



Putting Finnish Cuisine on the Map

— **ideas for meeting organisers
and caterers during
Finland's EU presidency**

Being familiar with our national food heritage is an essential part of being well-informed. Our Finnish food is something we should all appreciate and be proud of.

Various meetings and conferences are an excellent setting for highlighting the strengths and special features of Finnish food and cuisine. With food, we can give our foreign guests a warm reception. A meal and the food served at it can provide memorable experiences for the visitors. The food we serve to our guests is a calling card which will spread the culinary image of Finland and by which our country will be remembered.

Food is always associated with a story. We should let our visitors know about the central strengths of our Finnish food. Why not tell them in so many words what we can also show them, or even provide an experience for them.

In order to facilitate the work of those planning meetings and making the practical arrangements, we have here compiled the main messages Finnish cuisine can pass on during Finland's EU presidency. In addition, we have included ideas for planning menus, setting the table and providing refreshments during meetings as well as examples of stories that go with the food.

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The main messages of Finnish food and cuisine during Finland's EU presidency

The Finnish food and cuisine are natural

During the Finnish EU presidency, affinity with nature has been selected as the core theme of Finnish food and cuisine. This theme encompasses many aspects which meeting organisers can bring into play during the meal. The presence of the nature can be reflected in the menu, table setting, speeches and gifts. What is typical of us Finns and makes us different from many Europeans is that plenty of unspoilt nature remains in our country and we live close to it.

Influences from the East and the West

As regards food and drink, Finnish traditions have been influenced by both the East and the West. Mushrooms are an example of influences received from the East. As late as in the beginning of the 20th century, mushrooms were relatively unknown in Finland. Through contacts with the Slavonic peoples however, the Karelians in Eastern Finland had in an early period adopted mushrooms as a part of their diet.

The method of salting fish, on the other hand, reached the country from the West. In the beginning, only valued fishes such as salmon and whitefish were salted. In Western Finland, the Scandinavian tradition and later also German techniques have had an impact on popular methods of brewing beer, whereas our cheese industry is based on know-how brought along by Swiss and other foreign cheese-makers, who started arriving in Finland some 150 years ago.

The marked regional differences established in Finland for historical reasons as to dishes, cooking methods and preferred flavours have over the years evened out. Fortunately, regional preferences and different flavours still exist both in the ingredients, dishes, breads and beverages. The small, oval potatoes and sweet wheat bread from Lapland, river lampreys and products flavoured with tar from Oulu region, potato and berry pies from Kainuu, home-brewed beer from Häme, black sausages and yeast bread from Pirkanmaa, dark bread from the Archipelago, *älvados* from the Åland Islands and the special pies and breads from Karelia are great examples of our regional delicacies that are worth cherishing.

