

**Food
Forever
Exhibitors
Toolkit**



FOOD
FOREVER
Biodiversity for Resilience

Food
Forever
Exhibitors
Toolkit

Frequently Asked Questions

1.0



What
is Food
Forever?



Food Forever is a campaign which calls upon the global community to protect the vast, colourful spectrum of diversity within our food system. It is about investing in the future by protecting agricultural biodiversity, to ensure adequate nutritious food for all in a rapidly changing world.

The Food Forever global exhibition will take the message of crop diversity and food security to people around the world. Botanic gardens, museums and science centres are being invited to host an exhibition that will be a shop window for this global campaign. It is designed to be adaptable for different places and to be able to incorporate local and regional messages. Our aim is to bring this vital message of conservation and resilience to a global audience through our network of project partners.

If we do it right and we do it together, food can drive the positive changes our world needs. Food Forever shows that biodiversity is the key.

What are
the core
messages?

The core messages of Food Forever appear on an introductory panel and are:

- We currently rely on a very small number of plants and animals for our food.
- Our climate is changing, leading to increased pests, rising sea levels, hotter temperatures and less predictable rain. This reduces food production and makes it necessary for us to adapt our farming to cope with change.
- The diversity present in crops and livestock, and the wild plants and animals that are their relatives, is the key to addressing current and future food and climate related challenges.
- We need to embrace both old and new crop and livestock varieties, new technology and new research to feed a growing population in a changing world.

What
does the
exhibition
look like?

→
The exhibition
at the Royal
Botanic Garden
Edinburgh.




Every iteration of the Food Forever exhibition will be different. The exhibition will consist of large panels featuring striking images accompanied with carefully crafted messages in your local language(s). These panels can be arranged in different ways and added to, making each exhibition unique.

This toolkit will show you how the exhibition can be adapted to tie in with your local or regional farming system and important crop varieties. It will give guidelines and templates for adding elements, such as food displays or growing plants, to the exhibition and ideas for activities and events that you may wish to run alongside it.



What
are the
benefits
of hosting
Food
Forever?



Our intention is that botanic gardens, along with other relevant sites, will join us in spreading the message of Food Forever by hosting an exhibition over the next 5 years of the project.

By becoming a host of Food Forever your organization can benefit in a variety of ways:

- Reduce exhibition costs (designs and toolkit are free).
- Be part of something bigger that will have a global reach.
- Contribute towards raising awareness of UN Sustainable Development Goal Target 2.5.
- Build local partnerships by developing locally relevant content.
- Promote the work and collections of your garden.
- Develop synergies with other local themes, events or activities.

What are the core elements of the exhibition?

The Food Forever global exhibition will stress the importance of crop diversity and food security to people around the world. We have developed a core set of 14 display panels for general use that cover many of the global issues.


You can find examples of these in section:

2.2

You will be able to download artwork for these here:

Art

→ Example of one of the core exhibition panels.



Main image

Image credit

Image caption

Main text

Title

Food Forever logo

Background image of a crop that relates to theme of panel

Keeping Our Options Open

The potato was first domesticated in the high Andes of Peru and Bolivia and was brought to Europe by the Spanish in the 16th century. Today it is grown all over the world and has become the most important food crop, after wheat and rice, with 1.3 billion people relying on it as a staple food.

Andean farmers protect valuable diversity by continuing to grow traditional varieties. Wild potatoes also contain useful genes for disease resistance and climate adaptation. Consequently, the International Potato Center (CIP) in Peru, plays a vital role in preserving diversity for the future.

© 2014 Food Forever. All rights reserved. Photo credit: [unreadable]

FOOD FOREVER

1.5

Can my venue host the Food Forever exhibition?

We would encourage venues all over the world to host the Food Forever exhibition. There are a few basic criteria required however.

To host the Food Forever exhibition you will need a space of around 100m² (or more) inside or outside where the exhibition can be placed for at least one month. This needs to be somewhere on public view where it is likely to be able to attract a good audience. You will need to give some thought to who your audience might be and what additional people you might want to attract. You will also need to consider what time of year is most suitable for attracting visitors to the exhibition and what other events you have in your programme that would compliment it.

When you have considered this you should contact the Food Forever exhibition coordinator:

Helen Miller
helen.miller@bgci.org

Who is the target audience for the exhibition?

The exhibition panels are currently aimed at an adult audience that might be described as scientifically engaged. However, we do also encourage you to explore other audiences that may be relevant for this topic.

The panel designs are provided in an editable format to allow you to add or modify the text to make it relevant to your intended audience and setting. In addition, in this toolkit we have provided some examples of ways in which the exhibition and accompanying events/activities can be used to target other audiences such as families.



Can I adapt the exhibition to tell local food stories?

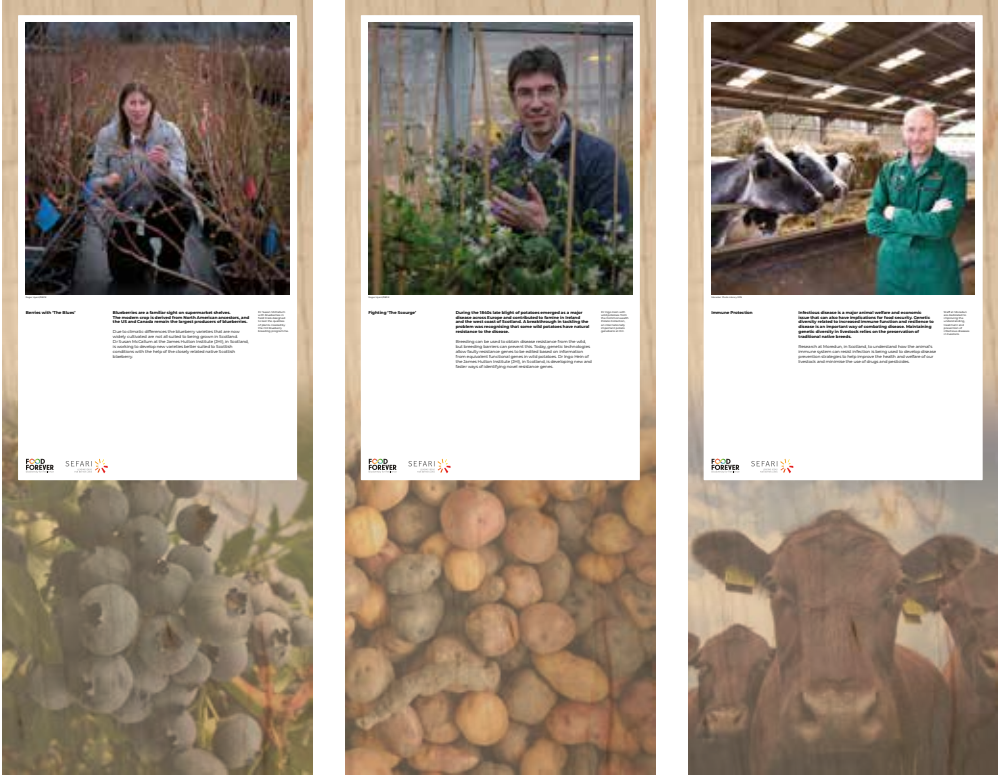
Absolutely, we very much encourage venues to develop local stories to give their exhibition greater relevance to their audience.

