



Protein Challenge 2040: Future Plates

Understanding the role of chefs in rebalancing protein consumption for health and sustainability: 2018 Chefs survey insights

#Protein2040

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Review of 2018 Chefs Survey results

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European Rebalancing Protein Consumption Working Group.

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Introduction: Protein Challenge 2040

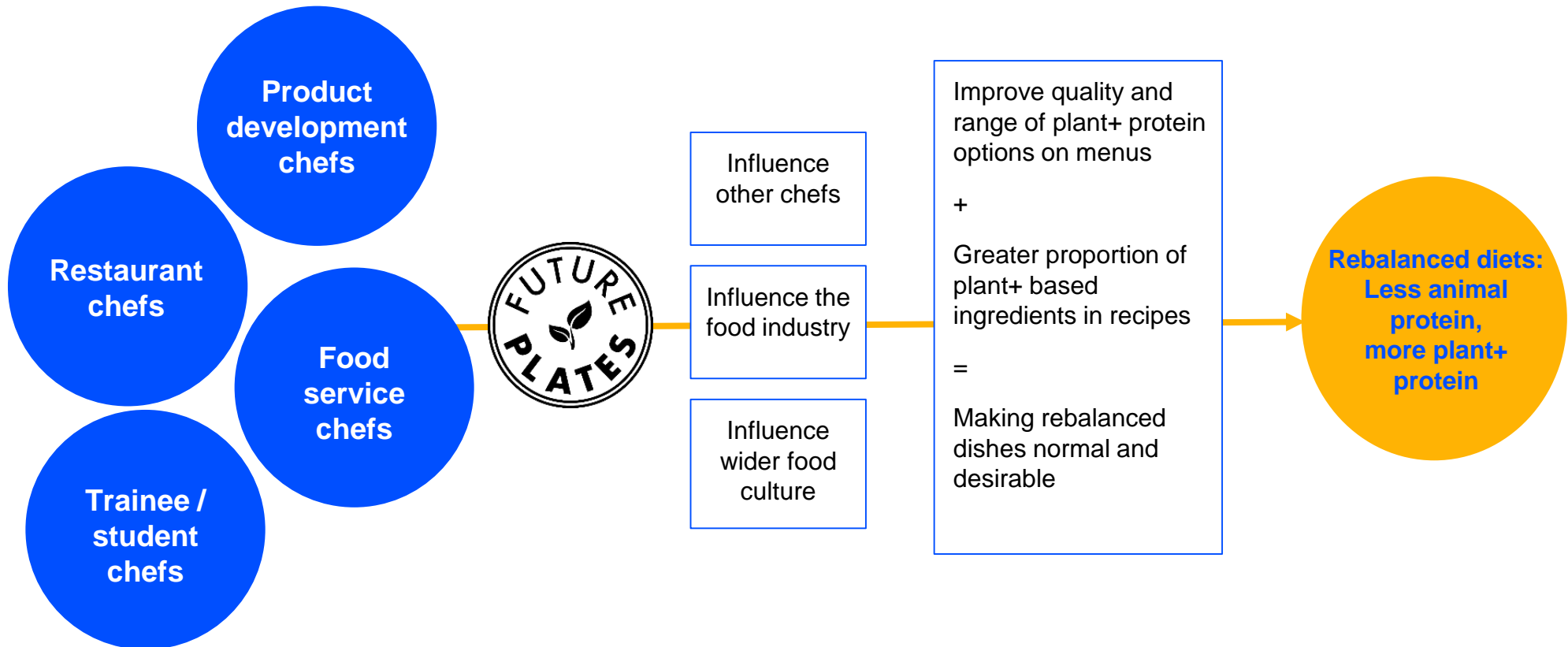
The [Protein Challenge 2040](#) is a global coalition aiming to tackle the question of **how to provide 9+ billion people with enough protein, in a way that is healthy, affordable and good for the planet**. Convened and facilitated by Forum for the Future, it is led by a unique group of NGOs and businesses, including leading retailers, feed ingredient companies and food manufacturers.

A key part of the Challenge is **rebalancing protein consumption in human diets**, towards a healthier and more sustainable total proportion of protein in diets and balance of animal and non-animal based proteins (referred to in this review at “plant+” proteins to incorporate the various options from veg and nuts to mushrooms and mycoproteins). For relatively richer consumers, and in particular Western-style diets, this means reducing overconsumption of protein, and increasing consumption of plant+ proteins while reducing animal protein consumption. Our goals include **improving the quality and range** of rebalanced protein options on menus, and getting a **greater proportion** of plant+ ingredients into recipes, from retail to food service.

As an entry point to this, we have been **working with chefs to understand and activate their role in influencing and enabling positive change, to move towards making rebalanced protein consumption the norm**. Chefs and cooks across sectors prepare millions of meals every day and help develop the products on retail shelves. As trend-setters and leaders in the food industry, they are critical to ensuring more balanced dishes are widely available, desirable, satisfying and delicious. Future chefs, students today, also need to be equipped and motivated to prepare great rebalanced dishes and products as they move into the workforce.

And so, since 2017, through events, industry forums and insight-sharing by leading chefs through a [Medium platform](#), we’ve engaged **chefs** (from established leaders Raymond Blanc and Alexis Gauthier to rising stars Chantelle Nicholson and Martin Morales), **foodservice companies and culinary trainers and students** in a peer-to-peer conversation around how to inspire a better protein balance in cooking and eating. We have called this engagement “Future Plates” and used this platform to keep learning how to work with chefs, testing hypotheses and possible solutions in a UK/EU setting, but with a view to replicating or adapting what works across international settings.

Chefs for rebalanced protein in diets: our hypothesis



Chefs across food sectors prepare millions of meals every day; develop new products for retail; train, influence and inspire student/trainee and working chefs; influence the food industry and wider food culture. By equipping and inspiring chefs to work more with plant+ proteins, we can enable them in their potential roles as drivers, supporters, implementers and accelerators of positive change in diets towards a better protein balance.

About the chefs survey pilot

In 2018, we ran a **pilot Chefs Survey in the UK** to gain more insight into what influences the cooking, menus and recipes of professional chefs and cooks, complemented by a small selection of **expert interviews** with experienced chefs in food service, retail and culinary education:

- Matt Hay, Chef Director, BaxterStorey
- Nicola Bramley, Senior Food Technologist, Product Development kitchen, Sainsbury's Supermarkets
- Peter Cross, Senior Lecturer, London Geller College of Hospitality & Tourism, University of West London
- James Bennington, Product Developer, Product innovation and own brand, Waitrose and Partners

We wanted to **test our assumptions** about chefs – about their sources of inspiration, their views on plant+ proteins, and on barriers or opportunities for working with more plant+ ingredients; we wanted to **gather insight** from a new audience; and we also wanted to **test a survey approach** as an additional way of engaging with chefs.

The survey has helped us understand better how to engage with chefs more effectively, and empower more of them to lead the shift towards a better protein balance, in particular by working more with plant+ proteins. Plans for the next phase of work are currently being developed (end 2018/early 2019), drawing on the insights provided by the survey and interviews, combined with the experiences, expertise and insights of the Protein Challenge 2040 partners involved in the work (Alpro, BaxterStorey, Firmenich, Nestle Research, Quorn, the Sustainable Restaurant Association, Waitrose and WWF).



Research



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Chefs survey pilot: front page

Calling all chefs!

We need your help. As trend-setters and leaders in the food industry, you have the power to shape people's attitudes to food and eating for the better, today and for tomorrow.

The short version:

The Protein Challenge 2040 wants to know **what inspires and influences your cooking, menus and recipes**. This will help us understand how to encourage and enable more chefs to lead the exciting shift that's already underway towards cooking and eating more **plant-based proteins** (that's beans, peas, chick peas and lentils, nuts and seeds, tofu, tempeh, quinoa, mushrooms and mycoproteins and more...).

[Start survey](#)

press ENTER

About the survey questions

- We asked chefs to **rank 5 main areas** where they might get inspiration for their cooking, menus and recipes
- When they ranked something highly, we asked them to also **rank some options within those categories** and to give more details
- We asked them to give their **opinion on a set of statements** about plant+ proteins and the food industry
- We asked them **how much of their menu or current range of products**, is plant+ based, and **what might help them go further**
- We asked them *their* thoughts on how to **enable chefs to use more plant+ proteins**, and to **encourage people to eat more plant+ proteins**.
- In our interviews, we asked for **reflections on the survey results** and what they thought it told us about where to go next.

a. Chefs and chef training *

1 = not a source of inspiration for me; 5 = a huge source of inspiration for me.



b. Media (e.g. social media, TV, magazines, books...) *



c. Food industry (e.g. events, store formats/layouts)



d. Experimenting in the kitchen / new ingredients *



e. Personal life (e.g. travel, friends and family...) *



Survey details and general comments

Survey details

- Online “Typeform” survey, live 23rd August - 17th October 2018
- Targeted at UK chefs but open to responses from anywhere
- Promoted via the colleagues, networks and social media of Forum for the Future and partners
- Didn’t offer any prizes or incentives, beyond opportunity to shape our thinking/be part of the debate

General comments

- **87 responses.** With approx 237,000 professional chefs and 65,000 cooks in the UK*, clearly this is a very small sample! And yet the responses include many interesting and useful insights, comments, suggestions, and ideas from respondents that have fed into our understanding.
- It’s possible it attracted a **higher than average proportion** of chefs already engaged to some extent in sustainable protein
- That said, **nearly two thirds** of them currently work with less than 50% plant+ proteins in their menu/range
- More than 70% of respondents have **more than 10 years** of experience
- The biggest single group among respondents is **contract catering chefs** (one third)
- Could prove to be a useful group to engage with again in future. Most of them wanted to hear back about the survey results and receive Protein Challenge 2040 updates.

*ONS June 2018 statistics

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/datasets/employmentbyoccupationemp04>

Summary of survey feedback

The results are helpful in refining our assumptions and our theory of change. In particular the range of different views on some questions is a useful reminder of variety on many fronts across the profession. Based on the survey results and interviews:

- **Chefs are all different people.** No outright “winners” in terms of sources of influence - whether that’s a what, or a who.
- **Most chefs are influenced by other chefs.** Especially colleagues. Some of them by famous/leading chefs - lots of different ones. Some of them by culinary institutes and teachers - lots of different ones.
- **Most chefs find inspiration across various forms of media, but some don’t.** Cookbooks and social media are the most important. TV and magazines are important for some, but not all.
- **Some look to the food industry, some don’t.** If they do, retail and events are both fairly important.
- **Unsurprisingly, experimenting in the kitchen, and personal life,** are very important sources of inspiration/influence.
- They think **social media and training** are very effective ways for chefs to share insights/ideas generally, regardless of whether they love social media themselves.
- They think **chefs need more training**, knowledge and skills about plant+ proteins, echoed by a recent piece in *The Guardian** emphasising the current (UK) shortage of restaurant chefs able to cook great plant-based dishes.
- They **mostly agree that people need to eat better** for health and planet
- They **almost all agree that plant+ dishes can be as exciting as meat-based ones**
- They said: more (confidence in) **consumer demand (50%)**, more access to **good ingredients**, more **training and knowledge (30%)**, would help this cohort to use more plant+ proteins in their workplaces.
- And they think it’s important to **educate consumers** about plant+ proteins (including children), but also to just get on with **making great food**.

* <https://www.theguardian.com/food/2018/nov/03/restaurants-short-of-vegan-chefs-as-brits-ditch-meat>

So what? Opportunities and insights

Combining interview feedback and survey insights, what does that tell us about where to go next in working with chefs to drive more change in the right direction?

- It suggests there are **opportunities for chefs, restaurants and food service to learn from retail** - as well as from high-end vegan restaurants - about how to best market plant+ based dishes, to ensure they actually sell.
- It suggests that **changing the curriculum for chefs is important**, as we had previously identified - but that could be both **formal** culinary training for future chefs, as well as ongoing **on the job** training for existing chefs.
- It tells us that **plant+ protein champions matter** - chefs who can share their knowledge, ideas, passion and skills. And while that does include industry-leading, famous trend-setter chefs, the survey told us there are many, many of those chefs generally. Not obvious who to target... Possibly more importantly, the survey points to the potential of **empowering plant+ protein champions within organisations**, to lead and to train their colleagues.
- And finally, we got a lot of feedback about the importance of insuring this is **always about great food, taste and flavour**. While educating consumers is an important piece of the puzzle, chefs should simply be challenged and equipped to put great tasting dishes out there for people to discover. And they have to eat it themselves to get on board! That will include different offers for different groups - more vegan and veggie dishes here, more veg and less but better meat there.

Summary of Chefs Survey + Interview insights

We talked to chefs across sectors to understand what inspires and influences them in their work; what could be stopping them from working more with plant+ proteins; and how to enable more chefs to take up and get the best out of plant+ proteins.

Sources of inspiration / influence for chefs



Barriers to chefs working with more plant+ proteins

Lack of skills and training to use / market ingredients well

Lack of access to affordable, quality plant+ ingredients

(Perceived or real) lack of consumer demand / interest

Wider lack of consumer education about food / protein (incl for children)

Routes to enabling chefs to work more and better with plant+ proteins

Adapt training approaches
for student and on-the-job chefs, learn from / replicate successful industry approaches

Learn from retail
about developing & marketing products in other food sectors to capture/grow demand = positive cycle of demand & supply

Draw on plant champions
to inspire / teach their colleagues

Focus on making great food,
with more plant+ ingredients, by stealth or not... tailored to the customer / region



Detailed survey results, interview insights, comments and implications

About survey respondents

☰ 1 So, tell us about yourself...

