

# THE EARTH IS WITHERING

A MENU FOR AWARENESS RAISING


December 2nd, 2019. Madrid



PRESIDENCIA DEL GOBIERNO







BBVA and El Celler de Can Roca began their journey together in 2013, with a base of common values which have sustainability and the development of the communities with which they engage at the center of their strategy.

Today's menu is an example of how cooking can be a factor of sustainability, development, innovation and social integration, a vehicle for moving forward with our Purpose: "To bring the age of opportunities to everyone".

**Carlos Torres Vila**  
Chairman BBVA





## PROLOGUE

### A WITHERING PLANET.

By living our lives, we are destroying our planet and ourselves. Above all, we are altering the environment so much that the conditions that support the human species are in danger. At the same time, it seems that the course of the human adventure on Earth is also undergoing a sort of *kairos*, a time of immense transformation, and our many crises form part of it. Particularly those that affect planetary, food and agrarian ecology, as well as the ecology of climate change.

We want to share with you a culinary experience that opens the debate on the darker aspects of our food habits, while attempting to stir up the spaces of silence.

We hope to provoke our guests with a set menu that calls into question our ways; a tool that is touching, by definition, yet at the same time, tasty, careful and loving.

According to today's thinkers, the destruction of the planet has never been philosophically contemplated before. Philosophers thought about war, death and evil, among other things, but in the current planetary era of our human condition, we are no longer thinking about a world to be discovered, abandoned, made or unmade. Instead, we are faced with the situation of destroying our planet and ourselves along with it. This is troubling, indeed.

The answer no longer depends on the small technical solutions of our time, but rather on the profound consideration of the human condition. Profound and urgent. As humankind and as a species we must now think about our survival. And this is something that we cannot do individually.

Through this menu, we want to bring flavor and insipidness face to face; pairing science with conscience, local folkloric customs with intersecting anthropologies, monopolies, monocultures and genetic intervention with agrarian diversity, capitalisms with fair prices, authenticity with homogeneity, economies with sustainability and recycling. Yet above all, we want to open our thought to our shared problems, through food and its transformation.

*Joan, Josep & Jordi Roca*

# THE EARTH IS WITHERING

A moving menu: careful, tasty and loving.

The earth is strength; the earth is law;  
the earth is water; the earth is refuge;  
the earth is not flexible, the earth is dignity;  
Let's promise that we won't change it for anything;  
Let's come together to save it.

## CLEAN WATER & DIRTY WATER

THE GLOBAL WATER PROBLEM.THE 10TH CENTURY  
IN CITIES,THE 21ST CENTURY IN AFRICA.

Freeze-dried soup made with black trumpets, truffle,  
porcini mushrooms (boletus edulis) and toasted chickpeas.  
Transparent vegetable water at 100°C poured over the dish,  
to become a broth. Dirty but delicious.

*\*Earthenware cup with an Earth distillate.Truffle brioche.*

*\*Transparent glass by Roca Recicla.*



## INVASIVE VARIETIES IN AN UNCONTROLLED BOTANICAL MIGRATION

HUMAN INTELLIGENCE'S ATTEMPT TO PRESERVE  
BIODIVERSITY: IF YOU CAN'T BEAT 'EM, EAT 'EM.

Opuntia Ficus from Cap de Creus Nature Reserve  
and  
Blue crab from Delta del Ebro Nature Reserve



## HOT SEAS: EATING IMBALANCE

THE OCEAN'S TEMPERATURE HAS GONE UP.THE  
CONCENTRATIONS OF CARBON DIOXIDE, METHANE  
AND NITROUS OXIDE IN THE ATMOSPHERE HAVE  
REACHED UNPRECEDENTED HIGHS,AFFECTING THE  
LAND,THE AIR WE BREATHE AND OUR OCEANS,WHICH  
ARE BECOMING MORE ACIDIC WITH THE INCREASED  
ABSORPTION OF CARBON DIOXIDE. SCIENTIFIC  
RESEARCH AND EXPERIMENTATION MUST FIND NEW  
FOODS AND NEW, MORE SUSTAINABLE WAYS OF EATING.  
IN THE SPRING,THE TEMPERATURE OF THE SEA TENDS TO  
RISE,AND WITH IT,THE SEA TURNS GREEN.