The core set of display panels already developed focus on global issues and the more widely grown crops. We know that there are issues and developments affecting locally important crops in your area and would encourage you to tell these stories in conjunction with the core set.

Guidance on how to do this can be found in these sections:

- 3.2
- 3.3

→ Examples of panels produced for the Food Forever exhibition at the Royal Botanic Garden Edinburgh that highlight the work of local ‘food heroes’.



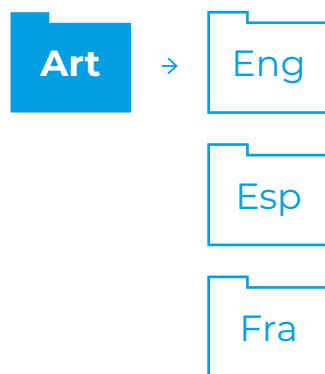
Is the
exhibition
available
in other
languages?

Sí Yes Oui

In order to communicate to as large an audience as possible we have prepared translations for the core display panels in Spanish, English and French.

Of course we realise that this might not suit your audience so we would encourage you to translate in whatever language best suits your audience. Please get in touch with the Food Forever exhibition coordinator first though as it may have already been translated into the language you require by another venue.

Text files for the different language versions of the core display panels can be downloaded here:



How much will it cost to produce the exhibition at my venue?

→ ?
Guidance on these subjects can be found in this section of the toolkit.

This depends on the extent of the exhibition you are hosting. It should be noted, however, that the toolkit and the assets required to produce the exhibition are provided free of charge.

Consideration should be given to the following factors:

Size of the venue

Are you exhibiting indoors or outdoors?

Amount of core panels you want to display

How many local food stories do you want to display?

Do you require any additional photography or writing for these? → 3.0


Who will be involved in the creation and management of the exhibition?

Who is producing the exhibition materials? → 2.3

Do you have any funding or partnerships to help with the costs? → 1.8

Do you require any additional graphics or display dressing for the exhibition? → 4.0

Do you require any supporting material for the exhibition - posters, leaflets?



Can I get financial assistance to help with the exhibition at my venue?



This will vary from country to country, location to location.

It may be possible to get financial support for your exhibition from local government, charitable trusts, sponsors in the form of universities with an interest in crop diversity or commercial companies.

For example, the Royal Botanic Garden Edinburgh built collaboration with a collective of government-funded research institutes that cover environment, food and agriculture issues in Scotland - the SEFARI collective.

This collective has access to funding that is specifically for public engagement with SEFARI science. Therefore, inclusion of relevant local stories about research on Scottish crops and livestock by SEFARI scientists provided both good content and opened up a funding opportunity.

Who is
behind
Food
Forever?

The design phase of this project has been supported by the five partners shown below. However, in order to spread the Food Forever message, we encourage more organisations to join us as the programme grows.



**Food
Forever
Exhibitors
Toolkit**

The core exhibition panels

2.0

We have developed a core set of 14 display panels for general use that cover many of our planet's current food issues. These panels stress the importance of crop diversity and food security to people around the world.

The following pages in this section show the panels available for use in your exhibition. It is very much hoped though that these are used to complement your own local issues and developments affecting important crops in your area.

Guidance on how to display the panels and to have them printed can be found in these sections:

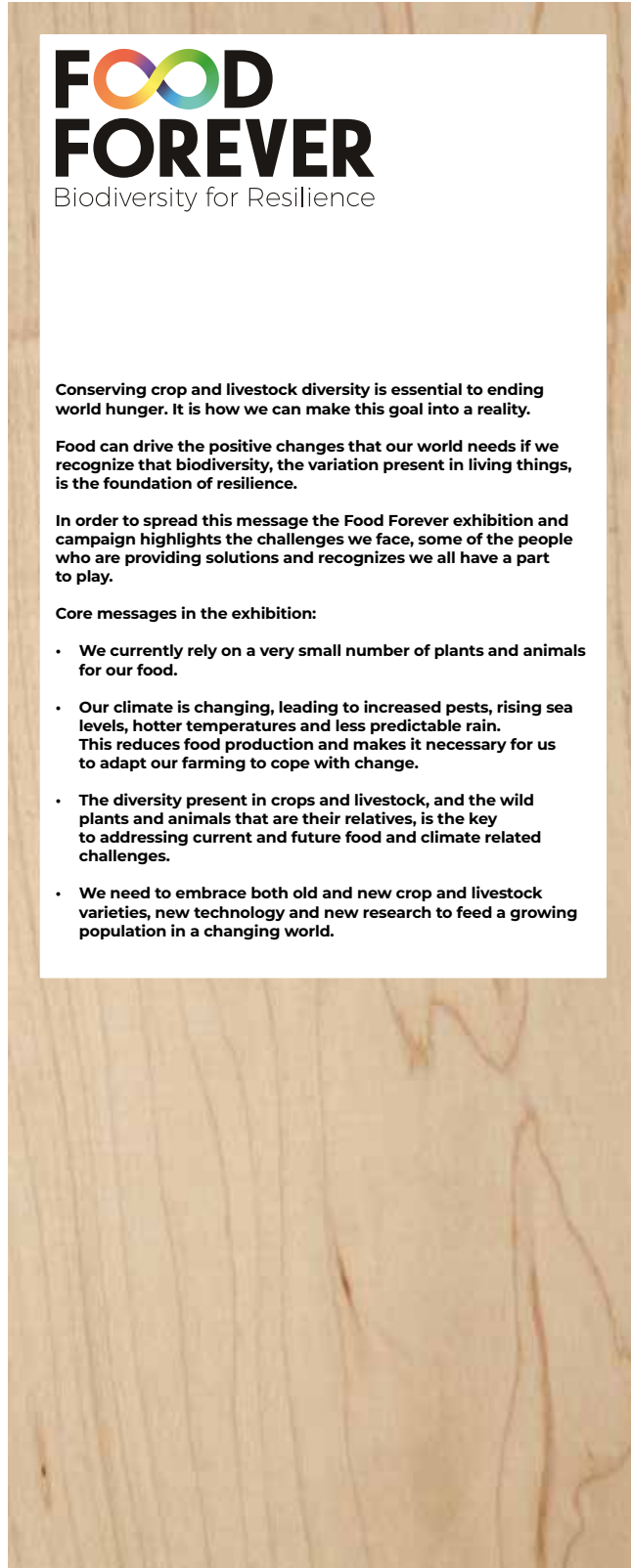
2.3

2.4

Guidance on how to develop your local stories can be found in section:

3.0

The core display panels - Introduction



2.2

You will be able to download artwork for this here:

Art

If required you can download text file for this here:

Text

The core display panels



Best of the Best for the 2020 campaign

Food Forever

The fight to ensure adequate, nutritious food for all and end hunger, in a rapidly changing world, is one of the greatest challenges facing humankind. Crop diversity is central to food security. It underpins today's production and provides the raw material needed for ensuring continuing supplies tomorrow.

Traditional crop varieties, like the rice being harvested here by hand in the Philippines, are adapted to local conditions. In future the genetic traits that enable rice to grow here may contribute to developing varieties suited to changed environmental conditions in other regions.