✓ 1d How many years' experience do you have as a chef?

87 out of 87 people answered this question



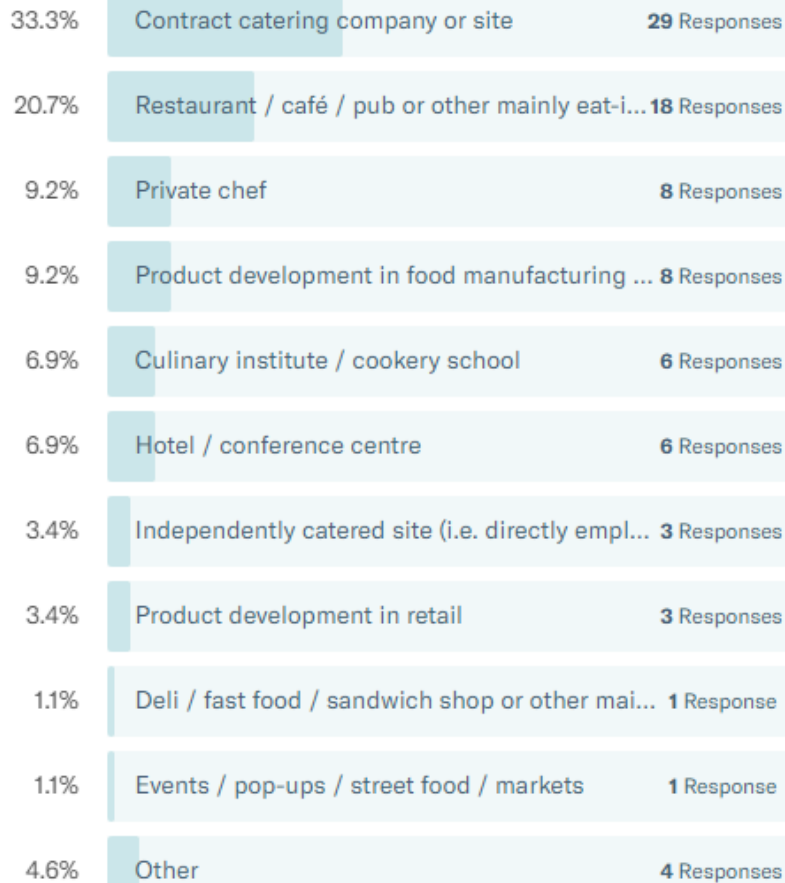
UK only

69%	More than 10 years
16%	1-5 years
15%	6-10 years

☰ 1 So, tell us about yourself...

✓ 1e And finally, what's your main place or type of work as a chef?

87 out of 87 people answered this question



UK only

41.0%	Contract catering company or site
24.6%	Restaurant / café / pub or other mainly eat-in venue
9.8%	Product development in food manufacturing / brands
6.6%	Culinary institute / cookery school
4.9%	Private chef
3.3%	Product development in retail
3.3%	Independently catered site (i.e. directly employed by a school, university, workplace...)
1.6%	Deli / fast food / sandwich shop or other mainly take-away venue
1.6%	Events / pop-ups / street food / markets
1.6%	Hotel / conference centre
1.6%	Corporate and event catering

UK: 61 of 87 // 74%
Other EU: 6 of 87
US/Canada: 6 of 87
In detail:
Albania
Australia
Canada
France
Germany
Ghana
Hong Kong
India
Ireland
Libya
Malaysia x 2
Mexico
New Zealand x 2
South Africa
Spain
Sweden x 2
United Arab Emirates x 2
USA x 5

Town/City	Country
Tirana	Albania
Melbourne	Australia
Toronto	Canada
Hong Kong	China
Visan	France
Bartholomä	Germany
Accra	Ghana
Belgaum	India
Sligo	Ireland
Tripoli	Libya
Kuala Lumpur	Malaysia
Georgetown, Penang	Malaysia
Mexico	Mexico
Wellington x 2	New Zealand
Johannesburg	South Africa
Ibiza	Spain
Gävle	Sweden
Gothenburg	Sweden
Aberdeen	UK
Berkshire	UK
Biggleswade	UK

Bracknell	UK
Brighton	UK
Cambridge	UK
Easingwold	UK
Edinburgh x 4	UK
Glasgow x 4	UK
Hemel Hempstead	UK
Hereford x 2	UK
Inverness	UK
Leven, Fife	UK
London x 22	UK
Melton Mowbray x 3	UK
Newcastle upon Tyne x 2	UK
North England & Scotland	UK
Oxford x 3	UK
Reading	UK
Slough	UK
Spalding	UK
St Helens	UK
Various	UK
Ware x 4	UK
Dubai x 2	United Arab Emirates
Camden, NJ	USA
Long Beach, CA	USA
Los Angeles, CA	USA
Miami	USA
Providence RI	USA



Who do the respondents work for?

Based on respondents who provided a work email address, we had (sometimes several) respondents from the following companies

- A Rule of Tum
- BaxterStorey
- Benugo
- Campbell Soup
- Diageo
- Eden Caterers
- Global Generation
- Harvey Nichols
- Oxford University
- Pret A Manger
- RSSL
- Samworth Brothers
- Sodexo
- The Ritz
- Waitrose
- WSH

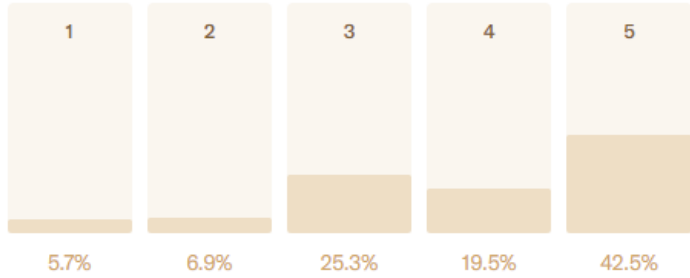
☰ 2

Great, thanks. And now, we'd like to know about what (or who) most inspires you for your cooking, menus and recipes. We'll ask you to rank five broad sources of inspiration, and to give us a bit more detail only about the ones you rank the highest. Please tell us how much each option influences/inspires you in your cooking, menus and recipes - on a scale of 1 (not at all), through 3 (somewhat) to 5 (hugely).

★ 2a Chefs and chef training

★ Avg. 3.9

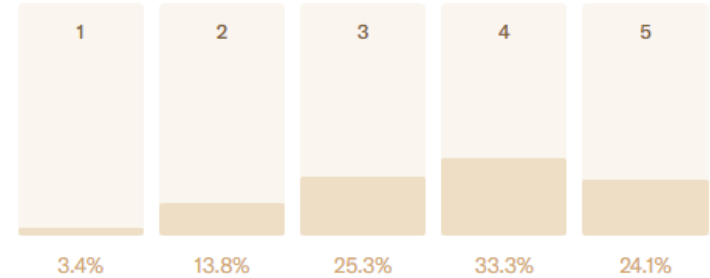
87 out of 87 people answered this question



★ 2g Media (e.g. social media, TV, magazines, books...)

★ Avg. 3.6

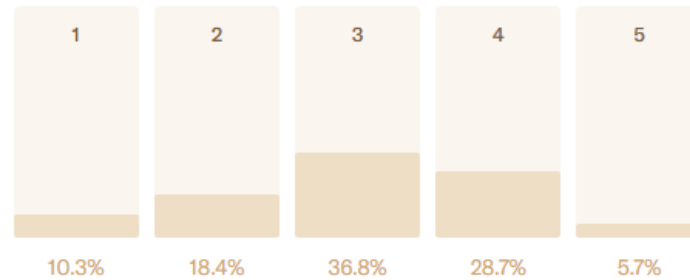
87 out of 87 people answered this question



★ 2p Food industry (e.g. events, store formats/layouts)

★ Avg. 3

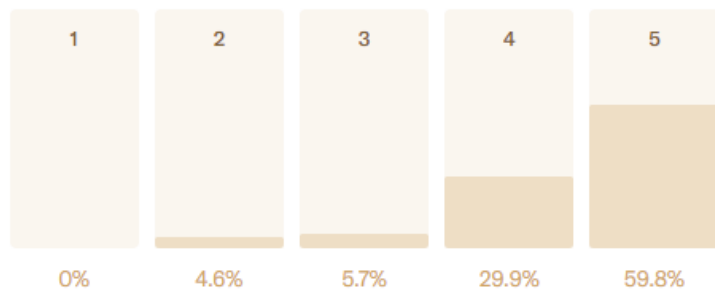
87 out of 87 people answered this question



★ 2u Experimenting in the kitchen / new ingredients

★ Avg. 4.4

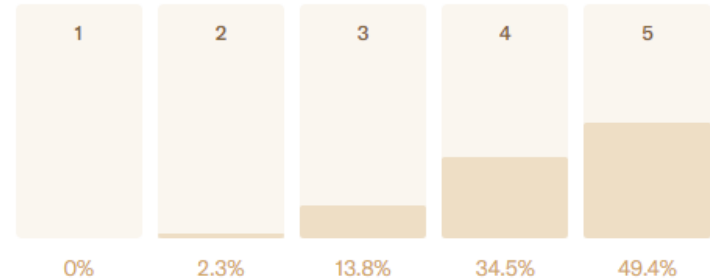
87 out of 87 people answered this question

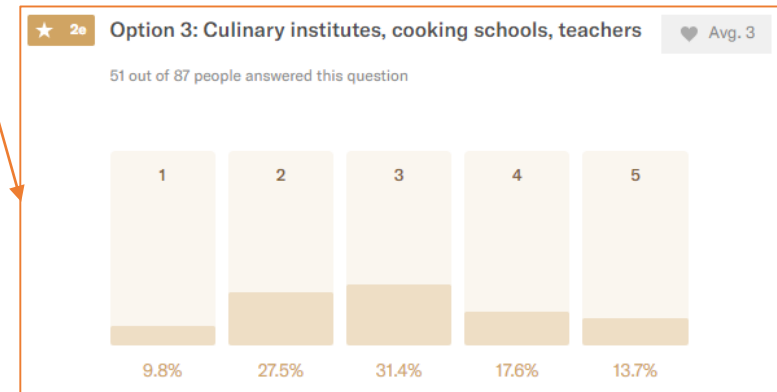
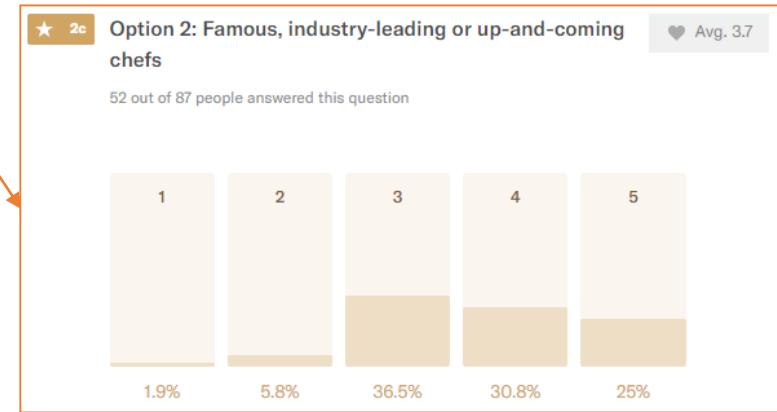
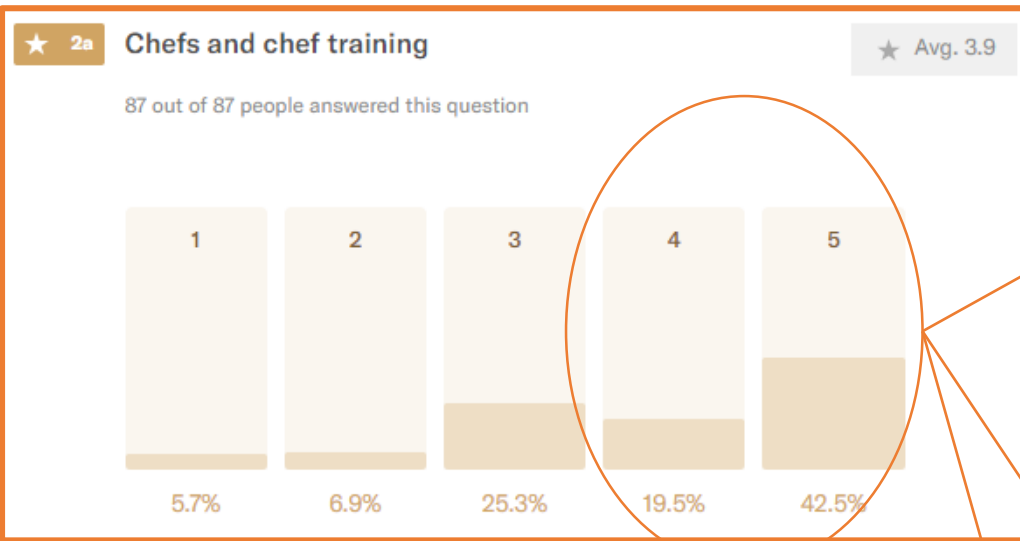


★ 2v Personal life (e.g. travel, friends and family...)

★ Avg. 4.3

87 out of 87 people answered this question





We wanted to test our assumption that **other chefs** are a big source of inspiration and influence on professional chefs.