Vegetable surf 'n' turf. Plankton mousse, sea asparagus, seaweed,  
Gigartina pistillata, fennel, sea fennel, enoki mushrooms, pumpkin  
seeds, basil, Lobularia maritima and flowers.

## VEGETABLE FERMENTATION: A GATEWAY TO THE STRUGGLE AGAINST FAMINE AND FOOD WASTE

ANCESTRAL CONSERVATION VERSUS WASTE.  
FOOD SAFETY. TONS OF WASTE ARE THE SOLUTION  
TO THOUSANDS OF EMPTY STOMACHS.TEMPEH,  
KIMCHI, KOREAN BLACK GARLIC, GEORGIAN PICKLES,  
MEXICAN CHILIS AND MEDITERRANEAN GARUM ARE  
ALL TRADITIONAL CONSERVATION METHODS.

Pickled flowers with baby walnut romesco sauce, for example.

Age-old conserves: Pickled endive, blackberry flowers,  
oxalis flowers, mallow sprouts, jicama,Australian finger lime,  
mulberry leaves, wild garlic, caper leaves, plants, tempeh,  
garum, kimchi, miso, sauerkraut...And of course, the pulses of  
Spain: Fesols de Santa Pau (kidney beans), Mongetes de Ganxet  
(white beans), Fuentesauco Chickpeas,Asturian Fava beans and  
Tierra de Campos Lentils, among others.



## URGENT:WE MUST MINIMIZE OUR INTAKE OF ANIMAL PROTEIN AND INCREASE OUR INTAKE OF VEGETABLE PROTEIN

ACCORDING TO THE WHO,WE MUST MINIMIZE OUR  
INTAKE OF MEAT FOR BOTH OUR HEALTH AND  
TO FIGHT AGAINST CLIMATE CHANGE.WE MUST  
REDUCE THE DIRECT GREENHOUSE GAS EMISSIONS  
OF THE AGRICULTURE SECTOR.WE MUST PREVENT  
DEFORESTATION.IT IS ESTIMATED THAT INDUSTRIAL  
CATTLE RAISING IS RESPONSIBLE FOR 80% OF ALL  
DEFORESTATION IN THE AMAZON.WE ALSO NEED TO  
PROVIDE A LOCAL RESPONSE TO GLOBAL PROBLEMS.  
ACCORDING TO THE FAO,SUSTAINABILITY IS IN NEED  
OF FOOD REGIONS THAT ARE RESILIENT TO THE  
ENVIRONMENT AND CONNECTED WITH THE MAJOR  
CITY CENTERS.  
HERE,WE HAVE CHOSEN TO USE INGREDIENTS FROM  
THE FIELDS OF MURCIA AND ALMERIA,WHICH WERE  
DEVASTATED BY STORMS THAT RAVAGED THE CROPS  
THIS PAST SEPTEMBER.

BLEEDING GAIA,Vegetable flesh.  
Beets, watermelon, red peppers and red onions.



# DESSERT, COFFEE AND PETIT FOURS

## DESSERT



BIODIVERSITY & MONOCULTURE, SOCIAL SUSTAINABILITY. FAIR PRICE. COCOA & COFFEE. GETTING PRODUCTION TO BE AS SOCIALLY FAIR AND ENVIRONMENTALLY RESPECTFUL AS POSSIBLE. TO MITIGATE THE CLIMATE CHANGE AND ADAPT TO IT, WE MUST STOP THE ATTACK ON THE SMALL FARMERS AND INDIGENOUS COMMUNITIES; WE MUST DEFEND THEIR LAND AND TERRITORIAL RIGHTS; WE MUST VIEW THEM NOT AS THE RELICS OF OUR PAST, BUT RATHER AS THE PROMISE OF OUR FUTURE.

Cocoa bean. Cocoa bean cream with chocolate mousse and cocoa husk tea. Made at our cake shop using the cocoa beans of the Arhuaco indigenous community of Colombia's Sierra Nevada.



