

Production and marketing of local food products in Greenland.  
How can traditional knowledge and storytelling be used to increase  
production and marketing?

<b>Abstract .....</b>	<b>2</b>
<b>1. Business and local food production in Greenland .....</b>	<b>2</b>
<b>1.1. Business in Greenland in general terms .....</b>	<b>2</b>
<b>1.2. The need for self-sufficiency within food production in Greenland .....</b>	<b>2</b>
<b>2. Traditional knowledge within food in Greenland .....</b>	<b>3</b>
<b>2.1. Traditional food preparation methods .....</b>	<b>3</b>
<b>2.2. Traditional herbs, vegetables, and greens in Greenland .....</b>	<b>4</b>
<b>3. Storytelling in Greenland .....</b>	<b>5</b>
<b>4. Potential local food production .....</b>	<b>6</b>
<b>4.1. Increasing local food production in Greenland? .....</b>	<b>6</b>
<b>4.2. Local food production for tourism .....</b>	<b>6</b>
<b>4.2.1. Foraging .....</b>	<b>7</b>
<b>4.2.2. Seaweed .....</b>	<b>7</b>
<b>4.2.3. Fish skin chips .....</b>	<b>8</b>
<b>4.2.4. Salt .....</b>	<b>8</b>
<b>4.2.5. Prefabricated food products (sausages as the example) .....</b>	<b>9</b>
<b>5. Conclusion .....</b>	<b>9</b>
<b>6. Literature.....</b>	<b>10</b>

## Abstract

*This report explores how traditional knowledge, and storytelling can be leveraged to enhance the production and marketing of local food products in Greenland. It examines the structure of Greenland's business sector, dominated by public companies, and highlights the urgent need for increased food self-sufficiency. Traditional Greenlandic food practices, deeply rooted in hunting, fishing, and foraging, offer significant potential for development, especially in conjunction with the growing tourism industry.*

*Key themes include the unique food preparation methods and the use of native herbs, vegetables, and berries, which provide cultural and culinary richness. Storytelling, an integral part of Greenlandic culture, plays a crucial role in marketing local food products by connecting them to Greenland's heritage, myths, and natural environment. This narrative approach can enhance the appeal of local products to tourists, offering them an authentic cultural experience.*

*The report recommends several initiatives to support local food production and tourism development. These include the creation of guided foraging experiences, sustainable seaweed farming, and the production of value-added goods like fish skin chips and prefabricated items such as seal sausages. These initiatives would not only improve food self-sufficiency but also create business opportunities in Greenland, particularly in the hospitality and tourism sectors. By integrating storytelling with innovative food products, Greenland can position itself as a unique culinary destination, promoting local identity while catering to a growing tourist market.*

## 1. Business and local food production in Greenland

### 1.1. Business in Greenland in general terms

Greenland's business sector is dominated by large publicly owned companies. Data from 2021 of the 10 biggest companies in Greenland show that only 3 out of 10 companies are privately owned (one of which is a cooperative company (*Brugseni*) and another has gone into bankruptcy (M.T. Højgaard) in 2023)<sup>1</sup>. The largest companies in Greenland are Royal Greenland A/S (fishing industry), KNI A/S (retail and oil sales), Royal Arctic Line A/S (shipping), Air Greenland (air traffic), and Tusass' (telecommunications) that are all 100 per cent owned by the Government of Greenland. In Greenland, the economic activity is dominated by a few major industries. About 1/3 of the turnover created by companies comes from fishing and the related industry and trade. The other major industry is wholesale and retail trade, which also accounts for nearly a 1/3 of the total turnover in companies. The value added created in the companies is greatest within the fishing industry, where it represents more than 1/3 of the total value added<sup>2</sup>.

### 1.2. The need for self-sufficiency within food production in Greenland

A Nordic study from 2022 ("Food self-sufficiency in five Nordic Island societies"), which includes Greenland, shows that food is emphasized as a key strength for the local economies and their development potentials by stakeholders in all islands. Opportunities are associated with increased food self-sufficiency including job creation, local development, increased food security, and lower climate footprint. Referring to the same 2022 study made within the Nordic Cooperation, Greenland has a food self-sufficiency at 17%. Increased food self-sufficiency is recognized as a political goal by the current Government of Greenland (Naalakkersuisut) and a ministry, which includes self-

---

<sup>1</sup> Source: Startup Magazine "De største virksomheder i Grønland" ([https://startupmagazine.dk/de-10-stoerste-groenlandske-virksomheder-i-2023/?utm\\_content=cmp-true](https://startupmagazine.dk/de-10-stoerste-groenlandske-virksomheder-i-2023/?utm_content=cmp-true))

<sup>2</sup> Source: "Greenland in numbers 2023", Statistics Greenland (<https://stat.gl/publ/en/GF/2024/pdf/Greenland%20in%20Figures%202024.pdf>)

sufficiency in its official title, has been established (the Ministry of Agriculture, *Self-sufficiency*, Energy and Environment).

