Join our community to help deliver a better food future for all

THE CHEFS’ MANIFESTO
“Food has great power to transform lives and is the most inclusive tool to reach the largest number of people in need.”
WHY CHEFS?

Chefs are at the heart of the global food system

They bridge the gap between farm and fork - influencing what we grow, what we put on our plates and how we think and talk about food. If chefs take a lead on sustainability issues - such as tackling food waste and sustainable sourcing - diners, farmers, business and even government will follow. Through their networks chefs have the power to curate a new global conversation about food and translate the United Nations’ Sustainable Development Goals (SDGs or Global Goals) into accessible, everyday actions in our kitchens, classrooms and communities.

WHAT IS OUR AMBITION?

Chefs have the power to curate a new global conversation about food and translate the SDGs into accessible, everyday actions. The SDG2 Advocacy Hub aims to create a community of chefs across the world equipped with a simple set of actions to help them deliver progress towards a more sustainable food system.

The Hub will provide:

- **The Chefs’ Manifesto Action Plan**
  A toolkit, drafted by chefs, that synthesises the Global Goals into 8 thematic areas and provides simple, clear actions that chefs can do to contribute to the Goals. Actions are grounded in science, to ensure activity is credible and outcomes are good for people and the planet.

- **The Chefs’ Manifesto Network**
  An online network of engaged chefs from around the world to share best practice, case studies and to collaborate around a calendar of key events.

- **Chefs’ Manifesto Action Hubs**
  Event spaces in different locations around the world hosting workshops, events and fostering local action on the Manifesto.

Through the co-creation and dissemination of the Chefs’ Manifesto, we are bringing disruptive new voices and perspectives into the debate to help engage the general public in advocating for food system transformation.

The SDG2 Advocacy Hub coordinates global campaigning and advocacy to achieve SDG2: To end hunger, achieve food security and improved nutrition, and promote sustainable agriculture by 2030.

The Hub brings together NGOs, advocacy groups, civil society, the private sector and UN agencies to share expertise, ideas, and to collaborate on campaigns so that our overall impact as a community of influencers is increased. Formed in 2016, the Hub has grown to include over 120 organisations.

With 17 Sustainable Development Goals to achieve by 2030, the Hub offers a new game-plan - a way of working that engages a large group of diverse actors to work together on SDG2 priorities, while also focusing on individual specialist areas that will ultimately help meet the targets.
Through online outreach and a series of workshops, over 130 chefs from 38 countries have co-created the Chefs’ Manifesto.

Developed by chefs, for chefs, the Manifesto outlines the food system issues that chefs are most passionate about tackling. This Manifesto was introduced on World Food Day in October 2017 with a series of social media assets which were seen by over a million people around the world.

And the more chefs involved the greater our impact and reach – as chefs sit at the heart of the food system, for every chef involved we also reach a wider network of farmers, suppliers, customers and diners who are vital for delivering a better food future.

The Impact of Good Food

"Food is the true international language. Any nationality will gladly sit around a table to enjoy a good and honest meal. (Food) is all about making people happy, discovering new flavors, trying new dishes and seeing happy smiling faces. I never get bored cooking, because it is always a new journey."

Chef Luigi Carola, Italy

"What I love about this job is that I have the power to create experiences, moments and wake up emotions. Besides, I can express who I am, show my feelings and roots. In addition, nowadays, through cooking we can make a social impact in our country and worldwide."

Chef Mayra Flores, Peru

"Food has great power to transform lives and is the most inclusive tool to reach the largest number of people in need."

Chef David Hertz, Brazil

The Role of Chefs

"To be in the forefront of influencing the food ecosystem from agricultural practices, to the production, and the awareness of consumption and preference of consumers."

Chef Robert Bolanos, Philippines

"As chefs, we perform our work at a crucial intersection in our food system that gives us a unique perspective on the issues we’re facing. We are able to learn from and work with food from the beginning of its journey to its end through our producers, consumers, distributors, fellow chefs and other actors in the ecosystem of food. Our ongoing conversations with those groups, and the ways we can both learn from and influence them in turn, gives chefs the potential for amazing impact."

Chef Evan Hanczor, US

"How we feed all of the mouths, now and in the future whilst reducing the impact on our ecosystem."

Chef Ben Tamlyn, UK
THE CHEFS’ MANIFESTO
ACTION PLAN

In consultation with 130+ chefs from 38 countries we synthesised the 17 Global Goals into 8 areas chefs were most passionate about tackling. Under each area we developed a set of illustrative actions which provide examples of how chef activity can ladder to Global Goal success. We have highlighted which of the Global Goals are most relevant to each area. As with the Goals, the actions are inter-linked – progress against one area often leads to progress against others.

