



What is GEOfood?

GEOfood is sustainable local food from a unique geological area. It is the official brand of food produced in a European UNESCO Global Geopark. Only a recognized UNESCO Global Geopark is allowed to use the GEOfood brand and criteria.

To achieve the credit to call your product GEOfood you must be able to confirm that the food is produced inside a Geopark, and you must be able to tell the story of the product and the geological area it is produced in.

What is UNESCO?

UNESCO is the “intellectual” agency of the United Nation (United Nation Educational, Scientific and Culture Organization). Its main role is to seek peace promoting the cultural heritage, increasing the intercultural dialogue, to improve education and to increase sustainable development processes around the world.

UNESCO is developing actions focused on 8 main themes:

- Education
- Freedom of expression
- Heritage protection
- Learning live together
- Building knowledge society
- One planet, one ocean
- Science for a sustainable future
- Preventing violent extremism

What are UNESCO Global Geoparks?

New UNESCO destinations of the XXI century, they are territories with landscapes and sites of an international geological significance where can be understood and read the “Memory of the Earth”. With their holistic concept, UNESCO Geoparks are linking and promoting their geological heritage with all their territorial heritage: natural, cultural, intangible and thus to develop new policies of sustainable development for the direct benefit to its local population.



United Nation sustainable development goals and Unesco Global Geoparks

The 17 sustainable development goals and 169 targets demonstrate the scale and ambition of this new universal agenda. The goals and targets will stimulate action in the following areas of critical importance for humanity and the planet. UNESCO Global Geoparks are cooperating to the achievement of these goals, specially:

- Goal 4: They educate and create awareness on sustainable development and lifestyles. They teach the local communities and visitors to live in harmony with nature
- Goal 12: Through educational activities awareness is raised on the issue and people are provided with knowledge to mitigate and adapt to the effects of climate change.



This brand is the official brand developed by Magma UNESCO Global Geopark (Norway) in 2015.

The GEOfood VISION

Behind the GEOfood brand lies a clear philosophy: the support to local communities, the holistic and bottom-up approach which characterizes the UNESCO Global Geoparks is also the core of the GEOfood brand.

The GEOfood brand has its routes within the UNESCO Global Geoparks and it can be used only in such UNESCO designated areas.

GEOfood aims to be in use in at least 30 % of the UNESCO Global Geoparks in Europe by end of 2023, and the 10 % of Geoparks in the rest of the World by 2025.

The GEOfood MISSION

GEOfood’s mission is to support the sustainable development of local communities, increasing the actions towards the achievement of the UN Sustainable Development Goals. GEOfood aims to operate within the UNESCO Global Geoparks values and bottom-up approach.



How Geoparks provide an integrated sustainable development for the direct benefit of its local population:

- Embracing good practices for increasing the awareness about citizens on climate change and related issues.
- Following environmental “green” practices during our daily activities.
- Empowering local communities through educational activities.
- Supporting the valorization of local food products linked with unique cultural farming traditions.
- Developing environmentally friendly authentic tourist activities involving local businesses.

Local food and local economy development

There is a general consensus that local food systems and shorter food supply chains are to be encouraged, supply chains assist in retaining more money in the local economy by minimising the number of intermediaries between grower and consumer, allowing farmers to capture a higher percentage of the farm-value share.

Furthermore, bringing consumers closer to the producers of their food helps to increase awareness of how food is grown, and how this impact on the environment: which is what we like to gain with GEOfood brand developed by Magma UNESCO Global Geopark. Much information can be found in the GEOfood MANIFESTO. www.geofood.no



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*SSustainable local food
from unique geological areas*



Worldwide Network for Local Food

The GEOfood brand was created to promote the cooperation of all Global Geoparks around the world for the same goal.

The goal of the brand is to influence the local, national and further global policy by implementing relevant and innovative ways to promote local foods and connect the urban and rural areas.

