

SX FOOD FESTIVAL

EAT AND SAVE THE WORLD
FUTURE OF SUSTAINABILITY BEGINS ON YOUR PLATE



SX FOOD FESTIVAL 2024, the third edition of Thailand's largest sustainable food event, took place under the concept "Eat and Save the World," encouraging healthier eating habits for both personal well-being and a sustainable planet. This year's theme "Back to The Future: A Land of Sustainable Delights" invited everyone on a journey through time to explore the future of food, emphasizing the impact of our choices starting with what's on our plates. The festival featured seven innovative zones designed to educate and inspire attendees to be more mindful of their food choices. Over 130 eco-friendly food stalls offered sustainable dishes, while celebrity chefs from shows like MasterChef, Top Chef, Iron Chef, and Hell's Kitchen prepared creative, health-conscious menus.

Big change does not require grand gestures. By simply transforming our plates, we can make a powerful difference. The SX FOOD FESTIVAL 2024 called on everyone to join the movement, proving that sustainable eating is a choice we can all make for a better future.



Highlights included caricature plant used to reduce fevers in children; Beijing grass, a remedy for sore throats; Ixeris debilis, known for its cooling properties and ability to soothe itchy sores; Indian borage, helping relieve indigestion and stimulate appetite; mint, a natural solution for bloating, nausea, and vomiting; and rosemary, promoting brain health as well as alleviating chills and fever.

ZONE B: INTERSTELLAR LOW SUGAR, LOW SODIUM FOOD, LOW FAT

This zone offered a unique experience with health-focused foods that are low in sugar, sodium, and fat, helping reduce the risk of heart disease and high blood pressure, which can lead to other health issues. Notable offerings included the innovative fish sauce with 62% less sodium, made from sathon leaf extracts and developed by Mahidol University's Public Health Faculty; F&N Dairies' low-fat dairy products with reduced sugar, enriched with vitamins D and B1; SEALECT's canned tuna products, such as tuna steak in Himalayan brine with lower sodium; King Oscar's sardines and mackerel in olive oil, which are high in protein and low in fat; Mae Suwan's bua loy (glutinous rice balls), made with monk fruit sweetener, ideal for diabetics and the health-conscious; Gusto's Thai coconut pancakes, made from glutinous rice flour and coconut; and Moodaeng's Amphawa ice cream, sweetened with low-calorie coconut flower sugar.

The zone also featured activities where participants could analyze their body composition, including measurements of fat percentage, skeletal muscle mass, and visceral fat levels. These insights helped individuals understand their metabolism and resting metabolic rate, giving more informed choices about the right diet.



ZONE A: NOAH FUNCTIONAL FOOD

Discover the power of healthy foods enriched with herbs and beneficial ingredients. This zone showcased nourishing options packed with vitamins, minerals, fiber, probiotics, and antioxidants, offering more than basic nutrition by promoting overall health, supporting immunity, improving digestion, and giving sustained energy. Notable products included the superfood drink SP Super Plant Protein, Drinks, blended with plant-based protein, mixed vegetables, iron, magnesium, and essential vitamins to support bodily functions; the mixed Tiliacora triandra and pandan drink, enriched with gymnema extract and made from chemical-free local ingredients with rich antioxidants; Mae Prapai's steamed curry pudding with fresh coconut milk with medicinal herbs known for their health benefits; Sai Oua Phao Tao Luang from Phrae province, made with over 30 local herbs and ingredients; and Eggyday's starch-free protein noodles and rice, providing protein equivalent to three egg whites per serving that supports muscle growth, weight management, and blood sugar control.

This zone also showcased a wide variety of Thai and international herbs both in fresh and dried forms.

ZONE C: TOMORROWLAND CELEBRITY CHEF & CLEAN ENERGY

This zone focused on clean energy and food production powered by renewable sources that reduce pollution and minimize greenhouse gas emissions, including solar, wind, hydro, geothermal, and kinetic energy. These sustainable energy solutions were applied in agriculture, such as solar panels on greenhouses, wind turbines for irrigation, and biomass for producing organic fertilizer.

At the heart of the zone, renowned chefs and health experts shared their methods for preparing eco-friendly, health-conscious meals. One of the innovations featured was the Kinetic Footpath, which converted the energy from footsteps into electricity – ideal for use on city sidewalks to generate clean energy.

The zone also showcased a variety of sustainable dishes from celebrity chefs, including Chef Ploy's crispy kale with egg white mayonnaise, Chef Tien's sweet charcoal-grilled



pork with sugarcane syrup, and Chef Mam's whole rice with chicken and longan for sweetness instead of sugar. In addition, visitors could enjoy healthy food from popular restaurants and brands, such as Qfresh's bologna sausage-style tuna slices, OMG Meat's plant-based meals that were free of animal products and cholesterol, ZEAVITA's collagen made from fish skin and scales – a byproduct of fish production, and HAI umeshu (plum wine) which earned Double Gold at the San Francisco World Spirits Competition.

