



Ministry of Environment
and Food of Denmark

CHARTER

THE BIG KITCHEN

A GLOBAL RESPONSE TO URBAN FOOD CHALLENGES



26. august 2016

THE CHALLENGE: BETTER FOOD FOR MORE PEOPLE

The purpose is to start an international dialogue on how to unleash the full potential of gastronomy in the cities of the world to ensure better food for more people. The summit is intended to become an annual event.

This year discussions will revolve around ensuring better food for the growing urban population. Focus will be on gastronomy as a tool to ensure safe, healthy and tasteful food and as a promoter of better information and prevention of food waste.

To frame this discussion we introduce a metaphor for all the food which is prepared and served in the kitchens in the cities: “The Big Kitchen.” In “The Big Kitchen” food is produced at restaurants, working places, kindergartens, schools, hospitals, industries, grocery stores, etc. - and of course in private homes. To what extent these places succeed in using gastronomy as a key driver for Better Food for More People is for the Food Summit to explore - and to break into new ideas.

Another consistent theme throughout the Food Summit is the consequences of urbanization. The urban population of the world has grown rapidly from 746 million in 1950 to 3.9 billion in 2014. The world's urban population is expected to surpass six billion by 2045. This development is no news to the world, but it requires all stakeholders in the food business to take different measures in order to uphold food safety, meet new information demands, and provide high food quality etc.

Four key targets are chosen to enlighten the challenge “Better Food for More People”:

**Better food through better information
Safe food for more people
Gastronomy - the tool for better food
Prevention of food waste**



THEME #1: BETTER FOOD THROUGH BETTER INFORMATION

ABOUT

In an increasingly urbanized world floating with information from all sides, it still requires more to ensure that people who do not live close to where food is produced still have sufficient and useful knowledge about the food they eat, the food production and the gastronomic perspectives. To improve the urban consumers' and kitchens' food choices there is a need to provide better, relevant and trustworthy information on food - through both official and commercial sources and social media.

IDENTIFYING THE CHALLENGES

During the 2016 Food Summit, we invited leading experts and key stakeholders across sectors to explore three key challenges, in order to ensure better food for more people through better information.

Challenges:

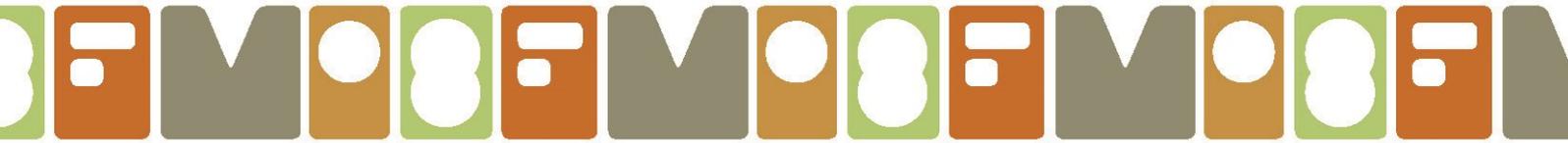
- Too much information, education is needed – in many venues (schools, shops, meals for elderly)
- Social media are good AND bad, they can provide information and education on food but they are also an industry. Request for guidelines and help. Social media cannot replace physical meeting and dialogue
- Consumers need help – they can be nudged and can be moved – if we realize what motivates them

RECOMMENDATIONS FOR ACTIONS

To drive change in the continued effort to ensure better food for more people in cities, new responses to the identified challenges must be initiated across sectors and across countries. The following actions were developed during the 2016 Food Summit, and aims to inspire stakeholders from all sectors to take action.

Recommendations:

- Partnership of all stakeholders (government, industry, farmers, NGO's etc.), commits to educate children and other target groups with basic cooking skills, providing "meeting spaces"
- A community of bloggers, government representatives, industry and others enabling consumers to make informed choices through social media
- Forum for open conversation about labelling and standards internationally



THEME #2: SAFE FOOD FOR MORE PEOPLE

ABOUT

We must ensure that food is safe. The significance of handling this challenge proves itself even more important with food chains constantly prolonging in an urbanized world. We will discuss efficient and reliable food safety controls as well as close cooperation between the industry and the food safety authorities.

IDENTIFYING THE CHALLENGES

During the 2016 Food Summit, we invited leading experts and key stakeholders across sectors to explore three key challenges, in order to ensure better food for more people through better food safety

Challenges:

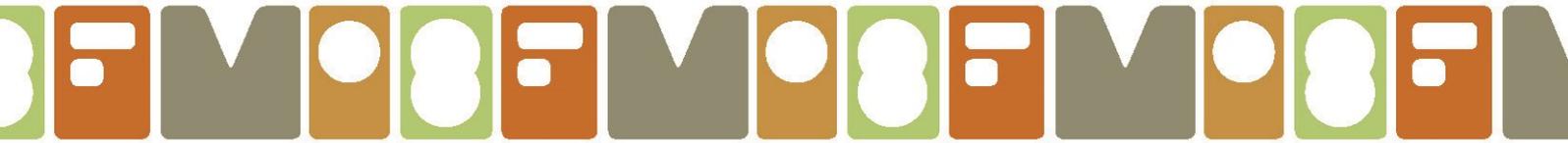
- An increasing industrialization and urbanization creates food safety challenges
- Food safety should not compromise the culinary quality of a meal
- Food safety must be a shared responsibility

RECOMMENDATIONS FOR ACTIONS

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Recommendations:

- Set standards – set them higher than your government and your customers – live by them
- You need a media strategy as a government to educate and inform customer
- Think global act local – food safety levels vary



THEME #3: GASTRONOMY - THE TOOL FOR BETTER FOOD

ABOUT

We can unleash gastronomy values on culinary quality and good nutrition to a greater number of urban consumers by democratizing gastronomy. To increase the demand for better food by urban citizens we need to explore already successful examples.

