

The Future of Food

Presented by: Joe Schumaker, FCSI &
Debbie Lohmeyer



A top-down view of a wooden surface covered with various fresh vegetables and hands actively preparing them. In the top left, there are red and yellow bell peppers, a green bell pepper, and a bunch of fresh green herbs. In the top center, a person's hands are slicing a beet into thin rounds on a white cutting board. To the right, several whole beets are scattered. In the bottom left, hands are peeling a carrot on a wooden cutting board, with several peeled carrot sticks nearby. In the bottom center, there is a head of garlic and a small glass bowl filled with white salt. To the right of the salt, there are green onions and a bunch of green herbs. In the bottom right, a person's hand is stirring a dark red puree in a glass bowl with a yellow spoon. Next to it are several red chili peppers and a large, light-colored root vegetable, possibly a rutabaga. The overall scene is vibrant and emphasizes fresh, healthy food preparation.

Let's explore the
future of FOOD in
FoodService

Millennials are driving
the food economy but
we are stuck in the past





THE
SAME
OLD
THINKING

THE
SAME
OLD
RESULTS

Millennial's and Gen Z are
REDEFINING the food system
and they are...



Technology Driven



Entrepreneurial Spirited

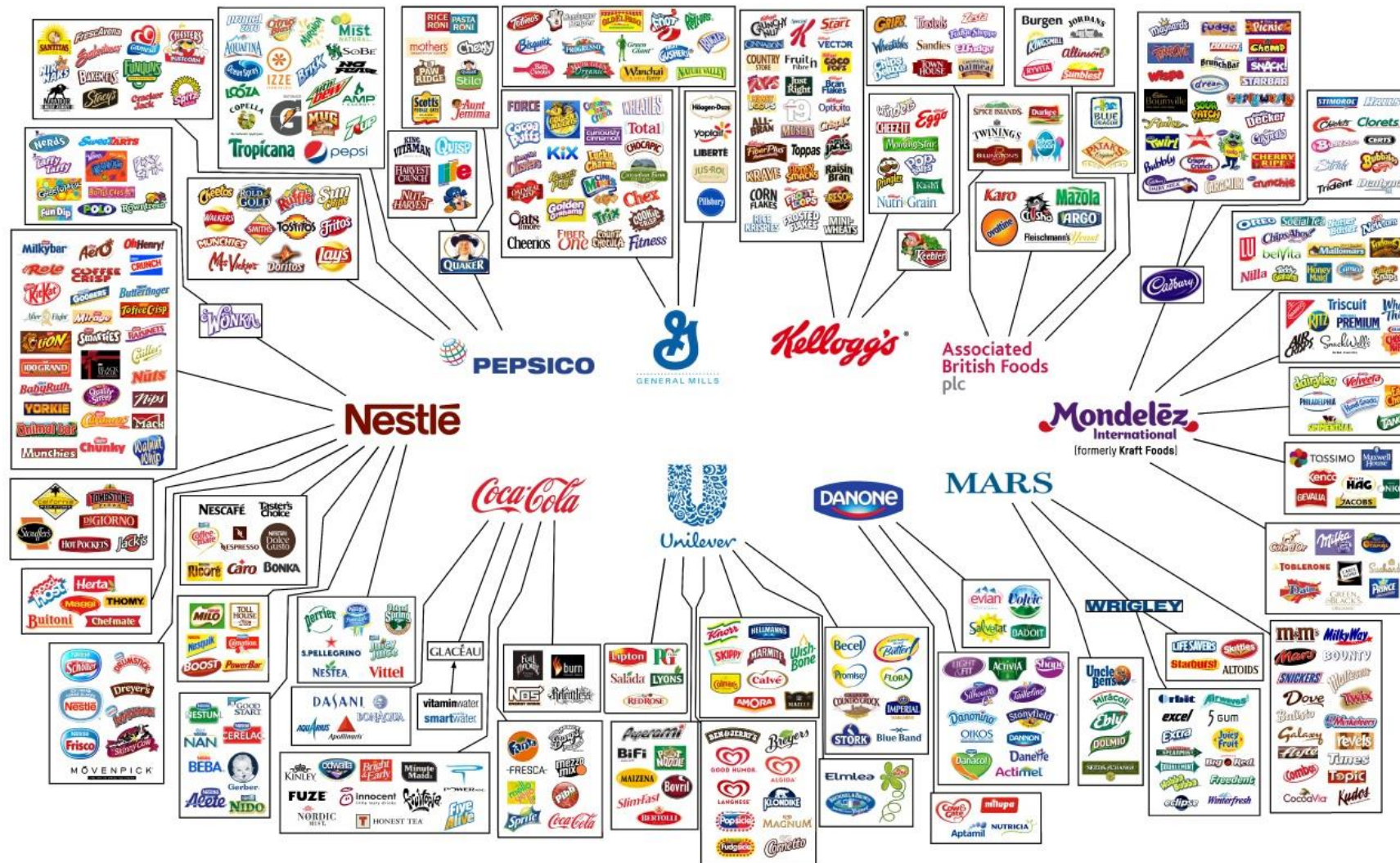


Community Focused



Detail Oriented

The Food and Beverage Landscape



Today, 10 brands control a majority of the products available to foodservice and grocery outlets.

The Beginning of the Shift

50,000 food startups have emerged in the last decade tearing away \$1 trillion of the \$4 trillion “big ten” marketplace.



Foodservice Macro Trends