Ana Duluyan, a Filipino leader in the Philippines, is clearing her first paddy field. She is also the first woman to lead a village in the Philippines to plant rice.

FOOD FOREVER
Sustainability for All

We have allowed adequate room in the panel layout to accomodate text in dual language if required.

2.2

You will be able to download artwork for this here:

Art

If required you can download text file for this here:

Text

The core display panels



Photo: Happono, Food for the Crop World Research Project

Coping with Change

The global population continues to grow and is likely to reach 10 billion by 2050. At the same time, climate change is creating new challenges for growing food. Drought, heat, floods and increased salt in the soil threaten our crops and raise concerns over global food security.

Some crops are better adapted to tough conditions. Several small-seeded grasses known as millet are mainly grown in developing countries on marginal land. Millet is likely to become increasingly important with less reliable rainfall and higher temperatures.

Pre-breeding evaluation of millet with Dr. Shivali Sharma at the International Crop Research Institute for the Semi-Arid Tropics (ICRISAT) campus in Hyderabad, India.



You will be able to download artwork for this here:

Art

If required you can download text file for this here:

Text

The core display panels

Too Hot for Coffee

Arabica coffee is usually grown on tropical mountains where it enjoys a moist environment. Climate change is a challenge for coffee farmers and in addition, a lack of genetic diversity in coffee plantations makes the crop vulnerable to diseases, like coffee rust.

Small coffee farms in Central America are being abandoned as unviable. However, some visionary coffee farmers have embraced the diversity of coffee and are developing premium products. This diversity could also help coffee cope with climate change.

Graphic: Hernandez and Berry Garcia at Coffee Diversa, a specialty coffee farm in Costa Rica which has more than 100 coffee species, varieties and cultivars.

**FOOD
FOREVER**
Sustainability for All Generations

You will be able to download artwork for this here:

Art

If required you can download text file for this here:

Text

The core display panels



Left: Michaela Fong, Trust for the Tropics, looking up at banana leaves. Right: Participants at a Crop Trust international workshop on the wild relatives of crops looking at wild banana specimens in Malaysia.

Plant Killers

Global trade in bananas is almost entirely based on a single variety called Cavendish. In practical terms this means there is no genetic variation among the millions of banana plants that supply our needs.

Lack of diversity makes crops extremely vulnerable to pests and diseases. Panama disease is threatening commercial banana production in many areas around the world. The good news is that research on resistance genes in wild bananas is showing promise.

FOOD FOREVER
Sustainability for All Generations



2.2

You will be able to download artwork for this here:

Art

If required you can download text file for this here:

Text



The core
display
panels



Finding and Sharing Solutions

Rice is the primary food of more than two-thirds of the world's population. Supplying the demand for rice is becoming harder as land is diverted to other uses, water supplies dwindle and fewer people are involved in farming.

In Colombia new quick-maturing rice varieties have been developed to grow faster than weeds.

The high level of genetic diversity in rice means that genes are likely to exist in cultivation or the wild that can solve these challenges. Rice diversity is being conserved at the International Rice Research Institute (IRRI) in the Philippines.



2.2

You will be able to
download artwork
for this here:

Art

If required you can
download text file
for this here:

Text

The core display panels




Photo: Foodbank/Up Trust for the Environment campaign


What the World Eats

We don't only grow food plants from our own region – in fact the vast majority of crops originate from elsewhere on the planet. We are connected through our plates and we depend on each other to conserve and share these resources.

Maize, for example, was domesticated in Mexico 10,000 years ago, but it has become a truly global crop enjoyed by people around the world. For many years botanists did not realise that the grass-like teosinte was the wild ancestor of maize as it looks so unlike the domesticated crop.

Exochloa is a maize dish served with salsa that is a popular street food in Mexico.

FOOD FOREVER
Sustainability for All Generations



You will be able to download artwork for this here:

Art

If required you can download text file for this here:

Text

2.2

Art

Text



The core display panels



Banking on the Future

As well as conserving plants growing in farmer's fields and in the wild, it is wise to protect useful plants in crop collections, or seed stores known as 'genebanks'. This will safeguard their survival and make them available in future for research and innovation.

The Svalbard Global Seed Vault is a state-of-the-art back-up facility for genebanks around the world. It is managed by the Crop Trust, the Norwegian Government and the Nordic Genebank, for the benefit of all humankind.

To celebrate the 10th anniversary of the Global Seed Vault in 2018 the seeds of over 750,000 crop varieties were deposited for the future.



You will be able to download artwork for this here:



If required you can download text file for this here:





The core
display
panels





© IITA/Agribusiness

Connecting Areas of Knowledge

Building the connections between science, agriculture and local knowledge is essential to fully realise the potential of crop and livestock genetic resources.

Micropropagation of yam at the IITA genebank, Nigeria

IITA's genebank at Ibadan, Nigeria, holds the plant materials of all the major African food crops. The genebank is involved in breeding new yam varieties that are resilient to pest and diseases and productive even when soil nutrients are limited.



You will be able to
download artwork
for this here:

Art

If required you can
download text file
for this here:

Text

The core display panels



RAF International Fund for the Crop Wild Relatives Project

Capacity Building

Genebanks and research institutes around the world rely on knowledge sharing and a workforce of highly skilled people. The challenge is finding people able to work at the interface between agriculture and the study of biological diversity and conservation.

The teaching of plant identification and classification is an increasingly rare part of undergraduate study in the biological sciences. A network of centres pass on the skills required for the study and conservation of plant genetic resources for food and agriculture.

Training run by the Royal Botanic Gardens Kew to equip a new generation of specialists with the skills to collect and conserve crop genetic resources.



YT
2017
WTT
Accession No. 34

CMWYT
Cycle: 2017
250RWYT
Accession No. 85

CMWYT
Cycle: 2017
250RWYT
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2.2

You will be able to download artwork for this here:

Art

If required you can download text file for this here:

Text



The core
display
panels





Anders Røhrl

Celebrating Diversity

We celebrate the diversity of food plants every time we sit down to eat a meal. This diversity is the result of plant selection and breeding that has taken place over millennia. This should be maintained, developed and celebrated.

The Food Forever campaign is about raising awareness that in every meal consumers get to vote for a more sustainable, nutritious and locally-produced range of foods. This includes revaluing underutilised or forgotten crops.

Sami food ambassador
Corina Hauke picking
angelica (*Angelica
archangelica*) for
her restaurant in
Jukkasjärvi, Northern
Sweden.

