



Transforming tourism Transition to 2030: Webinar

Sustainable food - Transforming tourism
by transforming our food system
Oct 14th 13-14h UTC



Supported by:



based on a decision of the German Bundestag



Our agenda

- **Introduction to the webinar 'sustainable food' (Elke Dens) – 5 min**
- **Hospitality impact on our foodsystem (Anna Drozdowska) – 20 min**
- **What a difference one restaurant makes (Caroline Baerten) – 10 min**
- **Panel debate about sustainable food led by dr. Alessandro Galli - 15 min**
- **Q & A from the audience – 10 min**

The problem: gaps in our sustainable food future



1. The Food Gap

- 10 billion people to feed by 2050
- 50% more food needed by 2050



2. The Climate Gap

- How to produce more whilst reducing emissions to pre-2010 levels?



3. The Land Gap

- No net expansion in area of agricultural land
- How to produce more food without more land

The Food Gap

How will we feed 10 billion people by 2050?

- The problem is not as simple as shortage of supply
- It is about how we can do this within planetary boundaries

“when implementing dietary changes, reducing food loss and waste, ...and applying ambitious changes in food production practices, up to 10 billion people could be fed within planetary boundaries.” (WWF)

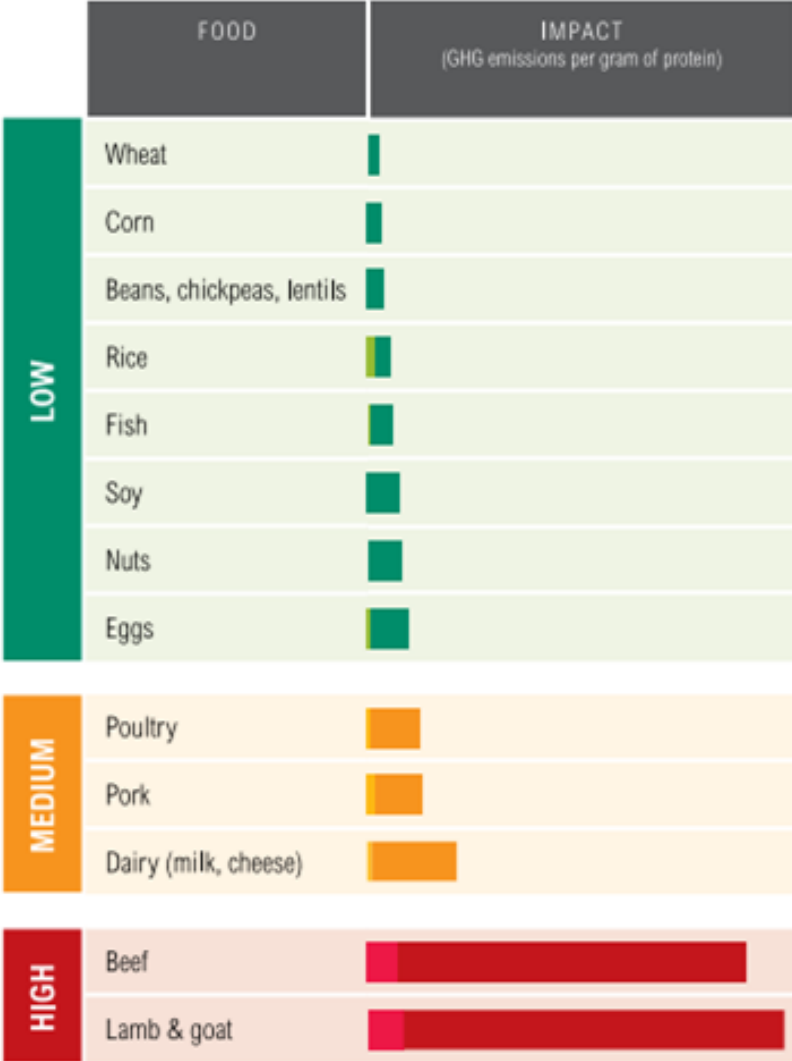


The Climate Gap



Climate Impact: Meat vs Plant-Based

How cool is your food?



Note: GHG emissions per gram of protein

Note: Lighter shade shows emissions from production, darker shade emissions from land-use change. Source: WRI (2016)

The Land Gap

At the crux of inefficient uses of land, water and soil is the fact that

over 50% of the world's crops are currently used to feed animals and not people.





Solutions:

- Dietary choices
- Meal planning and procurement
- Better food loss and waste management

**What can the
hospitality sector do?**

Check out:
[Our workshop on sustainable food &
many tools and practical tips on:
www.thetravelfoundation.org.uk](http://www.thetravelfoundation.org.uk)



[Check out:
Examples on sustainable food
www.thetravelfoundation.org.uk](http://www.thetravelfoundation.org.uk)



Hotel Buffet

Hotels and resorts participating in the Cyprus Breakfast Program offer a unique Cyprus Breakfast Buffet, which is traditionally set within a specially designated area of the hotels' breakfast room. The

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UN environment
United Nations
Environment Programme