## COFFEE FROM THE AFRICAN COMMUNITIES OF COLOMBIA

## PETIT FOURS

FARMERS OF KADUNA IN NIGERIA DON'T KNOW HOW TO CONSERVE THEIR TOMATOES, WHICH ARE TYPICALLY WASTED AMONG A POPULATION THAT SUFFERS FAMINE. MEANWHILE, PACKED TOMATOES ARRIVE HERE FROM LEBANON, CHINA AND THE UNITED STATES, INCREASING THIS FOOD IMBALANCE. THROUGH THE FOOD AFRICA PROJECT, WE HAVE WORKED WITH THE UNITED NATIONS (UNDP) FOR TWO YEARS, TO HELP EDUCATE THE PEOPLE, SHARING KNOWLEDGE AND CONSERVATION TECHNIQUES WITH THE FARMERS AND ALSO TEACHING THEM HOW TO PREPARE SAUCES TO MAKE USE OF AND PRESERVE THEIR TOMATOES. AS HUMANS, WE NEED TO COOK – TO TRANSFORM THE RESOURCES AROUND US TO EAT THEM – IN ORDER TO LIVE. THAT SETS US APART AS A SPECIES. THIS TOMATO BONBON WAS PRESENTED IN 2017 ALONGSIDE THE PROJECT, AT THE WORLD ECONOMIC FORUM.



Tomato bonbon from Kaduna. Nigeria

# BEVERAGES

## WINES

## FLOODS

INCREASED FREQUENCY AND INTENSITY OF NATURAL AND HUMAN DISASTERS. NATURE IS THE ONE IN CHARGE AND SHE ALWAYS STRIKES LAST, CAUSING EXTREME, UNPRECEDENTED WEATHER AND CLIMATIC PHENOMENA.

SOLIDARITY. KEY PRINCIPLE. NEEDED MORE THAN EVER BEFORE. THE LOCAL PEOPLE WENT ALL OUT TO RECOVER THE BOTTLES OF THE RENDÉ MASDÉU WINERY, WHICH LITERALLY DISAPPEARED BENEATH THE OVERFLOW OF THE RIVER FRANCOLÍ, IN TARRAGONA. THIS WINE COMES TO US DIRECTLY FROM THE MUD.

Trepat del Jordiet 2018, by Celler Rendé Masdeu D.O. Conca de Barberà.



## FIRES

IN JULY 2012, THE VINEYARDS BLOCKED THE SPREAD OF THE FIRE AND PROTECTED THE TOWN OF CAPMANY FROM DESTRUCTION.

Caranyana 2012 Vi de Fum, by Arché Pagès D.O. Empordà.



CHILE AND ITS LANDSCAPE IN THE MEMORY OF THIS 2019 SUMMIT. FROM CHILE'S DRY INLAND FIELDS. THOUSANDS OF HECTARES OF PINE AND EUCALYPTUS FORESTS NEAR VILLAGES AND VINEYARDS BECAME THE FUEL OF AN UNCONTROLLABLE FIRE, COUPLED BY HIGH TEMPERATURES. THE CORPORATE OWNERS OF THOSE FORESTS COLLECTED FROM THE INSURANCE COMPANIES, WHILE THE PEOPLE WERE LEFT DEFENSELESS. VAST AREAS OF LAND THAT WERE SOLD TO THESE COMPANIES AT RIDICULOUS PRICES UNDER THE MILITARY DICTATORSHIP, IN MANY CASES, TAKEN AWAY FROM THE INDIGENOUS PEOPLES. HENCE THE DEBATE ON ENVIRONMENTAL AND ECONOMIC JUSTICE IN THE FIGHT OF THE ARAUCANÍA REGION AGAINST THE LOGGING COMPANIES.

Huaso de Sauzal (Chile) - Renán Cancino, 2015





## WATER

DIRECTLY FROM MELTING MOUNTAINS, FROM TUIXENT SPRING IN THE PYRINEES. LAST RESEARCHES FROM ICTA -UAB REVEAL THAT CLIMATE CHANGE IS MODIFYING THE QUALITY OF PYRENEAN HIGH MOUNTAIN WATERS.