In the Faroe Islands, Iceland, and Greenland, the cooler Arctic climate results in shorter growing seasons, and there are fewer areas with suitable soil conditions for agricultural production. On the other hand, the North Atlantic Ocean provides an abundance of marine resources. The share of private food production, which includes breeding, hunting, fishing, and crop cultivation, also differs between the five islands. Private food production is not considered in official records but is particularly large in the Faroe Islands and in Greenland, where local traditions surrounding food production, breeding, and catching are strong<sup>3</sup>.

Around 3,600 tons of vegetables are imported annually to Greenland (with a population of about 57,000 people). Greenland's geography also means that many towns and villages can only be reached by air. For example, in Qaanaaq in northern Greenland or in Ittoqqortoormiit in eastern Greenland, a ship calls only twice a year. Air transport leads to higher food prices and a higher carbon footprint. The transport time also means that the food is in risk of no longer being fresh by the time it reaches consumers. Consequently, there is a great potential in increasing sustainable self-sufficiency in Greenland<sup>4</sup>.

Also, easy access to local products for restaurants, public institutions, citizens, and tourists is a prerequisite for the sale of local food. Innovation in food production, alongside increased local production of materials required in the food production process, may also contribute to increased self-sufficiency levels.

## 2. Traditional knowledge within food in Greenland

Local foods, also known as “kalaalimernit” in kalaallisut (Greenlandic) refers to traditional Greenlandic foods, often based on hunting and fishing. These include dishes made from local ingredients like seal, whale, fish, and game such as reindeer and musk ox. The term reflects a deep cultural connection to the land and sea, with methods of preparation often passed down through generations. “Kalaalimernit” is more than just food; it's a significant part of Inuit heritage and identity, reflecting the resourcefulness and adaptation of the Inuit people to their environment.

“Kalaalimernit” can be termed as Greenland’s original cuisine. Every nation has its own cuisine with a set of dishes and culinary uses embedded herein. Culture and cuisine have a symbiotic relationship: culture can be represented in cuisine, and cuisine can be an expression of individual and collective cultural identity. In this sense, local cuisine strengthens social identity and contributes to the construction of a sense of community which is also the case for Greenland (Ren & F. Fusté-Forne, 2024, p. 4).

### 2.1. Traditional food preparation methods

The traditional methods of food preparation in Greenland have – in a breakdown - been the following:

- **Boiling** – the most predominant preparation of food was (and to a certain extent still is today boiling meat in (sea) water. Meat from seals, fish, reindeer, and birds would often be boiled. The fat from e.g. the seal provided a rich flavor and was essential for energy in the cold climate.
- **Drying** – also a common method of preserving meats, especially fish and meat from particularly seal, whale, and caribou. Strips of fish or meat were hung out in the cold, dry Arctic

---

<sup>3</sup> Source: Nordic Council of Ministers. “Food self-sufficiency in five Nordic island societies” (<https://pub.nordregio.org/pb-2022-4-food-self-sufficiency-in-five-nordic-island-societies/project-findings.html>)

<sup>4</sup> Source: Nordic Council of Ministers. “Greenland Greenhouse” (<https://www.norden.org/en/nominee/greenlandic-greenhouse-greenland>)

air to dehydrate naturally. This method preserved the food for long periods and concentrated its flavors.

- **Fermentation** - one of the most notable traditional methods of preserving and preparing food is fermentation. The example of “kiviat” (characteristic for the Qaanaaq area in northern Greenland). involves the fermenting small seabirds (auks) inside a seal skin. The seal skin is sown up tightly and buried under stones for several months, allowing the birds to ferment. The resulting food is consumed raw.
- **Raw consumption** - Greenlandic food was often (and still is) consumed raw, especially blubber and meat from marine animals. The specialty of “mattak” (whale skin and blubber), for instance, is typically eaten raw or frozen. “Mattak” is known for a high concentration of vitamin C which has been crucial in preventing scurvy<sup>5</sup>. Raw fish, such as Arctic char, halibut, as well as clams and mussels were and are also a staple.
- **Smoking** - some foods were lightly smoked to add flavor and preserve them. Fish, such as Arctic char and salmon, could be smoked over fires or in makeshift smoking huts which is a popular preparation method today.
- **Steaming in underground pits** - in certain cases, food would be steamed or cooked in underground pits lined with heated stones. This technique was used for larger meals, such as preparing reindeer or musk ox.