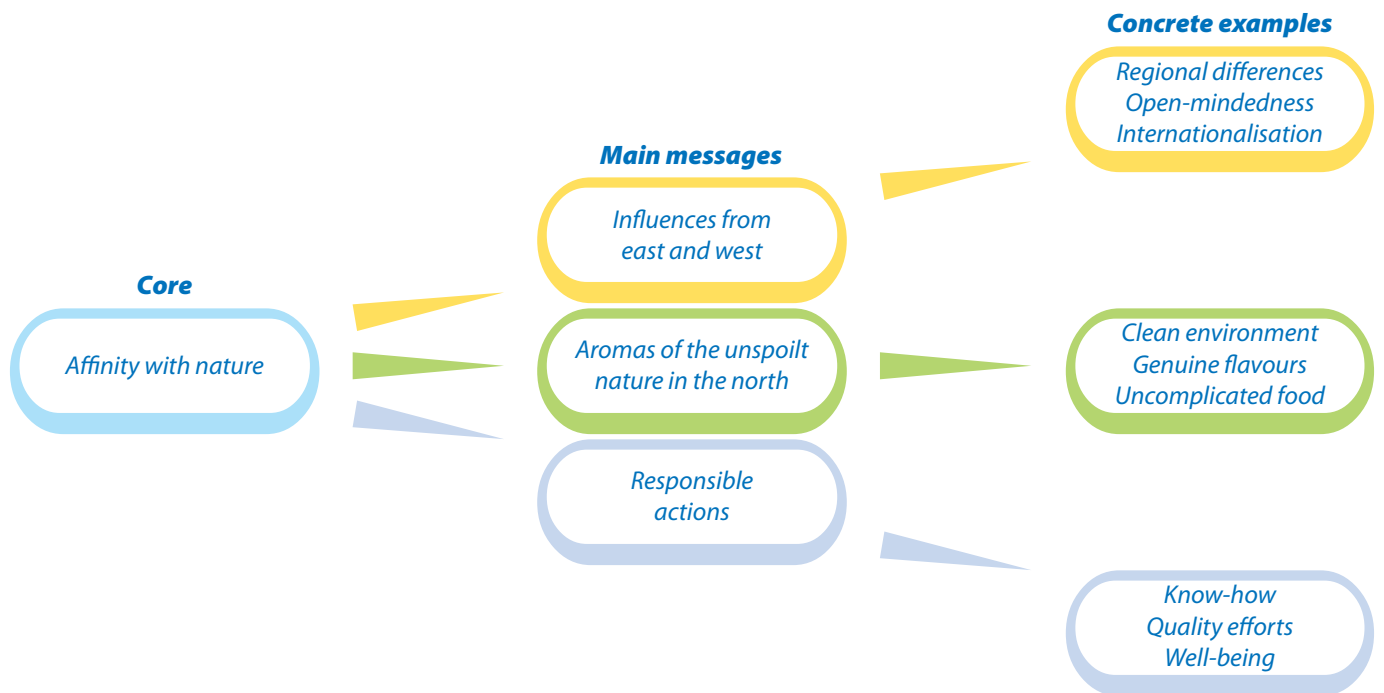
The Baltic Sea has throughout the history played an important role for Finland as a channel of international influences. The Baltic Sea was a trade route, thanks

to which Finland did not miss out on European trends over the centuries. The countries on the Baltic rim have from the earliest times been our vital trade partners. The Finns have always been open-minded about applying international trends to our own raw materials and national preferences. The modern era has seen hamburgers, pizzas, pastas, noodles, wraps and kebabs becoming part of the diet in a multi-cultural Finland.

In the new millennium, Finnish chefs have been increasingly successful in international competitions of their field. One out of the four Michelin two-star restaurants in Scandinavia are in Finland, and there also are two one-star restaurants in the country. Many young, ambitious chefs also go abroad to hone their skills in the most esteemed restaurants of the world.

As Finland joined the EU, the food market was liberated. Many Finnish companies today have a stable market position in Russia, Sweden, Poland and the Baltic countries. At the beginning of last year, more than one fifth of the food industry's turnover already came from outside the Finnish borders.





Aromas of the unspoilt nature of the North in the ingredients

Finnish ingredients have the imprint of the unspoilt Northern nature in their aromas. Finnish food is as clean, genuine and uncomplicated as our Northern environment. Our cuisine in all its richness and variety is based on the yield of our forests, fields and waters.

Two thirds of the surface of Finland is covered by forests, which are much loved by the Finns. As a consequence, it is no wonder that in addition to game, wild berries and mushrooms, we serve as national and regional specialties drinks and jellies made from the annual shoots of pines and firs, sap, liqueur made with young birch leaves, rye and pine bark bread and tar ice cream.

A special feature of Finland is the public right of access. The law guarantees everyone the right to freely walk in the woods, angle or engage in winter fishing and pick wild berries and mushrooms. This is why excellent raw materials are available to all citizens.

