

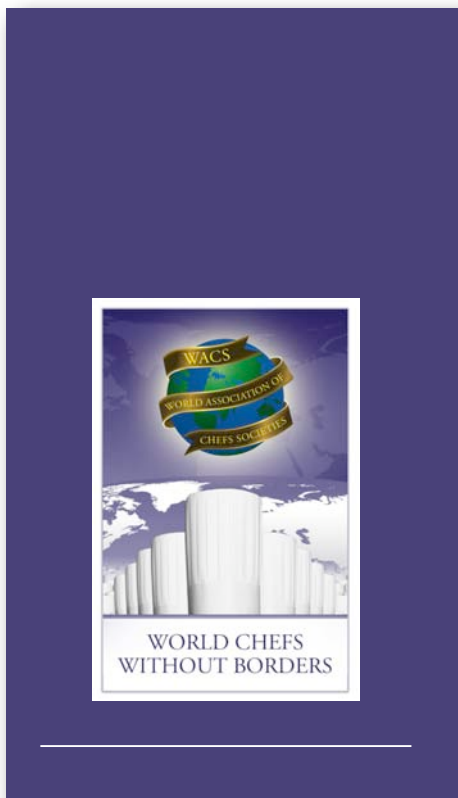


Press kit
20 October 2010

World Association of Chefs Societies

Official launch of

World Chefs Without Borders



WORLD CHEFS
without borders

WORLD ASSOCIATION OF CHEFS' SOCIETIES



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Paris, 20 October 2010

The World Association of Chefs' Societies launches the "World Chefs Without Borders" humanitarian aid program.

Mr. Gissur Gudmundsson, President of the World Association of Chefs Societies, launched the 'World Chefs Without Borders' humanitarian aid program.

The launching ceremony took place on Wednesday 20th October, 2010, from 18:00 to 21:00. The event was hosted by the Vice Minister of Economy, Finance and Industry, Mr. Hervé Novelli, at the Ministry in Paris, France.

The ceremony was attended by numerous renowned culinary professionals from France and abroad, as well as distinguished statesmen and NGO representatives.

The first speaker of the evening was Mr. Novelli. He welcomed and supported this aid initiative of World Chefs Without Borders and stressed the importance of such a program by chefs whose aim is feeding and nourishing the world in more than one way. He was also pleased that the launch took place in Paris, France, the cradle of classical cuisine.

Mr. Gissur Gudmunsson addressed the guests with a passionate speech about his dream of founding WCWB which has come true. He said, "Auguste Escoffier, our first honorary president, would have been extremely proud of the evolution of our Association and also of the history-making event that we are launching today." He went on to say that "This launch will make it possible for thousands, if not millions of chefs around the world to have the opportunity to give and support their own local community as well as the global one."



He finally called "upon all chefs around the world to form a close bond by congregating under this umbrella and by serving wholeheartedly to strengthen our mission all over the world when and where needed." Mr. Gudmundsson courteously thanked all those who participated and gave a special thanks to the people who made this event possible and to the partners of WACS, Le Cordon Bleu and Giraud Champagne who provided food, service and drinks for the cocktail party which took place after the event.

The next speaker was His Excellency, Ambassador of Iceland to France, Mr. Thorir Ibsen. Mr. Ibsen started his speech by saying, "It is an honour to be here today to witness the launch of the

humanitarian initiative World Chefs Without Borders. Indeed, food, shelter and hygiene are fundamentals of humanitarian assistance whether at home or abroad. It is important that these needs be met with professional knowledge and skills.” His Excellency congratulated Mr. Gudmundsson for his humane initiative.



The following speaker of the evening was Mr. Frank Franke, President of Aviators Without Borders who has been working with Chef Oliver Soe Thet, President of the Myanmar Chefs' Association to aid victims of Nargis hurricane. The history of Aviators Without Borders does not need an introduction as it has been assisting the needy all over the world for many years. Mr. Franke congratulated Mr. Gudmundsson on his humanitarian aid program and declared his support to World Chefs Without Borders in the form of arranging all their logistics.

