

# GFF's Reporting of Programs (2020)

*This document contains responses written by the charity. ACE has made no content changes other than the removal of confidential information.*

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## Program 1

**Program name:** The Good Food Summit

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**Date commenced:** August 2017

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### **Description:**

The Good Food Summit (the “Summit”) aims at bringing all stakeholders in China’s food space to work together to transform the country’s food system - mainly to reduce animal protein consumption. China’s vegetarian movement has come a long way in the 2010s but the movement will not be able to reach its critical mass and tipping point in the 2020s if it fails to align its goal with that of major stakeholders outside the vegetarian community. It has become *the* annual event to go to for change-makers in the food space.

The 1st Summit in 2017 brought together vegetarian/vegan leaders, college students and those involved in ecological farming hoping to build connections and collaborations among them. In the 2nd Summit in 2018, we added to the conversation executives from top restaurants and senior managers representing food services of major Chinese and international universities, including Peking University, Fudan University, Yale, the Culinary Institute of America and Johns Hopkins.

The 3rd edition in 2019 continued to bring in investors and influencers, such as Victor Koo, founder of Youku/com, known to be China’s YouTube and Netflix; new strategic partners, such as Slow Food Greater China, ICCAW, Meatless Mondays, EAT Foundation, and the Harvard Sustainability Office; The 2019 Summit also hosted the official China launch of the ground-breaking *EAT-Lancet Report* and started the 1st Good Food Youth Summit and a joint forum on animal welfare with ICCAW and CIWF. Both the 2nd and 3rd editions of the Summit both got in-depth coverage on major national press such as Southern Weekly.

To achieve this, the Summit

- speaks the broader language of food system transformation with a clear and steady focus on reducing animal food consumption in China. It is the first endeavor by a Chinese organization to fill the critical gap while building solidarity between the vegetarian movement and other major stakeholders in the food system, without which the movement will largely remain marginalized.
- ties animal welfare issues to other major challenges of our time: climate change, biodiversity loss, public health, food security, and helps to further “legitimize” the topic, and bring more change-makers in the food sector who are otherwise not concerned about animals to support our goal.
- In order to leverage greater participation, the Summit brings in influential “name brand” institutions such as Yale, Johns Hopkins, Harvard, the Culinary Institute of America, EAT, Peking University, Fudan University, Xibei (a top Chinese restaurant chain).
- Presence of top media in the Summit also helps to leverage participation and legitimize the issues.
- The past three editions were held in three different cities to 1) make every edition a novel experience for participants; 2) ensure participation of local stakeholders from various parts of the country.
- A series of publicity campaigns before the summit in the forms of touring speaking events, workshops, and cooking demos.
- Working with talented chefs and offering delicious plant-based meals during the Summit has become an attraction for participants and a way to showcase the potentials of dietary shifts.
- An alumni network is built after each summit to ensure further engagement among the participants.

### **How do you measure the outcomes of this program?**

China is the world’s largest food producer and consumer. Its change is very critical to build a more humane and just world for all. Yet China is a country with a massive system and a particular political context, a fact that requires advocacy work that is sensitive to its cultural and political environment. From early on, we have decided that public campaigns targeting on changing individual dietary patterns are important but would not be effective alone given the facts that there are 1.4 billion people in China and that there are many constraints on public campaigning. It is important to empower leading activists and cultivate leadership in public policy, corporations and the culinary world. The Summit, therefore, chose to target at activists, change-makers and other stakeholders, so its success cannot be measured by the sheer number of participants, but by the representations of stakeholders. The Summit is the first annual national event focusing solely on dietary transformation and its influence is growing by the year. It is widely known among all working in the food space and an effective tool to build solidarity between vegetarian and non-vegetarian activists so they can work under common goals. The Summit has also been

launching ground for important events such as the official release of the *EAT-Lancet Report* and CIWF and ICCAW's forum on animal welfare outside the producers' community.

