



# How Gastronomy can help to rethink recipes and tackle climate change

## Impact on People and Territories

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**Mission :**

**“Eating is an agricultural, political and cultural act”.**

**W.Berry**



# can we redesign our food habits to tackle climate change?

1. Products as projects
  2. Purchase as a conscious act
  3. integrity and transparency of food supply chains
  4. create culture to educate for a conscious and informed consumption
  5. advancing traditional knowledge in recipes and food processing
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# Sustainable diet as a primary need of our community

- seasonality
  - short chain of products and information
  - know your producers
  - Organic Agriculture -> Regenerative Agriculture
  - give value and support to those who work with ethics and consistency
  - learn to give up the concept of choice and abundance
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“We are what we eat  
and our food choices  
have an impact on the  
planet”.





# WHO guidelines on healthy and sustainable diets.

1. Fruits, vegetables, legumes (eg lentils and beans), nuts and whole grains (eg unprocessed corn, millet, oats, wheat and brown rice). as main ingredients
  2. At least 400 g (or five servings) of fruit and vegetables per day, excluding potatoes, sweet potatoes, cassava and other starchy roots
  3. Less than 10% of the total energy intake from free sugars. Free sugars are all sugars added to foods or drinks by the producer, cook or consumer, as well as sugars naturally present in honey, syrups, juices. fruit concentrates and fruit juices
  4. Less than 30% of the total energy intake of fats.
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## recipes for resilience

Food is the strongest lever for optimizing human health and environmental sustainability on Earth





# A practical vision of Gastronomy

smell, taste, feel, digest, appreciate, share, repeat.

Eating is an act of resilience, integrity, love, respect and joy.



# Impact through territorial design and planning

**Logistics of informations and products  
Recipes, collaborations, communities**

**The impact of sustainable procurement;  
facilitate access to good food ingredients.**

**—> reverse Planning.**

**MAP, RESEARCH, DESIGN**

**—> a new logic of decision making**





## Where to start?

- link the raw materials to the territory
- understand production contexts
- improve culture and biodiversity
- evolve traditional knowledge
- empowerment of the online / offline community



# Key elements for designing sustainable supply chains and diets

**Gastronomes  
are  
Food system designers**

- create a community (online / offline)
  - Reduce channels and communicate directly to final consumers -
  - group logistics and create a collaborative offer with other food companies and complementary artisans.
  - Design an offer that offers real value and impact on people's lives.
  - use recipes and kitchen as leverage for changes.
  - Integrity, no compromise for good ingredients.
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**Crataegus oxyacantha**

**wilden.**  
*herbals*

**The Example of Wilden herbals:**

**1.a strategy towards a new culture of sustainable, organic and healthy hot and cold drinks.**

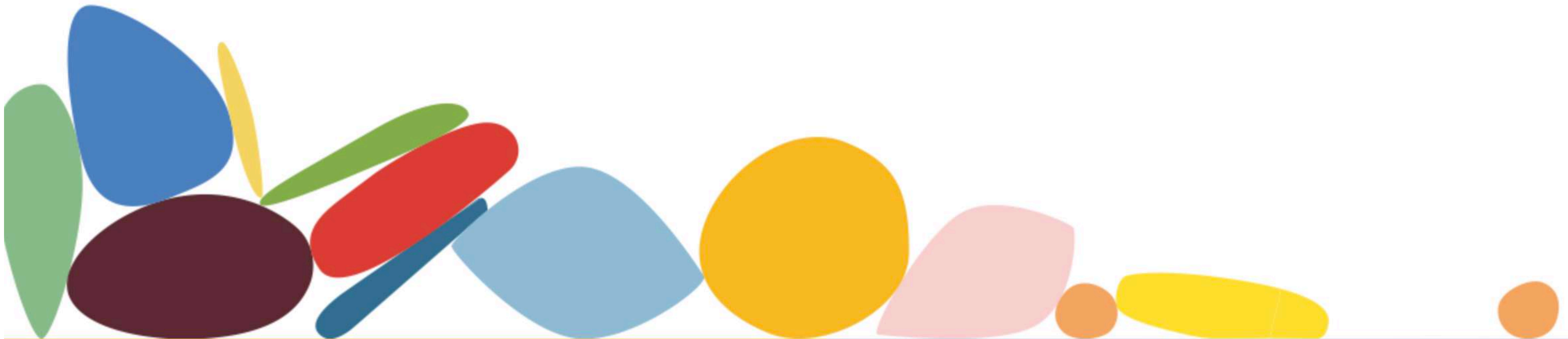
**2.Herbals in the kitchen as ingredients. recipes as vocabulary**

**3.Community, impact and data to drive the company choices**

**Impacting the food system (and the climate) by design**



# Share your Nature







Starting with labels and certifications, but going beyond.  
Building value systems that facilitate the creation of communities.

project products as co-production

**REGENERATE THE FOOD SYSTEM FROM THE SOIL TO THE STOMACH**

**THANK YOU**

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