



resilient food cultures pacific





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Talnar  
Noni'sk

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

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

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.

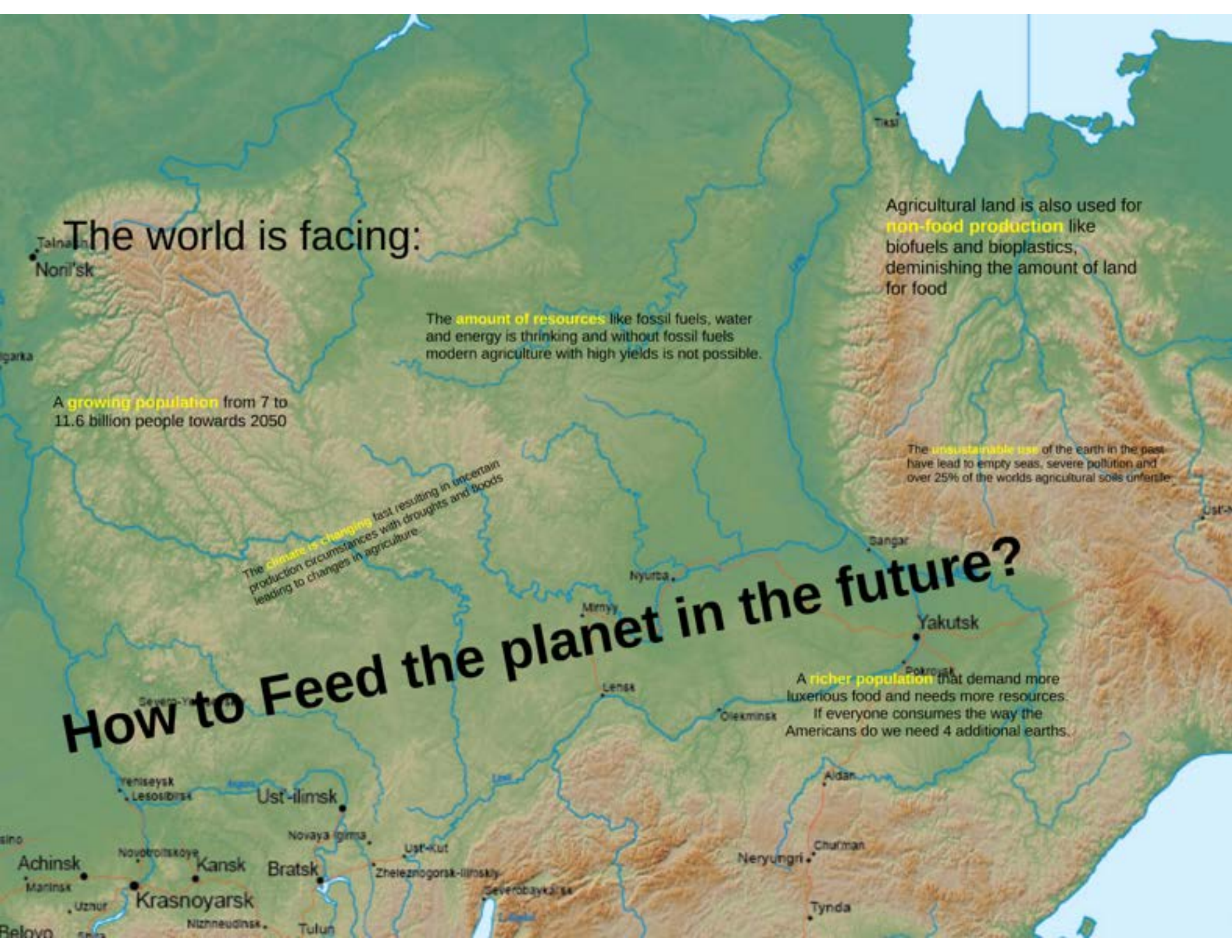
The **climate is changing** fast resulting in uncertain production circumstances with droughts and floods leading to changes in agriculture.

The **climate is changing** and production circumstances are leading to changes in agriculture.

# How to Feed the planet in the future?

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

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 shown in light blue. A grid of latitude and longitude lines is visible. The text '3 solutions:' is overlaid in orange, and a numbered list follows in black. The labels 'aya Zemlya' and 'Kara Sea' are also present.

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



# *Norwegian Sea* **feeding Good vision**

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


A small map of Norway is visible on the left side of the slide, showing the coastline and some inland features.

Neskaupstadhur

Trondhe  
Kristiansund

A small map of the Trondheim and Kristiansund area is visible in the bottom right corner of the slide.



A map showing Iceland in the top left and the British Isles in the bottom right. A vertical blue line runs down the center of the image. Iceland has labels for Reykjavik, Keflavik, and Selfoss. The British Isles have labels for Stornoway, Inverness, Dundee, Glasgow, Belfast, Ayr, Edinburgh, U.K., and Dublin. A star is placed near Keflavik on Iceland.

