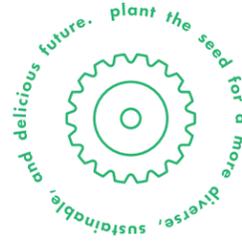


TASTE THE FUTURE OF FOOD



Biodiversity for Resilience.



Seed regeneration in Lebanon's Beqaa Valley.
Photo: Michael Major/Crop Trust

We depend on a shockingly fragile foundation for our food. **In fact, of the 30,000 edible plant species that exist, just four account for around 60% of our calories.** What many people don't realize is that we're losing food diversity every day. If we're going to sustainably produce enough nutritious food for 9 billion people by 2050, we need to conserve and share all food diversity.

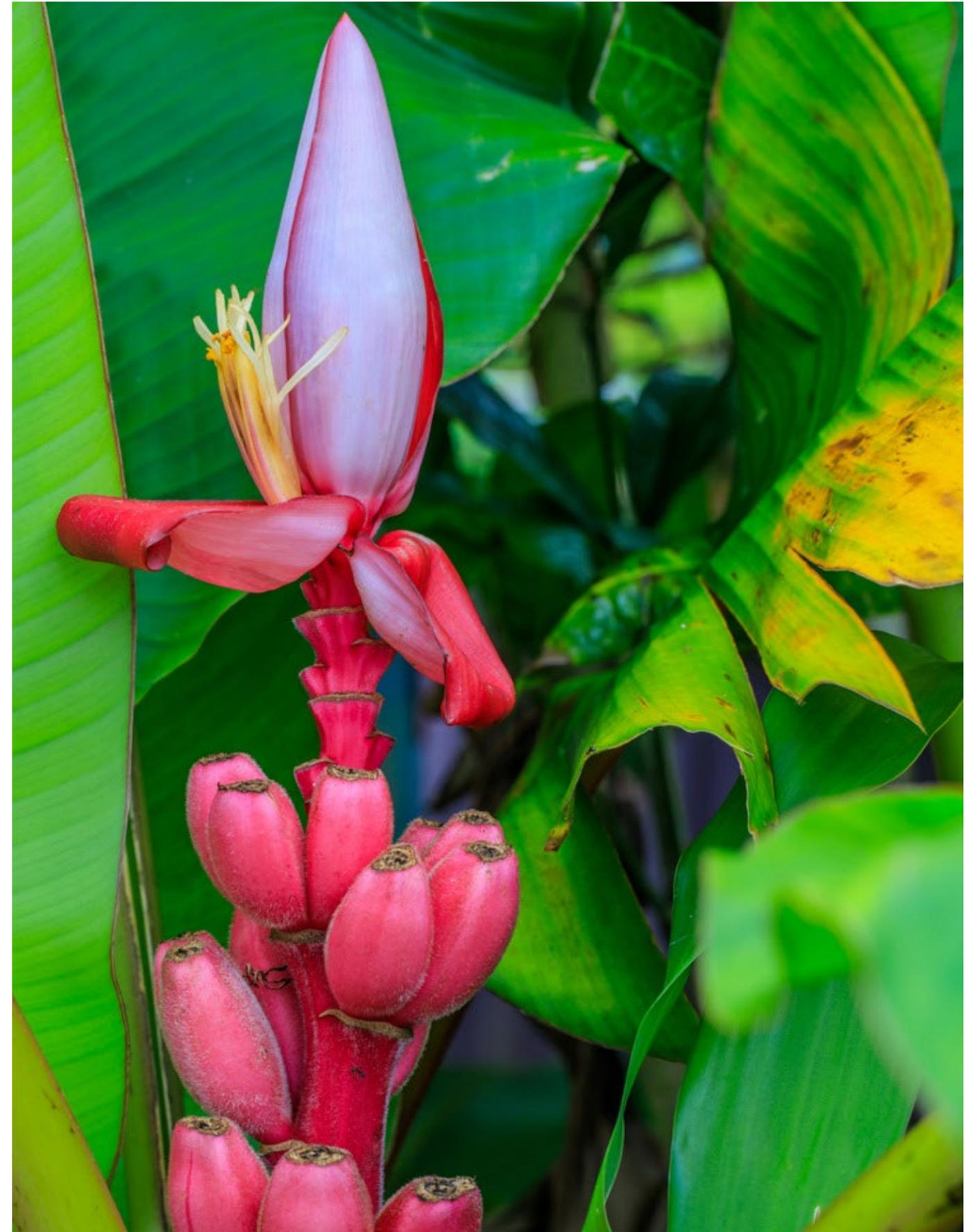
We all eat three times a day. That's three opportunities we have to decide which foods to consume, where to source them, and which establishments to support. By demanding more diverse foods, we can provide the foundation for a nutritious and resilient food system.

