



Social Media Toolkit

22 - 23 May 2019

YOUR CHALLENGE

We want to inspire the food community to speak up. You have the ability to influence the future of food. After this event, you won't just have the ability, you'll have the passion too!

We invite you to showcase your dedication to supporting crop conservation efforts and use your social channels to promote the Food Forever Experience and ingredients, and capture in-the-moment content during the event. Follow Food Forever @FoodForever2020 on Instagram, Facebook and Twitter and follow the event with #LetsPlantTheSeed #FoodForever #FoodForeverExperience

Tips

- Post on your own social media pages while on-site (we've included some example language for you below)
- Share photographs or video of the food you eat, highlighting local Andean diversity
- Share selfies or videos of you at the event with the branded items on display at the experience!

RUN OF SHOW

22 May, 7 pm: *Welcome drinks at Calle del Medio restaurant.* On May 22, participants will be greeted at Calle del Medio, a modern restaurant overlooking the main square of the city of Cusco, for a cocktail showcasing biodiversity from Cusco and the Andes region. The cocktail will showcase different endemic and native crops to the Andes, such as tubers like oca, mashua and yacón, legumes like tarwi, grains like kiwicha, quinoa and cañihua and fruits like aguaymanto and chirimoya. The cocktail will exclusively work with locally sourced ingredients, including dozens of varieties of potatoes and other endemic species from the Cusco region, to create a unique culinary experience. The Vice President of Peru, Mercedes Araoz, the Executive-Director of the Crop Trust, Marie Haga, and the Director-General of the International

Potato Center, Barbara Wells, will also give short speeches on the importance of safeguarding agrobiodiversity for the future of food.

23 May, 10 am - 4:30 pm: *The Agrobiodiversity Symposium.* Food Forever, the International Potato Center (CIP) and Inkaterra Hotels are partnering to organize a symposium to understand and celebrate the vital importance of biodiversity as a prerequisite for food security, climate resiliency and competitiveness. This meeting hopes to promote a more integral support to the conservation and use of the agricultural biodiversity in Peru and in the region, by gathering key stakeholders ranging from government officials, private sector leaders, scientific researchers and renowned media personalities and chefs in Cusco, the symbolic center of the Andean culture.

HANDLES

Event Partners

<http://bit.ly/FoodForeverExperience>



Event Partners

Food Forever	@foodforever2020	@foodforever2020	@foodforever2020
Inkaterra	@inkaterrahotels	@inkaterrahotels	@inkaterrahotels
International Potato Center	@cipotato	@cipoatato	@cip_potato
AJE Group	@GrupoAJE	@GrupoAJE	@grupoaje
Potato Park			

Symposium Speakers

Mercedes Araoz, Vice President	@MecheAraozF	@MecheAF	@mecheaf
Carlos Oliva, Minister of Economy and Finance	@PeruMEF	@MEF_Peru	

Barbara Wells, Director-General - CIP	@cipotato	@cipoatato	@cip_potato
Carlos Amat y Leon, Environment and Nutrition Expert - Universidad del Pacifico	@upacifico	@UdelPacifico	
Óscar Ortiz, Deputy Director-General for Research and Development - CIP	@cipotato	@cipoatato	@cip_potato
Paola Bustamante, Minister of Social Development and Inclusion	@MidisPeru	@BustamantePao18 @MidisPeru	@midisperu
Mei Xurong, Vice President - CAAS			
Santiago Bucaram, Sector Specialist, Natural Resources - IADB	@IADB.org	@the_IDB	
Marie Haga, Executive Director - Crop Trust	@globalcropdiversitytrust	@AslaugMarieHaga @CropTrust	@croptrust
Rebecca Wolf, Explorer - National Geographic Society	@InsideNatGeo	@InsideNatGeo	@insidenatgeo
Palmiro Ocampo, chef		@Palmiroo	@palmiroocampo
Gabriel Quijandría, Vice Minister of Strategic Development of Natural Resources	@MinamPeru	@GQuijandriaA @MinamPeru	@minamperu
Alejandro Argumendo, Director - Asociación ANDES		@AsociacionANDES	
Alejandro Escobar, Lead Investment and Operations Officer BID-LAB - IADB	@IADB.org	@the_IDB	
Jorge Lopez Dorica, Chief Sustainability Officer - AJE Group	@GrupoAJE	@GrupoAJE	@grupoaje
Carlos Loret de Mola, former Vice Minister of Regional Development - PCM	@pcmperu	@pcmperu	@pcmperu

Cayetana Aljovín, President - National Fisheries Association (SNP)	@SNPPeru	@SNP_Peru	@snp_peru
José Koechlin, CEO - Inkaterra	@inkaterrahotels	@inkaterrahotels	@inkaterrahotels
Gustavo Crespi, Science and Technology Specialist at the Competitiveness Division - IADB	@IADB.org	@the_IDB	
Vasco Masias, CEO - Grupo Alimenta	Alimenta - Un mundo mejor	@MasiasVasco	
Carlos Añaños, Patrimonio Pikimachay	@PatronatoPikima chay	@PPikimachay	@patronatopikima chay

