Northern Cereals – New Markets for a Changing Environment

Project Review

Ólafur Reykdal

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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
Goals

• Expand cereal production to new locations
• Increase the value of products
• Increase cereal utilization
## Work Packages

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<tr>
<td>Management</td>
<td>IS</td>
<td>Ólafur Reykdal</td>
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<td>1 – Market Analysis</td>
<td>SC</td>
<td>Peter Martin</td>
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<td>2 – Cultivation</td>
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<td>3 – Bakery products</td>
<td>NO</td>
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<td>4 – Beverages</td>
<td>SC</td>
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<td>Communication</td>
<td>FO, IS</td>
<td>Jens Ivan í Gerðinum, Ólafur Reykdal</td>
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Knowledge Exchange
What has changed?

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

Peter Martin, Sigridur Dalmannsdottir, Jens Ivan Gerdium, Hilde Halland, Jonatan Hermansson, Vanessa Kavanagh, Karin MacKenzie, Olfur Reykdal, Joanne Russell, Saemundur Sveinsson, Mette Thomsen, John Wishart.
A toolbox is ready

Project Website

http://cereal.interreg-npa.eu/resources/

Facebook: Northern Cereals Project

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.

- Barley products-Examples-List-NPA-Cereals-DT311.pdf
- Small-Scale-Equipment Report NPA-Cereals DT311.pdf