



Internationally acclaimed chefs Joan, Josep and Jordi Roca, known affectionately as the [Roca Brothers](#)

, are the first chefs appointed Goodwill Ambassadors by the UN, and one of their major concerns is how what we cook and eat affects our health and the planet. For the next three months, through the

[Sustainable Development Goals Fund](#)

(SDGF), the Roca Brothers are running a sustainable cooking contest. The winner will have the chance to dine and cook at the Roca Brothers' award-winning restaurant El Celler de Can Roca, in Girona, Spain.

The Roca Brothers are using the SDGF Fund's social media accounts to launch a unique monthly sustainable cooking challenge that requires you to come up with an innovative recipe idea. People can share on social media their recipes on how they are responding to the challenges, using the hashtag [#recipe4change](#) and tagging [@SDGFund](#). For every entry made, Ebro Foods is donating to SDGF Fund's nutrition and food projects. This means your recipe will have a direct impact on the lives of people all over the world.

At the end of each challenge, the Roca Brothers will select and showcase one outstanding [#recipe4change](#). And at the end of the contest, the recipe that best promotes sustainable

cooking will be declared the winner.

In order to achieve the SDGs, we need a better understanding of how people's food choices affect local sustainability, health and the environment. Putting sustainable cooking at the forefront of change, the Roca Brothers remain eager to spread this important message and explore new approaches to creating more resilient food practices.

“Food should not be a threat to sustainability, but a source of sustainable development,” according to the Roca Brothers, who have used this ideal as a key part of their mission to fight poverty.

By changing how we cook, we can contribute to the new 2030 Agenda for Sustainable Development. Issues such as food sourcing, waste reduction and food preparation are areas all linked to food security and must be addressed in order to improve nutritional outcomes.

This is not the first time the United Nations have brought sustainable cooking to the table. The International Year of [Rice](#) in 2004, [Potatoes](#) in 2008, [Quinoa](#) in 2013 and this year's International Year of [Pulses](#) have all contributed to the UN's sustainable agenda.

In Belgium, on the occasion of #UNDay, Flemish TV-Chef Jeroen Meeus cooked a dish made of pulses in his daily show “dagelijkse kost”. The dish, in support of the International Year of Pulses, highlighted the nutritional value of pulses in our daily lives.

What we eat as well as the methods we choose to cook and harvest our food, affects our individual health and that of our planet. By cooking sustainably we can contribute to the achievement of the sustainable development goals, the world plan for the next 14 years.

Additional links:

- [Sustainable Development Goals Fund \(SDGF\)](#)
- International Years: [Rice](#) (2004) | [Potato](#) (2008) | [Quinoa](#) (2013) | [Pulses](#) (2016)
- [Roca brothers UNDP](#)