PG 6 **Food Forever Experience NYC**

PG 8 **Meet future-forward chefs like Ray Garcia**

PG 29 **Find uncommon cocktail recipes**

PG 30 **Explore the initiative**



WE DEPEND ON

4 CROPS FOR
60% OF OUR
CALORIES

WHEAT
RICE
MAIZE
POTATO



The Food Forever Experience NYC is brought to you by:

Food Forever, Tender Greens, the Rediscovered Food Initiative from the Lexicon of Sustainability, The Crop Trust, Living MacTavish, The Farm Project and Liquid Lab NYC.

Designed by:
COHERE
cohere.city

Food Forever Experience NYC

The Food Forever Experience NYC will give you a glimpse of what the future of food could taste like if we embrace some of the weird and wonderful foods currently on the margins of the US culinary mainstream.

At Google, we've challenged creative chefs to cook up futuristic dishes featuring unusual plants with wonderful names like moringa and Bambara groundnut - and you'll be tasting the mouthwatering results.

After this, we'll move straight to Living MacTavish in SoHo. Much more than your average drinks reception, you'll be able

to sample uncommon cocktails featuring lesser known ingredients like yacón and cherimoya, with live music from The Knights. Hosted by cultural connector Susan MacTavish Best, founder and CEO of Living MacTavish, be prepared for an energizing gathering of people committed to creatively strengthening our food system.

The Food Forever Experience NYC will shed light on some of the world's lesser known crops, while calling on chefs and consumers to **plant the seed for a more diverse, sustainable, and delicious future.**



We challenged 10 leading chefs to conceptualize & cook futuristic dishes.

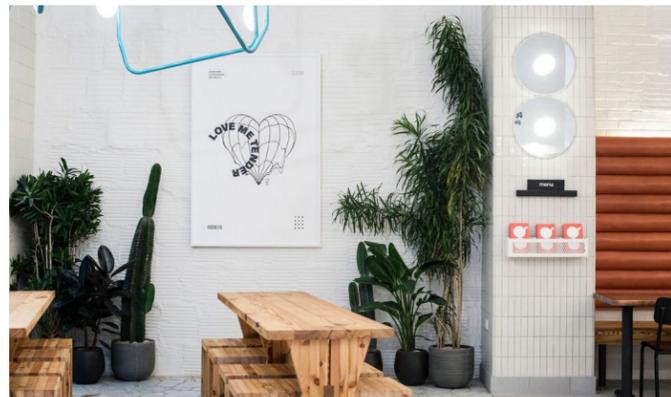


Erik Oberholtzer

Erik Oberholtzer is co-founder of Tender Greens, the California-centric fast-casual restaurant chain that started in 2006 with the goal of serving fresh, high-end food at affordable prices. With 29 locations in the US, Erik is focused on sustainability and diversity in food systems.

Oberholtzer is a key partner for the Food Forever Experience NYC. He and his team are an integral part of the development and organization of this dinner challenge. Erik also leads the Spice of Life Project in collaboration with the Crop Trust, which aims to introduce unique crop varieties long lost or forgotten back into the food system in Los Angeles and New York City, and a number of other projects aimed at enhancing the integrity of our foods.

TRY TENDER GREENS' NEWLY ADDED ROTATING MENU ITEMS WITH UNDISCOVERED INGREDIENTS AT THE FLAT IRON NYC LOCATION.