Low Carbon and Resource Efficient Action Plan for Accommodation in Saint Lucia

PHOTO BY CHRISTOPHER WILLIAMS

PROGRAMMES



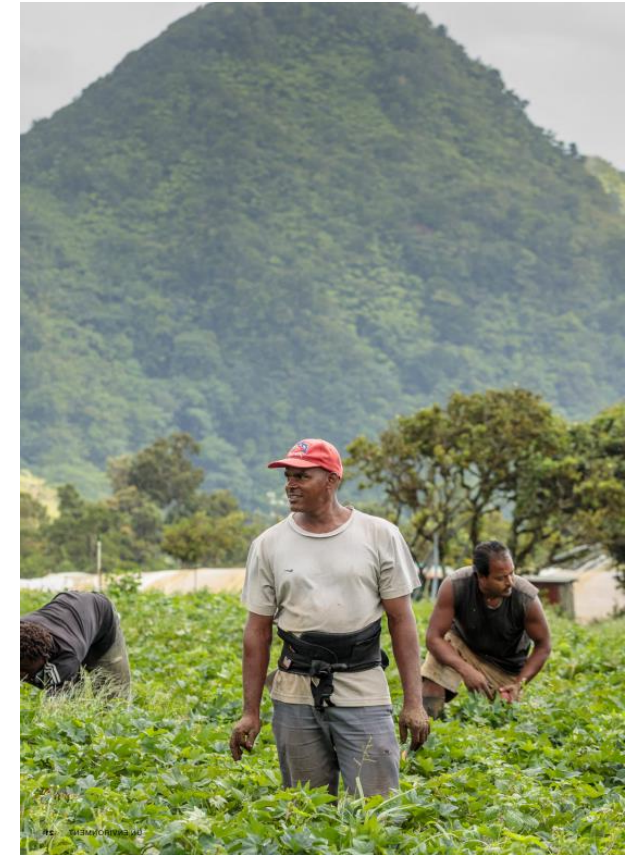
HOTSPOTS

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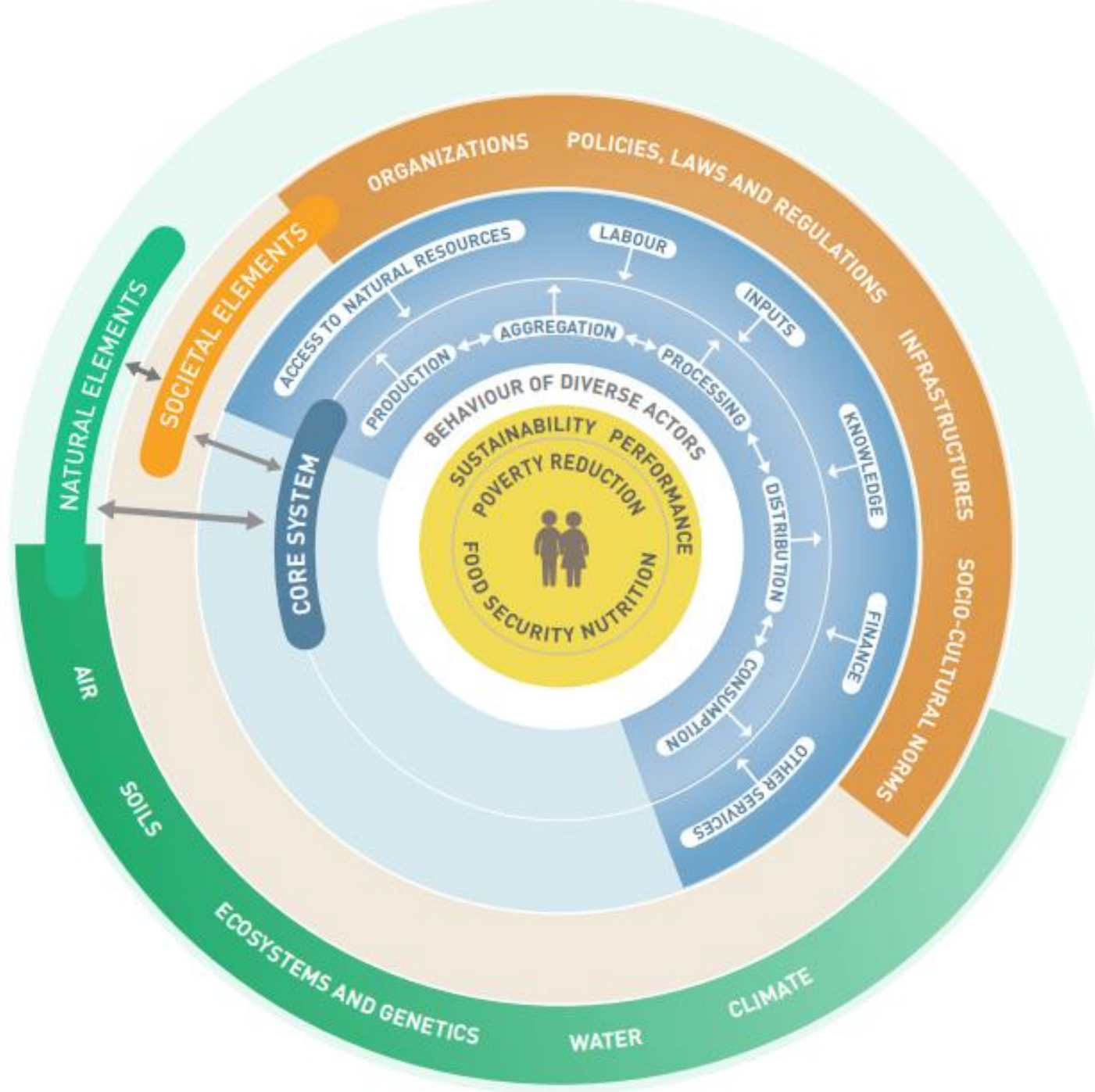
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- Agritourism linkages
- Hotel composting systems
- Agricultural composting of hotel food and garden waste
- Partnerships with farmers for anaerobic digestion
- Training for chefs on low-carbon menus



[Available here: https://www.oneplanetnetwork.org/value-chains/transforming-tourism/roadmaps](https://www.oneplanetnetwork.org/value-chains/transforming-tourism/roadmaps)

Today we look
at the whole
foodsystem



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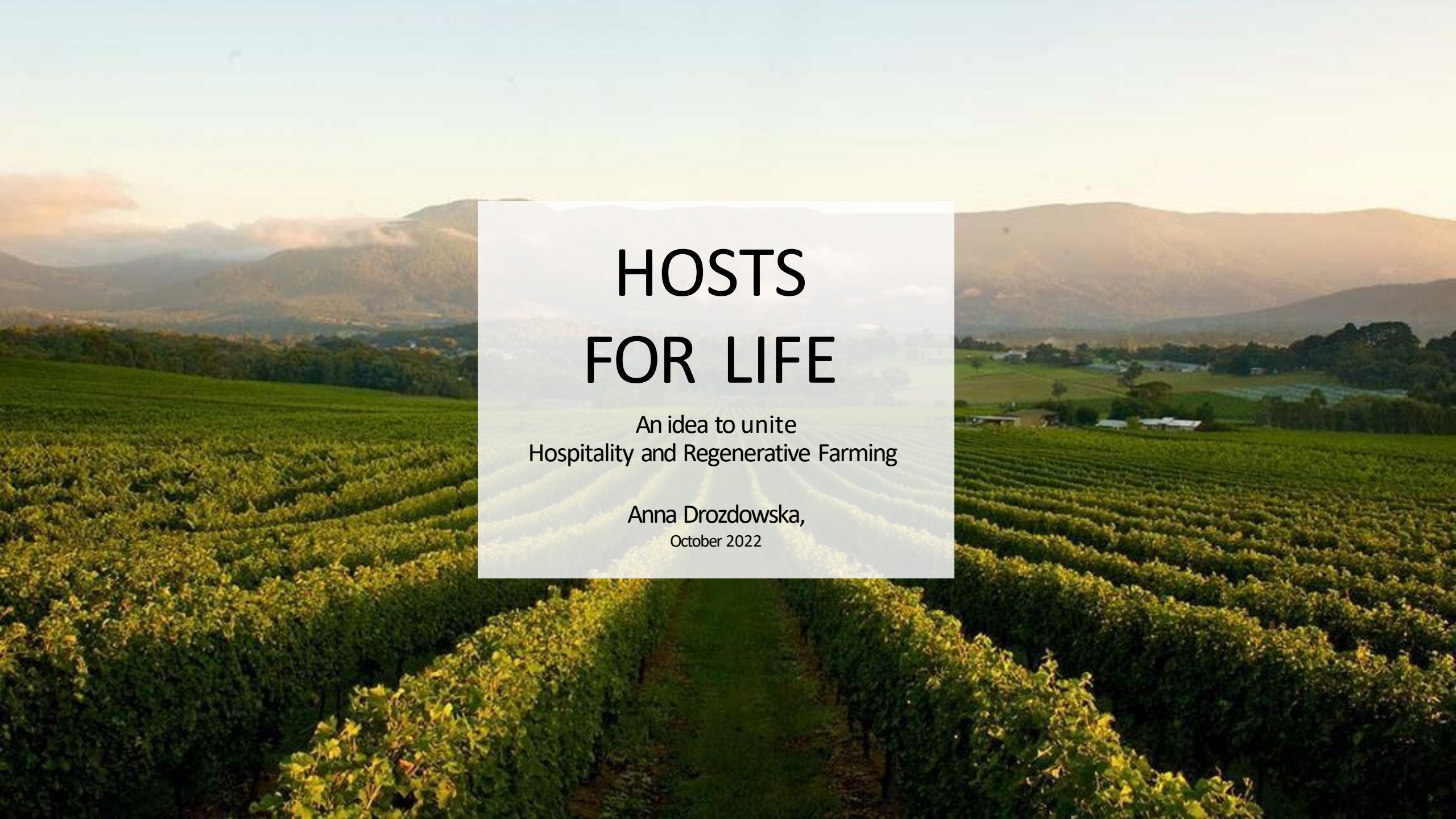
Caroline Baerten,
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Alessandro Galli,
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HOSTS FOR LIFE

