

# Northern Cereals – New Markets for a Changing Environment

## Project Review

Ólafur Reykdal

Final Project Conference  
Reykjavík March 7<sup>th</sup> 2018



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**Northern  
Cereals**



**Northern Periphery and  
Arctic Programme**  
2014-2020



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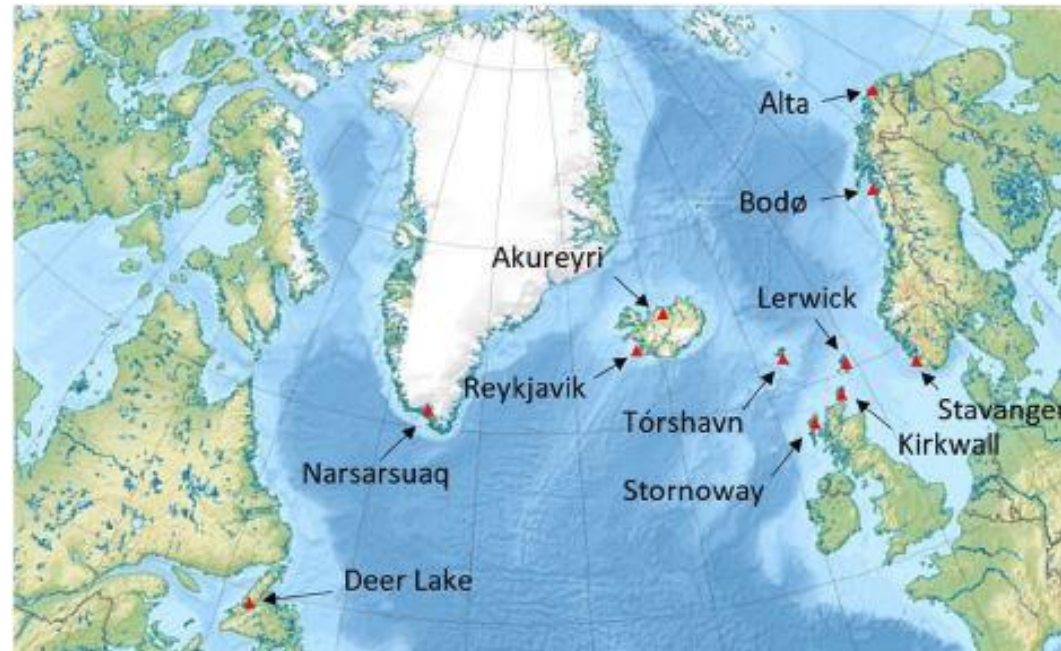
# Northern Cereals – New Markets for a Changing Environment

- A project supported by the Northern Periphery and Arctic Programme
- A three year project, 2015-2018
- Dealing with the whole Cereal Value Chain
- Emphasis on barley



# Partners

- Iceland
- Northern Norway
- Orkney, Scotland
- Faroe Islands
- Newfoundland, Canada



