



usitat

GASTRONOMY



HISTORY OF FOOD



A long, long time ago, even before the 1900s there was the so-called 'Columbian exchange'. When the Americas and Eurasia got into contact with one another, Europe learned about potatoes, tomatoes, cacao and peppers. On the other hand, the Americas found out about apples, pigs, chickens and rice. But Northwest Europe was very poor and their, or our, meals consisted of peas, cornporridge and later on, potatoes. Because meat was so expensive, most people in the Netherlands, and mainly cityfolk, were vegetarian. In the second half of the 19th century, food is not merely fuel to survive but a way to give meaning to life: this is where it starts to get interesting!

Tea, butter or lard and a bit of meat: this is what workers started eating in the early 1900s. But with the First World War, even elegant ladies had to mind their pennies. But after that life standard started to grow. Especially processed food became popular: condensed milk, biscuits and stock cubes. Canned food was the grocer's pride because this invention made sure that fruit and vegetables were not merely seasonal. The national diet became less focused on carbohydrates like bread and potatoes.

The Second World War had a huge impact on the Netherlands, with a 'hunger winter' due to years of food shortages. Six decades afterwards, there are three themes that are of importance for the Dutch peoples food choice: health, convenience and exotism.

In the seventies there was food (or there were companies) that promised eternal youth: for some people this was irresistible. The 'schijf van vijf' warned about fatty foods and the consumer guide constantly alarms people with their quality tests.

A housewife who prepares a meal with cans, jars and packages? Yes! When women started working out of the house, their sacrifice of preparing food becomes less evident. Processed food and exotic products go hand-in-hand after the war. The Dutch tend to go out for dinner more. In the sixties there are 44 Chinese-Indonesian restaurants in Amsterdam alone. People tend to start trying out different exotic foods, but not too much too quickly: why not cowmilk instead of coconutmilk or mustard instead of ginger and tomato puree instead of a Spanish pepper?

Nowadays, superfoods and ready meals are things that we seem to long for.



DUTCH QUALITY LABELS



There are 12 top quality labels that have been chosen by the independent educational organisation Milieu Centraal and other experts in the Netherlands. These labels are the most reliable and transparent choices when it comes to the environment, animal welfare, people and work.

You may think: 12 labels!? Isn't that a bit much?

Perhaps, but these labels rate whether or not fish was caught in a sustainable way or if chicken had a 'better life' or if a product is fair trade. The labels usually have a logo that's printed on the packaging. And even though there are 12 top labels (as seen below) for food and drinks, there are actually over 140 logo's and labels in the Netherlands!

So over the past years, loads of new labels have been added and now it's not always clear what is the most sustainable choice. That is why Milieu Centraal has created this 'labelguide' where you can check out how reliable a label is by checking out the different categories or brands and names.



However, for some of those labels (of perhaps for a lot of those labels): hardly any scientific publication can be found about the quality according to a thesis on local food quality labels in the Netherlands.



Nevertheless, adding a 'sustainability' label seems to work for producers since it turns out that consumers like are willing to spend more money when we see such a label!



DUTCH NATIONAL DISHES/SNACKS



When you come to the Netherlands, you should definitely try one of these typical Dutch delicacies! If you click on the link you will see people going on a Dutch food tour (even though they missed quite a few things!).

KAAS

TOMPOUCE

DROP

BITTERBALLEN

POFFERTJES

BROODJE HAGELSLAG

ZOUTE HARING

STAMPPOT

SNERT

STROOPWAFELS



TRADITIONAL DISHES



Each region and city has its own typical specialties, such as the Bossche bol from Den Bosch or the Frisian sugar bread. Traditionally, some dishes are mainly eaten in a certain season, such as asparagus from Limburg and mussels from Zeeland. But what exactly is typical traditional Dutch food? How and where is it eaten by the Dutch? How can you make these recipes at home? In this chapter you will find a typical Dutch daily menu.

Breakfast

Broodje hagelslag: there is hardly a more typical Dutch breakfast: a sandwich with peanut butter and/or chocolate sprinkles. Abroad, they find the latter especially strange. Sprinkles are more something for a cake or something. Most children enjoy chocolate on bread immensely, check [this link](#).



Lunch

During lunch, most people take a lunchbox with them containing a few sandwiches with cheese, cold cuts or something similar. Milk or buttermilk is often drunk with this. Check [this link](#) to find out how cheese is made.



Dinner

Stamppotten

Stamppots are a traditional evening meal in the Netherlands. Usually vegetables such as sauerkraut, endive or kale are mixed with boiled potatoes. They are mashed together and served with smoked sausage and bacon or meatballs.

The most famous stew is the kale stew. Here's how to make this at home:



Dessert

Dairy is widely consumed in the Netherlands.