These methods of preparation were and are deeply influenced by the availability of resources and the harsh Arctic environment. Traditional Greenlandic cooking had to maximize the nutritional value of the ingredients to sustain people through long, cold winters.

## **2.2. Traditional herbs, vegetables, and greens in Greenland**

Greenland’s harsh Arctic climate limited the growth of many traditional herbs, vegetables, and berries, but the Inuit and other Greenlandic peoples skillfully adapted to their environment by utilizing the plants that were available. Though the diet was primarily based on animal products, several native plants, herbs, and berries were gathered seasonally for nutritional and medicinal purposes. While the traditional Greenlandic (and throughout the Arctic) diet was predominantly animal-based, with heavy reliance on marine mammals, fish, and game, berries, herbs, and plants provided essential vitamins and minerals, particularly vitamin C, which was crucial for preventing scurvy. They also contributed flavor variety and were sometimes used for medicinal purposes.

Here's an overview of what supplemented the traditional Greenlandic heavy animal-based diet:

- **Berries** - Crowberries (*Empetrum nigrum*): small, black berries are rich in antioxidants and widely gathered in the short Arctic summer often eaten raw, dried, or added to dishes for flavor; and bilberries (*Vaccinium uliginosum*): Like blueberries, bilberries were prized for their sweet taste and were consumed fresh or dried.
- **Herbs and plants** - Angelica (*Angelica archangelica*): known for its medicinal properties, angelica was used by Greenlandic Inuit to help prevent scurvy and would be consumed raw or dried, and the leaves, roots, and stems were all useful. Labrador Tea (*Rhododendron groenlandicum*): This plant was brewed into tea and valued for its medicinal benefits. It was used to treat colds, stomach ailments, and other conditions. Dwarf Willow (*Salix herbacea*): though small, this plant’s leaves were sometimes consumed for their nutrients. Mountain

---

<sup>5</sup> National Environment Research Institute (2005) – Neri Technical Report 528: “Vitamins and minerals in the traditional Greenlandic diet” ([https://www2.dmu.dk/1\\_viden/2\\_Publikationer/3\\_fagrappporter/rapporter/FR528.pdf](https://www2.dmu.dk/1_viden/2_Publikationer/3_fagrappporter/rapporter/FR528.pdf))

Sorrel (*Oxyria digyna*): Mountain sorrel was often used as a source of vitamin C, helping prevent scurvy. Its leaves have a sour, tangy taste and were eaten raw or cooked.

- **Vegetables and edible Greens** - Seaweed (e.g., *Fucus vesiculosus* or *Palmaria palmata*): Certain types of seaweed were (and still are) collected along the coastlines and eaten as a source of minerals and nutrients, especially iodine. Seaweed was sometimes dried and stored for later use. Roots and tubers: although limited, some edible roots, like those from *Oxyria* (mountain sorrel) or *Rhodiola rosea* (rose root), were foraged when available. These provided some carbohydrates in an otherwise meat-heavy diet.

Other Foraged Plants - Fireweed (*Chamerion latifolium*): the young shoots and leaves of fireweed were consumed raw or cooked (fun fact: Greenland's national flower called "Niviarsiaq", meaning 'little girl'). Arctic Thyme (*Thymus praecox*): used both as a seasoning herb and for medicinal purposes in teas.

Traditional ways of cooking in Greenland is expected to serve as an important component to bring into the future while also accommodating new ways at looking at cuisine development and innovating, especially with the expectation of an increase in tourism and the demands this poses. All these local foods and ingredients still need to be used for future local food production, incl. to restaurants and catering for tourists. The question is if and how to innovate these products in the future.

### 3. Storytelling in Greenland

Storytelling in Greenland is deeply rooted in oral traditions, reflecting the harsh and majestic Arctic environment. Key characteristics include:

- **Mythology and Ancestry** - Greenlandic storytelling preserves myths, legends, and historical events, emphasizing the importance of ancestry and cultural identity.
- **Nature and Spirits** - Greenlandic stories often feature strong connections to nature, with spirits and animals playing significant roles, symbolizing the relationship between humans and the natural world.
- **Survival and Community** - tales frequently highlight themes of survival, cooperation, and resilience, essential for life in a challenging environment.
- **Humor and Morality** - stories often contain humor and serve as moral lessons, guiding social behavior and teaching practical wisdom.