- 62% of total respondents rated “other chefs” as 4 or 5 – important/very important.
- These 54 respondents were then asked to rate in more detail 3 options: “Chefs you work with”, “Famous, industry-leading and up-and-coming chefs” and “Culinary Institutes, cooking schools, teachers”
- A quarter of all respondents rated “other chefs” as 3 – “somewhat important”
- 12.6% of respondents rated “other chefs” as 1 or 2 – not at all or not very important
- “Chefs you work with” comes out as the most important influence for those who rated this category highly.

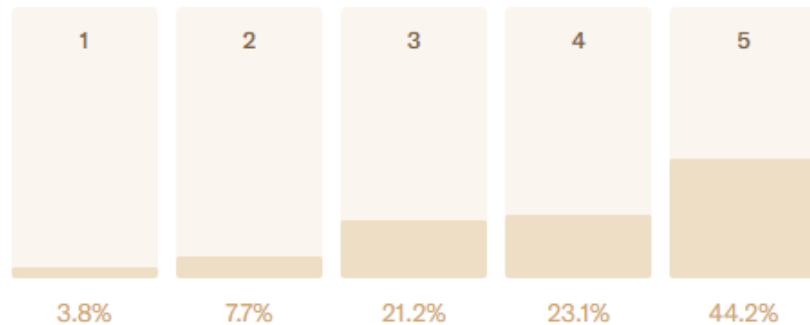
Implications

- On the whole, our assumption is validated here
- Colleagues are the most important source of influence – this suggests that plant protein champions within organisations/teams are an important “resource”

★ 2b Option 1: Chefs you work with

♥ Avg. 4

52 out of 87 people answered this question



Comments

- Unsurprisingly, colleagues are a very important source of influence and inspiration.
- Two thirds of the respondents replying to this question rated this 4 or 5
- **That's 35 chefs in total or 40% of total respondents**
- 11 respondents gave this a medium rating of 3
- Just over 11% of respondents to this question answered that colleagues were *not* important – they presumably picked one of the 2 other types of chefs as more important.
- **Overall 88.5% of respondents to this question rated colleagues somewhat to very important – 46 people or 53% of all respondents.**

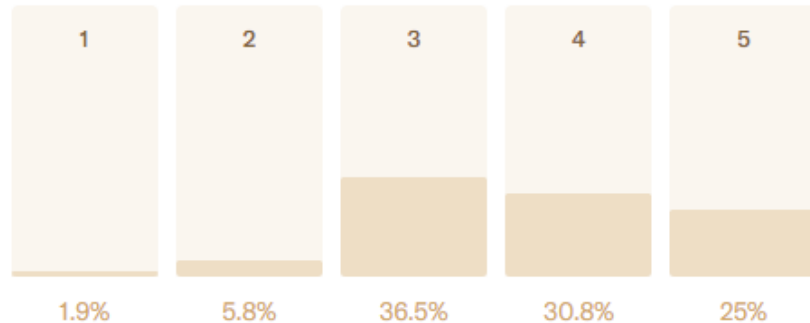
Implications

- This is backed up by interview comments about colleagues sharing ideas, recipes etc on Whatsapp groups, Slack or Instagram for example.
- Companies should **identify existing internal plant protein champions**, and enable and empower them to share their interest, passions, skills and ideas with colleagues.
- Another option might be to enable “placements” for chefs to restaurants or other settings to work with plant protein champions
- How else might companies spread inspiration internally, across colleagues?

★ 2c Option 2: Famous, industry-leading or up-and-coming chefs

♥ Avg. 3.7

52 out of 87 people answered this question



Comments

- 55.8% of respondents to this option, 29 people, rated famous/leading chefs as 4 or 5 – a third of all respondents
- 36.5% gave them a medium rating
- Only a few said they are *not* important
- **So, almost all respondents to this question rated leading chefs as somewhat to very important**
- That's 48 respondents, or just over half of all survey respondents.
- Respondents who ranked this 4 or 5 provided a long list of named chefs, with just a few getting several mentions.
- Several of those named are already good champions of plant proteins and/or balanced dishes, eg Chantelle Nicholson, Yotam Ottolenghi, Bruno Loubet...

Names given included 52 different chefs:

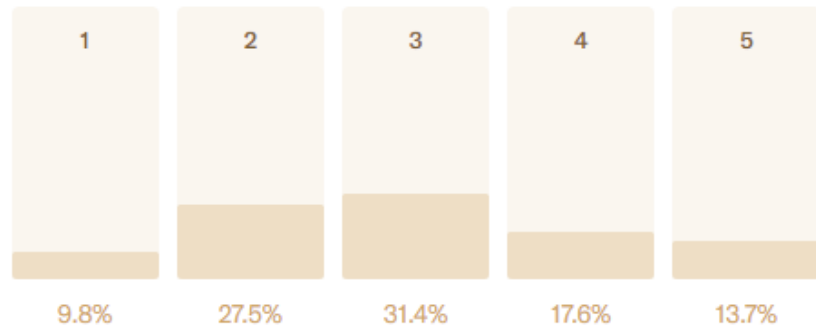
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|--------------------------------|-------------------|--------------------------|-----------------------------|
| Aaron Turner | Daniel Humm | Jackson Boxer | Philip Howard |
| Alice Waters | Dave Verheul | James Beck | Rene Redzepi |
| Alton Brown | David Kinch | James Martin | Rico Venzon |
| Amaury | Des Harris | Jamie Oliver | Ruth Rogers |
| Anna Polivyou | Diana Henry | Jeans-Jaques | Sayan Isaksson |
| Anton Mosimann | Douglas McMaster | Martin | Simon Rogan |
| Antonio Bachour | Ed Verner | John Campbell x 4 | Thomas Keller x 3 |
| April Bloomfield | Glen Lester | Magnus Nilsson | Tom Kerridge |
| Arthur Potts Dawson | Gordon Ramsay | Massimo [Botura?] | Willie Pike |
| Björn Frantzen | Graham Kerr | Matt Lambert | Yotam Ottolenghi x 2 |
| Bruno Loubet | Grant Achatz | Matt Orlando | |
| Chantelle Nicholson x 2 | Gregory Marchand | Michael O'Hare | |
| Christian Puglisi | Harold McGee | Monique Fiso | |
| Claudia Roden | Heston Blumenthal | Nathan Outlaw | |
| | | Olia Hercules | |

Implications

- This confirms our assumption that leading chefs are important influencers for other chefs.
- There are many lists available each year about influential chefs, in both professional and general public media
- **Chefs in general are influenced by a wide range of leading chefs.**
- A larger number of respondents *might* have highlighted a clearer top 5 or 10, but not necessarily.

★ 2e Option 3: Culinary institutes, cooking schools, teachers ♥ Avg. 3

51 out of 87 people answered this question



Comments

- Nearly a third, 31.3% of respondents, rated this option as 4 or 5
- Nearly a third, 31.4%, rated this as medium
- More than a third, 37.3%, rated this option as not at all or not very important
- So a fairly even spread across this question.
- **That's around 20% of all respondents to the survey, who've each said, here, either not important, medium, or very important** (+remaining respondents didn't rate the overarching category as very important at all)

We asked those who rated this 4 or 5 to suggest names of institutes or teachers

- ALL
- At-Sunrice
- Baxterstorey Chef Academy - John Hicks
- City of Glasgow College // Andy Cummings
- Culinary Institute of America
- France
- Hong Kong
- Johnson & Wales University
- **Le Cordon Bleu x 2**
- Malaysia
- Prima Baking Training Institute
- Rik Razza
- Thailand
- TV programmes - local - national magazines
- Western Culinary Institute USA
- William Angliss
- Woodspeen - John Campbell

Implications

- Important to some, not to others.
- Not that many highly rated responses and therefore not that many names collected, and no obvious "frontrunners".
- Engaging with a few major institutes could be an opportunity for changing the curriculum / piloting new modules of approaches to education
- Interview insights include the need to change how young chefs are taught anyway, so there is an opportunity to be part of that updating.

Chefs' names that came up across all the survey questions (ie including cookbooks, restaurants, social media)

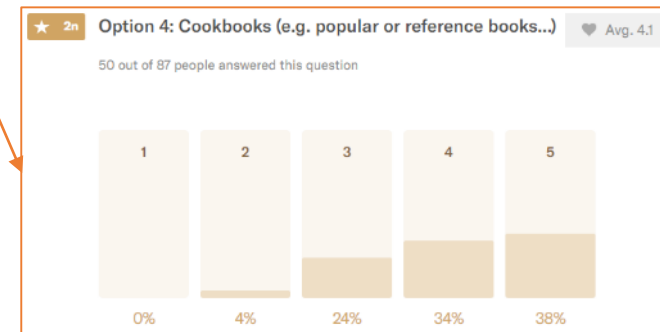
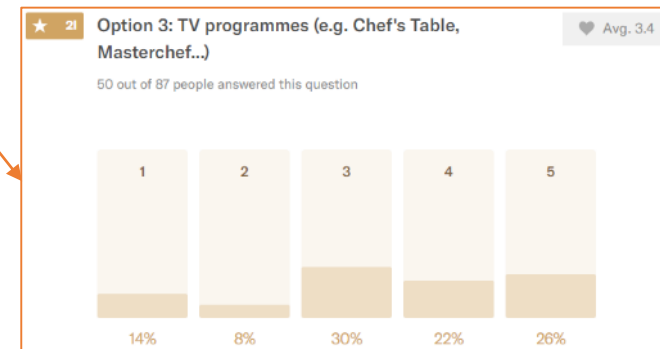
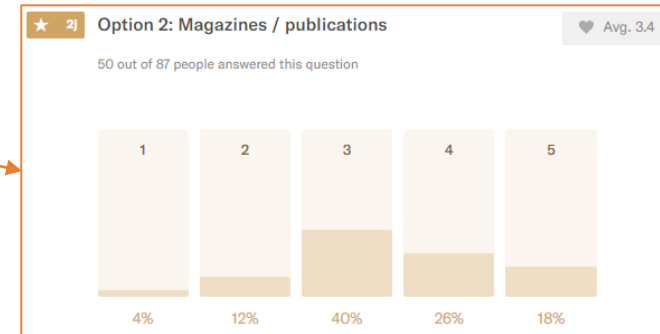
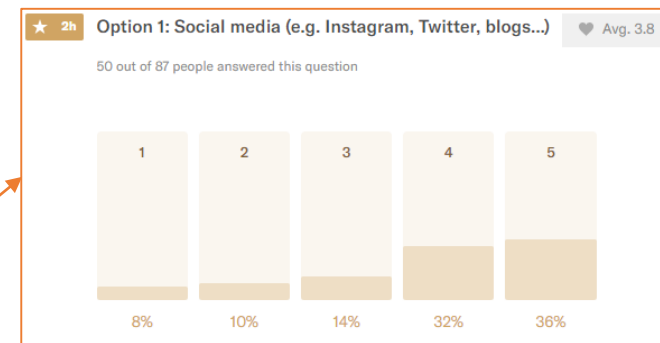
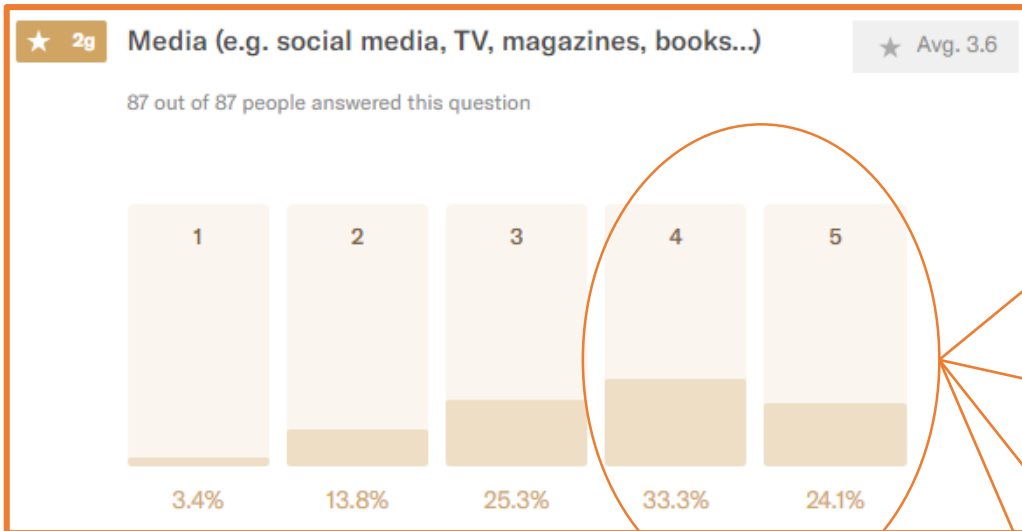
- **Yotam Ottolenghi x 6**
- **Thomas Keller x5**
- **John Campbell x 4**
- **Jamie Oliver x 3**
- **Chantelle Nicholson x 2**
- **Claudia Roden x 2**
- **Harold McGee x 2**
- **Rene Redzepi x2**
- Aaron Turner
- Alice Waters
- Alistaire Little
- Alton Brown
- Amaury
- Ana del Conte
- Andy Cummings
- Angela Liddon
- Anna Polivyov
- Anton Mosimann
- Antonio Bachour
- April Bloomfield
- Arthur Potts Dawson
- Asha Gomez & Martha Hall Foose
- Ben Howard
- Björn Frantzen
- Bo Bech
- Bruno Loubet
- Carole Hilker
- Christian Puglisi
- Christina Tosi
- Dan Barber
- Daniel Clifford
- Daniel Humm
- Dave Verheul
- David Kinch
- Delia Smith
- Des Harris
- Diana Henry
- Douglas McMaster
- Ed Verner
- Fergus Henderson
- Gareth Ward
- Glen Lester
- Gordon Ramsay
- Graham Kerr
- Grant Achatz
- Gregory Marchand
- Guillaume Chambon
- Hairy bikers
- Heston Blumenthal
- Jackson Boxer
- Jake Mills
- James Beck
- James Martin
- Jeans-Jaques Martin
- Jeremy Fox
- Joe Wicks
- John Hicks
- Josh Besh
- Magnus Nilsson
- Massimo
- Matt Lambert
- Matt Orlando
- Matt Tebbatt
- Michael A. Langdon
- Michael Solomonov & Steven Cook
- Micheal O'Hare
- Milli Taylor
- Miyoko Schinner
- Monique Fiso
- Nathan Outlaw
- Nicole Just
- Olia Hercules
- Pauli
- Peter Gordon
- Philip Howard
- Raymond Blanc
- Rico Venzon
- Rik Razza
- Roux Jr.
- Ruth Rogers
- Sandor Katz
- Sat Bains
- Sayan Isaksson
- Sean Brock
- Simon Hopkinson
- Simon Rogan
- Suzaane Goin
- Tom Kerridge
- Tommy Banks
- William Angliss
- Willie Pike

Comments

- If we pick out all chefs mentioned across the whole survey (including social media, cookbooks, TV etc) we get an even longer list, with a few more mentions for some of them.