A word cloud shaped like a map of Africa, composed of various terms related to plant-based food, health, and technology. The words are arranged in a way that they fit the outline of the continent. The most prominent words, shown in larger fonts, include 'PLANT-BASED', 'FRESH', 'NATURAL', 'HEALTHY', 'PROTEIN', 'CELLULAR-AGRICULTURE', 'FLEXITARIAN', 'WELLNESS', 'CONVENIENT', 'SNACKIFICATION', 'TRANSPARENCY', 'NUTRITION', 'PERSONALIZATION', 'ECO-FRIENDLY', 'GLOBAL-CUISINE', 'TECHNOLOGY', 'DISRUPTIVE', 'SUSTAINABLE', 'TRACEABILITY', 'SMART-PACKAGING', 'LOCAL', 'FIBER', 'FOOD', 'DELIVERY', 'WHOLE', 'ALTERNATIVE', 'GUT-HEALTH', 'CANNABIS', 'TRUCK', 'ORGANIC', 'BLOCKCHAIN', 'AUTOMATION', 'KETO', 'SELF-EXPRESSION', 'SUPERFOODS', and 'TRANSPARENCY'. The words are in various shades of teal and dark blue, and their sizes vary significantly, with 'PLANT-BASED' and 'FRESH' being the largest.

NUTRITION
PLANT-BASED
FRESH
NATURAL
HEALTHY
PROTEIN
CELLULAR-AGRICULTURE
FLEXITARIAN
TRANSPARENCY
WELLNESS
CONVENIENT
SNACKIFICATION
TECHNOLOGY
DISRUPTIVE
SUSTAINABLE
TRACEABILITY
SMART-PACKAGING
LOCAL
FIBER
FOOD
DELIVERY
WHOLE
ALTERNATIVE
GUT-HEALTH
CANNABIS
TRUCK
ORGANIC
BLOCKCHAIN
AUTOMATION
KETO
SELF-EXPRESSION
SUPERFOODS
PERSONALIZATION
ECO-FRIENDLY
GLOBAL-CUISINE

Macro, consumer and industry trends:

Driven by STEEP

Social

Technological

Economic

Environmental

Political

Top Five Consumer Trends Shaping the Food Industry in 2018

Posted on January 2, 2018 by [Elizabeth Murphy](#)



Each year, we research food, ingredient and dining trends for the year ahead. In 2017, we focused on clean-label and natural ingredients as well as nonalcoholic beverages, protein-rich snacks and more. Below, we dive into the five biggest trends we believe consumers will look for in 2018.



