

## **The Food Forever Experience: NYC**

On 25 September 2018, The Food Forever Initiative is proud to partner with [Tender Greens](#) restaurant and the [Lexicon's](#) 'Rediscovered Foods Initiative' for a culinary challenge and tasting experience at Google's NYC office.

Coinciding with the "[Global Day of Action](#)" on the Sustainable Development Goals, the event will challenge renowned and innovative chefs, including [Floyd Cardoz](#), [Ray Garcia](#), [Umbur Ahmad](#), [Dan Kluger](#) and others to create delicious, diverse dishes of the future. These chefs will conceive and prepare exciting new dishes using ingredients that could soon break into the mainstream of the food system, such as ulluco, amaranth and Bambara Groundnut.

These and other lesser-known crops will be key in creating more resilient and sustainable food systems. This need is reflected in Target 2.5 of the Sustainable Development Goals, which calls on us all to conserve and make greater use of the diversity of the crops and animals we eat.

Hosted by [Michel Nischan](#), Food Equity Advocate & Founder & CEO of Wholesome Wave, the challenge will give guests a glimpse of what the future of food could look and taste like. This Food Forever experience promises to be the one of the most unique food events of the year, as we watch the chefs attempt to translate SDG 2.5 to your plate.

**Despite the apparently wide range of food available in our supermarkets, the amount of diversity in our diets is extremely limited. We currently rely on just four crops – wheat, rice, maize and soybean - for around 60% of our calories. This is a major cause for concern.**

Dependence on such a limited range of crops means our food supply is vulnerable to supply-side shocks caused by drought, pests, disease outbreaks and a changing climate. At the same time, cultivating such a limited variety of crops and livestock can be harmful to the environment.

Limited food options mean consumers are not able to fully appreciate the range of colors, textures and flavors that diverse ingredients provide. This also seems to be affecting our health, with a lack of dietary diversity linked to a range of lifestyle-related diseases. One way to begin changing the status quo is to excite consumers about what the future of food could hold if we introduce a more diverse range of foods into our diets.

This is why we are so excited about the Food Forever Experience. The world needs success stories and incentives to shift towards greater resilience in our food systems, and this event will illustrate the artful and delicious opportunities that come with diversification. The event will give people a glimpse of the ingredients of the future, highlighting why they are so important for a more sustainable food system.

At the heart of the experience are the ingredients, many of which will be the focus of a new project called the Rediscovered Foods Initiative ('Rediscovered'). Over the next two years, Rediscovered will capture the stories behind these ingredients in communities across the globe where they originated and are grown, sold and prepared. Rediscovered exemplifies Food Forever's core objectives of creating partnerships to help raise awareness of the importance of food diversity.

## **Foodie Event of the Future**

Cooking with the full array of diverse ingredients available to us isn't only essential for sustainable food systems, it's delicious too. The Food Forever Experience will be one of the [SDG actions](#) celebrated across the world, supporting the community of people and organizations driving change for a brighter future for humanity and the planet. We will unite politicians, farmers, chefs, businesses and individuals, all in a test kitchen full of innovation, imagination and exciting new flavors.

During the experience, guests will visit tasting stations set up throughout the Google Café, to try small bites of the future featuring crops such as algae, locusts and elephant foot yam – all prepared by some of NYC’s most creative chefs. Featuring the talents of Google and beyond, including Michael Wurster, Culinary Director- Northeast, Restaurant Associates at Google and Matthew Delisle, Executive Chef- Cambridge, Restaurant Associates at Google, the tasting stations will not only give people the opportunity to taste more unique, future flavors, but learn the stories behind each of these crops and why they are so important for a sustainable, equitable food future. Guests will get to taste each dish, and then vote for a “People’s Choice” award for their favorite dish of the evening.

Beyond the fun and competitive nature of the evening, this type of awareness raising can have a real impact. A switch to generally neglected and underutilized foods can turn people’s diets away from ultra-processed foods while encouraging and enabling farmers to grow more nutritionally-balanced, locally adapted crops that provide greater biodiversity and resilience, are adapted to climate change and promote food sovereignty. Each participant will walk away with a diverse program, highlighting every crop featured throughout the evening and key speaking points to raise awareness on the importance of crop diversity for a more sustainable, secure, and delicious future.

### **Diverse Drinks with Food Forever and Living MacTavish**

Following the Cook-Off, the Food Forever Initiative and [Living MacTavish](#) are partnering with some of New York City’s most innovative bartenders at [Liquid Lab](#) to mix up some uncommon cocktails.

Taking place in the new Living MacTavish loft and test kitchen in Soho, this is more than just your average cocktail party. The evening will give guests a glimpse of what the future of drink could look and taste like and provide an opportunity to discuss these issues on a more intimate level while building and strengthening relationships.

Hosted by Susan MacTavish Best, founder and CEO of Living MacTavish, who is known worldwide as a leading cultural connector, the evening promises to be an energizing gathering of those committed to creatively strengthening our food system.

As music is performed by [the Knights](#), bartenders will breathe new life into old cocktails and create new variations using diverse ingredients. The sweet and delicious Andean tuber, Yacón and the sumptuous tropical fruit Cherimoya, will garnish glasses and tickle taste buds as guests connect and learn more about the importance of food diversity.

Susan will also make food from her own recipes incorporating ingredients that are unlikely and delicious.

It’s time to rediscover the diversity that’s been lost in our food systems. Get ready to taste the future of food and drink – cheers!

## **Chefs & Ingredients**

- **Dan Kluger:** Bambara Groundnut
- **Erik Oberholtzer:** Tepary Bean & Breadfruit
- **Floyd Cardoz:** Jackfruit & Amaranth
- **Matthew Delisle:** Tiger Nuts & Chayote
- **Michael Wurster:** Oca, Finger Millet, Salsify, Arrow Root & Saltwort
- **Pierre Thiam:** Fonio
- **Ray Garcia:** Crickets & Ulluco
- **Selassie Atadika:** Teff
- **Suzanne Cupps:** Algae & Locusts
- **Umber Ahmad:** Kernza & dates

## **Diverse Cocktail ingredients**

- Cherimoya
- Yacon
- Buddha's hand citron

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**Food Forever** is an awareness-raising campaign operated by the Crop Trust and Netherlands Government with support from high-level Champions from politics, business and civil society that have agreed to advocate for the biodiversity of our foods. The Food Forever Initiative works in support of Target 2.5 of the United Nations Sustainable Development Goals. Target 2.5 highlights the urgency of collecting, conserving and using the amazing array of diversity that exists within crops and livestock.

**The Rediscovered Foods 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 Foods 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.

**Google:** At the core of the Food program at Google, is a commitment to contributing to feeding the world sustainably through Food at work program leadership. When presented with the opportunity to support an event that aims to raise awareness on sustainable foods and food security, they gladly accepted.

**Erik Oberholtzer,** Chef and Co-founder of Tender Greens, is a key partner for the Future Food Cook-Off and will participate as a chef. 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.

**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.