Implications

- Confirms the wide range of chefs that are of interest to other chefs
- As before, doesn't point to a very clear top 5 or 10
- Of the 8 that do get more than one mention, 3 are plant protein/veg champions already

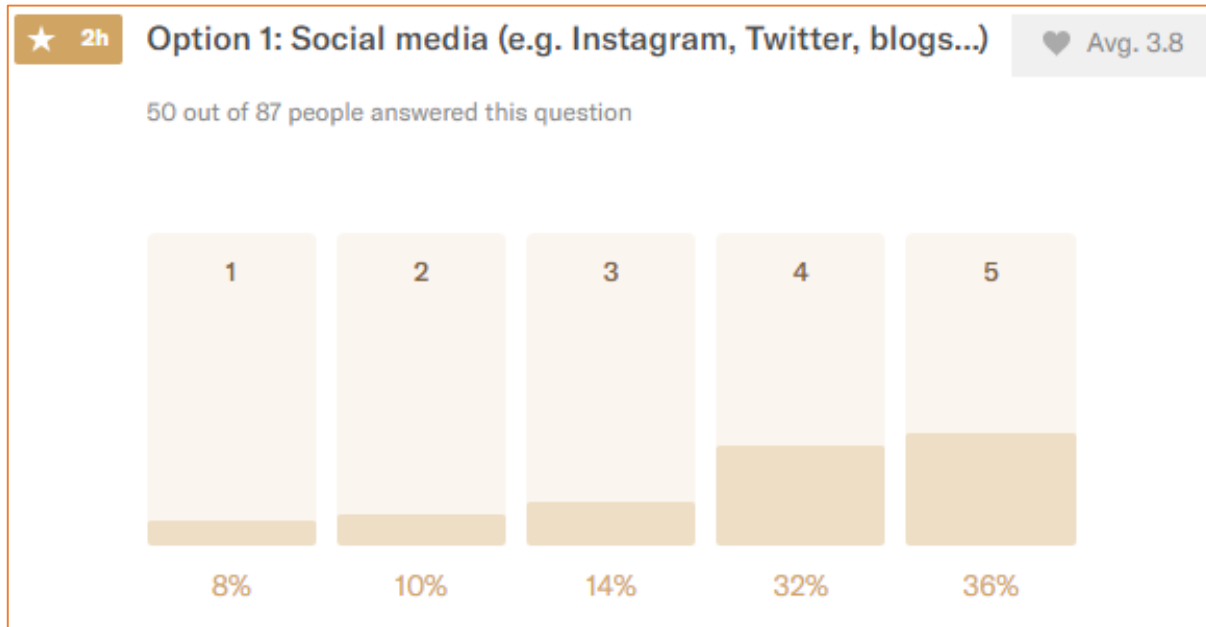


Comments

- Media of various kinds come out as an important source of inspiration. Almost 60% of all respondents rated this 4 or 5; more than 80% rated it somewhat to very important.
- Just over 17% rated this as 1 or 2, not at all or not very important.
- Social media and cookbooks come out as the most important (based on 4 or 5) within this category, followed by TV and then magazines/publications.
- That said, TV and magazines were rated “somewhat important” by many chefs.

Implications

- Media in general are an important source of influence/inspiration to chefs, but not to all.



From those who rated this 4 or 5:

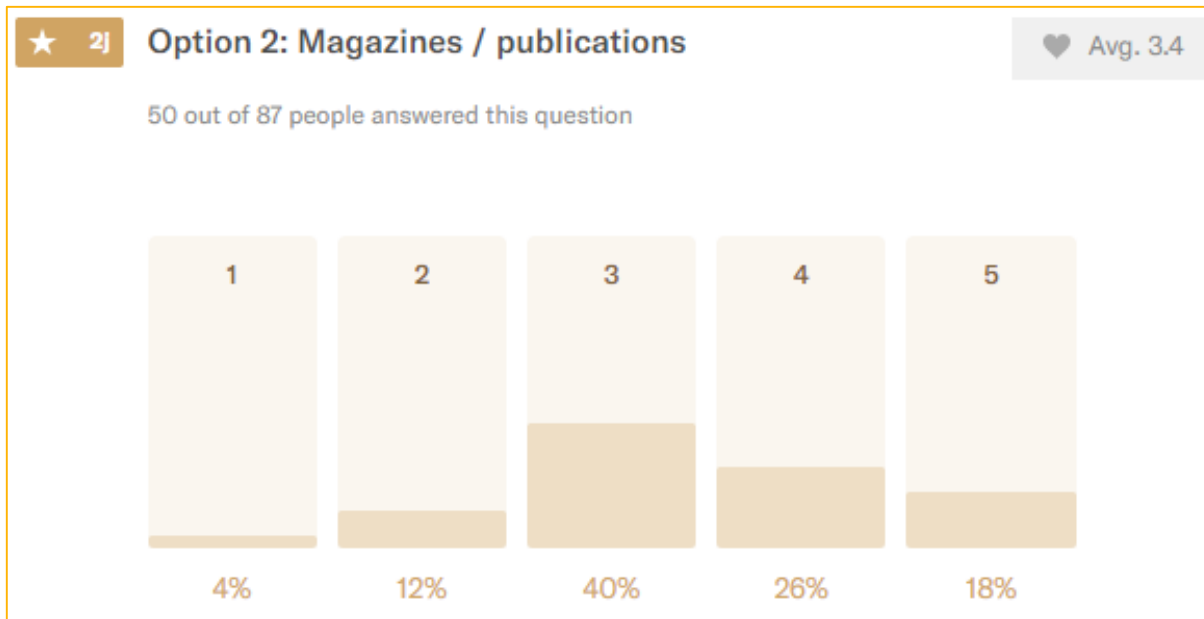
- 50 best restaurants
- Facebook x 2, Instagram x 2
- None in particular x 3
- I use hashtags to scroll for inspiration
- Aaron Turner
- Ben Howard
- Bo Bech
- Chef Amaury
- Chef Antonio Bachour
- chef_mills98
- Chefs Roll
- Christina Tosi
- Clove Club
- Cook it Raw
- Dan Barber
- Dave Verheul
- Ed Verner
- Food52
- Gareth Ward
- Guillaume Chambon
- James martin
- Jamie Oliver
- Josh Besh
- Michael A. Langdon
- Milli Taylor
- Ora Salmon hashtags
- Rene Redzepi
- Star Chefs
- Suzaane Goin
- The Art of Plating
- Tommy Banks

Comments

- Of those who rated media 4 or 5, more than two thirds said social media is important. That's nearly 40% of total survey respondents.
- If we include those who rated this somewhat important, that's more than 70% of total respondents.
- One interviewee confirmed that social media/digital communications are extremely important in his company – team Whatsapp and Slack groups, company Instagram accounts... used to share recipes and ideas.

Implications

- Clearly an important source of inspiration and influence. It might be even more important for younger chefs generally (most of our respondents have more than 10 years' experience)

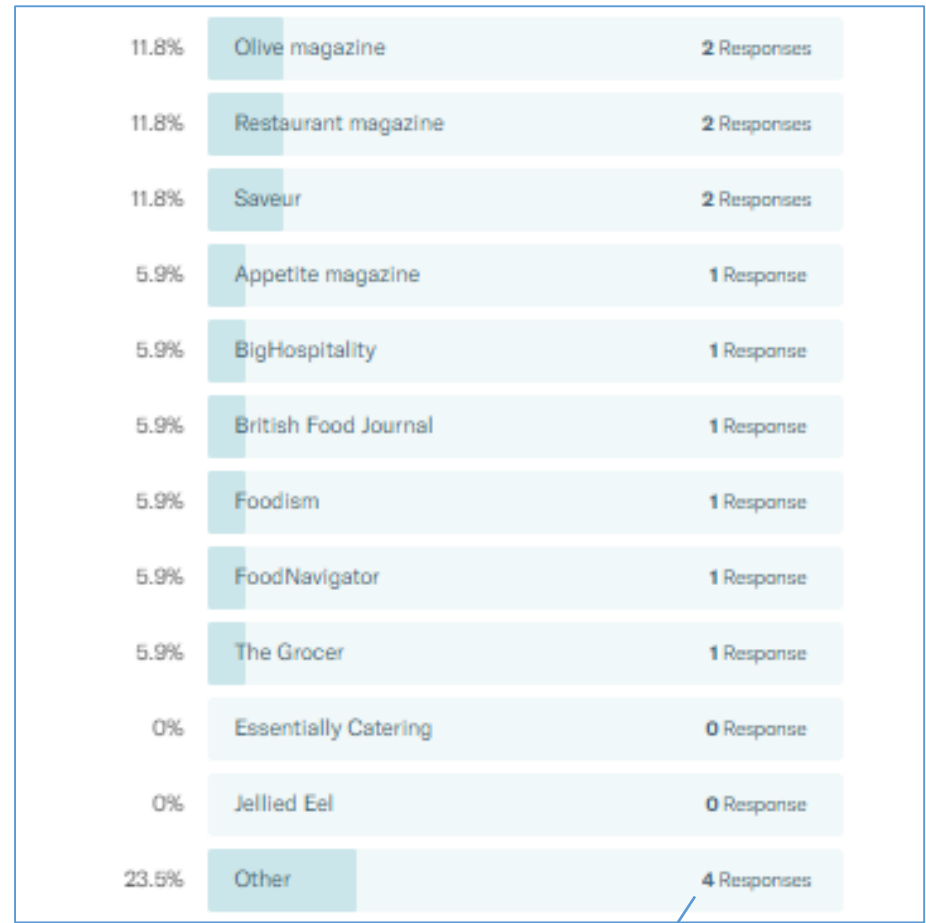


Comments

- 44% of respondents to this question rated this 4 or 5, 22 people, a quarter of total respondents.
- 40% of respondents to this question rated it 3 – “somewhat important”
- 16% rated this as not important

Implications

- This suggests that magazines and publications are still an important source of inspiration to some chefs, although it might be shifting towards more online/social media engagement. We didn't specify online or print media here, and we haven't investigated readership of the various magazines.
- It could be interesting to understand more about age groups in order to develop targeted engagement on plant proteins – it could be that publications would still be a good way to target older chefs.



Comments

- We asked those who rated publications 4 or 5 to specify which ones
- 17 respondents selected options from our list

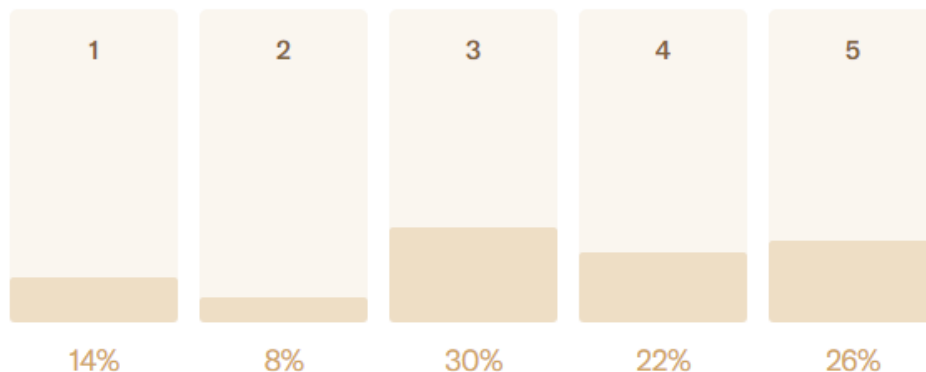
Implications

- Inconclusive given small number of respondents for this question
- Would be interesting to have circulation numbers

★ 21 Option 3: TV programmes (e.g. Chef's Table, Masterchef...)