There are some 69,000 farms in Finland. Majority of these farms are small family holdings worked by their owners. The fields grow barley, oats, wheat, rye, rapeseed, sugar-beet and root vegetables as well as potatoes. Over the centuries, we have cultivated species that are suitable for our cool and light summers and that are able to produce a crop during our short summer. The length of the growing season in Finland only is 100-170 days. The Finnish cows yield the cleanest milk in Europe. Milk is the most important product from our domestic animals. We take good care of our cows: each cow even has a name of her own. We also produce beef, pork and eggs. In addition, we farm chickens and turkeys.

The Finnish ingredients and raw materials are produced in the cleanest soil and environment in Europe.

The sub-zero temperatures of the winter take care of pest control, and only a fraction of the pesticides used elsewhere are needed. The health status of Finnish production animals is at a unique level internationally. Finland has a disease-free classification for many veterinary diseases. In Finland, you can eat raw eggs without fearing salmonella. Many products of the fields and forests (such as conifers, wild berries, linen, oats and rye) also are of interest to researchers all over the world as functional foodstuffs.

Versatile professional fishing goes on in our thousands of lakes, along the coastline and in the open sea. Even if the perch that lives in nearly all of our waterways is the national fish of Finland, our most important fish is the Baltic herring. The share of Baltic herring in the total catches of the fishermen has usually been more than 90%. The Finnish tradition of catching crayfish goes back a couple of centuries. The three Finnish crayfish species (*Astacus astacus*, *Pacifastacus leniusculus* and *Astacus leptodactylus*) have adapted to life in our clean and cold waters.

The seasons and festivals lend their strong character to the Finnish cuisine. We ring in the New Year with burbot soup, blins and roe. February brings Runeberg's cakes and Shrovetide dishes. Easter is an important celebration of the spring, during which the table is laid with delicacies with Slavonic influence. In early summer, we enjoy perches, early potatoes, morels and rhubarb. At Midsummer, the Finnish people retire to their summer houses to barbecue sausages or meat, smoke fish and make pancakes. From the beginning of July, strawberries, blueberries, cloudberries and other fruit become available. August is the time for mushrooms, crayfish, wild duck and aromatic fresh vegetables. In the autumn, game and reindeer appear in the menu. The highlight of the end of the year is Christmas with its traditional delicacies and cakes.

Examples

- *Regional differences in raw materials, cooking methods, dishes and preferred flavours*
Innovativeness, new technologies
Quick adaptation of influences
Recognisability in the Baltic area
- *Yield of the forests, fields and waters*
Aromas ripened by the midnight sun
Rights of public access
Four seasons
Uncomplicated recipes, table settings and design
- *Professional competence, a high standard of education*
Research and product development
Quality Strategy
Safety and wholesomeness
Various catering services, such as school lunches

Responsible people

The Finnish people had to learn to carve out a living in the harsh Nordic environment. It required sensible solutions. Today we still are responsible and sensible in everything we do and develop, including the food.

In Finland, we have plenty of know-how when it comes to the food industry. The country has not only become international on a fast pace but also risen to the top class of European high tech nations as regards food technology and research. Finland is a pioneer especially in the development of functional foodstuffs. Products that have reaped international fame include xylitol, products with lactic acid cultures to improve the well-being of the digestive system and foodstuffs intended for cholesterol control.

The whole food industry chain is committed to working for the quality of the food from the farm to the table. High-quality food production is based on people with professional competence. The aim of the Quality Strategy co-ordinated by the Ministry of Agriculture and Forestry is to ensure that Finnish foodstuffs will permanently maintain their high quality. The Quality Strategy also aims at transparency in the food production chain. This transparency refers to such as traceability. Beef, for example, can be traced back to the product batch and an egg to the production facility.

We feel that eating is an essential part of well-being, and Finland can be considered a model country of public meal services. Every child in day-care centres and schools is offered a free meal every day, including a main course with its accompaniments as well as vegetables, bread and a drink. Even on restricted budgets, the menus are designed to be versatile and wholesome. Many adults have a hot meal either at their workplace or in its vicinity. The emp-

The richness of our cuisine springs from influences received both from the East and the West. In Finland, we eat clean and uncomplicated food grown for us by our Northern nature. We are known as a responsible and sensible nation.