**FOOD
FOREVER**
Opportunity for All Generations



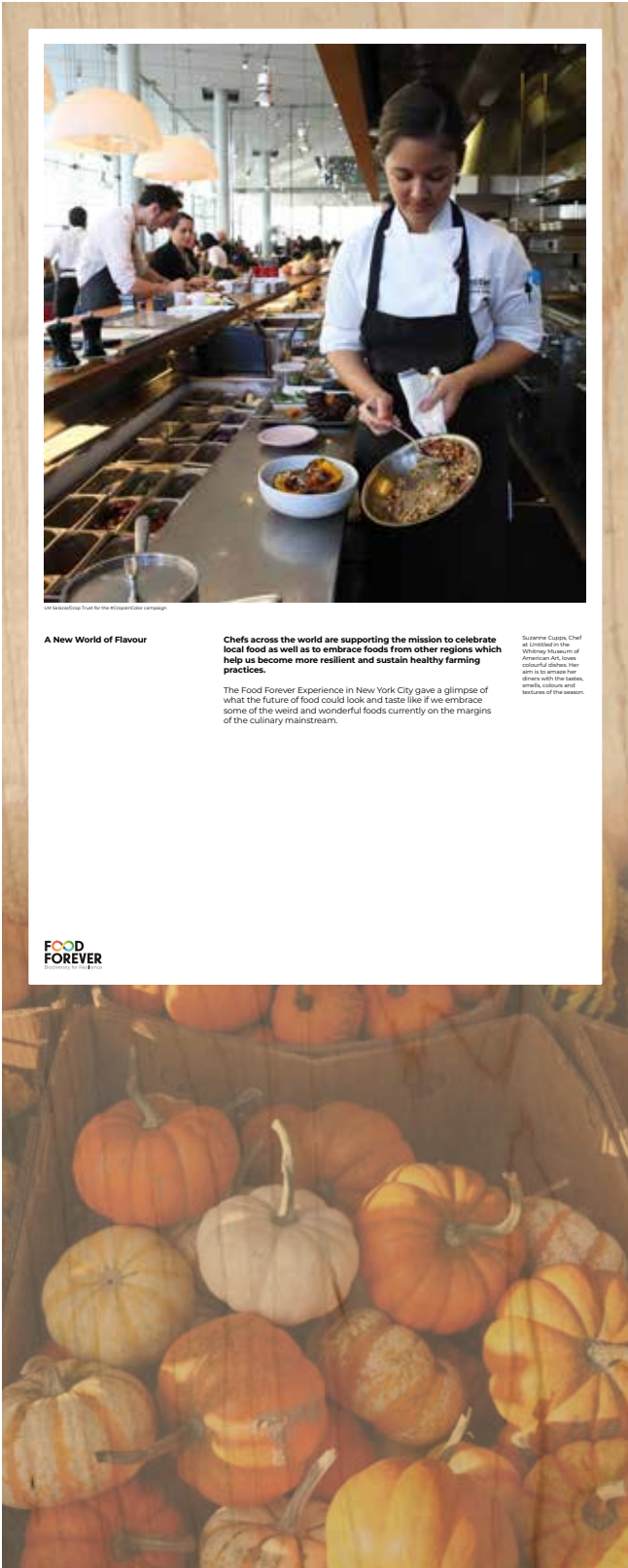
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download artwork
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Art

If required you can
download text file
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Text

The core display panels



A New World of Flavour

Chefs across the world are supporting the mission to celebrate local food as well as to embrace foods from other regions which help us become more resilient and sustain healthy farming practices.

The Food Forever Experience in New York City gave a glimpse of what the future of food could look and taste like if we embrace some of the weird and wonderful foods currently on the margins of the culinary mainstream.

Suzanne Cupes, Chef at L'Orléanais in the Williamsburg district of Brooklyn, NY, is one of the chefs who aims to embrace the diversity with the tastes, smells, colours and textures of the season.



You will be able to download artwork for this here:

Art

If required you can download text file for this here:

Text

The core
display
panels -
Call to
action

Food Forever

How can you help?

Food Forever is about raising our food awareness. Everyone deserves to know that what we eat is under threat, but that there are also solutions. We also deserve to know that there's much more out there for our taste buds to enjoy.

Building a more resilient food system is a cause that will benefit us all, so here are some suggestions of things you can do to help spread the Food Forever message:

- Challenge yourself and your friends to eat a more diverse diet.
- Try new varieties of your favourite fruit and vegetables.
- Try the locally produced crops and livestock your region is famous for.
- Join the conversation #foodforever2020.
- Influence retailers and producers with your food choices.

**FOOD
FOREVER**
University of Huddersfield

2.2

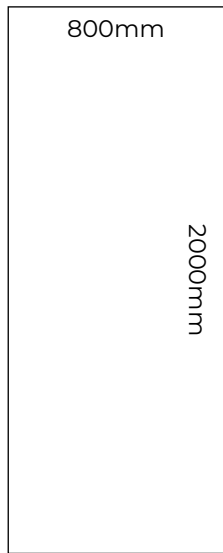
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Art

If required you can
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Text

Print and material specification



Panels finished dimensions
800mm (w)
2000mm (l)
18mm (d).



We recommend printing the panels direct to 18mm thick Birch Ply, or similar, 800mm (w) x 2000mm (h). The material is widely available, hardwearing and can be used indoors or outdoors.

This will require printing on a flatbed large format UV printer. The background is printed first, then the white panel overprinted then finally the text and colour image.

We recommend the ply is coated with varnish and thoroughly dry before printing as it helps to keep the timber clean and waterproof, important if it is for outdoor display.



Large format UV printers are widely available, there will be a printer in your region that can produce them using this process. If you require any assistance finding a local printer please click on the following links:

<https://www.sseworldwide.co.uk/product-category/digital-printing-machines/large-format-uv-printers/>

<http://www.jetrix.co.kr>

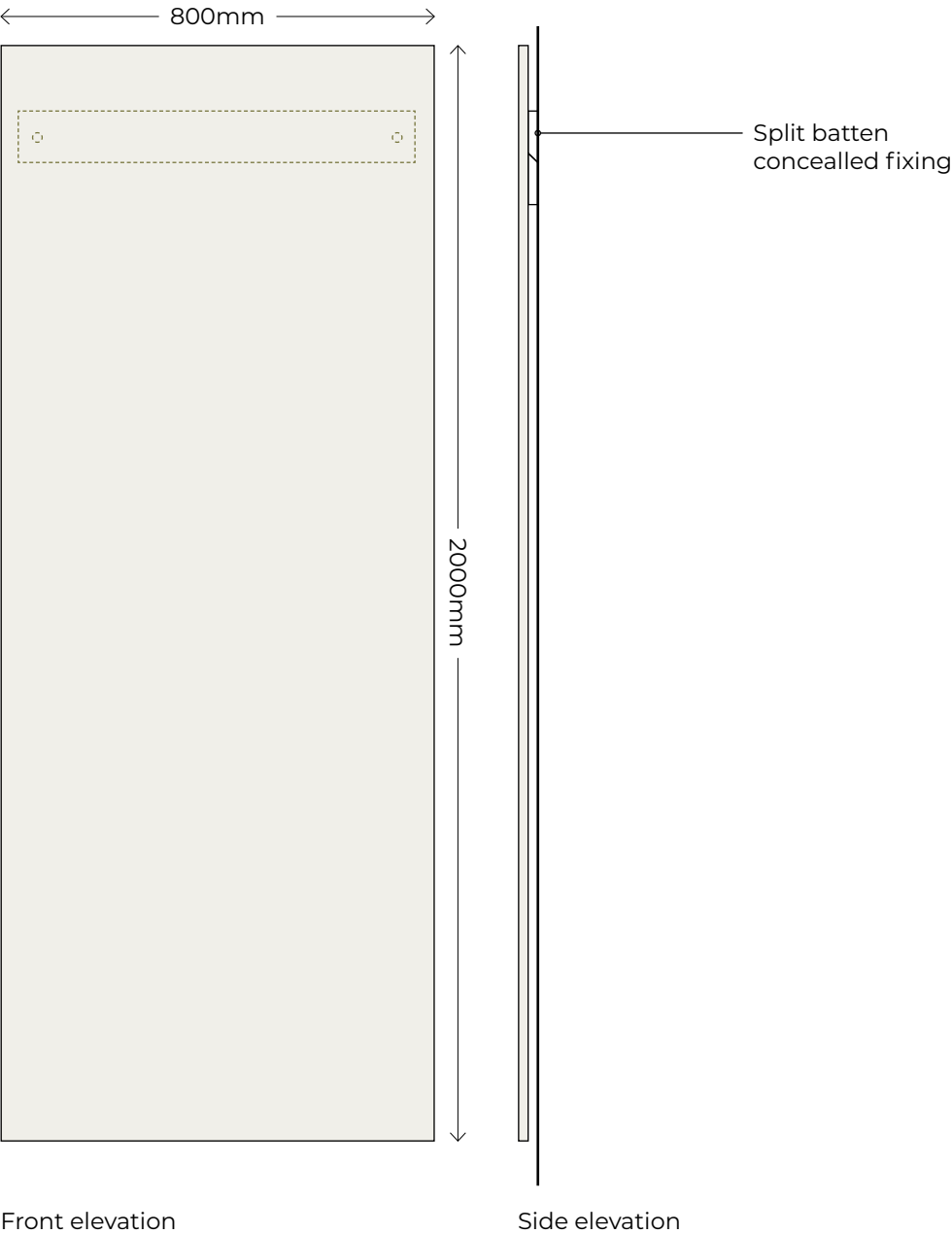
This is our recommended production method but there are many other ways in which the exhibition could be produced dependent on your budget.