### **Do you collaborate with other organizations in this program?**

- Key advisory partners including Brighter Green and the Johns Hopkins Center for a Livable Future who help shape Summit programs and recommend speakers.
- Organizational partners including Slow Food Greater China, Yale Hospitality, Harvard Sustainability Office, the Culinary Institute of America, EAT Foundation, the Vegi-Youth League (formerly the China Alliance of College Vegetarian Associations), Meatless Mondays, CIWF, ICCAW, the Ellen McArthur Foundation, Beijing Farmers' Market who bring in expertise and speakers as well as co-organize forums.
- Business partners including Yangzhou Weipu, Chengdu Tibet Hotel and Suzhou Octave who provided incredible and free-of-charge conference venues to the Summit.
- Media partners including Southern Weekly, China Dialogue, thepaper.cn and most top vegetarian and ecological farming social media.
- Corporate partners including Xibei (restaurants), Horan Organic (Condiment), Just Eggs, Oatly and small organic farmers and plant-based food producers who provided plant-based gifts to speakers and participants.

### **What are your top 5 biggest outcomes for this program prior to 2019?**

Outcome 1: The Summit is the first and still the only annual national conference that connects the vegetarian movement with larger social change agendas. Vegetarian activists come to the Summit because they know it is the one of the few places to learn about larger issues alongside non-vegetarians, while knowing for sure that the core of Summit lies in bringing about plant-based dietary transformation. Non-vegetarian activists come because they know the Summit talks about sciences, social change, innovations and policies rather than one-sided

Outcome 2: The Summit helps to push the boundaries for the vegetarian and animal welfare movements in China. Chinese vegetarian movements in the 2010s were largely limited to social media messaging and veg restaurant businesses. It, however, missed the important point that individual consumers should not take all the responsibilities for change. Businesses and government policies have a critical role to play for providing the environment for change. The Summit pioneered in many new fronts: corporate engagement, public policy, translating evidence-based science, as well as consolidating with international efforts.

Outcome 3: The Summit helps "legitimize" the cause by speaking the language of larger food system transformation and by bringing in "mainstream" players like Yale, Johns Hopkins, Harvard and Slow Food. Yale, especially, is very well respected in China as the first Western university to accept Chinese students and with a history of more than a century in contributing to China's development (mostly known in education and medicine).

Outcome 4: An alumni network of 200-300 participants was set up for further engagement with us and among themselves. The alumni across the country have been an incredible resource and strong allies, and we have relied on the network to organize various regional events before and after each summit.

Outcome 5: The Summit has been known as one of the most environmentally friendly national conferences, not only because we minimize disposal products and conference room decorations, but also serve only plant-based food, which few conferences of this size could do. Working with outstanding chefs, the Summit has served as a window for people to appreciate the potentials of plant-based diets.

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## Program 2

**Program name:** The Good Food Festival

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**Date commenced:** April 2017

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### **Description:**

First known as the “Good Food Roadshows” at its launch, the Good Food Festival aims at cultivating leadership in the culinary world to speed up the transition to more plant-based diets in China. Our goal is to revolutionize current Chinese culinary culture to stop its current increasingly meat-heavy trajectory and lead it back to the plant forward tradition. As people say: Good food must taste good. Chefs’ leadership will be extremely important as we try to change the dietary patterns in China.

The 2017 edition, known as the “Roadshows,” saw our three colleagues and two American women vegan chefs (each covering half of the trip) on the road for four months, covering eleven Chinese provinces where they presented dozens of cooking demos and public speakings on the urgent need to make the plant-based dietary shift.

In 2018, the Roadshows of the previous year evolved into a “New Year Food Fashion Show” in January 2019 (since it’s before the Chinese lunar New Year, it is generally considered as an event related to the previous year), which featured a plant-forward menu for the upcoming Chinese New Year, the most important festival in Chinese society when people are engaged in large feasts that are usually (and increasingly more) meat-heavy. Seven top chefs from across China

were selected for the New Year Show and each contributed to the new year menu. The menu was subsequently used on the Food Forward Forum in the U.S. during the lunar New Year.

The 2019-2020 event, which was finalized at now the official Good Food Festival in the 2019-2020 New Year edition and led to a certified course for chefs and the founding of a chefs' alliance.

To achieve our goal, we had to be inclusive: to include as many chefs as possible and invite them to co-create a "New Culinary Culture" that is healthy, sustainable and humane. Therefore, unlike most events held by the vegetarian community, we reached out extensively to chefs who are not vegetarian and to institutional food services and welcomed them to our events.