This is also reflected in our food, and we invest in research, quality and wholesomeness.

loyers and the society in many ways support workplace meals. Employers can for example offer their employees vouchers to help pay for the meals.

Even if eating outside the home has over the years become much more wide-spread, proper home-cooked food is still appreciated. The Finns' favourite dishes include meatballs, toasted sandwiches, steaks and escalopes, pasta and mince dishes and various poultry dishes. The potato still plays an important role in the Finnish diet, even if it has partly been replaced by pasta and rice. Rye bread has maintained its daily position at the Finnish table.



Menu planning

On different occasions where food is served, the objective is to give the guests as comprehensive and versatile an idea of Finnish cuisine as possible. What is important is finding a balance between our national specialities and international preferences.

The actual menu planning can start after listening to the customer's wishes, putting together the budget and getting to know the venue. In the beginning, it is important to take in consideration the nature of the occasion (e.g. breakfast, brunch, lunch, dinner, supper, cocktails, formal reception or afternoon coffee), the level of formality and the guests.

The following basic information concerning the invited guests should be found out from the customer. Which culture do the guests represent? What have they been served before? Is one of them a guest of honour? It is absolutely vital to cater for diets dictated by various religions and special diets. As lactose intolerance, for example, is very common, the planning of the meal could start from a decision that all dishes need to be either lactose-free or low in lactose. For a buffet, dishes can always be prepared with a variety of ingredients, ensuring that there is something for everyone.

Selection of ingredients

A safe alternative is to offer dishes prepared from Finnish ingredients to the standards of international cuisine. As the starting point for planning a menu, fresh ingredients currently in season in Finland will be used, which will be utilised in a versatile and innovative fashion. As an alternative, organic produce can be selected. When relying on local ingredients, the risk of the same raw materials or cooking methods being repeated in various parts of the country can be avoided.

The menu has to match the character of the occasion in its style. The meal should preferably contain both fish, meat, poultry and vegetables, either in separate dishes or as accompaniments to other dishes. The classic rule is that fish and shellfish can be served as the main course of a lunch, but the main course of a dinner should always be poultry or meat. At lunch, it is a good idea to serve lighter dishes consisting of vegetables, fish and poultry, as for many of the participants, the working day will continue after lunch.

We tend to eat a lot of potato in Finland. In case the starter is a cold portion of fish, smoked fish or dry cured fish, the traditional accompaniment for it is a boiled potato. It is also traditional to serve potato as an accompaniment to the main course. To avoid repeating the same ing-

redient or cooking method, the potato can be replaced by other vegetables in the starter, or at least another cooking method can be used for the potato in the main course.

Order of the menu

There are several alternatives for the order in which the courses of the menu can be served. What all these have in common is starting the meal with smaller dishes and soups, either hot or cold. A hot fish dish is served before a hot meat or poultry dish. There are differences, however, in such as the mutual positioning of cheeses and deserts.

What is important in planning a menu is a balanced whole, no matter how many dishes are served, and avoiding overly large quantities of food.

The order of the dishes in a meal should be ascending; in other words, the meal should start with dishes that are lighter in their taste and structure and lower in fat. The strength of the flavours and richness of dishes should be increase course by course.

Shapes and colours of portions

There should be variety in the shapes and colours of the food. As the shape of the food is often not revealed by the name of the dish, the planning should be completed by giving thought to the dish in which the portion is prepared and its presentation.

The colour choice is influenced by the current season in the form of cooking methods selected and fresh ingredients that are available. In the winter, richer food is served, which can be fried, and in the spring and summer the dishes are at the most quickly grilled and preferably steamed. In the winter, dishes tend to be more sombre in their colour, due to frying as the cooking method and the use of dark sauces and root vegetables.

