

FOOD FOREVER EXPERIENCE

London



Biodiversity for Resilience

The wealth of food diversity in the world is incredible. However, despite its immense value, we are losing the diversity of our foods every day.

For example, by some estimates, the United States has lost 90% of fruit and vegetable varieties since the 1900s; Mexico 80% of its maize varieties since the 1930s; China 90% of its wheat varieties since the 1950s and an estimated 17% of livestock breeds are at risk of extinction.

Of the 30,000 edible plants still available, only about 150 crops, and relatively few varieties of each of these, are cultivated on a large scale around the world - putting our agricultural systems at risk.

Food diversity matters, both within and between crops and livestock breeds. We must conserve all food diversity if we're going to feed 9 billion people by 2050. Especially in the midst of a changing climate with increased pest and diseases, rising sea levels, hotter temperatures and less predictable rain.

By conserving and using the characteristics found in our foods, we can tackle these challenges and not only survive but thrive. The good news is that the global community has recognized the value of these conservation efforts in the United Nations Sustainable Development Goals (SDGs). Specifically, SDG Target 2.5 calls on us all to safeguard what's left of our crop and livestock diversity and put it to good use by 2020.

If we are going to contribute towards meeting this ambitious goal, we need to excite and inspire consumers around the immense potential in a more diverse diet and the need to conserve this diversity for the future of food.

The Food Forever Experience is an international event series that was created to do just that. By working with partners and innovative chefs to cook up delicious dishes using lesser-known ingredients, we aim to "plant the seed" for a more diverse, nutritious and sustainable future.



WE DEPEND ON

4 CROPS
60% OF
CALORIES

PS FOR F OUR IES

WHEAT

RICE

MAIZE

POTATO

Food Forever Experience London

**15 Chefs. 25+ Diverse Ingredients.
One Mission - to plate up the future**

The Food Forever Experience London will take us from the chef's table to Kew's Millennium Seed bank and many places in between, as we watch chefs transform the weird and wonderful into the extraordinary.

As we look forward to a season of celebration, tonight you will taste festive dishes featuring ingredients not commonly used in the culinary mainstream. Along with Liberian wild rice, foods featured include lion's mane, a toothed mushroom with a rich and savory lobster-like flavor touted for its health benefits; enset, a banana wild relative native to Ethiopia known as the "banana on steroids" for its many uses and high yields; and British lop pig, a heritage breed renowned for surviving on little and making use of otherwise unproductive land, amongst many others.

Get ready to learn a little and be inspired a lot, as we show why these and other lesser-known foods are so important for creating resilient, sustainable and delicious food systems.



Photo: ProMusa.org

ENSET A member of the banana family, enset has been cultivated for tens of thousands of years in Ethiopia. Enset is incredibly space-efficient, feeding more people per square meter of crop than most cereals, a feat which has earned it the name “the tree against hunger.” Not only does enset feed millions of people every year, it is also highly resilient, able to withstand drought, heavy rain and flooding much better than many other crops.



Brwa Ahmad

@_chandco_ | @kewgardens

Starting his career in a small Kurdish café, Brwa's love of food and culture grew. He then progressed to a Jewish restaurant to broaden his cultural and food knowledge, followed by a classical French establishment training under Morgan Meunier. As Brwa's love of local produce grew, he moved out to Kent to work in the garden of England. Brwa is now the Executive Chef at the Royal Botanic Gardens Kew, where his focus is on unusual grains, Kew's kitchen garden, foraged products found by Kew's horticultural team and plant-based food.



Kocho is made from enset, a 'tree against hunger' that feeds 20 million people in Ethiopia. Kew is researching the properties of this 'super crop' to discover how it might help at-risk communities in a climate-altered world.

Tonight's kocho is prepared by Chef Yeshak Fantu, from the southern part of Ethiopia in the city called Wolkite. "In this part of the country, Kocho is like fish and chips in London," says Chef Fantu. "We opened Wolkite restaurant in North London in December 2011. At first, our customers were mostly Ethiopian, however, over time, we have started to serve a diverse community from all over the world."



LIBERIAN WILD RICE

Rice is the central ingredient in Liberian cuisine, and it is one of the country's primary domesticated crops. For centuries, smallholder farmers have been producing Liberia's heirloom grain red rice, known to local consumers as "Country Rice." Packed with antioxidants, fiber, iron, and more, this wild rice is highly nutritious and produced using entirely chemical-free techniques.



Tim Blake

@cheftimb

Regional Executive Chef working for Restaurant Associates at Google, London. Tim began his career at the famous Le Manoir aux Quat'Saisons in Oxfordshire and diligently worked his way through a series of high profile roles including Selfridges, Alimentum and Edmunds culminating in Executive Head Chef at Lexington Catering and finally Regional Executive Chef for Restaurant Associates @ Google, London.

Tim held a key senior role for the 2012 London Olympics during which time he was the Managing Director of a premium bespoke events company. His excellent planning and organisational skills and his experienced palate make him the perfect addition to the Food Forever Experience London.



SCOTCH BONNET CHILI

The most widely used hot pepper in Caribbean cuisine, Scotch Bonnets are small, brightly-colored chilli peppers that pack a remarkable punch. Beneath the heat is a rich, fruity flavor profile that plays a substantial role in making many Caribbean jerk sauces and preparations so irresistible.



Arthur Potts Dawson

@arthur_potts_dawson

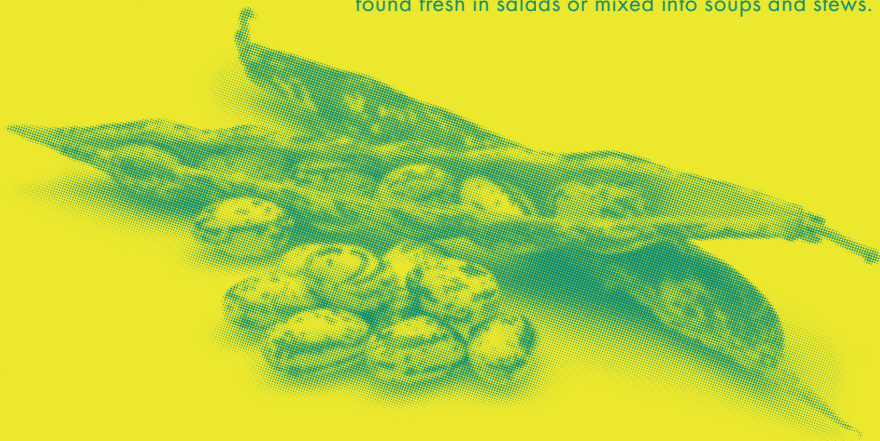
British chef, Arthur Potts Dawson, has been cooking for over 30 years, starting his career as a chef in 1987 with a three-year apprenticeship with the Roux brothers. Since then, he has worked at Kensington Place, as head chef at the River Café and alongside Hugh Fernley-Whittingstall and Pierre Khoffman. 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.