1. Transparency

The natural and clean-label movement is not going anywhere. Today's consumers are more informed and [health conscious](#) than any other generation, creating unique challenges for food companies as they aim to deliver high-quality products with

snackification

[snak-*uh*-fi-**key**-shuh n]

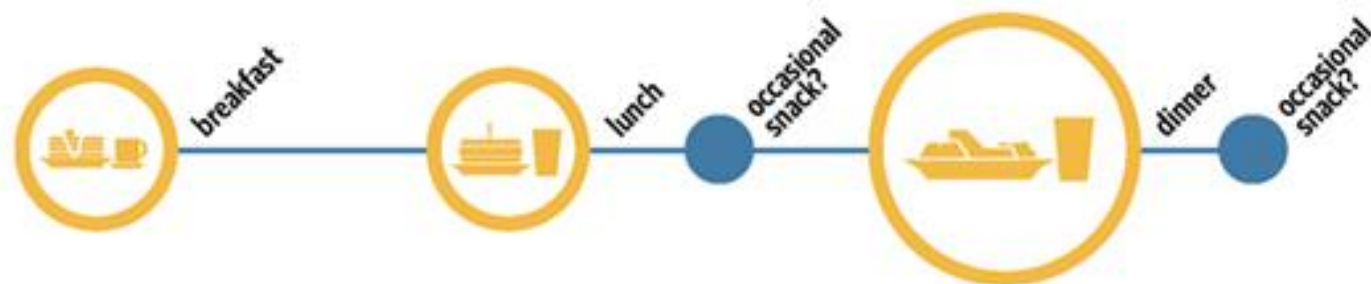
So what is snackification?

GRAZING IS THE NEW NORMAL

TRADITIONAL SNACKING MODEL

8%

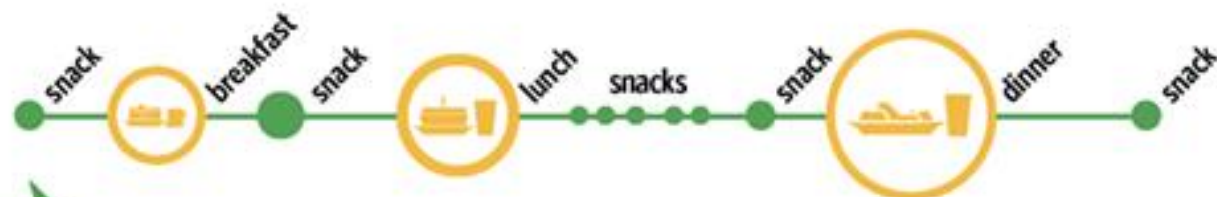
of consumers
report infrequent
or no snacking



MODERN SNACKING MODEL

90%

of consumers
snack multiple times
throughout the day



7%

of these consumers forgo
meals altogether in favor of
all-day snacking



experience

[ik- 'spir-ē-ən(t)s]

Millennials want experiences!



3 out of 4

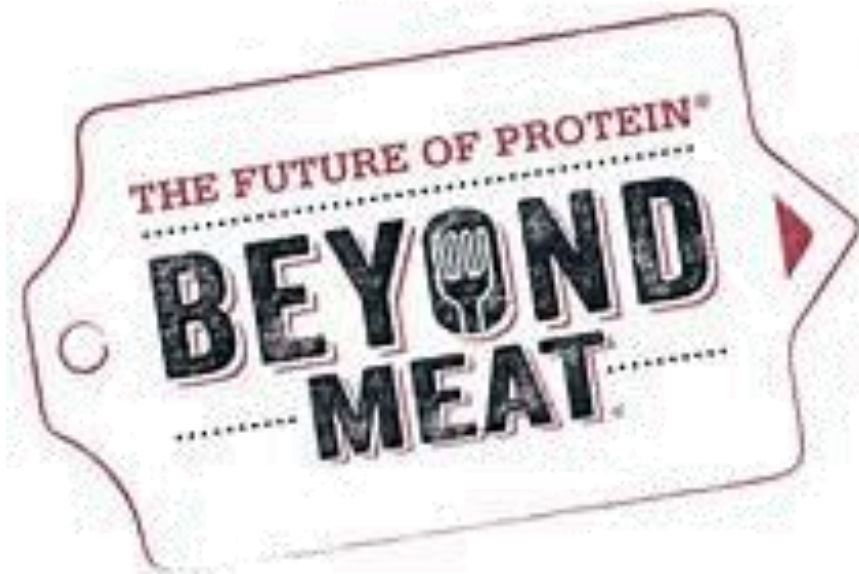
millennials say that eating is so much more than satisfying the taste buds. Eating has a sense of adventure: there are always new food trends to try and ways to mix and match flavors. Eating can also be a group event. Sharing food amongst friends, family or co-workers is a great way to socialize.

