



# PRESS RELEASE

---

EMBARGO

19 February 2019

11h00

## PLATES FOR THE PLANET: 50 FOODS THAT COULD HELP SAVE THE WORLD

A new report from Knorr and WWF reveals what we should be eating more of today to build a better tomorrow.

---

SOUTH AFRICA, 19 FEBRUARY 2019 —

The world may have less than 60 harvests left according to the UN Food and Agriculture Organization. The way food is being grown and produced globally is damaging soil, polluting the air and causing deforestation. Knorr, one of the world's largest food brands, and WWF, the leading conservation organisation, have unveiled *The Future 50 Foods* report which provides a tangible solution to how we can reduce the negative impact our food has on the environment and help feed the growing global population.

*The Future 50 Foods* report was written by Knorr, WWK-UK and Dr Adam Drewnowski, Director of The Center of Public Health Nutrition at the University of Washington, with the ambition to empower positive change. It identifies 50 plant-based, future-facing foods that we should eat more of for our health and the health of the planet.

The report follows the pivotal *Food in the Anthropocene: the EAT–Lancet Commission on healthy diets from sustainable food systems* released in January 2019 and WWF's *Living Planet Report* released in October 2018, which highlight the changes we need to make to our global food system and the significant overlap between an environmentally sustainable diet and a healthy diet.

The 50 Foods list combines more familiar, although in some cases underused foods, such as lentils, quinoa and kale, with less globally well-known foods like fonio, pumpkin flowers and cactus. Each has been selected based on their nutritional value, relative environmental impact, flavour, acceptability and potential accessibility and affordability. Some have higher yields than similar crops and several are tolerant of challenging weather and environmental conditions, meaning they could prove invaluable in the face of growing climate uncertainty. Each has a story to tell and in South Africa, some of these stories overlap with our own food heritage.

We can learn valuable lessons from South Africa's agricultural past; we have a rich history of foods that have slowly disappeared from the meals we eat today. Crops rooted in traditional nutrition once again have a place on the plate of future generations. These include millet, cowpeas, bambara groundnut and mung beans, all crops that the South African department of Agriculture, Forestry and Fisheries have acknowledged as having "a growing interest by government and other stakeholders about the value of these crops to address food security and climate change".

Looking at crops that are indigenous is not only great for the environment but also empowers local farms and communities. It is a growing opportunity for locally found and heritage foods to be reintroduced back into our shops, shelves and diets.

For further information please contact [prmediaqueries@gmail.com](mailto:prmediaqueries@gmail.com)

Marilyn – 0825534055 or Kelley – 0746672823



# PRESS RELEASE

---

EMBARGO  
19 February 2019  
11h00

## PLATES FOR THE PLANET: 50 FOODS THAT COULD HELP SAVE THE WORLD

A new report from Knorr and WWF reveals what we should be eating more of today to build a better tomorrow.

---

Knorr is championing diversity in our diets, by providing practical ways to discover these foods. With their offering of soups, cook-in-sauces, stocks, gravies, sauces and pasta sauces they aim to make these foods simple to add to South African plates. Knorr has developed a host of inspirational recipes that make it easy to explore the Future 50 Foods. For these recipe ideas, visit [www.knorrwhatsfordinner.co.za](http://www.knorrwhatsfordinner.co.za).

WWF's Living Planet Report, published in October 2018, found that wildlife populations have declined by 60 percent globally in less than 50 years, with our food system being one of the biggest drivers of biodiversity loss. By 2050 the world population is predicted to increase to ten billion people, adding further pressure to the environment and the global food system.

**April Redmond, Global Vice President of Knorr, says:** "Seventy-five percent of what the world eats comes from just twelve crops and five animal species, which has serious implications for both the health of our rapidly growing population and the health of our planet. Unless we change our eating habits, there simply won't be enough food to feed us all. Our purpose and aim at Knorr 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.

Experts state that there are between 20,000 and 50,000 known edible plant species, yet we are currently only eating 150-200. Cultivating single crops and over-reliance on animal-based foods are threatening food security and have serious consequences for our fragile natural ecosystems. One of the keys to driving change is expanding the variety of foods we grow and eat. The report also notes that food production, particularly meat, is a big contributor of harmful greenhouse gases – a primary contributor to climate change.

**Dr. Tony Juniper, Executive Director of Advocacy, WWF-UK said:** "Many people assume it's our energy and transport choices that cause the most serious environmental damage when, in fact, it's our food that causes the biggest impact. This is why it's vital we identify and put in place better ways to grow, distribute and consume food so that what we eat doesn't cost the Earth. This is a complex task, but we must get chefs, retailers and the public fighting for their world by changing what's on our plates.

For further information please contact [prmediaqueries@gmail.com](mailto:prmediaqueries@gmail.com)  
Marilyn – 0825534055 or Kelley – 0746672823



# PRESS RELEASE

EMBARGO  
19 February 2019  
11h00

## PLATES FOR THE PLANET: 50 FOODS THAT COULD HELP SAVE THE WORLD

A new report from Knorr and WWF reveals what we should be eating more of today to build a better tomorrow.

