

# TASTE THE FUTURE OF FOOD



WE DEPEND ON

4 CRO

60% O

CALOR

# PS FOR FOUR RIES

WHEAT  
RICE  
MAIZE  
POTATO

# Biodiversity for Resilience.



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.

Most of us are fortunate to 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 06 **Food Forever**

PG 08 **Meet the Teams**

PG 28 **Take Action**

PG 31 **Upcoming Events**

PG 34 **About Us**





Photo: Sabrina Dallot-Seguro/Forest

# Food Forever Experience Stockholm

We challenged 18 innovative chefs from around the world to plate up the future.

The Food Forever Experience Stockholm 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 culinary mainstream.

At the Clarion Hotel Sign, we've challenged creative chefs to cook up futuristic dishes featuring unusual plants with wonderful names like scotch bonnet and Skånska gryn - and you'll be tasting the mouthwatering results.

They've paired up in ten teams to shed light on some of the world's lesser known crops, while calling on all of us to ***plant the seed for a more diverse, sustainable, and delicious future.***





**"Variety is the very spice of  
life, that gives it all it's flavor."**

**- WILLIAM COWPER**



## MEET TEAM 1



## Natacha Gomez

Haitian Chef Natacha Gomez is passionate about tourism and gastronomy and became a government official appointed to promote the tourism in Haiti because of that. In addition, Natacha Gomez is letting the world discover her style of cooking as Chef T and Chef Natacha Gomez. Her cuisine ranges from the Taino's, to The New Haitian Gastronomy which is about revisiting traditional dishes with a modern twist and to promote local, fresh and organic products. Her company, INVESTA HAITI, created the label 100% Lokal, a movement to help promote buying locally sourced products to boost the region's economy. Chef instructor for World Central Kitchen, she also has her own line of products who range from hot sauces, jams, spices and traditional desserts. Food is not her only passion, she is deeply involved in her community by working with two women NGOs to help reduce the gender gap and empowering women.

Chef T is the founder and member of: Le festival du Café, Le Salon de la Nouvelle Gastronomie Haitienne, Co-owner of Kanowa Farms, President of AFADEM ( Aksyon Fanm Pou Demen Miyò) a women NGO, President of Women 4 Better World, Co-producer of Concours Culinaire Franco-Haitien, and a member of the celebrities Chef program of Holland America Cruise Lines. As a James Beard Chef, one of Chef Natacha's goal is to work and make her native land Haiti become a culinary destination.

@\_natacha\_gomez\_

[www.natachagomez.com](http://www.natachagomez.com)



## Megha Kohli

India's Chef Megha Kohli is one of the country's youngest chefs. Currently the head chef of Lavaash By Saby, the Armenian restaurant in Delhi's artsy Mehrauli area which has created quite a buzz, Megha has already garnered an experience of twelve years in the industry at this young age. Deeply influenced by her grandmother's and mothers cooking, Megha started pottering around in the kitchen when she was barely 5, indulged, as she was by her grandmother who had no qualms about her messing up the kitchen! She has previously worked with Oberoi hotels, The Olive Bar and kitchen group of restaurants and is also an independent food consultant.

Currently Megha is the head Chef and head of operations at Lavaash By Saby and is heading the kitchen and restaurant operations there. Lavaash is the only Armenian restaurant in the country. She was involved with Lavaash since its inception and stayed Calcutta for 2 months to research on Calcutta-Armenian cuisine. She believes firmly in using only local, regional and sustainable produce. Her restaurant is one of the first restaurants in India that has a menu that uses 100% local ingredients and nothing in the kitchen is imported.

Known for her very warm and affable nature, Megha is a popular name in the industry now. She loves to interact with her guests and rattle off the history behind each dish she serves. She wants her guests to know just how much thought, effort and research have gone into the preparation of each dish.

Megha's mantra, however is, that cooking is an emotional process and not a technical one. You can serve the most perfectly prepared dishes, but if you haven't connected with the food and the farmers while making it, it's an effort gone waste.

@meghakohli

# THE 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.

## **PUMPKIN FLOWERS**

Pumpkins are native to North America and its flesh, seeds, leaves and flowers are edible. The yellow/orange flowers of the pumpkin can be eaten cooked, stuffed and fried. They have a flavour that’s somewhere between asparagus, broccoli and spinach and soft texture. The leaves are often left behind when pumpkins are harvested, yet they are high in vitamin C, so need not be overlooked.



## **SCOTCH BONNET**

The scotch bonnet is a chilli pepper variety named for its resemblance to the traditional Scottish bonnet worn by men. It is native to the Caribbean and Central America and is very, very hot.

## MEET TEAM 2



## Manjit Singh Gill

Former Corporate Chef, ITC Hotels

Indian Chef Manjit Gill is a highly acclaimed chef with over four decades of excellence in the culinary profession. With a mantra of "discovery & constant innovation", Chef Manjit is held in the highest regard by the hospitality industry's top gastronomic echelons. Chef Gill has been honoured innumerable times for his formidable work with restaurant brand creation, icons of Indian cuisine such as Bukhara, Dimpukht, Kebab & Kurry, Dakshin, Royal Vega – Honestly vegetarian.