These stories are traditionally passed down through generations, ensuring the survival of Greenland's cultural heritage.

An example of how Inuit storytelling and mythology has been used in local food production is the case of "Sassuma Sea Salt"<sup>6</sup> which is local produced sea salt from Nuuk, Greenland. "Sassuma Sea Salt" gets its company name from the myth of Sassumap arnaa. Sassumap Arnaa is a central figure in Inuit mythology, embodying the ocean's life-giving yet sometimes harsh and unforgiving nature. Sassumap Arnaa (also known as the Mother of the Sea or Sedna) is a powerful goddess who rules over the sea and marine animals. She plays a central role in the Inuit understanding of the natural world, especially the relationship between humans and the ocean's creatures. Sassumap Arnaa governs the sea animals that the Inuit rely on for survival, such as seals, whales, and fish. When people disrespect nature or fail to honor her, she withholds these creatures, causing food shortages and famine. Shamans (angakkoqs) would often travel to the underworld or perform rituals to appease Sassumap

---

<sup>6</sup> <https://sassumaseasalt.com/da/>

Arnaa, combing her hair and soothing her anger so that she would release the animals and allow hunters to find food. Sassumap Arnaa represents the powerful and unpredictable forces of the sea, as well as the delicate balance between humans and the natural world. Her story emphasizes the importance of respect for nature and the consequences of greed or neglect. The myth serves as a reminder of the interconnectedness between people and their environment, especially in the Arctic, where survival depends on the bounty of the sea.

Inuit mythology is rich and consists of many stories that all depict the interconnectedness between humans and human behavior with their relation to nature and the greater scheme of societal development. The future innovation and marketing of local food production in Greenland should go hand-in-hand with the strong storytelling of the Arctic.

#### **4. Potential local food production**

##### **4.1. Increasing local food production in Greenland?**

Challenges to increase food self-sufficiency identified in Greenland includes local competition against cheaper, imported food products, logistics concerning the local distribution and availability of food, and consumers' dietary habits, preferences, and purchasing power. One factor is the great dependency on imported materials to support the food production process (e.g., fodder, fertilizers, fuel, energy, machinery, and equipment). Other shared barriers include, for example, access to sufficient knowledge, competence, as well as an available and suitably qualified labor force, the latter is especially relevant for a population of app. 57,000 people as is the case with Greenland.

Opportunities associated with increased food self-sufficiency includes job creation, local development, increased food security, and lower climate footprint. Food is emphasized as a key strength for the local economies and their development potentials by stakeholders in Greenland cf. the Nordic study. Another strength is Greenland's relatively small population, which means that collaboration and creating synergies across food system actors is an achievable reality. An increased focus on sustainability among both locals and tourists, may also provide opportunities to stimulate and support increased local food production in Greenland.

Easy access to local products for restaurants, public institutions, and citizens is a prerequisite for the sale of local food. Innovation in food production, alongside increased local production of materials required in the food production process, may also contribute to increased self-sufficiency levels<sup>7</sup>.

##### **4.2. Local food production for tourism**

Two new prolonged airstrips in Greenland (Nuuk and Ilulissat respectively) are expected to open in late November 2024 (Nuuk) and first quarter of 2025 (Ilulissat). This will allow larger flights to fly directly to these two places (as opposed to the current situation where all larger flights need to land in the hub of Kangerlussuaq moving passengers on to smaller planes (DASH 8s) to city and settlement destinations in Greenland). With these developments, tourism is expected to increase to Greenland.

In 2023 there was a total of 96,362 international passengers by airport and a total of 74,168 hotel guest in Greenland. During 2022, there were a total of 43,999 passengers visiting Greenland aboard cruise ships<sup>8</sup>. With the expected increase in tourism, an increase in access to dining, incl. local food production is expected to rise as well.

---

<sup>7</sup> Source: Nordic Council of Ministers. "Food self-sufficiency in five Nordic island societies" (<https://pub.nordregio.org/pb-2022-4-food-self-sufficiency-in-five-nordic-island-societies/project-findings.html>)

<sup>8</sup> Source: Statistics Greenland (<https://stat.gl/dialog/topmain.asp?lang=en&subject=Tourism&sc=TU>)

Over the last decades, food and gastronomy have been increasingly developed as a marketing platform and an attractive experience for tourist destinations. This is no exception in the Arctic, where fresh and abundant local produce are increasingly used as supplement to amazing scenery in attracting tourists. While it is argued that food production and consumption are strongly associated with both the agricultural economy and the tourism industry, it is only just very recently that Greenlandic tourism actors have begun to actively address and integrate food and the practices and narratives that surround what we might term as an “Arctic terroir,” into its strategic marketing, product and destination development (C. Ren & F. Fusté-Forné, 2024).