Mr. Bill Gallagher, Lifetime Honorary President said that World Chefs Without Borders is “the most ambitious project taken up by the World Association of Chefs’ Societies.” He said that WCWB will “coordinate and work together various events taking place around the world, such as the Tour for Hunger and the Chef & Child Program”, which are needed “due to national and international disasters, earthquakes, tsunamis, etc.” He also said that now “we have leadership and direction” and we can “assist, help, feed, nourish and bring comfort to millions of people around the world.”

Last but not least, Mrs. Marie-Luis Thune, Vice President of Aviators Without Borders, read a gracious message sent by Mr. Barron Hilton, retired Chairman of Hilton Hotels Foundation. Mr. Hilton expressed his admiration of and support of the initiative and said, “Through their work, they will feed the most vulnerable populations of the world, in doing so they nourish both body and soul. I feel this is the highest form of charity.”



The event was followed by a dining cocktail party prepared by Le Cordon Bleu and by Champagne Henri Giraud/Giraud Distributions.

This event is pivotal in the history of the fight against hunger and was very successful in gaining the deserved support for this philanthropic and humane initiative.

The World Chefs Without Borders committee

**Gissur Gudmundsson,
Icelandic**

President of WACS, Founder and president of the «World Chefs Without Borders» committee

**Claude Buzon,
French / Resident of Canada**

Founder and Directing manager of Chefs Hat Inc

**Thomas Gugler,
German / Resident of Saudi Arabia**

Master Chef, Representative of the Académie Culinaire Française en Allemagne.
Senior Manager Production, Saudi Arabian Airlines Catering.

**Nermine Hanno,
Egyptian / Resident of Saudi Arabia**

Grand diplôme of Cordon-bleu in London.
Presenter of a culinary TV show on Fatafeat food chain in Dubai

**Hilmar B. Jonsson, CMC AAC
Icelandic / Resident of USA**

Vice president of WACS
Corporate Chef, Key Impact/Icelandic Seafood

**Oliver E. Soe Thet
German / Resident of Myanmar**

President of Myanmar Chefs Association.
Coordinator of numerous humanitarian and environmental initiatives in Myanmar

About World Chefs Without Borders

World Chefs Without Borders is a humanitarian aid initiative by The World Association of Chefs Societies (WACS). **WCWB** collaborates with any and all aid agencies and organisations, international, governmental and private. **WCWB** is an initiative impartial to race, religion, gender, political views and any other dividing concept. It aims at saving lives, alleviating suffering and restoring dignity and basic human rights by providing nutritious food and clean water to the hungry and the malnourished, in response to national as well as international situations. **WCWB** works with employers to ensure that volunteering chefs will have their jobs secure until their return from the field.

About the World Association of Chefs Societies

Founded in 1928 in Paris, France the **World Association of Chefs Societies**

(www.worldchefs.org) is a global network of national chefs associations from 93 countries, representing over 10 million professional chefs worldwide. WACS is a non-political professional organisation dedicated to maintaining and improving the culinary standards of global cuisines. We accomplish these goals through education, training and professional development of our international membership. As an authority and opinion leader on food, WACS represents a global voice on all issues related to the culinary profession.





WORLD CHEFS

without borders

WORLD ASSOCIATION OF CHEFS' SOCIETIES



A WORTHY humanitarian initiative



Gissur Gudmundsson
WACS President

Coming from a country where disaster can strike at anytime, I sat stunned, watching the news of the large earthquake hitting Haiti. What a reminder that disaster can strike at anytime. As many countries and organisations responded to calls for humanitarian assistance, I couldn't help but ask myself; "Where are the Chefs!?"

I have always felt that, we Chefs, bear an important responsibility towards others because of our knowledge of and skills with food. When the needs exceed the means, it is up to us to step in and offer our assistance but, emergency response during disasters often requires of us more than just cooking skills.

By creating World Chefs Without Borders, I believe we will ensure the success of a comprehensive, inclusive, far-reaching, long-term and strategic plan. A recognized global humanitarian response system such as World Chefs Without Borders will allow us to be more valuable and proficient in our mission to help others in times of crisis.

Your participation, assistance and support is invaluable in ensuring the activation and success of this worthy humanitarian initiative.

Hand in hand, we can make this dream a reality.

OUR MISSION and objectives

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A FOUR LEVEL PROGRAM

becomes reality

1. Home Front Program:

Chefs to work with local rescue units, neighbourhood shelters, soup kitchens and other local programs through local Chef Associations.

