Social Media Toolkit
11 July 2019

The Hatchery

YOUR CHALLENGE

We want to inspire the food community to speak up. You have the ability to influence the future of food. After this event, you won’t just have the ability, you’ll have the passion too!

We encourage you to showcase your involvement in the cause and use your social channels to promote the *What’s on Your Plate solutions symposium* and capture in-the-moment content during the event. Let’s connect our communities and build a better food system.

Follow Food Forever @FoodForever2020 on Instagram, Facebook and Twitter and follow the event with #LetsPlantTheSeed, #FoodForever, and #FoodForeverExperience.

Tips

- Promote that you’re attending and invite your network along, sharing the RSVP link
- Post on your own social media pages while on-site (we’ve included some example language for you below)
- Take any photographs or video of the diverse bites on display (selfie, anyone?)
- Capture quotes from the 18 food experts who will be featured throughout the afternoon

KEY THEMES

- Food Forever is a global partnership to raise awareness about the amazing biodiversity of our foods. Welcome to the table!

- The future of food depends on our conversations today - #LetsPlantTheSeed
Conserving crop diversity contributes to a secure, sustainable and delicious future

I’m taking actions for the SDGs #act4sdgs

SAMPLE SYMPOSIUM POSTS

● **GENERAL:** Ever wonder how #ingredients like acai and goji berries became mainstream staples? Learn about what’s next in #food trends at the Chicago @foodforever2020 symposium 7/11. Hear from top chefs and innovators like @burlapandbarrel, @publicanquality and @rick_bayless - who are shaping the future or our food system and leading the way to a more delicious, #sustainable future. #LetsPlantTheSeed [https://events.blackbirdrsvp.com/what-s-on-your-plate-solutions-symposium](https://events.blackbirdrsvp.com/what-s-on-your-plate-solutions-symposium)

● **GENERAL:** “What we eat, in what quantity, and how that food is produced, can be the difference between life and death.” Be a part of the solution in creating stronger food systems of the future at the Chicago @foodforever2020 symposium 7/11. #LetsPlantTheSeed #FoodForever

● **CHEF:** We all play a part in shaping #food trends - and shaping our environment as a result. Join me at the Chicago @foodforever2020 symposium July 11 to learn about what’s next in the future of food and how we can impact the @SDGAction 2020 goals! #LetsPlantTheSeed

● **PARTNER:** What happens to that potato before it reaches your plate? Join me at @foodforever2020 @google symposium 7/11 to learn about the next wave of ingredients and how chefs, farmers and foodies are joining forces to create a more #sustainable food system. #LetsPlantTheSeed

● **LIVESTREAM:** We all play a part in shaping #food trends - and shaping our environment as a result. At the Chicago @foodforever2020 symposium on 7/11, chefs, farmers & foodies will join together to shape the future of food. Tune in to @Facebook Live at 2 pm to hear from @burlapandbarrel, @publicanquality, @rick_bayless and more! #LetsPlantTheSeed

PHOTOS & CREATIVE CONTENT

● [Creative Assets](#)

GIVEAWAY

We will be giving away invitations for five participants to attend an exclusive tasting event at Google Chicago following the symposium from 6 to 9PM. Winners will be announced at the symposium.
HANDLES

Symposium Partners

- The Hatchery @thehatcherychi
- Food Forever @foodforever2020
- Chicagoland Food and Beverage Network @chgofood
- Erik Oberholtzer @erikoberholtzer
- The Rediscovered Foods Initiative @lexiconoffood
- The Chefs’ Manifesto @chefsmanifesto

Symposium Speakers

- Alesha Black, Chicago Council of Global Affairs @thechicagocouncil
- Alexander Oleson, Babylon Microfarms @babylonmicrofarms
- Chavanne Hanson, Google - Food Choice Architecture and Nutrition Manager @google
- Danielle Nierenberg, Food Tank @foodtank
- Douglas Gayeton, Rediscovered Foods Initiative @lexiconoffood
- Ellen Bennett, Hedley & Bennett @hedleyandbennett @ellenmariebennett
- Erik Oberholtzer, Tender Greens & Cohere @erikoberholtzer @cohere_co
- Erika Allen, Urban Growers Collective @urbangrowerscollective
- Greg Wade, Publican Quality Bread @publicanqualitybread @gregwadebakes
- Haile Thomas, HAPPY @thehappyorg @hailethomas
- Harold Wilken, The Mill at Janie’s Farm @themillatjaniesfarm
- Jody Eddy, Chef and Cookbook author @jodyeddy
- Kevin Pixley, CIMMYT @cimmyt
- Laura Shulman, Food Future Strategies
- Lisa Curtis, Kuli Kuli @kulikulifoods
- Marie Haga, Crop Trust @croptrust
- Mark Kaplan, Envisible @envisbleco
- Marty Travis, Spence Farm @spencefarm
- Natalie Shmulik, The Hatchery @thehatcherychi
- Rick Bayless, Frontera Grill @rick_bayless

Symposium Innovators

- Babylon Microfarms @babylonmicrofarms
- Burlap and Barrel @burlapandbarrel
- Artisan Grain Collaborative @artisangraincollab
- Food Forever @foodforever2020
- Gourmet Gorilla @gourmetgorilla
- Hedley & Bennett @hedleyandbennett
Invite Only - Tasting at Google

SOCIAL MEDIA GUIDELINES FROM GOOGLE

What are participants allowed to share on social media about their visit to Google?

