FACTS & FIGURES

<table>
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<th>Sectors Represented</th>
<th>Farmers, Researchers, Youth Leaders, Finance, Business, Workers Unions, Government &amp; Civil Society</th>
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<td>430 Registrations from</td>
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OUR PROGRAMME
OUR SPEAKERS
OUR KEYNOTE SPEAKERS

THANK YOU FOR USING YOUR VOICES FOR A BETTER FOOD FUTURE

HINDOU OUMAROU IBRAHIM

DOLORES HUERTA

ANNA LAPPÉ

GENESIS BUTLER
OUR PANELISTS

THANK YOU FOR USING YOUR VOICES FOR A BETTER FOOD FUTURE

Cassia Moraes  
Youth Climate Leaders

Greg Murphy  
BlueNalu

Paula Looking Horse  
Dakota Singer & Artist

Dr. Moustapha Kamal Gueye  
ILO

Anoop Poonia  
GSCC Climate Trends

Kezia Smithe  
FAIRR Initiative

Abhishek Sinha  
GoodDot - Revolutionizing food with compassion

Adrien Vogt-Schilb  
Inter-American Development Bank

Carina Millstone  
Feedback Global

Pramisha Thapaliya  
UNFCCC

Pete Ritchie  
Nourish Scotland

Barthelemy Mwanza Ngane  
UNHCR Global Youth Advisory Council

Jyoti Fernandes  
The Landworkers’ Alliance (LWA)

Carlos Marentes  
Unión de Trabajadores Agrícolas Fronterizos (BAWP)

Omnia El Omrani  
IFMSA & Women Leaders for Planetary Health

Rashmit Arora  
The Transformation Project

Joshua Ampsonem  
Green Africa Youth Organization (GAYO)

Mariana Falcão  
Mr. Veggy Brazil

Nelson Rodriguez Hernandez  
Warriwa

Garrett Broad  
Fordham University
OUR PANELISTS

THANK YOU FOR USING YOUR VOICES FOR A BETTER FOOD FUTURE

Becky O'Brien
Director of Food & Climate Hazon
The Jewish Lab for Sustainability

Fletcher Harper
Executive Director
GreenFaith

Philippa Rowland
President
Multifaith Association of South Australia

Rev Berry Behr
Faith Leader Liaison
SAFCEI

Steve Chiu
Representative
Buddhist Tzu Chi Foundation
FIRESIDE CHAT
2 GENERATIONS OF FOOD SYSTEM ADVOCATES

Lasse Bruun

By changing what you eat, you will become a part of healing our planet.

Genesis Butler, TX

50 by 40 Global Engagement Summit
December 8-10, 2020
OUR SUMMIT HOST

THANK YOU FOR USING YOUR VOICE FOR A BETTER FOOD FUTURE

Saroja Coelho
Award-winning Journalist | CBC
SOCIAL BUZZ
The @IPCC_CH Special Report on #ClimateChange and Land + the @EATforum @TheLancetPlanet report highlighted the need to reduce reliance on livestock production and consumption. Join us at #FoodEngage20 to learn more about a just #FoodSystems transition. globalsummit.50by40.org/event/c543a34d...

Real Food Media @realfoodmedia · Dec 10
@annalappe with the inspiring call to action as always (w/cool art from @mikebone) at #FoodEngage20. @50by40

bruunlasse @bruunlasse · Dec 8
"As this crisis crashes the status quo all around us - it is an opportunity. But only if we make it so."
@annalappe speaking about building a sustainable food systems @50by40
's globalsummit.50by40.org #FoodEngage20 #FoodSystems #JustLivestockTransition
Legumendoas @Legumendoas - Dec 10

Vamos nessa!

50by40.org @50by40 - Dec 10

"Take off the blindfold of subsidies and antiquated policies protecting a fractured global food system. We made coal history, isn’t it time to imagine the same for industrial livestock?" @caro_wimberly

news.trust.org/item/202012081... #FoodEngage20

#JustLivestockTransition #ClimateAction

Joshua Amponsah @AmponsahJoshua - Dec 8

And we must overcome these barriers right away to create a pathway for food systems transformation! Great session at @50by40 together with youth leaders @Pramisha_ @KokuaMkandawire

50by40.org @50by40 - Dec 8

4 barriers for youth @AmponsahJoshua: 1) Young people need a certain level of understanding, if you want to change a system, you need to understand it very well. 2) Finance: how many youth movements have finance to self-organise & create their own roadmap? #FoodEngage20

Show this thread

Reid Hamel @reichamel - Dec 9

"The new coal!" it’s catchy.

50by40.org @50by40 - Dec 9

"The game changer narrative is clear: Shift policies, subsidies, and incentives from the industrial livestock sector towards farmers. Invest in those willing to try out a different system." @caro_wimberly

@TRF_Stories #FoodEngage20 #JustLivestockTransition

news.trust.org/item/202012081...
SUMMIT ARTWORK

by Mike Brennan
AS THIS CRISIS CRASHES THE STATUS QUO AROUND US—IT IS AN OPPORTUNITY. BUT ONLY IF WE MAKE IT SO.

~ Anna Larpe

50 40

FOOD JUSTICE HAS TO BE PART OF THE AGENDA.

~ Dolores Huerta

50 40

WE NEED TO USE SCIENCE AND KNOWLEDGE TO HELP US BUILD BETTER FOOD SYSTEMS.

