



# FOOD FOREVER

Biodiversity for Resilience

## COOKING UP DIVERSITY

For a more sustainable and delicious future

S H A R M E L - S H E I K H , E G Y P T

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1 8 N O V E M B E R 2 0 1 8



# 2 ZERO HUNGER

## TARGET 2.5

MAINTAIN THE  
GENETIC DIVERSITY IN  
FOOD PRODUCTION







**“By 2020 maintain the genetic diversity of seeds, cultivated plants and farmed and domesticated animals and their related wild species, including through soundly managed and diversified seed and plant banks at the national, regional and international levels, and promote access to and fair and equitable sharing of benefits arising from the utilization of genetic resources and associated traditional knowledge, as internationally agreed”**



# FOOD FOREVER

Biodiversity for Resilience





# How?









# The plate of food









# FOOD FOREVER

**EXPERIENCE** NYC 2018











# New York City



#SDGLive

#SDGLi



**United Nations Global  
Day of Action on the SDGs**





The dream





The Reality









# Our Partners



Google

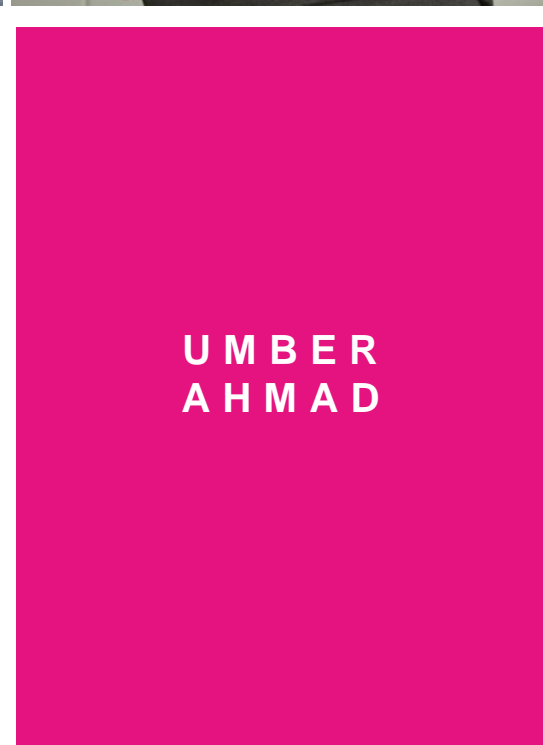
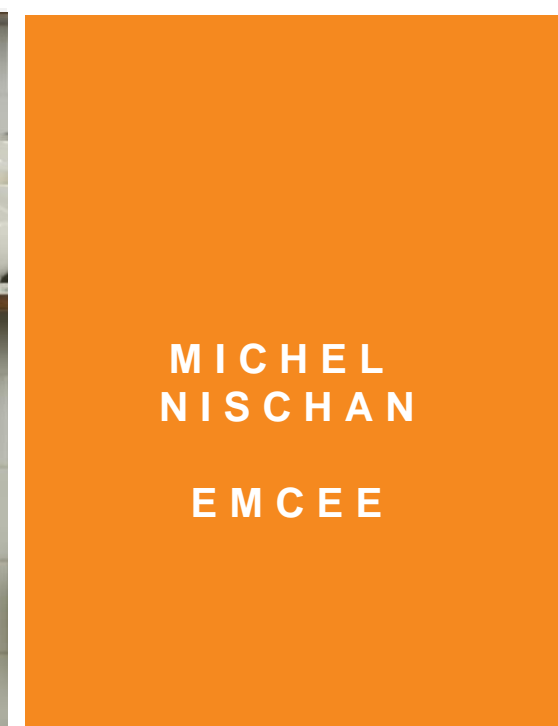
tendergreens





# 10 Chefs

## 1 Diverse Mission







FOOD4EVER.ORG

## MEET CHEF

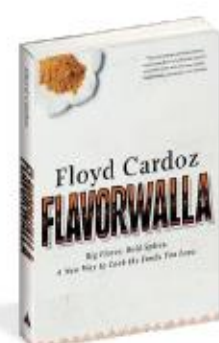


## Floyd Cardoz

Chef Floyd Cardoz is a celebrated Indian-American chef with restaurants in both India and the United States. Most recently, he opened and serves as partner at the critically acclaimed Bombay Canteen in Mumbai, of which The Daily Meal said, "If someone comes to Bombay, this is one place I would really want to take them. Not because it's totally Bombay, but because it's completely Indian, in a city that celebrates and shelters the diversity which we call India." His first solo restaurant venture in New York, Paowalla, will open in SoHo in summer of 2016.



Photo: The Bombay Bread Bar



CHECK OUT CARDOZ'S 2ND COOKBOOK, FLAVORWALLA: BIG FLAVOR. BOLD SPICES. A NEW WAY TO COOK THE FOODS YOU LOVE.

## FLOYD'S

## CHALLENGE



### AMARANTH

Nutritious and gluten-free, this small grain has recently been popularized as a superfood in some countries. The plant has been cultivated since Aztec times, when it was also used in religious ceremonies. More recently, Europeans have mostly used it as an ornamental, but in countries like Mexico, amaranth is once again becoming an important staple.



