

## Who We Are

As a team under the Good Food Fund of the China Biodiversity Conservation and Green Development Foundation, and in partnership with Tianren Culture and Slow Food Greater China, the Good Food Fund aims to facilitate shifts in food production, distribution, and consumption patterns towards a healthier and more sustainable food system.

Top Visionary

# From Mama's Kitchen to Metropolitan Beijing

## The Challenge

Home to the largest population in the world, China is seeing a rise in new health challenges caused by widespread industrialization; rapid urbanization; an aging population; a shift toward a more Westernized, highly processed diet; and environmental changes caused by the climate crisis. Currently, like many cities around the world, few if any Chinese cities have well-integrated food governance policies, resulting in fragmented management and monitoring of various food value chains.

Beijing is home to 20 million people, and the country's health challenges are intensified within the capital city. Production and consumption of animal protein has skyrocketed; zoonotic diseases are on the rise; and the obesity rate is more than double the national average.

## The Facts\*

### Obesity Rates



\*Citations available upon request

*“Our Vision aims to revolutionize family kitchens across China and turn them into hubs where we celebrate traditions, good health, environmental sustainability and kindness.”*

## The Vision for the year 2050

To facilitate lasting shifts in food production and distribution as well as in communities' consumption patterns toward a healthier and more sustainable food system.

## Our Solution

To shift Beijing's food system in a durable and sustainable way to one of healthy eating, we identified the actions needed for a successful future in which this Vision becomes a reality:

- Celebration of biodiversity plant ingredients must be promoted. We are developing a “chef-in-residency” program to attract chefs from all around the world to Mama's Kitchen to do research and develop tasty, sustainable and healthy plant-based recipes.
- We will collaborate with community organizations and municipal governments on a hyper-localized level to support additional funding and forward-facing policies.
- We will cultivate public engagement through traditional media - such as commercial video production - as well as by leveraging technology to implement live broadcasts and foster influencer relationships.
- We plan to engage with and educate the general public, primarily in reducing daily consumption of animal-based food and increasing intake of nutrient-rich, plant-based food.

- We are developing more and deeper partnerships with farms, chefs, parents, schools, dietitians and media professionals to consolidate efforts set forth by the Vision.
- We understand that we must not only nourish families, but nourish our connection to one another. Therefore, we are developing a roadshow across China for the team to visit communities and meet with chefs and parents.

