Chefs’ Manifesto—leveraging chefs to create demand for healthier foods

Paul Newnham, SDG2 Advocacy Hub, London
1 in 3 people suffer from malnutrition
1 in 3 people are overweight or obese
1 in 9 people are hungry
Proportion of the global population undernourished

Proportion of adults obese globally
A Chefs’ Manifesto tied to the UN SDGs

Aims of Chefs’ Manifesto:

- **Bring new voices** into the food system debate
- **Raise awareness** about key challenges and solutions
- **Bridge the gap** between high-level UN debates and the general public
Manifesto’s thematic areas

From this chef input, we developed 8 thematic areas, aligned with the SDGs, that chefs are most passionate about working on:
PROTECTION OF BIODIVERSITY & IMPROVED ANIMAL WELFARE

WHAT CAN YOU ASK OF OTHERS?

- Advocate for protection of crop diversity and championing of regional and national variants.
- Advocate for an end to pesticides, such as neonicotinoids, that kill bees.
- Advocate for higher national standards around animal welfare.

WHAT CAN YOU DO IN YOUR OWN KITCHENS?

Lead by example

- Maintain the rich diversity of the world’s natural larder by using different varieties of plants, grains and proteins. Champion ‘wild’ variants and avoid monoculture.
- Raise awareness about the importance of free-range eggs, sustainably sourced fish and animal welfare on your menus and in your restaurants.

Use your purchasing power

- Choose producers who commit to higher animal welfare standards. Avoid industrialised livestock production.
- Only choose fish and seafood that is abundant and sourced sustainably.
INVESTMENT IN LIVELIHOODS

WHAT CAN YOU DO IN YOUR OWN KITCHENS?

Get to know your ingredients
- Who grows, harvests, sources and packages them? How do they get to you?
  Investigate the journey from farm to fork. Choose ingredients with as few intermediaries as possible between you and the farmer.

Use your purchasing power
- Choose produce that is priced fairly to enable a viable livelihood for farmers and suppliers.
- Support more farmers to access markets by choosing to buy from small-scale producers.

Lead by example
- Pay fair wages, promote equal opportunities and provide training within your restaurants.
- Provide training and mentoring to help your chefs.

Spread the word
- Promote the empowerment of women across the sector as they are often under served and underrepresented. Support female farmers, female producers and female chefs.

“Choose produce that is priced fairly to enable a viable livelihood for farmers.”
2020FOR2020

Amass an engaged network of 2,020 chefs across 100 countries, carrying out measurable action on biodiversity:

• Add a diverse ingredient to the menu
• Highlight a diverse ingredient of the month
• Advocate
Recommendations

- Add taste into food conversations
- Ally with new, disruptive actors
- Find ways to promote underused ingredients #2020FOR2020
- Explore food’s multiple dimensions when addressing nutrition, hunger and agriculture issues (i.e. food culture, engagement)