There are potentials for local food production in Greenland, many of which have already been tried in various pilot projects and are still on-going. The potential products mentioned below are some that are deemed to work in a tourism related development (and therefore not an exhausted list of potential food products).

#### **4.2.1. Foraging**

There's potential in establishing Arctic foraging experience in the scenic fiords and nature of Greenland. It will offer tourists a chance to explore Greenland's natural landscape while gathering food from the wild. Participants are led by experienced guides, including a chef or a Greenlandic forager, who provide insight into the local edible plants, berries, wild mushrooms, and herbs that thrive in the Arctic environment. Along the way, tourists can enjoy breaks where tasting of traditional Greenlandic cuisine is made available while at the same time learning about the cultural importance of foraging to the Greenlandic people. Such a foraging experience can be done with all the above-mentioned local food ingredients (see chapter 4) and can prove to be a culinary and cultural exploration, offering a unique way to connect with the Arctic landscape and its ancient traditions. A specific product in this regard is different foraging trips for tourists as well as local people who don't have access to nature and should be priced and marketed according to the market around these types of trips and services.

#### **4.2.2. Seaweed**

Seaweed production in Greenland is still in the early stages but shows potential. Initial trials began around 2018, led by Royal Greenland<sup>9</sup>, with the aim of farming kelp species like sugar kelp (*Saccharina latissima*) and Northern Wakame (*Alaria esculenta*). These species are chosen for their culinary popularity and clean production methods compared to wild harvesting. Farming seaweed is seen as more sustainable, as it avoids issues with sand and benthic organisms like snails that affect wild seaweed. The cultivation process involves collecting mature seaweed, releasing spores in a controlled factory setting, and allowing them to grow on lines of rope set in nutrient-rich coastal waters. The first harvest took place in 2019, and since then, the quality of Greenlandic seaweed has been tested by chefs internationally. The long-term goal is to establish a commercial-scale seaweed industry in Greenland, creating an alternative revenue stream alongside the declining fishing industry, particularly as seaweed becomes a sought-after food product across Europe. This development also ties into global trends, where seaweed farming is gaining attention for its sustainability and economic benefits, especially in regions like Northern Europe, where overfishing and climate change have impacted traditional fisheries. It also plays in to a health trends as seaweed provides nutrients and antioxidants.

A specific product that could be produced is seaweed as a snack and/or supplement to cooking. On the market is already the dulce seaweed (*Palmaria palmata*) which you can find in packets of 20 grams

---

<sup>9</sup> "Tangdyrkning i Grønland" <https://www.royalgreenland.com/da/royal-greenland/nyheder--seafood-insight/tangdyrkning-i-groenland/>



to app. 50 DKK (app. 6,5 €) on Danish markets<sup>10</sup>. Making or tapping into already existing market analysis, it can be assessed whether there's a domestic as well as international market for such a product.

#### **4.2.3. Fish skin chips**

Fish skin has great potential as a high-value product in the form of gelatine and fish skin chips. There is currently no production of fish gelatine or fish skin chips in Greenland even though there have been entrepreneurial attempts to do so<sup>11</sup>. Fish skin chips are mostly known for pet food and pet snacks but is increasingly made available as a snack for humans too.

The market for fish gelatine is currently limited in Denmark (which is Greenland's closest trade partner) but it is expected to increase in the coming years due to cultural and lifestyle-based consumer preferences. Therefore, there is an opportunity for Greenland to join this specific bandwagon. There's an opportunity to enter a new and sustainable value chain and it is only natural for a fishing nation to expand its position with fish gelatine while also working for a better price for the raw materials<sup>12</sup>

Besides cod skin for (human or pet) consumption, cod skin is also used to produce band aids for wound healing and tissue regeneration. Take the example of Kerecis<sup>13</sup> - an Icelandic company that produces medical products made from cod skin. Their main products are used for wound healing and tissue regeneration. The fish skin is processed to retain its structure and bioactive components, helping to treat burns, diabetic wounds, and other types of skin injuries. The fish-derived material is biocompatible and can support the body's natural healing process.

With regards to cod skin chips for human and pet consumption, it seems there's an international market for a product such as this. 100 grams of cod skin chips for pet snack today costs around 50-60 DKK (6,5-8 €) on the market<sup>14</sup>. A product like this could also serve as foods and snacks for an international segment (it is widely eaten in south European countries) and for a domestic Greenlandic target group as well as tourists as part of presenting a Greenlandic cuisine.