Chef Manjit has been awarded the Lifetime Achievement Award from India's Ministry of Tourism in January 2006; presented the "Punjabi Gold Award" for invaluable contribution to Punjabi community by the World Punjabi Organization in 2007; and received the prestigious Paryatan Ratan (Jewel of Tourism) by Panjab University in March, 2016.

Chef Gill is passionate in researching and applying the learning of Ancient Indian Cuisine and a great believer in the sustainable food philosophy of Indian Vedic knowledge - Ayurveda and Slow food.

Chef Manjit has authored a number of books: Eating wisely & well by Penguin, Fire / Water / Earth / Air / Ether Secrets of Indian gastronomy and Indian Spa Cuisine. Chef Manjit is also a founding member of the monthly magazine "Cuisine Digest" to share knowledge with the Chefs by Chefs.

As a President of Indian Federation of Culinary Associations, Chef Manjit has India's membership of World Association of Chef's Societies – WorldChefs; currently serving as chairman of the WorldChefs' Culinary Culture and Heritage Committee. Under his leadership "Chef & Child" was started in 1995 and spread all over India.

In Manjit's own words, "In many respects my philosophy on food and my life are same - both should be an experience of happiness, serenity and joyful living. These principles have developed from a broad range of professional experiences as well as from contact with people of diverse cultures and lifestyles. This truly reflects Chef Manjit's perspective of food and life. "My kitchen is a mystical place, my temple. It is where the learning of the past transfer into the future."

@chefmanjitgill



## Maximillian Lundin

Chef for 25 years cooking plantbased organic food. Written 4 cookbooks, cook vegan food on of the biggest TV-shows in Sweden on a regular basis, ran a vegan organic restaurant for 4 years, currently Country Manager for Simple Feast - a plant based organic box scheme company. Educate and lecture in sustainable cooking and eating. Live by these words: "I want as many people to eat as much plants as soon as possible".

@maximillianlundin





## THE CHALLENGE

### **GREEN PEAS**

The pea is most commonly the small seed or the seed-pod of the pod fruit *Pisum sativum*. It's a cool season crop grown in many parts of the world.

They do not thrive in the summer heat of warmer temperate and lowland tropical climates, but do grow well in cooler, high altitude, tropical areas.

Peas are starchy, but high in fiber, protein, vitamin A, vitamin B6, vitamin C, vitamin K, phosphorus, magnesium, copper, iron, zinc and lutein.

## MEET TEAM 3



## Palmiro Ocampo

As an advocate for the World Food Programme, Chef Palmiro Ocampo is a Zero Hunger champion in his home country Peru, working to eradicate hunger and end all forms of malnutrition. To this end, Chef Palmiro is part of Generacion Con Causa, a new generation of Peruvian chefs that involved in social gastronomy, and helped lead TV show Cocina Con Causa (Cooking with Cause), a programme showcasing nutritious, affordable, tasty and accessible cooking. He has also started his own non-profit Ccori Optima- an organisation teaching people how to utilise all parts of an ingredient and reduce food waste.

**@palmiroocampo**



## Alex Cronwall Ståhl

"What originally got me interested in the world of food was homecrafts back in grade school, you know when you were put into groups to make cinnamon buns or some whacky pancakes without eggs or milk. And since then I've had a love of cooking with or for friends and family. But as I've grown older I've gotten more interested in the great outdoors, hiking, camping, et cetera. And as such my interest in food has changed with it to more how to prepare raw products it so it's the easiest to carry, and how you use those products to produce tasty and nutritious meals while on the trail. I'm currently attending my second year at the Stockholm hotel and restaurant school located at the Eriksson globe which is one of the best in Sweden."

**@maximillianlundin**

# THE CHALLENGE



## LENTILS

Lentils were domesticated at about the same time as wheat and barley in the Fertile Crescent. The seed protein content of lentil is about 25%, and the crop contains no cholesterol, virtually no fat, and very low levels of anti-nutrients. Apart from proteins, lentils are also rich in vitamin A, fibre, potassium, B vitamins, and iron. There are many different varieties of lentil. The colors, which can range from yellow, to orange, green and black, also reflect differences in taste and nutritional composition ranging from earthy to peppery or even sweet. They require little water to grow and have a carbon footprint over 40 times lower than beef.

## QUINOA

Quinoa was domesticated five to seven thousand years ago by farmers living along the shores of Lake Titicaca. It can tolerate water with elevated levels of salt, high winds, frosts, and droughts, which allows it to be cultivated in high-risk climate regions. It is one of the few crops that can survive in the Andean Altiplano's harsh climate. There are hundreds of varieties and this diversity can still be found around Lake Titicaca.