Display of the panels is very much dependent on the space you have available and the amount of panels you wish to display.

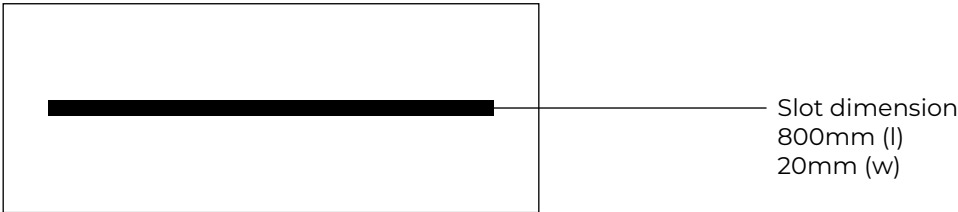
The following pages demonstrate just a few suggestions.

→
Wall mounted display.

Consideration of the optimum reading height of the text should be taken when mounting panels to the wall.



Display



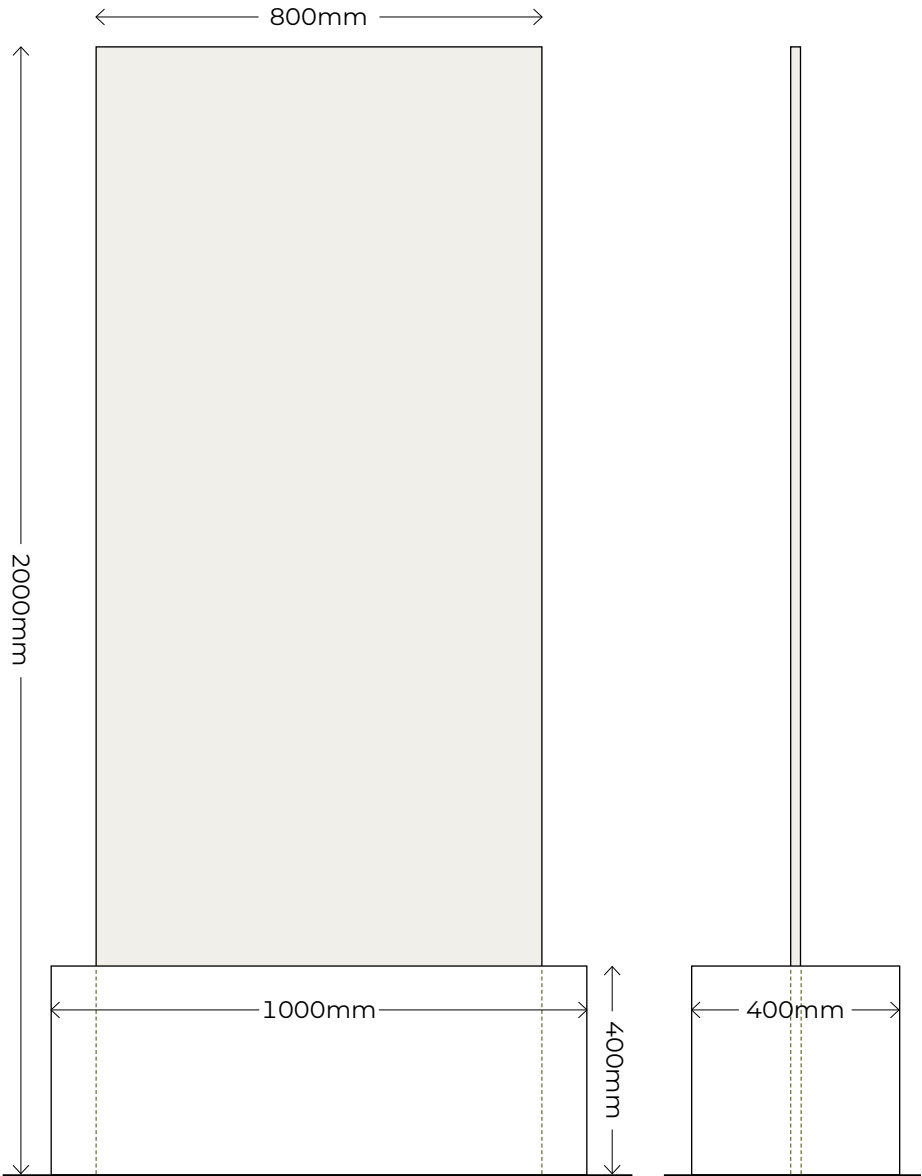
Plan

→
Freestanding 1.

A MDF or plywood box with a slot can turn the panel into a freestanding totem.

Sandbag or similar inside box for weighing.

You have the option of printing another graphic on the reverse or adding your own messaging.

