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

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

**Levers of change**

**01**
**Shaping Narratives**
- 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