## MEET TEAM 4



## Leonilda "Nuqy" Ximenes

Inspired by the seasonal ingredients in her native Timor-Leste, Nuqy transforms the edible biodiversity of this tropical island into the sublime. Nuqy specializes in working with the many varieties of rice, corn and rare root vegetables found in the remote villages where she grew up. Nuqy has been Head Chef at Agora Food Studio Since 2019 and is a founding member of the organization since its opening in 2016. As well as curating the restaurant's ever-changing menu, she is the lead facilitator of the Timor-Leste Food Innovators Exchange (TLFIX) project that works with Timorese entrepreneurs and communities to increase the presence of nutritious local foods in people's diets. Nuqy has represented Agora Food Studio internationally at the 2017 Eat Asia-Pacific Food Forum in Jakarta and has more recently travelled to Fukui, Japan, and Bali, Indonesia, as part of gastronomic exchanges.

[timorlestefoodlab.com](http://timorlestefoodlab.com)



## Arthur Potts Dawson

British Chef Arthur Potts Dawson has been cooking for over 30 years, starting his career as a chef in 1987 with a three year apprenticeship with the Roux brothers. Since then, he has worked at Kensington Place, as head chef at the River Café and alongside Hugh Fernley-Whittingstall and Pierre Khoffman. He restyled Petersham Nurseries kitchen, led the re-launch of Cecconi's restaurant for the Soho House group, and worked as executive head chef for Jamie Oliver's Fifteen Restaurant and Piccadilly Diner. His two restaurants Acorn House and Water House have won numerous awards for their excellent food and sustainable practices such as rooftop gardens, low-energy refrigerators and wormeries, proving the profitability of an eco-friendly approach. Additionally, Arthur founded The People's Supermarket, a supermarket that connects the urban community with the local farming community by stocking high quality and environmentally friendly produce from trusted, local suppliers. As such, The People's Supermarket is challenging the food industry to achieve a more sustainable and food secure future. As an advocate for sustainable food production, Arthur often speaks on issues relating to global hunger and food waste in his role supporting the UN World Food Programme. Arthur has also worked on shows for the BBC Radio 4 food programme and writes for the Guardian's food and travel section. Alongside all of this, Arthur consults on large scale sustainable food innovation with Ikea Food, The Fazer Group and Unilever.

@arthur\_potts\_dawson  
 omvedgardens.com  
[ted.com/talks/arthur\\_potts\\_dawson\\_a\\_vision\\_for\\_sustainable\\_restaurants](https://ted.com/talks/arthur_potts_dawson_a_vision_for_sustainable_restaurants)



## THE CHALLENGE

### **PURPLE YAM**

Also called “Ube,” purple yam is an easy growing crop which originated in the Philippines. The tubers which are bright purple due to the flavonoid anthocyanin - are more nutritious than most, rich in vitamin E and fibre. Purple yam grows faster than many other types, and as such is used as a famine crop across the tropical and subtropical regions of the world. It can be prepared similar to potatoes, and is a star in the dish, ube halayá, a Filipino sweet pudding.



## MEET TEAM 5



## Ali Mandhry

Kenya's Chef Ali Said Mandhry popularly known as Chef Ali L'artiste, is a Celebrity Chef, TV/Radio personality, culinary instructor and food stylist. Born in Mombasa, Ali discovered his love for cooking at the age of nine by cooking with his grandfather. Ali was inspired by Bil Hana Wal Shifaa, a cooking show that showcased Arab Cuisine and decided to teach himself to bake. In no time, he began earning his pocket money by taking orders for birthday and occasional cakes from his primary school mates, friends and neighbors. Following high school, Ali started work at the Sarova White Sands Beach Resort and Spa as an apprentice chef before enrolling in a food production apprenticeship at the Kenya Utalii College. After graduating, Mandhry pursued a career as an artistic chef to follow his passion for sugar artistry, pastries and cakes.

His aim is to inspire and educate people with the new trends in the culinary world. Chef Ali develops, writes and shares recipes on blogs and videos online so as to teach people how to cook. He has appeared on a number of TV and radio shows such as ABC The Chew, CNN African voices, Dubai TV, Hosted Pilipili Jikoni, Tamu Tamu on NTV Kenya, kikwetu supa Chef on k24, Food Time on Pwani TV, and Celebrity Kitchen Raid on Zuku Entertainment. He currently co-hosts power breakfast Live on Citizen TV every Thursday preparing meals live on set for the third year on the row. To date, Ali has filmed and hosted over 100 episodes of his own TV cookery shows on several broadcasting networks in Kenya, East/Pan Africa and globally. Chef Ali writes a weekly recipe column for Eve magazine published every Saturday as a pullout magazine inside the standard newspaper.