#### **4.2.4. Salt**

The demand for salt is inelastic because the demand for salt remains constant regardless of price changes and the U.S. salt market is set for steady growth<sup>15</sup>. Looking at salt within the processed food manufacturing, salt is needed in processed foods like snacks, canned goods, sauces, and ready-to-eat meals. Salt also acts as a preservative, flavor enhancer, and a texture stabilizer. Salt is needed for bakery products, dairy products, table salt and within health trends and specialty salts (such as sea salt, Himalayan pink salt, and organic salt).

There could be a market for Greenlandic salt, such as the Sassuma Sea Salt produces, however, one of the questions is whether there's critical mass in Greenland (with a population of about 57,000

---

<sup>10</sup> [https://froekenoeke.dk/vare/soel-toerret-tang-fra-island-dulse-dansk-tang/?gad\\_source=1&gclid=CjwKCAjwreW2BhBhEiwAavLwflSFSQa0QApbU6\\_lo5U8egw1rKsqVozqpUX\\_y8QjH6oksEbPG0SRhxoCeokQAvD\\_BwE](https://froekenoeke.dk/vare/soel-toerret-tang-fra-island-dulse-dansk-tang/?gad_source=1&gclid=CjwKCAjwreW2BhBhEiwAavLwflSFSQa0QApbU6_lo5U8egw1rKsqVozqpUX_y8QjH6oksEbPG0SRhxoCeokQAvD_BwE)

<sup>11</sup> <https://www.sermitsiaq.ag/samfund/fiskeskind-som-delikatesse/510770>

<sup>12</sup> Teknologisk Institut (2024): "Fiskeskind bliver til fiskegelatine og sunde snacks" (<https://www.teknologisk.dk/ydelser/fiskeskind-bliver-til-fiskegelatine-og-sunde-snacks/39473>)

<sup>13</sup> <https://www.kerecis.com/>

<sup>14</sup> <https://www.pitstoppets.dk/snack-it-torskeskind-chips-100g.html> and <https://seleshoppen.dk/shop/29-snacks--ben/1467-snackit-torskeskind-chips-100g-/>

<sup>15</sup> [https://finance.yahoo.com/news/united-states-salt-market-report-141300065.html?guccounter=1&guce\\_referrer=aHR0cHM6Ly93d3cuZ29vZ2xllmNvbS8&guce\\_referrer\\_sig=AQAAMy3MR9EPM9MQ5Mc3gNd84h1y4puoJa3LZYEC5qPLlvDuE\\_V8oX2GPIFmhtexVtHuhebWcfg5739yMgvhLhbfuwFpDrQd4A50FDJR7L6ZRPFSiy5fqX-lHKvwu6c9ywJmEtYYenosVikTB1xk6njxA0-TwmM3m-NOg-aoF6HDN3](https://finance.yahoo.com/news/united-states-salt-market-report-141300065.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xllmNvbS8&guce_referrer_sig=AQAAMy3MR9EPM9MQ5Mc3gNd84h1y4puoJa3LZYEC5qPLlvDuE_V8oX2GPIFmhtexVtHuhebWcfg5739yMgvhLhbfuwFpDrQd4A50FDJR7L6ZRPFSiy5fqX-lHKvwu6c9ywJmEtYYenosVikTB1xk6njxA0-TwmM3m-NOg-aoF6HDN3)



people) to produce a scale for an international market. Regardless of this, there should be an opening for producing salt to a domestic market as well as for tourism purposes, either as gifts for tourists to take home or for the hospitality business (restaurants, hotels, cruise ships etc.).

#### **4.2.5. Prefabricated food products (sausages as the example)**

As touched upon early in this chapter, Greenland has a one-sided production, and conversely demands a wide range of goods, which necessitates extensive foreign trade. Apart from fishing and hunting, Greenland has very limited own production and virtually all goods are imported for households, businesses and institutions<sup>16</sup>. This is also the case for prefabricated food products such as sandwich toppings, burger patties, sausages etc. The NGO and non-profit association, New Arctic Kitchen<sup>17</sup>, which is a movement that combines preservation of food traditions with development and inspiration by sharing knowledge and methods, took an initiative in 2019 to look into the possibilities of an extensive and more innovative use of seal meat and other traditional ingredients from the Greenlandic cuisine. The initiative brought together 5 chefs from the North Atlantic, Arctic and Nordic countries to a workshop with the purpose of innovating on these traditional ingredients. One of the outcomes of this workshop was two types of seal sausages (the hunter's seal sausage and the seal Cumberland sausage). Because New Arctic Kitchen's values is – among others – that of sharing knowledge, recipes for these sausages (and many more) are openly accessed on the website<sup>18</sup>, incl. for potential local food producers. However, none of these have been put into production and there is still a room for this type of production for primarily a domestic market and the hospitality business (restaurants, hotels, cruise ships etc.).