An idea to unite
Hospitality and Regenerative Farming

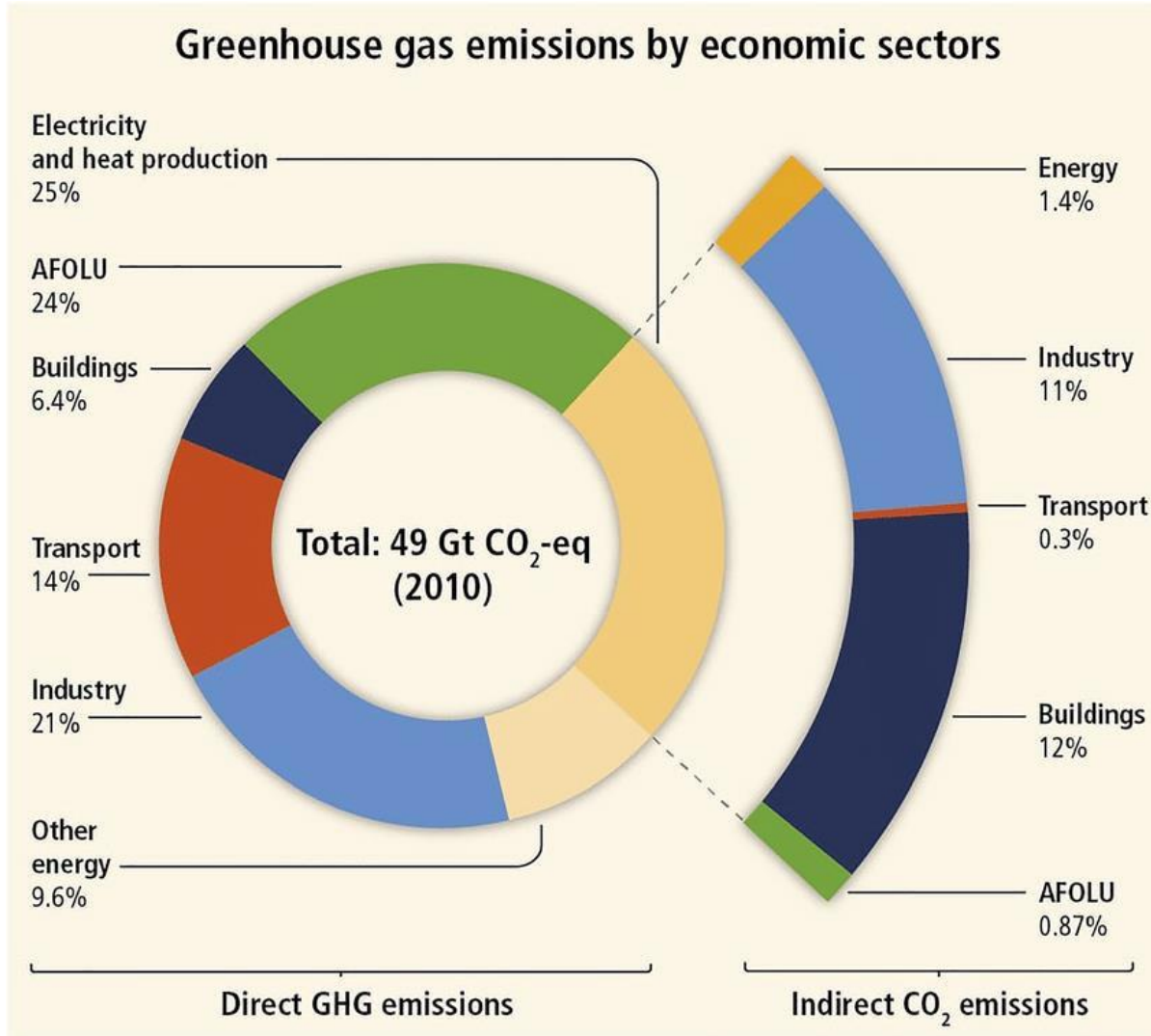
Anna Drozdowska,
October 2022

CLIMATE CHANGE – HOW TO STOP IT?

- GHG emissions are rising at the alarming level, weather extreme conditions like droughts, floods and fires affecting our lives and economies are increasing.
- To prevent average global temperatures exceeding 1.5 C, we must **stop generating CO2 emissions and remove excess carbon from the atmosphere.**
- As Agriculture is responsible for 24% of GHG emissions globally, finding a way to reduce emissions in this sector is key



GHG EMISSIONS BY SECTORS AND FOOD CHAIN

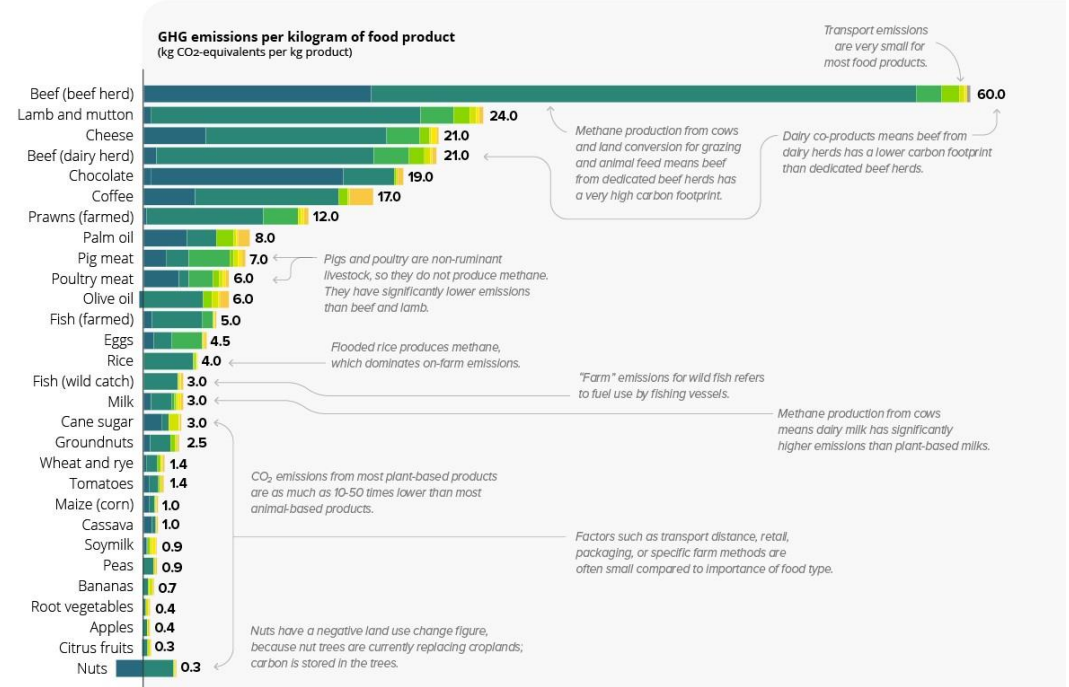
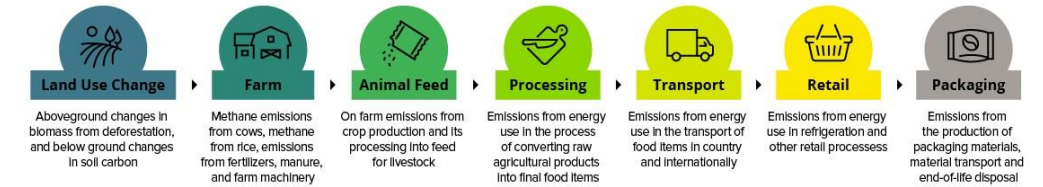


IPCC 2019

FOOD / Greenhouse gas emissions across the supply chain

Original graphic by
Our World
in Data

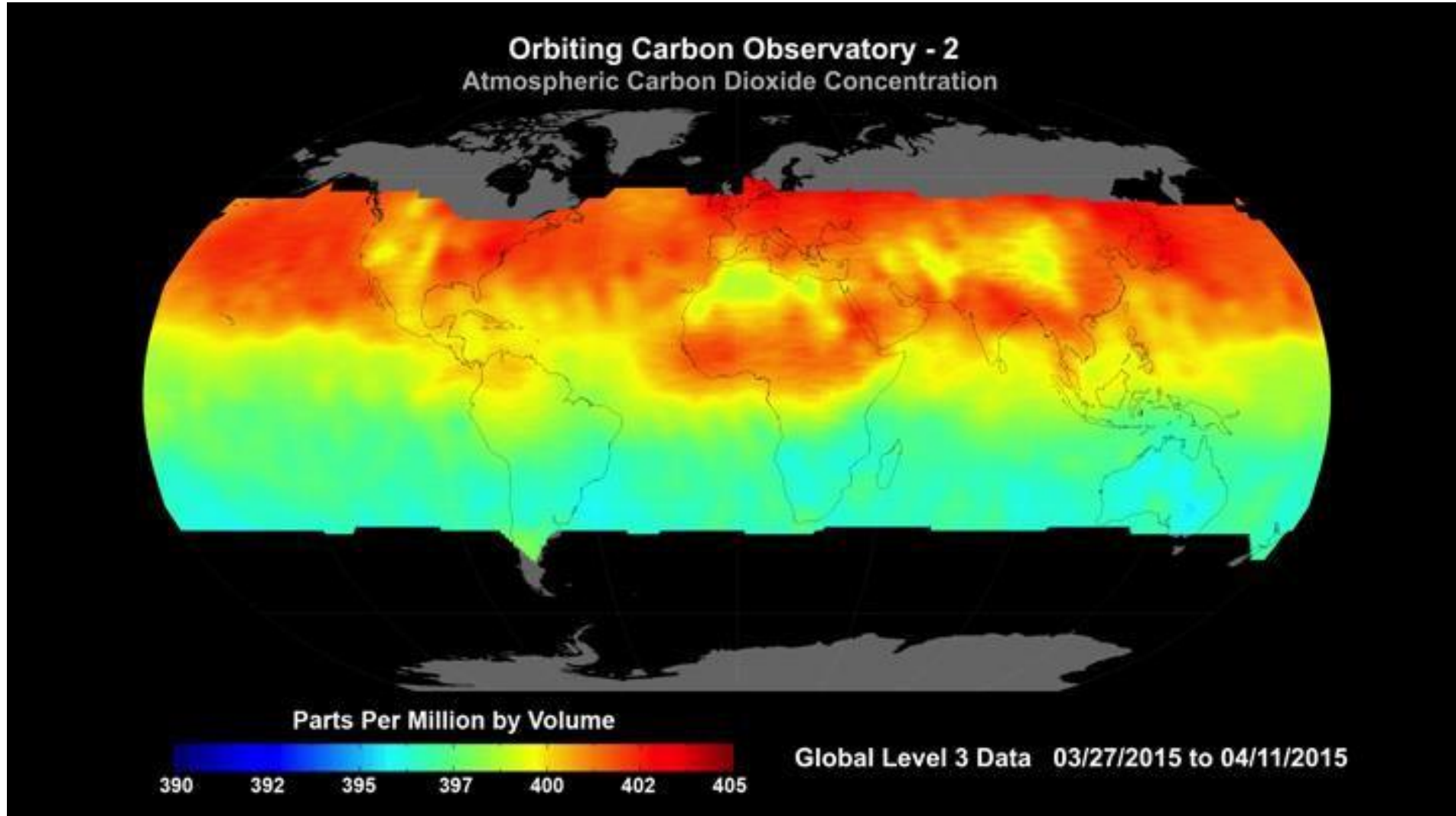
There is a vast difference in greenhouse gases (GHG) that are produced across various food types.