Top: Tender Greens, Union Square, NYC
Bottom: Fitt.co/Boston



ERIK'S CHALLENGE

TEPARY BEAN

Tepary beans are native to the southwestern United States and Mexico and have been grown there since pre-Columbian times. They come in a range of colors, including white, yellow, brown, red, pink, black, and some are speckled. Tepary beans can survive in hot, desert-like conditions, and are considered one of the most arid-adapted crops in the world.

BREADFRUIT

Breadfruit is a species of flowering tree in the mulberry and jackfruit family, originating in the South Pacific, from whence it was taken far and wide, including by Captain Bligh of HMS Bounty fame. Its name is derived from the cooked fruit, whose texture is similar to freshly baked bread and tastes like potato. Recent advances have allowed breadfruit to be processed into flour for use in baking and even to make pasta, which has opened new market opportunities for farmers.

MEET CHEF

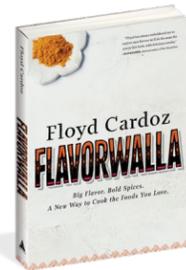


Floyd Cardoz

Chef Floyd Cardoz is a celebrated Indian-American chef with restaurants in both India and the United States. Most recently, he opened and serves as partner at the critically acclaimed Bombay Canteen in Mumbai, of which The Daily Meal said, "If someone comes to Bombay, this is one place I would really want to take them. Not because it's totally Bombay, but because it's completely Indian, in a city that celebrates and shelters the diversity which we call India." His first solo restaurant venture in New York, Paowalla, will open in SoHo in summer of 2016.



Photo: The Bombay Bread Bar



CHECK OUT CARDOZ'S 2ND COOKBOOK, FLAVORWALLA: BIG FLAVOR. BOLD SPICES. A NEW WAY TO COOK THE FOODS YOU LOVE.

FLOYD'S CHALLENGE



AMARANTH

Nutritious and gluten-free, this small grain has recently been popularized as a superfood in some countries. The plant has been cultivated since Aztec times, when it was also used in religious ceremonies. More recently, Europeans have mostly used it as an ornamental, but in countries like Mexico, amaranth is once again becoming an important staple.



JACKFRUIT

The largest tree-borne fruit on Earth, jackfruit grows in South and Southeast Asia, as well as parts of South America. Jackfruit is a nutritional treasure trove that is rich in carbohydrates and vitamins. It is so versatile that it can be used as a replacement for meat in some dishes.



MEET CHEF



Dan Kluger

Born and raised in NYC, Dan Kluger is chef and owner of the highly-acclaimed Loring Place, a seasonal American restaurant in the heart of Greenwich Village. Having cooked in some of New York's most esteemed kitchens and for the city's top restaurateurs including Danny Meyer, Tom Colicchio, and Jean-Georges Vongerichten, Loring Place is Dan's first solo project and features a vegetable-forward and shareable menu spotlighting farms and farmers whom Dan has gotten to know intimately over 20+ years in the industry and from frequenting the Union Square Greenmarket.

VISIT LORING PLACE TO SEE HOW KLUGER SPOTLIGHTS FARMS AND FARMERS FROM UNION SQUARE GREENMARKET.



Photo: Dish from Loring Place

DAN'S CHALLENGE



BREADFRUIT

Breadfruit is a species of flowering tree in the mulberry and jackfruit family, originating in the South Pacific, from whence it was taken far and wide, including by Captain Bligh of HMS Bounty fame. Its name is derived from the cooked fruit, whose texture is similar to freshly baked bread and tastes like potato. Recent advances have allowed breadfruit to be processed into flour for use in baking and even to make pasta, which has opened new market opportunities for farmers.

BAMBARA GROUNDNUT

This colorful legume, originally from West Africa, is a superstar among neglected crops. It's drought resistant, hardy in a variety of soils, and nutritious. The crop is conserved in several seed banks, and international researchers and entrepreneurs are studying the entire value chain to explore ways for it to deliver on its great promise.



Ray Garcia

As a native Angeleno, Ray Garcia draws his culinary inspiration from the city’s rich culture, Southern California’s produce, and his classic training. As chef and owner of Broken Spanish and BS Taqueria (both opened in 2015), he incorporates all of these things, cooking bright, bold, and ingredient-driven food that expresses a Mexican-American narrative. For this, he, his team and both restaurants have received national recognition and overwhelming hometown support – in a city that has finally drawn critical focus and praise on an international level. Most notably, he was recognized by Esquire Magazine as Chef of the Year.



