



50 foods for a better future

Knorr Professional

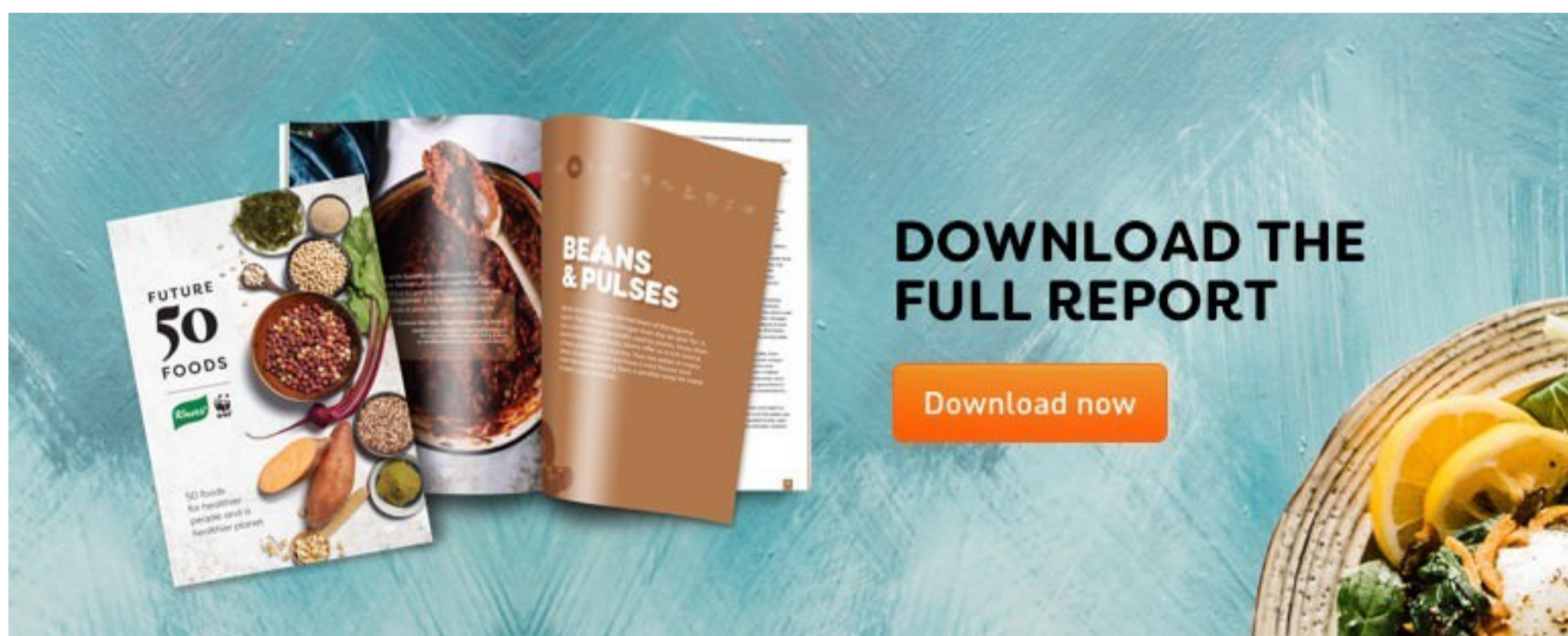
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Do you know that 75 percent of the world's food supply comes from just twelve crops and five animal species? Or that we are currently eating fewer than 200 of the more than 20,000 known edible plant species worldwide? These facts are not just startling — they are a cause for great concern. That's because the practices of cultivating single crops and relying heavily on animal-based foods are threatening food security, with serious consequences for our vulnerable natural ecosystems. These are conversations we need to be having now. By 2050 the world's population is predicted to increase to ten billion people, which will only serve to add further pressure to the environment and our global food system. A key to promoting a healthier planet is to expand the variety of foods we grow and eat. As one of the world's largest food brands, Knorr believes it has a role to play in generating greater awareness of the food supply challenge, while also promoting positive solutions. That's why, in collaboration with the World Wide Fund for Nature (WWF), nutritionists and agricultural experts, Knorr has compiled The Future 50 Foods Report showcasing 50 foods we should eat more of to promote a sustainable global food system. It frames a solution to reduce the impact of our food choices on the environment. Even better, employing these foods as ingredients will increase the nutritional value of our meals. [Watch a short video about the Future 50 Foods here.](#) April Redmond, Global Vice President of Knorr, says: "Unless we change the foods we eat and the way we grow them, it will be challenging to have enough food to feed us all well. Our ambition is to make it easy for people to eat a wider variety of foods that are good for us and good for the planet, and, of course, delicious at the same time." The 50 foods are a combination of familiar yet under-consumed foods, such as lentils, wild rice and kale, with less well-known foods like fonio, pumpkin flowers and cactus.



Each has been selected based on its nutrition value, relative environmental impact, flavour, acceptability and potential accessibility and affordability. [Click here to explore the full list of these delicious, nutritious foods.](#) Executive Chef Australasia of Unilever Food Solutions ANZ, Andrew Ballard, believes chefs should explore a wider range of nutritious and sustainable plant-based foods in an effort to stay ahead. "Not only is it going to be healthier for diners but using sustainable and in-season produce is going to keep COGS [the cost of goods] down as well," he says. "It can be as simple as incorporating some sustainable plant-based ingredients into existing recipes and dishes. Diners want unique experiences so the use of natural and less-predictable ingredients is now a large part of kitchen innovation." By embracing the Future 50 Foods, chefs can show their diners what a more diverse, sustainable and nutritious food future looks like. Please buy them, play with them, eat them and talk about them! Download the full report here, or speak to us today to find out how we can make a difference together.



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