Through his career, Ali has worked both national and internationally to champion Kenyan cuisine. In 2011, Ali started a project that trained young chefs at Kenya Utalii College on pastry presentation as well as developed the "Basic Food Presentation Skills Course" that refined the presentation skills of hotel industry chefs in Kenya. Recognizing his work, Ali has been named among the top five reigning chefs of African cuisine by Africa Style Daily as well as vote number 1 chef on top 10 list in Kenya. He was also the first African chef to win the International Hall of Fame Award (USA) and serves as Kenya's Chefs Global Ambassador. Ali has also been part of IFAD's Recipes for Change campaign, a project in which chefs highlight the need for smallholder farmers to adapt now to climate impacts to protect their food security.

@chefalimandhry





## THE CHALLENGE

### **TURTLE BEANS**

The black turtle bean is a small and sweet variety of the common bean. It is an especially popular ingredient in Latin America. It has a meaty texture with a mushroom-like flavour and is high in protein, folate and iron.

## MEET TEAM 6



## Yi-Wen

Yi-Wen is a plant-forward Wholefoods Educator with passion in 'Food Therapy' from China. She is considered a citizen of the world. After working in the fashion 'Retail Therapy' industry for 17 years in New York and Shanghai, she discovered therapeutic culinary arts in year 2010. She is now teaching at integrative medicine clinics, organic farms, corporate wellness programs as well as food education platforms with emphasis on plant-centric nutrition. Yi-Wen was also one of the main educators for the Good Food Road Show in 2017 where they toured 20 cities in China, Taiwan & Hong Kong raising awareness on the 'true cost of food', and inspiring their audience to (re)discover Good Food choices that are healthy, sustainable, non-violent, mindful and culturally diverse.

Her therapeutic food philosophy is serving whole, living, seasonal foods, in their natural form, minimally processed, minimally refined, packed with life force, which fuels and energizes our mind, body and health, but does not compromise on flavor, taste or satisfaction.



## Justin Horne

Chef Justin Horne is a British Eco-Chef, Food Waste Activist and Sustainability Lecturer. Justin spent 10 years in fine dining and Michelin star restaurants. He was disillusioned with the imbedded wasteful processes of restaurants. So in 2015 Justin launched Tiny Leaf London's first Zero Waste, Organic, Vegetarian restaurant. Working with farmers, wholesalers and retailers to utilise their surplus and wonky veg. In 2019 Justin and team are launching a circular economy vertical farm restaurant called S A T I V A in London's Kings Cross. It will grow its own fresh produce, generate its own energy and turn its waste back into energy. Justin also lectures at London's universities and schools on sustainability and food waste.

@arthur\_potts\_dawson

[www.ted.com/talks/arthur\\_potts\\_dawson\\_a\\_vision\\_for\\_sustainable\\_restaurants](http://www.ted.com/talks/arthur_potts_dawson_a_vision_for_sustainable_restaurants)

# THE CHALLENGE



## **KOMBU/ LAVER SEAWEED**

Kombu is a green kelp that can be eaten fresh. However, once a drying technique was developed in Japan hundreds of years ago, its consumption became widespread throughout the country. Laver seaweed is a red algae that grows in cold water. It is called 'nori' in Japan and most commonly used for wrapping sushi. Laver seaweed can be grown and harvested throughout the year and does not require pesticides. In Wales, laver is slow-cooked to make laverbread, traditionally served with hot, buttered toast.

## **MILLET**

There are many different types of millet, small-seeded grasses from Asia and Africa, including pearl millet and finger millet. They grow reliably on poor soil, in droughts and extreme heat. Millet is one of the most nutritious cereals, as they are rich in protein, fibre and many minerals. It can be milled into flour and used in bread or pancakes, or simply eaten as porridge.



## MEET TEAM 7



## Chantelle Nicholson

New Zealand Chef Chantelle Nicholson is the multi-award winning chef patron at Tredwells, as well as Group Operations Director for Marcus Wareing Restaurants. As one of the UK's leading female names in the hospitality industry, Chantelle's impressive ascent on the culinary career ladder and achievements to date set her apart as a remarkable talent and a source of inspiration to hospitality professionals across the UK.

Originally from New Zealand, Chantelle trained as a lawyer, before discovering her passion for food. In 2004 she entered the Gordon Ramsay Scholarship competition, earning a place in the final. She met Josh Emmett, judge and then head chef of The Savoy Grill by Marcus Wareing, in London. Impressed by her skills in the competition Josh offered her a job which she took up without hesitation, moving from Wellington to London.

Working her way up through the kitchen, Marcus Wareing recognised her skills and took her under his wing at his then restaurant, Pétrus. From a commis chef to Senior Sous Chef in a matter of years, Chantelle was also instrumental in the operational shift of Marcus Wareing Restaurants, earning her a coveted Acorn Award in 2009. In 2011, Chantelle opened The Gilbert Scott, as General Manager, honing her business and operational skills in this iconic operation.

2014 saw Chantelle open Tredwells, the largest of the Group's restaurants in London's West End. Returning to the kitchen in early 2015, Tredwells won the coveted award of 'Best new restaurant – London' at the 2015/16 AA Hospitality Awards. In July 2016 Chantelle's skills were once again recognised as she won 'Manager of the Year' award at the 2016 Caterer Magazine Industry Awards. In October 2016, Chantelle won the prestigious 'Woman of the Year' at the inaugural Shine Awards which celebrate the female game changers in today's hospitality world. In October 2017, she was presented with the Shine Awards 'Chef of the Year' award.

Alongside her work with the restaurants Chantelle has also co-authored all of Marcus's cook books and has been instrumental in the expansion and growth of Marcus Wareing Restaurants, as Wareing's business partner.

Growing up in New Zealand, Chantelle learnt first hand about seasonal food, about how things grow, and about the ecosystem of the garden from a very tender age. So it's logical that as a fully-fledged chef, her heart lies in what comes from the earth. She is the chef that champions plant-based cooking, and ensures that there are plenty of plant-based dishes on the menu at Tredwells. Her debut book under her own name will be published by Kyle Cathie Books in the Spring of 2018, Planted will focus on plant based recipes that deliver on taste and creativity.

Chantelle's contribution to hospitality in London alongside cookery books, TV appearances and film consultancy places her in the much deserved spotlight as one to watch, and one who is making impactful waves in the industry.

**@chef\_chantelle**



# THE CHALLENGE



## BUCKWHEAT

Despite its name, buckwheat is unrelated to wheat and is not a grass at all. The triangular seeds can be milled into flour with a nutty flavour. It is gluten-free and rich in protein and fibre. Buckwheat was domesticated in Central Asia and is a hardy plant which can tolerate poor soil and cold climates. It can be used as a 'cover crop' to help keep weeds away and to reduce soil erosion.

## CHICKPEA

The chickpea is traditionally popular in Indian and Middle Eastern dishes where it plays an important cultural role as well as nutritional, being almost a quarter protein. More recently its rich, creamy and nutty flavor has been in demand in Western diets. Chickpeas can grow in dry environments and capture its own nitrogen, reducing the need for water and fertilizer.



## MEET TEAM 8



## Michael Elégbédé

A native of Nigeria, Michael Adé Elégbédé started his journey in the kitchen at a very young age. As his mother and grandmother ran local restaurants that doubled as cooking schools for young women, he naturally found himself responsible for several tasks in the kitchen. At age 13, Michael arrived in America, where he spent his spare time working as a cook in his mother's Nigerian restaurant. After high school, Elégbédé attended The University of Illinois to study biology with the aim of becoming a doctor but left realizing his passion resided in the kitchen. Michael began his culinary career at Alliance Bakery in Chicago where he learnt the intricacies of baking and pastries. He then attended the Culinary Institute of America Greystone in California where he attained a degree in Culinary arts. After graduating, Michael further refined his skills working at restaurants across the country, including the critically acclaimed Eleven Madison Park Restaurant in New York. Elégbédé works to rediscover and tell the story of Nigeria's food culture with its unique flavors, ingredients, and cooking traditions, adding his own personal touch.

[www.michaelelegbede.com](http://www.michaelelegbede.com)

@elegbede.m



## Thilda Mårtensson

"My name is Thilda Mårtensson I'm a positive girl who is dedicated to cooking. I'm at the second year at Stockholm hotel and restaurant school at Globen."

@thildas\_mat



# THE CHALLENGE



## SWEET PLANTAIN

Bananas and plantains are grown in more than 130 countries across the tropics, and about 90% are produced on small farms and consumed locally. They are particularly important in East Africa where they constitute the main staple food for about 50% of the population. In terms of gross value of production, bananas and plantains are the developing world's fourth most important crop after rice, wheat and maize. The fruits are highly nutritious, containing large amounts of carbohydrates and minerals such as phosphorus, calcium, and potassium as well as vitamins A and C.

## COWPEA

Cowpea is a tough crop, popular throughout the dry tropics and subtropics worldwide. It thrives in sandy soils and tolerates drought better than most crops. It is multipurpose, grown for both humans and livestock. The peas, the fresh pods and the fresh leaves all make excellent vegetables with a high nutritional value. In dry form the grains are eaten boiled or as a snack. Cowpea is a high quality legume for livestock feed, and is also used for erosion control.



## MEET TEAM 9



## Lerato Sitole

South African Chef Lerato Sitole's story makes a full-circle turn. After qualifying as a chef, Chef Lerato started her career working in restaurants, private corporate catering, on boats and in private homes. When she got the opportunity to start her own café in Cape Town, she jumped at the chance! However, with no one to look after her children full-time, Chef Lerato had to sell her café and take a more corporate job, training communities and bus drivers as the then-new initiative of MyCiti buses was being rolled out.

With her bubbly personality, Chef Lerato struggled to work in a corporate environment. Breaking through her anxiety, Lerato made the cut. Luckily during her corporate job, Chef Lerato had kept her fingers in the cooking community pie, collaborating with like-minded friends and cooking for private families. So as soon as she left her corporate job, Chef Lerato easily slipped into being a full-time private chef for various families. This is temporary while she cooks up her next big idea.