BORLOTTI BEAN

Also known as the cranberry bean because of its bright violet shells, the borlotti bean was first bred in Italy. Thick-skinned and relatively large, the colorful beans have a sweet flavor and a smooth, creamy texture. Equally flavorful raw as they are cooked, borlotti beans are often found fresh in salads or mixed into soups and stews.



BANANA SHALLOT

Named for their distinctive shape and size, banana shallots originated in the United Kingdom. Inheritors of an onion's size and a regular shallot's sweetness, banana shallots cook quickly and add a subtle, sweet flavour to any dish.

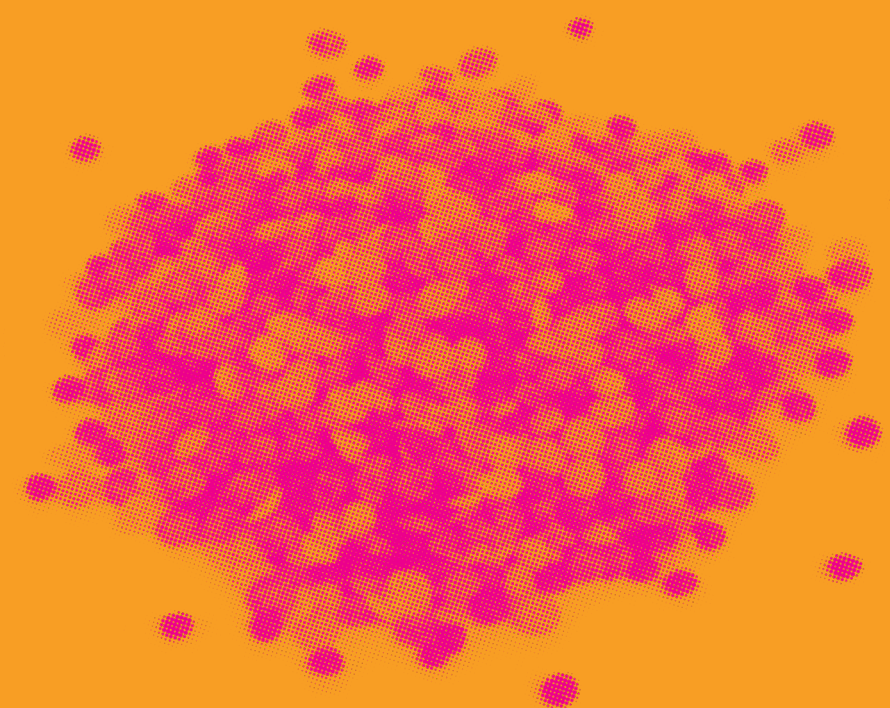
PORCINI

Most commonly found in Italian dishes, porcini mushrooms are renowned for their rarity and strong nutty flavour. Easily recognizable for their thick stem and rich brown caps, they can grow up to 12 inches in diameter. From mid-summer to late fall, Porcini mushrooms can be found in forests near pine, chestnut, hemlock and spruce trees.



URAD LENTIL

Also known as black gram lentils, urad lentils have been consumed in India for several thousand years. The seed is black with a white interior and produces an earthy flavour when cooked. Some find its texture unusual, but this unique lentil variety has been a prized ingredient in Indian cuisine for centuries.



MOONG LENTIL

Known outside of South Asia as mung beans, these bright green lentils are an ancient component of Indian cuisine. They are highly versatile and can be a flavourful addition to both sweet and savory dishes.

ARHAR LENTIL

Also known as the pigeonpea, arhar lentils have been domesticated in the Indian subcontinent for at least 3,500 years. The deep-rooted pigeonpea bush is highly drought resistant, making it a vital crop in the world's dry areas. Filled with protein, vitamins and amino acids, they are a critical nutritional component for millions worldwide.



Anjula Devi

@Anjuladevi | @anjuladevi

Chef Anjula Devi is best known for her extensive knowledge of spices and for creating delicious authentic Indian cuisine.

A respected food writer and author, Anjula started cooking with her father at the age of eight. Anjula travelled on the number 207 bus with her father to Shepherd's Bush Market where they would buy a selection of spices, fresh fish and Indian vegetables.

Anjula has created a range of authentic recipes for Manchester United, arguably the biggest football club in the world, where she is a consultant chef.

A Brand Ambassador for TRS Foods, the world's largest Indian food company, Anjula has also launched her own brand, Route 207, inspired by the bus route she used to take.

Anjula has created two recipe books: Authentic Indian Food, in association with Lakeland, and Spice for Life which is being sold in the UK and with translated versions in the Netherlands and Germany.



& James Tagg

#cheftagg | @cheftagg

James Tagg, is Executive Chef for Manchester United FC. Scottish-born, Tagg's globetrotting 35-year-career in the catering industry has seen him working through the kitchen brigade ranks, predominantly working within the contract catering sector. With time spent in hotels in the UK, South Africa and Australia, he has also carried out consultancy work with a prominent restaurateur in his hometown of Glasgow. He lectured for three years in further education before returning to the tools traveling the country as business development chef for contract caterers. Tagg was appointed as Executive chef at Manchester United in January 2011, and since then he has established relationships with local colleges in Manchester to develop those looking for a career in the hospitality industry.



COCONUT

Universally recognised as an icon of oceanside relaxation, the coconut is much more than an exotic snack. The fruit is in fact one of the tropics' most critical crops, known as "the fruit of a thousand uses" in Malaysia. Coconut flesh is high in healthy fats and its milk is a significant ingredient in many recipes such as curries and popular Indonesian beverages known as bandrek.