Note: Greenhouse gas emissions are given as global average values based on data across 38700 commercially viable farms in 119 countries. Data source: Poore and Nemecek (2018), Reducing food's environmental impacts through producers and consumers. Science. Images sourced from the Noun Project. OurWorldinData.org - Research and data to make progress against the world's largest problems.



GHG EMISSIONS BY NASA– START OF AGRICULTURE SEASON



We have the knowledge, technology and resources to reverse the trend and regenerate our soils while producing healthy food

SOIL HOLDS THE KEYS TO CHANGE

- Soil is also an ecosystem – it's alive.
- If the soil is healthy and full of living microorganisms it has the ability to keep the carbon in the ground!!!
- Soil is a huge carbon tank!
- Healthy soil can absorb water and thus prevent damage from droughts, floods, hurricanes and fires.



THE SOLUTION IS REGENERATIVE FARMING

- This includes practices such as no/low till, cover cropping,, crop rotation, free animal grazing, agroforestry, biodynamic and permaculture farming etc
- Food that comes from Regenerative Farms is called "Nature-Positive Food".



REGENERATIVE AGRICULTURE IS NOT NEW

Regenerative agriculture is already practiced around the world and recognizes how regenerative practices descend from the agricultural ingenuity of Black, Indigenous, and people of color.





REGENERATIVE FARMING BENEFITS

- sequesters large amounts of CO₂
- produces nutrient-dense food - free from chemicals
- enhances food safety (produces crops resilient to extreme weather and pests/ diseases)
- restores soil health (less droughts, floods)
- restores ecosystem health
- restores biodiversity

It not only “does no harm” to the land but actually improves it, using technologies that regenerate and revitalize the soil and the environment.



TOP SECTORS BASED ON AGRICULTURE

Food and Beverage
Production (incl wineries,
breweries, distilleries)



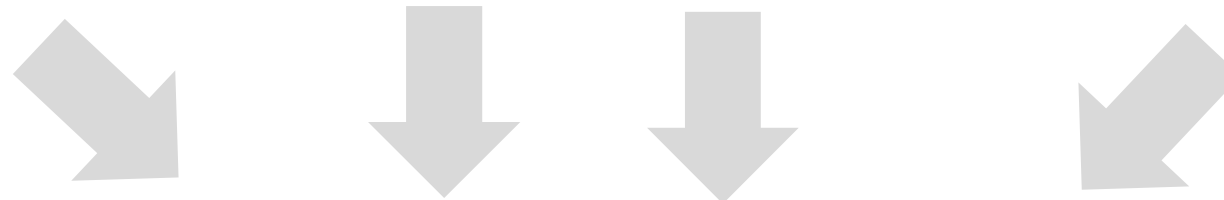
Food and Beverage
Service (hotels,
restaurants, bars)



Textiles & Apparel (linen,
table clothing, furniture,
staff clothing)



Natural cosmetics,
fragrance essences
and oils



HOSPITALITY AND TOURISM

HOSTS FOR LIFE

An Idea to integrate Regenerative Food, Farming and Hospitality in ways that optimise human and planetary health.



HOSPITALITY CAN CONTRIBUTE TO NATURE-POSITIVE PRODUCT SYSTEMS

- At national and global levels the farming and tourism sectors operate in relative isolation from one another
- There is a great potential for the hospitality sector to support the production and distribution of nature-positive products derived from Regenerative Farming
- Hotels and restaurants can shape demand and have ability to influence what kind of food should be grown and how it should be grown
- Creating partnerships between farmers and hospitality industry on a macro and micro scale is a benefit for farmers, hosts, visitors, local communities and environment



WHO



HOSTS

- Sources of local healthy food
- Shorter food chain
- Smaller carbon footprint
- Better experience for visitors



LOCAL COMMUNITIES

- Increased food safety
- Improved quality of life; increased job opportunities
- Increased sense of culture and belonging
- Closed loop economies



WILL



GUESTS & VISITORS

- Educational experiences
- Unique ingredients and gastronomic experiences
- Regenerative healing experience, connecting to nature
Engagement with local residents and stories
- More nutrient-dense food that is story-rich and sustainably sourced



BENEFIT



FARMERS

- Increased, diversified & secured income
- Growth in demand
- More local sales
- Cooperation with local hotels and restaurants



ECOSYSTEMS

- More healthy soil to sequester CO₂
- Less methane and fertiliser
- Better water absorption
- Fewer “natural” disasters
- Increasing Biodiversity

NATURE-POSITIVE PRODUCTS AS A POWERFUL MARKETING CONCEPT FOR HOSPITALITY AND TOURISM

"Nature-Positive Food"

"These oats help save the planet"

„Bedding for a climate-positive sleep"

„Drink up to draw down"



FROM WELLNESS TO REGENERATION

The Global Wellness Institute defines wellness as the active pursuit of activities, choices and lifestyles that lead to a state of holistic health. It is an individual pursuit: self-help, self-care, fitness, nutrition, diet and spiritual practices.

What if tourism and hospitality adopted a concept, that is both regenerating our minds, bodies and nature at the same time?



An aerial photograph of a vast vineyard during the golden hour of sunset. The rows of grapevines are neatly spaced and stretch across rolling green hills. In the distance, a range of mountains is silhouetted against a warm, orange and yellow sky. A semi-transparent white rectangular box is centered over the middle of the image, containing the text "SUCCESS STORIES" in a bold, black, sans-serif font.

SUCCESS STORIES

SPIER WINE FARM SOUTH AFRICA

- Spier is one of the most famous wineries and wine farms in South Africa. But they do not only produce wine, but through Growing For Good initiatives they empower communities to unleash positive social and environmental change.
- Ranging from art and entrepreneurship to regenerative farming and ecological restoration, these projects and partnerships are creating a ripple effect of lasting and meaningful impact.
- Angus McIntosh – the owner and farmer grew up on a cattle ranch in KwaZulu-Natal before embarking on a career as a stockbroker in London, UK. After 4 years of buying and selling he returned to South Africa in 2004 with his wife Mariota Enthoven, whose family own Spier Wine Farm to pioneer his own pasture based farming system on the farm.
- McIntosh was also the first farmer in the world to sell carbon credits for increasing the carbon content in the soil of the pastures where the livestock graze, back in 2014.



AGROVIA COFFEE PLANTATION, MEXICO

- In 2005, owner Bruno Giesemann watched the deluge from Hurricane Stan wash the work of several generations down the mountain. Following decades of using chemical fertilisers and pesticides to boost coffee yields, the soil no longer could hold the plants in place.
- At that moment, Bruno set about learning all he could about agro forestry. Fast forward 16 years, thanks to nature's restorative powers, his 800 hectares is now a flourishing rainforest teeming with wildlife and generating income that sustains the livelihoods of over 100 full-time employees.
- Argovia is now self-sufficient in terms of energy - a turbine converts the power coursing down the river into electricity - and is a highly productive operation generating income from a beautiful resort and event venue, museum, botanical and vegetable garden, coffee roasted and packaged on the premises, flowers for florists, shampoo and perfume manufacturers, bamboo for construction and finished wood products.