**DO**
- Post on your own social media pages while on-site (we’ve included some example language for you below)
- Take any photographs or video of food and bites served by the chefs
- Take any photographs or video of you at the event with the branded items on display at the experience!

**DO NOT**
- Take any photographs with Googlers in them, unless requested by the Googler
- Take any photographs in any working areas (ex: desk areas)
- Take any photographs of areas where the Food Forever Experience isn't taking place
- Mention or allude to being endorsed by Google or by Googlers
- Mention perks available to Googlers (ex: discount on or complimentary cookbooks)
- Share any confidential information (ex: do not post about upcoming product offerings or supplier rollouts that might have been agreed between Google Food / Google Food's vendor partner teams)

**SAMPLE EXPERIENCE POSTS**

**FOODIE:** #DYK we’re only eating 0.005% of the edible plant species on the planet? I’m participating in the #FoodForeverExperience Chicago @foodforever2020 to support crop diversity conservation for a more secure (and delicious) future of food. Learn more at food4ever.org #LetsPlantTheSeed

**CHEF:** I’m cooking up a plan in partnership with @foodforever2020. Join us in the movement to support crop conservation #LetsPlantTheSeed @SDGAction

www.food4ever.org
CHEF: On 7/11, @foodforever2020 @[chef] @[chef] & @[chef] are cooking up delicious dishes featuring lesser-known ingredients like prickly pear, crickets and more at the #FoodForeverExperience. #LetsPlantTheSeed

ACTIVIST: What can we do to achieve #SDG2 #ZeroHunger? One step is to support crop conservation efforts and incorporate more diverse foods into our diets. On 7/11 @FoodForever2020 is challenging chefs to put some of these diverse ingredients to the test. Stay tuned for more! #LetsPlantTheSeed #FoodForeverExperience #FoodForever

GENERAL: @FoodForever2020 is bringing leaders from across the food industry to the table. Let’s showcase what we might be eating in 2050 by embracing some of the weird and wonderful ingredients that have yet to hit supermarket shelves. #LetsPlantTheSeed for a better food future.

SAMPLE CROP POSTS

- Prickly pears, paw paw, nettles and sunflower heads. These and more are the superstars featured at the #FoodForeverExperience Chicago on 7/11. Follow along as surprising foods meet ingenious recipes. #LetsPlantTheSeed

- Purslane is a leafy vegetable that is hidden under our noses, growing as a weed in the United States. But don’t be so quick to remove it from your garden- it is high in vitamins C and E, iron and magnesium, and a great addition to a fresh salad! It’s also one of the featured ingredients at @foodforever2020’s #FoodForeverExperience in Chicago on 7/11. #LetsPlantTheSeed @rick_bayless

- What’s an environmentally-friendly protein choice for future food systems? Insects! Over 1 billion people worldwide consume around 1,000 different kinds of edible insects. Farming bugs like crickets produces much lower greenhouse gas emissions compared to more conventional animal agriculture, while also requiring much less water and land. Learn how to incorporate this protein alternative into your dish at the #FoodForeverExperience Chicago on 7/11. #LetsPlantTheSeed

- Orach, agretti, cardoons, and quelite aren’t often featured on our menus. 13 innovative chefs at the #FoodForeverExperience Chicago on 7/11 are challenged to cook up delicious dishes highlighting these diverse ingredients. Stay tuned to get a glimpse of the future of our food! #LetsPlantTheSeed @FoodForever2020

PHOTOS & CREATIVE CONTENT

- Creative Assets
- Past Food Forever Experience photos
- Chicago photos (to be uploaded 11 July)
HANDLES

Event Partners

- Food Forever @foodforever2020 - The non-profit touring the world to showcase lesser-known crops
- Google @google - The host and U.S. partner with a goal of solving complex global issues with food
- Sustainable Development Goals @sdgaction - The reason we are focused on creating a more sustainable future, the action plan from the United Nations
- Spence Farm @spencefarm
- Rediscovered Foods Initiative @lexiconoffood
- Chicagoland Food and Beverage Network @chgofood
- Hourglass Films
- Seed Savers Exchange @seed_savers_exchange
- Journey Foods @journeyfoods
- Burlap and Barrel @burlapandbarrel
- Farmshelf @farmshelf
- Chefs Manifesto @chefwurster
- Hedley & Bennett @hedleyandbennett

Chefs

- Michael Wurster, Google @chefwurster
- Greg Wade, Publican Quality Bread @gregwadebakes @publicanqualitybread
- Perry Hendrix, Avec @perryhendrix @avecchicago
- Jody Eddy @jodyeddy
- Brian Enyart, Dos Urbana Cantina @brian.enyart @dosrestaurant
- Yasmin Gutierrez, Beatrix @beatrixchicago
- Christine Cikowski, Honey Butter Fried Chicken @christinecikowski @honeybutterchi
- Craig Degel, Google @craigrdegel
- Ellen King and Julie Matthei, Hewn Bakery @hewnbread
- Sieger Bayer, The Publican @siegerbayer @publicanchicago
- Sarah Grueneberg, Monteverde Restaurant & Pastificio @chefsarahjayne @monteverdechi
- Rick Bayless & Andres Padilla, Frontera Grill @rick_bayless @andresmpadilla
- Chris Pandel, Boka Restaurant Group @cpandel