Future 50 Foods
50 foods for healthier people and a healthier planet
In this presentation

Introduce you to Future 50 Foods and the resources available

• Future 50 Foods – the what, why, who
• Overview of resources available
• Sample of resources
• Full documents embedded throughout
FOOD IS OUR FUTURE.

THE WAY WE GROW AND PRODUCE FOOD. Is the single largest driver of environmental degradation, today, and will determine the future of our planet.

WHAT AND HOW WE EAT. Is fundamental to our health and the health of our environment. It impacts what we can produce and do and what the environment can produce and do.
FOOD IS THE SINGLE STRONGEST LEVER TO OPTIMIZE HUMAN HEALTH AND ENVIRONMENTAL SUSTAINABILITY ON EARTH.

EAT-Lancet Commission 2019
50 foods that we should eat more of for healthier people and a healthier planet.

• Outlines the why and how we should eat differently
• Identifies foods that are nutritious, with less environmental impact, that are accessible, affordable, taste good and fit with savoury foods
• The intention is to promote biodiversity and dietary diversity, stimulate a shift toward plant based foods, and inspire the growth and intake of foods that are nutritious and can survive in sub-optimal growing conditions, enrich the soil and require less resource to grow and produce.

Written in partnership with external experts in nutrition, sustainability, and agriculture.

Report can be found [HERE](http://example.com).
WHY FUTURE 50 FOODS?

**PROBLEM**

- We eat too much of the same foods
  - 75% of global food supply comes from just 12 plant and 5 animal species.
  - This creates a fragile food system, and doesn’t provide the nutrients we need.

- We eat foods that are too resource intensive
  - Animal based foods require more land, water and energy to produce than plants.
  - Animal agriculture accounts for approximately 60 percent of total agriculture greenhouse gas emissions.

- We eat too little and too few types of vegetables
  - Eating and growing so few types of vegetables is not good for us or for the soil.
  - In only 15% of all countries worldwide the vegetable intake meets the recommended level with <12% of Americans eating enough vegetables.

**SHIFT**

- Raise awareness & inspire swaps, additions, creations with new foods

- Inform about & enable inclusion of plant based sources of protein

- Educate about more types of vegetables & how to eat them

**Future 50 Foods provides a tasty, inspiring & tangible solution to big food system issues**
The Future 50 Foods
To enable shifts to more nutritious foods with less environmental impact

Legumes, beans, sprouts as plant based sources of protein

A wide variety grains to bring new flavours while helping to diversify the crops grown

A diverse mix of colourful, affordable vegetables to be easily used in / added to dishes and products

Crunchy, nutrition packed nuts and seeds

Uncommon, unique foods that should be (re)discovered
# The Future 50 Foods

## The Green Veggies
- Spinach
- Broccoli raab
- Beet greens
- Watercress
- Pumpkin leaves
- Drumstick leaves (moringa)
- Nopales (cactus)

## Roots
- Black Salsify
- White icicle radishes
- Parsley root

## Tubers
- Indonesian Red sweet potato
- Lotus root
- Yambean (jicama)
- Purple yam (ube)

## Cabbages
- Chinese cabbage (pak choi)
- Kale
- Red

## Beans & Sprouts
- Soybeans
- Catjang cowpeas
- Mungbeans
- Broadbeans (fava beans)
- Black turtle beans
- Adzuki beans
- Lentils
- Marama beans
- Kidney bean sprouts
- Sprouted chickpeas
- Sprouted alfalfa seeds

## Cereals & Grains
- Quinoa
- Teff
- Kamut Khorasan wheat
- Spelt
- Amaranth
- Fonio
- Wild rice
- Millet
- Buckwheat

## Fruit Veggies
- Pumpkin flower
- Okra
- Orange tomato

## Algae
- Laver seaweed
- Wakame seaweed

## Nuts & Seeds
- Bambara groundnut
- English walnut
- Hemp seed
- Flaxseed
- Sesame seed

## Mushrooms
- Saffron milk cap
- Maitake
- Enoki
Future 50 Foods Launch & Coverage

Foods for the Future Forum & Lunch on 19th February, 2019 at the Pompidou Centre in Paris, France
Panel with representatives from Knorr, EAT, WWF, Carrefour, a Chef/Activist moderated by Sam Kass
2020 by 2020 Chef Pledge from SDG2 Advocacy Hub & Food Forever
Lunch prepared & presented by Michelin Star Chef Gregory Marchand
Attended by top media spokespeople, representatives from 10 Unilever markets, >300 top chefs

