We live at a time of unprecedented opportunity for experimentation and transformation of our food experiences. The food innovation efforts of recent years are creating a proliferation of ways to grow, access, cook, and eat food around the world. The rapidly changing and expanding demands and expectations on food are also opening new ways to create and capture value across food systems. And as we look to 2026, the very contexts in which we engage with food—our homes, at work, in retail and community spaces, and even on the go—will amplify and give meaning to the change we want to see for ourselves and the world around us.

How can we prepare today and seize the opportunities for transforming food experiences in the next decade? We need a new discipline for designing food experiences—a practice of human-food interaction design that integrates the relationships between humans, their food, their aspirations, and the contexts in which they eat. Just as human-computer interaction design expanded the scope, accessibility, and experience of computing over the past decades, transforming our food experiences has the potential to transform our future food system.

Join IFTF’s Food Futures Lab as we map the emerging future forces that will transform the experience economy of food, asking questions like:

- **How will eaters make tradeoffs** between price, convenience, taste, and need for food system transformation?
- **How can brands build cohesive food experiences** across multiple engagement points?
- **How will transparency and abundant data impact** the process and formulation design of foods themselves?
- **How could technologies enhance trust** and expand the loyalty of eaters?
- **How will roles and responsibilities change** in this emerging field of human-food interaction design?
- **How can we design food experiences that overcome urgent challenges** such as food access and security?
WHY FORECAST THE EXPERIENCE ECONOMY OF FOOD?

People are hungry for delicious food experiences that connect with their values and aspirations, create social interaction, and deliver fresh, safe, and healthy food for all. Innovators are developing new ways to meet these expectations, such as biosensors that test food safety and virtual reality tools that allow us to explore a food’s origin from afar. If we imagine the full range of future food experiences, from packaging and branding to logistics, we can envision a tapestry of ways to dynamically meet these demands and expectations—and create new visibility into the impacts of our food choices that today are not always apparent.

These food experiences are shaped by the contexts of our lives, each with their own affordances and constraints, which are also undergoing rapid transformation. Technology in the home is changing how we engage with our environments for safety, entertainment, and connection. In many places around the world, the concept of a workplace is radically different than just a few years ago. Retail channels are diversifying and fragmenting as the lines between producing, shopping, and eating blur. And schools, hospitals, prisons, and community centers are responsible for the food experience of some of our most vulnerable populations.

At the intersections of our changing expectations and demands for food and the contexts for food experiences are threats and opportunities. Our research will map ways to navigate these changes and prepare today to transform food experiences in the next decade.

DELIVERABLES

› FORECAST MAP | The Food Futures Lab will create a map of the next decade of human-food interaction and design. This map will forecast transformative food experiences across the changing contexts of eaters’ lives, including the home, at work, in retail and community spaces, and everywhere in between.

› TOOLKIT FOR FUTURE FOOD EXPERIENCE DESIGN | As a companion piece to the map, we will provide a toolkit for human-food interaction design. This process will help you imagine the needs and desires of future eaters to begin designing for future food experiences today.

› EXCLUSIVE MEMBERS-ONLY RESEARCH BRIEFING | This is your chance to hear from the Food Futures Lab firsthand about our research. Invite your entire team and others from across your organization to join us virtually on September 22, 2016.

› CROSS-INDUSTRY FORESIGHT WORKSHOP | Join us at IFTF’s Future Gallery in Palo Alto for a one-day workshop on October 13, 2016, to engage in the forecasts and draw insights for your own business strategy. This is an opportunity to engage with IFTF researchers, a cross-industry network, and members of the Bay Area ecosystem to inform your work.

› REGULAR SIGNALS UPDATES | The Food Futures Lab offers regular exclusive updates of the latest signals of change.
This year’s research will help you to:

› **Understand the needs and aspirations** of the people who will be eating and interacting with your food in the next decade.

› **Map the impact of the changing landscapes** for work, retail, food services, cities, and information on food experiences to inform global strategy.

› **Anticipate opportunities** for innovative strategies, new products, new services, and new experience offerings.

› **Build foresight capabilities** by engaging with IFTF researchers and our processes developed over 48 years.

› **Expand your network** by engaging with global innovators, experts, and industry leaders.

**CUSTOM FORESIGHT PROJECTS**

› **CUSTOM MAP OF THE DECADE** | Working together with your internal teams, we develop a map that serves as a basis for identifying core competencies, strategic advantages, and potential new opportunities for your organization.

› **CUSTOM FORECAST MEMO** | Considering the trends of the next three to five years, we identify five key issues for your leadership group to discuss and use to develop strategies for the next year. We present these forecasts to your leadership team in an executive workshop and a written memo.

› **STRATEGIC OPPORTUNITY MAPPING** | We work together with you to produce a graphic map of the big-market opportunity areas for your company, by combining your internal perceptions of capabilities, positional strengths, and market directions with our foresights to identify potential new markets, products, or services, and outline a plan for next steps.

› **IMMERSIVE LEARNING EXPERIENCES** | We believe individuals develop tacit insights into complex problems and emerging phenomena by fully engaging in immersive learning experiences that include both content and context. Drawing on our extensive network of leading-edge thinkers and innovators, our immersive experiences include expert workshops and in-field experiences with start-ups, university labs, and research facilities.

› **GLOBAL ENGAGEMENT** | Using our Foresight Engine platform and our global network, we can help you activate a collaborative conversation about a future your organization cares about, from food security to nutrition, and synthesize the results into an actionable strategic plan.
ABOUT THE FOOD FUTURES LAB

With a global network of on-the-ground innovators and entrepreneurs, chefs, farmers, academic researchers, and corporate executives, the Food Futures Lab:

- **MAPS** new technologies, social behaviors, and scientific breakthroughs that will transform the global food system.
- **DEVELOPS FORESIGHT** based on research and futures thinking methodologies.
- **IMMERSES** stakeholders in possible futures through maps, scenarios, and artifacts from the future.
- **CONVENES** multi-stakeholder exchanges and facilitates creative thinking about the future of food.
- **BRIDGES** community initiatives, leading-edge innovators, and large organizations for robust research and collaboration.
- **CATALYZES** action to make the future today.

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| Givaudan | The University of Modena and Reggio Emilia: UNIMORE |
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JOIN US TODAY

For more information about IFTF’s Food Futures Lab, contact:

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ABOUT THE INSTITUTE FOR THE FUTURE

The Institute for the Future (IFTF) is an independent, nonprofit strategic research group celebrating 48 years of forecasting experience. The core of our work is identifying emerging trends and discontinuities that will transform global society and the global marketplace. We provide insights into business strategy, design process, innovation, and social dilemmas. Our research generates the foresight needed to create insights that lead to action and spans a broad territory of deeply transformative trends, from health and well-being to food, technology, the workplace, and human identity. IFTF is based in Palo Alto, California.