Geoparks will play an important role in linking the rural areas and cities in cooperation with citizens and communities. In addition, GEOfood will be a great instrument to support the region and strengthen the local economy by promoting these links



Mudeungsan UNESCO Global Geopark

Mudeungsan Geopark is 3rd UNSECO Global Geopark in Korea, in April 2018. The world's largest columnar joints are distributed here, and there is a dinosaur fossil site where the acceleration when a dinosaur runs was revealed for the first time in the world.

People in Gwangju, Damyang, and Hwasun, centered on Mt. Mudeung, have lived together in the same living area for a long time. Therefore, it is similar, but has different history, culture and natural heritage.

Feel the harmony from the world class geological heritages, various historical and cultural heritages, and local residents.



Sustainable local food from the unique geological heritage

GEOfood is the official brand of local food in the UNESCO Global Geoparks.



Herbal Tea

It is a fragrant herbal tea made with herbs grown and harvested directly from the farm located right under the foot of Mt. Mudeung.

[Mongddang]
+82-10-4880-4590
303, Seokgok-ro, Buk-gu,
Gwangju, Korea



Baeksuk Chicken Soup

It is a healthy food made from chicken raised in the fresh air of Mt. Mudeung.

[Hwangchil Vilage]
+82-62-252-4700
120, Seokgok-ro, Buk-gu,
Gwangju, Korea

[Yujin Farm]
+82-62-266-2580
169, Seokgok-ro, Buk-gu,
Gwangju, Korea



Dongdongju

Korean Rice Wine

It is Korean Rice Wine brewed with the rice only grown in the soil made by the weathering of Mt. Mudeung and with a special secret way of this area.

[Cheongpung Co., Ltd.]
+82-10-2604-6086
120-3, Sinchonsaetgang-gil,
Buk-gu, Gwangju, Korea



Straw-fired Pork Belly

It is lightly cooked with the fire of rice straw grown in the weathered soil of Mt. Mudeung to enhance the flavor of the pork belly.

[Mudol Tavern]
+82-62-266-6086
120-3, Sinchonsaetgang-gil,
Buk-gu, Gwangju, Korea



