

THE FOOD FIGHT PODCAST FAQS



ABOUT THE 'FOOD FIGHT' PODCAST

i What is the Food Fight podcast about?

The Food Fight is a podcast launched by EIT Food looking at the major challenges facing the food system and the innovations and entrepreneurs looking to solve them

i Why is it a food fight?

The shows are designed to be a lively and friendly debate around a topic between credible experts and influencers, so that listeners can hear different sides of the story and help us all fight for a better food future

i How often can I listen to The Food Fight podcast?

Every week! It features either a main episode with guests discussing a key topic, or a spotlight episode profiling an agrifood entrepreneur and their startup solution on alternate weeks

i Where can I listen to the show?

The podcast is available on the main podcast channels of [Apple Podcasts](#) and [Spotify](#), as well as our [EIT Food website](#)

FORMAT

🌟 Who is on the show?

The main show episodes feature two guests and are hosted by Matt Eastland and Lukxmi Balathasan from EIT Food

🌟 What topics do you discuss on the show?

We cover a range of topics on the show relating to **healthy diets** and **sustainable food systems**, including food waste, alternative proteins, and how to sustainably feed a growing population

🌟 How long is each episode?

Each main podcast show will be around 40 minutes in length. Spotlight episodes are 5-10 minutes in length

🌟 Where can I listen to a previous episode?

Previous podcast episodes that demonstrate the show format and style can be found at www.eitfood.eu/podcast or on [Apple Podcasts](#) or [Spotify](#)

AUDIENCE, TIMINGS AND DISTRIBUTION CHANNELS

i When is the show published?

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i Where can I listen to the show?

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i Who listens to the show?

The primary audiences for the Food Fight podcast are agrifood entrepreneurs, food professionals and the general public with an interest in food and food innovation

INFORMATION FOR SHOW GUESTS

i Who would make a great guest for The Food Fight podcast?

We are looking for guests with **expertise, credibility and passion** on a chosen topic related to the main societal challenges and innovative solutions in the food system.

We need people who are looking to drive change and impact, who have a meaningful position on a topic and are willing to talk enthusiastically & represent their point of view based on expertise, experience and insight

i Where should our guests come from across the food system?

We are looking for guests to come from all parts of the food system, and from all levels (not just senior executives): we want to hear from the real activists ('Changemakers') from across the agrifood industry and beyond who are looking to have real impact and make a real difference e.g. startup entrepreneurs, innovators, chefs, influencers, farmers, teachers, researchers and more!

i Do guests need to have had previous podcasting experience?

It's not necessary – we are more interested in guests with expertise, credibility and passion on a chosen topic. We will guide guests through the process to make sure that they are comfortable and enjoy the experience!

i Can I recommend a guest?

Absolutely! We would be very keen to hear from you about your own recommendations on who would make a great guest for the show and a topic to discuss

i What topics will we be discussing?

We cover a range of topics on the show relating to healthy diets and sustainable food systems, including food waste, alternative proteins, and how to sustainably feed a growing population. We are also interested to hear from guests who have a topic they would like to discuss if it explores the greatest challenges facing the food system and the solutions that solve them

i How are the shows recorded?

The main show episodes are either recorded live in our London studio ([near Old Street](#)), or virtually with guests from across the world. Occasionally The Food Fight is recorded live during large international events, featuring hosted panel debates

i How long will it take to record each show?

Each main podcast show will be around 40 minutes in length, so the studio time required from each guest will be around 1 hour

i Will guests be sent pre-prepared questions in advance of their show?

We will send out a high-level discussions point document outlining the key topics being covered in the episode to guests ahead of time. To ensure authenticity and to allow for a freely flowing discussion, we don't send out specific questions to guests for each show


i Can I listen to an example show?

Previous podcast episodes that demonstrate the show format and style can be found at www.eitfood.eu/podcast or on [Apple Podcasts](#) or [Spotify](#)

i How is the show promoted?

The Food Fight is extensively [promoted](#) through our EIT Food social media channels, including paid advertising promotions, as well as our EIT Food community channels. We also strongly encourage guests of the show to promote their podcast episode on their own and company social media channels to help attract more listeners and support our mission!

HOW DO I GET INVOLVED?

-  For more information, to register your interest as a guest, or to recommend the perfect guest please email podcast@eitfood.eu