2. Development Program:

Skilled, qualified, semi or fully retired chefs to work closely with governments on both national and international levels for the purpose of assisting with the infrastructure and building of educational and training programs for chefs.

3. First Aid Program:

Chefs to train and cooperate with local or international rescue units to acquire first aid skills essential for deployment to the field.

4. Relief Program:

Chefs to serve in refugee camps, disaster areas and/or other crises where humanitarian aid is needed for short or long periods of time operating through the logistical support of other organizations such as Aviation Without Borders (LOG), Doctors Without Borders, United Nations, Red Cross/Crescent, etc. serving both the victims and humanitarian aid teams on site.



OFFICERS

worldwide

Officers will be assigned for WCWB in all Chefs Associations and Chapters around the world which is estimated to be around 1500.

Human and Personal Skills Required:

Highly motivated and passionate about the cause.

Respect all cultures, religions, beliefs, nationalities, etc.

Possess excellent communications and interpersonal skills.

OFFICERS'

obligations and benefits

What We Expect

To document activities in a full report once a year. The report should include information on all assignments, fundraising activities and book keeping for participation in national and/or international missions.

Raise awareness and work with other aid and humanitarian organizations.

Educate the food industry on food wastage and safety and encourage their participation in the program.

Work with or encourage the establishment of food banks, soup kitchens, nutrition seminars.

To provide the following benefits and services for participating chefs:

- Comprehensive medical, disability and life insurance coverage during international missions
- Emergency evacuation insurance for international missions
- Required vaccinations for international missions
- Training in culinary skills needed for missions
- First aid training and certification programs

Benefits for Participating Officers

- Receive know how information
- Be provided with a manual for training participating chefs
- Receive a recognition certificate
- Have achievements recognised in WACS media
- Highest achievers receive humanitarian award
- WCWB will work on job retention with employers
- Use of WCWB logo on chefs jackets

Almost one billion people regularly suffer from hunger; most are women and children

Malnutrition prevents children from reaching their full developmental and cognitive potential

More people die of hunger every year than from AIDS, malaria and tuberculosis combined

One child dies every six seconds from hunger related causes





WORLD CHEFS

without borders

MAKE A DIFFERENCE
Apply to become an Officer today

For more details:
www.worldchefswithoutborders.com
officer@worldchefswithoutborders.com

WACS HUMANITARIAN WORK

IT'S ABOUT LENDING A HELPING HAND



As everyone knows, Chefs are people that are generous in nature. The WACS Humanitarian Program is something that we keep close to our heart. There are many ideas and a lot of willingness to try to help in projects that all are urgent. With this program we aim to support and assist chef associations in countries that are suddenly struck with disaster. Other activities aim to help chef associations that are trying to improve professional education in their country or to improve food for kids in schools and help equip schools and canteens with decent material. We have great ambitions and a lot of will to act, but this demands organisation, financial resources and involvement from our volunteers. Therefore we are always open to work with new partners who share our goals and vision. Thankfully, we can count on our huge network of chefs around the world to give a helping hand whenever needed. The last two years have been especially rough for many. Some extraordinary deeds have also been done that serve as examples and encourage and inspire all to do more and ever more.

We, the board of WACS would like to thank all the great people that have made these things happen. We are also asking anyone that has good ideas and wants to do more to contact us at WACS. www.worldchefs.org or send an email to office@worldchefs.org

Remember that many small things make up the big things.

Hilmar B. Jonsson,
WACS Vice President

MYANMAR – A DISASTER THAT TURNED INTO A 5 MILLION \$ ADVENTURE

Most of the world heard that Myanmar was hit May 2nd and 3rd of 2008 by a terrible cyclone. Thousands of people were killed and thousands of families lost their homes. No one was prepared for the consequences.

The Myanmar Chefs Association with Oliver E Soe Thet as a president had a meeting the day after and started to plan out how they could help in the matter. They contacted the WACS President and their Continental Director and started to get in touch with various aid organizations.

Within weeks, the Myanmar Chefs Association under the umbrella of WACS, distributed food and materials to the most isolated parts of the country.

Together with volunteer chefs, Oliver and his team were cooking food for thousands of people every day in a camp, for people that are still today living in tents. Their job is not over but the example they are setting is a guiding light to us all.