♥ Avg. 3.4

50 out of 87 people answered this question



Programmes cited by those who rated this 4 or 5:

- **Anthony Bourdain shows x 2 incl Parts Unknown**
- **Chef's table x 6 (Netflix)**
- Great British Bake-Off (UK TV Show)
- **Great British Menu x 5 (BBC)**
- Huang's World (US TV show)
- Iron Chef (Japanese TV show)
- Mainly youtube/internet TV
- **Masterchef x 7 incl Professionals x 2 and Australia x 2**
- **Mind of a Chef X 2 (US TV show)**
- My Kitchen Rules (Australian TV show)
- No specific ones
- River Cottage / Hugh Fearnley-Whittingstall
- **Saturday Kitchen X 2 (BBC)**
- Staff Canteen (youtube channel)
- Street Food Around the World
- The F Word / Gordon Ramsey
- Travel programming with a foody focus
- Traveling chefs programmes
- **Ugly Delicious x 2 (Netflix)**
- World regional cooking shows

Comments

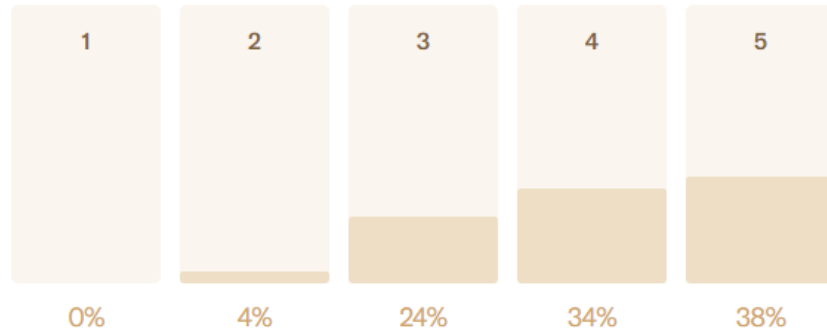
- 48% of respondents to this question rated this 4 or 5, that's 24 people, or 28% of all respondents.
- 30% rated this somewhat important
- **So 78% of respondents to this question, or 45% of all respondents, rated TV programmes somewhat to very important.**
- Those who rated this 4 or 5 cited a range of programmes across traditional TV as well as Netflix

Implications

- Many of these shows, whether traditional (eg BBC) or online (eg Netflix) are successful, long-running programmes, viewed by millions – not just by chefs.
- It could be worthwhile to engage with producers of some of these shows, to explore appetite for promoting plant proteins / champion chefs; and to know feedback on plant protein chefs/shows (eg Great British Bake-Off recently did a vegan week – another step in mainstreaming the veggie/vegan trend in the UK?).

★ 2n Option 4: Cookbooks (e.g. popular or reference books...) ❤️ Avg. 4.1

50 out of 87 people answered this question

**Comments**

- 72% of respondents here rated it 4 or 5 - 36 respondents / 41% of all respondents.
- **96% rated this somewhat to very important – that's 48 people, or 55% of all respondents.**
- Only 4% of respondents here said it was *not* important.
- Those who rated this 4 or 5 provided a wide range of examples.

- Alistaire Little
- Ana del Conte
- Angela Liddon
- Claudia Roden
- Daniel Clifford
- Delia Smith
- Diana Henry
- Dirty Food // Carole Hilker
- Everything from Phaidon
- Fergus Henderson
- **French Laundry x 2**
- Hairy Bikers
- **Harold McGee // Molecular Gastronomy x 2**
- Heritage // Sean Brock
- Igni // Aeron Turner
- Jamie Oliver
- Joe Wicks

- Larousse Gastronomique
- Le champignon sauvage // David and Helen Everitt-Matthias
- Manresa: An Edible Reflection // Christine Muhlke and David Kinch
- Matt Tebbatt
- Miyoko Schinner
- My Two Souths // Asha Gomez and Martha Hall Foose
- Nicole Just
- Noma
- On Vegetables // Jeremy Fox
- **Yotam Ottolenghi x 5 incl Plenty x 2**
- Pauli (Milotte?)
- Planted // Chantelle Nicholson
- **Practical Cookery x 2**

- Raymond Blanc
- Relae // Christian Puglisi
- Roux Jr.
- Sat Bains
- Simon Hopkinson
- Sugar club // Peter Gordon
- The Art of Fermentation // Sandor Katz
- Theory of Catering
- **Thomas Kellers books x 2 incl Under Pressure**
- Zahav // Michael Solomonov and Steven Cook
- Cant say got over 90 books
- Lots more but can't think of them!
- So many!

Implications

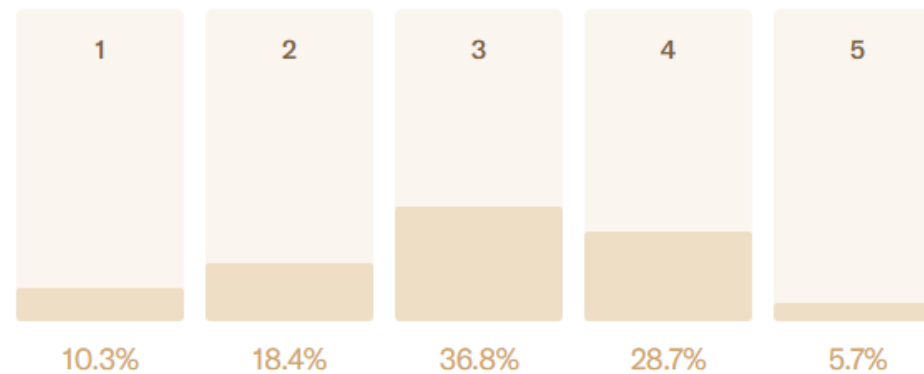
- Important source of influence / inspiration
- How could we help books about plant proteins be successful (with chefs)?
- Could we convince successful authors to promote more plant proteins?
- Employers could look for ways to ensure their chefs have access to plant-led cookbooks

★ 2p

Food industry (e.g. events, store formats/layouts)

★ Avg. 3

87 out of 87 people answered this question



Comments

- 28.7% of all respondents rated the food industry not at all or not very important
- 36.8% rated it as medium/somewhat important
- 34.4% rated it as important or very important
- Those who rated this highly, also rated highly both “suboptions” – food retail, and events.

Implications

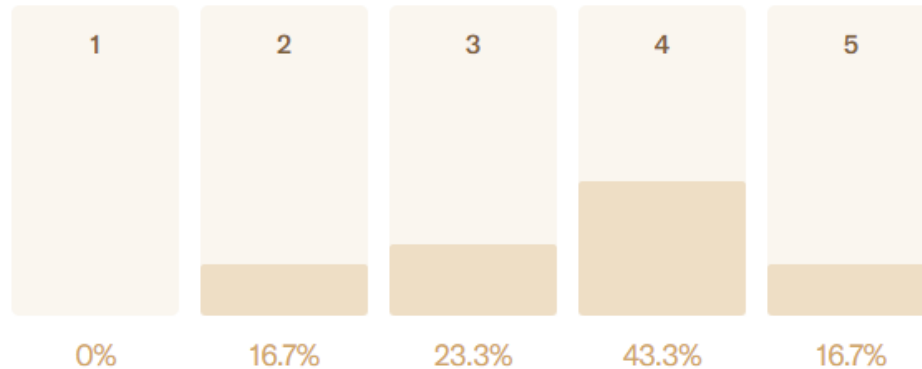
- A fairly even spread of opinion about this one



Option 1: Supermarkets, markets, food stores...

♥ Avg. 3.6

30 out of 87 people answered this question



18 rated this 4 or 5 (incl 4 contract catering chefs)

- All markets
- Borough Market
- Marks and Spencer
- Nattoora
- Queen's Park farmers market
- Trader Joes
- Urban Deli in Stockholm
- Wawa
- Whole Foods x 3

Comments

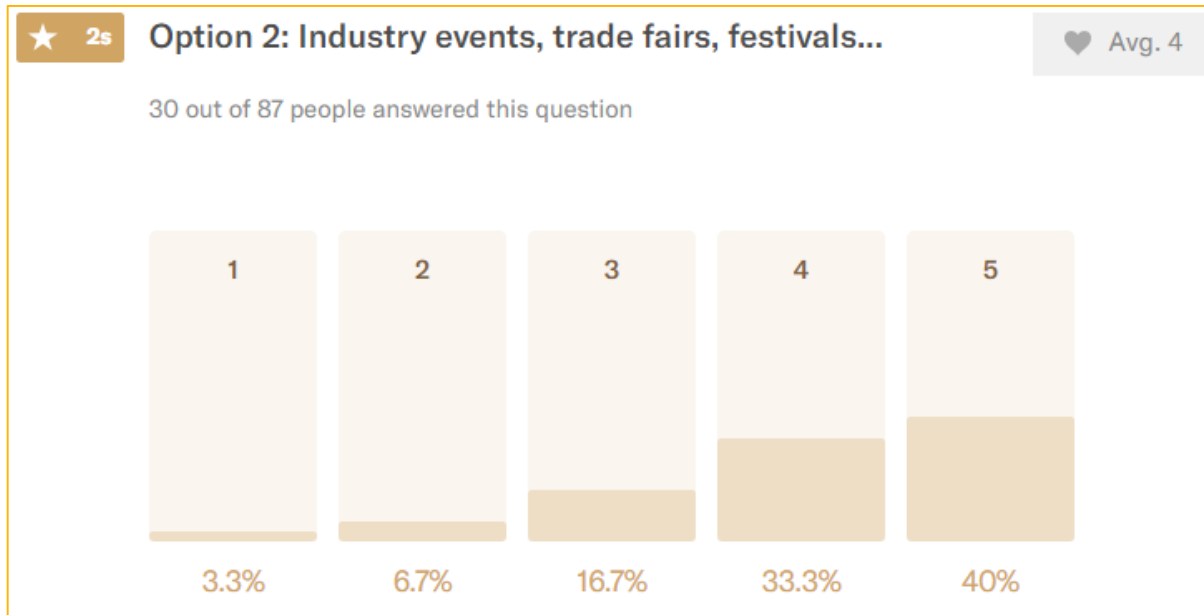
- 60% of respondents to this option rated it 4-5; that's 20% of all survey respondents
- Nearly a quarter rated it somewhat important; that's only 8% of all respondents
- Those who rated this 4 or 5 provided a few examples

Implications

- It could be worth exploring this in more depth with a greater number of chefs.
- It's probably most important to focus on retail as a route to influencing consumers rather than chefs.

Interview comments:

- Retail is really important in bringing new products to the consumer.
- Positive cycle: with enough emerging consumer demand + innovation coming from high end restaurants etc, we launch products for the mainstream. That increases consumer exposure, which increases awareness and demand.



20 people rated this 4 or 5

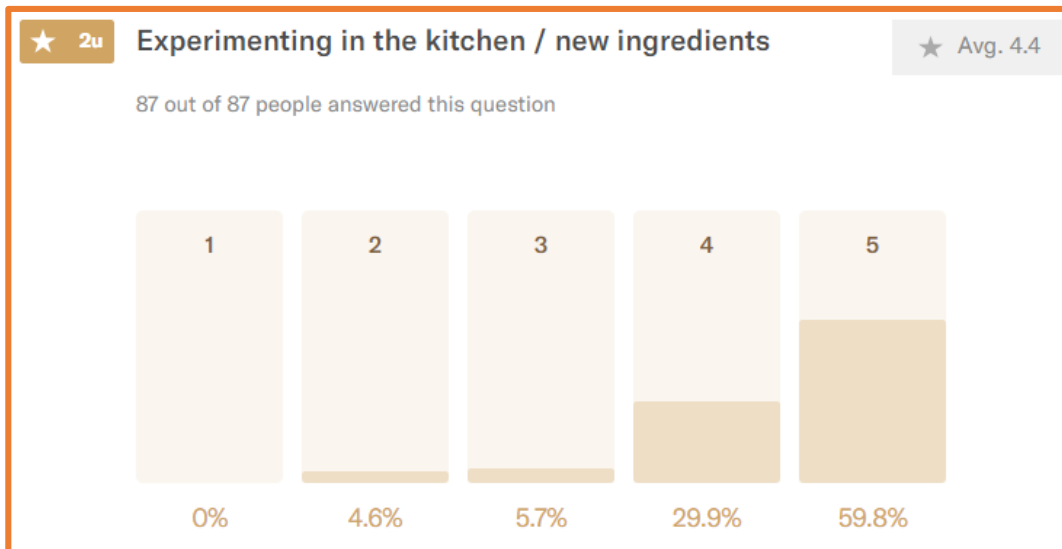
- American Culinary Federation
- Chefs Congress
- Fancy Food show
- Festivals and events in general
- Fhm
- **Food festivals x 2**
- Food show
- Gulf Foods
- Gulfood
- Hostex
- IFEX Belfast
- MAD
- Northern restaurant and bar
- Protein Challenge (2017 summit?)
- Research Chef Association
- Salon Culinaire
- Street food
- **Taste of London x 3 incl Tobacco Dock and Olympia**
- **Taste of London, Olympia**
- WACS Congress

Comments

- 73.3% of respondents here rated this 4-5, that's a quarter of all respondents
- 16.7% rated this 3 / medium or somewhat important
- 10% rated this 1-2
- Those who rated this highly provided a few examples, including named events and food events in general.