‘Congratulations on capturing the role of the brand in agricultural biodiversity. You’ve done a tremendous job of making this make sense and tangible. Bioversity is shifting and becoming very important.’
- Fabrice DeClerk, EAT Science Director

‘It is practical, and this is going to help accelerate to sustainable foods system that is also tasty’
-Paul Newnham, SDG2 & Chefs Manifesto Director

‘It is absolutely wonderful to see a private company really taking the lead in diversifying our foods system’
-Marie Haga, Food Forever/Crop Trust

Covered in >345 media pieces in 10 countries reaching >300 million people
100% support from all Influencers, Key Opinion Formers, Experts, Chefs
Future 50 Foods Guidance & Resources

CONTENT

- Digital Plan & Content with sample pots and images
- Images of all Foods
- Sample Articles
- Consumer Soundbites
- Fact Sheet & FAQs

TOOLS & INFO

- One Pagers on each Food
- Food Pairing Information
- Technical Capability of each Food
- Supply Chain Capacity

ACTIVATIONS & INSPIRATION

- Recipes & Guidance For Retail & Food Service
- Activation Ideas Playbook & Programme Toolkit
- Partnership Opportunities
- External Amplification Presentations & Notes
Content Tools for Amplification
Across all communication channels

Future 50 Foods Report – Consumer Soundbites

Document overview

The Future 50 Foods report written by Knorr and WWF is a thought-provoking, solution-based way of stating the saving in the food system and providing a tangible way to eat better for our health and the health of the planet.

Future 50 Foods content linked to events and UN days to promote foods that are “Good for you and good for the planet”
Wakame seaweed

Origin: Central Asia
Grown in: Korea, Japan, California, New Zealand, Argentina, France

Texture Descriptions:
- Greens, silky, slightly sweet
- Distinctive “umami” flavor in foods, which is the flavor profile most people associate with seaweed.

Environmental:
- Easy to grow and can be harvested all year round
- Grown rapidly without the use of pesticides or fertilizers
- Supports the water’s biological balance

Nutritional Information:
- Rich in (Daily Value) Magnesium, manganese, folate
- Source of (Daily Value): Vitamin B6

Pair well with:
- Herbs & Flowers: Jasmine Flower, Basil, Bay leaves
- Spices: Ginger, Lemongrass, Cinnamon
- Other Figs: Red sweet potatoes, Wild rice, Dijon
- More pairing options: TOFU

Can be used instead of:
- Sea lettuce
- Asparagus

Cooks well in:
- Soups, salads, stir-fries, soy sauce, rice vinagre, tobo, side dishes, beef, chicken, vegetables, basting, sauces
- Examples: [https://www.vegkhe.com/veggie/knorr/khawimo](https://www.vegkhe.com/veggie/knorr/khawimo)

Cooking methods:
- Is most commonly sold dried and then needs to be rehydrated in water for about 30 minutes, until it can be used
- Can also be used raw, cooked, baked, blanched, pan-fried, fired, marinated, raw

Technical Fun Facts:
- Sources of the omega 3 fatty acid EPA, which is found almost exclusively in fish

Interesting Information:
- Known as "kombu" in Japanese

Bambura groundnut

Origin: Sub-Saharan Africa, South Africa, Thailand, West Java, Malaysia

Texture Descriptions:
- Sweet, nutty with a crunch to the texture

Environmental:
- Can grow in challenging environments, even in highly acidic soils
- The pods of the groundnut plant are used to produce the beans. Some of the nitrogen in the soil is used by the plant, then returned to the soil, thereby improving fertility and helping Future grass when it is intercropped with other plants.

