Innovative Awareness Raising Campaigns

Catherine Marguerat, Food Forever Initiative
Jeannette Beranger, The Livestock Conservancy
The Initiative

Crop Trust
Securing Our Food, Forever

FAO
Fiat Panis

Svalbard Global Seed Vault

Food4Ever.org
The Food Forever Message

CROP & LIVESTOCK Diversity Are prerequisites for global food security

FOOD4EVER.ORG
The Opportunity

We can’t retrieve what we have lost so far, but we can protect what we have – and make it available.
Local breeds

- Food & fiber
- Income, savings & insurance
- Draught power
- Fertilizer & ecosystem services
- Cultural importance

Make life possible in the most challenging environments

Navajo Churro sheep
Not just local at risk

Of 9 million dairy cows in the U.S., 90% are now of Holstein descent.
Not just local at risk

Original breeds and types disappearing
Building Awareness

Stakeholder participation at all levels

Financial Resources

Research, Science, Knowledge, Education

Governments legal and political framework

Networks
Common platform for partners
Campaigns: 2020 for 2020

- Ingredients with respect
- Protection of biodiversity
- Investment in people
- Value resources & reduce waste
- Celebrate local & seasonal
- Focus on more plant usage
- Education on food safety & health
- Affordable access

FOOD4EVER.ORG
Campaigns: Food Forever Experience

Google’s Offices, Chicago

Biodiversity Day, Cusco

Eat Food Forum, Stockholm

SFS Program, San José
Campaigns: Food System Dialogues

Stockholm
Oslo
New York
New Delhi
Vienna
Katowice
Davos
Jakarta
Melbourne
Addis Ababa
Nairobi
Bogota
London
Sharing Success stories

Camel Charisma

Raika Camel Milk

FOOD4EVER.ORG
Connecting Breeds & Seeds: Heritage Days Fall Festival

Heritage Garden

GEORGIA State Botanical Garden of Georgia

Seed Savers Exchange

FOOD4EVER.ORG
Building Cultural Connections

ECOMUSÉE
DU PAYS
DE RENNES

LA BINTINNAIS
LA PASSION DE L'HISTOIRE

FOOD4EVER.ORG
Rare breeds increasingly used in retail, restaurants, and tourism
Promoting Economic Potential

FOOD4EVER.ORG
Moving Forward Together

Join the Conversation
with our approved hashtag
#FOODFOREVER2020

Tools for you

Almost 20% of livestock breeds are at risk of extinction?
Start a conversation

FOOD4EVER.ORG
Dishing up the latest on food diversity

Super Food Forever Showcases the Astounding Diversity of Peruvian Foods

06.08.2019
Questions

Visit our website or email us at info@food4ever.org