

Alliances for Action: One Product. One Chef. One Origin

Connecting farmers
to chefs and consumers



International
Trade
Centre

Alliances for Action:

Partnerships for Development



The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.

ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby **contributing to sustainable economic development** within the frameworks of the Aid-for-Trade agenda and the United Nations' Sustainable Development Goals.



The World Tourism Organization (UNWTO), a specialized agency of the United Nations, is the leading international organization in tourism.

UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and helps advance tourism policies worldwide. It supports the implementation of the Global Code of Ethics for Tourism, and is **committed to the achievement of Agenda 2030**.



THE AIM

Bring together ethically responsible chefs and influencers as catalysts to bond the gap between farmers and food artisans we source from and the lifestyle consumers they serve.

ACTIVITIES

- ✓ Support farmers and micro entrepreneurs in developing countries
- ✓ Connect them with top chefs, buyers, consumers and influencers in the food and tourism industries
- ✓ Generate value added markets using native ingredients.



Agriculture as the centre of the conversation and the action

30-60 % of GDP comes from agriculture in Least Developed Countries.

43% of the global agricultural labor force are women.

80% of the food we eat is produced by rural women.

Chefs play a vital role, in influencing consumers' menu choices and overall lifestyles.

By partnering with family farmers and food artisans, they can bring the producer community, their realities and cultural heritage center stage.

How?

Through gastronomic experiences based on traditions, cultural heritage and food tourism.



Improving **Tourism**: viewing countries in a new light through the medium of food



Afghanistan



Ethiopia



Ghana

Locally sourced products used by renowned chefs, not only will empower local communities producers, they also will reinforce the brand identity of the tourism destination where the product is sourced.

Multi Level Impact



- ✓ Job creation
- ✓ Increased incomes
- ✓ Improved livelihoods



- ✓ Preserved local authenticity
- ✓ Improved tourism branding



- ✓ New linkages to formal economy

This project and its partners are committed to the 2030 Agenda and support the Sustainable Development Goals.

In particular:



Thank you.

