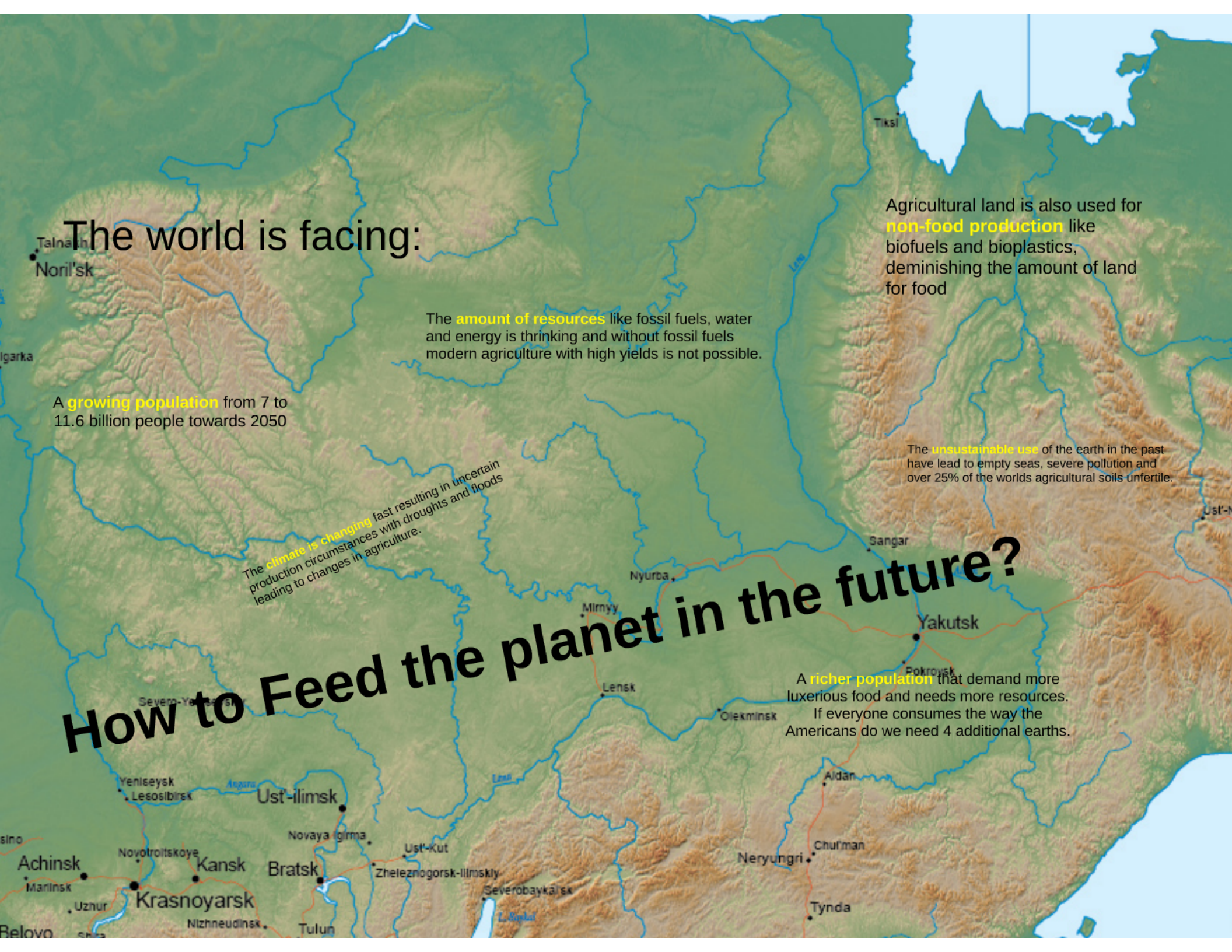




resilient food cultures pacific





The world is facing:

The **amount of resources** like fossil fuels, water and energy is shrinking and without fossil fuels modern agriculture with high yields is not possible.

A **growing population** from 7 to 11.6 billion people towards 2050

The **climate is changing** fast resulting in uncertain production circumstances with droughts and floods leading to changes in agriculture.

Agricultural land is also used for **non-food production** like biofuels and bioplastics, diminishing the amount of land for food

The **unsustainable use** of the earth in the past have lead to empty seas, severe pollution and over 25% of the worlds agricultural soils unfertile.

How to Feed the planet in the future?

A **richer population** that demand more luxurious food and needs more resources. If everyone consumes the way the Americans do we need 4 additional earths.