Implications

- Fairly important for some.
- It would be useful to know which types of chefs attend which events – eg do retail chefs attend trade fairs? Who attends Taste events? Etc.
- It could be interesting to talk to organisers about any trends they see in stalls, talks, tastings etc – is there more demand from guests and/or those presenting, around plant proteins?



“The enjoyment of sharing food, which as a chef is a given! I like working with the seasons, I find there are moods that can be conveyed in dishes you produce. Experimenting and trying to define 'my' style is an inspiration, too. The question of 'how do I make that better', or, 'how is that 'me'?' really helps drive creation. Also, limiting myself to feature a protagonist in the story/on the plate i.e. restricted and confined spontaneity and execution.”

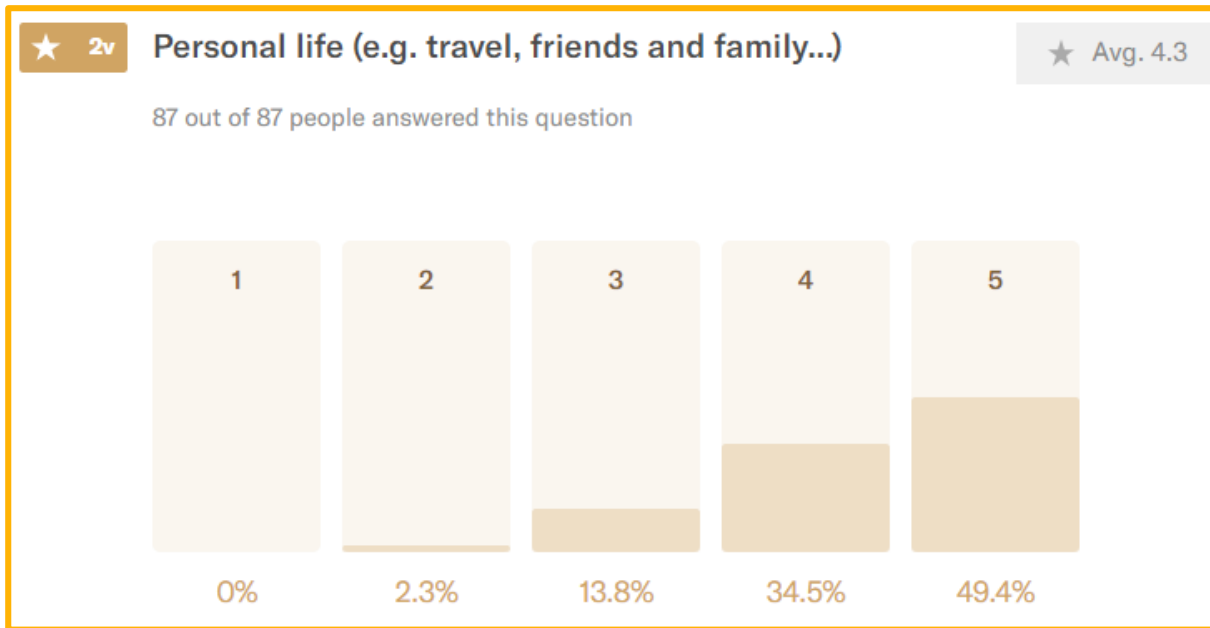
*Sam – Product development chef
(manufacturing/brand)*

Comments

- 89.7% of respondents rated this as important or very important
- 5.7% rated is as somewhat important
- 4.6% rated this is not very important

Implications

- This is clearly a hugely important source of influence and inspiration for chefs.
- How might we maximise the opportunities for chefs to experiment with plant proteins in their own time, and in their own work kitchens?
- How might purveyors of quality plant-based ingredients ensure chefs have a chance to get to know their products?
- Organisations should make sure chefs have the chance to bring ideas from home into the workplace – particularly given the importance of learning from colleagues (see earlier in the survey)
- Could we combine this with the influence of TV shows to introduce chefs to new ingredients?



Comments

- 83.9% of respondents rated this 4 or 5
- 13.8% rated this medium / somewhat important
- 2.3% rated this as not very important

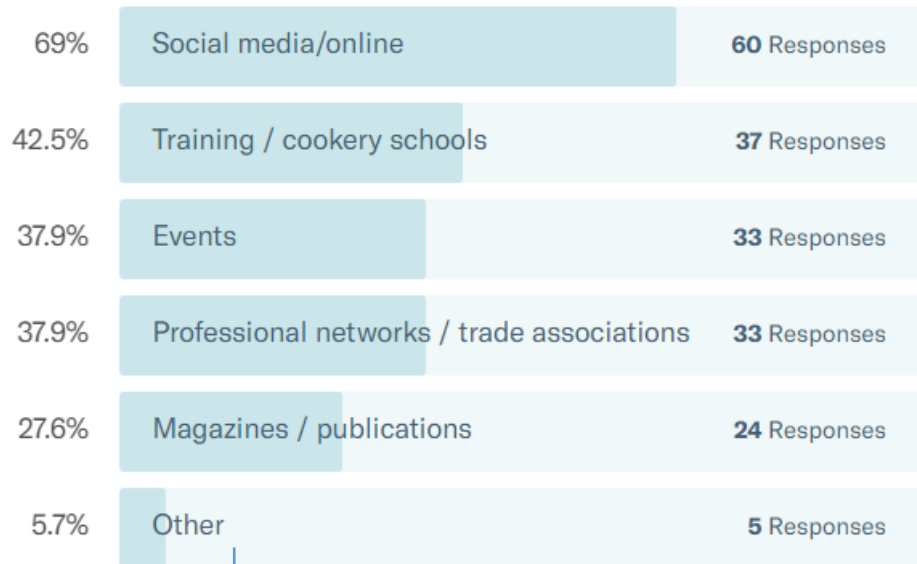
Implications

- This is a hugely important source of influence / inspiration.
- There may not be much we can do to make the most of this – except perhaps to ensure that chefs have the opportunity to bring ideas generated by their personal lives into the workplace kitchen.
- Combined with the importance of learning from colleagues, this reinforces that opportunity.

✓ 2w

What do you think is the most effective way to share insights, inspiration and new ideas in general across the chef community?

87 out of 87 people answered this question (with multiple choice)



Comments

- 69% of all respondents rated social media/online as the most effective way to share inspiration and new ideas across the chef community.
- A large proportion (40%), if not all, of our respondents, cited social media as an important source of inspiration for themselves – and this aligns well with interview comments about the importance of social media, in particular to the next generation of chefs.
- 42.5% chose training and cookery schools here. This did not come out as an important source of influence for many survey respondents themselves (~20%) however it does get support here as important.
- Events and professional networks got 37.9% each here.
- Magazines/publications got just over a quarter.

- Chef only pop up restaurants?
- Guest Chef appearances
- In person
- Chefs tables where chefs cook together and learn from each other

Implications

- Social media/online routes to sharing insights in general hold a lot of promise as route to sharing plant protein inspiration.
- Making changes to the curriculum in culinary institutes and other training platforms could be effective.
- We should also explore further how/whether trade associations/professional networks might promote plant proteins.
- If we combine training, events, comments from the “other” category about chef tables and other in-person events, and the importance of being inspired by colleagues, we can see that in-person sharing of insights is still a hugely important way to share ideas.



Thank you! Anything else you want to add about what inspires your cooking generally?

54 out of 87 people answered this question

- Seasonal ingredients x10 mentions
- Local ingredients x5
- Sustainability in general x7
- Feedback, requests, ideas from eaters x 6
- Health or nutrition x4
- Food producers/suppliers x4
- Chefs' role as influencers/their impact on society x 3

“Knowledge and information of how food affects our bodies and what we need to fuel our body and our customers body throughout the day. We have a big impact on what we as chefs cook for our customers and should be encouraging more of a flexitarian diet, giving them the choice to eat less animal protein”

Gemma - Contract catering chef

“Responding to consumer demand and scientific/environmental / social findings about certain foods”

Mickey – Restaurant / Café chef


“The food industry has profound impact on our health we need to be responsible.”

Karl – Culinary institute/cookery school chef

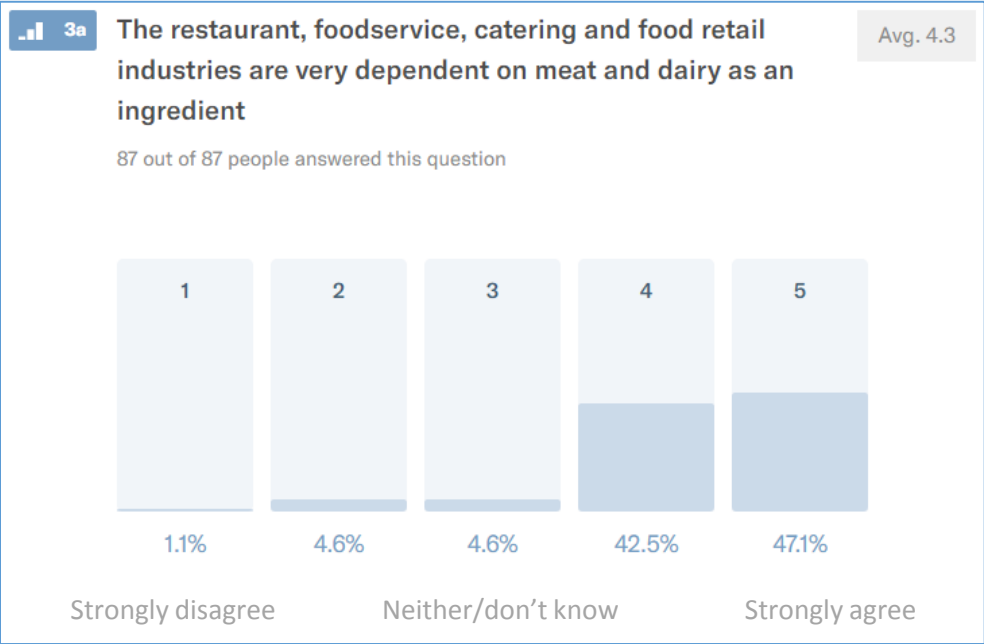
“People, and my clients in particular, are more & more selective about their diets. A lot of chefs have little patience with awkward dietary restrictions, but I find it such a great challenge to be forced to experiment & evolve.

I don't like using too many processed alternatives, so I would avoid ready mixed gluten free flour in favour of grinding my own buckwheat grains, or instead of using 'quorn' mince, I'd prefer to make up my own aubergine ragout.”

Veronica – Private chef

 3 We'd now like to get your opinion on a few things - could you tell us how much you agree with the following statements?

- All our respondents gave their opinion on six statements.
- This gives us a useful insight into their point of view on how plant proteins are perceived and promoted in general.
- It's a small sample size so difficult to draw strong conclusions from these insights.
- However responses do, on the whole, support our intentions around plant proteins, and the need to pursue ways to promote them to and through chefs.

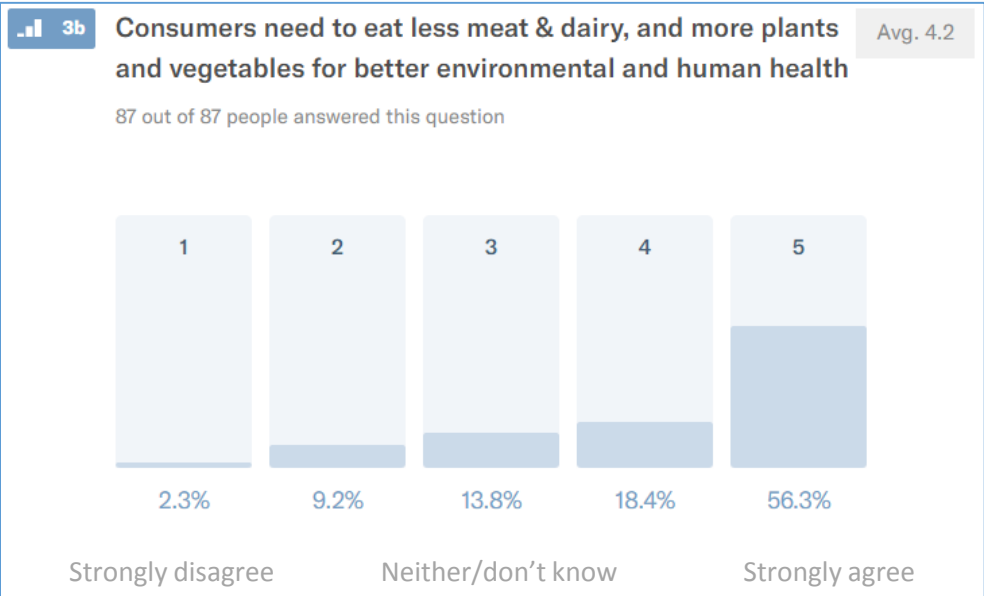


Comments

- 89.6% of respondents agree that the food industry in general is very dependent on meat and dairy as an ingredient
- 4.6% rated this “neither/don’t know” and 4.6% rated this “disagree”

Implications

- These chefs see mainstream food culture/food industry as very much based on animal proteins today.