ZONE D: TRON LEGACY LOCAL INGREDIENT

Transportation is a major contributor to greenhouse gas emissions. By choosing food made from local ingredients or those sourced nearby, we can reduce global warming and support the local economy



sustainably. Food also carries wisdom and traditions passed down through generations. Historically, people selected foods that suited their environment, lifestyle, and climate. For example, northern dishes often feature kaffir lime leaves, ginger, galangal, tamarind, and sticky rice – ideal for colder regions. Isan cuisine is known for fermented foods like the fermented fish pla ra and pla daek which could be kept for longer. Southern dishes focus on curry pastes, coconut milk, fish sauce, and chilies, complementing seafood flavors. Notable businesses in this zone included Pad Thai Kwanjira, offering a recipe from World War II with 100% organic, local ingredients that help generate income and strengthen the community; Lime-Palm Garden, serving a drink made with Phetchaburi's GI-certified lime juice and palm sugar; and 3 Pi Nong Chicken Rice, using chemical- and hormone-free chicken with premium jasmine rice.



ZONE E: AVATAR VEGAN & PLANT-BASED

This zone catered to health-conscious consumers with plant-based and vegan foods free from animal products. It focused on fruits, vegetables, grains, nuts, seeds, and plant-based proteins. Notable offerings included Happy Gut BKK, offering fermented tea, plant-based yogurt, and tempeh made from fermented yellow soybeans; Sesamilk's sesame milk products rich in sesamin, which could help reduce cholesterol and the risks of heart disease and cancer; Hatchery's bread, using natural yeast with no added sugar or milk; Sookjai Market, featuring products from the farmers who followed the Sampran Model of organic farming; and Lang Khao Wild Honey, offering honey from Ban Huai Phichai in Loei Province to support the conservation of local bee species and forests as well as generating sustainable income for the community.





This zone also showcased cutting-edge technology like customized 3D-printed food technology. The technology can create meals tailored to individuals' specific health needs, such as meals for elderly people who have difficulty chewing or swallowing certain foods. It can also create steak mimicking the real meat texture which could help reduce beef consumption.

ZONE F: THE MARTIAN LOW CARBON

This zone showcased low-carbon foods produced with a focus on minimizing greenhouse gas emissions and reducing energy use in both cultivation and transportation. A standout feature was the vertical farming display, where plants were grown in stacked layers within greenhouses, allowing for precise control over water, nutrients, and light. This method enabled year-round crop production in smaller spaces, reducing the need for long-distance transportation and lowering energy consumption, while also allowing farming to be closer to urban areas.

S&P introduced bakery products certified with the "Carbon Footprint Reduction" label, such as butter and banana cakes. Five Star Chicken showcased its recycling



efforts, turning used cooking oil from 5,000 branches into sustainable aviation fuel through the "Tod Mai Ting" (Fry to Fly) campaign. HILLKOFF presented its low-carbon Thai espresso coffee, which could reduce greenhouse gas emissions by over 50% and won the Carbon Neutral Thai Arabica award. Star Coffee grew coffee under large trees without harmful chemicals and used bioplastic cups that would decompose in 1-2 years. Bangkok Rooftop Farming earned second place in the social and community organization category for growing organic salad vegetables in a circular farm model. YakKaJong promoted dietary and plantation diversity, using natural farming techniques from the "Khok Nong Na" model including rice fields, reservoirs, mounds, and five-level forests on the mound to support the production of diverse crops and foods.



ZONE G: WALL-E RECYCLE

The SX FOOD FESTIVAL continued its commitment to raising awareness about waste segregation, especially food waste and post-consumer packaging. The Bring Back-Recycle Stations were set up to collect used packaging under the Bring Back-Recycle project by Thai Beverage Recycle Co., Ltd., the Thailand Institute of Packaging and Recycling Management for Sustainable Environment (TIPMSE), the Federation of Thai Industries, the PackBack initiative, and Kasetsart University's Faculty of Environment. At each station, there were staff providing guidance on sorting various waste types, including clear plastic bottles, glass bottles, aluminum cans, bones, and hard shells. This year, the SX FOOD FESTIVAL was again supported



by Oklin (Thailand) Co., Ltd. with their composting machines from Australia that could turn food waste into fertilizer within 24 hours. The machines used at the festival were the 5-kilogram and 25-kilogram models, suitable for households and restaurants. Additionally, this year featured the composting machines from ShooShoke developed by the Bang Kachao Organic Farming Community Enterprise. Originating from the need to eliminate waste from agriculture and food business, the community enterprise finally developed the composting machine that could turn food waste into fertilizer for their use and for sale with support from Phranakorn Rajabhat University and PTT's Innovation Smile Project. At the festival, ShooShoke also gave away biochar fertilizer to encourage attendees to enhance their spaces with greenery.