A map showing a portion of Siberia, Russia, with a focus on the Kara Sea region. The land is depicted in shades of green and brown, indicating different terrain types. The Kara Sea is labeled in blue text. A grid of blue lines is visible over the map.

aya Zemlya

3 solutions:

1. Produce more food
2. Make food chains more efficient
3. Change diets

Kara Sea

Feeding Good mission

sufficient, healthy, tasteful and divers
food



The background is a light blue map of Norway. On the left, a portion of the Norwegian coast is visible, showing green land and blue water. The city of Neskaupstaður is labeled on this coast. In the bottom right corner, the city of Trondheim is labeled, with Kristiansund mentioned below it. The text 'Norwegian Sea' is written in a blue, serif font, and 'feeding Good vision' is written in a bold, orange, sans-serif font below it.

Norwegian Sea **feeding Good vision**

Chefs influence what and how we eat and
able to change consumer behaviour.

A map showing Iceland and surrounding regions. Iceland is at the top left, with Reykjavik, Keflavik, and Selfoss labeled. A vertical blue line runs down the center. To the right, a small island is visible. At the bottom right, a map of the British Isles shows Stornoway, Inverness, Dundee, Glasgow, Belfast, Ayr, Edinburgh, U.K., and Dublin.

Reykjavik

Keflavik

Selfoss

Feeding Good Goal

Mobilize 1 million chefs and cooks in 50 countries towards 2020

Stornoway

Inverness

Dundee

Glasgow

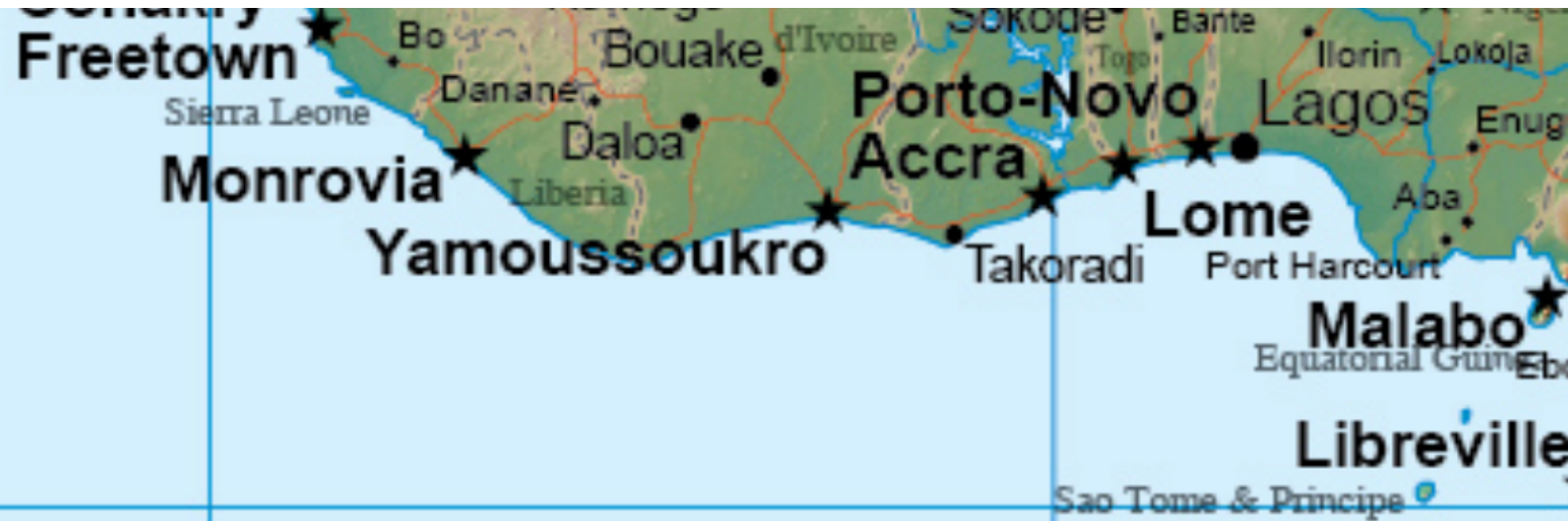
Belfast

Ayr

Edin

U.K.

Dublin



Intervention strategy

Create local/regional taskforces of chefs to find solutions for their regional challenges

Ocean

And of course use chefs to make this happen!
They are the professionals who:

- develop dishes
- buy ingredients
- and cook

Approach

- Make food production more sustainable and
 - food cultures and systems more resilient
- Namibia
Ouarz
Omaruru
Usakos
Swakopmund
Walvis Bay
Maritzburg
Keetmanshoop
Luderitz
Oranjemund
Cape Town

South

Pacific

Implementation

shall
and

Take the food society as a starting point

not agriculture

- 1. Capacity building*
- 2. Zero measurement and impact assessment*
- 3. Pilot 3 first ideas and concepts*
- 4. Leading to a focus and*
- 5. Gastronomic innovation agenda*

Gilbert
Islands Kiribati

Capacity Building

- Creating taskforces/ demand groups
- Integrate food chains
- Develop collaborate visions/scopes
- Training, coaching, workshops
- Experimentation



Luganville

Vanuatu

A map of the Vanuatu archipelago in the South Pacific, showing several islands. The name 'Vanuatu' is written in a large, light blue font across the middle of the islands. 'Luganville' is labeled on the northernmost island with a black dot indicating its location.



