

# THE MMANIFESTO

## A PEOPLE'S MOVEMENT AT THE HEART OF FOOD



In 2018, we developed the MManifesto in advance of our second anniversary, to define ourselves as a movement, what we advocate for and how we work towards common goals for our community.

The MManifesto promotes shared values and collective action towards a more sustainable future for all.

**By joining MM, you are joining the MMovement and agreeing to adhere to the values of our MManifesto.**

### 1 RIGHT TO FOOD

As a huMMan, you have an absolute Right to Food. We believe in providing economically accessible food that is nutritionally adequate, culturally inclusive and dignified.

### 2 FOOD AS IT SHOULD BE

In MM, we advocate authentic, nutritious and straightforward food. We hold food to the highest standard from seed to plate, resulting in truly good food. Our standards are safeguarded through our provenance and traceability practices which respect food as it should be – natural, seasonal and as locally-sourced as possible whilst upholding farming and livestock standards.

### 3 SUPPORTING WELLBEING

We support your wellbeing, through our food, whether you want to eat your chicken wings with a beer on a Friday night, or you want to watch your daily salt intake. Even better than a varied food offering, your food habits in MM will effortlessly support the wellbeing of our planet. Our food adheres to our Healthy Sustainable Eating standards, which endorse healthy eating choices and public health aims while honouring our sustainability standards. Healthier lives, healthier planet.

### 4 EDUCATING & EMPOWERING HUMMANS

In MM, we invest in educating huMMans like you, your family and your close friends in all things food. From children to the elderly, we focus our educational activities on the cultivation, the preparation and finally, the consumption of food. For MM, one educated huMMan equals one eMMpowered human participating in an improved food system.

### 5 FIGHTING THE CLIMATE CRISIS

We work with the environment to ensure a healthy and sustainable supply of natural food that goes on your plate. From tracing recipe ingredients to promoting a wide range of activities that help our planet, we continue to push for positive change. By reducing our waste and partnering with sustainable traders, we aim to improve the natural environment for future generations. This is how MM is making a lasting difference.

### 6 SMALL IS BEAUTIFUL

We protect and nurture small-scale artisanal food production by helping producers earn a dignified living from their craft when selling in MM. We see this partnership with artisans as the fundamental pillar for delivering adequate food to you and are proud to help our coMMunities flourish and support treasured craftsmanship. In turn, future generations are preserving their crafts and can continue to enjoy a rich variety of soulful food.

### 7 ADVOCATING CIRCULARITY

We value doing the right thing. We are responsibly reducing and reversing our impact on the environment as a business through our Circularity programme. We are advocating change in practice and have been leading the circular economy movement in the food and beverage industry since the MMovement began four years ago. By mirroring natural cycles in nature, we are achieving a cleaner future; where limited materials, time and resources are wasted.

### 8 BUILDING STRONGER COMMUNITIES AND PARTNERSHIPS

Our coMMunity is built by people, just like you, that share a passion for food as a catalyst for change. We believe that sharing good food creates social cohesion and stronger communities; which is why we bring you and your friends together, with our food. In turn, our ever-expanding community network and sustainable efforts are helping urban and rural communities grow stronger together while helping mother nature thrive.

### 9 DREAMMING AND INCUBATING

We incubate and create opportunities for entrepreneurs with a passion for developing innovative and sustainable business concepts; including community initiatives or service-focused projects with MM. With these programmes, we are proud to provide the perfect testing ground to make a positive impact in our coMMunities, while helping our entrepreneurs thrive.



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Date: \_\_\_\_\_ Name & Surname: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_



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