Naming the dishes

The names of the dishes need to be informative, clear, simple and correct. The language used in the menu card will be determined by the language used on the occasion e.g. in the table conversation. Even if the à la carte menu of the restaurant can be translated into several languages, the menu card usually is written in a single language only. If the guests include several nationalities, it is a good idea to write the menu in French or English.

Beverages served with the meal

The beverages served at the meal need to be in harmony with the dishes, nature of the occasion and time of the day. The purpose of the beverages is to complement the meal, not to intoxicate the guests.

Tap water in Finland is pleasant in taste. Always have a good supply of tap water or bottled mineral waters. In ad-

dition to soft drinks, tasty berry, apple and rhubarb juices can be served. The produce of Finnish wineries should be served especially as refreshing aperitifs or desert wines. The food can also be flavoured with berry liqueurs and spirits. The name of the wine, the name of the farm/producer, year and region or country should be included in the menu card.

	Principle	Measure								
Number of dishes	The character and level of formality of the occasion influence the style of the menu, number of dishes and presentation of the food. The time of the day has an impact on the number of dishes.	Find out about the character of the occasion and the nationality of the guests. Preferably serve lunches of three courses and dinners of four or five courses.								
Selection of ingredients	Favour Finnish ingredients in season. Favour ingredients and dishes typical of the region. Select as many fresh ingredients as possible. Use a variety of ingredients in different dishes. Favour low-fat ingredients. In preparation, concentrate on those components of the portion that bring the most added value. Ensure the availability and quality of the ingredients.	<ul style="list-style-type: none"> • Berries can also be used in other dishes than just deserts. • Don't forget wild mushrooms, vegetables of the season and a versatile selection of breads. • At a dinner, mainly serve meat or poultry dishes as a main course. • Use spices to accentuate the properties of the ingredients, not to cover them up. • At a dinner, offer e.g. Finnish cheeses after the main course. • Avoid excessive use of cream and butter. • Aim at making yourself the most important components as regards the flavour and quality. Purchase pre-processed vegetables, make the sauces yourself For example a dinner in Häme: <table border="0"> <tr> <td>starter</td> <td>Slightly salted whitefish with wild mushroom salad</td> </tr> <tr> <td>main course</td> <td>Roasted lamb and vegetables</td> </tr> <tr> <td>third course</td> <td>Farmhouse cheeses and quince jam</td> </tr> <tr> <td>desert</td> <td>Apple pie with cinnamon ice cream</td> </tr> </table> 	starter	Slightly salted whitefish with wild mushroom salad	main course	Roasted lamb and vegetables	third course	Farmhouse cheeses and quince jam	desert	Apple pie with cinnamon ice cream
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Selection of cooking methods	Use methods that bring out the properties of the selected ingredients the best and respect their traditional cooking methods Select different cooking methods for various dishes. Strive to prepare the dishes as far as possible in advance without affecting their quality. Select light cooking methods.	<ul style="list-style-type: none"> • Use our traditional cooking methods, such as dry curing and cold and hot smokings. • Do not use the same cooking method in a starter and a main course. • Preferably serve main courses hot, whereas the temperatures of starters and deserts can be varied. • Select cooking methods suitable for the resources of the kitchen. • For occasions with large numbers of guests, put the portions together with a handful of components that are beautiful as such; avoid portions that are too complicated. 								
Putting the portions together	Plan simple portions and menus in which the main ingredients are visible. Also take nutritional recommendations in consideration when putting the menu together.	<ul style="list-style-type: none"> • Make up the portion with more of the main ingredient than accompaniments. • Be careful with the weights of the portions. • A portion usually consists of the main ingredient, sauce and a few accompaniments. • Energy should be mainly obtained from carbohydrates and proteins, not fats. 								
Naming the dishes	The name of the dish should be informative. Highlight the origin of the ingredient. Use simple and correct language.	<ul style="list-style-type: none"> • Name the main ingredient of the dish, its cooking method and the most important accompaniment and deflect the words correctly. • In suitable connections, mention the producer or origin. • The names of the dishes are translated into many languages, so avoid names that are too complicated. 								
Drinks	The beverages should be in harmony with the food served. The drinks served at the meal need to be in harmony with the nature of the occasion and time of the day. The purpose of the drinks is to complement the meal, not to intoxicate the guests.	<ul style="list-style-type: none"> • For a working lunch, the best drink is water • For a dinner, serve water, beer or wine • Finnish wines are very suitable for aperitifs and liqueurs for deserts • Berry juices and flavoured waters are ideal for refreshments during intervals at meetings • Finnish berry spirits and liqueurs are a good alternative for after-dinner drinks • Include the correct names of the drinks in the menu card 								