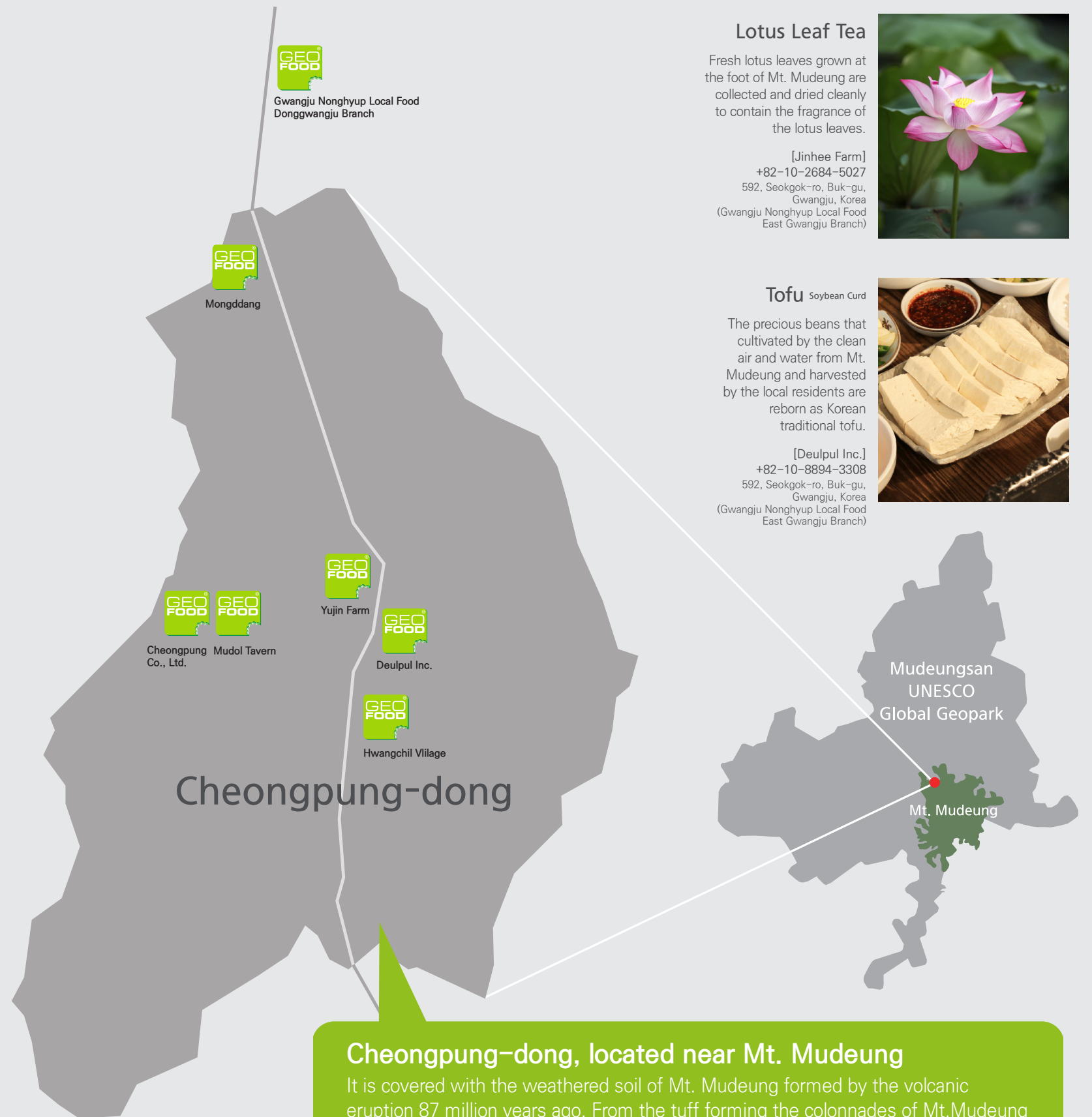
Cheonggukjang

Fermented Soybean Paste Soup

It is a Korean traditional soup made by fermented beans cultivated at the foot of Mt. Mudeung.

[Yujin Farm]
+82-62-266-2580
169, Seokgok-ro, Buk-gu,
Gwangju, Korea

[Hwangchil Vilage]
+82-62-252-4700
120, Seokgok-ro, Buk-gu,
Gwangju, Korea



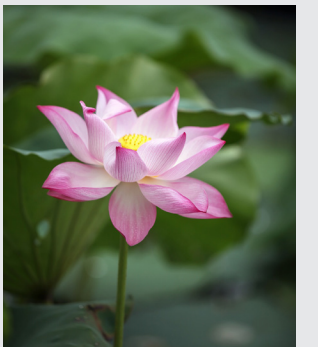
Cheongpung-dong, located near Mt. Mudeung

It is covered with the weathered soil of Mt. Mudeung formed by the volcanic eruption 87 million years ago. From the tuff forming the colonnades of Mt. Mudeung to the micrographic granite forming Uisangbong Peak, various rocks have changed over a long period of time. Fresh ingredients are still growing along with the wind from Mt. Mudeung at the Mudeungsan Geopark.

Lotus Leaf Tea

Fresh lotus leaves grown at the foot of Mt. Mudeung are collected and dried cleanly to contain the fragrance of the lotus leaves.

[Jinhee Farm]
+82-10-2684-5027
592, Seokgok-ro, Buk-gu,
Gwangju, Korea
(Gwangju Nonghyup Local Food
East Gwangju Branch)



Tofu Soybean Curd

The precious beans that cultivated by the clean air and water from Mt. Mudeung and harvested by the local residents are reborn as Korean traditional tofu.

[Deulpul Inc.]
+82-10-8894-3308
592, Seokgok-ro, Buk-gu,
Gwangju, Korea
(Gwangju Nonghyup Local Food
East Gwangju Branch)