flexitarian

[flek-sə-**'ter**-ē-ən]

So what is a flexitarian?

IMPOSSIBLE™



Clara Foods



MADE FROM PLANTS!





FOOD REVIEW:

\$2

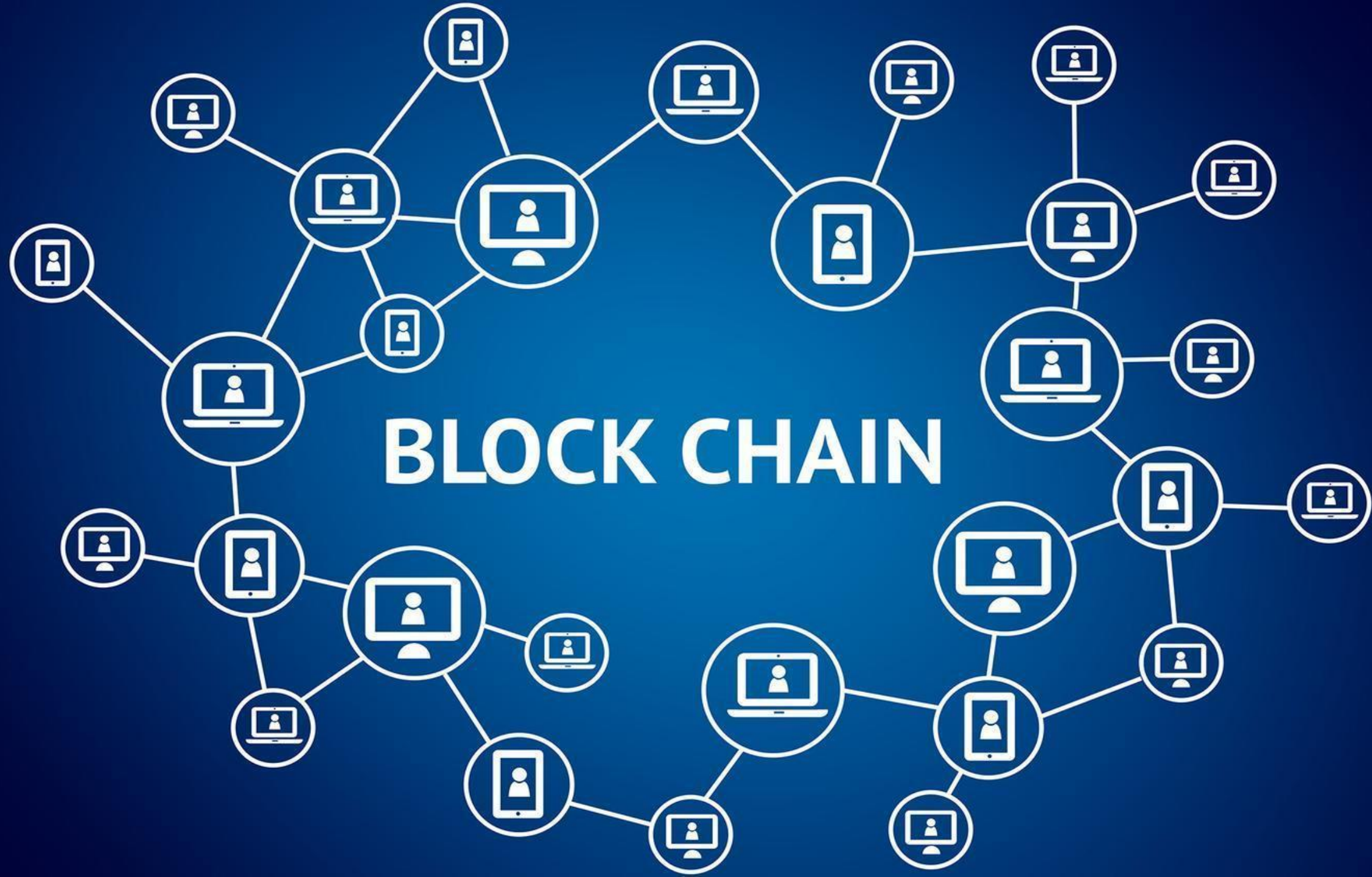
**IMPOSSIBLE
BURGER**



transparency

[trans-**pair**-uh n-see]

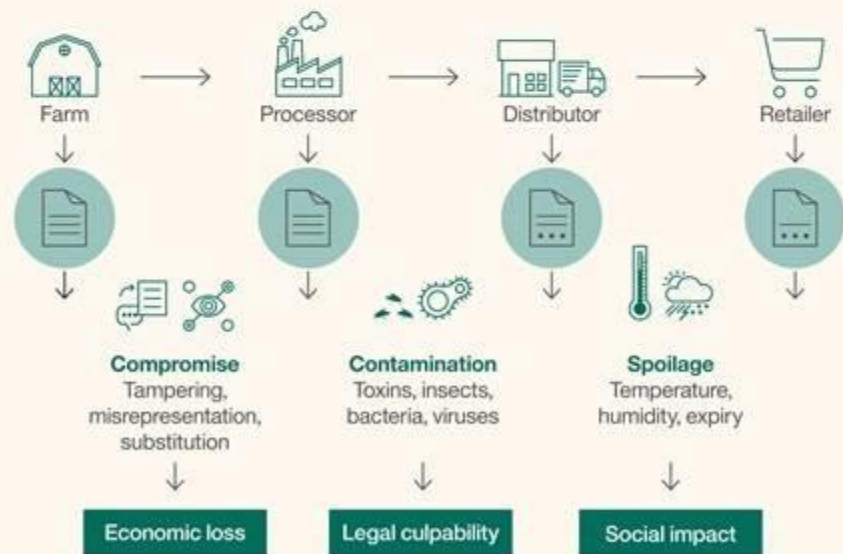
Where does my food come from?



IBM is tapping blockchain for a more transparent, authentic and trustworthy global food supply chain.



Disparate ledgers and lack of transparency in the supply chain put food at risk.



Blockchain can help digitally trace and authenticate food products from an ecosystem of suppliers to store shelves and ultimately to consumers.

Graphic source: IBM

Walmart



Driscoll's



Nestlé



IBM brings Walmart, Tyson Foods into blockchain fold

This summer, IBM announced a consortium with 10 major food suppliers to apply blockchain to the food supply chain to improve food safety and ingredient transparency.

Blockchain can help brands track sources of contamination far more quickly, reducing the impact of compromised foods.



localization

[lōkələ'zāSHən]

Localization is a real thing!



LOCALLY GROWN



FREIGHT
FARMS



So What is NEXT?



MEAT 2.0

WHAT IS LAB GROWN
MEAT, AND WOULD
YOU EAT IT?