Setting and decorating the table and displaying the food

Table setting and presentation of food make the occasion

In a successful meal, delicious food plays the main role. After that, a beautiful setting, decorations that are suitable for the occasion and careful presentation of the food are the most important elements.

Each occasion should have a master of ceremonies who manages the whole and is responsible for the practical arrangements. Ever since the early stage of planning, this person should keep in touch with both the kitchen and the serving staff. The table setting and presentation of food should be thought out down to the least detail, and the dishes should be tried out in advance.

The setting and style of decoration depend on the nature of the occasion. In a cabin in the fells, on a farm or in a lakeside meadow, the decoration, dishes and food are different from those of an official reception. It is a good idea to take the season in consideration when making decisions on both the food and the decoration. Carefully used natural materials can decorate the table even on more festive occasions.

Whatever the nature of the occasion, those sitting at the table should always be able to feel confident and comfortable. At official dinners, formal rules of decoration and table manners are observed. In the table setting and decoration, a formal and subdued style is the best choice. It is good to remember that even the route along which the visitors enter the venue gives a foretaste of the meal to come, so responsibility for decorating the venue starts from where the visitors enter.

The Finnish qualities may be reflected both in the setting and the food. Finnish design is highly acceptable.

It is, however, necessary to keep the nature of the occasion in mind. Traditional dishes and rustic materials are not suitable for official functions. In a less formal occasion, national specialities can also be included.

It is important that the logistics of the meal are carefully considered in advance. The guests should not be left feeling embarrassed or uncertain of how they are expected to behave e.g. in a buffet. The dishes, cutlery, drinks and bread baskets should be positioned so that the guests can progress smoothly along.

Whether the venue is indoors or outdoors, the setting must be clean and tidy. A well-ironed tablecloth is one of the basics. The cloth needs to be large enough, and in a buffet it needs to reach to the ground. At a festive meal, a cloth and napkins made of a fabric are used. On an informal occasion, a buffet can also be set on a table without a cloth.

The table decorations may not be too large to prevent the guests sitting at the table from seeing each other and talking to the person sitting opposite.

White dishes and plates display the food the best. The dishes should not be over-decorated. Food that is uncomplicated and recognisable invites the guests to try it. The decorations of the serving dish must be edible. The serving dishes should not be overfilled, and in a buffet it is a good idea to change them frequently.

Whatever the occasion, the food should be appreciated. The dishes can be brought to the table in such a spectacular cavalcade that it goes unnoticed by nobody. If the host himself values our cuisine, the visitor will also perceive its finesse.

