

The Three Principles Knowledge , pride and sale

From simple domestic cheese and admiration for well-known imported cheeses, to pride in one’s own cheeses and international recognition.

Love of Cheese





Norwegian trade organization for farm produce and rural tourism

- Almost 30 years
- Almost 700 members
- Almost 13 regions
- Almost 6 employes

Cheese production in Norway

- Historically the butter was the main food commodity and then they made acid-set / Acid-coagulated cheese out of the skimmed milk
- Old cheese - pultost



Cheese production in Norway



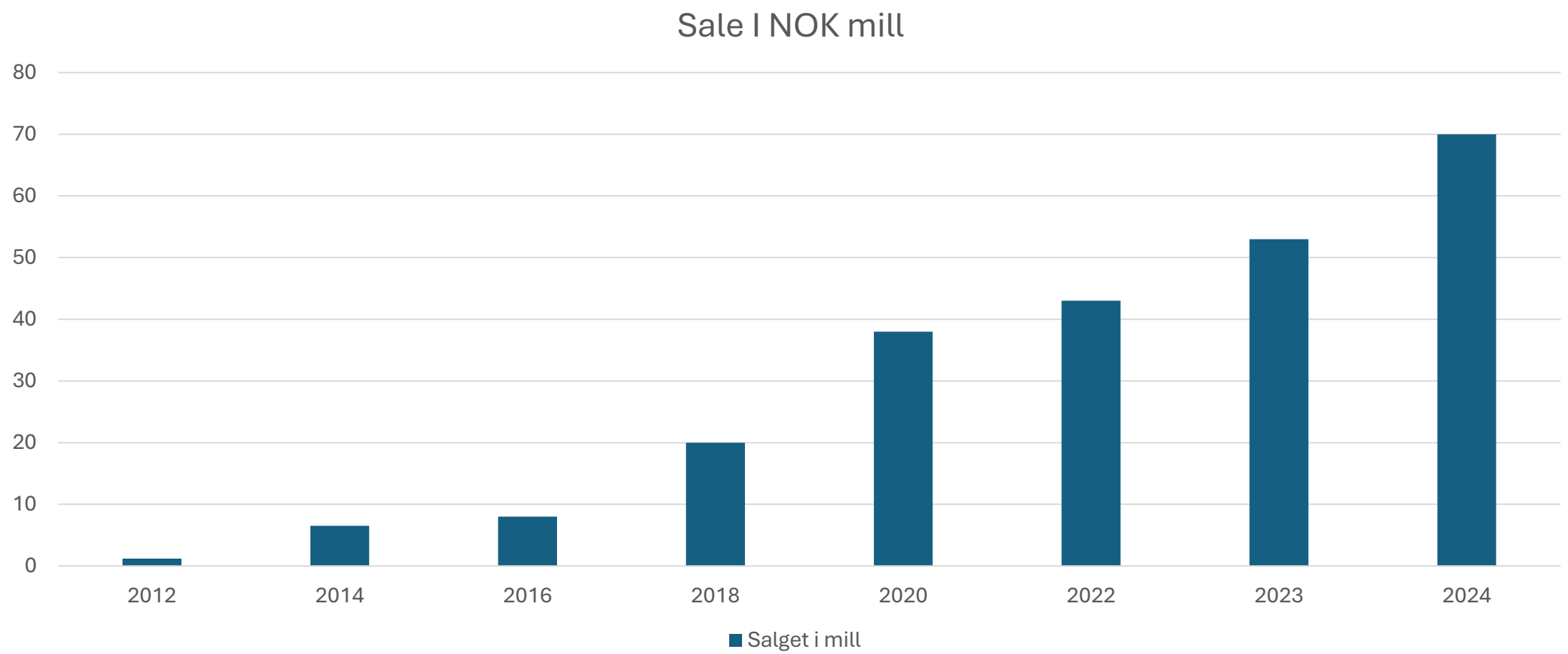
- From the mid 1800 hundred you get the introduction especially from Switzerland of rennet made cheeses. But after some time you also got the inspiration from other countries as Holland.
- Emmentaler, Gruyère and Gouda.
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Cheese trends

- The main eaten cheese is the **Norwegian** produced by TINE, the farm owned dairy company and then you have the **Jarlsberg**.
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- **The farm produced cheese** is still crowing in sales but of course has a hard competition from the imported cheese from France, Spain and Italy
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- **The traditional skimmed milk bases cheese** are losing marked and not many young people knows about them anymore.



Increase in sale of Norwegian farmcheese in MENY



More new farm cheese produceres enter the marked



Main challenges

- Education of cheesemakers
- Increase the market share of the farm cheeses



Network development





NMOST

WORLD CHEESE AWARDS – A HISTORY



WORLD CHEESE AWARDS HEADS TO DUBLIN, IRELAND....
This is the first time the World Cheese Awards is held outside the UK.

CORNISH BLUE CLIMBS THE LEADERBOARD TO BECOME THE 2010 WORLD CHAMPION....
Phillip Stansfield watches in the audience as his cheese, Cornish Blue, climbs the waterboard to become the 2010 World Champion. There were tears of joy from the former professional rugby player.
That same year, Alice James, of the rock band Blur, presided over a successful Guinness World Record attempt at the World's Largest Cheese Plaster, weighing in at 1,122.6kg.



Phillip Stansfield winning the 2010 World Champion for Cornish Blue.

WORLD CHEESE VISITS ONE OF THE WORLD'S GASTRONOMIC CAPITALS....
The awards heads to San Sebastián in the Basque Country, a UNESCO World Heritage Site and one of the world's gastronomic capitals.
It is the year that one of the awards' most iconic images is captured, the face of World Champion cheesemaker, Connor Waugh.





2025-26 WORLD CHEESE AWARDS BERN • SWITZERLAND

2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025



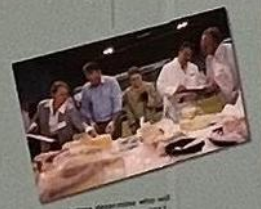
WORLD CHEESE CREATES A THREE-DAY EVENT OVERSEAS....
Over 200 judges are flown to Gran Canaria courtesy of the Canary Islands agricultural promotional body, Proexca, to judge nearly 2,500 cheeses from over 30 different countries.





Alice James celebrating the successful Guinness World Record attempt.

2010-2015
The awards find a semi-permanent home back at BBC Good Food Show, Birmingham, UK. With a shift in 2014 when the event was held at the London edition of the same show.



Judges determine who will make the cut at the 2011 World Cheese Awards in Birmingham, UK.



INTERNATIONAL REPRESENTATIVES AT THE 2015 WORLD CHEESE AWARDS....
The World Cheese Awards continues to expand the international and cultural diversity of its judging panel by welcoming representatives from Ghana, Barbados and India.



BACK TO LONDON....





Partners in the valuechain







Oluf Lorentzen

The breakthrough - 2016




basque culinary center
CHEESE FESTIVAL
2016-17
WORLD CHEESE
AWARDS


WORLD CHEESE





Anything is possible - !





The Norwegian Blue

← **Publiser**



John Cleese ✓
@JohnCleese

Vis oversettelse

I see that a Norwegian Blue cheese has won the top award at the World Cheese show

This is the first parrot-flavoured cheese to win an award

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426 850 9,4k 31



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Best served with a cracker.

2 2 41 5k

Taste of Norway



From competitions to knowledge

