

DISCOVERY

GLOBAL GEOPARK

HALF A BILLION YEARS IN THE MAKING

What is GEOfood?

GEOfood is sustainable local food from a unique geological area. It is the official brand of MAGMA Geopark, Norway and only a recognized UNESCO Global Geopark is allowed to use the GEOfood brand, logo & criteria.

Behind the GEOfood brand lies a clear philosophy: to support local communities, and foster a holistic and bottom-up approach towards sustainable economic growth which characterizes the core values of UNESCO Global Geoparks. By increasing the actions towards the achievement of the UN Sustainable Development Goals, the GEOfood program will aim to attract participation from at least 30% of the UNESCO Global Geoparks in Europe by the end of 2023, and 10% of Geoparks worldwide by 2025.

www.geofood.no



www.discoverygeopark.com

GEOfood Criteria

Discovery Geopark entered into a brand agreement with MAGMA Geopark and must therefore, follow the brand guidelines established in the GEOfood manifesto therefore, the GEOfood logo can not be altered.

- Only producers or enterprises whose operations are based within the Discovery UNESCO Global Geopark are allowed to use the GEOfood brand, logo and criteria.
- Raw materials that constitute the GEOfood product must source 50% of ingredients from within the Discovery UNESCO Global Geopark.
- GEOfood products must have a strong connection with the local geological heritage and specific information about the connection to the geology must be visible either on the website, the label, or in print materials.
- The GEOfood logo combined with the Discovery UNESCO Global Geopark logo must be clearly visible.
- Allow and support mutual promotion with the Discovery UNESCO Global Geopark and GEOfood official webpages.
- The UNESCO logo cannot be displayed on any commercial products but it can be used in leaflets or advertising without commercial purposes.
- The brand cannot be used for the promotion of any activities that do not align with the Discovery UNESCO Global Geopark values.
- Businesses must be a Discovery UNESCO Global Geopark Business Member in good standing.



GEOfood Categories

Two general categories have been established:

- Raw Products such as vegetables, meat, berries, fish, mushrooms, etc. and;
- Artisanal Products such as food and beverages that originate from the combination or transformation of raw products and ingredients found within the Geopark.

Interested in joining the GEOfood program?

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