



**Northern  
Cereals**



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



**EUROPEAN UNION**

Investing in your future  
European Regional Development Fund

Northern Periphery and Arctic Programme

Northern Cereals – New Markets for a Changing Environment

## Northern Cereals Conference

Wednesday March 7<sup>th</sup> 2018

Location: Matis, Vinlandsleid 12, IS-113 Reykjavik, Room 311-312

Chairperson: Þóra Valsdóttir, Matis

- 9:00 – 9:15      **Welcome**  
Arnljótur Bjarki Bergsson, Chief Impact Officer, Matis
- 9:15 – 9:30      **Project review**  
Ólafur Reykdal, Matis

### A. Cereal cultivation

- 9:30 – 10:00      **Keynote - Barley cultivation progress in Iceland**  
Sæmundur Sveinsson, Agricultural University of Iceland
- 10:00 – 10:30      Coffee, tea and bakery products
- Country progress – Outcomes**
- 10:30 – 10:45      • Norway – Barley cultivation progress above the Arctic Circle - Sigríður Dalmannsdóttir, NIBIO
- 10:45 – 11:00      • Orkney – The value of domestic production - Peter Martin, University of the Highlands and Islands, Orkney
- 11:00 – 11:15      • Faroe Islands – Challenges after 50 years of no barley cultivation - Jens Ivan í Gerðinum, Búnaðarstovan
- 11:15 – 11:30      • Newfoundland – Lessons from the Newfoundland Cereal Programme –
- 11:30 – 11:45      • Iceland – The outcomes - Sæmundur Sveinsson, Agricultural University of Iceland
- 11:45 – 12:10      **Sustainability and barley production**  
Birgir Örn Smárason, Matis
- 12:10              **Discussions**
- 12:30              **Barley theme lunch**
- B. Barley products**
- 13:30 – 14:00      **Keynote – Products and markets**  
Peter Martin, University of the Highlands and Islands, Orkney
- 14:00 – 14:30      **Countless possibilities for barley products – Review of outcomes**  
Hilde Halland, NIBIO, Norway

Continued next page





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### **New products – Outcome examples 1**

14:30 – 14:45

- Norway – A story on bakery products: Siri Kobberrød

14:45 – 15:00

- Norway – A story on beverage products: Mats Ørjan Paulsen, Bård Bjarghov

15:00 – 15:15

- Orkney – A story on beverage products: Marie Stanton

15:15 – 15:30

- Orkney – A story on beverage products: Alasdair Day

15:30 – 16:00

### **Coffee, tea and cereal products**

### **New products – Outcome examples 2**

16:00 – 16:15

- Faroe Islands – Possibilities for cereal products: Jens Ívan í Gerðinum

16:15 – 16:30

- Newfoundland – New cereal products: Presented by Ólafur Reykdal

16:30 – 16:45

- Iceland - A story on beverage products: Eva María Sigurbjörnsdóttir

16:45 – 17:00

- Iceland – Stories on products: Ólafur Reykdal

17:00 – 17:15

### **Discussions and review of submitted cereal products**

Ragnheiður Héðinsdóttir, Federation of Icelandic Industries