1. Ingredients grown with respect for the earth & its oceans
2. Protection of biodiversity & improved animal welfare
3. Investment in livelihoods
4. Value natural resources & reduce waste
5. Celebration of local & seasonal food
6. A focus on plant-based ingredients
7. Education on food safety & healthy diets
8. Nutritious food that is accessible & affordable for all

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INGREDIENTS GROWN WITH RESPECT FOR THE EARTH & ITS OCEANS

WHAT CAN YOU DO IN YOUR OWN KITCHENS?

- Get to know your ingredients
  - How are they grown, reared or sourced? Choose ingredients with the lowest impact on the environment.
- Use your purchasing power
  - Choose producers and suppliers who work sustainably. Only buy from sources who share your values.
- Lead by example
  - Champion sustainable ingredients and producers through your menus and in your restaurants.

WHAT CAN YOU ASK OF OTHERS?

- Advocate for governments to incentivise the transition to sustainable agriculture through policies and programmes.
- Advocate for governments to act on their commitment to SDG 2.4.1 - “percentage of agricultural area under productive and sustainable agriculture.”
- Advocate for good water resource management plans.
- Advocate for protection of soil health through practices such as low-till agriculture and intercropping.

“Choose producers and suppliers who work sustainably.”

A TASTY & CLIMATE-RESILIENT GRAIN

Through the International Fund for Agricultural Development (IFAD), Chef Ali L’artiste learned about a grain increasingly grown in Kenya - sorghum (or mung bean). Not only important to Kenya’s cuisine historically, sorghum is also vital to the country’s future as a climate-resilient grain that requires little water to grow.

In Maringi Town, Chef Ali learned from local smallholder farmers about the process of growing, processing and preparing this grain for cooking and is looking to champion it on his menus.

A POSITIVE FOOD CYCLE

Chef Manjit Gill is a strong advocate for sustainable sourcing and chefs playing a larger role in supporting better food practices from farm to fork. Chefs can encourage farmers to grow seasonal produce and diversify crops by working closely with suppliers to create menus which make the most of available produce.

This creates a positive cycle within the food system that moves “from farm to the pan then to the plate and back to the farmer”. Sustainably sourced ingredients benefit everyone - improving food security and nutrition outcomes, supporting the environment and even enhancing the flavour of food.

“Choose producers and suppliers who work sustainably.”

Chef Manjit Gill is a strong advocate for sustainable sourcing of ingredients.
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.

THE ‘MIRACLE’ GRAIN

With a “deliciously mild, nutty flavour”, the fonio grain was historically important to West African cuisine but has since been replaced by imported grains. So, Chef Pierre Thiam is championing the farming and consumption of this “miracle grain”, which is high in micronutrients and can be grown in areas of poor quality soil with little water.

A SUSTAINABLE SEAFOOD MOVEMENT

Chef William Dissen is part of Seafood Watch’s Blue Ribbon Task Force — an organisation working to support the sustainable seafood movement. Chef William advocates for this Task Force in and outside the kitchen: teaching people about the sustainable consumption of seafood as well as championing improved federal fisheries management.

Chef William thinks it is vital for chefs to find out how their seafood is sourced and to know about food policy councils in their local area. Here are a few programmes Chef William recommends chefs use to sustainably source seafood: FishChoice, James Beard Foundation Impact Program, Chef’s Collaboration and Seafood Watch.

Chef Pierre has helped to establish a supply chain that sustainably produces and processes the grain and connects fonio farmers with markets. Promoting the regional production of this climate-smart grain helps to maintain the region’s rich biodiversity while improving health and livelihoods.
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 marketplaces 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 underserved and underrepresented. Support female farmers, female producers and female chefs.

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

WHAT CAN YOU ASK OF OTHERS?

- Advocate for policies and programmes that protect livelihoods.
- Advocate for digital and financial inclusion for farmers.

A MENU FOR PRODUCERS

Chef Kamilla Seidler set up restaurant Gustu in La Paz with the aim of celebrating Bolivia’s produce and supporting people working across the food system.

The restaurant adapts its menu to accommodate whatever local ingredients are available – so helping to promote regional variants and create a market for local producers.

