



EXCEPTIONELL råvara

NEWSLETTER TASTER MEETING 21ST OF SEPTEMBER 2014

WWW.EXCEPTIONELLRAVARA.SE



Chefs Sayan Isaksson from Esperanto and Jacob Holmström, Gastrologik with beef from Naturbeteskött.

On Sunday the 21st of September Sweden's very first Exceptionell Råvara was chosen. Expectant livestock raisers and farmers had submitted their entries for evaluation to the jury which consisted of some of the country's best chefs. And the award finally fell to full-blooded Wagyu from Anders Larson at iWagyu, and Angus from Lars-Erik Andersson at Naturbeteskött.

The hunt for new products continues for the chefs, and as the guest star chef Pascal Barbot from Astrance simply stated:

– No real produce, no real cuisine. →



Exceptional Produce

Angus beef from Lars-Erik Andersson at Åkerby säteri and beef from full-blooded Wagyu from the cattle raiser Anders Larson at Värnvik säteri were the first food products ever to be chosen as Exceptionell Råvara.

Congratulations!



Excellent produce

Simigus from Ejmunds gård and an Angus cross-breed from Gröna Gårdar were chosen as excellent produce, as were Småland hens from Bokeslundsgården, guinea fowl from Bleksslättens gård and Hedemora hens from Ockelbo kyckling. Read the entire evaluation here at

www.exceptionellravara.se



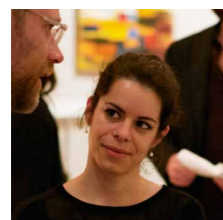
Guest chef Pascal Barbot from Astrance together with Björn Frantzén, Sebastien Boudet and others. In the centre pig farmer Anders Gunnarsson, and to the right Märta Jansson from Gröna gårdar.

For a whole day at Högberga gård on Lidingö island 28 farmers and 13 chefs met together with experts on raising livestock and Swedish agriculture.

One of the project's founders, the journalist Mattias Kroon, thinks that after three years Exceptionell Råvara is well on its way to becoming unique globally, and said that as an example of this René Redzepi at Noma in Copenhagen wants to start a Danish version of the project.

– We need to learn from what's happening out in the rest of the world. The guest lecturers we invited are here to provide an idea of how people work with produce and raising livestock in other countries.

Juliette Protino talks of the French quality certification label Label Rouge.



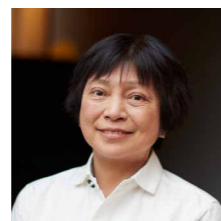
Juliette Protino.

– The label, which has existed since 1967, was founded out of the post-war reaction to the industrial production of poultry. Some chicken farmers got together and developed a certification for quality, animal care and traceability of region, farm and breed. An investment was made in slow-growing breeds with regional connections. Today Label Rouge stands for 40% of the poultry sales in France, and also covers fish, grains and vegetables.

The journalist Yumiko Aihara provided some background to the Japanese breed Wagyu which has a lot of naturally-occurring intramuscular fat, making the meat beautifully marbled and tender.

– For a long time it was completely forbid-

den to eat meat partly because Wagyu as cattle were crucial as working animals, and partly due to the Buddhist teachings which stated one should



Yumiko Aihara.

not eat animals with four legs. When a military leader in the 1900s wanted to build up his troops and prescribed a meat diet, meat in Japan became associated with health – and luxury.

Pascal Barbot, head chef at the three-star Astrance in Paris, described his culinary philosophy.

– It is very important for me to be true to my

”It is very important for me to be true to my growers and meat suppliers. I want my suppliers to be able to survive and become successful.”

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Pascal says how he brings his colleagues from the larger restaurants together to meet his best suppliers.

– By the farmers having more customers I can be sure that they are able to produce exactly the top products I want to have. I have great respect for the large financial investment they make to produce their quality goods which is in turn the basis of my own work. Our chefs have a responsibility to care for the food traditions. Ancient heritage breeds are crucial – otherwise in the end we will only see trends in restaurant kitchens.

Three of the farmers talked of their experiences from the Exceptionell Råvara project. Siw Persson at Ockelbo kyckling says that she would never have thought her Hedemora hens would have received such a response from the chefs. Her hens live a life which differs greatly to conventionally raised chickens, making them leaner but also tastier.

– My animals have grown up outside so now they ignore their henhouses. There is a huge difference in the rearing of Ross which we also breed, and of the Hedemora hen and now I want to make our slaughtering of them more efficient.

– For me it's been important to listen to all points of view – I want to bring these experiences back with me in how I work with our animals. What's unique with us farmers is that we plan everything so far in advance – since we are working with biology, says Märta Jansdotter of Gröna Gårdar.

Erika Olsson of Vreta gård says that raising animals is an exciting but trying industry.

– You can give the same feed to animals from the same genetic base yet get completely different results. They are quite simply unique. My goal is to continue to develop the system we have built up and then experiment on the side with new breeds and raising methods. The best sounding board we have for this process is our discerning customers.

After lunch it was time for Taster meetings of chicken, beef and pork.

In the test the appearance, tenderness and juiciness, taste and aroma is judged.

– It is often the appearance of the produce which gets the chefs going, says Mattias Dernelid of Fällmans kött, who is responsible for logistics.

The chefs tried all in all fifteen types of meat: five chickens, five beef and five pork – a job which took over three hours. In the evening it was solemnly announced that Lars Erik Andersson's naturally-grazed meat and Anders Larsons Wagyu meat had achieved the quality level of Exceptionell Råvara.