### JACKFRUIT

The largest tree-borne fruit on Earth, jackfruit grows in South and Southeast Asia, as well as parts of South America. Jackfruit is a nutritional treasure trove that is rich in carbohydrates and vitamins. It is so versatile that it can be used as a replacement for meat in some dishes.







**JACKFRUIT**





ULLUCO



TIGERNUTS





















# TASTE THE FUTURE OF FOOD











# Speakers

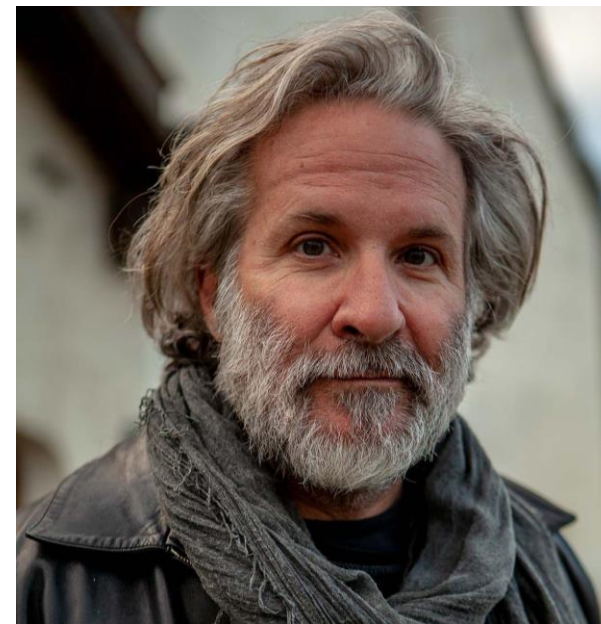
**MICHIEL BAKKER**  
**GOOGLE**



**MARIE HAGA**  
**CROP TRUST**



**DOUGLAS GAYETON**  
**LEXICON OF**  
**SUSTAINABILITY**



**THANI AL ZEYOUNI**  
**UAE**







# Media Coverage

NEWS

## The Food Forever Experience NYC featured in Edible Manhattan

02.10.2018



PRESS RELEASE

## Top chefs cook up the food of the future: Hosted at Google's NYC office

25.09.2018







# We Eat Roughly Only 150 of 30,000 Edible Plant Species—These Chefs Want This to Change

By Lisa Held | September 28, 2018 | 111 8th Ave. New York, NY 10011

Experts say diversifying crops is a necessary step to protect against and reverse the effects of climate change.



Selassie Atadika, of Midunu, used teff to make tortillas for Ethiopian cauliflower tacos.

*Editor's note: We're chronicling how tech is changing the way we eat and drink as we lead up to this fall's [Food Loves Tech](#). Our annual deep dive into appropriate food and ag technologies returns to Industry City on November 2–3, 2018—stay tuned for updates and check out [this year's lineup here](#).*

On Tuesday, September 25, chef [Michel Nischan](#) spoke to a crowd of New Yorkers and visitors gathered at Google's offices on 10th Avenue. The evening ahead of them was designed "to give you a taste of what the future of food could taste like," he said. "Change can be truly delicious."



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OCTOBER 12-14



## NEWSLETTER

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- ☒ edible Manhattan
- ☐ edible Brooklyn
- ☐ edible Long Island
- ☐ edible East End
- ☐ Events



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JUST TRY IT | OCT. 4, 2018

# **The Quest to Create the Next Quinoa** Can Americans be convinced to eat ancient foods they've never heard of?

*By Clint Rainey*







HOME > OPINION AND EDITORIAL

## UAE doing its bit to feed people, improve diets globally

Thani bin Ahmed Al Zeyoudi/Dubai

Filed on September 26, 2018 | Last updated on September 26, 2018 at 08.37 am







**HERITAGE RADIO NETWORK**  
MAKING FOOD RADIO SINCE 2009



**LISTEN LIVE:** Next at 5:00 pm: The Grape Nation



## THE FARM REPORT

WEDNESDAYS AT 1 PM EST

### EPISODE 330 FOOD FOREVER: SAFEGUARDING CROP DIVERSITY

Aired: Wednesday, September 26th 2018



SHARE



Why build a massive vault into permafrost on a remote island between Norway and the North Pole? To safeguard sorghum and sweet potatoes, of course. On this episode, host Lisa Held sits down with executive director Marie Haga and Tender Greens founder Erik Oberholtzer to talk about the Crop Trust's new Food Forever program, an initiative designed to educate people around the world about the importance of crop diversity for the long-term stability of the world's food supply. They discuss why agricultural biodiversity is disappearing, why the loss of crops is catastrophic, how farmers, chefs, and eaters can participate in saving crop diversity, and how saving seeds in the vault is "the ultimate insurance policy."



**RELATED EDITORIAL** +







By DEMARCO MORGAN, VIDYA SINGH / CBS NEWS / October 6, 2018, 11:18 AM

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# 2019 Experiences



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**#LETSPLANTTHESEED**

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