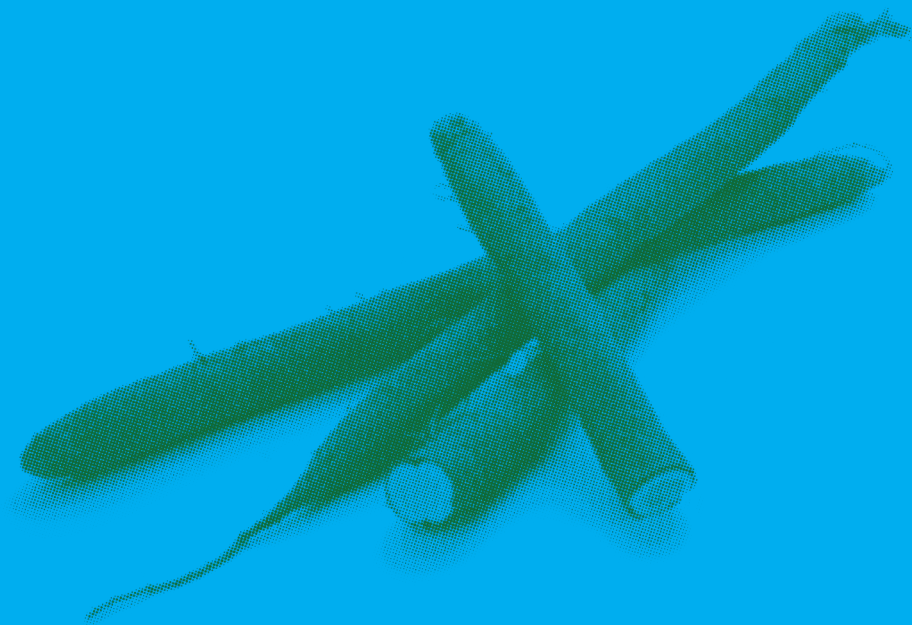
STAR ANISE

One of the world's oldest herbs, anise spread around the Mediterranean in ancient times. To this day, it is an indispensable spice in many kitchens for soups, stews and some desserts. However, the unique star-shaped spice is perhaps best known as an ingredient in famous spirits such as raki, mastika and ouza.



NIGELLA SEEDS

Rumoured to have been found in King Tutankhamun's famous tomb, nigella seeds are one of the world's oldest spices. The nigella flower is native to the Mediterranean and has been grown from Northern Africa to Southern Asia. The tiny black seeds are slightly bitter and have traditionally been kneaded into white breads or sprinkled on top of bread's cooked exterior for texture and an oregano-like flavour.



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.



JB Dubois

@jbduboischef | @grow_hq | @giyireland

JB is from the north east of France. He moved to Ireland in 2000. JB has a wealth of experience in boutique hotels, 4 & 5 star hotels and prestigious restaurants all over Ireland and now GROW HQ. He has a strong focus on fresh, local, seasonal products of impeccable quality. He combines this with a love of traditional methods of preserving vegetables. Every item served in GROW HQ is handmade on site under JB's supervision, from the vinegar to the bread to the ketchup. JB combats waste in his kitchen by using the entire vegetable grown onsite (root to stem). The secret ingredient will always be time, passion, respect and dedication.

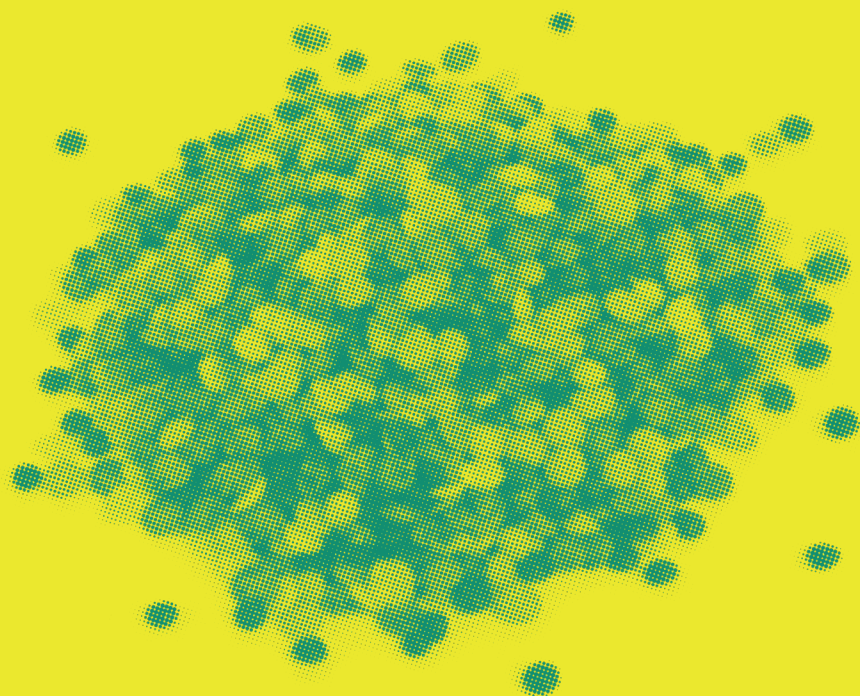
Teaching and sharing knowledge with other chefs and with future generations has been important all throughout JB's career. At GROW HQ, JB runs the cookery classes to showcase the fresh vegetables pulled straight from the ground.



Romy Gill

@romygill

Chef Romy Gill MBE is a British/Indian chef and food and travel writer, based in southwest England. She was the owner and Head Chef at Romy's Kitchen Restaurant, which opened in September 2013 on Castle Street, Thornbury and in 2016 she was appointed an MBE in the Queen's 90th birthday honours list. Romy is joining the new series of Ready Steady Cook, which is out next year. She previously appeared on Celebrity MasterChef, The Hairy Bikers' Comfort Food, James Martin's Saturday Morning and James Martin's Great British Adventure. She often contributes to national and international newspapers and magazines. She is a regular on the BBC R4 Food. Having closed her restaurant in August 2019, Romy is now focusing on bringing her cooking to a wider audience through cookery demos, speaking events, writing and TV appearances before opening another restaurant.



MASOOR LENTIL

Also known as the 'red lentil' for its bright, clay-like interior, the masoor lentil is very common in northern India. With a pleasant, earthy flavour, it is commonly used in Indian soups and stews.

BEREMEAL

Hailing from the northern Scottish island of Orkney, beremeal is a flour made from Bere, a distinctly Scottish variety of local barley. Before use significantly declined in the 19th century, Beremeal was a critical ingredient in a number of Scottish breads, produced by both large and small-scale farmers. Highly nutritious with a nutty and earthy flavour, Beremeal is now rarely found away from its native northern island.





Brett Graham

#brettgraham | @theledbury

Brett Graham began his cooking career in Newcastle, Australia, aged 15, working in a simple fish restaurant. He then moved to Sydney where, during a 3-year-stint under Liam Tomlin at the highly acclaimed Banc restaurant, he won the Josephine Pignolet Award. This granted him a trip to the UK where he secured a job at The Square, working for chef Philip Howard. Further awards followed, including the "Young Chef of the Year" in 2002. His restaurant, The Ledbury, has gained many accolades including the much coveted second Michelin Star.



MUNTJAC

Muntjac venison is fine-grained and lean compared to other venisons one might find at the local meat counter. Introduced to Britain from China in the early 20th century, Muntjac deer escaped their enclosures at Woburn Abbey in Bedfordshire and their population quickly boomed in the wild. Today, it's the most widely distributed deer species in the United Kingdom.

