

Food Sustainability Trends 2022



Supported by the [Environment & Energy Committee](#) and [Retail and Hospitality Committee](#)

Speaker:

Heidi Yu Spurrell, CEO & Founder, Food Made Good HK

Food Sustainability Trends 2022

During 2021, the world really woke up to our big problems

with food. COP26 and The UN Food System Summit highlighted the immense human and environmental challenges. On one hand, approximately 1.8 billion people now suffer from hunger or malnutrition. On the other, around 1 billion are chronically obese – a startling contradiction. As the world changes at breath-taking speed, the need to transform food production is becoming increasingly urgent. At the same time, the chorus for change is growing louder with ever more voices demanding more eco-friendly and equitable food systems.

During this webinar, Heidi Yu Spurrell, CEO & Founder, Food Made Good HK, will share 10 trends that will be critical in shaping a sustainable food culture.

About the speaker



Heidi, CEO of Food Made Good HK, has a diverse background in marketing, analysis, food policy, and foodservice. She is passionate about supporting the Hong Kong F&B sector in its sustainability journey and accelerating the pace of change. Food Made Good is the world's largest sustainability programme for foodservice.

Heidi has previously lived and worked in London, Hong Kong, Tokyo, Rome, Amsterdam and Boston with various international organizations including the British Council, and Forum for the Future. She has a Masters in Food

Policy from City University London and a Post Graduate Diploma in Research Methods from University College London (UCL). Under Heidi's leadership, Food Made Good HK was proud to be a semi-finalist in the Rockefeller Foundation Food Systems Vision Awards for a more sustainable food system.

Pricing

- Member: HK\$140
- Non-Member: HK\$250

Details on how to join will be sent via email by 5pm the day before the webinar.

Terms & Conditions

- Reservations in advance are required. Please consider your booking confirmed unless notified otherwise.
- Cancellations must be made in writing 24 hours prior to the event. No shows will be charged.
- This event is closed to the media.
- The event will be cancelled if the No.8 Typhoon signal or the Black Rain Storm warning is in force.
- By attending this event, you agree to be

photographed, recorded, and/or filmed and give permission to use your likeness in promotional and/or marketing materials.

- For further information please email catherine@britcham.com
- All payments for this event need to be settled by credit card through PayPal. Please note you do not need a PayPal account to complete payment.