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



O c e a n

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

Swakopmund

Walvis Bay

Malta

Keetr

Luderitz

Oranjemun

Cape

**South**

*Pacific*

**Implementation**



shall  
and

## Take the food society as a starting point

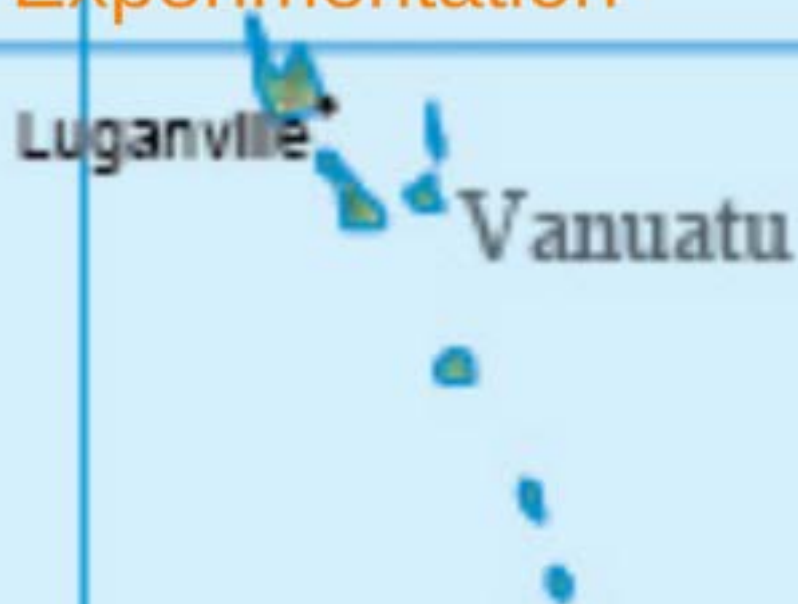
not agriculture

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

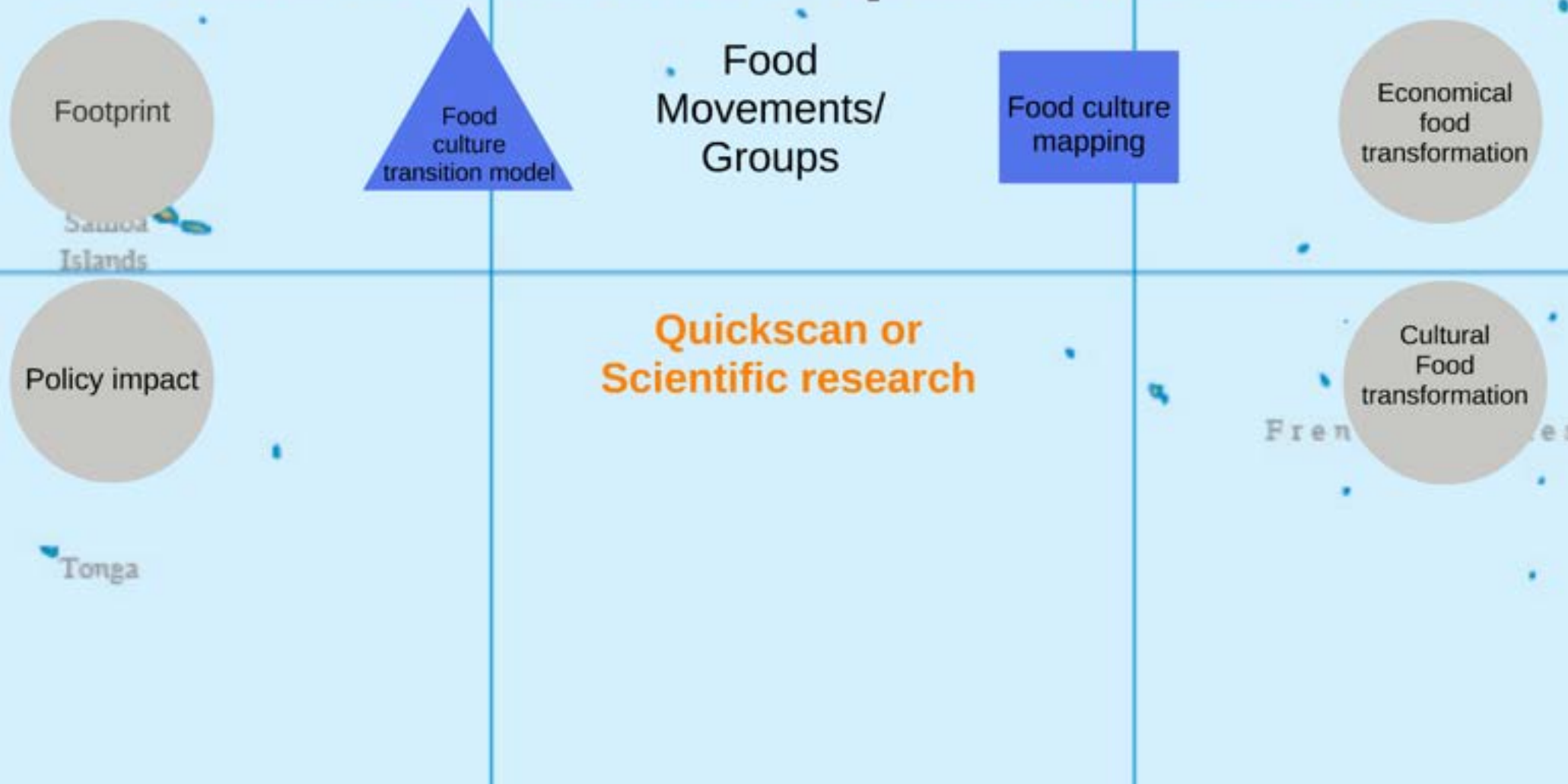
- Creating taskforces/ demand groups
- Integrate food chains
- Develop collaborate visions/scopes
- Training, coaching, workshops
- Experimentation