"I want to bring Africa together through food – anyone who was born in Africa, who loves food, and who wants to collaborate," is how Chef Lerato explains her business idea. "I want to bring awareness to South Africans about neighbouring Africans. A common base connects our cuisines, and this common base has been taken by each group of people and changed just a little. People need to realise the essence of our foods is the same."

@cookedbylove



## David Johansson

Swedish Chef David Johansson started his career working in a number of restaurants in Stockholm, Denmark, Norway, and France before moving across to the US to work as executive chef at the Swedish Consulate General in New York. From there he opened up an espresso bar that paid tribute to the Swedish tradition "fika" (coffee break) and later expanded the one café into a chain. Upon returning to Sweden, David realized that his passion for food lay with creating food product and so decided to work at IKEA with the aim of showcasing the Swedish cuisine. As a product developer of IKEA Food and restaurant, Johansson tried to implement the following five key principles in tandem: form, function, quality, sustainability, and a low price. David has since gone on to focus on recipe development at Ikea Food.

@d.s.johansson

## THE CHALLENGE

### ENOKI MUSHROOMS

Known as golden needles, this winter fungus in cultivated form is white, with long, thin stems and small caps. They can be eaten fresh or dried and have a mild, fruity flavour. They originated in East Asia, and are still eaten commonly in China, Japan and Vietnam.



### ANCIENT MAIZE FLOUR

Maize (called corn in the United States, Canada, and Australia) is the most widely produced crop in the world. This cereal, which originated in Mexico, is now grown in at least 164 countries around the world and has a tremendous diversity with over 28,000 different varieties. Human consumption of maize and maize meal constitutes a staple food in many regions of the world, and it provides about one-third of the calorie intake in Latin America, the Caribbean and Sub-Saharan Africa. Maize meal is made into a thick porridge in many cultures: from the polenta of Italy and the mămăligă of Romania to the food called sadza, nshima, ugali and mealie pap in Africa. It is the main ingredient for tortilla, tamale, posole, pinole and many other dishes of Mexican food, and for chicha, a fermented beverage of Central and South America.

### SKÅNSKA GRYN

Oats, rye, wheat and barley from Skåne together form this tasty, locally-sourced alternative to rice or pasta.



## MEET TEAM 10



## Lorna Maseko

Having come from humble beginnings and growing up in the township of Alexandra, Chef Lorna Maseko prides herself on empowering and inspiring South African women. Her tenacity and positive attitude has not only put her in a position to empower the youth of South Africa but also directed her to entrepreneurship and allowed her to turn her absolute love and passion for the culinary arts into a career. As a young girl, she was always told to reach for the sky, but she aimed for the stars – ultimately becoming one herself. One of Lorna's greatest achievements was being crowned South Africa's premiere black female ballet dancer, which lead her to be the first black ballerina to ever perform a principal role in South African theatres. Over the years, Lorna has become a striking brand who loves creating memorable and engaging moments within every sphere of her life.

Chef Lorna's TV personality projects include:

- The Hostess with Lorna Maseko Season 1
- The Hostess with Lorna Maseko Season 2
- Lorna With a Pitch of Salt
- Host for Top Chef SA
- Top Billing
- Celebrity Master Chef
- Top Chef SA
- Cooking with Lorna & Friends
- Espresso Show
- Afternoon Express
- Afro Showbiz News – SABC Africa
- The Weekender – SABC News International

@lornamaseko



## Marcus Samuelsson

Marcus Samuelsson is the acclaimed chef behind many restaurants worldwide including Red Rooster Harlem, Kitchen & Table and Eatery Social in the Nordics, Marcus' Bermuda, and Marcus B&P in Newark.

Samuelsson was the youngest person to ever receive a three-star review from The New York Times and has won multiple James Beard Foundation Awards including Best Chef: New York City. He was tasked with planning and executing the Obama Administration's first State dinner honoring Indian Prime Minister Manmohan Singh.

Samuelsson was also crowned champion of television shows Top Chef Masters and Chopped All Stars, and was the winning mentor on ABC's The Taste. Samuelsson's TV series titled No Passport Required with VOX/Eater and PBS has been nominated for a 2019 James Beard Award and he is an executive producer of Viceland's show HUSTLE.

He serves as advisory board member for EAT Food Forum. Executive Chef-in-Residence of BuzzFeed Tasty's newly launched talent program. His exciting new audio project with Audible, titled Our Harlem is set to release summer 2019. A committed philanthropist, Samuelsson is co-chair of Careers through Culinary Arts Program (C-CAP) which focuses on underserved youth. Samuelsson also co-produces the annual week-long festival Harlem EatUp!, which will be celebrating the food, art, and culture of Harlem for the fifth year this May. He is the recipient of the 2019 Vilcek Foundation Prize in Culinary Arts, awarded to immigrants who have made lasting contributions to American Society.