Photo: David Chapman

Justin Horne

@chefjustinhorne

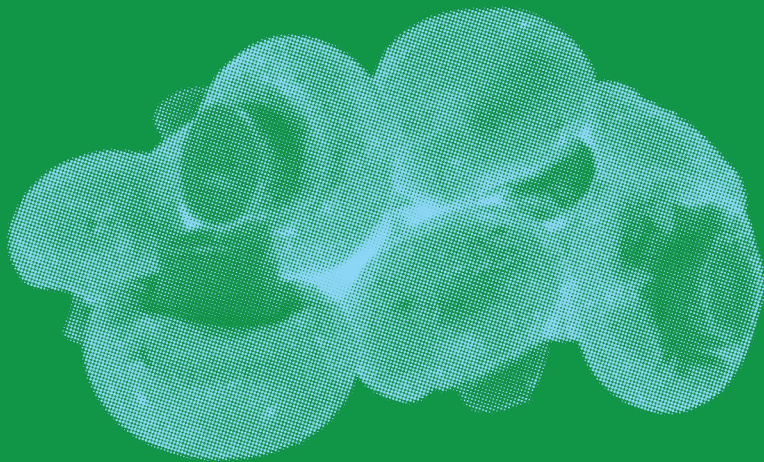


Justin is a British chef, food waste activist and sustainability lecturer. He spent 10 years in fine dining and Michelin star restaurants and was disillusioned with the embedded wasteful processes of restaurants.

So in 2015, he launched Tiny Leaf, London's first zero-waste, organic, vegetarian restaurant that works with farmers, wholesalers and retailers to utilise their surplus and wonky vegetables. As an organic, plant-based and zero-waste restaurant, Tiny Leaf was the first of its kind in Europe. It offered its clients a casual fine-dining experience without the environmental costs.

In 2019, Justin and his team went one step further and launched a circular economy vertical farm restaurant called S A T I V A in Kensington. It grows its own fresh produce, generates its own energy and turn its waste back into energy.

Justin is a strong advocate and founding member of The Chef's Manifesto, created by more than 150 chefs around the world in 2018 at the EAT forum in Stockholm. It is tied to the United Nations (UN) global goals and identifies goals and actions for cooking food without cooking the planet. It includes a recipe database 'Cooking the Manifesto', aimed at eating sustainably.



CHESTNUT MUSHROOMS

Also known as brown cap mushrooms, chestnut mushrooms are an uncommon but extremely flavourful variety. Whether found sauteed in pasta dishes, baked into quiche, or raw in salads, chestnut mushrooms are recognised for their almost crunchy texture and peppery flavour.



BUCKWHEAT

Buckwheat is a commonly misunderstood and highly versatile crop. For many, it is a cereal grain, much like wheat or barley, or is only used as a cover crop to rid farmers' fields of pests and weeds. In fact, buckwheat is more closely related to rhubarb than to wheat or barley, and has been an important food crop for over six thousand years.

PORCINI

Most commonly found in Italian dishes, porcini mushrooms are renowned for their rarity and strong nutty flavour. Easily recognizable for their thick stem and rich brown caps, they can grow up to 12 inches in diameter. From mid-summer to late fall, Porcini mushrooms can be found in forests near pine, chestnut, hemlock and spruce trees.





Asma Khan

@asmakhanlondon

@darjeelingldn

@Asma_KhanLDN

Asma moved to Cambridge from Calcutta in 1991 to join her academic husband. She is Rajput on her father's side and Bengali on her mother's. After studying law, Asma went on to do a PhD in Law at King's College London. Cooking was her passion and she began her food career in 2012 as a supper club in her home. In 2015, she opened a pop-up in a Soho pub, and the restaurant Darjeeling Express opened its doors in June 2017. A year later, her cookbook "Asma's Indian Kitchen" was published by Pavilion in October 2018. The book was the winner in the U.K. category for food publishing in Indian cuisine in the Gourmand World Cookbook Awards. Asma's Indian Kitchen was also shortlisted for best debut cookbook in the Fortnum & Mason 2019 awards. Asma is the first British chef to feature in Netflix's Chef's Table. The series' sixth season, which includes Asma's episode, was nominated for an Emmy in the Outstanding Documentary section. The Evening Standard listed Asma in The Progress 1000 as one of London's most influential people in 2019. Asma has been included in the eighth edition of the GG2 Power List –profiling Britain's 101 most influential Asians. Asma is married and has two boys.



PEARL MILLET

Also known as bulrush or cattail millet, pearl millet is one of the world's most important cereal crops. The cereal is highly resilient to harsh climates, and it's mostly grown under hot, dry conditions, where many other crops cannot take the heat. Long a significant component of cuisines from South Asia to West Africa, pearl millet is high in proteins, iron, calcium and other nutrients.



Lauren Lovatt

@lauren_lovatt | @plantacademyuk

Lauren Lovatt is a plant-based chef and entrepreneur. She is one of the founders of the Plant Hub & Academy in London and the woman behind Feed Your Mind Candy, a project dedicated to inspiring better mental health through food.

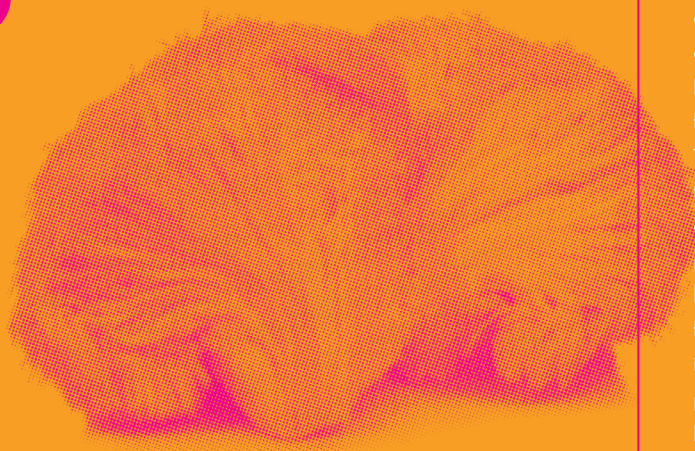
Lauren has openly shared her journey with mental health over the years, which led her to discover this burning passion to inspire others through food. Early on in her career, Lauren set up an aspirational vegan restaurant, Asparagasm, which led her to host her own plant-based pop-up nights and teach plant-based chefs worldwide. She has a wealth of experience developing recipes, writing menus and creating mind food events.

Her aim always lies in inspiring passion through plants, enabling aspiring entrepreneurs to realise their dreams through food.

Now with the Plant Academy, her vision is to create a space accessible to all, with a food lab, test kitchen and learning space. The Plant Academy collaborates with international chefs, entrepreneurs and visionaries to share forward-thinking classes and experiences. Constantly moving towards an even more sustainable, creative and delicious future of food.

Using natural ingredients elevated, Lauren and the Plant Academy team champion flowing with the seasons. With local and seasonal produce at the heart of the dishes, she uses relevant adaptogens to support our overall health and spark conversation around lesser known ingredients and ideas.

It's not just about food, but the impact we can have on the system, on people's lives and on the health of the planet.