The World in 2019

The year of the vegan

Where millennials lead, businesses and governments will follow

John Parker correspondent *The Economist*

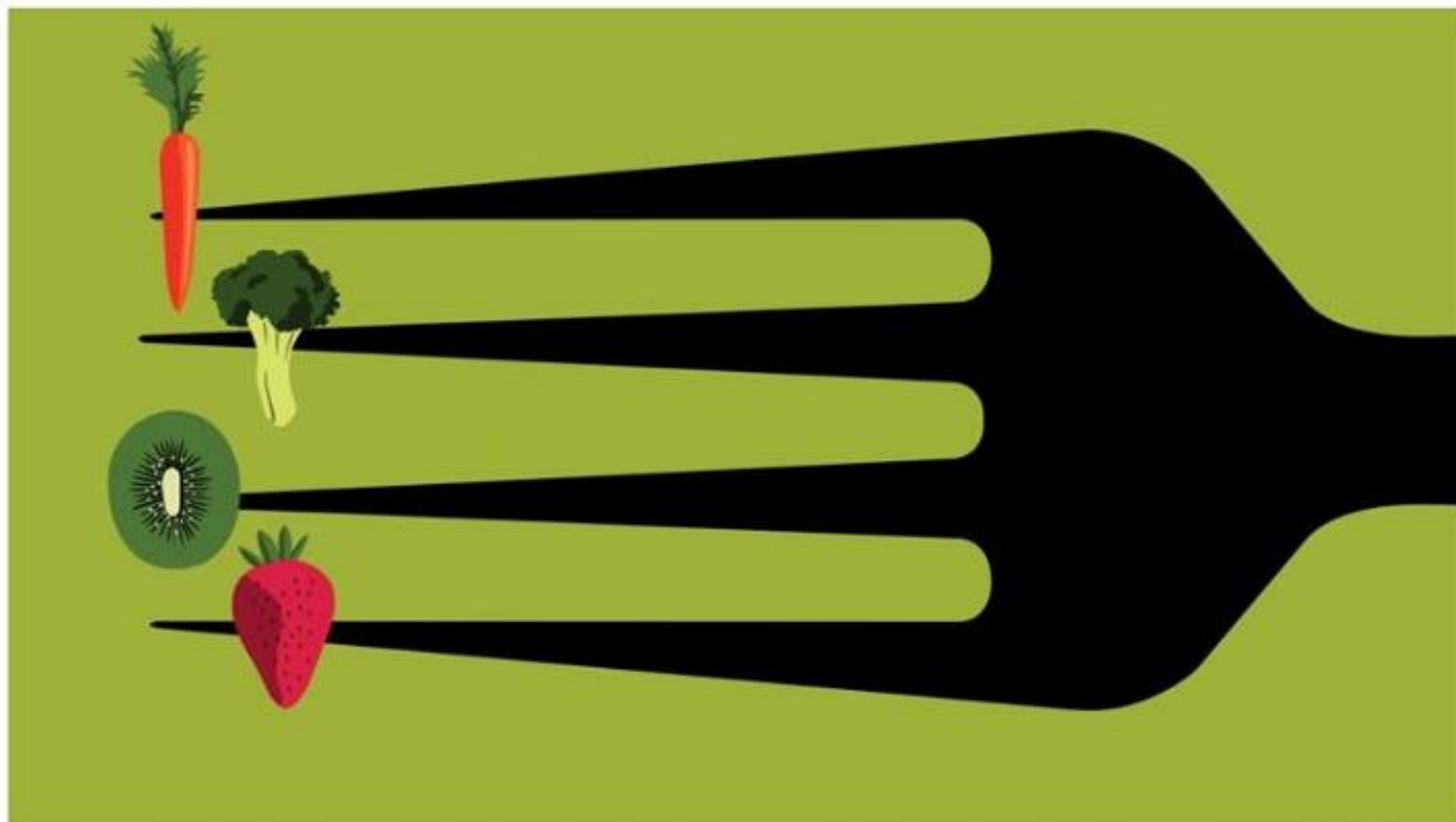


Illustration: Nick Lowndes

LAST MILE DELIVERY

As consumers demand faster delivery for their products
how do enterprises prepare to deliver the last mile?



