



The Skagafjörður Food Chest

Matarkistan Skagafjörður or Skagafjörður Food Chest is a product of a project that was implemented in 2004 and involves various parties in the district working together to strengthen and promote Skagafjörður's food culture.

The idea for the project began with a collaboration between Hólar University and a Canadian University and was expected to last three years. The aim of the project was to find ways to develop food tourism services in rural Iceland and Skagafjörður was used as an experimental area.

The Skagafjörður Food Chest was the first project of its kind in Iceland and now several more have followed. The idea for Skagafjörður Food Chest was originally based on the growing interest of people wanting to know about the origin of the food they consume and people wanting to get to know local food and food culture. The project was a success and has developed over the years. Now, The Municipality of Skagafjörður has taken The Food Chest over and works closely with its members and funds it.

Matarkistan Skagafjörður and the society behind it is open to anyone who engages in food processing or selling food of any kind in Skagafjörður.

Participants in The Food Chest can be, for example, farmers, bakeries, restaurants, shops, schools, and the local food processing plants, we have fish, meat, and dairy processing plants in the area. The logo refers to the island Drangey, which was called Skagafjörður's food Chest in early times, and is therefore intended to draw attention to the fact that the food originates in Skagafjörður.

The goals of Matarkistan Food Chest:

- That food producers, restaurant vendors and tourism operators work together to promote and strengthen Skagafjörður's food culture.
- To build a strong quality image of Skagafjörður's food production.
- To promote and support innovations in the production and serving of local food.
- To collect and protect working methods and traditions in cooking.
- To strengthen co-operation within and outside the district.
- Increase the role of food culture in the supply of restaurants in the area so that guests can enjoy quality ingredients and experience the culture of the area.
- All year round, locals and tourists on their way around Skagafjörður have the opportunity to access a diverse selection of local food in restaurants, shops, markets and even directly from farmers.

The conditions for participation in The Skagafjörður Food Chest:

- Participants have the required license for food production and / or sale of food.
- The restaurants that are participants in the project seek to use local ingredients and the food is then either produced or processed in Skagafjörður.
- Dishes that are mostly made from Skagafjörður's ingredients are marked on restaurant menus.
- If it is not possible to obtain raw material from Skagafjörður, then look for ways to find Icelandic raw material instead.



Matarkistan Skagafjörður hosts regular farmers' markets in the area where local producers gather and sell their products. The members of Matarkistan have also gone to exhibitions such as Local Food Festival in Akureyri and won awards for the best booth in 2019.

Our member's food is always available for sale, directly from the farm. Our members have their products for sale online and they also sell their products in a so called store on wheels, which is a collaboration of all local food producers in NW Iceland and directed by Biopol in Skagatrönd. A car selling local food from food producers in North-West Iceland drives all around NW Iceland on pre decided days where the locals can come and buy their products.

Matarkistan Skagafjörður was responsible for publishing the book *Eldað undir bláhimni* in 2012, which is dedicated to Skagafjörður's food culture and is based on the ideology of utilizing the exciting ingredients that can be found in Skagafjörður's Food Chest. The municipality of Skagafjörður received the award EDEN Quality Destination or European Destination of Excellence for the project Matarkistan Skagafjörður in 2015. Representatives from Matarkistan, including our friend Laufey Haraldsdóttir from The University of Hólar, went to Brussels on International Tourism Day to receive the awards.

Our most recent project is that we are currently working on a new Website for Matarkistan Skagafjörður and working with a steering group consisting of members of The Food Chest on ways to keep growing.