LION'S MANE

Growing on hardwoods from North America to Europe to Asia, these large, shaggy mushrooms are as useful in a kitchen as they are aesthetically unique. In place of the typical mushroom cap one would typically recognise, a lion's mane mushroom is covered in tiny teeth that resemble a lion's mane. It is often described as possessing a flavour and texture similar to crab or lobster meat and can be enjoyed raw, cooked, or even steeped in tea.

Ingredients con't.

MIND CANDY

Feed your Mind Candy is an experiential enterprise expressing and inspiring better mental health through food, supported by the Princes Trust. Lauren Lovatt created the concept as a way of connecting people with the power of not only ingredients, but making and enjoying food together as a way to improve the knowledge and power of food for our mental health. Feed Your Mind Candy exists as supper club experiences, culinary classes and also provides catering. The dishes are always local and seasonal with sprinkles of apoptogenic superfoods made with an air of intrigue. The ingredients chosen are used to give a natural mood boost, and the experiences as a whole are designed to start a conversation around mindfood. With the aim of re-branding mental health with a trend towards accessible wellness for everyone.



HEMP

Highly nutritious and pest resistant, hemp has long been underestimated for its agricultural and culinary potential. Bringing a unique, earthy flair to a variety of dishes, hemp is often used to add texture to salads and sauces or pack protein into a smoothie. Hemp's edible seeds are significant sources of protein, fiber, and magnesium, and hemp seed milk can be used as an alternative to dairy.



Photo: Church Creek Nursery

PEACOCK KALE

Brightly coloured in shades of green, white and purple, peacock kale first stands out for its attractive appearance. In addition to adding a splash of colour to a dish, peacock kale is highly nutritious and flavourful, with a unique combination of sweetness and a peppery taste. It's also resistant to cold temperatures and tolerant of poor soil quality, making it a powerful crop for a resilient, nutritious future.

KELP

While kelp and other algae are frequently used as food in Asia, their potential in European diets largely remains untapped. Kelp has a salty and seafood-like flavour profile that can be served in multiple forms, including raw, dried, or cooked as a low-carb pasta alternative. Not only is kelp delicious, it's sustainable: it requires no arable land and cleans the water wherever it grows.



KALETTE

Bred just south of London, kalettes are a natural cross between kale and Brussels sprouts. With the sweetness and nuttiness of kale and the aesthetic of brussels sprouts, kalettes are grown in small florets along a thick, central stalk. They are a rich source of valuable vitamins and fibers, making kalette highly nutritious.

HERITAGE MAIZE TORTILLAS

Sourced directly from smallholder maize farmers in Mexico, heirloom maize is the cornerstone ingredient in these tortillas. A staple crop for more than 1.2 billion people in Sub-Saharan Africa and Latin America, there is tremendous diversity in maize, particularly in Mexico, where the crop has adapted to its local environment over centuries. These heritage tortillas exemplify how to incorporate maize diversity into our diets.





DELICA PUMPKIN

The Delica pumpkin is the prized winter crop of the Lombardy region of northern Italy. Beneath its scarred, irregular rind, the dense, vivid orange flesh is high in sugar and richness. The buttery sweetness of the Delica sets it apart from other pumpkins, opening a range of creative ingredient pairings.

Thomasina Miers

@thomasinamiers | @wahaca

Thomasina Miers was winner of BBC MasterChef in 2005. She is a cook and food writer whose work has ranged from cheese-making and running market stalls in Ireland to cheffing with Skye Gyngell. In 2007, after living a year in Mexico, she co-founded the restaurant group Wahaca, winner of numerous awards for its food and sustainability credentials; in 2016 it became the first UK restaurant group to go carbon neutral. Tommi has a weekly column in the Saturday Guardian's Feast magazine, has written and co-edited 7 cookery books (including Home Cook, Faber & Faber; Mexican Food Made Simple, Hodder & Stoughton) and has presented various television cookery programs. She co-founded Chefs in Schools in 2017, for which she is a trustee and was awarded an OBE in 2019 for her services to the food industry. She shops at her local market in keeping with her love for local, seasonal food.

Dennis Prescott

@dennistheprescott

@dennisfprescott

@dennistheprescott



Dennis Prescott is a chef and cookbook author based in Moncton, New Brunswick, Canada. Once a struggling musician in Nashville TN., Prescott learned how to cook by working his way through several cookbooks he checked out from the local library. That initial spark turned into an all-out epic food obsession. Soon, Prescott was cooking for fellow musicians, catering, working in restaurants, and eventually ran his own coffee and doughnut pop-up shop, before working as a recipe developer and writer for brands like Food & Wine Magazine, Frigidaire, Guinness, and Target.

Dennis is a proud member of the Traeger Grills Pro Team. He has amassed a devoted following of well over 500K social media followers, cooks regularly on National television in the US and Canada, and has travelled the globe as an advocate with World Vision Canada and the World Food Program. His National bestselling cookbook, “Eat Delicious” was named one of the Globe & Mail’s best cookbooks of 2017. Prescott’s second cookbook (Untitled/Penguin Random House) will be released in Spring 2020. Prescott’s first television series will debut on a major streaming service in early 2020.

PARSNIP

A close relative of the carrot, the naturally sweet root vegetable is native to Eurasia. Before the arrival of cane sugar to Europe, it was actually used as a sweetener. Today, parsnips are roasted, boiled, pureed, and add a rich flavour and a unique texture to a variety of meals.

CARROT

Originally grown as a medicinal crop, the carrot has over 5,000 years of history that has produced over 100 varieties. Within this diversity, one can find white, purple, and yellow carrots that are older and often more nutritious than the orange carrots we find in our markets today. Carrots are also renowned for their culinary versatility, their high sugar content enabling them to feature prominently in both sweet and savoury dishes.





Cyrus Todiwala OBE DL

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@cafespicenamate

@ctodiwala

Cyrus Todiwala OBE DL is a restaurateur, author, educationist and popular media personality. Together with Pervin Todiwala, he runs Café Spice Namaste, the longest standing recipient of a Michelin Bib Gourmand award and home of the Parsee-inspired 'Khaadraas Club' Dinners, and Mr Todiwala's Kitchen, as well as Mr. Todiwala's Kitchen in Lincoln Plaza and Mr. Todiwala's Petiscos in Buckhurst Hill. He also has a line of hand-made pickles and an outdoor and private catering business. A recipient of an Education & Training CATEY, the hospitality industry Oscars, he is also a Fellow of the Craft Guild of Chefs, founding member of the Guild of Entrepreneurs and Ambassador of The Clink Charity. He founded the national competition, Zest Quest Asia, to nurture Asian culinary skills among 'homegrown' British chefs. He cooked the first luncheon for HM The Queen's Diamond Jubilee.