	Principle	Measure
Setting	<p>A setting that is suitable for the occasion and the venue, correctly set, tidy and clean.</p> <p>A simplified, harmonious general impression.</p> <p>The Finnishness can be hinted at.</p>	<ul style="list-style-type: none"> • For a sit-down dinner, a formal, classic setting. With white as the basic colour and white dishes you cannot go wrong. • Well-ironed, adequately large table cloths with no folds. The cloth of a buffet table reaches to the floor. • A uniform style with all parts of the setting matching. • On informal occasions, the rules can be broken by using Finnish design tableware or by setting the table without a cloth.
Decoration	<p>Subdued decoration in line with the nature of the occasion.</p> <p>The decorations may not get in the way of conversation.</p> <p>A uniform style from outside the venue all the way to the table.</p> <p>Beautiful decorations enhance the atmosphere.</p>	<ul style="list-style-type: none"> • An elegant, minimalist whole selected for the venue and the occasion. • For a formal occasion, professionally made low flower settings or candles. No flowers with strong perfumes. • Thought-out, matching colours. • In line with the nature of the occasion, wild flowers, twigs and other natural materials may be used in the decoration.
Presentation	<p>The food and its flavours are the main thing.</p> <p>Beautiful, matching dishes and a setting suitable for the occasion.</p> <p>The food must be recognisable.</p> <p>The food may not be covered by an overabundance of decorations.</p>	<ul style="list-style-type: none"> • The food looks best when presented in light-coloured, understated dishes. Clear portions that look like food in a simple dish. • Dishes may not be overfilled. Change the serving dishes in a buffet frequently. • The decorations on the dishes must be edible, such as herbs or flowers grown for eating. • Present the food and relate the story in a manner that is fitting for the occasion.

Refreshments at meetings

Participants at meetings appreciate practical arrangements that work well, giving them the possibility of concentrating on their actual jobs. The refreshments served during a meeting, however, are not without significance. Finland has a lot of know-how in nutrition. We produce a range of functional foodstuffs, and our selection of light products is the largest in Europe. We know that correctly selected food and drink can promote health and give energy. In

refreshments offered during and after meetings, we can display this unique know-how by serving wholesome products so typical of Finland, such as cereal products rich in fibre, light spreads and feel-good drinks. The reward of serving health-promoting refreshments is participants who will keep going longer. The snacks can also be a visual delight, especially when containing fruit and other natural produce.

	Principle	Measure
Kokous- ja taukotarjoilu	<p>Especially during the meetings and intervals, the participants can be treated to refreshments that promote health and reflect the Finnish nutritional know-how. They can also be offered information. For more information on nutrition, see the following Websites:</p> <p>www.finfood.fi www.kotimaisetkasvikset.fi www.ktl.fi www.leipatiedotus.fi www.maitojaterveys.fi www.margariini.fi www.mmm.fi/ravitsemusneuvottelukunta www.prokala.fi www.ravitsemusterapeuttiyhdistys.fi</p> <p>It is also a good idea to pick a theme:</p> <ul style="list-style-type: none"> - introduce the theme to the staff - equip the room or a table with a sign containing information on the theme or other display material - build a mini-exhibition on the theme in the lobby. Companies may be interested in product demonstrations and sponsorship - make sure that the hosts know about the theme. 	<p>Serve feel-good drinks, such as berry juices, fruit juices, low-energy drinks containing fibre, energy drinks, drinks containing lactic acid cultures, speciality juices, low-sodium mineral waters, aromatised mineral waters and light soft drinks.</p> <p>Serve cereal products rich in fibre (oats, rye, barley, stone-ground and multi-cereal products) and snack products (e.g. muesli biscuits and bars).</p> <p>Make sandwiches lighter with light spreads, low-fat cold cuts and low-fat cheese. Instead of a Danish or a doughnut, choose buns or pies containing berries or fruit.</p> <p>Serve ripe fruit and berries in an attractive display.</p> <p>Replace ordinary sweets by sweets or chewing gum sweetened fully by xylitol.</p> <p>Preferably serve many small bite-size than single large portions.</p> <p>Remember Finnishness in all selections.</p>



Presenting food through a story

The enjoyableness and tastiness of both work lunches and feasts can be accentuated with stories. This will increase appreciation for carefully prepared food and a well-planned menu and make the meal into a delicious part of the programme offering a break in the meeting. The story of Finnish food can easily and naturally start with affinity with nature, our seasons, know-how of the northern farmers and our cutting-edge technology.

