



ONE PLANET PLATE

A recipe for a better food future

Our food system is in disrepair. Every day the media is flush with news stories, from eroding soils and diminishing forests, to crises in diet-related diseases and scandals in factory-farmed meat, which show the impact our eating habits are having on both our health and the planet. Yet, food can also provide the solution.

One Planet Plate is a restaurant campaign to put sustainability on home menus. This will be a chance for chefs worldwide to show how they're contributing to a better food future, and to galvanise diners to think about and act upon their own food choices at home.

How will we do it?

Food Made Good is calling on chefs around the world to submit a One Planet Plate recipe to share with diners at home and around the world. Each dish will showcase how chefs are addressing the problems in our food system, from sourcing locally to choosing high-welfare meat to repurposing and reducing food waste.

We will build a dynamic map of all participating restaurants and a digital collection of all of the recipes, and promote it across Hong Kong and around the world.

What's in it for restaurants?

Be part of a positive change

- To highlight what restaurants are doing to contribute to a better food future
- To build a dialogue with diners around the key sustainability issues that they care about
- To show diners that they value the earth's finite resources
- To galvanise diners – and home-cooks – to use the power of their food choices to create positive change

Stand out from the crowd

- Participating restaurants will feature on an online restaurant map, promoted to millions of diners
- They will be a part of a social media campaign
- Their recipe will be featured alongside the best in the business, including Raymond Blanc and Richard Ekkebus



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How can restaurants get involved?

The dish

The One Planet Plate dish can be an entirely new recipe or an existing crowd-pleaser. There is no set criteria for the dish, but chefs must consider at least one of the following when choosing their recipe.

- **CELEBRATE LOCAL:** Use locally sourced, seasonal and non-intensively-farmed produce
- **WASTE NO FOOD:** Rethink how food surplus or common by-products are used
- **MORE VEG:** Shift the proportion of animal protein towards plant-based ingredients
- **SOURCE FISH SUSTAINABLY:** Educate diners on where their fish comes from
- **BETTER MEAT:** Inspire diners to eat high-welfare meat in smaller portions
- **LOW CARBON FOOTPRINT:** Cut use of natural resources from farm to fork

The recipe

The chosen dish will be submitted as a recipe to feature on oneplanetplate.org – as part of a collection of dishes from chefs around the world. You can submit your recipe to us at hello@foodmadegood.hk.

Each recipe must:

- Be written concisely with directions that are clear to follow
- Include portion size, ingredients and a method
- List measurements in metric, teaspoons and tablespoons
- List temperatures in °C
- Include any specific guidance on how to source ingredients sustainably
- Not exceed 300 words

To submit the recipe, include:

- Chef name
- Chef photo
- Restaurant name, if applicable
- Website
- Social media handles, such as Twitter and/or Instagram
- Brief bio (max 50 words)
- Dish title
- Photo of the finished dish (please see image guide)
- Brief headnote explaining why you chose this One Planet Plate (max 100 words)

Want to find out more?

See how you can make One Planet Plate work for your audiences. Get in touch with Food Made Good via hello@foodmadegood.hk.

Be a part of the Food Made Good's ongoing campaign to engage restaurants and diners to support better, more sustainable food practices. To learn more about us visit foodmadegood.hk.



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ONE PLANET PLATE

一個改善食品未來的食譜

我們的糧食系統處於缺乏修復的狀態。每天，媒體上都充斥著各種的新聞報導，從土壤侵蝕和森林面積的減少，到飲食相關疾病的危機以及工廠種植肉類的醜聞，這些都反映了飲食習慣對我們的健康和地球產生的影響。然而，食物也可以為這些問題提供解決方案。

One Planet Plate是一項餐廳活動，旨在將可持續發展納入家庭菜單。這將是一個機會，讓全球的廚師們展示他們如何為更好的食品未來做出貢獻，並激發食客在家裡思考及如何選擇自己的食物。

我們將可以何實踐？

Food Made Good邀請世界各地的廚師提交One Planet Plate食譜，以便與國內外的食客分享。從本地採購到選擇高福利的肉類，再到改善和減少食品浪費，每道菜都將展示廚師如何解決我們食品系統中的問題。

我們將為所有參與餐廳建立動態地圖，並收藏所有食譜，於香港乃至全球推廣。

餐廳可以有些什麼得著？

成為積極改變的一分子

- 突顯餐廳正為促進更好的食品未來出一分力
- 可以與關注可持續發展的食客在重要的可持續性問題上建立溝通渠道
- 向食客展示他們珍視地球上有限的資源
- 鼓勵食客和家庭中的烹飪者利用他們食物選擇的力量來創造正面的影響

在人群中脫穎而出

- 參與餐廳將在在線餐廳地圖上顯示，並推薦給數百萬名食客
- 他們將成為社交媒體活動的一部分
- 他們的食譜將與行業內頂級的菜餚放在一起，包括Raymond Blanc及Richard Ekkebus



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餐廳可以如何參與？

菜譜

One Planet Plate 菜譜可以是全新的菜式，也可以是現存受歡迎的菜式。在菜式設計上，並沒有既定的標準，但是廚師在選擇食譜時必須考慮以下至少一項。

- **本地和季節性產品:** 在本地採購一些時令和非密集式耕種的食材
- **不浪費食物:** 重新考慮如何使用剩餘食物或常見副產品
- **更多的蔬菜:** 將動物蛋白質的比例轉為植物性成分
- **可持續採購魚源:** 教育食客魚類的來源
- **更好的肉:** 鼓勵食客小量地食用高福利的肉類
- **低碳足跡:** 在農場到餐桌的運輸過程中，減少使用自然資源

食譜

所選菜式將以食譜的形式提交，並出現在oneplanetplate.org的網頁上 - 成為來自世界各地廚師菜式集的一部分。歡迎分享你的食譜到hello@foodmadegood.hk。

每個食譜必須：

- 簡明扼要地列出一些易於遵循的指示
- 包括份量，材料和製作方法
- 以公制，茶匙和湯匙列出所需材料的量度
- 以攝氏列出溫度
- 包括如何具體地採購可持續食品原料的指引
- 不超過**300**字

提交的食譜應該包括：

- 廚師的名字
- 廚師的照片
- 餐廳名稱（如有）
- 網站
- 社交媒體例如Twitter和/或Instagram
- 簡介（最多50字）
- 菜式名稱
- 製成品的照片（請參閱圖像指南）
- 簡短的說明，解釋為什麼你選擇了這個One Planet Plate菜式（最多100字）

想了解更多？

了解如何使**One Planet Plate**為你的受眾服務。歡迎透過hello@foodmadegood.hk與Food Made Good聯繫。

參與**Food Made Good**正在進行的活動，吸引餐廳和食客參與，以支持更好，更可持續的飲食習慣。如欲了解更多有關我們的資訊，請到訪foodmadegood.hk。