# Food culture

## 0-measurement & Impact assessment



# Recipes for a healthy planet

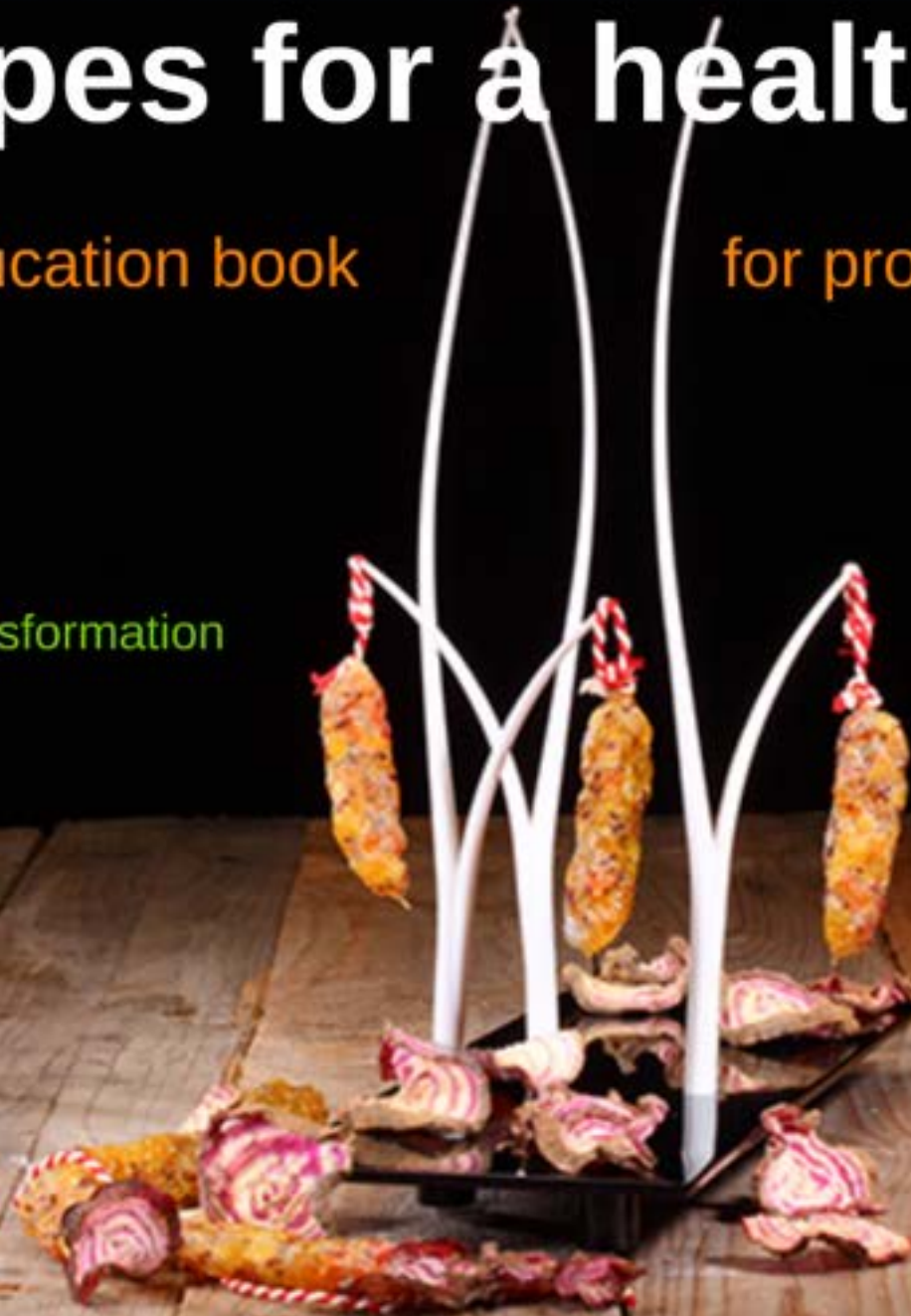
Inspiration-education book

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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