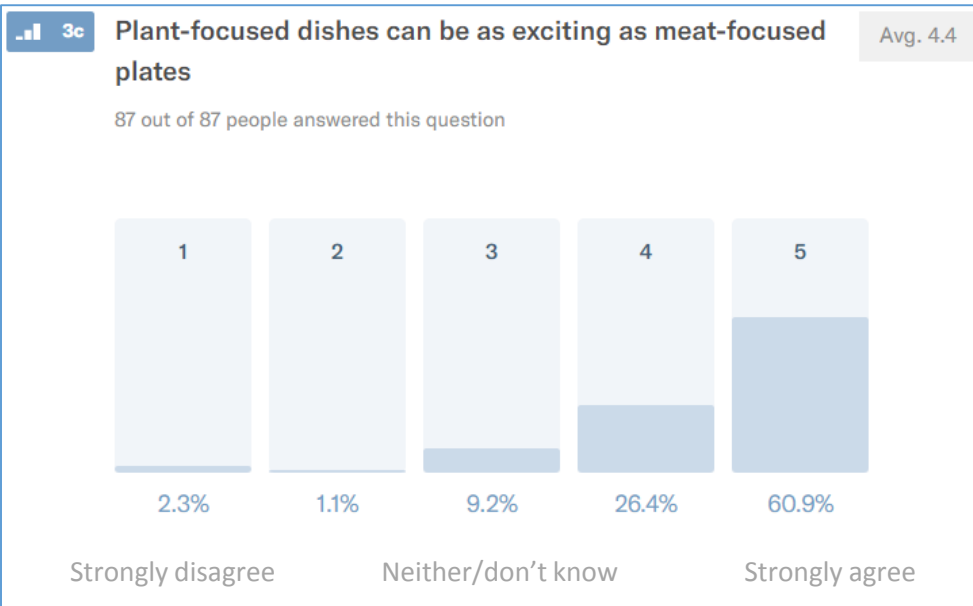


Comments

- 74.7% of respondents agree that consumers need to eat less meat and dairy, and more plants and veg, for better environmental and human health.
- 13.8% said “neither/don’t know”
- 11.5% disagreed.

Implications

- Based on the assumption that the chefs who responded to our survey were more likely to be interested in the topic of plant proteins, this is not a surprising result.
- A sizable proportion however – a quarter - didn’t agree with this statement.
- This suggests that many chefs still need convincing of the need for more sustainable diets.

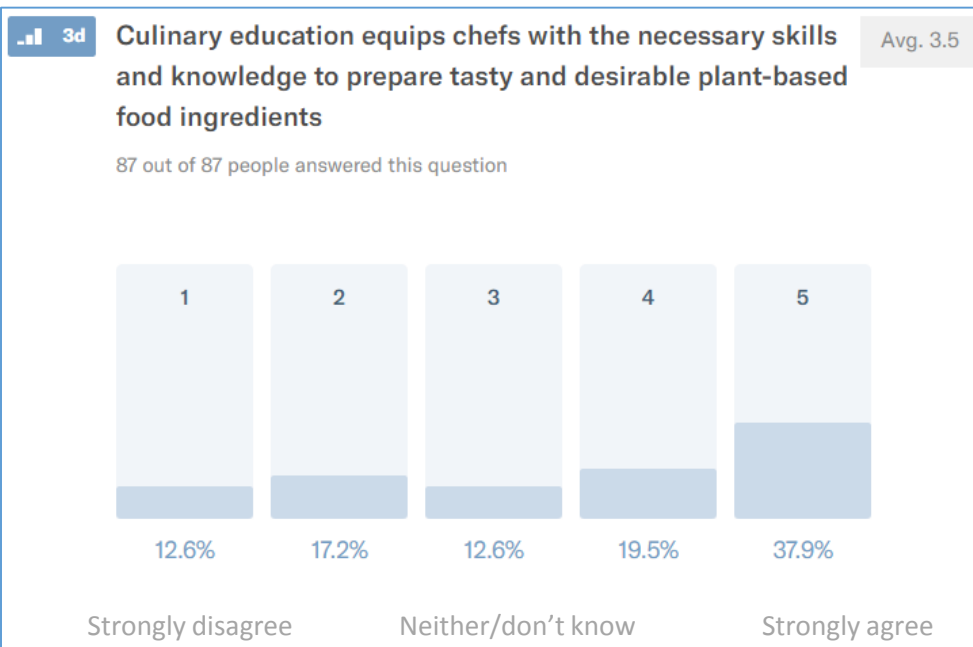


Comments

- 87.3% of respondents agreed that plant-focused dishes can be as exciting as meat-focused ones.
- 9.2% neither agreed nor disagreed.
- 2.3% disagreed – 2 respondents.

Implications

- Great news that these chefs agree plant dishes can be exciting!
- Unsurprising based on our assumption that those responding to the survey were more likely to be more aware and supportive of plant proteins, but still encouraging.



Comments

- Quite a spread of opinion about whether culinary education equips chefs with the skills and knowledge needed to prepare tasty and desirable plant-based ingredients.
- Almost 30% disagree
- 12.6% neither agree nor disagree
- 57.4% agree – and 37.9% agree strongly, the biggest proportion for an option in this question.

Implications

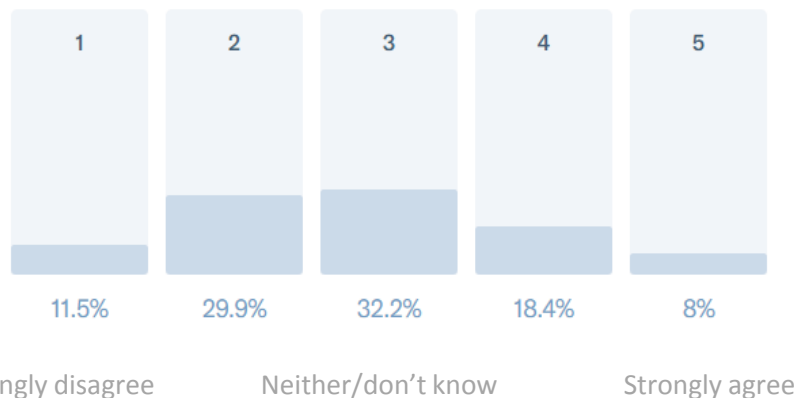
- May depend somewhat on geography and the local culinary training traditions.
- More than 40% earlier said training is an effective way to share insights with chefs in general. So with almost half of respondents either disagreeing or not sure about this statement, it suggests training could still be important for plant proteins.

3e

Magazines and industry food journals give as much emphasis to plant ingredients and dishes as they do to meat

Avg. 2.8

87 out of 87 people answered this question



Comments

- The largest proportion of respondents – 32.2% - opted for neither/don't know in response to “magazines and food journals give as much emphasis to plant ingredients and dishes as they do to meat”
- That said, just over 40% disagree with this statement
- And just over a quarter agree.
- So quite a spread, but most respondents don't support this statement.

Implications

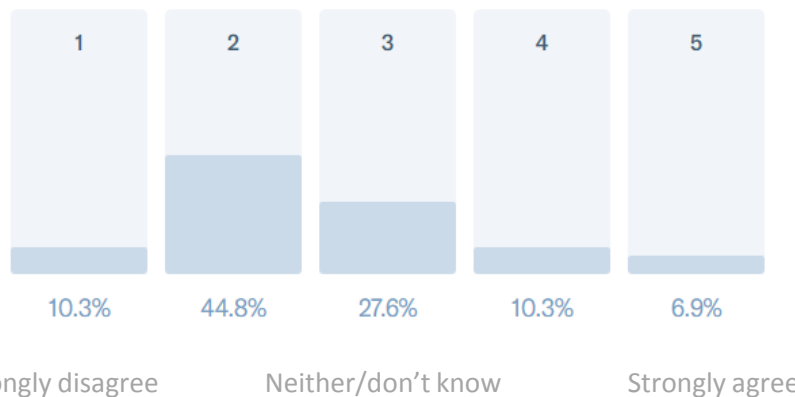
- A quarter of our respondents rated publications as an important source of influence. This suggests there is room to promote plant proteins more through publications.
- We would need to investigate further to understand which ones and how – eg through campaigns, articles by authors in general, or features by/about chefs who champion plant proteins?

3f

Cooking influencers (including celebrity chefs) in the media give as much emphasis to plant ingredients and dishes as they do to meat

Avg. 2.6

87 out of 87 people answered this question



Comments

- Most chefs (55.1%) disagreed that cooking influencers in the media give as much emphasis to plants as they do to meat.
- 17.2% thought they do.
- 27.6% didn't know or have an opinion.

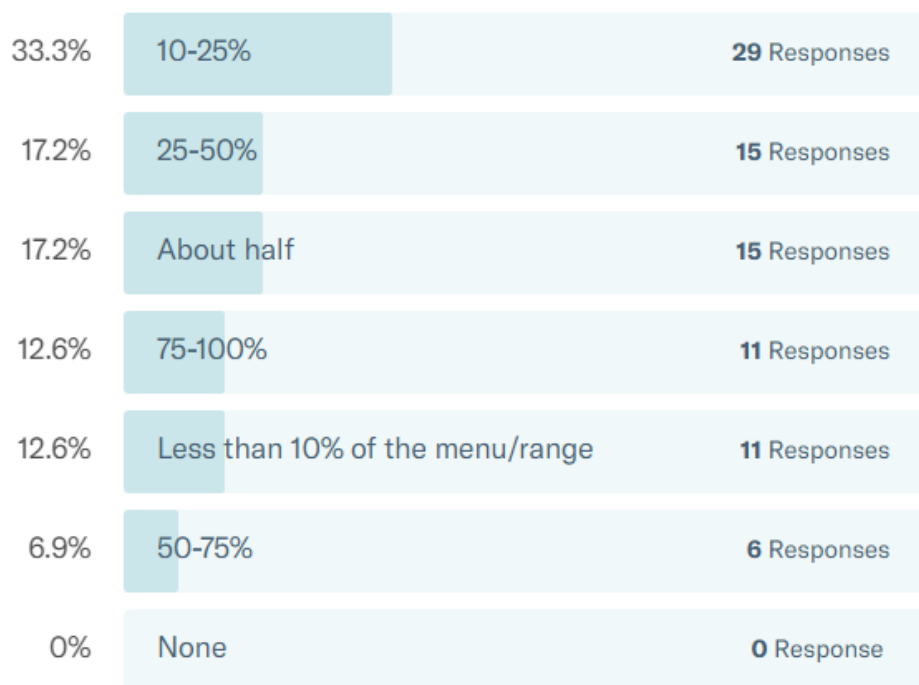
Implications

- Suggests there is room to improve promotion of, talk about and focus on plant proteins in the media in general.

4 We're nearly finished, promise! We'd like to know how much you're doing with plant proteins at the moment (such as beans, peas, chickpeas and lentils, nuts and seeds, tofu, tempeh, quinoa, mushrooms, mycoproteins, as well as dairy alternatives such as almond milk, soya alternatives to yogurt and cream..).

✓ 4a Approximately how much of your current menu or existing product range is dishes based on plant proteins? That is, dishes where the leading ingredient is plant-based protein?

87 out of 87 people answered this question



Comments

- No respondents said they don't have any plant-focused dishes.
- 12.6% said they have less than 10% plant-based in their range of products or dishes.
- A third currently have 10-25%
- About 17% said their range includes 25-50%, and another 17% said about half.
- Nearly 7% said their range is 50-75% plant-based
- 12.6% said it's 75-100%
- **In total, 37% have half or more plant-based dishes or products; and 63% less than half**

Implications

- This isn't representative of all chefs of course – but were we to work with these chefs (or organisations) to boost plant proteins, we could go back and measure this again in time.



What would inspire or enable you to develop and propose more dishes or products based on plant proteins?

48 out of 87 people answered this question

We asked those whose menu or product range has less than 50% plant-focused dishes, what would help to increase that proportion. Key themes from their answers included:

- **More training / skills / knowledge / time to experiment for chefs**, to know how to get the best from the ingredients x 14
- **More consumer demand** / changed consumer attitudes x 12 comments
 - Although we can see that demand is growing x 3
- **More access to good quality / affordable / varied ingredients** to work with / more information from/about suppliers x 10
- Client requirements x 1
- **Wider public awareness / consumer education** about plant proteins / teaching children about them x 2
- **More retail/branded products** available x 2

Implications

- More comments here repeating themes across the survey – emphasising the need for better knowledge for chefs of how to work with plant protein ingredients, and for increased consumer demand to ensure products sell
- These comments also emphasise the need for better access to ingredients these chefs can use in their workplaces
- The perceived or real lack of consumer demand from our chefs contrasts with retail comments in our interviews – retailers see the demand (“vegan/veggie/plant-based is the fastest growing trend, even if starting from a small base”). What could chefs in non-retail settings learn from retail about marketing and presentation of plant-based dishes?