### **How do you measure the outcomes of this program?**

The program is relatively young. We have managed to do a lot in the short span of two years and have laid a good ground for future work. We have also earned ourselves a good reputation and allies in the culinary world through our events. Yet, given the size of China and the historical burden of the skill-centered chef training system, still a lot need to be done for this program to really take off. Right now, we have not been able to secure funding that can be allocated to this program so this is an area that needs more support. .

### **Do you collaborate with other organizations in this program?**

- Professional organizations like the China Cuisine Association, the World Association of Chinese Cuisine, etc. who recommended chefs to our events, helped promote our events and served as speakers.
- Professional media like the China Cuisine Magazine, who promoted our events.
- Education institutions like the Culinary Institute of America, who helped us make connections and endorsement.
- Food services like Yale Hospitality, who supported us with speakers and exchange opportunities.
- Meatless Mondays and Brighter Green, who connected us with U.S, chefs.
- The Chefs' Manifesto, who connected us with international chefs.
- Businesses like Horan Organic, one of China's largest condiment producers, who supported us with their products.
- Slow Food Greater China helped us connect to chefs and provided heritage plant-based food ingredients to our events.
- Xiachufang ("Going to Kitchen"), China's most popular recipe app, who promoted our events.
- Kuaishou, one of China's top two short video apps, provided complementary promotions to our chef events.

- Dozens of organic farms, restaurants, hotels and resorts, cultural centers, meditation centers, schools across China who provided free food ingredients, spaces and audience outreach for our events.

### **What are your top 5 biggest outcomes for this program prior to 2019?**

Outcome 1: Two successful national events -- 1) A successful Good Food Roadshow that covered 11 provinces and showcased the potentials of plant-based food and the rationale behind going plant-forward. 2) A successful New Year Food Fashion Show in January 2019 (considered to be part of work of 2018 because it took place before the Chinese New Year, which is the “true” New Year for Chinese) in CHAO Hotel, an artsy boutique hotel at the heart of Sanlitun, most upbeat area of Beijing. The event celebrated the works of seven top chefs and helped to redefine the Chinese New Year banquet.

Outcome 2: Developed a model for the Good Food Festival to be potentially scaled up at different parts of the country. Farms, restaurants, tourist resorts and real estate developers have sent us request for hosting a future festival.

Outcome 3: Connected farms, hotels, restaurants, cultural centers, meditation centers, schools, manufacturers as well as professional bodies through our chef events. Many of these partners have continued to support our other work like the Good Food Summit.

Outcome 4: We are among the first and most active ones in China to make a strong case for “sustainably eating” in the culinary community.

Outcome 5: We coined the term “Chefs’ Leadership” (厨师领导力) in Chinese and laid the groundwork for a brand new area of professional exploration for chefs. We went on to build the chefs’ alliance in 2020 and provided national and international exposure to chefs who participated in our events.

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### **How does your organization’s work fit into the overall animal advocacy movement?**

We advocate for urgent and drastic reduction on animal protein consumption. Our #1 focus is reducing animal protein consumption in China.

### **How has the COVID-19 pandemic affected your organization's ability to carry out your programs?**

It has enabled us to do more.

**Have you taken any steps to improve programs that you deemed less successful (due to COVID-19 or otherwise)?**

Yes, we have to cancel all onsite events and move them online, especially our summit. Our 4th Good Food Summit will have to be moved online. We have made it a "Super Long Summit" for this year, running from April to the end of the year, and have managed to involve the China Global TV to broadcast some of our panels.

**Have you cut off any unsuccessful programs to make room for other ones (due to COVID-19 or otherwise)?**

We have actually added more programs.

**Are there any other outcomes for past/discontinued programs, not mentioned in the Program Tables, that you would like to mention?**

We organized a "Dining at Yale" speaking tour for Rafi Taherian, Associate Vice President of Yale Hospitality, in April 2018. The tour covered 8 top Chinese colleges as well as the US embassy in Beijing and the US Consulate in Shanghai. A very successful event that led to many outcomes, one of which is the Food Forward Forum, we co-founded with Yale in Feb. 2019. That program was meant to be a one-time tour, not a permanent one.

**Is there anything else you'd like us to know about your charity's programs, not mentioned in the Program Tables?**

We had a small grant program that supported small projects aiming to promote plant-based diet.