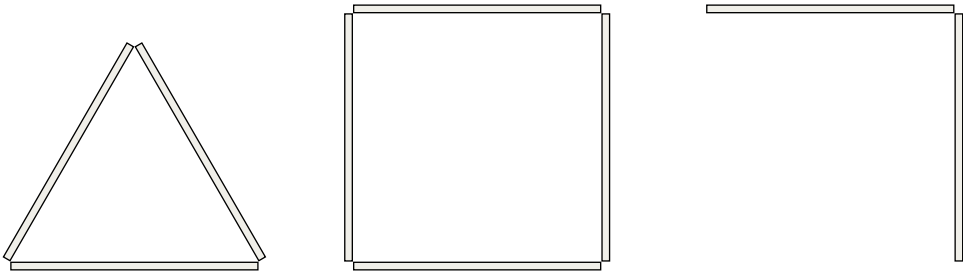


Front elevation

Side elevation



Display



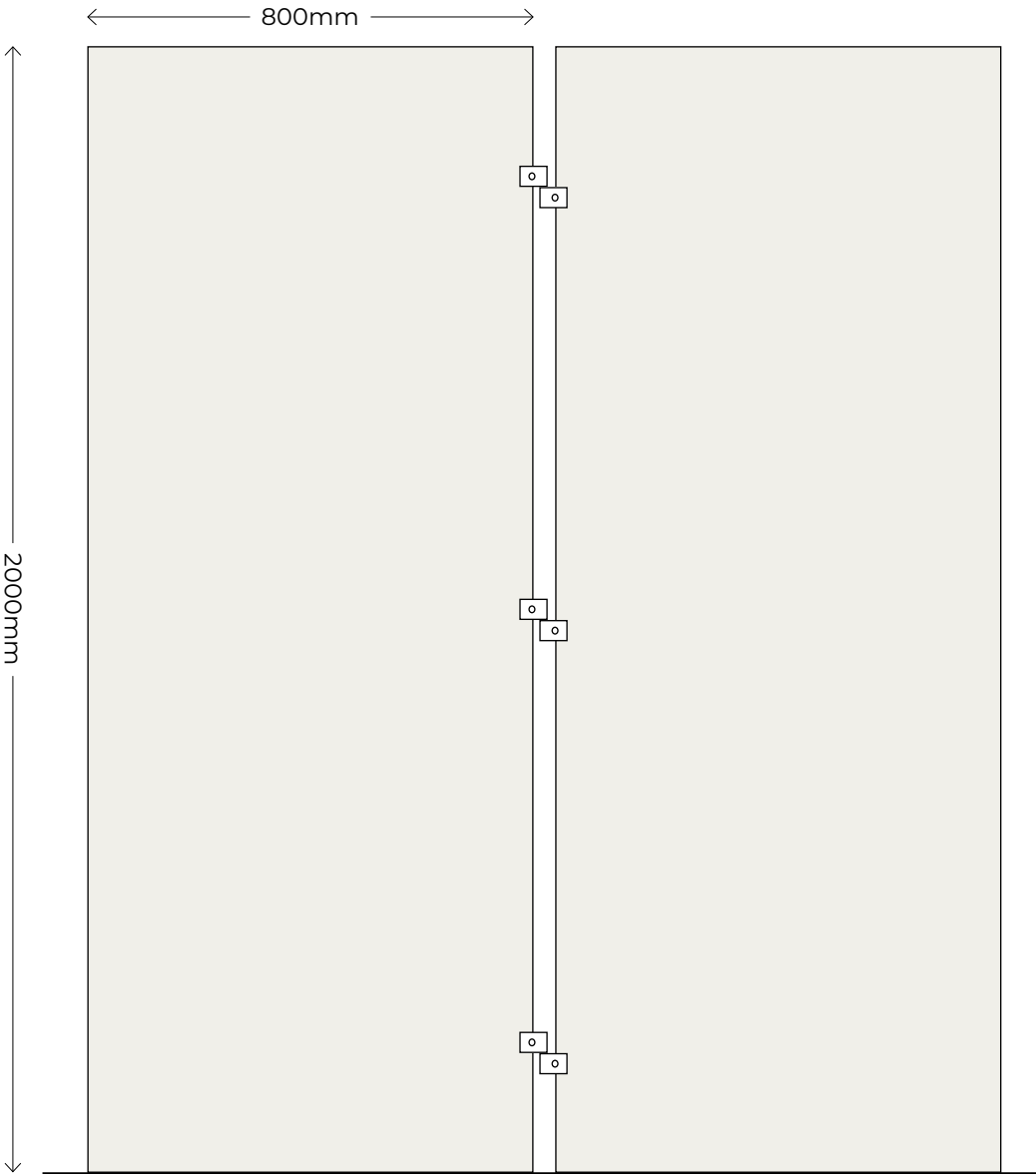
Suggested configurations

→
Freestanding 2.

Panels can be clamped together using Nexo universal panel connectors or similar to form freestanding self-supporting modules.