Above: Broken Spanish, LA
Bottom right: Dish from Broken Spanish

FIND OUT HOW GARCIA USES LESSER KNOWN INGREDIENTS IN MEXICAN CUISINE AT BROKEN SPANISH.



RAY'S CHALLENGE



Photo: Ulluco, courtesy of daleysfruit.com.au

CRICKETS

Over 1 billion people worldwide consume around 1,000 different kinds of edible insects, often harvesting them from the wild. Farming bugs like crickets produces much lower greenhouse gas emissions compared to more conventional animal agriculture, while also requiring much less water and land, so they could be an environmentally-friendly protein choice for future food systems.



ULLUCO

Ulluco is the second most widely cultivated tuber in Peru, after the potato. Though its vibrant colors make it very attractive, its leaves are also eaten and treated like spinach. It is of great economic and nutritional importance for smallholder farmers in the Andes and is easy to grow at high altitudes under difficult conditions (drought, freezing temperatures, and strong sunlight).

MEET CHEF



Pierre Thiam

Pierre Thiam is a celebrated chef, restaurateur, cookbook author, and entrepreneur. Born and raised in Senegal, he is known for his innovative cooking style—at once modern and eclectic yet rooted in the rich culinary traditions of West Africa. His second cookbook, *Senegal: Modern Senegalese Recipes from the Source to the Bowl* was a finalist for the 2016 James Beard Award.

Below: Thiam during his TED talk, courtesy of ted.com



WATCH THIAM'S TED TALK: MEET FONIO: AN ANCIENT 'MIRACLE GRAIN' NATIVE TO AFRICA.

PIERRE'S
CHALLENGE

FONIO

With its tiny but versatile seeds, fonio has been cultivated in the Sahel for more than 7,000 years and is regularly found in West African cuisine. It can be boiled, baked or even brewed into beer. Its resilience in the face of challenging climates, combined with global demand for alternatives to wheat, is now bringing fonio to a much wider audience.



Photo: James Courtright for "The Fonio Revival" - Slate Magazine

MEET CHEF



Suzanne Cupps

Suzanne Cupps is the Executive Chef of Untitled and Studio Cafe in the Whitney Museum of American Art. Born and raised in Aiken, South Carolina, Suzanne was exposed to the concept of farm to table at an early age, while spending summers on her grandfather's farm. As a child, Suzanne often dodged her mother's requests for help in the kitchen, and it wasn't until the end of her undergraduate years at Clemson University that she began to consider cooking as a potential career.



Photo: Untitled dining room, whitney.org



SEE HOW CUPPS USES SUBTLE GLOBAL INFLUENCES TO CREATE MOMENTS OF DISCOVERY AND WORLDLY INSPIRATION AT UNTITLED.

SUZANNE'S CHALLENGE



MORINGA

Moringa is a fast-growing, drought-resistant tree native to India, but found in many parts of the tropics. It is sometimes called the "Never Die Tree" because of its extremely hardy nature. The young seed pods and leaves are used as vegetables and many other parts are used in traditional herbal medicine.

SUGAR KELP

Resembling - in its raw form - slimy lasagna noodles, sugar kelp is a seaweed with a wide range of uses, from food to cosmetics to textiles. While sugar kelp and other algae are frequently used as food in Asia, their potential in the American diet is largely untapped. Sugar kelp has a sweet taste and can be used fresh (added to soups, stews and stocks), dried (flaked as a salty sea spice) or fried. Using algae in our diets isn't just delicious, it can be sustainable too: it needs no arable land and cleans the water where it grows.



Photo: Courtesy of Jennifer Steen Booher

MEET CHEF



Michael Wurster

A native New Yorker, Wurster received his Degree in Culinary Arts from the famed Culinary Institute of America and immediately began working under some of the most heralded chefs in the world. A highly creative, detail-oriented chef with a strong work ethic and a passion for artistic culinary expression, Wurster strives to challenge himself daily. He is currently putting his talent and creativity to use as Culinary Director in the Northeast for Restaurant Associates at Google.