Water from Tuixent spring, Alt Urgell, Pyrenees.



## KOMBUCHA

A FERMENTED DRINK THAT REGENERATES THE BACTERIAL FLORA. MICROBES ARE THE LIVING BEINGS THAT HAVE BEST ADAPTED TO THE EVOLUTION OF OUR PLANET, AND HUMANS ARE THE BEINGS THAT HAVE LEAST ADAPTED TO NATURE. THE MELTING ICECAPS ARE REGENERATING MANY OF THE MICROBES THAT WERE THOUGHT TO BE EXTINCT, SUCH AS THOSE OF SMALLPOX AND ANTHRAX, AND THERE WILL NOT BE ENOUGH ANTIBIOTICS TO COMBAT THEM. A WARNING AGAINST THE NEED FOR NEW ANTIBIOTICS.



## ARS NATURA LÍQUIDA

A TRIBUTE TO PLINY THE ELDER AND HIS ARS NATURA THROUGH THE RECOVERY OF ANCESTRAL FERMENTED AND DISTILLED BEVERAGES. SINCE 2015, WE HAVE BEEN DISTILLING THE WILD LANDSCAPE AROUND US, HERE AT HOME. OUR ARS NATURA LÍQUIDA REPERTOIRE IS MADE UP OF 65 DIFFERENT EAUX-DE-VIE, LIQUEURS AND FERMENTED DRINKS. MADRONE LIQUEUR, CAROB BRANDY AND COCOA HUSK LIQUEUR ARE JUST A FEW OF THE WAYS WE HAVE FOUND TO SAVOR A VIEW OF LIFE AND TO CAPTURE AND BOTTLE THE ESSENCE OF THE LANDSCAPE AND THE LOCAL CUSTOMS THAT RELY ON THE NATURAL RESOURCES AROUND THEM.



*\*The dishes and the glasses for the food and wine service are made of glass that has been recycled by El Celler de Can Roca in its ROCA RECICLA project and by ETA BETA Cooperativa Sociale di Bologna.*

*\*The art displayed in the center of the table is the work of social artist Joan Crous.*



## EPILOGUE I

*“In the colonial and neo-colonial alchemy,  
gold changes into scrap metal and food into poison.  
We have become painfully aware of the mortality  
of wealth that nature bestows and imperialism appropriates.”*

Eduardo Galeano, *The Open Veins of Latin America*, 1971

Like general culture, the culture of wine, food and gastronomy is a dialogue with the dead. We must become aware of the fact that we are a part of the chain that stretches back to our past and that extends towards a future to which we owe above all, a wiser and less interventionist continuance.



We must communicate and understand that true human nature is far more cooperative than competitive. More selfless than selfish. That society must now move away from materialism and feed the conscience, removing the emphasis from the individual and placing it on the relational. From selection to co-evolution. From adaptation to self-realization. From chan-

ce-wish-error to coordinated activity; from the calculated to the creative. Putting reason to the service of intuition. Power to the service of love. And having to the service of being.

A gastronomy sensitive to its contemporary society, with transparent ways and a mindset deeply connected with the land around it.

1- A sustainable future depends on a sustainable present.

2- There is nothing democratic about planet Earth and her natural life. We can't negotiate with Her.

3- Nature is not that competitive, although there are laws that govern both natural and collaborative selection. Either you work with her or she destroys you.

4- The basis of a progressive life resides in our coexistence with our microbiome. And with that of other beings (the microbiota of each and every soil, etc.). Neither our living beings nor our ecosystems can neglect what they cannot see, as the minute is equally important.

5- Pollution is first physical (land, water, air). Next, it is emotional. After that it is distressing, and then it is intellectual. Finally, it becomes spiritual pollution.

6- We've got to go from Having and Using to Good-Having; and from Good-Having to Good-Using; so that we can then get to Well-Being, and from there, we can achieve Good-Being.

7- The only option we have left is OIKOCRACY.

We must look back to the ancient Greek Oikos to understand that we inhabit social and economic units as a community, in order to be truly oikological -ecological- in our respect for the planet, oikomenical - ecumenical- in our universal respect for all forms of life, and oikonomical -economical- by not wasting energy, life or culture.