<https://www.vkf-renzel.co.uk/universal-connectors/>



Front elevation



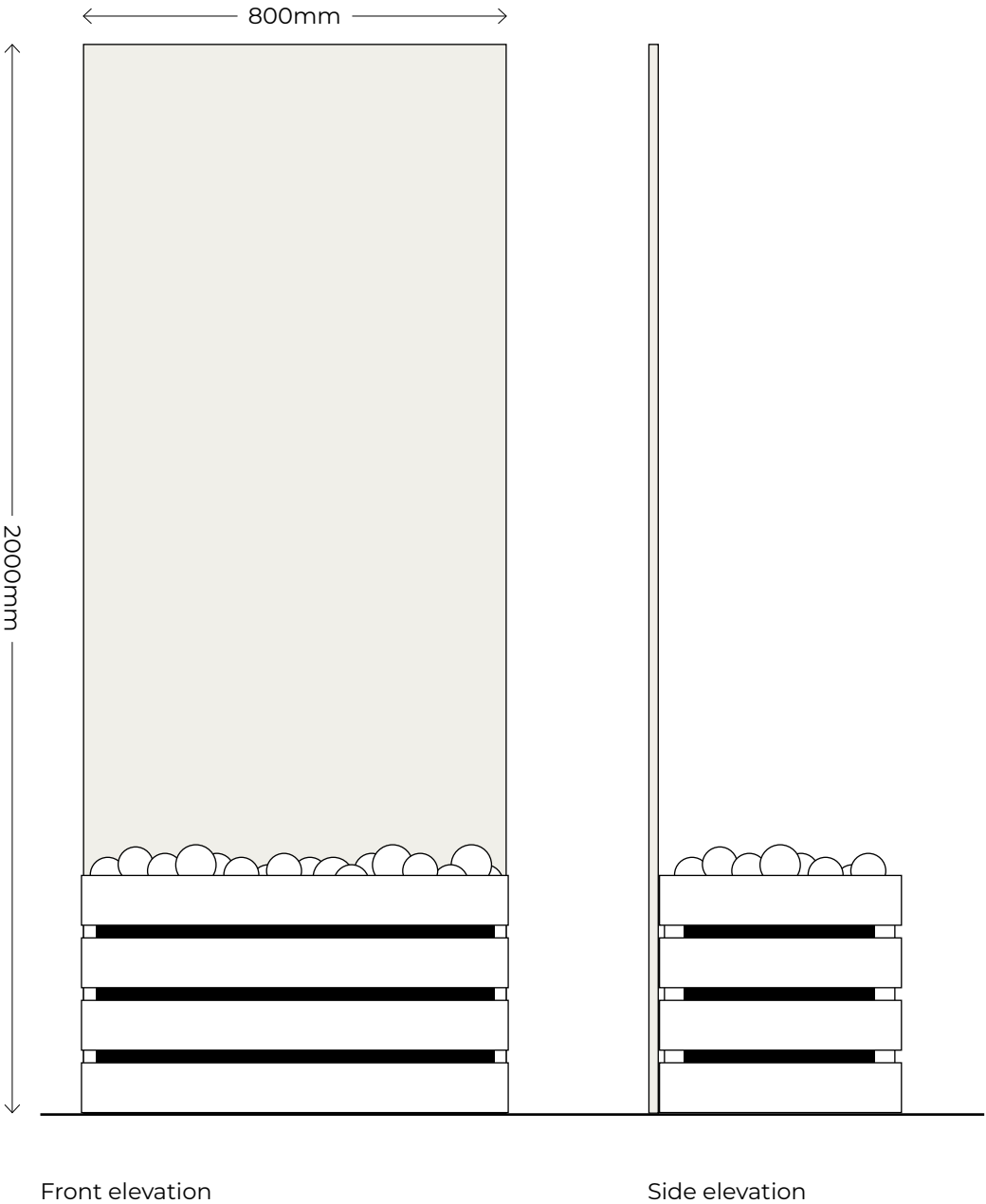
Display

→
Freestanding 3.

Panels can be secured to wooden crates using fixing bolts or ratchet straps. The crates could then be used to display a crop or food product that is relevant to the topic covered on attached panel.

Sandbag or similar inside box for weighing.

Again You have the option of printing another graphic on the reverse or adding your own messaging, or even placing freestanding units back to back.



Guide to developing your own panels

The core set of display panels focus on global food issues and the more widely grown crops. The key to a successful exhibition is to give it greater relevance to your audience. We encourage venues to develop their own panels about issues and developments affecting locally important crops in your area and mix these with a selection from the core set.

Guidance on how to write your own text can be found in this section:

3.2

Guidance on how to produce your own photography can be found in this section:

3.3

Artwork for a panel layout template can be downloaded here:



When writing your own text it is a good idea to follow the example set in the core set of panels so as to achieve a level of continuity in the messages.

Keep the language simple. If you use scientific terms - explain them. We suggest two paragraphs of no more than 50 words per paragraph. The first paragraph sets the scene or presents a challenge, the second paragraph is about actions or offers a solution. This approach creates a positive tone that focusses on solutions.

We suggest subject matter should focus on endemic food issues, developments or research in your area with particular emphasis on the human angle. This could include a local food 'hero', for instance a scientist, researcher, food producer or chef who has overcome a challenge and/or made advances in food production or development.

The following few pages show examples of our writing style as guidance.

Writing
your own
text

→
Example text 1

A Title
Succinct and
direct

B Paragraph one
Sets the scene
and presents the
challenge

C Paragraph two
Action being
taken or possible
solution

- (A) Coping with Change
- (B) The global population continues to grow and is likely to reach 10 billion by 2050. At the same time, climate change is creating new challenges for growing food. Drought, heat, floods and increased salt in the soil threaten our crops and raise concerns over global food security.
- (C) Some crops are better adapted to tough conditions. Several small-seeded grasses known as millet are mainly grown in developing countries on marginal land. Millet is likely to become increasingly important with less reliable rainfall and higher temperatures.

Writing
your own
text

→
Example text 2

A Title
Succinct and
direct

B Paragraph one
Sets the scene
and presents the
challenge

C Paragraph two
Action being
taken or possible
solution

- (A) Finding and Sharing Solutions
- (B) Rice is the primary food of more than two-thirds of the world's population. Supplying the demand for rice is becoming harder as land is diverted to other uses, water supplies dwindle and fewer people are involved in farming.
- (C) The high level of genetic diversity in rice means that genes are likely to exist in cultivation or the wild that can solve these challenges. Rice diversity is being conserved at the International Rice Research Institute (IRRI) in the Philippines.

Producing your own photography

→
Examples of
some of the
photography
used on the core
set of display
panels.



A striking or intriguing image is the key ingredient in engaging with your audience.

The following pages give some guidance on how to produce your own images to accompany the text you have written.

Producing your own photography

→
Examples of some of the photography produced for specifically local issues for exhibition at RBGE.

Images should be in colour and shot using equipment that can produce a fairly high resolution image - remember that these are going to be printed at a large size and you will require as good a quality image as possible.



Your audience will find the message more engaging if the main subject matter of the image is of a fellow human being, these are human issues, human stories.

Context is key, show the subject in their own environment whether that be a field, a kitchen or a laboratory.

When composing your shot remember that the image will need to be cropped to a square format.

Try to make your image intriguing or colourful or both!

3.3

Keep it natural. If possible use available lighting and don't try to include too many props or contrived set ups.

Producing your own photography

→
Examples of some of the photography available at The Crop Trust Flickr site.



The final ingredient for the panel you are producing is a background image. Although the function of these is primarily decorative these are used to help quickly inform the audience of the crop or subject that is being referenced.

Keep these simple, often a background texture of the crop in it's raw state is all that is required.

In photoshop once the image has been resized and cropped to your satisfaction add a transparent white gradient to the top edge of the image. Finally place the image into the indesign template and with the image selected go to Effects > Multiply, and set opacity to 55%.

Producing your own photography

→
Examples of some of the photography available at The Crop Trust Flickr site.



We recommend that you source your own images for the local panels as this will help you to tell your story.

Should you have difficulty producing your own image there are many available for use that have been produced for our partners at The Crop Trust. [Click here.](#)

These are professionally produced images from all over the globe and cover a range of issues.

**Food
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Adding to the experience

4.0

In order to fully engage your audience we have suggestions in this section of features to help augment the exhibition to make it an even more memorable experience.

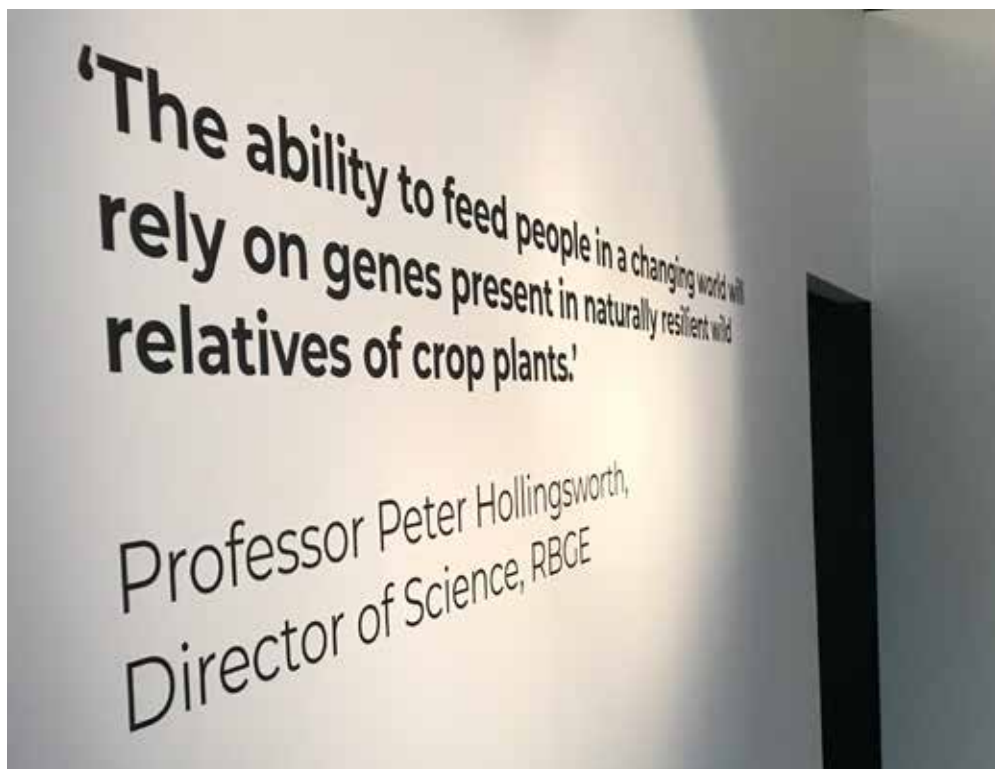
Quotes

→
Please only use the vinyls on matt white walls.