A COMMUNITY FOR REAL FOOD

FoodSpace is a company that brings together restaurants and cafes across Ireland which prioritise fresh and seasonal produce. Led by Group CEO Chef Conor Spacey, FoodSpace works to build relationships with local producers and growers who value fresh, seasonal produce produced in accordance with ethical, sustainable practices.

One of the organisation’s key principles is “Loyal to Local” which encourages the local sourcing of fresh produce within a 50-mile radius in rural areas and 100-mile radius in urban areas. This policy of local sourcing will provide delicious ingredients that support the local community. FoodSpace has built a “community of like-minded people who are passionate about real food” and supports the sustainable producers who make this possible.

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The Wise Up On Waste app monitors and tracks food waste in the kitchen to determine where and when waste is produced.

**VALUE NATURAL RESOURCES & REDUCE WASTE**

**WHAT CAN YOU DO IN YOUR OWN KITCHENS?**

- Lead by example
  - Separate, monitor and set targets to reduce food waste. Manage food safety processes and use-by dates to avoid wastage.
  - Plan food orders and menus to minimise food waste. Offer smaller portion sizes.
  - Use the whole ingredient and encourage nose-to-tail, root-to-leaf eating. Be creative; pickle, preserve, dehydrate and freeze.
  - Be resource efficient. Manage water usage to cut costs and protect the environment.
  - Divert waste from landfill. Investigate turning food waste into compost or bio-gas. Consider off-setting the carbon used in your restaurant or switching to renewable energy sources.
- Use your purchasing power
  - Engage suppliers and producers to help incorporate surplus produce into menus.
  - Work with producers and suppliers to avoid excess packaging. Use recycled, recyclable and biodegradable packaging.

**RE-PURPOSED FOOD**

Multiple waste management strategies are used throughout Tredwells’ kitchen and restaurant. Food is delivered by suppliers to the restaurant daily, helping to mitigate food spoilage. Chefs, led by Chantelle Nicholson, employ techniques to repurpose produce – part of an ongoing process to rethink a food’s potential use. For example, fish trimmings are frozen until there is a good supply to then put fish cakes on the menu.

Diners are encouraged to take any ‘left-overs’ home with them, as opposed to it going in the bin. Additionally, Tredwells has created its own waste management strategy in which a farmer collects food waste from the restaurant. This food waste is mulched and used to grow produce for the restaurant in a small garden plot. Tredwells also minimises water usage with simple actions such as reducing the use of water-demanding machines to a minimum.

**A WASTE FREE RESTAURANT**

Eco-Chef Justin Horne believes that quality needn’t be sacrificed when living sustainably. He has translated this thinking into practice by establishing London’s first organic, vegetarian and zero-waste restaurant. Surplus ingredients, that would otherwise have been discarded, are sourced from local food suppliers and used to form healthy, vegetable-centric dishes.

Chef Justin hopes his restaurant can help educate people and change the food industry’s practices around food management. Moving forward, Chef Justin is working to create a Vertical Farm Circular Economy restaurant that grows its own produce and generates its own energy.

**WISE UP ON WASTE**

In the UK, food waste costs the food and hospitality industry £2.5 billion each year. Around 9.000 tonnes of food – equivalent to 1.3 billion meals – is thrown away annually, despite the fact that three-quarters of it could have been eaten.

Unilever Food Solutions (UFS), Unilever’s dedicated food service business, is helping chefs and caterers to cut their food waste and see how much money they can save in the process. UFS’ Wise Up on Waste tool, launched in the UK in 2013, allows chefs to track, monitor and reduce food waste across multiple sites.
CELEBRATION OF LOCAL & SEASONAL FOOD

WHAT CAN YOU DO IN YOUR OWN KITCHENS?

Use your purchasing power
- Buy locally produced foods in season. Avoid air-freighted foods.

Be a community food champion
- Showcase local producers and traditional techniques on your menus and restaurants.
- Engage with your local community – work with schools to teach kids about nutritious food and how to cook it.
- Be the connection between producers and consumers. Help show people where their food comes from by championing farmers and connecting them to diners. Organise events to bring people – young and old – together around good food.
- Promote kitchen gardens and urban farming. Encourage people to start growing their own food.

WHAT CAN YOU ASK OF OTHERS?

Advocate for public sector organisations and local authorities to buy local seasonal food.

A PARTNERSHIP THROUGH THE SEASONS

Portland’s food philosophy focuses on locating and working with the best local suppliers throughout the seasons. Led by Chef Merlin Labron-Johnson, Portland commits to helping avoid food waste by adapting menus to include what produce is available. This philosophy is achieved through ongoing conversations between chefs and producers and by using FoodChain, a company connecting small independent farmers and producers with chefs.