MICHAEL'S
CHALLENGE

SALSIFY

A root vegetable belonging to the dandelion family, salsify is known as the oyster plant because of its taste when cooked. The root looks similar to a parsnip, with white flesh and a thick outer skin. As with most root vegetables, salsify can be boiled, mashed or used in soups and stews.



OCA

Oca is a tuber that originated in the Andes over 5,000 years ago. It is one of the most important staple crops in the region due to its easy propagation and tolerance of poor soil, high altitude and harsh climates. Tubers are long and thin and range in color from white to deep grayish purple.



FINGER MILLET

Finger millet is a hardy crop that is well adapted to the arid highland areas of Africa and Asia. Its small, tough grains are easily stored, ensuring a reliable food source in times of drought and crop failure. By providing essential amino acids, finger millet is an important addition to diets relying mostly on other starchy crops. The grains are ground and used in baking flatbread, preparing porridges and also for brewing beer, and the straw is used as animal fodder.

SALTWORT

Native to the salt marshes of Japan, saltwort is an evergreen shrub with long succulent leaves and a crunchy texture. It's typically used in salads and sushi, but the seeds of saltwort can be exploded like popcorn and the juice of the roots can be made into beverages and used as a natural sweetener. Saltwort has been used as a cover crop in areas where hurricanes or tropical storms have destroyed the natural vegetation, as it protects low-lying areas and thrives where few other species will grow.



ARROWROOT

A rainforest plant native to South America, arrowroot has been cultivated since around 5,000 BC. It was known as aru-aru (meal of meals) by the Arawak of the Caribbean islands due to its versatility. Today, arrowroot starch is used for bakery and confectionery, industrial and cosmetic products, and for medicines. The gluten-free starch has twice the thickening power of wheat flour, and demand for the crop has grown in recent years due to increased awareness of its possible health benefits.



Matthew Delisle

A New England native, Delisle is one of the few chefs brave enough to say that his work in the kitchen is art. He's driven by intellectual curiosity and creative restlessness, composing plates often driven by color and always a precise manipulation of flavors, textures, and expectations. He believes in fine dining—whether or not it's in vogue or financially viable—as an outlet for expression and fulfillment. In 2015, Delisle earned a StarChefs Rising Stars Chef award for his efforts as sous chef at L'Espalier. Today, Matthew is the Executive Chef for Restaurant Associates in Google's Cambridge office.

MATTHEW'S CHALLENGE



CHAYOTE

Chayote is native to Mesoamerica and is believed to be one of the earliest plants to be cultivated in that region. With edible fruits, roots and flowers, this crop is high in vitamin C, and is commercially important in several countries, particularly in Latin America and parts of Asia.



TIGERNUT

This grass-like plant produces, despite its name, a tuber. It is one of the earliest domesticated crops, and has even been found entombed with Egyptian pharaohs. Tigernut can produce hundreds of tubers each season, which can be used for making flour, and non-dairy milk and butter.

MEET CHEF



Selassie Atadika

From a young age, Atadika could be found in the kitchen, grinding 'pepe', not too far from her mother's apron strings. This culinary interest has evolved through time spent and meals sampled in the US, Europe, and countless countries in all the corners of Africa. After years of self-teaching in the culinary arts, she completed coursework at the Culinary Institute of America. A founding member of Trio Toque, the first nomadic restaurant in Dakar, Senegal, she has brought her innovative approach to African cuisine back home to Ghana to introduce them through Midunu, a nomadic dining concept featuring what she calls New African Cuisine.



Photo: Dish from Midunu

IF YOU FIND YOURSELF IN GHANA, VISIT MIDUNU, A CULINARY LIFESTYLE COMPANY THAT CELEBRATES AFRICA'S CULTURAL AND CULINARY HERITAGE BY USING LOCAL, SEASONAL AND UNDERUTILIZED INGREDIENTS.

SELASSIE'S CHALLENGE



TEFF

A cereal native to the highlands of the Horn of Africa, teff has been central to diets in Ethiopia for centuries. It is the main ingredient in the national dish of both Ethiopia and Eritrea: a flatbread known as injera.



