



Yiyin Initiative

Healthy food and eating healthy create necessary conditions for achieving a well-off society. We, therefore, issue a call to all people involved in food production and food utilization to:

I eat what I produce and save what I eat. When every citizen has sufficient food to eat, a moderately prosperous society will be within reaches. The Yiyin Initiative is intended to reach a consensus among all Chinese people, which will in turn prompt us into action. I will be an initiator and all others will be beneficiaries.

Notes:

1.Yiyin, 1649-1549 B.C., the prime minister of Shang Dynasty. He was a cook before his political career and was honored as the great originator of Chinese culinary practice.