## **5. Conclusion**

In conclusion, Greenland's economy, while largely driven by public companies, holds significant potential for expanding local food production, especially in light of growing political emphasis on self-sufficiency and sustainability. Traditional Greenlandic foods, rooted in the practices of hunting, fishing, and foraging, offer unique opportunities to develop products that resonate with both local communities and the increasing number of tourists visiting the island. As tourism grows with the expansion of airports in Nuuk and Ilulissat, there is a clear need to capitalize on Greenland's natural resources and cultural heritage through innovative food products and experiences.

To further support local food production and tourism, several initiatives can be explored. Developing guided foraging experiences in Greenland's wilderness could attract tourists while educating them on traditional Arctic food sources. Additionally, the cultivation of seaweed for culinary use, already in its initial stages, has potential as a sustainable industry, meeting global demands for health-conscious, eco-friendly products. Moreover, there is scope for introducing value-added products like fish skin chips and prefabricated items such as seal sausages, catering to both domestic and tourist markets. These initiatives could not only strengthen Greenland's food self-sufficiency but also create new business opportunities for the local community.

The integration of storytelling, deeply rooted in Greenlandic traditions, into the marketing of these food products would enhance their appeal, offering tourists an authentic connection to Greenland's culture and environment. By combining traditional knowledge with modern food innovation, Greenland can position itself as a unique culinary destination, reinforcing local identity while meeting the demands of an evolving tourist industry.

---

<sup>16</sup> Statistics Greenland (2024): "Udenrigsøkonomi"

(<https://stat.gl/dialog/topmain.asp?lang=da&subject=Udenrigs%C3%B8konomi&sc=IE>)

<sup>17</sup> <https://www.newarctickitchen.org/>

<sup>18</sup> <https://www.newarctickitchen.org/2022/06/07/hunters-sausage-from-seal/> and <https://www.newarctickitchen.org/2022/06/07/seal-cumberland-sausages/>

## 6. Literature

Business Review (2022): "Grønlands Erhvervsliv er under forandring"

(<https://businessreview.dk/groenland/groenlands-erhvervsliv-er-under-forandring/>)

Euronews (2024): "Seaweed farming: a new lifeline for fisheries facing declining catches"

<https://www.euronews.com/green/2024/05/28/fishers-turn-to-seaweed-farming>

Grønlands Naturinstitut (Natural Resource Institute of Greenland): "Forsøgsdyrkning af tang i

Grønland" (<https://natur.gl/arter/forsoegsdyrkning-af-tang-i-groenland/>)

Kattegatcentret: "TANG – en kort introduktion til de mest almindelige tangarter i danske farvande"

([https://www.kattegatcentret.dk/files/Pdf\\_til\\_download/tang\\_bestemmelse\\_h%C3%83%C2%A6fte\\_print.pdf](https://www.kattegatcentret.dk/files/Pdf_til_download/tang_bestemmelse_h%C3%83%C2%A6fte_print.pdf))

Kerecis (2024): <https://www.kerecis.com/omega3-fishskin/>

Naalakkersuisut (2024): Ministry of Agriculture, Self-sufficiency, Energy and Environment.

[https://naalakkersuisut.gl/Departementer/Dep\\_for\\_Land\\_Selvforsyn\\_Energi\\_og\\_Miljoe?sc\\_lang=da](https://naalakkersuisut.gl/Departementer/Dep_for_Land_Selvforsyn_Energi_og_Miljoe?sc_lang=da)

Naalakkersuisut (2024): Ministry of Agriculture, Self-sufficiency, Energy and Environment. "Vi skal alle

bidrage til at få flere grønlandske varer på hylderne – lad os starte med kartoflerne" (DK) [Åbent brev vedr. grønlandske kartofler.pdf](#)

Naalakkersuisut (2020): Ministry of Fisheries, Hunting and Agriculture. "Strategy for Agriculture 2021-

2030"([Final Strategi for Landbrug 2021-2030 DK.pdf](#))

National Environment Research Institute (2005) – Neri Technical Report 528: "Vitamins and minerals in the traditional Greenlandic diet"

([https://www2.dmu.dk/1\\_viden/2\\_Publikationer/3\\_fagrapporter/rapporter/FR528.pdf](https://www2.dmu.dk/1_viden/2_Publikationer/3_fagrapporter/rapporter/FR528.pdf))

