



Social Media Toolkit

2 and 3 May 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!

RUN OF SHOW

2 May, 17:00-18:00: *Food Forever Experience.* During the Networking Hour, local and renowned chefs will be challenged to create delicious, diverse appetisers for you to taste! The dishes will incorporate a range of ingredients currently on the margins of our food system and of local importance in the region. We hope to “plant the seed” for a more diverse, nutritious and sustainable future. Location: Plenary Hall.

3 May, 11:00-12:30: *Food Forever Session - What's on Your Plate? Advocating for a more resilient and delicious future.* During this session we will showcase some of our projects and communications tools, sample some of local crop diversity, and have a short panel discussion on how Food Forever rallies support from stakeholders. Location: Rhine Lobby.

HANDLES

Event Partners

- Food Forever @foodforever2020
- UN SDG Action Campaign @SDGAction
- Whapow! whapowthailand

Chefs

- Erik Oberholtzer - Tender Greens @erikoberholtzer, @tendergreens
- Jean-Marie Dumaine - Vieux Sinzig @vieuxsinzig
- David Mahlberg - The Protea @theprotea
- Ingo Puhl - Whapow Thailand @whapower

Session Speakers

- Hannes Dempewolf, Head of Global Initiatives, Crop Trust @CropTrust
- Rodrigo Barrios, Campaign Manager, Food Forever @FoodForever
- Cierra Martin, Communications Officer, Crop Trust @CropTrust
- Paul Newnham, Executive Director, SDG 2 Advocacy Hub @paulnewnham, @SDG2AdvocacyHub
- Sarah Roberts, Head of External Affairs and International Engagement, the Royal Botanic Gardens Kew @kewgardens

Artist

- Lois Wetzel

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

- I'm taking actions for the SDGs #act4sdgs

SAMPLE EXPERIENCE POSTS

- #DYK we're only eating 0.005% of the edible plant species on the planet? I'm participating in the #FoodForeverExperience Bonn on 2 May with @foodforever2020 to support crop diversity conservation for a more secure food future. Learn more at food4ever.org #LetsPlantTheSeed
- I'm cooking up a plan at the United Nations #SDGglobalFest in partnership with @foodforever2020. Join us in the movement to support crop conservation #LetsPlantTheSeed @SDGAction www.food4ever.org
- 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 2 May during the UN #SDGglobalFest @FoodForever2020 is challenging chefs to put some of these diverse ingredients to the test. Stay tuned for more! #LetsPlantTheSeed #FoodForeverExperience #FoodForever
- Blackthorn, peppadew, cumquat, stone clover: these could become more common in our diets in the future. The Food Forever Experience Bonn will bring leaders from NGOs, public sector, private sector and more to the table to showcase what we might be eating in 2050 if we embrace some of the weird and wonderful ingredients yet to break into the culinary mainstream. Stay tuned! #LetsPlantTheSeed #FoodForeverExperience #FoodForever
- On 2 May @foodforever2020 @tendergreens @vieuxsinzig & @theprotea are teaming up to create a range of dishes featuring lesser-common ingredients at the UN #SDGglobalFest #LetsPlantTheSeed

SAMPLE CROP POSTS

- Wild garlic can be found in the soils of forests across Europe and is popularly dug up by brown bears and wild boars. Its leaves, stem, bulb and flowers are edible but one must be careful to not confuse it with the poisonous lily of the valley. It's also one of the diverse ingredients used at the #FoodForeverExperience Bonn on 2 May. Follow along as surprising foods meet ingenious recipes. #LetsPlantTheSeed
- Piquanté peppers are a special South African cultivar of the *Capsicum baccatum* chili pepper, which is normally found in Central and South America, so how this variety made it to South Africa is unknown. It is one of our rediscovered foods that chef David

Mahlberg of @TheProtea will work with during the #FoodForeverExperience in Bonn on 2 May. #LetsPlantTheSeed #FoodForever

- Walnuts may not sound that uncommon, but they are a perfect example of the beauty of local ingredients. Chef Jean-Marie Dumaine will be using walnuts from the Rhine Valley for his creations at the #FoodForeverExperience Bonn. Stay tuned on 2 May to find out how he incorporates them in his dish!
- Chef Jean-Marie Dumaine created the so-called “Eifel olive” from blackthorn fruit in brine and spices. Blackthorn have probably been more commonly eaten in history, with them being found in the stomach of the ancient man Ötzi who lived over 5000 years ago. At the #FoodForeverExperience in Bonn on 2 May, we’ve challenged chef Jean-Marie Dumaine @vieuxsinzig to make sure that we will find them on our plates in the future! Follow along as surprising foods meet ingenious recipes.
- Introducing the new #superfood: spirulina. This alga is 60% protein, making it one of the densest protein sources available. Try it in @whapowthailand’s many smoothies at the #FoodForeverExperience in Bonn on 2 May!

SAMPLE SESSION POSTS

- Hannes Dempewolf, Head of Global Initiative @CropTrust is speaking about the founding of the @FoodForever2020 Initiative: from talking about food security in the #SDGs to recognizing the importance of biodiversity! #FoodForever #Act4SDGs
- How can we best spread awareness for the need of agricultural biodiversity? Rodrigo Barrios of @FoodForever2020 is taking a look at the communications tools to bring this to the attention of the public. #FoodForever #Act4SDGs
- Education can be fun, inspiring and delicious! Cierra Martin of @CropTrust is giving us a taste of the #FoodForeverExperience, where @FoodForever2020 teams up with chefs to cook up the future of food! #FoodForever
- Chefs play a large part in promoting agrobiodiversity. In collaboration with @FoodForever, #ChefsManifesto of @SDG2AdvocacyHub launched the #2020for2020 campaign, inspiring chefs to plant the seed for a more diverse, sustainable and delicious future!
- Sarah Roberts of @KewGardens is introducing the travelling #FoodForever Exhibition, co-launched by @BGCI, @TheBotanics and @FoodForever2020, which highlights the need to conserve and promote food diversity.

PHOTOS & CREATIVE CONTENT

- Crop photos: <http://bit.ly/bonn-crop>
- Food Forever Experience photos: <http://bit.ly/ffx-bonn>
- Session photos: <http://bit.ly/ffi-bonn-session>