ZERO FOODPRINT PROJECT

- Zero Foodprint (ZFP) is a nonprofit organization mobilizing the food world around agricultural climate solutions, created by Anthony Myint
- Named “Humanitarian of the Year” by the James Beard Foundation, ZFP sees the food system as a major solution to global warming as well as a major cause.
- Consumers devote 1% of every purchase from a ZFP business (cooperating restaurant) - often just a few cents. Then ZFP optimally and equitably distribute Restore Grants to farmers applicants for healthy soil projects.
- ZFP is present all over the United States, Hong Kong, Germany, and the Nordic countries with Liechtenstein, Austria, and Switzerland joining in 2022



SEED SAVING & BIODIVERSITY GROWING

Hospitality providers can partner with farmers, with seed savers and with chefs (especially indigenous) to offer local, indigenous, nutrient-dense plant varieties.

What a great potential for storytelling!



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humus x hortense

Brussels, Belgium

Sustainable Fine Dining

Botanical gastronomy

By

Caroline Baerten x Nicolas Decloedt

www.humushortense.be

[@humushortense](https://www.instagram.com/humushortense)



humus x hortense timeline



- Since 2008 Botanical Gastronomy concept in combination with sustainability research
- 2016 opening humus x hortense in Brussels
- 2018 Best Vegetable Chef by Gault & Millau
- 2019 Best Vegan Restaurant of the world
- 2020 Green Michelin Star

General sustainable policies

Waste reduction

Micro filtered water

Reusable incentive program

Chemical/air pollution reduction

Water efficiency policy

Energy efficiency policy

Sustainable design and objects





Circular thinking/zero waste

Botanical gastronomy

- Plant-based ingredients to decarbonize the menu
- Soilmates from soil to plate: 100% regenerative, bird and bee-friendly farming
- local (< 100 km radius from restaurant)
- The tasting menu follows 24 microseasons
- Reducing food loss in the field and food waste in the restaurant

Sustainable beverage policy

- From solid to liquid: zero waste and cuisine inspired botanical drinks
- Fair coffee, from small-scale, non-industrial farmers
- Biodynamic, natural and organic Belgian/EU wines
- Promoting artisanal spirits and beers from Belgian and Brussels microbreweries



Soilmates, a non profit project

More than 10 years of collab with organic/regenerative farm
Le Monde des Mille Couleurs in Belgium

www.soilmates.be



Video You Tube :

<https://youtu.be/LCZIoH7HcNQ>

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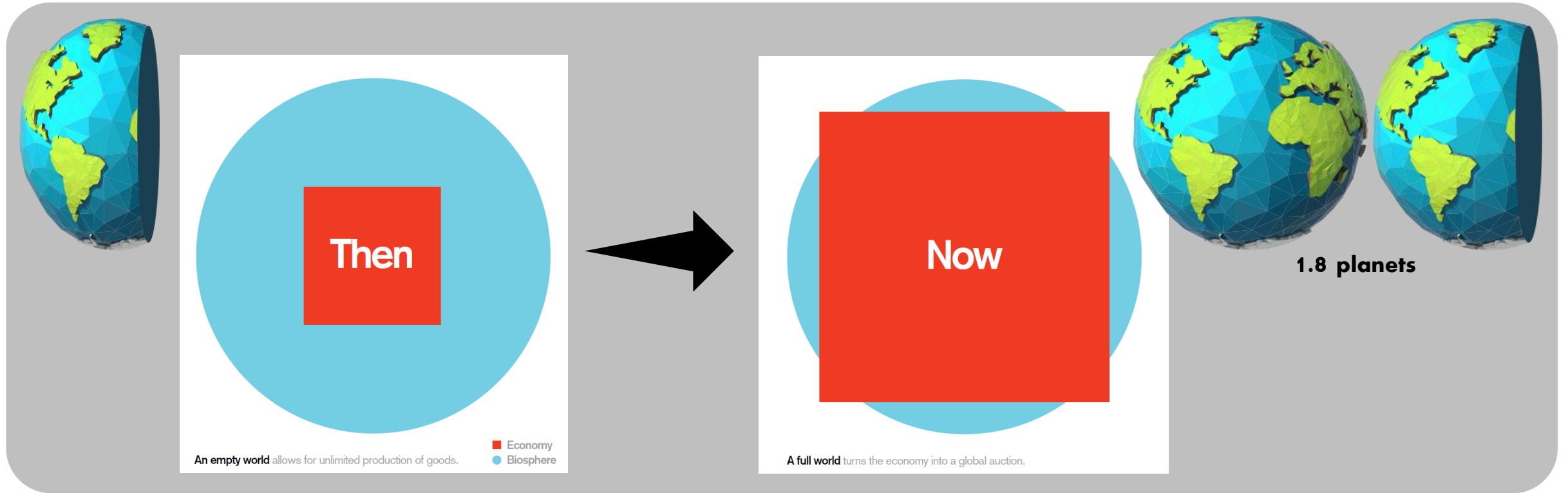
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Transforming Tourism: Sustainable Food

THIS YEAR, EARTH OVERSHOOT DAY FELL ON JULY 28

Earth Overshoot Day marks the date when humanity has used all the biological resources that Earth regenerates during the entire year.



We have just hit the half year mark & we have already used up all the natural resources that the 🌍 can regenerate during 2022.

Many are used to produce the food we never eat.

Everyone can do something to make **#NotWasting** a way of life & help **#MoveTheDate!**

#EarthOvershootDay

Watch on Twitter



It's **#EarthOvershootDay**.

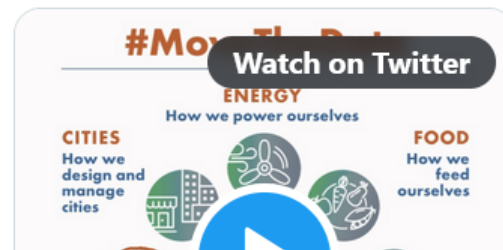
We are just halfway through the year, and humankind has already used up all the resources the Earth can renew in 2022

This is a wake up call. We **MUST #MoveTheDate** and reconcile with nature to help save our **#biodiversity** and planet.

#ForNature



It's **#OvershootDay** 🌍👣
According to **@EndOvershoot**, by today we've used more natural resources than our planet can renew for 2022. Solutions exist to boost our ecosystems' health & the planet's capacity to regenerate resources. How will you **#Movethedate?** bit.ly/3oy39ce



As of Thursday, humankind has used up more natural resources than can be renewed this year.

We must urgently rethink the way we produce and consume - making sustainable choices that will add up to the change we need.
#EarthOvershootDay

