



The ethical Chef Days

## CARE'S STATEMENT

**CARE's - The ethical Chef Days** is an event created by Norbert Niederkofler \*\* of restaurant St. Hubertus, San Cassiano (BZ) and Paolo Ferretti, founder of the communication agency hmc in Bolzano, in collaboration with chef Giancarlo Morelli\* of the restaurant Pomiroeu in Seregno (MB).

A project conceived by a chef for the chefs, that gathers wine and food companies and professionals with the same aim: **to take care** of the environment, the local communities and the rhythm of nature, promoting an ethical and sustainable approach to cooking.

After the success of edition zero in January 2016, this year CARE's (22nd - 25th January 2017) is forging ahead and opening up to global influences, not least in the form of 30 chefs from as many as 16 countries.

Starting from what had emerged during the Chef's Round Table in 2016 and the **CARE's Talks** of the winter edition 2017 we have created this document which has been issued and named CARE'S STATEMENT in order to express the mission of the Ethical Chef Days.

With the word ethical, we demonstrate everything, from a show of deep respect for the region, seasonality of ingredients, environmental factors, work of producers, farmers, traditions and culture in all forms.

We recognise that thanks to our joined actions, with the chefs' help and the support of locals, companies and national and international institutions, ethical culture can emerge from the kitchen and spark positive changes in our everyday behaviour, from little things to great international game changers.

## Signing the CARE's Statement

- we affirm our responsibility to put in action ethical behaviour and choices starting in the kitchen
- we commit ourselves to constantly verify our ethical behaviour
- we engage ourselves to spread this attitude, especially to future generations, who are going to inherit the tradition and will make it the starting point from which to create innovation.

## To us an ethical and sustainable approach in cuisine means:

- adopting a **sustainable** attitude, which avoids waste, favours recycling and preserves the beauty and wealth of Mother Nature
- respecting the **seasonality** of the produce, meant as the highest expression of flavour and quality
- living the limit of ingredients as a **inducement to creativity**
- **respecting the region** as a starting point, using local produce to interpret the cuisine of its origins or choosing products similar in colour-odour-flavour to the original product when not available
- **accepting imperfection** of shapes and appearance, to favour genuineness, authenticity, history and locality, which the product tells us in the most traditional home cuisine
- aim at **self-sufficiency and self production** regarding food (small farms, gardens, woods) and **energy** (using renewable energies, optimising energy efficiency) for a sustainable use of resources
- confer to food on a **social and cultural role**, through which daily activities become responsible, respectful and enriching
- be all **responsible** equally of the custody of earth, the protection of the territory and it's environmental value

## Convinced that we can contribute in our small way to a healthier, equal and sustainable world, as protagonists and ambassadors of the whole food chain and catalysts of cultural processes, we commit ourselves to:

- responsible behaviour and virtuous practise in all daily productive activities such as, saving energy and water, reducing waste and recycling in order to protect the environment
- taking care and keeping awareness of the nature of the ingredients we use, asking about their origin, how and where they were produced, considering the environmental impact and favouring local and seasonal produce
- preserving products correctly and working creatively to use food scraps, in order to minimize waste
- promoting environmental and food education, and a cuisine which is sustainable for our planet and a source of well being for mankind by explaining our choices to students, suppliers, farmers, agriculturists and clients to raise collective awareness
- visiting our most important suppliers personally, together with the co-workers, not only to see how they work, but also to create a tighter bond, sharing opinions and knowledge
- giving our suppliers visibility in showing our commitment by supporting local enterprises with the right attitude
- leaving a heritage to the future generations, those who represent the future of our work, so that starting from our tradition, they will move towards innovation with more awareness and sense of responsibility
- by setting an example first hand, creating awareness in the private homes, institutions and enterprises to activate a public opinion
- creating a network of professionals at a national and international level, to strengthen communication and spread the ethical message

We believe that ethical cuisine can encourage truly sustainable behaviour and create economical, social and cultural benefits. We commit ourselves to follow the principles and ideas presented in this CARE's STATEMENT and to verify regularly the actions undertaken during the Ethical Chef Days.

Signing this document, we become ambassadors of these ethics to the world, the interlocutors in the industry, the media and the general public opinion.

A sustainable and better future is also our responsibility.

Signatures

