



## René Redzepi and MAD Launch VILD MAD

MAD, the non-profit founded by chef René Redzepi in 2011, today launches VILD MAD, a program to connect people to nature and the landscape. The program includes a free mobile app, a curriculum for Danish schools, and foraging workshops led by rangers around Denmark.

VILD MAD is based on the premise that together we can create a new value system for food built upon a connection with the land and where our food comes from. We believe that passing on these values to our children is a key part of a better future.

Today we are excited to launch VILD MAD (“wild food”), a program designed to teach people of all ages to read the landscape and to discover its culinary potential – how to identify what is edible, how to harvest, how to cook what you find, and how to take care of nature while foraging.

Made possible with the generous support of Nordea-fonden, a private and independent foundation, the VILD MAD program consists of:

- a website and app, in English and Danish, house a catalog of foraging and culinary information on 105 wild plants found in the Nordic region. The tools guide users through the landscape to sustainably identify, harvest, and cook with wild plants. VILD MAD brings together the knowledge of foragers and chefs for the first time in a public platform;”
- a curriculum to provide Danish school children from age 10 to 16 with a connection to nature and an understanding and care for what’s growing around them; and”
- free guided workshops across Denmark led by 50 nature rangers.

“It is an amazing feeling to distill fourteen years of knowledge and energy into something that is open to the public” said René Redzepi. “We simply can’t wait to share all of this.”

“Imagine if our kids were able to stroll through the wild and pluck things like we do off supermarket shelves? Discovering flavors like wild mustard growing along the shore; pineapple weed growing in the in the sidewalks; or ants that taste like lemon. If our kids are enriched by nature, if they see how much we depend upon it, and if they grow up loving it, then they will fight to take care of it.”

VILD MAD will launch to the public with an open and outdoor festival in Copenhagen on August 27th.

VILD MAD is grateful for the support of our friends and partners Byhøst ([byhoest.dk](http://byhoest.dk)), Friluftsrådet ([friluftsradet.dk](http://friluftsradet.dk)), Naturvejlederforeningen ([naturvejleder.dk](http://naturvejleder.dk)), Supertusch ([supertusch.dk](http://supertusch.dk)), GoJoin ([gojoin.dk](http://gojoin.dk)), and Tombola ([tombolacph.dk](http://tombolacph.dk)).

The app, called “VILD MAD,” can be downloaded from the App Store and from Google Play. Further details can be found at [www.vildmad.dk](http://www.vildmad.dk), via [Instagram](#), or Twitter ([@TheMADFeed](#)).

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**MAD** (the Danish word for “food”) is a non-profit organization that brings together a global food community with a social conscience, a sense of curiosity, and an appetite for change. René Redzepi began MAD as a two-day symposium in 2011 when three hundred chefs, restaurateurs, waiters, and writers gathered in a red circus tent in Copenhagen to discuss the future of food. Today, MAD connects a global community encompassing chefs and entrepreneurs, farmers and scholars, students and the public, harnessing their power to address some of the most pressing global challenges of our time.

**Byhøst** (‘City Harvest’). Since Byhøst was established in 2011, the organization has strived to develop and democratize foraging knowledge. In 2013, Byhøst launched Denmark’s first foraging app: a community-driven mapping program downloaded by more than 25,000 users. Byhøst’s specialty is creating intuitive concepts and experiences that bring users closer to nature and wild food; its role is to ensure that VILD MAD successfully leads the end user into nature and back home to the kitchen.”

**VILD MAD** (or “Wild Food” in English) is a comprehensive and free resource designed to help the public sustainably explore and taste wild food. The project is being launched in Denmark in August 2017, with a free mobile app and a website in both English and Danish, a curriculum for Danish schools, and foraging workshops led by fifty rangers around the country.

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