

Local food as a way to promote Geopark Odsherred

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The landscape of Odsherred has determined the agriculture of the area. When the ice withdrew, after the last ice age, several fjords remained. Two of them, Sidinge Fjord and Lammefjord, were reclaimed in the nineteenth century, transforming them into mineral-rich farmland. Both fjords, and Lammefjord especially, have become renowned for supplying vegetables of very high quality to the “New Nordic Kitchen”. The Danish restaurant NOMA is the star of the New Nordic Kitchen, having been awarded “Best Restaurant of the World” in 2012 and 2013, and many of its creations feature Lammefjord produce. At Dragsholm Castle in Odsherred, one of the oldest buildings in Denmark still in use, the gourmet cuisine relies heavily on the nearby fields, forests, and coastlines of the geopark.

In the beginning of 2013, Geopark Odsherred took the step to form a cluster of farm shops and other producers of local food products. The goal is to increase the reputation and selling of local produce and food products and to increase the awareness of the geopark. To achieve this, three initiatives have been taken: (1) Developing standards for labeling local produce and food products as a “geopark product”; (2) Developing a design for the label that (a) is attractive for the producers, and (b) has a clear attachment to Geopark Odsherred; and (3) Developing a model for local distribution of local produce and food products, so that local restaurants, cafeterias and others can have easy access to the products.

In December 2013, the first local produce achieved the Geopark Odsherred label, and several products will follow in 2014. Thereby, the local people and the tourists will meet the geopark on a daily, practical level.

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