*The Future 50 Foods report offers three key principles for a healthier global population and a healthier planet:*

1. Greater variety and a larger amount of vegetables
2. More plant-based sources of protein in place of meat, poultry, dairy, and fish
3. More variety in the types of grains, cereals and other sources of carbohydrates

The Future 50 Foods report is designed to inspire and facilitate these shifts by celebrating the variety of food at our fingertips. For more information, or to download the full report, visit [www.knorrwhatsfordinner.co.za](http://www.knorrwhatsfordinner.co.za).

The full list of Future 50 Foods ingredients:

<b>Seaweed</b> <ul style="list-style-type: none"> <li>• Laver seaweed</li> <li>• Wakame seaweed</li> </ul>	<b>Cacti</b> <ul style="list-style-type: none"> <li>• Nopales</li> </ul>	<b>Fruit vegetables</b> <ul style="list-style-type: none"> <li>• Pumpkin flowers</li> <li>• Okra</li> <li>• Orange tomatoes</li> </ul>	<b>Mushrooms</b> <ul style="list-style-type: none"> <li>• Enoki mushrooms</li> <li>• Maitake mushrooms</li> <li>• Saffron milk cap mushrooms</li> </ul>	<b>Root vegetables</b> <ul style="list-style-type: none"> <li>• Black salsify</li> <li>• Parsley root</li> <li>• White icicle radish</li> </ul>	<b>Root vegetables</b> <ul style="list-style-type: none"> <li>• Lotus root</li> <li>• Ube</li> <li>• Jicama</li> <li>• Red Indonesian sweet potato</li> </ul>
<b>Beans</b> <ul style="list-style-type: none"> <li>• Adzuki beans</li> <li>• Black turtle beans</li> <li>• Broad beans</li> <li>• Bambara groundnuts</li> <li>• Cowpeas</li> <li>• Lentils</li> <li>• Marama beans</li> <li>• Mung beans</li> <li>• Soy beans</li> </ul>	<b>Cereals &amp; grains</b> <ul style="list-style-type: none"> <li>• Amaranth</li> <li>• Buckwheat</li> <li>• Finger millet</li> <li>• Fonio</li> <li>• Khorasan wheat</li> <li>• Quinoa</li> <li>• Spelt</li> <li>• Teff</li> <li>• Wild rice</li> </ul>	<b>Leafy greens</b> <ul style="list-style-type: none"> <li>• Beet greens</li> <li>• Broccoli rabe</li> <li>• Kale</li> <li>• Moringa</li> <li>• Pak-choi</li> <li>• Pumpkin leaves</li> <li>• Red cabbage</li> <li>• Spinach</li> <li>• Watercress</li> </ul>	<b>Nuts &amp; seeds</b> <ul style="list-style-type: none"> <li>• Flax seeds</li> <li>• Hemp seeds</li> <li>• Sesame seeds</li> <li>• Walnuts</li> </ul>	<b>Sprouts</b> <ul style="list-style-type: none"> <li>• Alfalfa sprouts</li> <li>• Sprouted kidney beans</li> <li>• Sprouted chickpeas</li> </ul>	

For further information please contact [prmediaqueries@gmail.com](mailto:prmediaqueries@gmail.com)  
Marilyn – 0825534055 or Kelley – 0746672823



# PRESS RELEASE

---

EMBARGO  
19 February 2019  
11h00

## PLATES FOR THE PLANET: 50 FOODS THAT COULD HELP SAVE THE WORLD

A new report from Knorr and WWF reveals what we should be eating more of today to build a better tomorrow.

---

### Notes to Editors:

Download the Future 50 Food report here [www.knorrwhatsfordinner.co.za](http://www.knorrwhatsfordinner.co.za).

### About Knorr

Knorr's passion for better cooking and eating goes right back to the brand's beginnings in 1838. Knorr is proud to be the 8th most chosen FMCG brand in the world (according to Kantar World Panel) and Unilever's largest food brand, with a yearly sales value of over 4 billion Euros. Knorr products are sold in nearly 90 countries around the world and its flavours are enjoyed by more than 2.8 billion people each year. The brand is committed to providing easy-to-prepare, flavourful recipes for all diets and occasions, which it publishes on its website and on the back of its products. Its purpose is to champion better ways to cook and eat for a more sustainable food future, believing that by sourcing its ingredients sustainably, food made with Knorr tastes better. That's why Knorr grows its ingredients naturally, out there under the sun, in rich, fertile soils and with care for the environment. Find out more at [www.Knorr.com](http://www.Knorr.com)

### About WWF

WWF is one of the world's largest independent conservation organisations, active in nearly 100 countries. WWF's supporters – more than five million of them worldwide – are helping to restore nature and to tackle the main causes of nature's decline, particularly the food system and climate change. WWF is fighting to ensure a world with thriving habitats and species, and to change hearts and minds so it becomes unacceptable to overuse our planet's resources.

Find out more at [www.wwf.org.uk](http://www.wwf.org.uk)

For further information please contact [prmediaqueries@gmail.com](mailto:prmediaqueries@gmail.com)  
Marilyn – 0825534055 or Kelley – 0746672823