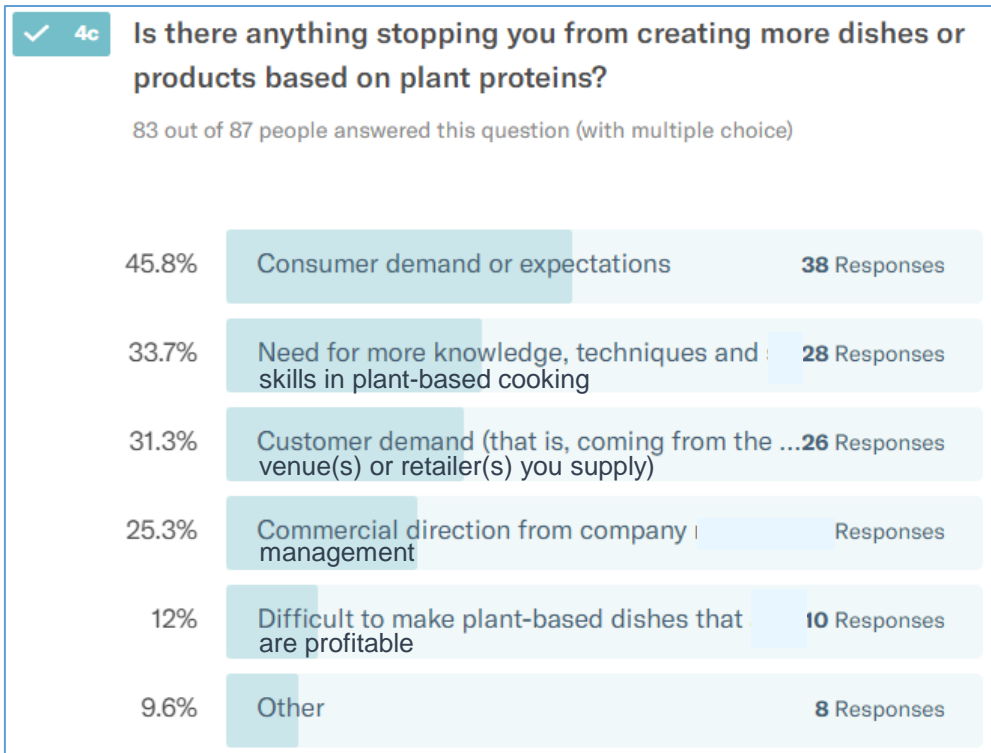


What would inspire or enable you to develop and propose more dishes or products based on plant proteins?

48 out of 87 people answered this question

Selected comments from respondents:

- A change in public opinion. People say they want more vegetarian courses, but when we put them on they never sell out. // *Andy – Culinary institute/cookery school chef*
- A range of products available to buy through our suppliers - there's not a lot at the moment so creating new exciting dishes that are plant based is tough right now. // *David – Contract catering chef*
- We have already begun working on retail menus and offer a plant based protein counter with different dishes on a daily basis; we have also written salad bar menus made up with plant protein, again showing our customers that you don't have to eat animal protein with every meal and you can get plenty of protein through beans, pulses, lentils etc // *Gemma – Contract catering chef*
- We have recently launched a new range of veg protein and vegan dishes due to high customer demand. Continued interest would spur further development // *Restaurant/café chef*
- Not 100% sure the market is there for retail "Food to go" items meaning retailers seem hesitant to buy in to the range. // *James – Product development chef in food manufacturing / brands*
- Keep experimenting. It would be pretty good if some high quality companies got behind this and developed new products, like Linda McCartney style // *Jolyon – Private chef*
- Time to establish an exciting programme to excite our chefs, with demo, tastings... // *Olivier – Contract catering chef*



- Nothing stopping me x 2
- It's a cultural change & up to us chefs to inspire and showcase what can be achieved using plant based ingredients
- Availability of suitable products
- Dependant on site - what the generation mix is and the amount of cash that each individual has to spend

Interviewee comment: There's a **business case here for food service** that needs to be explored, established and communicated:: healthier, lighter meals - better post-lunch performance, better school behaviours....

Comments:

- Nearly half - 45.8% - of respondents cite consumer demand /expectations as a barrier to serving / creating more plant based dishes.
- A third of respondents cite lack of skills and knowledge - reflecting many comments across the survey about the need for more training
- Nearly a third cite lack of customer demand as a barrier.
- A quarter cite lack of commercial direction from company management.
- 12% say it's difficult to make profitable plant-based dishes.

Implications

- On **consumer demand**: also a few comments across the survey that plant-based dishes don't sell. Hard to assess this without knowing how the dishes/products are marketed. It may also be to do with the proportion of contract catering chefs responding to the survey.
- Companies and chefs taking the lead on plant proteins say they are seeing, and acting on, rising **consumer demand** - our interviews confirmed this too.
- This could be more about marketing, eg how you sell the product, not lack of consumer demand per se, which appears to be there, although could also be regional
- How do we create a positive cycle of chefs offering more plant proteins and consumer demand rising?
- Suggests we have quite a lot more to do, whichever interventions we decide to pursue, individually and as a collaboration. In particular – making the case for plant focused dishes – and highlighted the trend for ever-increasing demand – to the various key audiences.

5 What do you think is the best way to encourage chefs to cook more plant proteins?

77 out of 87 people answered this question

The very strongest theme across the answers to this question (i.e. the majority of comments):

- **Increase exposure to plant proteins in education and training**
 - Educate chefs about why it's important
 - Ensure chefs know and understand the products and their taste/flavour potential:
 - Provide more training about available ingredients, recipes, techniques – incl live demonstrations and the opportunity for chefs to experiment for themselves
 - Ensure chefs eat more plant-led dishes themselves to better understand and appreciate the products

Other strong themes:

- **Use positive language, make it exciting, and dispel myths:**
 - It's about adding things in (health, flavour, variety) not taking things out (eg your Sunday roast)
 - Challenge chefs to experiment
 - Focus on taste/flavour, and provide inspiration from rich traditions of veg dishes (eg South East Asia)
- **Use key opinion formers to change attitudes** (but as one interviewee pointed out, choose the right ones, who are likely to be open to the messages and the changes implied)
 - More high-profile chefs and restaurants using/endorsing plant proteins
 - Media
- **Raise awareness of the level of consumer demand, to give chefs confidence to produce plant led dishes**

Implications

- Training and education supported as an impactful route to change that we should consider further
- Important to communicate to chefs about rising consumer demand and to showcase take-up of plant proteins by influential chefs/restaurants, as well as by retailers.
- Interview comment: make the business case, eg in food service: better adult or child performance after rebalanced lunches

5 What do you think is the best way to encourage chefs to cook more plant proteins?

77 out of 87 people answered this question

It's time to stop using plant proteins as a 'meat substitute', because they will never work that way. We need to shift our approach & start coming up with dishes where the ingredients collaborate to make a balanced, nutritious & beautiful dish.

Veronica – Private chef

Chefs need to get exposed more to plant-based cuisine themselves. It might convince them that plant-based can be really tasty, sensorially appealing, healthy and satisfying. And culinary training needs to have a much greater focus on plant-based dishes. Most "real" cooking training is based on the preparation of animal products and chefs pride themselves with these skills. Plant-based training has not yet been established widely. Existing offers are very expensive and often not officially recognised.

Theresa – Restaurant/Café chef

Have a better understanding and wider variety of ready-to-use products on the market to encourage chefs to try, and give the inspiration to make better homemade recipes based on what they have tried..

Stephen – Restaurant/Café chef

An over-exposure of how and what to do with plant based food. Chefs are often stuck in their ways - it's what's kept their businesses open. I think a big retail chain would need to take the plunge, make it cheap & accessible. We need to make it part of the general public conscience - just like our attitudes to recycling!

Sam – Product development chef

Chefs need to not be afraid to put things on the menu that aren't a titled classic dish, but are just a great flavour /texture combination. We need to encourage the new menu format of high end small plates restaurants with just 3 or 4 ingredients listed. It also reduces waste

Sadhbh – Restaurant/café chef

Social media, competitions, more focus on plant based in culinary education, exciting people early in their career before they become too set in their ways

Product development chef

We bring our teams into an environment and surround them with the amazing variety of ingredients that can be used in plant based recipes, I demonstrate a dish, they then have a go and from here we have foundation of which we can build on.

Andrew – Contract catering chef

6 What do you think is the best way to encourage people to eat more plant proteins?

79 out of 87 people answered this question

Comments

- More than a third of respondents to this question said we need to **educate consumers more**, including:
 - **Communicating the health and/or environmental benefits** of more plant proteins (x26 comments)
 - Communicating the economic benefits of cooking more plant proteins at home + how to cook them (x4)
- Although four people said, “**Don’t make it educational**, just an exciting and tasty part of the menu”
- While one person thought perhaps the **negative impacts** of our diets should be made more visible to consumers
- Meanwhile, 15 people said the important thing is just **to make good quality, tasty dishes and ensure they’re more widely available** on menus or on shelves.
- Three respondents stressed the importance of celebrating veg/plant-based proteins in their own right – putting them at the centre of the plate, with meat (if any) as a side, and without treating plant proteins as a substitute for meat
- Several people (8) mentioned the importance of **tasting opportunities**
- There were several comments (x12) about **promoting plant proteins** using a range of media, eg social media, advertising, marketing, TV, magazines, and celebrity chefs
- Three people mentioned the need to get more plant proteins into **schools** (and hospitals)

Implications

- The importance cited here of wider context, of positive messaging, reinforces the hypotheses and messages of the protein challenge work so far
- Lots of support for more education of consumers, but also warnings/support for just serving more plant proteins as great food, without seeking to educate – again, perhaps education in wider culture/context, but not necessarily in a restaurant or retail setting. In the latter, it might depend on the brand.
- Importance of general exposure, repeated messages (as with any behaviour change or indeed advertising effort...)



6 What do you think is the best way to encourage people to eat more plant proteins?

79 out of 87 people answered this question

Plant proteins need an entirely different approach, & we must stop trying to use them as a meat replacement. Meat is so definitive & plant products are so much more versatile, we need to stop telling people to switch their steak for chickpeas, because they'll never be convinced; but a steak will never really be more than a steak, however, a chickpea can be so much more than just a chickpea. Perhaps that's the way to convince chefs to use more plant proteins - to offer to them the suggestion that using more plants offers them more autonomy over their ingredients.

Veronica – Private chef

Behaviour change is complicated. People need to know that you can be healthy without meat and dairy, what the true costs are, that it's not complicated to feed a family this way.

Mickey – Restaurant/café chef

Sometimes I feel that too many celebrated chefs is the wrong way to go about this, you need to have chefs working across a wide spectrum of the Hospitality Industry talking and demonstrating this. Sometimes a chef who is lesser known is more powerful and the general public can relate to them with more confidence

Andrew – Contract catering chef

I know a few ways of how not to go about this... and there is a fine line of pushing one's ethical / moral position on others... I think on the stealth side, just remove some of the meat choice from the menu, and if you're catering, make the portions of meat smaller and / or serve them together with the plant based food.

Jolyon – Private chef

7 Is there anything else you'd like to tell us, about what inspires you as a chef, about your experience of cooking plant proteins, or about anything else related to this survey?

58 out of 87 people answered this question

Comments

- **Focus on flavours and creating great tasting dishes** (and don't necessarily tell the consumer it's plant based before they taste) x 5
- As chefs, we have a **responsibility to influence positively** / we want to do that x 4
- We need to **educate children** about plant proteins x 4
- Vegan can be polarising – **make it about balance/flavours** x 4
- We need to **educate chefs and train them** to get the best from plant proteins x 3
- We need to ensure chefs have the **opportunity/time to experiment** with plant proteins x 2
- Chefs should always challenge themselves to keep learning x 2
- I've learnt to cook plant proteins well from my grandmother/mother/sister x 2
- We need a united voice across government, education, health and chefs
- We need to improve the salt content of various plant proteins
- When plant dishes are cheaper, front of house restaurant staff can be reluctant to promote them

Implications

- Many of the replies to this question confirmed that the survey respondents are generally already fairly engaged in / knowledgeable about plant proteins.
- Two interviewees also said that food education in schools is fundamental

I am only two years away from retirement and have seen many dishes from many countries. I have seen a vast improvement in variety and availability of foodstuffs that chefs can now work with.

The trick is to want to change from your original training and embrace the new food (which includes plant proteins).

Richard – Contract catering chef

8b

Would you like us to contact you about the results of this survey?

87 out of 87 people answered this question



Implications

- An engaged group of chefs that we could invite to participate in next steps

8c

Would you like to receive occasional updates about the future of sustainable protein from The Protein Challenge 2040?

87 out of 87 people answered this question





8e

Which trade associations or professional networks are you a member of, if any? (e.g. SRA, Guilds, societies, clubs, federations...)

55 out of 87 people answered this question

- Académie Culinaire of France
- **American Culinary Federation x 2**
- Canadian Culinary Federation
- **Chaine des Rotisseurs x 2**
- Chefs Association of Ghana
- Chefs collaborative
- Chefs guild of lanka
- Chefs manifesto
- **Chefs manifesto x 2**
- **Craft Guild of Chefs x 2**
- Emirates Culinary Guild
- Golden Toque
- Guilds
- HKCA
- Incredibly edible
- JBF
- LCAMS
- LNYLC
- Master Chefs of Great Britain
- **None x 21**
- NZ Chefs Association
- OKYD Ambassador to inspire youth
- Penang Chefs Association
- Research Chef Association
- **Royal Academy of Culinary Arts x 2**
- Sodexo craft skills
- South African Chefs
- SPARK Netherlands Expert
- Specialty Coffee Association Europe
- **SRA x 4**
- UNCSA Focal Point
- UNDESA Focal Point to implement 17 Global Goals
- University of Edinburgh (Food Security student)
- VKD
- **WACS x 5**
- Western India Chefs Association
- WFP
- World Master Chef Society
- **Worldchefs x 4**
- Worshipful Company of Cooks

Comments

- This list reflects our respondents being in different countries
- It also suggests there's quite a range of networks chefs can join – and that some of them don't join anything.

Implications

- It would be worthwhile investigating membership numbers of UK (and other) associations/networks.
- Craft guild of chefs and Royal Academy of Culinary Arts are certainly influential in the UK (eg for training curricula) and we could investigate options to collaborate



Protein Challenge 2040

Review of 2018 Chefs Survey results

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