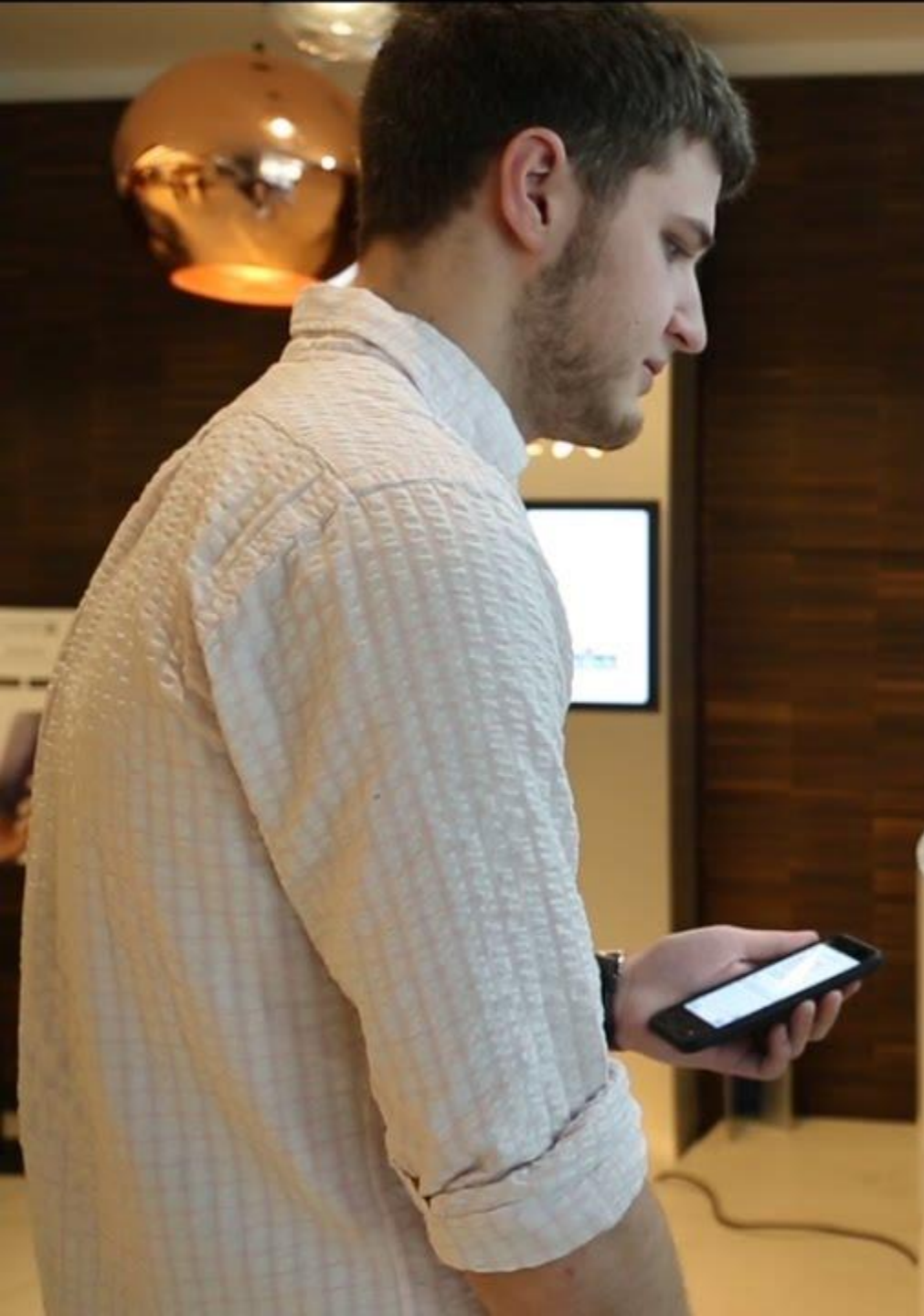
Self-driving food market





Self-driving food market
The app shares location and provides access







Tool: Tongs
Ing: Kale







Let's Continue the Conversation!

Joe Schumaker, FCSI
joe@scgfoodspace.com

Debbie Lohmeyer, PMP
Debbie@foodspaceco.com

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www.scgfoodspace.com
www.foodspaceco.com