A story that will be of interest to the diners can be created starting from such as the dishes served at the meal or the ingredients used. Presentation of a local speciality that is part of the menu is a story in itself. The makings of a story can be found in local history, travel brochures, culinary literature, biographies and more than anything in one's own imagination, own experiences, all sorts of incidents, truths heard from the children's mouths. Making up the story can at best be enjoyable team work.

How will the story be told? The dishes and beverages of the menu can be introduced accompanied by little stories every time a new course arrives at the table, or the whole story of the menu can be told in the beginning while wishing the guests bon appetit. Good stories are short - those sitting at the table are waiting to try the dishes. At its best, a good story is like an anecdote.

Who will tell the story? The organiser/host of the occasion wishes the party at the table bon appetit. At the same time, he can relate the story of the day's menu. It is also impressive if the chef in his high hat comes out of the kitchen to personally present the results of his creative work.

The story of cloudberry in a desert could go like this: "The cloudberry is the golden berry of Northern Finland. It grows in the marshlands of the wilderness. The golden yellow colour of the ripe cloudberry provokes a genuine gold rush in the late summer, not unlike that in Klondike. Good cloudberry marshes are family secrets not to be disclosed even to one's best friend. A secret cloudberry marsh is reached as discreetly as possible, and spies are thrown off by taking detours.

The cloudberry makes sure the pickers remain humble. The fruit grow in low shrubs over treacherous tussocks. The expedition is made perfect by the pests of the Northern summer, the midgets.

But all this trouble is made up for by the unrivalled aroma of wilderness in the cloudberry, which you can sample in your parfait. By the way, we in Finland have wide public rights of access. Each one of you can experience your own gold rush. In the cloudberry marshes of Northern Finland."



	Theme of the story	Examples of a story
Dish	Origin of the dish	From the kitchen of the national poet's wife, the favourite treat of Sibelius, the gift of Karelian evacuees to Finland, the ski jumper's favourite, the Grand Prix champion's favourite barbecue, an exiting find made by the chef when travelling in Europe, from the kitchen of the Russian Court
	Developer of the dish	The sister of General Mannerheim, the chef of the Estonian president, a policeman from Milan who fell in love with Finnish wild mushrooms.
	Situation in which the dish was created	The emergency reserve of the vicarage, an international chefs' competition in Norway
	A previous visitor who appreciated the dish	We served this to the Italian Prime Minister the last time; the Russian president got to sample this, too; the world-class tenor always asks for this when he visits Finland
Raw material	Origin, taste and aroma	From the great woods of Kainuu, a local field, the reindeer pasturages in Lapland, from the most modern poultry production unit in Europe
	Production method	Organically without artificial fertilisers or pesticides, in personal care including petting and being called by name, applying state-of-the-art technology, with top-class hygiene and no disease, medication or vaccinations
	The method of catching/picking	Lassoed, caught in a crayfish net in the dead of the night by torch-light, by an elk-hunting party, picked in a marsh surrounded by clouds of midgets
	Growing conditions	In the glow of the Northern Lights, under the midnight sun, in the depths of a sweet-water lake, in fields cleansed by the winter frosts, in a lakeside meadow dotted with flowers, in optimal conditions controlled by advanced computers and robots
	Method of processing and preservation	Souring, drying, curing, hanging, keeping in cellar, rising, stewing, roasting, simmering, an unbroken cold chain, a honed industrial process
	Names and special features of people who produced, caught or picked the ingredient	The sheep farmer can be an honorary mining counsellor, the fisher a hermit of the outer islets, the goose farmer could be a champion rally driver, an upstanding and capable Finnish farmer

*This publication was prepared by
Finfood - the Finnish Food Information,
the Finnish Food and Drink Industries' Federation,
the Central Union of Agricultural Producers and
Forest Owners in Finland,
the Finnish Chef Association and
the Association of Culinary Writers in partnership with
the Ministry of Agriculture and Forestry and
the Secretariat for Finland's EU Presidency.*