*Joan, Josep & Jordi Roca*







## EPILOGUE II

*“The great future challenge for humankind is the fight for the planet’s environment.”*

Nelson Mandela, at the UN Global 500 Environmental Forum (Pretoria 1995).

We are now bearing witness to the most extraordinary time for gastronomy and cooking. Cuisine represents countries, identities, cultures, promotion and expansion; it is a display of a region. It is an opportunity that we must take advantage of as gastronomers:

To adopt a responsible code of ethics through cooking and to give back to society what society has given us.

The culinary field clearly understands this mission of conscious cooking.

The ethical horizon of gastronomy expands from the focal point of the light of recognition to the fecal point of famine and the most basic needs.

We must promote and strengthen authentic values and principles for a sustainable future. Our unsustainable economy generates social inequality and climate change. As Daniel Goleman said, we’ll soon be going from the “the cheaper the better” motto of the 20th century to values more characteristic of an alert society: “the more sustainable the better”; “the healthier the better”; “the more humane the better”. An emotional and ecological intelligence. Intelligence!

Today we are affected by what happens in far-away places. By the same token, there are also global repercussions to our own actions.

We want to be active and promote the change of direction that our society needs:

-Culinary research to the service of the poor is the challenge.

We are very worried about the loss of nutritional biodiversity in the world.

-It is sad to see the abandonment of autochthonous crops and the obscurity of culinary traditions, as this generates poverty and exclusion.

In 1996, within the Conferences on Plant Genetic Resources in Leipzig, the United Nations Food and Agriculture Organization (FAO) identified the introduction of new cultivation varieties to be the most substantial cause of that massive loss of biodiversity and native seeds. Yet in addition to the threats of monoculture, biodiversity is also under the siege of the monopolies.

Industrial agriculture promotes the use of single-crop farms out of its need to uphold a centralized control over food production and distribution. That is how monocultures and business monopolies mutually strengthen each other in a way that is greedy and dangerous for a sustainable balance. From our cuisine of diversity, we support local producers, we defend the conservation of ancient seeds and we fight to keep the monopolies on seeds and industrialized food systems from proliferating with impunity.

Chimera? Perhaps. But they can’t take this dream away from us.

TERRA ENDINS and TERRA ANIMADA are projects by El Celler de Can Roca that we have developed from our R&D center for the recovery of lost or forgotten seeds and the compilation and classification of 400 varieties of herbs, leaves, sprouts and flowers from our immediate surroundings. This is our answer to this challenge, which we have coupled with ROCA RECICLA: Four years ago, we began to transform glass bottles into drinking glasses and other containers, and we continue to use the plastic bags from the vacuum packaging received by our kitchen to make aprons, while transforming styrofoam boxes into designer stools.

From its production to its distribution, consumption and conservation, the food industry should not be a threat to sustainability. Instead, it should be a source of sustainable development.

The food chain model developed over the past 50 years, which takes food from production to processing and finally to distribution, has not done us justice:

- The lack of ethics of industrialization in agriculture.
- The growing dependency on external agents: fertilizers, pesticides, plastics, synthetic energy. The concept of waste is not known to Nature; only humans are capable of producing things that no-one wants.
- The increase in highly processed food in non-recyclable packaging.
- The globalization of the food industry.





- The massive sales of supermarkets to the detriment of the neighborhood shops and local farmers' markets.

Agriculture is the main source of employment in much of the world.



Traditional food conservation techniques (simple, accessible and cost-effective) exist and can substantially reduce food waste.

The United Nations Sustainable Development Goals are clear. We cannot leave anyone without access to healthy, nourishing food that contributes to creating prosperity. We must attain an environmentally sustainable, socially fair and economically inclusive food chain for all people: true ecological democracy and environmental justice.

The goal for the next 30 years must be to build and cook for a more egalitarian society.



According to the eco-feminist activist Vandana Shiva, it is our job to save the seeds, and it is our culture to share them.