As this is a digital process, it is easy to connect new suppliers as well as teach staff how to use the tool. To educate their clientele about the importance of provenance, Portland explains the stories behind their dishes and ingredients.

AN ALTERNATIVE FOOD NETWORK

Chef Arthur Potts Dawson started The People’s Supermarket in London in 2011 to provide an “alternative food buying network” and allow people to make their own food decisions.

The supermarket works to connect the urban community with the local farming community, stocking produce from trusted, local suppliers who are committed to high quality and environmentally friendly produce.
We are working with our Chefs to create delicious balanced plant-forward dishes...

Plant-based dishes should be at the forefront - first seen, more appealing, most tasty, convenient...

Chef Scott Giambastiani, Global Program Chef and Operations Manager for Food at Google, is pioneering plant-forward dining by working with his global network of chefs to create menus that make delicious, healthier, sustainable dishes exciting and easy to find. The concept 'plant-forward' has been defined by the Culinary Institute of America as:

“A style of cooking and eating that emphasizes and celebrates, but is not limited to, plant-based foods—including fruits and vegetables; whole grains; beans, other legumes, and soy foods; nuts and seeds; plant oils; and herbs and spices—and that reflects evidence-based principles of health and sustainability.”

Chef Scott explains that the plant-forward philosophy is about moving people along a continuum to eating meat fewer times a week, (great for our health and that of the environment) via balanced menus, portion control and shifting to eating “less legs”, so from red meat to chicken to seafood to enjoying more lentils and other plant-based foods.

WHAT CAN YOU DO IN YOUR OWN KITCHENS?

Lead by example
- Make vegetables, beans and pulses the centre of your dishes.
- Use less, and better, meat.
- Champion plant-based proteins on your menus and in your restaurants. Be creative in describing veg-based dishes.
- Avoid using words like ‘vegan’ and "vegetarian" which may be off-putting.

WHAT CAN YOU ASK OF OTHERS?

- Advocate for all chef training to be updated to include promotion of plant-based dishes.
- Chefs should work to develop skills in cooking a greater diversity of plant-based ingredients in the most desirable way with both classic and innovative techniques to make plant-based dishes the more desirable option.
- Make the better choice, the easier choice; plant-based dishes should be at the forefront - first seen, more appealing, most tasty, convenient, talked about and by our chefs.
- Use descriptive dish titles.
- Use ‘indulgent’ language.
- Highlight unique ingredient(s) and cooking techniques.
- Celebrate what the dish has vs. has not. Skip terms like healthy, low fat, vegan as they do not excite an audience.
- Tell a personal story or use cultural descriptors i.e. Great Grandma’s Tuscan Summer Vegetable Stew or Moroccan Eggplant Tagine.

CHEF TIPS

Scream flavor & whisper health

Mastering vegetable cookery is hard and is not typically taught to young cooks, until now:

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A team of eight Peruvian chefs, among them Palmiro Ocampo, Fransua Robles Cerna and Jorge Luis Matzuda Ynouye, are working to raise awareness around hunger and nutritious diets with the TV show 'Cocina con Causa' or 'Cooking with a Cause'. The programme showcases cooking that is nutritious, affordable, tasty and accessible to all Peruvians.

In each weekly episode, a celebrity chef highlights a nutrition issue by living with a family and helping them to cook. The chefs also visit different regions of Peru to create recipes with local communities that address specific nutritional needs. Using technology, these chefs are able to reach millions with vital nutrition education.

**Cocina con Causa**

Each week 'Cocina con Causa' highlights a nutrition issue through celebrity chefs.

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**Education on Food Safety & Healthy Diets**

**What can you do in your own kitchens?**

- **Lead by example**
  - Showcase best practices on food safety, allergens and nutrition in your kitchens and through your menus.

- **Be a community food champion**
  - Support good nutrition education for all – young and old. Volunteer to teach a nutritious cooking class in a school, community centre or care home.
  - Educate diners about the importance of eating a colourful plate.

- **Spread the word**
  - Use annual events like International Chef’s Day (20 October), World Food Day (16 October) and local holidays to get creative and engage people in nutritious cooking.
  - Use technology as a tool for teaching others. Make videos, run webcasts and on-line campaigns.

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“Educate diners about the importance of eating a ‘rainbow’ of plants.”
Chef Christian helped to prepare a special lunch using local ingredients for 500 pupils at a school where the feeding programme takes place.

