



Social Media Toolkit

11 November 2019

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!

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 - #FoodForever2020 #LetsPlantTheSeed
- Conserving crop diversity contributes to a secure, sustainable and delicious future.

HANDLES

Event Partners

- Food Forever [@foodforever2020](#) - The non-profit touring the world to showcase lesser-known crops

Chefs

- Michael Wurster, Google [@chefwurster](#)
- Greg Wade, Publican Bakery [@gredwadebakes](#) [@publicanquality](#)
- Perry Hendrix, Avec [@perryhendrix](#) [@avecchicago](#)
- Jody Eddy [@jodyeddy](#)
- Brian Enyart, Dos Urbana Cantina [@brian.enyart](#) [@dosrestaurant](#)
- Yasmin Gutierrez, Beatrix [@beatruxchicago](#)
- 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](#)

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 Rome [@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 11/11, [@foodforever2020](#) [@\[chef\]](#) [@\[chef\]](#) & [@\[chef\]](#) are cooking up delicious dishes featuring lesser-known ingredients like **prickly pear**, **insects**, **agretti** & 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 11/11

@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](#) (uploaded 11 July)