KEY THEMES

- Food Forever is a global partnership to raise awareness about the amazing biodiversity of our foods. Welcome to the table!
- The future of food depends on our conversations today - #LetsPlantTheSeed
- UN International Day for Biodiversity, 22 May 2019: “Our Biodiversity, Our Food, Our Health” @UNBiodiversity
- Conserving crop diversity contributes to a secure, sustainable and delicious future

SAMPLE EXPERIENCE POSTS

- #DYK we’re only eating 0.005% of the edible plant species on the planet? I’m participating in the #FoodForeverExperience Cusco on 05/23 with @foodforever2020 to support crop diversity conservation for a more secure food future. Learn more at food4ever.org #LetsPlantTheSeed
- #DYK there are 4600+ potato varieties grown in Andean region —a fundamental #foodsecurity crop? I’m participating in the #FoodForeverExperience in #Cusco on 05/23 w/ @cipotato to support crop diversity conservation for a more secure food future. <http://bit.ly/FoodForeverExperience> #LetsPlantTheSeed
- Safeguarding crop #biodiversity facilitates the development and release of new varieties for farmers and consumers. Be part of #FoodForeverExperience to support crop diversity conservation #LetsPlantTheSeed @Cipotato

- I'm cooking up a plan for @UNBiodiversity in partnership with @foodforever2020. Join us in the movement to support crop conservation #LetsPlantTheSeed #Biodiversity www.food4ever.org
- How can we achieve #ZeroHunger? One step is to support crop conservation efforts & incorporate more diverse foods into our diets. On 05/23 @FoodForever2020 is highlighting diverse ingredients for @UNBiodiversity. Stay tuned for more! #LetsPlantTheSeed #FoodForeverExperience #FoodForever
- #ParquedelaPapa in Cusco, Peru is a place of tradition, conservation, & potato #biodiversity - an amazing example of communities coming together. Thrilled #FoodForeverExperience participants will get to see it for themselves. #LetsPlantTheSeed @cipotato <http://bit.ly/FoodForeverExperience>
- On 23 May @foodforever2020 @cipotato @inkaterrahotels & more are celebrating @UNBiodiversity with a symposium to highlight the vital importance of biodiversity as a prerequisite for food security, climate resiliency & competitiveness. #FoodForeverExperience #LetsPlantTheSeed

SAMPLE CROP POSTS

- Native potato #biodiversity is carefully preserved for humanity by a group of farmers at the top of the Peruvian Andes. These potatoes will be featured at the #FoodForeverExperience lunch. #LetsPlantTheSeed @cipotato
- Orange-fleshed #sweetpotato is an excellent source of vitamin A and a versatile ingredient: mashed, stewed, baked in cakes or bread. Learn how to use #biodiversity in the kitchen at the #FoodForeverExperience in Cusco. #LetsPlantTheSeed @Cipotato <http://bit.ly/FoodForeverExperience>
- Breaking the culinary mainstream: tarwi, cassava, chirimoya & chullpi are on the menu. The #FoodForeverExperience will bring leaders from NGOs, the public & private sector, and more to showcase what we might be eating in 2050. #LetsPlantTheSeed
- Chirimoya, mango, aguaymanto. These are some of the diverse ingredients used in the cocktails to welcome #FoodForeverExperience guests to the Agrobiodiversity Symposium on 23 May. Follow along as surprising foods meet ingenious recipes. #LetsPlantTheSeed
- Colorful potatoes and maize are native to Peru. These inherently diverse ingredients will be featured at the #FoodForeverExperience lunch, celebrating the importance of biodiversity in light of @UNBiodiversity! @FoodForever2020 @cipotato

- During the #FoodForeverExperience in Cusco, we will highlight the diversity of Andean foods, such as maize, sweet potato, and aguaymanto. Stay tuned to learn more! #LetsPlantTheSeed
- Quinoa has reached more popularity in the culinary mainstream. At the #FoodForeverExperience this ancient crop will assure its vital role in providing food security and nutrition. Follow along as ancient foods meet ingenious recipes.

SAMPLE SYMPOSIUM POSTS

- Representatives of @GrupoAJE @the_IDB @CropTrust @cipotato and the Peruvian government are coming together for a symposium to celebrate the vital importance of biodiversity. @UNBiodiversity
- The Natural Revolution: harnessing the competitive power of biodiversity. Jorge López Dorica of @GrupoAJE will give a keynote speech at the Agrobiodiversity Symposium during the #FoodForeverExperience. Stay tuned for more!
- How can biodiversity be important for business development? Representatives of @unilever @pepsico @CafeBritt & @InkaterraHotels will answer this question at the #FoodForeverExperience Agrobiodiversity Symposium. Stay tuned for more!
- At the #FoodForeverExperience Cusco, @Palmiroo @the_IDB @GQuijandriaA & @AsociacionANDES will discuss about the nutritional and resilient power of #biodiversity. @UNBiodiversity

PHOTOS & CREATIVE CONTENT

- Crop photos: <http://bit.ly/ffx-peru-crops>
- Food Forever Experience photos: <http://bit.ly/ffx-cusco>