~ Hindu Oumarran Ibrahim

50 40

THIS SYSTEM OF CORPORATE AGRICULTURE CONTRIBUITS TO DEATHS OF COMMUNITIES AND OTHER COUNTRIES.

~ Dolores Huerta

50 40

AS HUMANS, WE ARE ONLY ONE SPECIES OF THE NATURE WE HAVE TO RESPECT OTHER SPECIES.

~ Hindu Oumarran Ibrahim

50 40

WE MUST BE GLOBALLY MINDED, WHICH IS WHY A SUMMIT LIKE THIS IS SO CRITICAL.

~ Anna Larpe

50 40

SWITCH TO PLANT-BASED DIET AND THEN EDUCATE OTHERS—IT'S A GREAT WAY TO MAKE A DIFFERENCE.

~ Genesis Butler

50 40
AUDIENCE ENGAGEMENT
Q&A IN SLIDO

THANKS TO OUR PARTICIPANTS FOR SPEAKING UP FOR A BETTER FOOD FUTURE

What is your vision for a better food system? It is a food system which...

- Is more plant-based than animal-based
- Is healthy, equitable, and sustainable.
In this session, Mikko Järvenpää presents the principles of creating content for search engines – but more importantly, for the people who use search engines to find information online. And that’s pretty much everyone. Mikko will also take us through a few easy, practical steps to help in researching, writing, and publishing content whether it is blog posts, white papers, or entire websites.
The default option isn’t just one choice among many—it’s the choice we make without even thinking about it. We’ve become accustomed to a world where eating animal products is the default choice, which has devastating consequences for climate change. But what happens when we shift our default to plant-based eating? Ilana Braverman shows us the power we have to change our social norms to ensure a sustainable, resilient future for generations to come, with food choices that satisfy everyone.
There is a missed food systems opportunity, ripe for leverage, and that is the conversion stories of “Surprising Validators.” These people are not celebrities, as such, but farmers, political leaders or just the least expected consumers, who have had their plant-based/less meat awakening. Now is the time to find and be the platform through which their stories, in their voices, are told - and in a range of evergreen content pieces. This session will make you think bigger with less, but more strategic, work.
How can visionary philanthropists and frontline leaders work together around the world as catalysts to solve the food system crisis? If we can create an open, global, collaborative platform that gathers stories and up-to-date data on world changers—social organizations, foundations, impact investors, and corporations—to promote learning, sharing, and networking - what does that mean for philanthropy in 2021 and beyond?
Industrial meat and dairy, or ‘Big Livestock’, pose a significant threat to our environment, our health and our future. And just like the fossil fuel industry, these big companies are created and supported by global finance. Hear from Feedback about how divestment movements are now tackling the financiers behind industrial meat and dairy.
The recipe for disaster is surprisingly simple: one animal, one mutation, one human, and one point of contact is all that it takes for a global pandemic to become a reality and bring the world to a standstill. This makes using animals as food – and intensified animal agriculture in particular – the most risky human behaviour in relation to pandemics, and one of the most risky behaviours in relation to the long-term survival of human society.
Behind every viral brand, nonprofit, or movement, is a carefully crafted story that moves audiences to take action and open their wallets. Learn how to find your why and design a narrative that persuades and grows a community of raving fans.
TOOLKIT SESSION

Janabai Owens | Founder Farm Transformation Institute

| FARMING THE FUTURE - HOW TO START A TRANSFORMATION

Transforming our food systems, means, at the heart of it, to transform the way we farm. We invite you in for a riveting journey through visionary solutions and experiences from the frontlines of farming. In this session, you will learn, not only metaphorically, but also quite literally, to sow the seeds of the future.
ACTION TRACKS

- **Farmers Engagement** encompassed the role farmers play in transforming our production system and ensuring food security for all.

- **Youth Empowerment** aimed to arrive at a common understanding of the general challenges and opportunities that the youth food systems movement is facing.

- **Business Innovation & Food Tech Justice** were explored as a major lever in delivering a plant-centric food system that serves all.

- **Financial Shifts** sought to establish a common understanding of the landscape of financial flows in the global food system.
Special Thanks to our Action Track Leads & Facilitators

**Action Track | Farmers Engagement**
Duncan Williamson (CIWF); Janabai Owens (FTI); Mathilde Alexandre (ProVeg); Shweta Sood, Daniel Whyte (50by40)

**Action Track | Youth Empowerment**
Madison Williams, Elly Ren (FFAC); Marilou Pelmont, Lisa Banaditsch (ProVeg); Alexa Gnauck (50by40)

**Action Track | Business Innovation & Food Tech Justice**
Logan Sullivan, Huw Thomas (Counterfactual); David Pedersen (50by40)

**Action Track | Financial Shifts**
Daniel Jones (Feedback); Merel van der Mark (Sinergia Animal); Janet MacGillivray (Seeding Sovereignty); Mia MacDonald (Brighter Green); Caroline Wimberly, Ieva Galkytė, Brett Thompson (50by40)
SUMMIT CLOSING | A NEW DECADE OF ACTION
Lasse Bruun | Executive Director | 50by40

“TO CHANGE EVERYTHING – WE NEED EVERYONE.”
50by40 is a global, collective impact organisation with a vision to achieve a 50% reduction in the production and consumption of farmed animal products by 2040 and 100% of remaining production being environmentally and socially sustainable, regenerative and humane, achieved via a just transition of the farming system.