



**Report from NAFS first Academic-Business Conference
Thursday September 21st to Friday September 22nd, 2017
at Krusenberg Manor House, SW of Uppsala, Sweden.**

“Urban food studies – The city as a meeting point for tastes, dreams and ideas”

The conference was arranged by NAFS in collaboration with Stockholm Business School at Stockholm University and our aim was to shed light on what urbanity, the city and how people living in it relate to food production, food consumption and food culture – today as well throughout history.



Our conference facility, Krusenberg Manor House, SW of Uppsala

The two-day conference at Krusenberg Manor House outside of Uppsala had a new setup. For the first time in the history of NAFS we tested a mixed conference consisting of both academics and representatives from the food industry and retail companies. In total 31 persons attended the conference out of which eight were representatives from different food related companies.

When asked to give some feed-back the business representatives especially emphasised the broad picture of the conference. They also appreciated the keynote presentations and the research focus on contemporary food issues such as online shopping and the changing food market - where restaurant sale currently is growing faster than retailing. When asked what theme might be of interest in the future they mentioned the subject of food and technology.



Some of the participants at the conference.

The arranging committee consisted of Associate professor Maria Frostling-Henningsson, Associate professor Torbjörn Bildtgård, PhD Theresa Digerfeldt and Associate professor Richard Tellström. The planning of the conference took two years.

Three interesting key note speakers

Three keynote speakers contributed with different perspectives on the relation between urbanity and food. They three key note speakers were:

Firstly – Carolyn Steel: an architect, lecturer and writer with a vivid interest in understanding how people live their lives in the city. She is the author of “Hungry City: How Food Shapes our Lives” (2013) and particularly interested in the way cities has evolved due to food networks. Her presentation had the title ‘Sitopia: Food and the Urban Paradox’.

Secondly – Professor Claude Fischler: a French sociologist and anthropologist, senior Investigator at the French National Science Center (CNRS), and former director of the Interdisciplinary Institute for Contemporary Anthropology in Paris. He made his presentation under the title “Commensality, hospitality and reciprocity in contemporary urbanity.”



Key note speakers prof Claude Fischler, architect Carolyn Steel and chef Magnus Nilsson

Thirdly - Magnus Nilsson: two star Michelin chef, developer and explorer of the New Nordic Cuisine. His restaurant is located in the Swedish sub-alpine area of Jämtland and was in 2016 awarded to be the 41st best restaurant in the world with the motivation: “Unique Scandinavian cuisine that’s worth the pilgrimage”. Magnus talked about urban terroir, the urban guest in the country-side and how to make authentic flavors – sometimes long forgotten – come alive again.



Architect Carolyn Steel

Conference program

The conference program included the following speakers and presentations (in the order they were presented (first Day 1):

“Driving forces for community gardening in Stockholm, Sweden” (Academic presentation)

Madeleine Bonow PhD in Human geography, Senior lecturer in Environmental Science, Södertörn University, Huddinge, Stockholm, Sweden

“Malmö as Gastropolis, as research outline” (Academic presentation)

Ingrid Sarlöv Herlin, Professor of Landscape Planning, Swedish University of Agricultural Sciences, Sweden

“Exploring urban foodscapes as an approach to sustainable spatial planning - A Foodscape Character Assessment of two Swedish municipalities” (Academic presentation)
Jessica Jansson & Anneli Bartholdsson, Master students at the Swedish University of Agricultural Sciences, Institute of Landscape Architecture, Planning and Management, Alnarp, Sweden

“Organizing Cities through Food: Sensory topography, choreography and iconography at play” (Academic presentation)
Per-Olof Berg, Professor emeritus, Stockholm Business School, Stockholm University, Stockholm

“Lantmännen and Research” (Business presentation)
Lovisa Martin Marais, Food Project Manager, Lantmännen Ltd., Sweden

“The Creation of Culinary Spaces in Sweden: A GIS-approach” (Academic presentation)
Ute Walter, Associate Professor) at Umeå University School of Restaurant and Culinary Arts, Umeå university, Sweden

“A big grocery retailer’s research agenda” (Business presentation)
Nils Bohlin, Hakon Swenson Foundation, Sweden

“Sustainable Innovative Groceries in the Public Meal” (Business presentation)
Eva Helén, Södertälje Science Park and Sara Jervfors, Södertälje council, Sweden.

“Urban consumers’ food preservation and preparation: consumer insights and trends” (Business presentation)
Yessica Butenhoff, Food scientist, Electrolux, Sweden

“Healthy people and a healthy planet: Linking global targets with local action” (Academic presentation)
Amanda Wood, Postdoctoral fellow, EAT Foundation and Stockholm Resilience Centre, Stockholm university, Sweden

“Visualizing the urban food idea - Swedish restaurant history from 1280 to 2017 as culture and policy making” (Academic presentation)
Richard Tellström, Associate Professor in Meal Science, Department of Ethnology, History of Religions and Gender Studies, Stockholm University, Sweden



Relaxing conference atmosphere....

Day 2 started with PhD Torgny Alstad:



“Monitoring and validating dietary intake using stable isotope analyses” (Academic presentation)

Torgny Alstad, PhD, Institute of Odontology, Sahlgrenska Academy, University of Gothenburg, Gothenburg. Sweden

“Cultural food and beverage combinations, urban patterns in dinners among Swedish adults” (Academic presentation)

Henrik Scander, PhD candidate, School of Hospitality, Culinary Arts & Meal Science Örebro University, Sweden

“A rural aspect of urban everyday food practices - Case studies from Oslo, Norway, through the lens of quality food” (Academic presentation)

Virginie Amilien, Research Professor, SIFO, National Institute for Consumer Research, Norway

“Ethnic borders in urban food: the kebab as symbol of Swedishness” (Academic presentation)

Ida Tolgensbakk PhD and Researcher in Cultural History, NOVA Norwegian Social Research, Oslo and Akershus University College of Applied Sciences, Norway

“Mathem – an urban way of shopping food” (Academic presentation)

Maria Frostling-Henningsson, Associate professor in Marketing, Stockholm Business School, Stockholm University, Stockholm. Sweden

“Research in the Swedish food industry – An overview of contemporary issues” (Business presentation)

Elisabet Rytter, R&D Manager, The Swedish Food Federation, Sweden

Carl Eckerdahl, The Swedish Food Federation, Sweden.

“What is a ‘true’ vegetarian? Some reflections from an online Q&A” (Academic presentation)

Nicklas Neuman, PhD, Department of Food, Nutrition and Dietetics, Uppsala university, Sweden

“Restoration and restorative environments: Concepts for the study of commensality” (Academic presentation)

Professor Terry Hartig, Institute for Housing and Urban research, Uppsala university

Festive Conference Dinner



Participants, including Professor Claude Fischler, enjoying an excellent dinner Thursday night in the nice historical environment of the Manor House. Main course: Beef with potato terrine & sour cream chervil butter served with red wine sauce and grated Pecorino from Bredsjö district.



Krusenberg Manor house had comfortable chairs and parlours, creating good discussion opportunities.

Food is important for various reasons – and especially on a food studies conference. The kitchen of Krusenberg delivered well, serving a nice, healthy and abundant breakfast buffet as well as meals cooked on high-quality, local ingredients – and of course – a lot of love and care.



Open faced sandwiches are perfect for an urban coffee break. Here also two members in the arranging committee, PhD Theresa Digerfeldt and PhD Richard Tellström.

Thanks to sponsor and supporting friends

Stockholm Business School at Stockholm University kindly granted our costs in advance in case of a minor loss due to the late collection of participation fees. SBS also accorded us access to their economy system and economy assistant in the process of arranging the conference. A special thanks to the head of the department, Associate professor Maria Frostling-Henningsson, who so generously supported the conference with financial support as well as assistance from her staff. We would also like to thank Hakon Swenson trust for their financial support to the conference.

Would you like to arrange the next conference or workshop?

Conferences and workshops can be arranged by any member of the NAFS network, and those who arrange an event can also choose the topic of the conference/workshop. The arranging members create their own conference committee and arrange the event according to their own preferences. If you have an idea for an event please contact the NAFS steering committee.

About NAFS

Nordic Association for Food Studies, NAFS, is a network consisting of researchers from a broad range of academic disciplines. NAFS is an interdisciplinary research network that brings together researchers from the Nordic countries. The members represent a wide range of disciplines and research areas such as archeology, business administration, consumer research, dentistry, ethnology, gastronomy, history, human geography philosophy, and psychology. The network is steadily growing and counts currently more than 100 members. NAFS annually organizes a conference or a workshop in a food-related topic, and anyone in network are free to arrange a conference or workshop.

The members of the network also share a common interest in exploring different ways to deepen and expand the understanding of food and meals from a cultural perspective. The network aims at being inter- and multidisciplinary. The idea is to constitute a platform for the exchange of knowledge and ideas in the multifaceted field of food studies. NAFS membership requires an PhD exam or being a PhD student. Attached are some pictures from earlier NAFS meetings.

Welcome to arrange the next conference or workshop!