MEET CHEF



Umber Ahmad

Ahmad grew up traveling around the world. Her family is from Pakistan and she grew up in a Michigan town filled with first-generation Finns and Swedes. The magic of spices was first taught to her in Pakistan, where as a very young girl she learned that food had a language all its own. Umber spent much of her career in finance and is a founding Managing Director of an investment advisory firm. She works closely with sustainable food providers, emerging technologies, and world-renowned chefs to expand their concepts globally. In 2014 Umber opened Mah-Ze-Dahr Bakery, the perfect intersection of all her expertise.

SEE HOW UMBER COMBINED HER BUSINESS ACUMEN, SCIENCE EDUCATION, AND CULTURAL KNOWLEDGE AT MAH-ZE-DAHR BAKERY



Photos: Weston Wells, for coveteur.com

UMBER'S CHALLENGE

KERNZA

A cousin of wheat developed by the Land Institute, kernza is showing up on plates in top restaurants across the USA. Traditionally, wheat is planted, grown and harvested in a single year. Kernza, on the other hand, is a perennial crop, living for many years, and can be harvested periodically. Its roots can extend 10-15 meters deep, stabilizing the soil and preventing erosion, improving soil structure, and storing carbon. In the kitchen, this grain can substitute wheat in almost any recipe, and can even be used to make beer.



Top right: Kernza, Scott Seirer for The Land Institute

DATE

Date palm cultivation goes back millennia, especially in the Gulf Region and Western Asia, where it continues to be an important source of food and is of great cultural importance. There are an estimated 5,000 different varieties of date palms cultivated worldwide.





EMCEE

Michel Nischan

*Chef, Author and Food Equity Advocate
& Founder & CEO, Wholesome Wave*

Michel Nischan is a four-time James Beard Award winning chef with over 30 years of leadership advocating for a more healthful, sustainable food system. He is Founder and CEO of Wholesome Wave, Co-Founder of the James Beard Foundation's Chefs Action Network, as well as Founder and Partner with the late actor Paul Newman of the former Dressing Room Restaurant. Nischan, whose parents were farmers, began his career at 19, cooking breakfast at a truck stop. He quickly realized that the ingredients coming in the back door fell far short of the farm-fresh harvests he'd grown up with, and began a life-long career championing the farm-to-table concept, decades before it had a name.

Nischan was instrumental in securing \$100M for Food Insecurity Nutrition Incentive (FINI) grants for the food equity field in the 2014 Federal Farm Bill, expanding affordable access to locally grown fruits and vegetables. He's also the author of three cookbooks on sustainable food systems and social equity through food. A lifetime Ashoka fellow, he serves as a director on the board of the Jacques Pepin Foundation and on the advisory boards of Chef's Collaborative, Modern Farmer, Good Food Media Network and The National Young Farmers Coalition. The James Beard Foundation honored Nischan as the 2015 Humanitarian of The Year.

To learn more about Chef Nischan, follow him on Facebook, Twitter and Instagram and visit chefnischan.com

To learn more about Wholesome Wave visit, follow on Twitter and Instagram or visit wholesomewave.org

UNCOMMON COCKTAILS



WITH **LIVING MACTAVISH**

Sample uncommon cocktails featuring lesser known ingredients with cultural connector, Susan MacTavish Best, founder and CEO of Living MacTavish.

Living MacTavish salon experiences are highly curated gatherings that are created to tickle all of the senses and enrich lives. Be prepared for an energizing gathering of people committed to creatively strengthening our food system.



THE GARDEN OF YACÓN

1.5 oz. potato vodka
.5 oz. yacón syrup
.5 oz. fresh lemon juice
.75 oz. açai berry juice
splash of rose water

Served in a highball over ice,
topped with seltzer (optional).
Garnish with edible flower.



BUDDHA'S BREW MARTINI

2 oz. cucumber gin
muddled cucumber and basil
.5 oz. buddha's hand zest
syrup
.5 oz. agave
splash of fresh lime juice

Served in a martini coupe.
Garnish with a zest (twist).



CHEEKY CHERIMOYA

1.5 oz. dark rum
muddle 3 chunks of cherimoya
.5 oz. mango juice
.5 oz. pineapple juice
splash of citrus
dash of Peychaud's bitters

Serve on the rocks. Garnish
with Peychaud's bitters and a
pineapple leaf.



