



Exploring Switzerland and the future of food innovation.

Description:

Switzerland is a country of Alpine pastures and ancient cheesemaking traditions; of terraced vineyards; of markets where saffron from the canton of Valais sits alongside wine from the shores of Lac Léman. It is a place where food has been expressed differently in every region. And yet Switzerland is also one of the European food systems most brimming with innovation. Closely aligned with the EU playbook, and in many places going further, Switzerland has built something rare: a food culture that holds tradition and progress in the same hand, without compromising on either.

So in our season finale, we come to Geneva to ask the question that has been building all series: what does it actually look like when the system works? What is a philosophy of practice that we can take away from these four episodes and bring into our own lives? Into the kitchens, the markets, the daily choices we share with our communities?

To find that answer, we spend a day in the Swiss countryside. We start over breakfast in Geneva, with a spread of local cheeses and a history lesson hiding inside each one, before heading for the train, and setting off on foot through the Lavaux vineyard terraces. We'll talk about what it would take to reform the food system, and whether governance alone can get us there. In the late afternoon, we find ourselves in a lakeside wine cellar, drinking Chasselas and eating freshly fried Malakoffs, discovering the philosophy of Julian Baggini and his five principles for a future-proof food system. And we end the day in Rowan's lively kitchen, where the chef runs our brigade one last time, to cook a rich Swiss inspired meal.

So join us in Geneva for the season finale of The Philanthropist's Conversation. Learn how to cook, share, and own the next level of food resilience. And to find out what awaits our characters long after this series ends.

Welcome to Switzerland. Let's embrace the future of food together.

Highlights:

- Why our food journey led us to Switzerland (0:10)
- Breakfast on a Genevan terrace (2:24)
- Tasting traditional Swiss cheese (04:46)
- Uncovering the roots of Switzerland's food heritage (9:09)
- Rethinking innovation: away from technology, back to conservation (13:06)
- Food policy, institutions, and culinary standards: Europe vs the US (16:20)
- Train views on the Lavaux Vineyards (21:52)

- How different EU countries navigate innovation (23:30)
- Exploring the Lavaux Terraces (27:11)
- A reality check on the failures of the current industrial food system (28:18)
- the AOP case study: Food labeling for cultural value (34:36)
- How technology can be used for regenerative farming (37:10)
- De-risking investment: how China does it with digital aquaculture (39:35)
- “Gather better information, make better decisions” - technology to connect the dots (41:04)
- Tasting traditional Malakoffs in a wine cellar (44:40)
- Can the joy of eating be a tool for change? (47:41)
- Where does change start? Food movements and limits in reach (49:58)
- Five principles for food resilience: pluralism, circularity, humanity, equitability and resourcefulness (52:19)
- A Swiss dinner menu with Chef Rohan (59:29)
- Final round of conclusions at the dinner table (01:05:09)
- Series takeaways (01:10:00)
- Bidding our characters goodbye (01:17:01)

Further Resources:

- [Pegasus Website](#)
- [Articles and research sources](#)

The Philanthropist's Conversation is a podcast from Pegasus. For more any enquiries, you can write to us at: ivan.tse@pegasus-sa.uk

Social Media Note:

This month, the Philanthropist's Conversation reaches its final destination: Switzerland.

After Vietnam, Istanbul, and the United States, our season finale takes us to Geneva and beyond, into the terraced vineyards of Lavaux, a lakeside wine cellar, and the kitchen of a château nestled in the hills above Lake Geneva.

Switzerland is a country that holds tradition and innovation in the same hand. Its food culture is regional, precise, and it gives dimension to the question we've been building toward all season: what does it actually look like when the system works?

Follow Jay, Garth, Rohan, Zane and Mateo through a full day in the Swiss countryside, tasting cheese, walking through the vines, and as always, debating the big questions around resilience that demand our attention. Can the promise of technology pick up in places where governance reaches its limits?

This episode also offers an accessible overview into Julian Bagginis's five principles for a future-proof food system, and cuts through the complexity of debate to land the season with something you can actually take away and use. A philosophy of practice for every day; on the plate and beyond.

The Philanthropist's Conversation, Season 2 finale, is out now wherever you listen.