THE WORK IS SO GREAT THAT IT IS BEYOND OUR IMAGINATION

9000 bags of rice, which is **2,25 million** big portions of good nutrition.

470 traditional houses were built for **65,800 USD**

240 tons of nutritious child food were transported into the far laying villages.

256 fishing boats worth **72,960 USD** were handed out.

Over **5 tons** of new clothes.



A HAPPY WEEK FOR ORPHANS IN MYANMAR

BY OLIVER E. SOE



After the Waterfestival and Myanmar New Year holidays were over, which led the country to a 14-day holiday, we could start distribution of over 7000 kg of Nutritious Child Food to 8 orphanages in Yangon as well as in the 2008 Nargis Cyclone-struck Delta.

“Borderless Chefs” - WACS , represented here by World Chefs Without Borders, could start another initiative to support orphans with an extra rich and high nutrition meals stock for several weeks, in Myanmar, through the Myanmar Chefs Association - MCA.



We started at the 8 Miles Boys Home, where 180 boys aged 5 to 18 live as well receive primary and higher education, a place MCA has visited regularly over the past 14 years, usually with a rich Myanmar Mohingar Breakfast. This time we were more than happy to come with an extra special gift prepared by Mr. Frank Frank and Mrs. Marie Luise Thuene, President and Vice President of LOG, Germany's Wings of Help.

The Child Food specialist HIPP, Bebifit as well as Copenrath Feingebaeck fine pastry, all from Germany, brought, with the kind support of DB Schenker Germany, a 40 foot container (the 11th in 18 months) to Myanmar. High Nutrition, vitamin-rich cookies, special enriched Chocolat and Fruit Puddings, ready-to-eat baby meals, and a wide range of butter and egg-rich cookies came with the delivery. It was a real change from the usual “Asian Cuisine” menu the children at the orphanages get as their daily diet.



With a system as efficient as an ant colony, the whole delivery was unloaded in less than 30 minutes and stored safely in the meeting room of the orphanage. The stock we delivered to the 8 Mile Boys Home will last for 3 to 4 weeks on a daily ration of one portion per child.

This is a healthy surplus to their usual daily ration of 3 to 4 meals through the orphanage management. We would like to thank once again the Myanmar Ministries concerned for their full cooperation and best arrangements, which allowed this aid container to reach Myanmar without delay.



01



02



03 MCA WITH 9 DOCTORS ON DELTA TOUR



02 GOOD BREAKFAST



03 THANK YOU SINGAPORE AIRLAINE

04 THREE DOCTOR TEAM AT WORK

05 BRINGING NUTRITION UP THE DELTA



06 DOCTOR HELLER AT WORK



07 OLIVER E SOETHET, PRESIDENT OF THE MYANMAR CHEFS ASSOCIATION, TOGETHER WITH HIS HELPERS.

08 VILLAGE UNDER WATER



05



06



07



08

SMALL THINGS CAN MAKE GREAT THINGS HAPPEN

WACS AMERICAS PRESIDENTS VISIT A SCHOOL CANTINE IN GUATEMALA.

BY EUDA MORALES

While organizing the first WACS Americas Continental Presidents Meeting last year in Guatemala, I thought that it would be worth visiting a school kitchen close to the coffee plantation where we had planned a tour.

I knew from the beginning we would all be touched by the children there and we had a great day. Gissur Gudmundsson, WACS President, told the students the story about the Santa Clauses from Iceland. They did not know where Iceland was but he told them to think of his country each time they had ice cream. After this, Claude Buzon from Canada invited them to have ice cream and since then, it has become a sweet tradition to have an ice cream on special occasions over there.

I was also aware that in the school they did not have a stove to cook their meals. So, beyond sharing a good moment with the children and handing out cookies, ice cream and refreshments, my hope was that we could help them in other ways too.

A few weeks later, we installed for them a brand new stove, thanks to a donation from the WACS Humanitarian Fund and a generous participation from WACS Past President, Ferdinand Metz. The Keller family, owners of the nearby coffee plantation also fixed the kitchen to have a suitable place to work in. This true story proves that we, as a WACS family, can indeed make a difference in many ways.

The big difference is not only that we brought fun and a new kitchen to the children but also that they now deeply appreciate the way their meals are being served!