Fiji

Mba

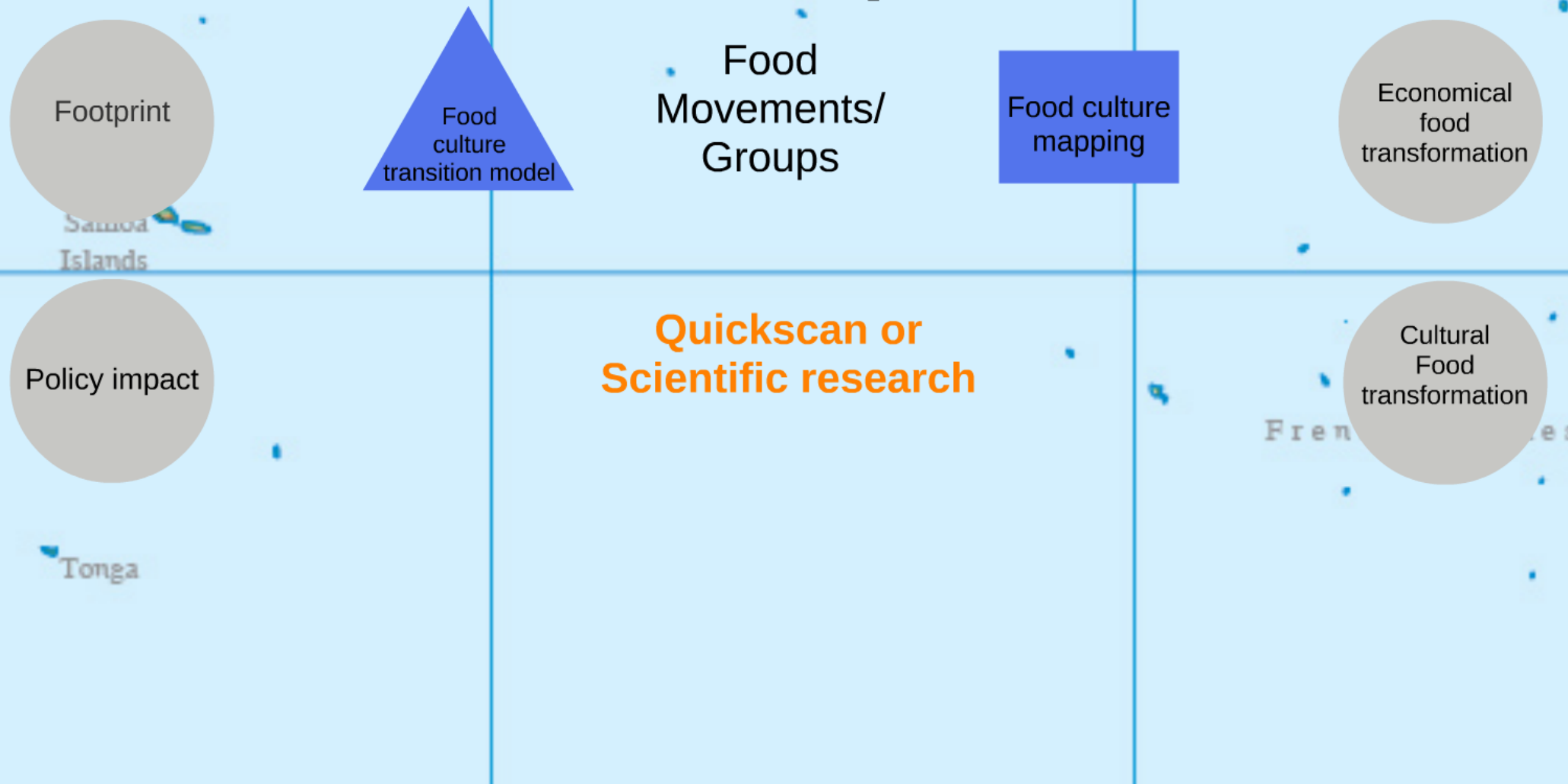
Lautoka

Suva

A map of the Fiji archipelago in the South Pacific, showing the main island and several smaller ones. The name 'Fiji' is written in a large, light blue font above the main island. 'Mba' is labeled on the main island. 'Lautoka' and 'Suva' are labeled below it, with 'Suva' being the largest and having a black star indicating its location.