IDENTIFYING THE CHALLENGES

During the 2016 Food Summit, we invited leading experts and key stakeholders across sectors to explore three key challenges, in order to ensure better food for more people through gastronomy.

Challenges:

- The sense of connection to the origin of food has gone. In order to understand “real food” we need a better approach to the concept of labelling - as we presently do not know what we eat, where it comes from and what’s in it. In general there is a need for better guidance in a world of information overload
- We need to rethink pricing. Presently the prices of products do not reflect the real cost, as externalities are not internalized. We need to rethink a too expensive and complex value chain.
- Consumers lack the skills to make good honest, quality food – and without skills food more easily becomes too expensive. We have given the consumers a misperception of the real cost and value of food. There is a lack of joint leadership in rethinking pricing
- There is a lack of methods for transferring the gastronomic skills to private homes and big kitchens. We are too passive in cooking skills – watching it rather than practicing it!

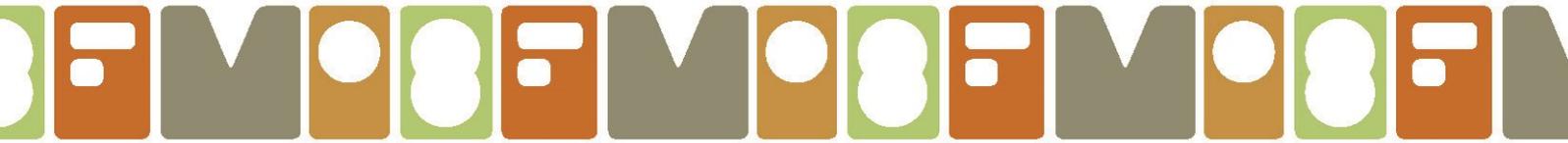


RECOMMENDATIONS FOR ACTIONS

To drive change in the continued effort to ensure better food for more people in cities, new responses to the identified challenges must be initiated across sectors and across countries. The following actions were developed during the 2016 Food Summit, and aims to inspire stakeholders from all sectors to take action.

Recommendations:

- We must make a new coalition of leaders in a broad sense— Including corporations, restaurateurs, farmers, schools and politicians – to step up to the challenge of fostering interest in food, knowledge and skills among the children of the next generation
- We need to develop new business models, building on new forms of cooperation, inspired by the shared economy movement. E.g. restaurants teaming up with small scale farmers, sharing the products from the farm amongst them, and guaranteeing the farmers business
- We will take responsibility for defining quality. Sustainability needs to be integrated in gastronomy so that gastronomy values and trends spilling over to the wider public contributes to better food – also from an environmental perspective
- We need to make an inclusive movement that avoids creating a divide between public and private, organic and non-organic farmers, high end and less expensive cuisine, so that everyone is encouraged to take responsibility
- We need to strengthen the connection to our food. Consumers need to be educated what is available and learn to eat what is available. E.g. by making events that bring farmers and restaurateurs together, and give the consumers an insights into production, seasonality, availability etc. These events may be funded by public means, however no public funding, if no public good is defined



THEME #4: PREVENTION OF FOOD WASTE

ABOUT

We can prevent food waste both through centralized and resource-effective kitchen production facilities as well as in the private kitchens. To do this we need to implement solutions using gastronomy values on quality, best practises and business cases as inspiration to take action.

IDENTIFYING THE CHALLENGES

During the 2016 Food Summit, we invited leading experts and key stakeholders across sectors to explore three key challenges, in order to ensure better food for more people through no waste.

Challenges:

- Overcome the culture of plenty within local context
- Have countries and business using the Food Loss and Waste Protocol (FLW) and create transparency
- How do we upscale initiatives?
- Food waste is a universal problem without a global solution
- Isolation of best practices and definition of best practices
- Focus on *prevention* of food wasted not waste-solving
- Creation of awareness and a social norm
- Prediction of utilization and data transparency to analyze where is the waste coming from and what tools do we need to solve the identified problems (prioritize initiatives)
- Getting people to buy what they need and not what they want
- Food supply chain approach

RECOMMENDATIONS FOR ACTIONS

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Recommendations:

- Reframing the concept – talk about utilization and resources instead of “food waste”
- Common standards and measures across countries
- Create a platform for sharing data and best practices
- Create global partnerships
- Strengthen incentive and maximise utilization
- Focus on education in schools to raise awareness and skills to understand food production, requires resources and food waste
- Use legislation to remove barriers to prevent food waste
- Food waste as an innovator for better food – food is a resource

