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 invite you to showcase your involvement in the cause and use your social channels to promote the Food Forever Experience and ingredients, and capture in-the-moment content during the event. Follow Food Forever @FoodForever2020 on Instagram, Facebook and Twitter and follow the event with #LetsPlantTheSeed #FoodForever #FoodForeverExperience

Tips

- 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!

HANDLES

Event Partners

- Food Forever @foodforever2020
- EAT Forum @eatforum @eatfoundation
- Chefs Manifesto @chefsmanifesto

Chefs
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 EXPERIENCE POSTS

- #DYK we’re only eating 0.005% of the edible plant species on the planet? I’m participating in the #FoodForeverExperience [city] on xx May with @foodforever2020 to support crop diversity conservation for a more secure food future. Learn more at food4ever.org #LetsPlantTheSeed

- I’m cooking up a plan at the United Nations #SDGglobalFest in partnership with @foodforever2020. Join us in the movement to support crop conservation #LetsPlantTheSeed @SDGAction www.food4ever.org

- 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 11 June @FoodForever2020 is challenging chefs to put some of these diverse ingredients to the test. Stay tuned for more! #LetsPlantTheSeed #FoodForeverExperience #FoodForever

- [crops]: these could become more common in our diets in the future. The #FoodForeverExperience will bring leaders from NGOs, public sector, private sector and more to the table to showcase what we might be eating in 2050 if we embrace some of the weird and wonderful ingredients yet to break into the culinary mainstream. Stay tuned! #LetsPlantTheSeed
• On [date] @foodforever2020 @[chef] @[chef] & @[chef] are teaming up to create a range of dishes featuring lesser-common ingredients at the #FoodForeverExperience. #LetsPlantTheSeed

SAMPLE CROP POSTS

• [...] #FoodForeverExperience Follow along as surprising foods meet ingenious recipes. #LetsPlantTheSeed
• [...] #FoodForeverExperience #LetsPlantTheSeed #FoodForever
• [...] at the #FoodForeverExperience Bonn. Stay tuned on xx May to find out how he incorporates them in his dish!
• [...] During the #FoodForeverExperience [city], we will challenge @cef to amaze us with this crop. Stay tuned on [date] to find out how he does it!
• [...] At the #FoodForeverExperience, we’ve challenged chef XYZ to make sure that we will find them on our plates in the future! Follow along as surprising foods meet ingenious recipes.

PHOTOS & CREATIVE CONTENT

• Creative Assets:
• Food Forever Experience photos: