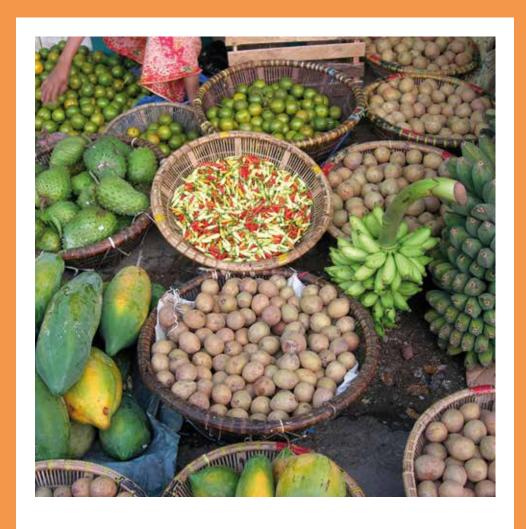
Food Forever Exhibitors Toolkit





Food Forever Exhibitors Toolkit

Frequently Asked Questions

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 biodiversty, 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 activies 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.

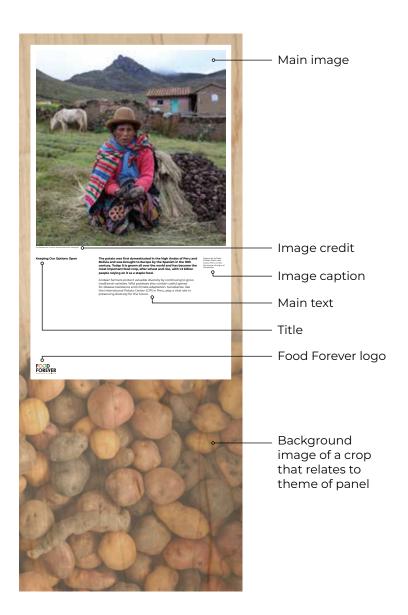
You can find examples of these in section:

You will be able to download artwork for these here:

2.2

Art

→ Example of one of the core exhibition panels.



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 conjuction 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'.

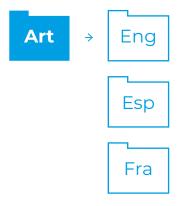
Is the exhibition available in other languages?

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.

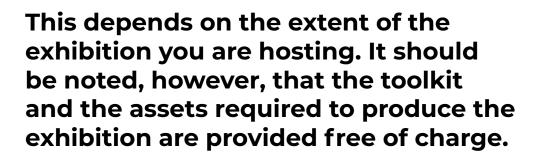
Of course we realise that this might not suit your audience so we would encourage you to translate in whatever language best suits your audience. Please get in touch with the Food Forever exhibition coordinator first though as it may have already been translated into the language you require by another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





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? → 300

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

Who is producing the exhibition materials?

23

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

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

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 governmentfunded 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

Overview

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.

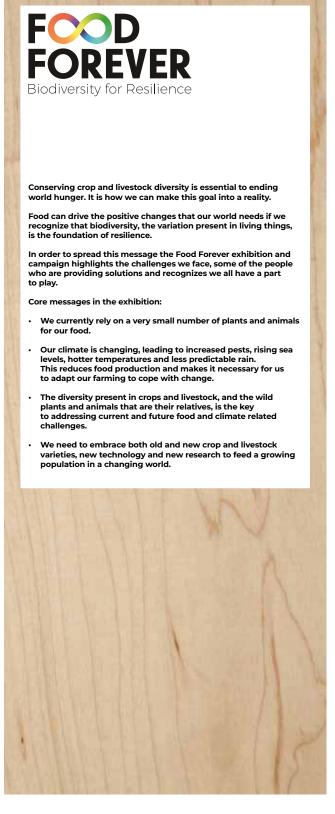
Guidance on how to display the panels and to have them printed can be found in these sections:

2.3

2.4

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

The core display panels - Introduction



You will be able to download artwork for this here:

Art

If required you can download text file for this here:

Text



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

You will be able to download artwork for this here:

Art

If required you can download text file for this here:

Text



You will be able to download artwork for this here:

Art

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Text



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Text

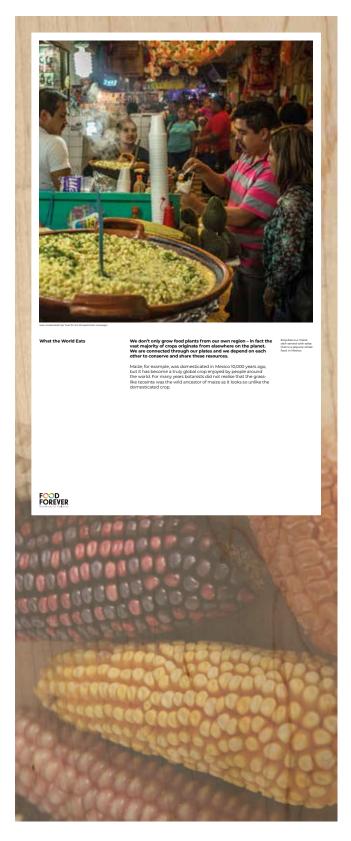


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Text



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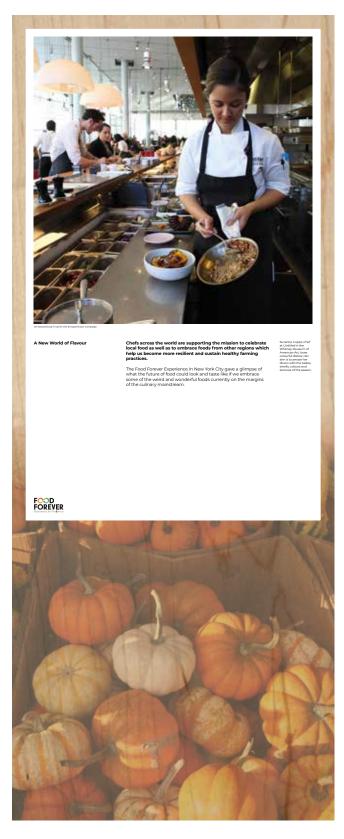


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Text



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Text

The core display panels - Call to action

Food Forever How can

ноw 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



You will be able to download artwork for this here:

Art

If required you can download text file for this here:

Text

Print and material specification

800mm

2000mm

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 thoughly dry before printing as it helps to keep the timber clean and waterproof, important if it is for outdoor display.



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-printingmachines/large-formatuv-printers/

http://www.jetrix.co.kr

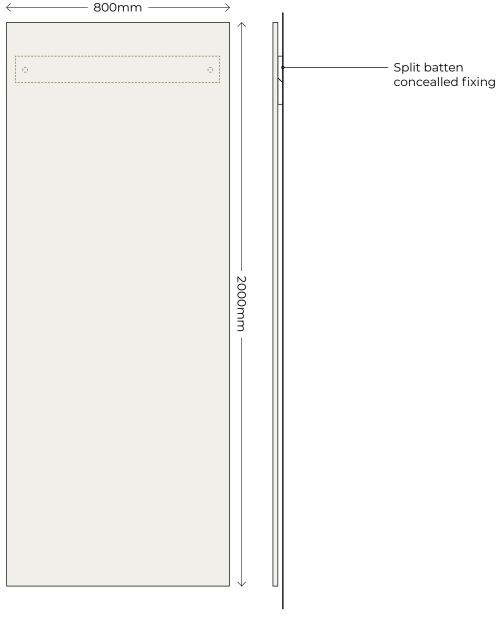
This is our recommended production method but there ar many other ways in which the exhibition could be produced dependent on your budget.

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.

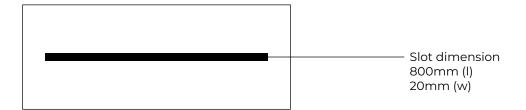
Consideration of the optimum reading height of the text should be taken when mounting panels to the wall.



2.4

Front elevation

Side elevation



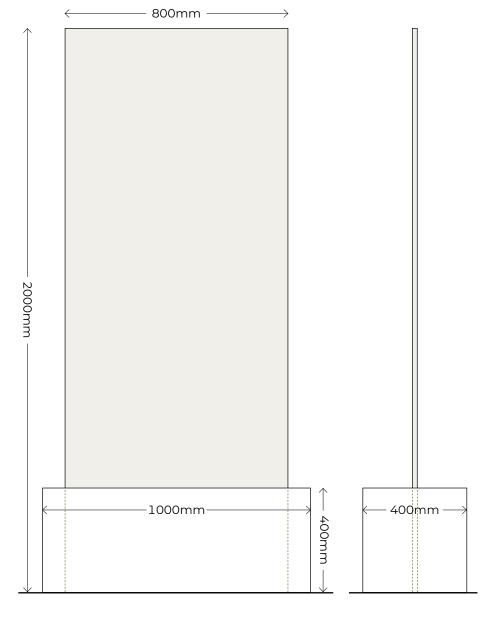
Plan

→ 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.

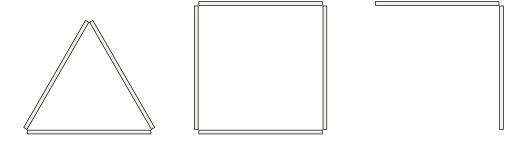
You have the option of printing another graphic on the reverse or adding your own messaging.



2.4

Front elevation

Side elevation



Suggested configurations



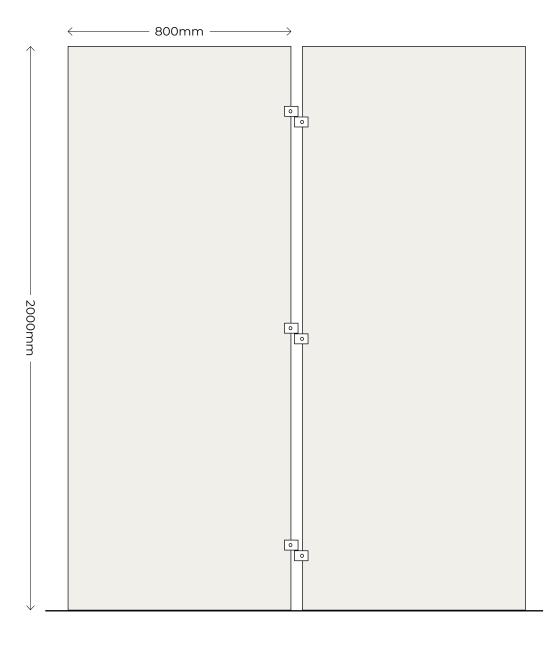
Panels can be clamped together using Nexo universal panel connectors or similar to form freestanding self-supporting modules.





https://www. vkf-renzel. co.uk/universalconnectors/





Front elevation

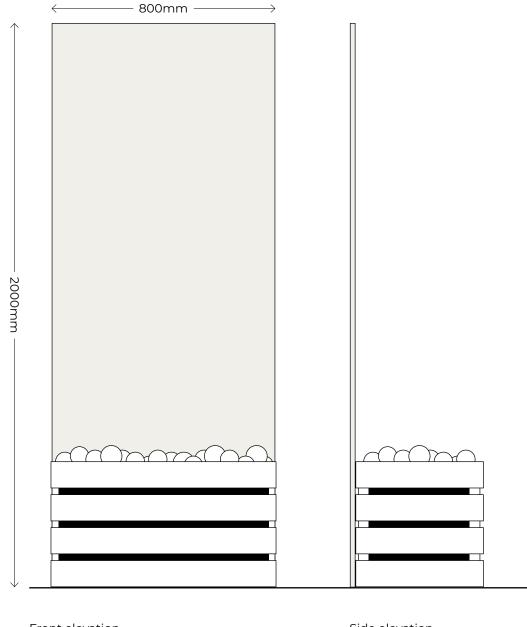
→ Freestanding 3.

Panels can be secured to wooden crates using fixing bolts or rachet 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.





Front elevation

Side elevation

Food Forever Exhibitors Toolkit

Guide to developing your own panels

Overview

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:



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



Artwork for a panel layout template can be downloaded here:



Writing your own text

When writing your own text it is a good idea to follow the example set in the core set of panels so as to acheive 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

- 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

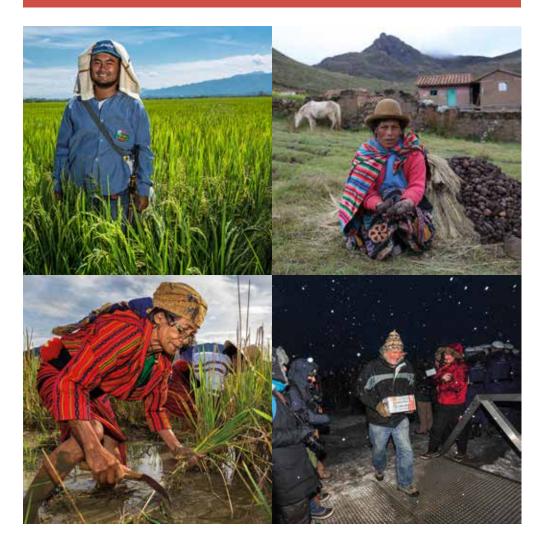
B Paragraph one Sets the scene and presents the challenge

C Paragraph two Action being taken or possible solution

- (A) Finding and Sharing Solutions
- 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.
- 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!

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.



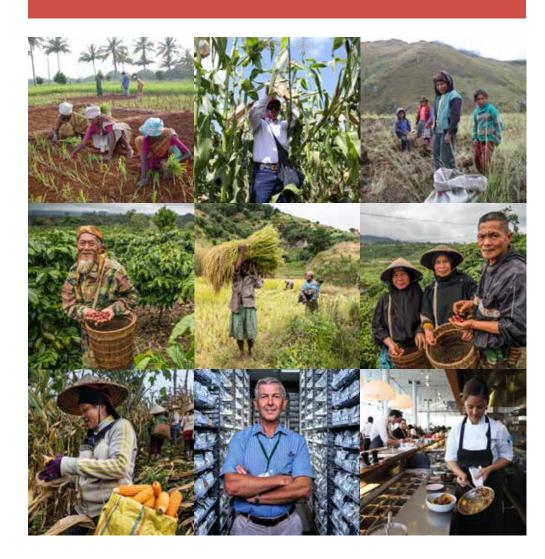
The final ingredient for the panel you are producing is a background image. Although the function of these is primarily decorative these are used to help quickly inform the audience of the crop or subject that is being referenced.

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 Forever Exhibitors Toolkit

Adding to the experience

Overview

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.

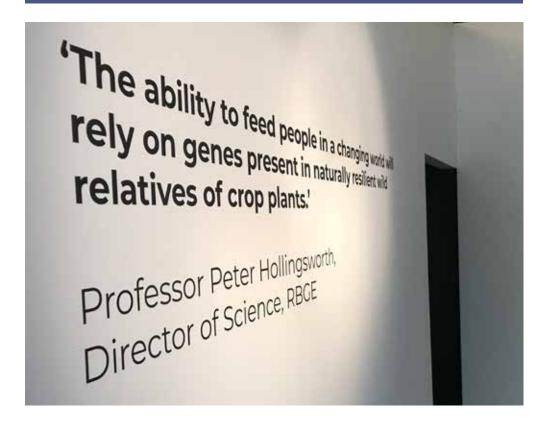
Quotes

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.

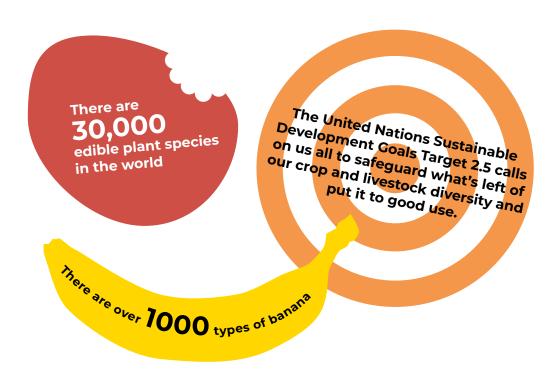
If required you can access the pool of quotes here:



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.

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.







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

Roundels

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

Our Market Garden, soon to be certified organic, uses sustainable methods to grow fresh, seasonal and local produce for our food outlets. Visit the café and restaurant to see what is in season.



Working with volunteers and community groups our Edible Gardening Project shares the skills and knowledge involved in growing fruit and vegetables. See the crops growing in the Demonstration Garden.

Hands-on experience of food growing provides tangible benefits for health and wellbeing in addition to nutritious food. Plots tended by volunteers, students and school children are next to the Botanic Cottage.

Our Scottish heritage apple collection includes 15 varieties arranged in a timeline outside the Botanic Cottage. Go and see the likes of 'East Lothian Pippin' and 'Beauty of Moray' for yourself. We are exploring the natural diversity of the chocolate tree in its native home in the Amazon basin in South America. You can visit our very own chocolate tree in the glasshouses where you will find it inside the hot and humid Plants and People House.

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:



Engaging younger audiences

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 multisensory experience for families.



Additional activitiies

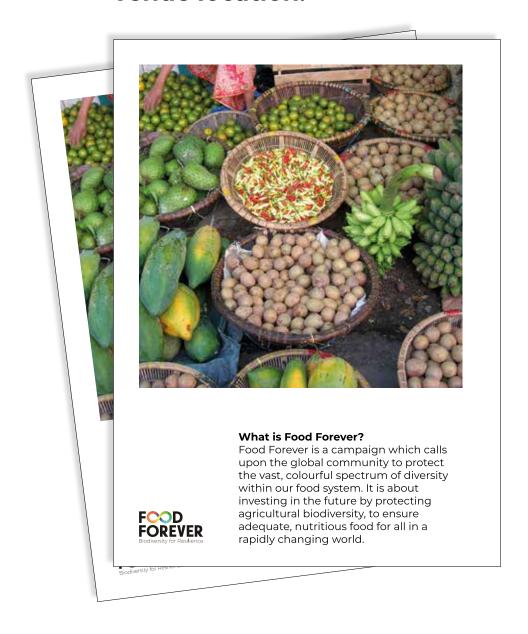
Our relationships with food are so culturally rich that the sky is really the only limit on the kinds of activities, demonstrations and media that you can pair with your exhibit.

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.



If required you can download leaflet artwork template here:



4.8

Food Forever Exhibitors Toolkit

Measuring Success

Overview

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.

Requirements

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:

Helen Miller helen.miller@bgci.org

Food Forever exhibition coordinator