



Dutch Cuisine Manifesto

**Dutch Cuisine represents the identity of the Netherlands' cuisine.
A cuisine that's unique in the world and of which we can be proud.
Cooking and dining that's tasty, healthy and responsible, due to the 5 principles it's based on.**

Principles

Culture: The dish reflects where we are and which season we are in.

Dutch Cuisine is here to promote the Netherlands' gastronomic culture. Our culture has always been an adoptive one, open and connected with the world. Something we continue to persevere with. Along with that, in the Netherlands we are able to vary our food with seasonal dishes. We're pretty unique in that aspect. As a rule, nature determines our menu and the dish on our plate reveals where we are and which season we're in.

Our aim:

80% seasonal produce with as much as possible sourced from the Netherlands / 20% out-of-season produce.

Health: Good for us and our world

We cook and eat in a way that's healthy and varied. We use more fruit and vegetables, and less meat and fish. Eating healthily results in feeling good. It's good for the body, good for the mind and good for the planet!

Our aim:

80% fruit and vegetables / 20% meat and fish

Nature: Honest, multi-faceted food from what nature offers us

Nature's biodiversity determines what we have to hand. Honest, multifaceted food from what the land and sea naturally produces through the seasons, without artificial additives. We are creative, in order to use the whole product and not just the parts which are easiest. From head to tail, without waste.

Our aim:

Use what nature offers us through the seasons, avoid use of artificial additives, work right through from head to tail and waste nothing.

Quality: We purchase, cook and eat with high awareness

We recognise quality and taste. We purchase, cook and eat with high awareness. With respect to the ingredients, the source, the producer and the people we deal with along the way. When buying we therefore don't just look at the price, but also at the quality. We invest in healthy produce, a healthy way of eating and the knowledge about it.

Our aim: Honest, high-quality produce which is, as far as possible, organic, Fairtrade, kind to animals, pure, fresh, seasonal and regional/local.

Value: We work towards tomorrow

As a result of the four previously described principles, we create value which is beneficial all-round. We eat and live healthier, we leave the earth in a better state, we waste less, we pay the producer a fair price and we ensure better animal welfare.

Our aim:

Dutch Cuisine is the guardian of the Netherlands' way of eating and works towards tomorrow. Everything the earth has to offer us is a gift from previous generations, which we have a duty to pass on to the generations of the future.

Dutch Cuisine's 5 principles are based on the ideology of SVH Master Chef Albert Kooy.

Ambitions and goals

Our ambition is for Dutch people to cook and eat tastily, healthily and responsibly.

Our goals are:

- Within 3 years, for chefs in the Netherlands to take the lead in promoting tasty, healthy and responsible cuisine.
- Within 5 years, for Dutch Cuisine to become the recognised hallmark for Dutch cuisine and dining culture.
- Within 5 years, for Dutch Cuisine to become an element in the Dutch educational system.
- Within 10 years, for Dutch Cuisine's five principles to be adopted in kitchens throughout the Netherlands.
- For Dutch Cuisine to be financially self-supporting.
- Within 5 years, for Dutch Cuisine to build up enough financial reserve to cover a full year's operation.

Chefs as ambassadors

Dutch Cuisine puts a face to Netherlands' gastronomy and provides a stage for presenting it. Luc Kusters, Niven Kunz, Albert Kooy, Theo van Rensch, Hans Everse and Bas Cloo give it a new look. They reveal the richness of our Dutch cuisine. They are today's innovators and tomorrow's discoverers.

Alongside this, Dutch Cuisine provides a platform for all chefs in the Netherlands who share our vision of being more environmentally conscious, healthier and cooking tasty food that represents our Dutch identity. All in a creative, free-thinking, driven, pragmatic way, according to the "less is more" principle.

Our aim: to have all Dutch chefs embrace Dutch Cuisine's five principles and become ambassadors for them. These can be implemented in every type of kitchen, from Michelin starred restaurants to cafés, canteens, hospitals and people's homes.

Organisation

Dutch Cuisine is a foundation run by a board who determine policy and guide activities. We work with a council of advisors and experts who advise our management and help us realise our goals. Administration is run by management and a secretarial office.

Dutch Cuisine is an initiative by the Koksgilde (Chef's Guild), the Netherlands' chefs' association. Dutch Cuisine's founders are:

- Theo van Rensch, SVH Master Chef and tutor Sterklas & Gastronomie, ROC Amsterdam
- Albert Kooy, SVH Master Chef and executive chef Stenden University Hotel Leeuwarden
- Ferdie Olde Bijvank, chairman Gastvrijheidsgilde and owner of FOB Services, Ede

- Luc Kusters, SVH Master Chef and patron-cuisinier Restaurant Bolenius, Amsterdam
- Niven Kunz, patron-cuisinier Niven, Rijswijk
- Bas Cloo, chef de cuisine Kasteel Sterkenburg, Driebergen-Rijsenburg
- Hans Everse, committee member Gastronomisch Gilde and divisional manager Tafel Thuis - Dé Zeeuwse Keuken
- Berend te Voortwis, joint-owner Lindenhoff, Baambrugge
- Monique Mulder, culturemaker and CEO Mattmo Creative, Amsterdam
- Marjan Pijnenburg, communication and brand strategist Mattmo Creative, Amsterdam
- Theor Verplancke, culinary spin-doctor, Umami Management, Leiden
- Jeroen van Oijen, co-founder Gastronomixs en Culiversum, Waalwijk