BRITISH LOP PIG

A heritage breed from England's West Country, the British Lop is known for its iconic floppy ears, but more importantly, for surviving on little and making use of otherwise unproductive land. The Lop pig was one of the first rare breeds recognised by the Rare Breed Survival Trust (RBST), who noted that the British Lop is rarer than the Giant Panda.





Rare Breed Survival Trust

@RBSTrarebreeds | www.rbst.org.uk

The Rare Breeds Survival Trust (RBST) exists to conserve and promote our native breeds of farm livestock. The breeds we work to safeguard are those which for centuries fed, clothed and provided transport for every level of society. They evolved to thrive on whatever nutrition was available and their grazing habits helped form the landscape on which they lived and so should be at the heart of sustainable farming.

Our approach is to "monitor, save and promote."

We monitor the number of rare and native breeds. Every year we collect data from breed societies and use the number of animals registered in a year to estimate the total number of breeding females. From this we produce our annual watchlist.

We save genetics in the UK National Gene Bank. We collect genetics from animals, usually semen from males but also embryos. This is our insurance policy. If a breed were to become extinct, we can use this store to revive it. In emergencies, we acquire genetically important stock and place it in approved breeding centres.

We promote the breeding and registration of rare and native breeds. Together, our staff, members and support groups provide a network of knowledge to support and encourage breeders.



Neal's Yard Dairy

@nealsyarddairy | @neals_yard_dairy

Neal's Yard Dairy selects, matures, and sells cheeses and dairy products from farms and small cheesemaking businesses throughout the UK and Ireland. Founded in 1979, it now has an active export and wholesale arm, as well as two shops in London's Borough Market and Covent Garden.



LIVESTOCK DIVERSITY: WHY IS IT SO IMPORTANT?

UN SDG Target 2.5 calls for the international community to safeguard and share the diversity of both crops and livestock. Agrobiodiversity in both is a vital component for achieving food security, and the two are interdependent when it comes to meeting global food needs.

By some estimates, demand for livestock products will increase 70% by 2050. The number of local breeds is also declining rapidly, and some might face extinction if their true value to agriculture is not recognized. *These breeds contribute to food security in their ability to adapt to climate change, reduce environmental degradation, protect nutritional security in challenging environments and improve farmers' livelihoods in rural communities.* Future demand for livestock products will have to be satisfied through sustainable intensification, without competition between feed and food.

Every breed lost is a loss for the world. We, therefore, need to safeguard all of the unique traits within these breeds to face the unpredictable challenges of the future.



INNIS LOG

The Innis Log is an award-winning cheese handcrafted at Highfields Farm Dairy using time-honoured traditional craft methods.

This cheese with its characteristic fresh, nutty taste comes from unpasteurised milk of the Golden Guernsey Cross. This rare breed of goat, emblematic for its golden-hue coat, traces its origins back to the small island of Guernsey, off the coast of Normandy in the English Channel. After a critical shortage in the 1970s, the Golden Guernsey is now successfully bred in some areas of England due to their high milk yield. The Innis Log cheese is produced in Staffordshire by cheesemakers Joe Bennett and Amiee Lawn, associate members of the Land Workers' Alliance, a union of farmers and growers promoting better food and land-use systems based on agroecology.

HAFOD

Hafod Welsh is a true superstar in the organic dairy tradition of Wales. This artisan cheese is handmade in Bwlchwernen Fawr, the longest-certified organic farm in the country. Meaning 'summer place' or 'pasture' in the Welsh language, this golden, savoury cheese comes from the raw, unpasteurised milk of the Ayrshire cow, native of Scotland. This breed of cattle is noted for being highly adaptable and capable of surviving on less feed and fertile ground, ultimately contributing to a more sustainable production. This allows breeders Patrick and Rebecca Holden to lead a groundbreaking organic farming model deeply focused on soil carbon sequestration and preservation of local biodiversity.





STONEBECK WENSLEYDALE

The Stonebeck Wensleydale is deeply rooted in British breeding history. Cheese was already being made in the Nidderdale farm in Yorkshire back in the mid-1950s. The farm's current owners, Andrew and Sally Hattan, have safeguarded this century-old tradition of cheese-making by maintaining traditional, sustainable methods and by gathering artisanal practices from the early 20th century. Noted for its smooth, pungent and buttery taste, the Stonebeck Wensleydale is made using the milk of the Northern Dairy Shorthorn, a rare breed of cow, which grazes from traditional wildflower meadows and pasturelands, therefore preserving the biodiversity of the upland hay meadows ecosystem.

Breed biodiversity is rapidly declining within the modern farming industry, and these cheeses highlight the interesting flavours and textures that are possible when breeds selected for attributes other than only yield are used.



Red Bourbon

What's in Your Cup?

ABOUT UNION HAND-ROASTED COFFEE

Founded in 2001, Union Hand-Roasted Coffee is one of the UK's largest speciality coffee roasters and suppliers. Union was the first UK company to link sustainable development with exceptional quality coffee through its pioneering business model Union Direct Trade and remains a leader in this area. Union's dedication to sourcing exceptional coffee dovetailed with the speciality coffee revolution, and the company has achieved significant year-on-year growth since its foundation. In 2017, Union's leadership in the area of sustainability was recognised when it won a Queen's Award for Enterprise: Sustainable Development – one of the UK's highest business accolades. Union has also won Best European Roaster in the Allegra European Coffee Awards for three consecutive years between 2014-2016 and in 2018, as well as numerous Great Taste Awards over the years.

Coffee Varietal: **Red Bourbon** Location: **Maraba, Rwanda** Process: **Washed**

Bourbon was one of the first varieties to begin the worldwide colonization of coffee.

In the early 18th century a few typica trees were taken to the island of Bourbon (now Reunion) in the Indian Ocean. Once planted they mutated to give a modified variety that has a higher yield and exceptional sweetness. Gentle milk chocolate tones are often characteristic of the cup. Compared to modern varieties it has a relatively low yield and is more difficult to grow. Commonly grown in Brazil, an accident of history has preserved this old strain in Rwanda and Burundi and has allowed the smallholders in this region to differentiate their crops through different

flavour profiles to other commonly grown East African coffees.

Once the coffee cherries are picked, the beans are removed from the fruit by mechanical pulping machines before an 18-hour fermentation process releases the last of the sticky fruit covering. Fermentation also assists in the development of fruit acidity profiles that increase complexity in the cup and hence value. Once this process is complete the beans dry on raised beds in managed sun and shade for up to 21 days. Washed coffees tend to demonstrate their acidity profile most clearly and have lighter to medium bodied expressions of their nature, with citrus fruit tones being most prominent.