Recommended paint - Dulux Trade Diamond Matt.

Ensure the area is clean, dry and free from dirt by wiping with a slightly damp cloth and then let the area dry for at least a few hours before you begin applying the vinyls.

Freshly painted walls must be left for at least 2 weeks before application; if your wall decal is to be fitted on a wall where the other side of the wall is external you must wait 4-5 weeks before application.



We have produced a pool of relevant quotes on the importance of food diversity to use in your exhibition if you so choose.

We recommend that these are produced as cut vinyl graphics in black and typeset in Monserrat Bold with the attribution typeset in Monserrat Regular and in the same type size as the quote.

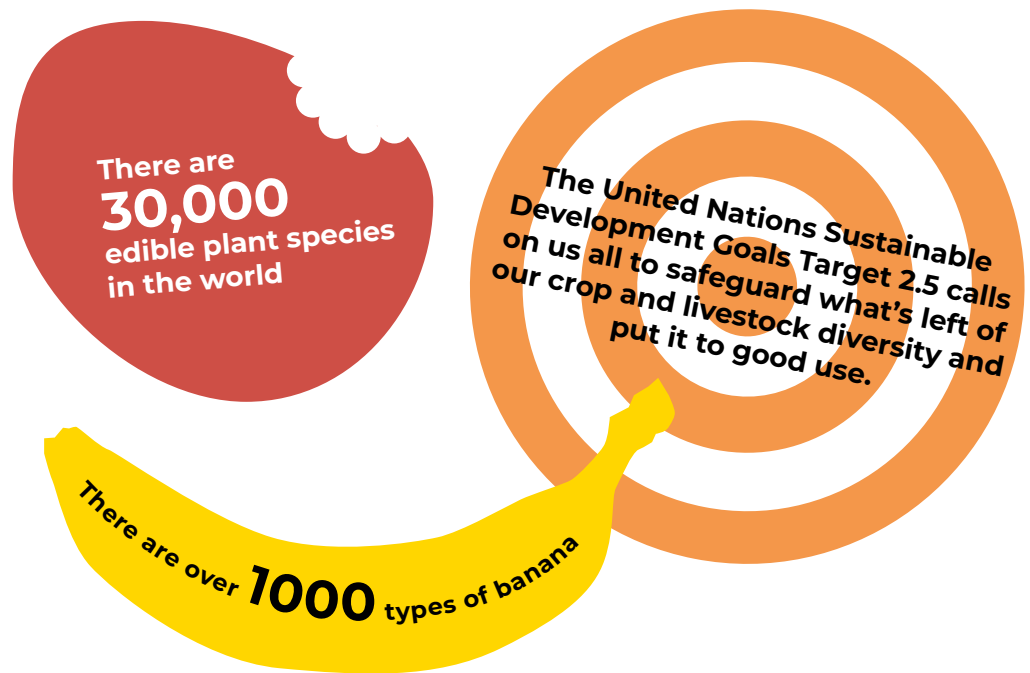
If required you can access the pool of quotes here:



If required you can download Monserrat typefaces here:



Headline statements



We have produced a pool of headline statements highlighting facts and figures that help to emphasise key points for those who may not read all of the text.

You can add these statements to free space on the core panels, use them as cut vinyl graphics in the same way that quotes in section 4.2 are used or take a fun approach like the examples above. You are encouraged to develop your own headlines as a way of customizing the core panels to meet your needs.

4.3

If required you can access the pool of quotes here:



If required you can download Monserrat typefaces here:



Dressing and props



To make your exhibition more visually stimulating for your audience we suggest that you take time to dress your space using, where appropriate, crops or associated props available. You may even consider planted beds or a demonstration garden to showcase highlighted food crops.



4.4

Timber crates, chitting trays, burlap sacks or anything else freely available can be filled with locally sourced food and arranged to produce an attractive display.

Roundels

→
Examples of some
of the message
roundels used
at the RBGE
exhibition.



We have produced a simple template for a roundel to carry any additional messaging you wish to convey.

These could be easily applied to the rear of freestanding panels, doors, glazing or anywhere you feel would be most appropriate. We recommend that these are produced as cut vinyl graphics and are available in a range of colours.

If required you can download the roundel template here:



In order to fully engage with your audience we suggest that you provide an element to your exhibition that will introduce the sometimes complex themes to families and younger visitors.

Consider adapting the roundels to add a challenge component for families and younger audiences i.e. Did you know? (facts about food) or Have you found the following plants out in the garden?

The roundels are also a useful tool for creating a trail that leads families out into your garden. Can your exhibition connect with food plants or food gardens within your living collections? How can the trail be created in order to maximise a multi-sensory experience for families.



Our relationships with food are so culturally rich that the sky is really the only limit on the kinds of activities, demonstrations and media that you can pair with your exhibit.

Just a few ideas:

- Can you set up a simple theatre space and show film related to your food security projects?
- Could you add a podcast or audio file to the exhibition?
- Can you activate the space with live speakers such as a 'science café' or chef demonstrations?
- Harvest tastings of heirloom varieties.
- Invite on site your local farmers' market or allotment association.
- Use your networks to pull in other partners.

Supporting
material

We have developed a simple four page A5 leaflet that explains the principles behind the Food Forever exhibition and can be adapted to carry specific information on your event and the venue location.



4.8

If required you can
download leaflet artwork
template here:

Art




Leaf.

**Food
Forever
Exhibitors
Toolkit**

Measuring Success

5.0



The Food Forever organizing team would like to be able to measure the impact of the exhibition on its visitors. We will therefore be asking each host venue to carry out an evaluation of their event.

As a minimum we are asking hosts to record the number of individuals visiting the exhibition (e.g. through visitor gate numbers, observational counts (etc.)), and an indication of the learning achieved (e.g. through a comment tree or vox pop). Please get in touch with the Food Forever coordinator who can provide more information on what is required and discuss the specific set-up of your exhibition.

We also encourage hosts to undertake additional evaluation for their own learning purposes. We hope that Food Forever will result in a global network of institutions that are able to share their experiences, expertise and lessons learnt for the benefit of other hosts.

**Food
Forever
Exhibitors
Toolkit**

**For further information or for advice
and guidance please contact:**

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Food Forever exhibition coordinator