A real Dutch dessert is the vlaflip: a combination of custard, yogurt and a dash of lemonade.

MODERN MENU



In today's society, the Dutch are becoming increasingly aware of the importance of sustainable food. They try to prevent waste by using sustainable and reusable packaging material. Also the vegetarian, vegan and plant-based cuisine is becoming more and more common.

Dutch cuisine!

We have to eat less meat and fish if we want to enjoy this earth for a long time. You can do this by eating more plant-based foods. By following the 80/20 principle: 80% vegetables and 20% meats. You will be able to read more about this on the next page. In addition, the season, 'no waste' and fairly produced products must be visibly present on the plate. Sometimes that is quite a task; not only healthy and sustainable, but convenience is also important.



Initiatives such as the meal packages from Hello Fresh, Marly Spoon, Greenchef.nl et cetera, but also the direct purchase of products from the local farmer (www.lekkerder.nl) are in great demand. Purchase from local farmers is preferred; no mass products and it can't be more fresh.

Advantages of the meal packages in the supermarkets: weighed quantities for an average family, so little waste. In addition, these packages contain a lot of fresh vegetables and meat can quickly be replaced by a clearly defined vegetable alternative.

The traybake phenomenon fits seamlessly into these developments. Here an example of a **Dutch traybake!**

Ingredients: 800 grams of potatoes (sliced), 600 grams of Brussels sprouts, 2 red apples, 375 gr. smoked sausage, 1 sprig of thyme, 50 gr. feta, 3 tbsp olive oil, salt and pepper.

Heat the oven to 200 degrees. Cover a baking tray with baking paper.

Cook the potato slices and sprouts in a large pan for 5 minutes. Then drain them.

Divide the potato slices, Brussels sprouts, along with sliced apple pieces, slices of smoked sausage.

Sprinkle the leaves of 1 thyme sprig over the dish. Drizzle with the olive oil and season with salt and pepper.

20 minutes in the oven. Crumble the feta over the traybake.

Enjoy your meal!

CASE STUDY: DUTCH CUISINE

Dutch Cuisine is about placing Dutch gastronomy and food culture both on the national and international map for a wide audience. It is a food culture that is globally unique, and one that we can be proud of. It's cooking responsibly and healthily with taste, from our creative perspective, free-thinking, individuality, and pragmatism, and always according to the principle of 'less is more'. These values reflect who we are and what we stand for. They are our identity, our DNA. In addition, we adhere to five principles that are sustainable for people and the environment, and act as guidelines for our daily conduct. The Dutch Cuisine is based at many restaurants and schools in the Netherlands.

Why?

Dutch Cuisine maintains five principles that are based on the Dutch culinary identity: principles that are sustainable for people, animals and the environment, and act as a guide for our daily conduct. These five principles of Dutch Cuisine are based upon the philosophy of SVH Master Chef Albert Kooy.

How?

1. Culture

Dutch Cuisine is here to promote the Netherlands' gastronomic culture. Our culture has always been an adoptive one, open and connected with the world. Something we continue to persevere with. Along with that, in the Netherlands we are able to vary our food with seasonal dishes. We're pretty unique in that aspect. As a rule, nature determines our menu and the dish on our plate reveals where we are and which season, we're in.

Our aim

80% seasonal produce with as much as possible sourced from the Netherlands / 20% out-of-season produce.

2. Health

Good for us and our world

We cook and eat in a way that's healthy and varied. We use more fruit and vegetables, and less meat and fish. Eating healthily results in feeling good. It's good for the body, good for the mind and good for the planet!

Our aim

80% fruit and vegetables / 20% meat and fish.

DUTCH CUISINE

3. Nature

Honest, multi-faceted food from what nature offers us

Nature's biodiversity determines what we have to hand. Honest, multifaceted food from what the land and sea naturally produce through the seasons, without artificial additives. We are creative, in order to use the whole product and not just the parts which are easiest. From head to tail, without waste.

4. Quality

We purchase, cook and eat with high awareness

We recognise quality and taste. We purchase, cook and eat with high awareness. With respect to the ingredients, the source, the producer and the people we deal with along the way. When buying we therefore don't just look at the price, but also at the quality. We invest in healthy produce, a healthy way of eating and the knowledge about it.

5. Value

We work towards tomorrow

As a result of the four previously described principles, we create value which is beneficial all-round. We eat and live healthier, we leave the earth in a better state, we waste less, we pay the producer a fair price and we ensure better animal welfare.

Our aim

Dutch Cuisine is the guardian of the Netherlands' way of eating and works towards tomorrow. Everything the earth has to offer us is a gift from previous generations, which we have a duty to pass on to the generations of the future.

Click on the link to find out even more about [Dutch Cuisine](#).