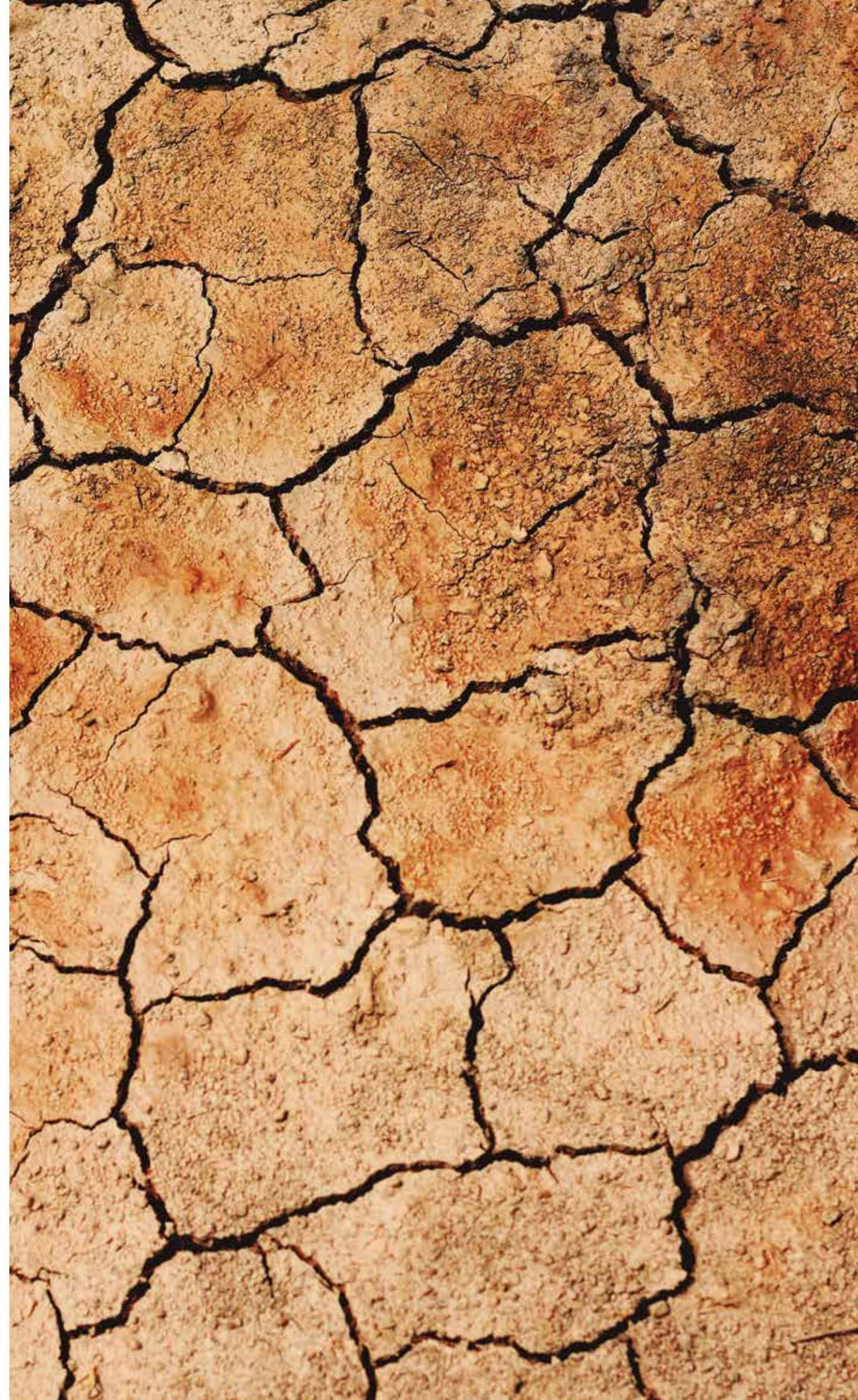
It is time to sow the seeds of responsibility, ecological consciousness and commitment to equality in ourselves; as we know that food is the best medicine of all and that the right to eat is the same as the right to life.



*Joan, Josep & Jordi Roca*

*“Nature throws back in our faces anything that we as humans take away from her.”*

Goethe







EL CELLER DE CAN ROCA  
GIRONA