What began as a bold and innovative dream, became what Gastromotiva is today.

WHAT CAN YOU DO IN YOUR OWN KITCHENS?

Be a community food champion
- Support initiatives that provide access to nutritious meals in your communities - whether that be a soup kitchen, food bank or community gardening project.

Spread the word
- Help raise awareness about what a nutritious meal looks like and how to cook well on a budget.
- Build a chef community across the world to share stories, best practice and learnings on how to help ensure good food is accessible and affordable for all.
- Use social media to raise awareness about food issues and how to be part of the solution.

WHAT CAN YOU ASK OF OTHERS?

- Advocate for governments to act on global nutrition commitments.
- Advocate for Food and Beverage companies to make SMART targets to improve nutritional status of products and affordability of nutritious choices.

As part of the World Food Programme’s Healthy Not Hungry campaign, Chef Christian Abegan took part in an event to raise awareness around Projet Lait in Dori, Burkina Faso. The project supports local dairy producers to provide their milk to school feeding programmes. The local community has come together to support and take ownership of this project.

To celebrate the occasion, Chef Christian helped to prepare a special lunch using local ingredients for 500 pupils at a school where the feeding programme takes place. He is also using social media to spread awareness around food insecurity.

HEALTHY SCHOOL MEALS

In 2006, Chef David Hertz decided to leave his position in a São Paulo restaurant to teach young people from low-income families how to cook in the kitchen of his own home. What began as a bold and innovative dream, became what Gastromotiva is today.

Through free vocational kitchen training, entrepreneurial classes, nutrition and sustainable food education, food waste programmes and the creation of opportunities, Gastromotiva empowers and inspires those living on the margins of society and invests in young talent. One of Gastromotiva’s projects is the Community Action Work (CAW) for family education that has reached more than 100k families. Through peer to peer learning, CAW aims to raise awareness about the problems of child obesity and the importance of a healthy diet among mothers and kids.
Ingredients grown with respect for the earth & its oceans

2 Protection of biodiversity & improved animal welfare

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4 Value natural resources & reduce waste

5 Celebration of local & seasonal food

6 A focus on plant-based ingredients

7 Education on food safety & healthy diets

8 Nutritious food that is accessible & affordable for all

LAYOUT YOUR ACTION PLAN!
HOW YOU CAN GET INVOLVED

1. **Share your actions on the Hub.** Tell us what you are doing in your kitchen or local community to contribute to the Global Goals. Get in touch at Paul@chefsmanifesto.com.

2. **Contribute a recipe to the Hub.** Send us recipes that align with the Manifesto so we can inspire action in others. Get in touch at Paul@chefsmanifesto.com.

3. **Become a Manifesto ambassador.** Promote the Manifesto with your colleagues and customers. Encourage others to join our community.

4. **Speak out.** Tell others about your work in supporting the SDGs through media and social media outreach.

5. **Invest in the next generation.** Partner with a local school to spread the message of "Good Food" to kids.

6. **Host a meal/supper club.** Host a supper to talk to people about the Manifesto.

7. **Join us.** Look out for events, training and opportunities for chefs in the network to engage.

**Tools to find out more:**

- **Twitter:** @SDG2AdvocacyHub
- **Facebook:** https://www.facebook.com/sdg2advocacyhub/
- **SDG2 Advocacy Hub website:** www.sdg2advocacyhub.org
- **Chefs’ Manifesto:** www.chefsmanifesto.com

GLOBAL GOALS

The Sustainable Development Goals and SDG2: Zero Hunger

Adopted by all countries on September 25th 2015, the Sustainable Development Goals (SDGs), otherwise known as the Global Goals, are a universal call to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

For the goals to be reached, everyone needs to do their part: governments, the private sector and civil society.

Each goal has specific targets to be achieved by 2030. Working on one goal will often help make progress against others as all goals are interconnected.

“For the goals to be reached, everyone needs to do their part: governments, the private sector and civil society.”
“Chefs are at the heart of the global food system. They bridge the gap between farm and fork.”

ACKNOWLEDGEMENTS

Thanks to all the chefs for doing what you do each day to contribute to the Global Goals. Thanks for giving your time and knowledge to build this Manifesto. Thanks to partner agencies and expert organisations from the SDG2 Advocacy Hub and beyond for your support guiding and grounding this initiative in science and best practice. Images used with permission from partners. Design and Production: Weber Shandwick. Printing made possible thanks to Unilever. Thanks to all others who contributed, particularly with imagery.

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