Coffee Varietal: **Heirloom** Location: **Zuria, Ethiopia** Process: **Washed**

Ethiopia is recognised as the birthplace of Arabica coffee, and the UN-recognised and protected Biosphere region of Yayu Forest remains home to a significant population of natural wild coffee trees. Such heirloom varieties are important in conserving natural genetic resources and biodiversity as we seek to mitigate the effects of climate change upon agriculture. Once the coffee cherries are picked, as a result of recent investment, new low-water use depulping machines are used to separate the two coffee beans and all remaining fruit pulp. The beans are then washed in clean spring water and are dried on raised beds in the sunshine for up to 14 days. Washed coffees tend to demonstrate their acidity profile most clearly and have lighter to medium bodied expressions of their nature, with citrus fruit tones being most prominent.

Catuai is a cross between two varieties; Caturra and Mundo Novo, bred in Brazil in 1949.

The tree is relatively compact, growing to an average height of 5ft with dense branch stems that give a high yield and is relatively hardy, with some natural resistance to disease. Due to its hardiness and productivity, Catuai has become one of the most commonly cultivated varieties in Central America

A number of forward thinking producers in Panama have been at the forefront of developing more environmentally sensitive approaches to coffee production. Water use and waste water management in coffee processing is seen as one of the most impactful changes that can be made locally. Panama has been instrumental in the resurgence of natural processed coffees where perfect ripe cherries are picked and laid out in managed sun and shade to dry over a period of 20 days. Once completely dry the coffee beans are removed from the cherry. During this process the coffee beans absorb the sugars from the fruit which generally produces a sweeter cup with deep stone fruit flavours and complex aromatics.

Coffee Varietal: **Catuai** Location: **Los Lajones, Panama** Process: **Natural**



The partnership between Union & the Royal Botanic Gardens, Kew



Yayu Forest in southwest Ethiopia is one of the last and most important remaining forest areas for the preservation of wild Arabica coffee in the world. This natural landscape, in the highlands of Ethiopia, is a hotspot for biodiversity and thus a significant priority for conservation. A major challenge in Ethiopia is deforestation: a common practice for communities when more land is required for planting crops. The preservation of coffee production avoids deforestation, because coffee farming is mostly undertaken in association with natural forest cover; the coffee requires the shade provided by the trees for successful cropping.

Back in 2014, Union Coffee teamed up with Royal Botanic Gardens, Kew, Environment and Coffee Forest Forum (ECFF; Ethiopia), and producer-partners in Yayu to improve income from coffee farming, which in turn helps to preserve the natural landscape. The approach included the improvement of coffee production and processing infrastructure, and training in the production of high-quality coffee. The project has been transformative for the Yayu community.

The three-year project with Royal Botanic Gardens, Kew, came to an end in 2018, but the partnership between the partners remains strong, with the Union team visiting three to four times per year, and Kew continuing its climate change adaptation research. The Yayu forest co-operatives continue to produce incredible coffee, including those being showcased as limited edition microlots.



Photo: Union Coffee

Saving Coffee, Forever

From London to Nairobi, for millions of people around the world, coffee is the only way to start the day. It brings communities together and provides financial income for millions. We have many reasons to celebrate this iconic cup. But we also have reasons to be concerned. Demand for coffee is rising, but some have estimated that by 2050, coffee production areas will be cut in half due to climate change.

There is one thing that could solve many of these issues: the biodiversity of coffee itself. But that diversity too is under threat. That is why the Crop Trust and World Coffee Research developed the Global Conservation Strategy for Coffee Genetic Resources, a roadmap that will ensure coffee is conserved and sustainably used for the long-term.

To help safeguard your morning cuppa visit:

www.croptrust.org/saving-coffee/



D I V E R S E

COCKTAILS



1. CRANBERRY LIMONCELLO FIZZ

prosecco, limoncello, cranberry juice, & barberries

"I was lucky enough to grow up in Aldeburgh on the Suffolk coast surrounded by salt marshes, wild meadows and the longest shingle spit in Europe. This combination of habitats supports a diversity of natural flora and fauna unique to our coastline. The challenge was to use these elements to make a spirit with a character that is synonymous to this area. I experimented with several combinations of herbs until I found the unique mix that is Fishers Gin."

3. SPICED GIN PUNCH

fishers gin, madeira wine, cranberry juice, cloves, cinnamon, orange, lemon





2. EVERLEAF & TONIC

everleaf, tonic, & slice of orange

"My father, Brian, worked at the Royal Botanic Gardens, Kew and wrote the definitive books on two of Everleaf's ingredients (Crocus and Iris). A photo of one of his original collections even features on the label! In Everleaf, I wanted to make something non-alcoholic, firstly to give people more choice when they don't necessarily want to drink, but also to reflect that concept of sustainability - sustainable consumption as well as sustainably sourced."

-Founder, Paul Mathew

Founder Paul is a conservation biologist and bartender with a long family connection to botany and the environment.

"It has taken over a year of experimenting to develop Everleaf, researching plants, sourcing, dehydrating samples, macerating and extracting to get the flavours I wanted; then there was the texture – something that's missing from a lot of non-alcoholic drinks. Everleaf has a silky-smooth texture from the use of a rather unusual botanical - Voodoo Lily (konjac) from China."

NOW THAT I CARE, WHAT CAN I DO?

Individuals

Sign the Declaration of Interdependence –

A vision for the world's agrobiodiversity

We invite you to sign the Declaration of Interdependence, as part of tonight's festivities. You will find laptops setup throughout the cafe. At the end of the evening, we will be drawing two names from the list of new signatories to win passes for Christmas at Kew, the winter lights trail at Kew Gardens.



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 Nations Sustainable Development Goals (SDGs) which culminate in 2030, the targeted end for SDG Target 2.5 is 2020. There is a very short window to drive action on the target.

To mobilise 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 CHEFS'
MANIFESTO**



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 and at 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

By signing up, you commit to protecting what remains of the vast, colourful 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.

FOOD
FOREVER





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 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.

Follow us at
@FoodForever2020
#FFXLondon
#LetsPlantTheSeed

Unique storytelling pieces provided by: Natoora, Nature's Choice & Made You Look Flowers



NATOORA IS LEADING A FOOD SYSTEM REVOLUTION.

Natoora's mission is to replace our broken, opaque food system with a transparent & sustainable supply chain. They source radically seasonal produce directly from independent growers, sustaining traditional farming practices that might otherwise be lost forever. They also have their own farms in both Sicily and Cornwall, where they are trialing unique seed varieties and pioneering regenerative growing methods.

Natoora's singular approach to the food system highlights the true cost of farming, protects the land from soil depletion and produces sustainable, nutritionally dense crops with revolutionary flavour.



MADE YOU LOOK

Made You Look are an exciting, fresh and versatile floral design company entrusted with creating striking, fun and colourful floral displays for events, weddings, film and tv.