Nutritional Information:
- Rich in (Daily Value): Protein, potassium, magnesium, phosphorous
- Source of (Daily Value): Thiamine (B1), B2, B6, iron

Pairs well with:
- Herbs & Flowers: Turmeric, Ginger, Pepper, Black peppercorn, Tarragon
- Spices: Lemongrass, Star anise, Lavendar, Ginger
- Other ingredients: Wild rice, Pancake mix, White rice, rice

Can be used instead of:
- Quinoa, Oats

Cooks well in:
- Porridge, couscous, bread, beans, salads, sauces, pastas, baked goods, milk, cereals, loaves, seeds, pulses
- Can be used as a replacement for capers or rice
- As a side dish served with spices and olive oil

Cooking Methods:
- Boiled, stirred into a flour

Technical Fun Facts:
- Unique combination of carbohydrates, protein, fiber, vitamins, and minerals

Interesting Information:
- It is the third most commonly eaten legume in Africa.

Food specific safety warning:
- Bambura groundnut might cause an allergic reaction with people who have peanut or soy allergies.
- Always include in messaging & recipes.

Fonio

Origin & Grown in: West Africa

Texture Descriptions:
- Has a slightly nutty flavor like a cross between couscous and quinoa

Environmental:
- Drought-resistant and grows in poor conditions such as sandy or acidic soils.
- Its roots help to prevent soil erosion.
- One of the world’s fastest maturing grains, growing in 60-90 days

Nutritional Information:
- Rich in (Daily Value): Iron, magnesium
- Source of (Daily Value): Phosphorous, zinc

Pairs well with:
- Herbs & Flowers: Tarragon, Thyme, Peppermint, Elderflower Blossom, Cinnamon
- Spices: Lemongrass, Star anise, Ginger
- Other ingredients: Wild rice, Pancake mix, White rice, rice

Can be used instead of:
- Quinoa, Couscous

Cooks well in:
- Porridge, couscous, bread, beans, salads, sauces, pastas, baked goods, milk, cereal, soups, stews, pulps
- Can be used as a replacement for capers or rice
- As a side dish served with spices and olive oil

Cooking Methods:
- Boiled, stirred into a flour

Technical Fun Facts:
- Gluten-free and highly nutritious

Interesting Information:
- Africa’s oldest cultivated cereal
- The Bambura people of Mali have a saying that “Fonio never embraces the cold” as it is so easy to grow and can be used in dishes to replace any grain.
- Nicknamed the “Lazy Farmer’s Crop” because it is so easy to grow. The main cultivation challenges is turning the grain into food. Fonio grains are so tiny as sand and each must have its inedible covers removed. Farmers spend large amounts of time doing this manually.
Recipes & Recipe Guidance

Recipes available & promoted in all countries for all relevant Future 50 Foods

All recipes meet Unilever Healthy Recipe Framework & Future 50 Foods Recipes Guidance co-created and validated by WWF
Flavour & Food Pairing Information

Completed & available for all Future 50 Foods – Done by FOODPAIRING CFI
Future 50 Foods will be activated by Knorr to improve the way the world cooks and eats for a more sustainable food future.

F50F Activations:

- Supply Chain Partnerships
- Expert & NGO Partnerships
- Retailer Partnerships
- Food Service Partnerships
- Digital Content Calendar & Media
- Recipes – Swap, Add, Create
- Innovations, Licensing & Limited Edition Products
- Farm Projects
- Influencer Programmes
- On Ground Programmes & Classes
- Meal Kits
- Food Festivals

Timings and specifics of activation differs per market based on a variety of factors.
We welcome YOU to Activate Future 50 Foods
to improve the way the world cooks and eats for a more sustainable food future

- Eat them: Include them in your recipes
- Play with them: Experiment with them and let us know what you think
- Buy them: Increase demand for a wider variety of foods
- Talk about them: They each have a story to tell and they’re beautiful.

All resources are open for use by others.
Let’s work together to make a positive change.
Together we can & WILL make a big impact on the health of people and the planet.

FUTURE 50 FOODS is a tangible and tasty way...