Five other products were placed just below the level of exceptional products, and were instead appointed the label of Utmärkta Råvaror.

A few of the chefs had some ideas for further development. Magnus Ek of the restaurant Oaxen was curious about how the rest of the animal tasted and what it looked like.

– I'd like to find out more. What could we use the other parts for?

Amongst the poultry this time there were both country breeds such as Småland hens, heritage breeds such as Gammal svensk vit leghorn, Fifty Five Flowery and Hedemora hens, as well as guinea fowl.

Björn Frantzén thought the progress was positive.

– They have developed in both tenderness and the taste of the skin – although the birds are still rather mild to the palate. The real taste comes when they are allowed to hang for a while.

The pork came from Hampshire, Hampshire/Duroc, Berkshire, Linderöds and Duroc/Country breed. Mattias Dahlgren wanted to get the best taste qualities from multiple breeds in the same piece of meat.

– You want the fatty taste from one, and the tenderness of another. How can we achieve that?

– We'll simply have to discuss development some more together, said Anders Gunnarsson, pig farmer at Halla gård.

Lars Erik Andersson at Åkerby Säteri, whose beef stock became an Exceptionell Råvara, thought meeting the chefs was exciting.

– Rather bewildering and unexpected to be chosen I think, but it is proof that we raise our livestock well at Naturbeteskött. Old cattle like these don't have any status at all at the slaughterhouses, today you're almost paid less for them than younger beef.

The day at Högberga gård was rounded off with a dinner created by the chefs Pascal Barbot and Björn Frantzén, a meal in which many of the products on show were part of.

The hunt for the best products and produce has just begun. *

Farmers and producers

Anders Gunnarsson, Halla gård
Anders Larson, iWagyu, Värnvik säteri
Bengt Edsgård, Edsbergs gård
Bernt Andersson, Ärnåmåla
Elisabeth Andersson, Påverås mejeri
Emelie Eriksson, Emelies Utegrisar
Erika Olsson, Onsberga gård
Gunnar Backman, Ulva Park
Hans de Waard, Skabrams gård
Hans-Erik Holmqvist, Böle gård
Ingemar Olsson, Alkvetterns herrgård
Inger Gauffin Carlsson, Upplandsbondens
Jan Andersson, Malmköpings gourmetgrönt
Jan Johansson, Flistad gård
Jenny Lundgren, Hagby gårds fågel
Johan Widing, Bokeslundgården
Jonas Ivarsson, Ullmarka gård
Katrina af Wetterstedt, Preben Andersson,
FoodArt, Goa gård
Krister och Karin Karlsson, Fridhills kyckling
Kristina Thorstensson, Stefan Jönsson,
Olinge utegrisar
Kristina Åkermo, Oviken ost
Lars Erik Andersson, Åkerby säteri /Naturbeteskött
Lennart Westerdahl, Carina Wahlgren,
Gröna hagars kött
Lina Laurin, Laurins gård
Linda Elvingsson, Ängsholmens gårdsmejeri
Marcus Söderlind, Söderlinds ekologiska grönsaker
Maria Ekholm, Blekslättns gård
Marie Backrud Ivgren, Löfsta gårdsmejeri
Mauritz Larsson, Karshamra mat och trädgård
Märta Jansdotter, Gröna gårdar
Niklas Markie, Nyttogården
Odd Normark, Ejmundsgård
Oskar Hasselmo, Oskars Orpington
Patrik Evertsson, Emå mejeri
Patrik Johansson, Vallmöbackens mejeri
Per-Olof Ingmarsson, Bjärefågel
Rolf-Axel Nordström, Ängavallen
Siw Persson, Ockelbo kyckling
Sven-Erik Johansson, Nibble gårdsgris
Stefan Sellin, Domta-Grisen
Sven Olsson, Lillehems utegrisar
Torbjörn Eriksson, Martin Beme, Naturbeteskött
Tore Svensson, Klasaröds gård
Thorsten Laxvik, Norrbete Ek. förening/Rafnaslakt
Ulf Duell, Chicken Delivery
Ulrika Ivergård, Forsberg gris & grönt
Åke Wikström, Norrbete Ek. förening

Chefs

Anders Johnsson, Katrinelunds gästgiveri
Björn Frantzén, restaurant Frantzén
Claes Grännsjö, Nook
Daniel Berlin, Daniel Berlin krog
Fredrik Eriksson, Långbro Vårdshus
Frida Ronge, restaurang vRå
Henrik Norström, Lux restauranger
Jacob Holmström, Gastrologik
Magnus Ek, Oaxen krog
Magnus Nilsson, Fäviken Magasinet
Mathias Dahlgren, restaurang Mathias
Dahlgren Matbaren & Matsalen
Mikael Einarsson, Djuret
Mikael Jönsson, Hedone in London
Niklas Ekstedt, Ekstedt/Niklas
Sayan Isaksson, Esperanto
Sebastien Boudet, Brödpassion
Stefan Eriksson, Råvaran
Titti Qvarnström, Bloom in the Park
Tommy Myllymäki, restaurang Sjön
Viktor Westerlind, restaurant Frantzén

Find us here

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GET INVOLVED AND APPLY – PRODUCERS,

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LOGISTICS:

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or call ring 070-450 58 00.

INFORMATION:

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READ MORE AT WWW.EXCEPTIONELLRAVARA.SE

What does it mean?

Exceptionell Råvara = Exceptional Produce

Utmärkt Råvara = Excellent Produce