NORA (North Atlantic Cooperation): "Rødtang på Seagriculture 2023"

([https://nora.fo/news/176/rodtang-pa-seagriculture-usa-2023?\\_NewsarticleId=176&\\_l=is](https://nora.fo/news/176/rodtang-pa-seagriculture-usa-2023?_NewsarticleId=176&_l=is))

Nordic Council of Ministers - policy brief (2021): "Greenlandic Greenhouse - Greenland"

<https://www.norden.org/en/nominee/greenlandic-greenhouse-greenland>

Nordic Council of Ministers - policy brief (2022). "Food self-sufficiency in five Nordic island societies"

(<https://pub.nordregio.org/pb-2022-4-food-self-sufficiency-in-five-nordic-island-societies/project-findings.html>)

Statistics Greenland (2024): "Greenland in numbers 2024".

(<https://stat.gl/publ/en/GF/2024/pdf/Greenland%20in%20Figures%202024.pdf>)

Statistics Greenland (2024): Erhvervsstrukturen i den private sektor:

<https://stat.gl/dialog/main.asp?lang=da&version=201005&sc=SA&subthemecode=o3&colcode=o>

Statistics Greenland (2024): "Udenrigsøkonomi"

(<https://stat.gl/dialog/topmain.asp?lang=da&subject=Udenrigs%C3%B8konomi&sc=IE>)

Startup Magazine (2021): "De største virksomheder i Grønland"  
([https://startupmagazine.dk/de-10-stoerste-groenlandske-virksomheder-i-2023/?utm\\_content=cmp-true](https://startupmagazine.dk/de-10-stoerste-groenlandske-virksomheder-i-2023/?utm_content=cmp-true))

Greenland Perspective (2019): "Agriculture in Greenland – possibilities and needs for future development and research" (<https://natur.gl/wp-content/uploads/2020/03/ENG-Synthesis-Report-on-Agriculture-in-GL.pdf>)

Polar Journal (2023): "In Greenland self-sufficiency starts with potatoes"  
(<https://polarjournal.ch/en/2023/08/10/in-greenland-food-self-sufficiency-starts-with-potatoes/>)

Royal Greenland (2024): "Tangdyrkning i Grønland" <https://www.royalgreenland.com/da/royal-greenland/nyheder--seafood-insight/tangdyrkning-i-groenland/>

Visit Greenland (2024): "The foodie guide to Greenland" ([The Foodie Guide to Greenland - \[Visit Greenland!\]](#))

Visit Greenland (2024): "Local food sources and vegetables grown in Greenland"  
<https://traveltrade.visitgreenland.com/latest-news/local-food-sources-and-vegetables-grown-in-greenland-a-sustainable-story-of-greenlandic-food-culture/>

Sassuma Sea Salt: <https://sassumaseasalt.com/en/>

Sermitsiaq (2021): "Fiskeskind som delikatesse": <https://www.sermitsiaq.ag/samfund/fiskeskind-som-delikatesse/510770>

Trap Greenland (2024): "Food culture" ([Food culture – Trap Greenland](#))

Yahoo.com – finance. Yahoo.com (2024): "United States Salt Market Report 2024 - Industry Analysis, Size, Share, Growth, Trends, and Forecast to 2031 - Driven by Rising Deicer Demand and Expanding Processed Food Industry" ([https://finance.yahoo.com/news/united-states-salt-market-report-141300065.html?guccounter=1&guce\\_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlMnNvbS8&guce\\_referrer\\_sig=AQAAAMy3MR9EPM9MQ5Mc3gNd84h1y4puoJa3LZYEC5qPLlvDuE\\_V8oX2GPIFfmhtexVtHuhebWcfg5739yMgvhLhbfuwFpDrQd4A50FDJR7L6ZRPFSiy5fqX-lHKvwu6c9ywJmEtYYenosVikTBlxk6njxA0-TwmM3m-NOg-aoF6HDN3](https://finance.yahoo.com/news/united-states-salt-market-report-141300065.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlMnNvbS8&guce_referrer_sig=AQAAAMy3MR9EPM9MQ5Mc3gNd84h1y4puoJa3LZYEC5qPLlvDuE_V8oX2GPIFfmhtexVtHuhebWcfg5739yMgvhLhbfuwFpDrQd4A50FDJR7L6ZRPFSiy5fqX-lHKvwu6c9ywJmEtYYenosVikTBlxk6njxA0-TwmM3m-NOg-aoF6HDN3))