22 associated partners



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# Goals

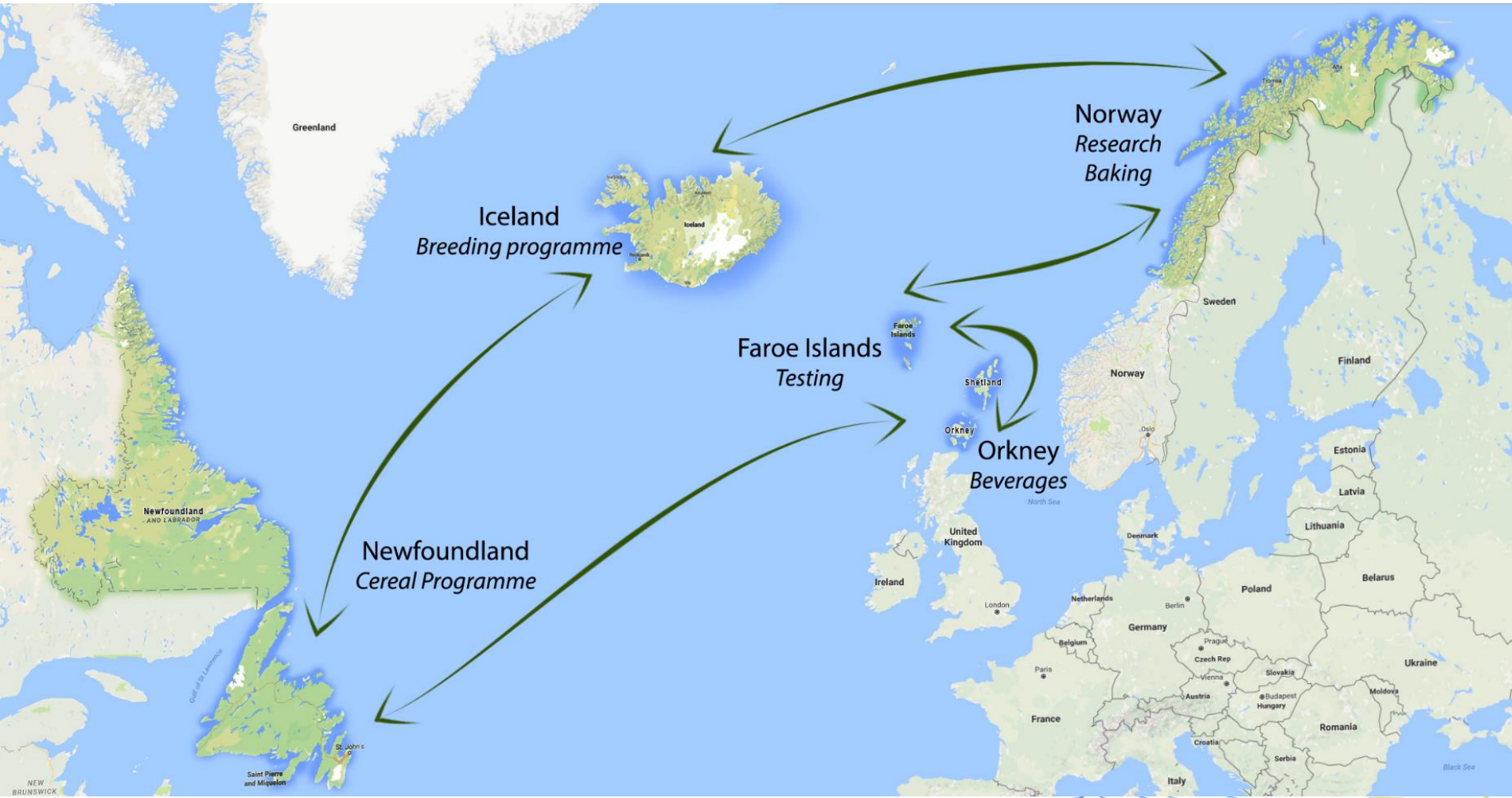
- **Expand cereal production to new locations**
- **Increase the value of products**
- **Increase cereal utilization**



# Work Packages

	Country	Responsible
Management	IS	Ólafur Reykdal
1 – Market Analysis	SC	Peter Martin
2 – Cultivation	IS	Sæmundur Sveinsson
3 – Bakery products	NO	Hilde Halland
4 – Beverages	SC	Peter Martin
Communication	FO, IS	Jens Ivan í Gerðinum, Ólafur Reykdal

# Knowledge Exchange



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# What has changed?







**Northern Periphery and Arctic Programme**  
**Northern Cereals – New Markets for a Changing Environment**

**CURRENT CEREAL GROWING SITUATION IN FIVE NORTHERN REGIONS AND THE POTENTIAL FOR USING LOCAL CEREALS IN FOOD AND DRINK PRODUCTS**  
**A Project Report**  
 Deliverables T1.2.1 and T1.3.1



By  
 Peter Martin, Ólafur Reykdal and Hilde Halland,  
 March 2016






Climatic Change  
<https://doi.org/10.1007/s10584-017-2093-y>

**Recent warming across the North Atlantic region may be contributing to an expansion in barley cultivation**

Peter Martin<sup>1</sup> • Sigridur Dalmannsdóttir<sup>2</sup> • Jens Ivan í Gerdinum<sup>3</sup> • Hilde Halland<sup>2</sup> • Jónatan Hermannsson<sup>4</sup> • Vanessa Kavanagh<sup>5</sup> • Katrin MacKenzie<sup>6</sup> • Ólafur Reykdal<sup>7</sup> • Joanne Russell<sup>8</sup> • Saemundur Sveinsson<sup>4</sup> • Mette Thomsen<sup>9</sup> • John Wishart<sup>1</sup>



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# A toolbox is ready

## Project Website



### Bakery products

A report based on a bakery product development course has been prepared in English and Norwegian. The information is valuable for product development within this sector. The discussion is confined to barley which is the most important cereal for northern regions. Information is provided on the properties and wholesomeness of barley, health claims and development methodology.



-  Bakery products-Product development-Report-NPA-Cereals-DT311.pdf
-  Bakery products-Product development-Report in Norwegian-NPA-Cereal-DT311.pdf
-  Barley products-Examples-List-NPA-Cereals-DT311.pdf
-  Small-Scale-Equipment Report NPA-Cereals DT311.pdf

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