About the Food Forever Initiative

Food Forever is an awareness raising campaign to support Target 2.5 of the United Nations Sustainable Development Goals. Our aim is to make sure the message about the importance of conserving crop and livestock diversity reaches as many people possible, so that come 2020, the prospect of ending hunger isn't just a goal – but a reality.

Food Forever is rallying support from stakeholders – be they politicians, farmers, chefs, businesses, or individuals - to drive the campaign.

The Food Forever Experience NYC is an initiative of Food Forever in partnership with the Tender Greens restaurant and the Rediscovered Food Initiative. It is one of a number of events happening around the world on 25th September 2018 to mark the United Nations Global Day of Action on the Sustainable Development Goals.

Follow us at
@FoodForever2020

This experience is made possible by the commitment of our partners.

TENDER GREENS

Tender Greens was created and founded in Culver City, Los Angeles in 2006 by fine dining alums Erik Oberholtzer, David Dressler and Matt Lyman who met while working at the esteemed luxury hotel Shutters On The Beach. On their days off, the three couldn't afford to eat the type of food they had become accustomed to cooking, while the widely available and affordable option was unhealthy, fast food. Tender Greens was created to meet this need and "democratize" fine dining food, making it delicious, healthful, seasonal and affordable. Tender Greens revolutionized what "fast food" meant, pioneering a new category of healthy yet accessible restaurants, and ultimately paved the way for a slew of other farm-to-fork concepts. Beyond its flavorful food and warm hospitality, Tender Greens continues to attract a loyal local following thanks to the founders' progressive thought-leadership, commitment to its communities, 360° commitment to sustainability, and value in innovation with their farming partners.

TENDERGREENS.COM

THE REDISCOVERED FOOD INITIATIVE

The Lexicon of Sustainability, a US-based NGO that provides communications strategy on food and agriculture with a focus on sustainability, is working in partnership with the Food Forever Initiative and other stakeholders around the world to bring much needed awareness to the diversity in food systems. The Lexicon conceived Rediscovered Food as a campaign to highlight 25 forgotten

smart foods which could feed the world in 2050. The campaign will share success stories of farmers, scientists and chefs from 14 countries. These "rediscovered" foods are featured in the cook-off challenge.

THELEXICON.ORG

LIVING MACTAVISH

Living MacTavish salon experiences are highly curated gatherings that are created to tickle all of the senses and enrich lives. They are designed and produced by Susan MacTavish Best. They are intellectually stimulating, ambitious, entertaining, fun, memorable, utterly unique and authentic. The atmosphere is one of discovery. Invites are sought-after and guests and interviewees will go out of their way to change their plans to ensure they can participate.

LIVINGMACTAVISH.COM

CROP TRUST

The Crop Trust an international organization that is working to support crop conservation in seed banks, forever. It supports international seed banks, national seed banks and the world's backup facility, the Svalbard Global Seed Vault. The Crop Trust allocates funds to support seed banks through its endowment fund – a self-sustaining fund that generates investment income to support crop conservation. The Crop Trust is recognized as an essential element of the funding strategy of the International Treaty on Plant Genetic Resources for Food and Agriculture.

CROPTRUST.ORG

LIQUID LAB

Liquid Lab NYC is revolutionizing the traditional method of cocktail making and turning it into a 21st century brand of mixology. Being trailblazers in their field, Liquid Lab NYC has the distinction of being first to offer exciting new services of their own invention. Offering Molecular Mixology, Artisanal/Prohibition-era Cocktails and Health-inspired Cocktail Concepts with Sustainability allows Liquid Lab NYC to be the leader for innovation in the mixology field worldwide.

LIQUIDLABNYC.COM

THE FARM PROJECT

The Farm Project was founded by Zoëe Deschanel and Jacob Pechenik with the mission to reconnect people with their food. They want to make it easy for everyone to grow food themselves and connect directly with farmers in their communities. They aim to empower people to ask the right questions – because when we ask the right questions, we can make informed choices and vote with our dollars for a better food system.

THEFARMPROJECT.COM