Food culture

0-measurement & Impact assessment



Recipes for a healthy planet

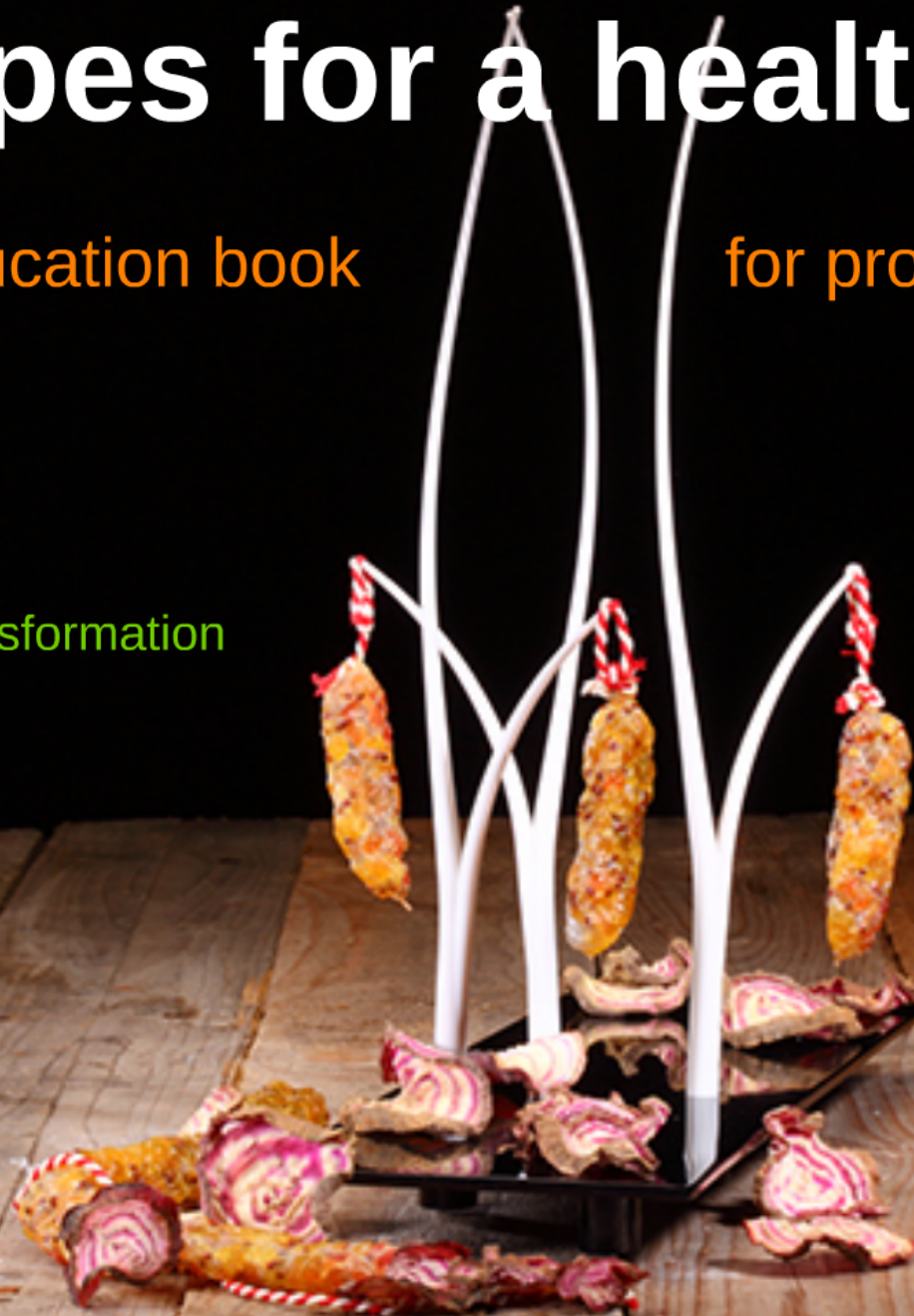
Inspiration-education book

Sus + resp. topics
60 interviews
Dietary change
70 recipes
Macrotrends for transformation
Future of food

for professional consumers

300+ pages full colour
30 topchefs, among 6 top 100
4 gastronomic institutes
25 top-scientist
Published november 2015

App for recipes and events?
Education program?



Example of a concept

Concept: Pacific the sea garden of the world

- * What is currently consumed and how is it used
- * What is edible and can be produced
- * What are the benefits in different fields (oil, fertilizer, food, human health, planetary health, etc)
- * Sea garden perspectives in dietary, purchase and cooking
- * Experimental with new recipes/ ingredients
- * Workshops on recipes
- * Criteria for recipes
- * Develop practical recipes + cookbook
- * communicating recipes



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