He is the author of multiple books including The New York Times bestselling memoir Yes, Chef and his latest book-- The Red Rooster Cookbook: The Story of Food and Hustle in Harlem. Recent restaurant openings include: Red Rooster Shoreditch in East London; Norda Oslo in Norway; and Streetbird Express at the world-famous Madison Square Garden. Marcus is also the founder of the Marcus Samuelsson Group (MSG), which works to maintain Samuelsson's culinary and cultural pillars, creating outstanding experiences that celebrate food, music, culture, and art in all its endeavors from high-end restaurants and fast-casual cafes to media and experiential events.

@marcuscooks



# THE CHALLENGE



## SOYBEAN

Soybean originated in Eastern Asia, probably in north and central China and is now one of the most widely grown legumes in the world. Soybeans have been grown as a food crop for thousands of years in China and other countries of East and South East Asia and are still to this day, an important component of the traditional popular diet in these regions. Soy has more protein per hectare than any other crop and contains significant amounts of vitamin K and B, amongst other vitamins and nutrients. It's used in a host of popular products, like tofu miso and tempeh, but is primarily, an industrial crop, cultivated for oil and protein. Despite the relatively low oil content of the seed, soybeans are the largest single source of edible oil and account for roughly 50% of the total oilseed production of the world.

## 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. Teff is a good source of iron, calcium and magnesium and grows well in challenging climates from drought to waterlogged soil.



## Individuals:



# Take Action – Now that I Care, What Can I Do?

## A DECLARATION OF INTERDEPENDENCE

All of us depend on food, no matter where we live, or what we do. What we eat, in what quantity, and how that food is produced, can be the difference between life and death. It can maintain our health or ruin it. It can create high-value added employment opportunities or force farmers into subsistence. It can help protect our environment or contribute to its degradation. Food: our memories are made of it; we share it with both our loved ones and total strangers; and of course, we all have a favorite.

We have the world's farmers to thank for the rich variety of food tastes and experiences. Over many millennia, they have developed, grown and guarded the diversity of domesticated plants and animals. Every crop we eat consists of hundreds, if not thousands, of different varieties, each with unique characteristics.

While these crops and livestock originated in specific places, many have spread throughout the world. We are all interdependent beneficiaries in this continuing story of the movement of people, plants, and animals – always changing, evolving, mixing and matching in new ways.

The astonishing range of species and varieties cultivated by the farmers of the past and the present underpins the resilience of our food supply: our nutrition, food security, wellbeing and health depend on it.

Yet our common global heritage of food biodiversity is now at risk. Changing agricultural practices and increasing uniformity of our global food system is leading to rapid erosion of diversity from field to plate.

When we lose this diversity, we lose options for the future. The disappearance of one of the world's most valuable natural resources leaves our food systems vulnerable to the challenges that lie ahead, be they the production of sufficient food for an increasing population, climate change, new pests and diseases, or, indeed, all of the above.

Do we really want to lose the vast array of tastes, smells, colors and textures of food? The continued availability, affordability, and nutritional quality of these foods will be determined by the wise use of humankind's diverse agricultural biodiversity.

**The time to act is now! It is time to raise public awareness of the amazing benefits utilizing the world's biodiversity brings to humankind.**

Ambitious concrete steps across the globe are required safeguard and equitably share our food diversity if our current pathway is to be modified. Mutually dependent on the world's precious resources, we resolve to act boldly and urgently to save the diversity that underpins our food, forever.



**As citizens of the world, we hold these truths to be self-evident:**

1

That no one should suffer from hunger,  
food insecurity or malnutrition;

2

That the productivity, nutritional quality and  
affordability of food is determined by sustainable  
utilization of crop and livestock diversity;

3

That diversity in foods enriches the  
experience of degustation;

4

That we must safeguard this diversity  
for future generations;

5

That sharing of the benefits of this diversity  
and its associated knowledge is key.

**INDIVIDUALS: SIGN THE DECLARATION OF INTERDEPENDENCE –  
A VISION FOR THE WORLD'S AGROBIODIVERSITY**

**Chefs:**

# Sign Up for 2020 for 2020

## A call for chefs to celebrate and use the biodiversity of our foods

Unlike most of the United Nation's Sustainable Development Goals (SDGs) which culminate in 2030, the targeted end for SDG Target 2.5 is 2020. There is a very short, two-year window to drive action on the target.

To mobilize action and build awareness of this urgent goal, the Food Forever Initiative and the Chefs' Manifesto have joined forces to launch the 2020 for 2020 campaign, a global movement that calls on chefs to advocate for the amazing wealth of diversity within our food system and to put it to use in their kitchens and beyond.

### THE CAMPAIGN

Our aim is to inspire 2020+ chefs from across the world to champion biodiversity by 2020 – the target year for achieving UN SDG 2.5. Chef actions will be showcased online at [food4ever.org](http://food4ever.org) and at [chefsmanifesto.com](http://chefsmanifesto.com) to demonstrate how chefs can inspire better ways of cooking and eating and advocate for biodiversity conservation, through their kitchens, restaurants and recipes.

