dinner talk: Potetens kulturhistorie i Norge

Ingvar Hage, Bioforsk Øst, Norway

NB: This short talk will be given in Norwegian Bokmål. We will provide language aids
for all wishing them in the form of a glass of potato vodka and an English summary!

Tuesday, 18th November

Finding and conserving our cultural heritage

Valuable gene pools of medieval relict plants in DK (speaker to be announced)

Saving and demonstrating the Finnish herbal heritage

Bertalan Galambosi, MTT (Agrifood Research Finland)

The role of gene banks

Morten Rasmussen, NordGen

Telling the stories of grandma's perennials - the role of museums

Mari Marstein, Gamle Hvam Museum, Norway

The Swedish national programme for PGR

A representative from the Swedish Biodiversity Centre

The role of Nordic NGOs

- 1) An overview of Nordic NGOs working with plant cultural and genetic resources
Frøsamlerne, Denmark
- 2) The Finnish experience
Riku Cajander, Maatiainen ry (Det lantliga kulturarvet)

Improving the accessibility of historic plants and cultural information

NordGen: From accessions database to Wikipedia?

Johan Bäckman, IT Manager, NordGen

On-farm conservation of cereal landraces in Finland: From family heritage to promoting their cultural value among the public

Maarit Heinonen, MTT (Agrifood Research Finland)

Dead seeds can also reveal cultural history: What research tells us about old landraces

Jenny Hagenblad, Uppsala University

Telling the stories of household varieties: Peas and "De odlade til husbehov"

Lena Nygård, the Swedish Programme for Diversity of Cultivated Plants (POM)

Summary and Conclusions: Where do we go from here? What have we learned?

Chair: Morten Rasmussen, NordGen

15:00 The seminar adjourns

Registration Information

The seminar will take place at Nordic Camp and Conference Center: Lejrskolevej 4, 3400 Hillerød, <http://nordlejr.dk/> (40 km north of Copenhagen, about an hour from the central station by local train, 1 ½ hours from the Copenhagen airport).

Prices:

	<u>Before 15th September</u>	<u>After 15th September</u>
Single room	1.200 DKK	1.400 DKK
Double room	800 DKK	1.000 DKK
Three bed room	600 DKK	750 DKK
No bed needed	500 DKK	600 DKK

Early registration:

Please send an email to: seminar@froesamlerne.dk with your: Name, address, e-mail and affiliation and the type of accommodation you want to book. All registrations will be confirmed by email – but because of the summer holidays, this may take a week or two.

For private participants and NGOs, we are able to offer a reduced fee and support for travel expenses. Please contact the organisers if your participation is dependent on support.