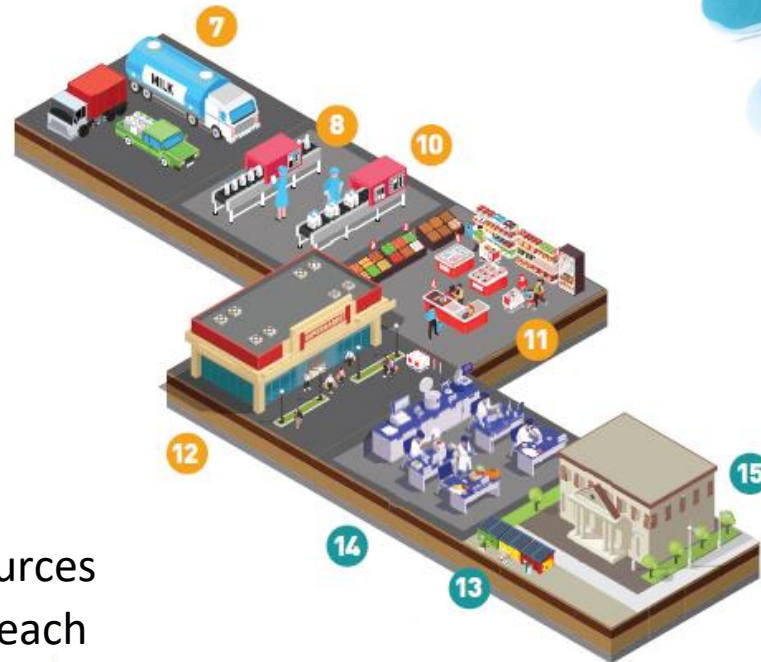
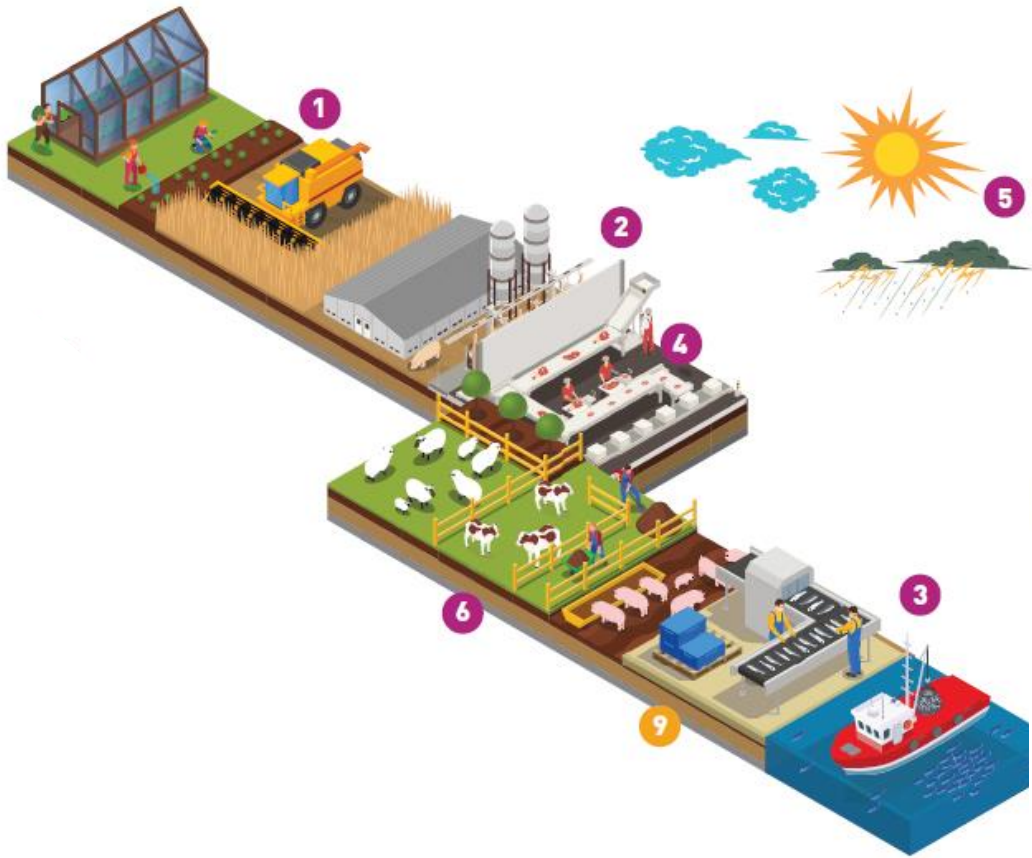


un.org
Act Now | United Nations
ActNow is the United Nations' global call to individual action on climate change. The campaign is a critical part of the UN's coordinated effort ...

143 575 1,117

Our Daily activities leave a Footprint on the planet

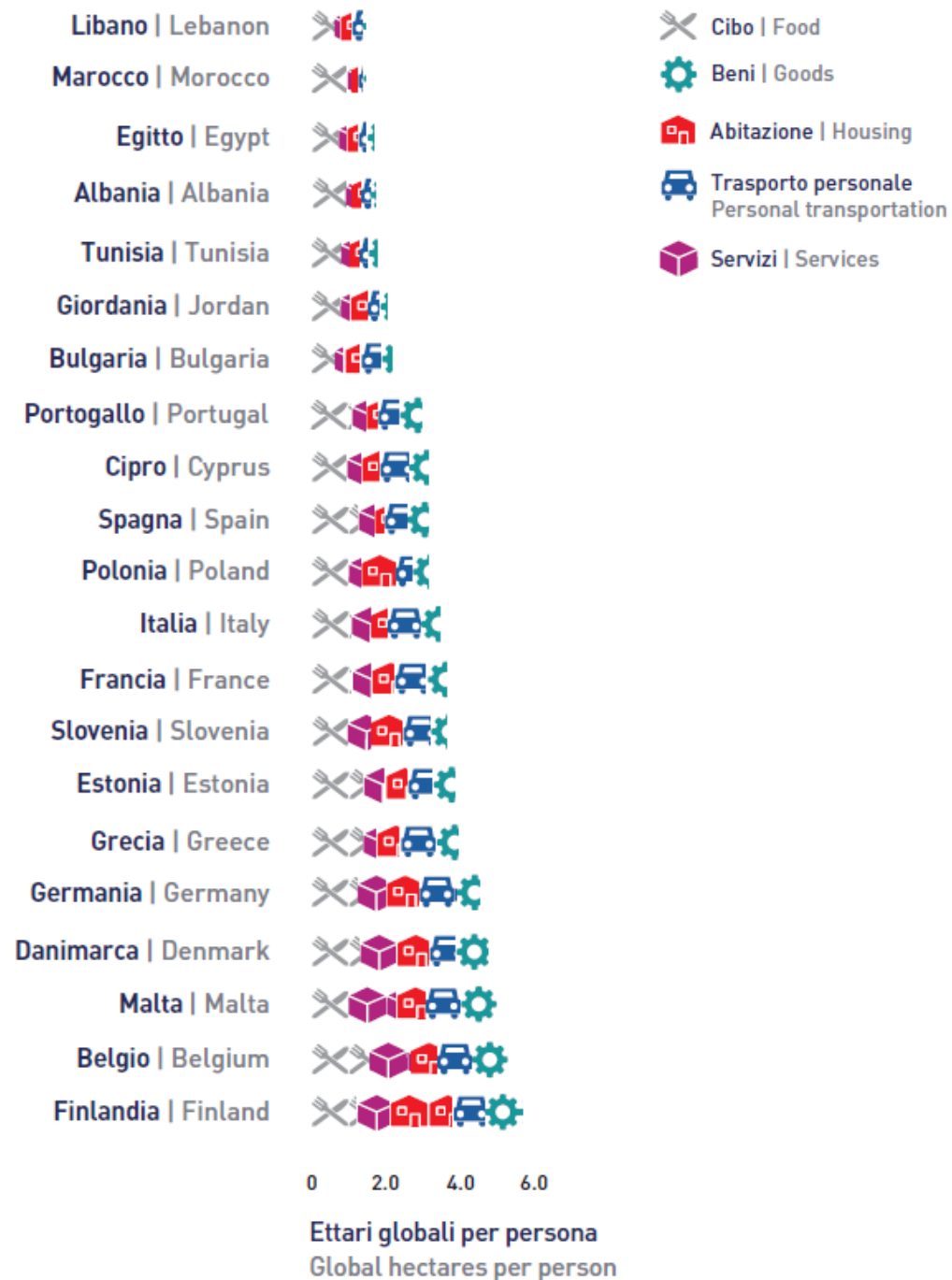
What is the role of Food?



Food systems use resources and emit GHGs during each stage of their life cycle.

What is the role of Food?