The school kitchen before.



The school kitchen after the renovation.

INTERNATIONAL CHEFS DAY

WHAT A DIFFERENCE A DAY MAKES

Since 2004, each year on the 20th of October, members of the WACS celebrate International Chefs Day. On this day, chefs around the world celebrate their profession and take the opportunity to, not only promote the organisation (WACS), but also goodwill and friendship amongst each other, as well as taking the time to help people who are less fortunate.

Chefs Associations around the world have mobilised their forces with whatever means they have in order to either raise money or give nutrition to those who do not know where they will find their next meal. This has been a great initiative and we hope to see it grow bigger with even more associations joining us in this effort when we celebrate International Chefs Day on October 20th 2010.

FOCUS ON FOOD WASTAGE

This year, WACS has made the decision to focus its attention during International Chefs Day to raise awareness on Food Waste and Food Safety.

Around 40 million people have fallen to poverty and hunger in 2008 as a result of the sharp rise in food prices, and the total number of people suffering from hunger and malnutrition has reached 963 million worldwide. On top of the food price crisis and oil price increases, the impact of the economic crisis will worsen malnutrition and hunger levels (statistics from the Food and Agriculture Organisation of the United Nations, December 2008). Although the impact is worse in the developing countries, we all have started to feel this impact, not only in our professional kitchens but also at home. Never was there a better time, to think more about the wastage of food.



TRIMMING OUR WASTE

WHY WE WASTE FOOD AND HOW WE CAN IMPROVE

While approximately one billion people around the world go hungry, global citizens waste a prodigious amount of food. This squandering—common in both industrialized and developing nations, for different reasons—has profound environmental, economic and ethical consequences. At the same time, dramatically reducing our food waste would not be too difficult if we deemed it important. In my talk, I will illuminate how restaurant kitchens and patrons contribute to the problem. Waste often stems from inventory mismanagement, overpreparation and excessive portions. Yet, restaurants can be part of the solution, both in reducing waste and raising awareness on the effect of food waste.

Jonathan BLOOM is a Key speaker at WACS World Congress Santiago Chile 2010. His book on the topic comes out in the Fall of 2010. To learn more visit his blog: WastedFood.com.



INTERNATIONAL CHEFS DAY **AROUND THE WORLD**

AUSTRALIA

In Australia, the Culinary Institute organised a Pink Breakfast or morning tea to support the McGrath Foundation to fight breast cancer.

CANADA

In Canada, Chefs from the Escoffier Society of Toronto cooked up thousands of culinary treats featuring local ingredients, with all proceeds donated to Second Harvest, a charity that provides fresh food to approximately 250 social service programs in the Greater Toronto Area.



CZECH REPUBLIC

The Czech Republic Chef Association received 13,000 visitors in the old town square in Prague where they were joined by Mrs. Livia Klausova, first lady of the Czech Republic. The chefs raised 100,000 Czech Crowns for the president couple Livia and Vaclav Klaus' Start to Life foundation for Children homes.

ICELAND

The Icelandic Chef Association organised a lunch and media attention for the patients and staff at Grensásdeild, a rehabilitation center for spinal cord injury patients.

MYANMAR

In Myanmar, the Chefs distributed three more 40-foot humanitarian aid containers for the victims of Cyclone Nargis in Myanmar (May 2008). MCA arranged different locations at Delta & Upper Myanmar with different MCA Chefs Teams at that day. They distributed over 100,000 portions of high nutrition wheat porridge child food to different orphanages in the delta. At the same time, they provided around 200 free of charge medical operations to needing children and collected 1 million USD worth of medication and OP utensils.



To seal a good day, they delivered over 70 fishing boats and freed 10,000 live fish into the delta rivers. We send out special thanks to Mr. Frank Franke & Mrs. Maie Luise Thuene of LOG – German as well as to Dr. Med Werner & Mallu Heller, for their immense contributions.

PHILIPPINES

The Chefs in the Philippines organised a dinner and raised P 50,000 for the LTB Culinary Scholarship Program.

SINGAPORE

In Singapore, the chefs celebrated with a full day of activities, including a cooking class for low income families. In the evening the Singapore National Culinary team cooked up a gala dinner to raise funds for the ChildAid charity project.