With an enviable client base and customer-focused, personal approach, our love for flowers is evident in all that we do. Our aim is to create beautiful displays that not only reflect the personalities and style of our clients and their events but that leave a lasting impression on their guests too. Vibrant, seasonal and original by design, Made You Look are the go-to floral designers for those looking for something very personal and a little different.



NATURE'S CHOICE

Waste Knot are giving unloved fruit and vegetables a new lease of life! Purposeless pears, castaway carrots; our fresh produce is sourced directly from farms meaning it's as fresh as fresh can be. Happy days! Working with the same farmers, our rescued produce lands at your door alongside the rest of your Nature's Choice delivery. With the same ethos, drive and motivations to be doing the right thing and fighting the good fight when it comes to food waste, sustainability and what's best for our planet, we make the dream team of fresh. Challenging perceptions, changing perspectives and upsetting the biggest apple cart in history, come with us on our journey to re-establish an undiluted connection we have with our food.

PARTNERS

This experience is made possible by the commitment of our incredible partners, dedicated chefs and thought-provoking guests, thank you.

GOOGLE

The vision of the Food team at Google is to contribute to feeding the world responsibly and sustainably through food@work program leadership and by building upon Alphabet's ecosystem. Partnering with other organisations who truly believe in helping to feed the world sustainably allows us to all work toward our shared goal and make a meaningful impact that neither of us could make alone. Hosting this event at Google London gives the Food team at Google the opportunity to partner with innovative thought leaders - and share the story of our commitment to sustainably shaping our future food system.

THE ROYAL BOTANIC GARDENS, KEW

The Royal Botanic Gardens, Kew is a world-famous scientific organisation, internationally respected for its outstanding collections as well as its scientific expertise in plant diversity, conservation and sustainable development in the UK and around the world. Over 300 scientists currently work at Kew and produce State of the World's Plants and Fungi reports, which track the progress and decline of species at a time when one in five plant species are estimated to be threatened with extinction worldwide.

Kew Gardens is also a major international and a top London visitor attraction, with its 132 hectares of landscaped gardens and sister site at Wakehurst attracting over 2.3 million visits every year. Wakehurst is home to Kew's Millennium Seed Bank, the largest wild plant seed bank in the world, storing 2.3 billion seeds, which in the future, if required, can be germinated and reintroduced to the wild or used in scientific research.

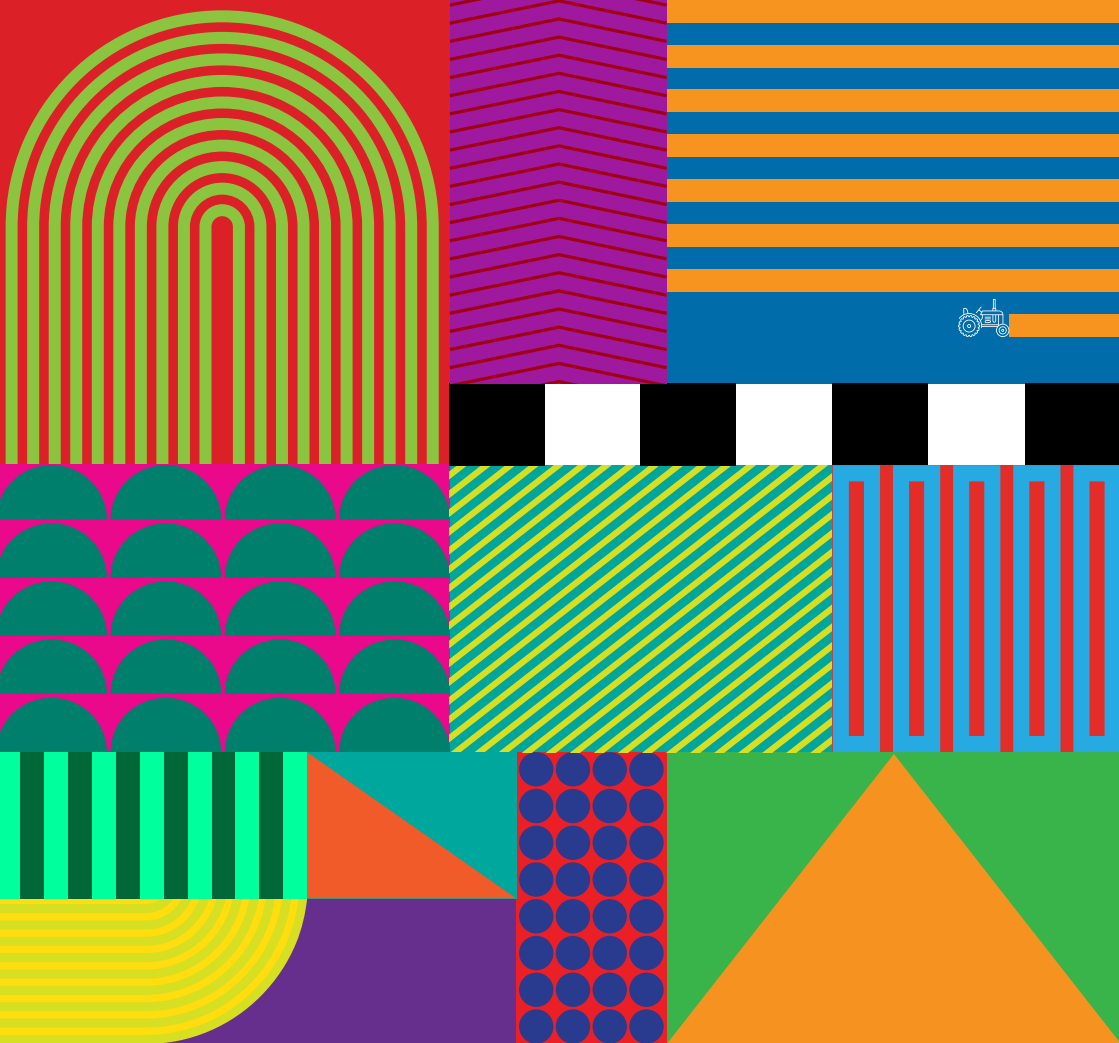
Kew is a charity, receiving approximately one third of its funding from Government through the Department for Environment, Food and Rural Affairs (Defra) and research councils, with further funding from donors, membership and commercial activity.

THE CHEFS' MANIFESTO

The Chefs' 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 Food Forever Experience. This is facilitated by the SDG2 Advocacy Hub.

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. Some of these "Rediscovered" foods are featured in the Food Forever Experience.



EXPERIENCE
FOOD
FOREVER
LONDON 2019

VISIT US:
Food4Ever.org
[@FoodForever2020](https://twitter.com/FoodForever2020)

SHARE YOUR EXPERIENCE:
[#FFXLondon](https://twitter.com/FFXLondon)
[#LetsPlantTheSeed](https://twitter.com/LetsPlantTheSeed)