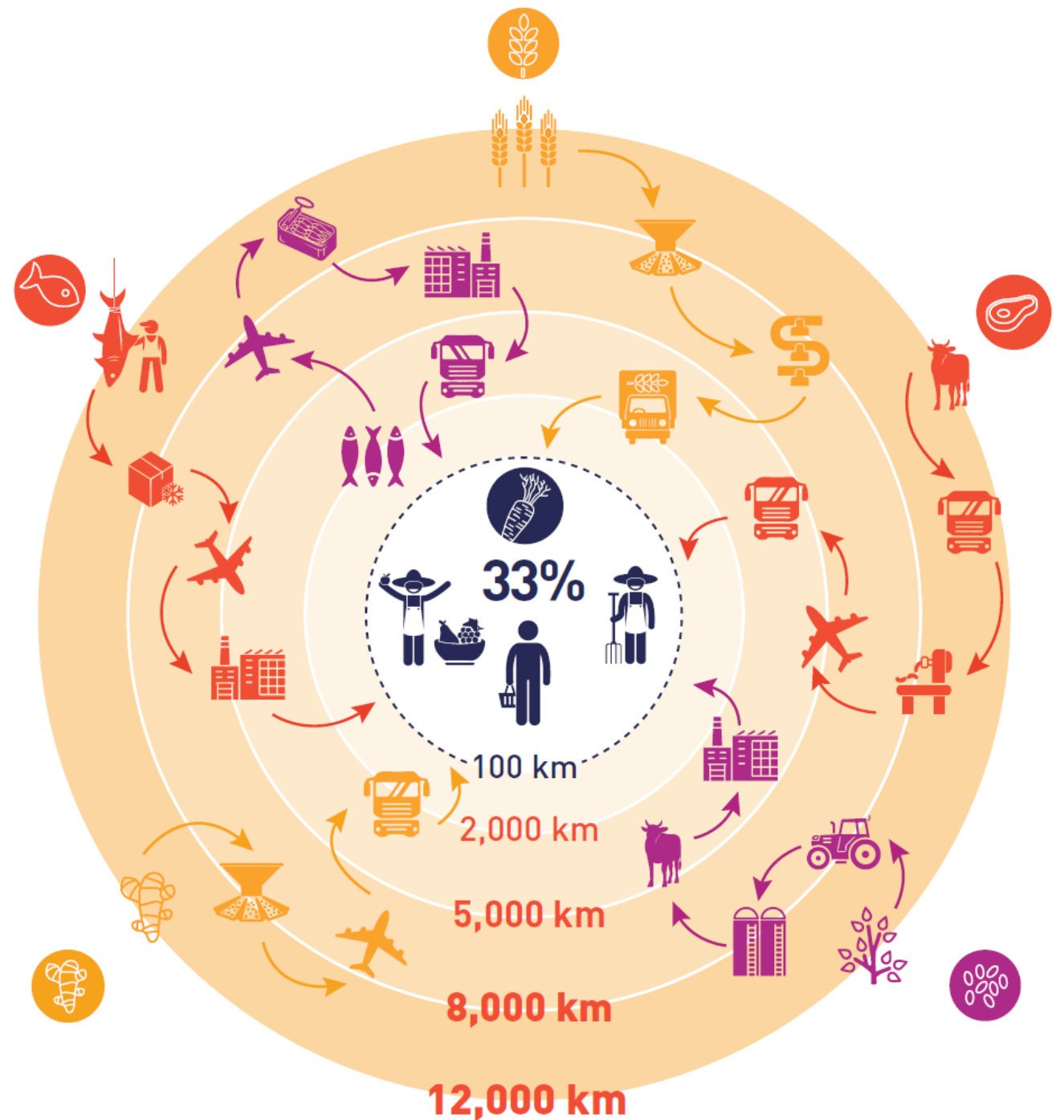
HALF the Earth's
biocapacity is used
TO FEED US



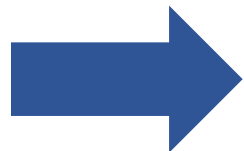
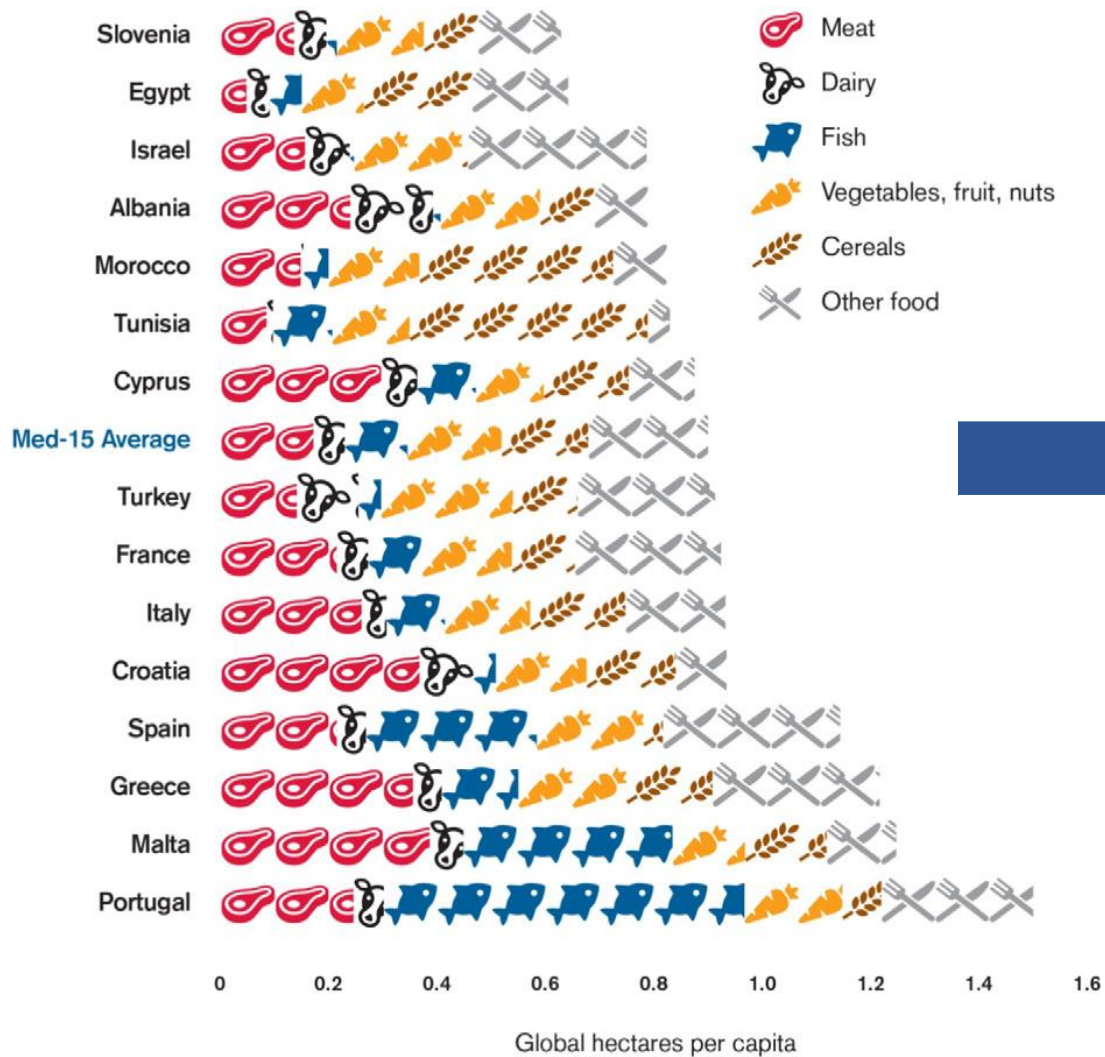
- [Fork] Cibo | Food
- [Gear] Beni | Goods
- [House] Abitazione | Housing
- [Car] Trasporto personale
Personal transportation
- [Cube] Servizi | Services

Why is that the case?

- Unhealthy and resource-demanding diets
- Intensive Agricultural Practices
- Food Waste
- and ... **long food chains**

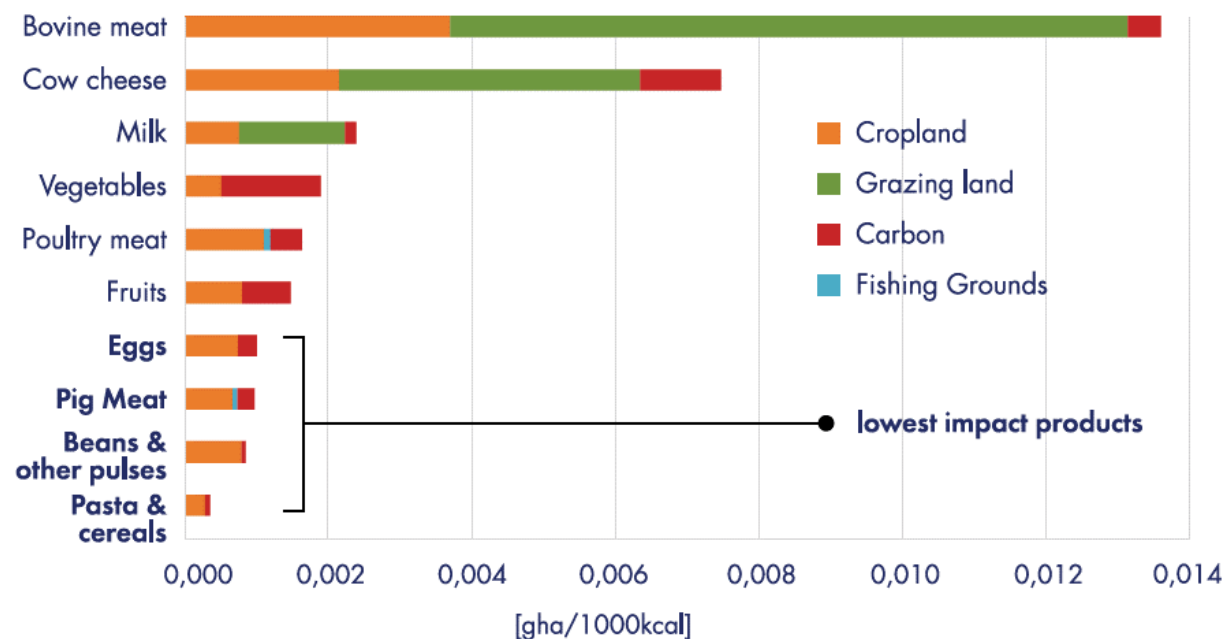


Why is that the case?