---

### GET INVOLVED

You can sign up to be a part of the 2020 for 2020 campaign through our survey:  
[www.surveymonkey.co.uk/r/2020for2020](http://www.surveymonkey.co.uk/r/2020for2020)

By signing up, you commit to protecting what remains of the vast, colorful spectrum of diversity within our food system and celebrating it on your menus and in your restaurants. You can help plant the seed for a more diverse, sustainable and delicious future. Actions include adding a diverse ingredient to your menu, highlighting a diverse ingredient of the month or advocating for the importance of biodiversity with consumers and the general public.



# Chefs Manifesto - Leading from the Kitchen

**Creating a more biodiverse kitchen**

**Join us June 12th from  
13:47 - 14:47**

A small group of chefs from around the world will join EAT Forum's kitchen with other partners to share insights and regional knowledge tied to the Chefs' Manifesto, an initiative launched last year at EAT that has since grown to include 340 chefs from 58 countries its Chefs' Network. Protecting the world's larder is so important for chefs. As such a focus of the chefs' work has been the protection of biodiversity and improved animal welfare with chefs building a global movement to diversify the food on our plates. Drawing on traditional knowledge, local relationships and scientific guidance, chefs are championing local diversity on a global scale. Resources developed like the EAT-Lancet and Future 50 Foods has helped illustrate the impact of biodiverse ingredients for a healthy people and planet. Come and taste a change being led from the kitchen.

## Upcoming Event:

# What did Pippi Longstocking Eat?

**Join us June 13th from  
11:00 - 11:30**

Join us at the Eat Kitchen Stage (E4 Norra, Annexet) for a **kitchen demo with Chef, Selassie Atadika** where we will showcase how we can include more agrobiodiversity into our diets, without giving up on the foods we love.

Pepparkakor cookies, cream cakes and buns were staples in Pippi Longstocking's young diet, a key figure in Swedish children's literature. Yet, these foods, however delicious they may be, aren't cornerstones of a healthy and nutritious diet. What if you could eat like Pippi but utilize diverse ingredients that are not only good for your body but good for the planet? Creating resilient food systems can be nutritious and delicious too! Chef, Selassie Atadika, chef and founder of Midunu in Ghana, will reinvent some of Pippi's favorite dishes using ancient grains and underutilized crops - showcasing how easy and delicious it can be to transform our food systems and our health without giving up on the foods we love.





## Chef Selassie Atadika

After over a decade spent engaged in humanitarian work with the United Nations and years of self-teaching in the culinary arts, Selassie Atadika completed course work at the Culinary Institute of America. She is a founding member of Trio Toque, the first nomadic restaurant in Dakar, Senegal. Atadika brought her innovative approach to African cuisine back home in 2014. Her food enterprise is Midunu, a nomadic and private dining enterprise in Accra which embodies 'New African Cuisine'.

Midunu is a culinary lifestyle company that celebrates Africa's cultural and culinary heritage. Its goal is to create experiences where culture, community and cuisine intersect. Midunu employs local, seasonal, and underutilized ingredients including traditional grains and proteins to deliver Africa's bounty to the table. With an eye towards biodiversity and sustainability, it curates white-linen nomadic events, private dining, retail and lifestyle products, and a bespoke event space. Midunu's Nomadic Dinners have attracted attention with diners from five continents. A favored part of the Midunu dining experience is its final course- their delectable handcrafted chocolate truffles.

Chef Selassie Atadika has been sought for her thought leadership by CNN African Voices, The Financial Times, The Danish Broadcasting Corporation (DR), Omvärlden, as well as mentioned in Vogue, National Geographic's The Plate, Entrepreneur Magazine, and Ebony. Her cuisine has been featured at a State Dinner and the prestigious James Beard Foundation in the US. She holds a Master's degree in International Affairs from Columbia University's School of International and Public Affairs and a Bachelor's Degree in Geography modified with Environmental Studies from Dartmouth College.

Chef Selassie Atadika is in the process of launching the Midunu Institute. The pilot project of the institute will undertake documentation of existing culinary practices in 3 of the 10 regions of Ghana by youth ambassadors to kick off a national conversation among youth and middle-class consumers about food, agriculture and culture. This research will be combined with a multi-media behavior change campaign showcasing challenges and successes in local food systems as well as exhibiting the culinary uses of regional ingredients, while contributing to the protection of culture and heritage.

## About:



**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**

FOOD IS LIFE

## THE CHEFS' MANIFESTO



**The Chef's Manifesto** is a chef-led project that brings together chefs from around the world to explore how they can help deliver a sustainable food system. As chefs bridge the gap between farm and fork, the Chefs' Manifesto empowers chefs with a framework tied to the United Nations Sustainable Development Goals. As a clear action of Chefs' Manifesto Area 2: Protection of Biodiversity & Improved Animal Welfare, the Chefs' Network for the Global Goals is partnering with Food Forever to support the 2020 for 2020 campaign. This is facilitated by the SDG2 Advocacy Hub.

Follow us at  
**@Chefsmanifesto**

