

THE  
CURT BERGFORS

# FOOD PLANET PRIZE



## **The Food Planet Prize**

The Curt Bergfors Food Planet Prize is, by rewarding 2MUSD to one single winner, the biggest environmental award in the world and it can only ever go to projects within the food system. We support initiatives that solve the dilemma of feeding a growing world population while saving a planet in peril. Because no other human activity puts more strain on our planet than the way we eat today, and we can't choose to stop eating.

Unlike most prizes we look primarily to award not those who have already succeeded, but rather those who will succeed, and change the world radically for the better, if only they get a chance. The purpose is to catalyze rapid change.

We believe that the only way we will stand a chance is to work together across the whole food value chain. This sits at the very center of everything we do and it is perhaps best illustrated by our jury with its equal split in representation between people working at the very cutting edge of scientific research, policy, business and practical work in food.

## **Eligibility**

We award ideas that help shift of our food system into one that can sustainably support us all in harmony with the environment. We welcome nominations all year round, from all parts of the food system and from all over the world. You can nominate your own initiative or someone else's. The prize can be awarded to individuals or organizations in both commercial and non-commercial settings.

## **About the Curt Bergfors Foundation**

The Curt Bergfors Foundation was established on August 30th, 2019, in acknowledgment of the perils that our current food systems pose to the health of people and the planet, and with the conviction that the ways we produce, distribute and consume food must be radically and urgently reformed if future generations — and the planet itself — are to survive and thrive. The founding capital of 500 million SEK came from Curts private assets. He wished to contribute to a better, more bountiful Food Planet and was confident that it could be nursed back to health.



Our vision is a well-nourished world population on a thriving planet. The Foundation actively supports the transition to sustainable food systems through research grants, awards, and information. Most of our activities are centered around the Food Planet Prize.

### **About Curt Bergfors**

Curt Bergfors (1949-2022) was an entrepreneur but foremost a philanthropist. He was the founder of the MAX restaurant chain, and its principal owner and Chairman of the Board. He opened his first grill and diner in Gällivare, Sweden in 1968, which ultimately grew to a global chain. His entrepreneurial spirit, passion, drive, and commitment to sustainability; health, fairness, and the environment, set the bar for innovation and development for MAX as a company ever since. Curt Bergfors continued his work at MAX as Executive Chairman of the Board and a guiding star leading the way in the family business MAX until his passing.

### **Food Planet Prize Winners**

2023: One winner, US\$ 2 million: The Agrobiodiversity Index (Italy)

2022: Two winners, US\$ 2 million each: ColdHubs (Nigeria) and Global Mangrove Alliance (USA)

2021: Two winners, US\$ 2 million each: GreenWave (USA) and B4Plastics (BEL)

2020: Three winners US\$ 1 million each: Futurefeed (AUS), Blue Ventures (UK) & The Land Institute (USA) and two shared prize winners who won US\$ 500k each: Sanergy (Kenya / USA) & Icipe (Ethiopia)

### **Food Planet Prize Jury**

Identifying solutions with the most significant potential for impact requires world-class expertise and a wealth of experience. Our International jury counts ten members, representing the very best of academia, business, non-profit, civil service and practical work within food. With members located on 4 continents and in all parts of the food system, both the theoretical and the practical, the jury reflects the diversity of perspectives needed. Co-chairs [Johan Rockström](#) and [Magnus Nilsson](#) act as moderators facilitating their work.

- Mr Johan Rockström (co-chair), a Swedish scientist and the Director of the Potsdam Institute for Climate Impact Research.
- Mr Magnus Nilsson (co-chair), a Swedish Michelin Star Chef, organic apple farmer and Director-General of the Curt Bergfors Foundation.
- Ms Clara Coleman, an American leader in the sustainable farming movement, second-generation owner of Four Season Farm.
- Mr Olivier De Shutter, a Belgian legal scholar, currently Professor of Law at the University of Louvain, UN Special Rapporteur on Extreme Poverty and Human Rights in 2020, and Co-chair of the International Panel of Experts on Sustainable Food Systems (IPES-Food).
- Mr Shenggen Fan, Chair Professor at China Agricultural University; see more
- Mr Franco Fubini, Argentinian Founder and CEO of seasonal produce marketplace Natoora based in the UK.
- Ms Gina Giugni, second generation American biodynamic farmer and Founder of Lady of the Sunshine Winery in California, USA.



- Ms Line Gordon, a Swedish sustainability scientist and Director of the Stockholm Resilience Centre at Stockholm University.
- Ms Lindiwe Majele Sibanda, native of Zimbabwe who is currently Extra Ordinary Professor at the University of Pretoria, South Africa and Chair of the Council at the National University of Science and Technology in Zimbabwe.
- Mr Paul Polman is a Dutch business leader, campaigner, author of “Net Positive: How courageous companies thrive by giving more than they take” and former CEO of Unilever.

**Curt Bergfors Foundation Staff**

Magnus Nilsson, Director-General

Emily Norford, Nominations Manager

Lina Engler, General Manager

Robert Nylander, Nominations Coordinator

For more information, visit <https://foodplanetprize.org>

For any questions, e-mail us at [press@foodplanetprize.org](mailto:press@foodplanetprize.org)