FOOD FOOTPRINT INTENSITIES

Bovine meat kcals are more resource-intensive than kcals from dairy products, plants, and beans and other pulses



POWER OF POSSIBILITY

We are entering a 'storm' of climate change and biological resource constraints. The earlier companies, cities, and countries plan ahead and prepare themselves for the predictable future, the better their chance of thriving.

There is immense power of possibility in the many existing solutions (below) that are ready to be deployed at scale. With them, we can make ourselves more resilient and #MoveTheDate of Earth Overshoot Day.

Leading up to Earth Overshoot Day and stemming from *100 Days of Possibility*, the Power of Possibility platform highlights many ways we can improve our resource security in five key areas (healthy planet, cities, energy, food, and population).

All Cities Energy **Food** Other Planet Population



<https://www.overshootday.org/power-of-possibility/>



SPRECO DI CIBO
Food waste

#movethedate
13 GIORNI
13 days



Dimezzare gli sprechi alimentari in tutto il mondo aiuterebbe a spostare di 13 giorni la data dell'Earth Overshoot Day.

Cutting food waste in half worldwide would help move the date of Earth Overshoot Day by 13 days.



PASSA A UNA DIETA A BASE VEGETALE
Shift towards a plant-based diet

#movethedate
7 GIORNI
7 days




Sostituire il 50% del consumo mondiale di carne con alimenti di origine vegetale aiuterebbe a spostare la data dell'Earth Overshoot Day di 7 giorni.

Replacing 50% of global meat consumption with plant-based foods would help move the date of Earth Overshoot Day by 7 days.



COLTURA ANNUALE RIGENERATIVA
Regenerative annual cropping

#movethedate
1.9 GIORNI
1.9 days



Adottare colture annuali rigenerative (ad es. rotazione delle colture, sovescio, lavorazione ridotta del terreno) sposterebbe la data dell'Earth Overshoot Day di circa 1.9 giorni.

Adoption of regenerative annual cropping (e.g., crop rotation, green manures, reduced tillage) would move the date of Earth Overshoot Day by about 1.9 days.



FORTE DI CIBO LOCALE
Source food locally

#movethedate
1.6 GIORNI
1.6 days




Approvvigionare su scala locale l'80% del nostro cibo, lasciando invariate le nostre preferenze alimentari, aiuterebbe a spostare la data dell'Earth Overshoot Day di poco meno di 1.6 giorni.

Sourcing 80% of our food locally, leaving our dietary preferences unchanged, would help move the date of Earth Overshoot Day by slightly less than 1.6 days.



ACQUISTA CARNE DA UNA FATTORIA LOCALE
Buy meat from local farm

#movethedate
5 GIORNI
5 days



L'approvvigionamento di carne da allevamenti locali che preservano la biodiversità e le foreste aiuterebbe a spostare di 5 giorni la data dell'Earth Overshoot Day, se questa soluzione dovesse essere implementata in tutto il mondo.

Sourcing meat from local farms that preserve biodiversity and forest land would help move the date of Earth Overshoot Day by 5 days, if this solution were to be implemented around the world.



SILVOPASCOLO
Silvopasture

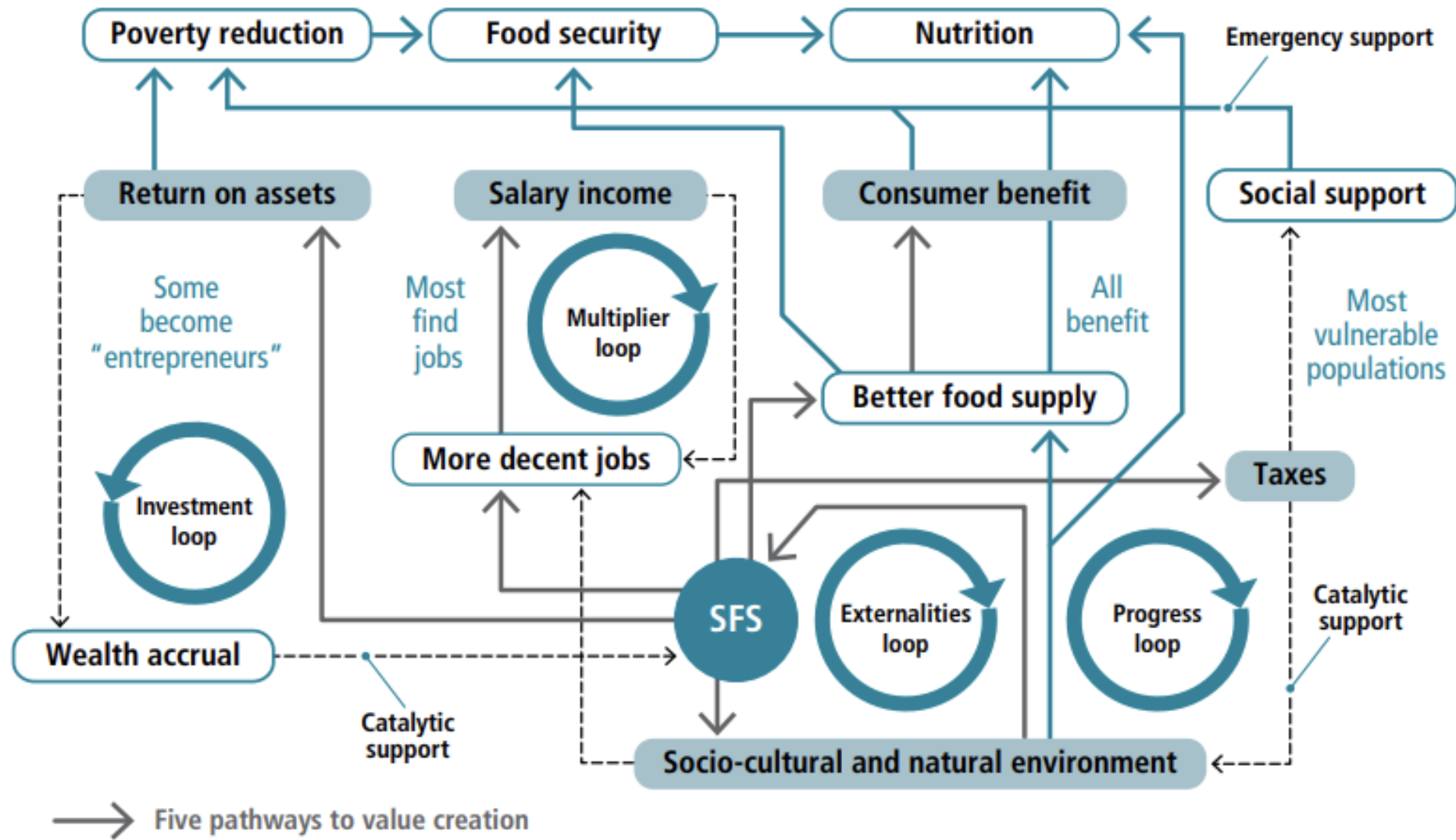
#movethedate
4 GIORNI
4 days



Aumentare del 40% il silvopascolo un'antica forma di agroforestazione, sposterebbe l'Earth Overshoot Day di 4 giorni.

A 40% increase in silvopasture, an ancient form of agroforestry, would move Earth Overshoot Day by 4 days.

FIGURE 3 THE FOOD SYSTEM DEVELOPMENT PARADIGM



Source: Adapted from FAO, 2014.