



## Social Media Toolkit

# Virtual Food Forever Experience Pocono 25 September - 10AM - 1PM EST

We want to inspire the food community to speak up. You have the ability to influence the future of food. We encourage you to showcase your involvement in the cause and use your social channels to promote the Food Forever digital solutions summit - ***Racing to Safeguard Biodiversity***. Let's connect our communities and build a better food system.

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

### Please:

- We encourage you to post the digital event link in your weekly newsletter. Sample sharing copy:
  - “Deliciousness might just change the world” - Dan Barber.  
Join Dan Barber and 14 other food leaders in the @foodforever2020 @poconoorganics Digital Experience presented by @patagoniaprovisions on 9/25. You can be a part of the solution and help create stronger and more resilient food systems. #SafeguardingAgrobiodiversity #FoodForever RSVP here: <https://www.foodforeverpocono-digital.com/>
  - The wealth of food diversity in the world is incredible. However, we're losing the diversity of some of our favorite foods every day. Want to learn more about how you can join in the efforts to safeguard biodiversity? Tune in virtually for the Food Forever Experience Pocono presented by @patagoniaprovisions on the “Global Day of Action” for the United Nations Sustainable Development Goals (SDGs). Through thematic discussions, chefs, farmers, seed savers educators, policy makers, and consumers will help raise awareness of the importance of crop diversity and its connection to healthy soils and resilient, sustainable agricultural

systems. RSVP here: <https://www.foodforeverpocono-digital.com/>

## 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
- On the UN SDG Global Day of Action, I'm taking actions for the SDGs #act4sdgs

## SAMPLE PROMOTIONAL POSTS

We encourage you to post on your own social media pages (we've included some example language for you below) and capture quotes from the food experts who will be featured throughout the morning.

- **GENERAL:** Ever wonder how #foods like acai & goji berries became more mainstream? Learn about future food trends at Food Forever Experience Pocono presented by @patagoniaprovisions! Hear from top chefs and innovators like @rodaleinstitute @foodtank and @erikoberholtzer who are shaping the future of our food system and leading the way to a more delicious, #sustainable future. #LetsPlantTheSeed [foodforeverpocono-digital.com/](https://www.foodforeverpocono-digital.com/)
- **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 @PoconoOrganics @foodforever2020 experience 9/25 presented by @patagoniaprovisions RSVP: [foodforeverpocono-digital.com/](https://www.foodforeverpocono-digital.com/) #LetsPlantTheSeed #FoodForever
- **CHEF:** We all play a part in shaping #food trends - and shaping our environment as a result. Join me at the @PoconoOrganics @foodforever2020 solutions summit 9/25 presented by @patagoniaprovisions to learn about what's next in the future of food and how we can impact the @SDGAction 2020 goals! RSVP [foodforeverpocono-digital.com/](https://www.foodforeverpocono-digital.com/) #LetsPlantTheSeed
- **PARTNER:** What does it take for your favorite food to reach your plate? Join me at @foodforever2020 @poconoorganics @rodaleinstitute Solutions Summit to learn about the next wave of ingredients and how seed banks, farmers and foodies are joining forces to create a more #sustainable food system. RSVP [foodforeverpocono-digital.com/](https://www.foodforeverpocono-digital.com/) #LetsPlantTheSeed
- **FOODIE:** #DYK we're only eating 0.005% of the edible plant species on the planet? I'm participating in the virtual #FoodForeverExperience Pocono @foodforever2020 to

support crop diversity conservation for a more secure (and delicious) future of food.  
RSVP [foodforeverpocono-digital.com/](https://foodforeverpocono-digital.com/) #LetsPlantTheSeed #FFXPocono

- **CHEF:** I'm cooking up a plan in partnership with @foodforever2020. Join us in the movement to support crop conservation #LetsPlantTheSeed #FFXPocono @SDGAction [www.food4ever.org](http://www.food4ever.org)
- **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 9/25 @FoodForever2020 is challenging chefs to put some of these diverse ingredients to the test. Stay tuned for more! #LetsPlantTheSeed #FoodForeverExperience #FoodForever #FFXPocono
- **GENERAL:** On 9/25 @FoodForever2020 @Poconoorganics are bringing leaders from across the food industry to the table in the virtual Food Forever Experience presented by @patagoniaprovisions . Let's showcase what we might be eating in 2050 if we embrace some of the weird and wonderful ingredients that have yet to hit supermarket shelves. #LetsPlantTheSeed for a better food future. RSVP [foodforeverpocono-digital.com/](https://foodforeverpocono-digital.com/)

## PHOTOS & CREATIVE CONTENT

- Social Cards - <https://bit.ly/3mt7wmn>
- [Past Food Forever Experience photos](#)
- [Pocono photos](#) (to be uploaded 26 September)

## HANDLES

### Digital Partners

- Food Forever [@foodforever2020](https://twitter.com/foodforever2020)
- Pocono Organics [@poconoorganics](https://twitter.com/poconoorganics)
- The Rodale Institute [@rodaleinstitute](https://twitter.com/rodaleinstitute)
- Patagonia Provisions [@patagoniaprovisions](https://twitter.com/patagoniaprovisions)
- Erik Oberholtzer [@erikoberholtzer](https://twitter.com/erikoberholtzer)
- Seed Savers Exchange [@seed\\_savers\\_exchange](https://twitter.com/seed_savers_exchange)

### Speakers

- Stefan Schmitz, Crop Trust [@croptrust](https://twitter.com/croptrust) [@StefanCropTrust](https://twitter.com/StefanCropTrust)
- Dan Barber, Row7Seeds [@chefdanbarber](https://twitter.com/chefdanbarber) [@row7seeds](https://twitter.com/row7seeds)
- Zach Bush MD, Farmer's Footprint [@zachbushmd](https://twitter.com/zachbushmd), [@farmersfootprint](https://twitter.com/farmersfootprint)
- Ashley Walsh, Pocono Organics [@ashleyrose33](https://twitter.com/ashleyrose33) [@poconoorganics](https://twitter.com/poconoorganics)
- Erik Oberholtzer [@erikoberholtzer](https://twitter.com/erikoberholtzer)
- Jeff Moyer, CEO, Rodale Institute [@rodaleinstitute](https://twitter.com/rodaleinstitute)

- Dr. Yichao Rui, Soil Scientist, Rodale Institute [@rodaleinstitute](#)
- Birgit Cameron, Patagonia Provisions [@patagoniaprovisions](#)
- Tom Newmark, Finca Luna Nueva Lodge [@tomnewmark](#) [@fincalunanuevalodge](#)
- Zack Wolf, Caney Forks Farms [@caneyforkfarms](#)
- Emily Rose Haga, Seed Savers Exchange [@roseygreen](#) [@seed\\_savers\\_exchange](#)
- Cary Fowler, Agriculturalist [@CaryFowler\\_](#)
- Eliane Ubajigoro, Crop Trust Board Member [@croptrust](#)
- Danielle Nierenberg, Food Tank [@foodtank](#) [@DaniNierenberg](#)
- Douglas Gayeton, The Lexicon [@lexiconoffood](#)
- Ismahane A. Elouafi, ICBA [@icbaagriculture](#) [@ismahaneelouafi](#)