Food Culture encompasses the rules (software) that govern how we think, feel, and value our food.

Levers of changne

Institutions

Entertainment
Family life
Education
Religion
Other cultural institutions:
sports, fashion,
material goods

01

Shaping Narratives

Feelings and Perceptions

Broadcast storytelling

Engaging creatives (authors, musicians, screenwriters) via workshops, conferences, guilds

Prizes/Awards

02

Addressing Social Identity

Expressing who we are through food

New symbols and metaphors

Pledges/petitions

Activating networks

03

Changing Beliefs

Ideas, Thoughts, Values

News/Journalism

Media engagements

Documentaries

School curriculum

Myth/taboo- busting via trainings

04

Strengthening culinary systems

Meal patterns, flavour principles, cuisine

Consumption vocabulary

Eating rituals

Co-developing guidelines

Supporting food technology

Fusion /flavour cuisine

Food Culture Alliance