WANT TO BE A FOOD FUTURIST?

FIND SIGNALS* OF CHANGE

*Small or local innovations or disruptions that could grow in scale and geographic distribution. A new product, practice, policy, or technology. Signals are building blocks for imagining the future.

This is your field guide for the future.
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INTERVIEW AN EXPERT*

*Practical visionaries who are working in the trenches to make a new future. Ethnographic observation and interviews uncover the hidden meanings of emerging tools and practices.

This is your field guide for the future.
INTERVIEW A CHEF, A FARMER, A POLICYMAKER OR AN EATER.
WHAT IS FOOD INNOVATION AND HOW DO LOCAL INNOVATIONS HAVE GLOBAL IMPACT?

NAME & AFFILIATION

EXPLORE THESE QUESTIONS

- What challenges are most pressing where you’re from?
- Who are the food innovators in your city?
- What new food technologies are you excited about?
- What has accelerated innovation in your region?
- What constraints produce creativity?
- What efforts in other parts of the world have inspired or supported your own?

WRITE NOTES BELOW AND RECORD AN AUDIO OR VIDEO

TAKE A PHOTO OF THIS CARD AND EMAIL WITH AUDIO OR VIDEO TO FOODFUTURES@IFTF.ORG
to help the Food Futures Lab map a resilient, equitable, and delicious future of food.
in vitro lab grown
pork shoulder boneless $16.49/lb
invasive species
pork chops bone-in feral hog $6.99/lb
in vitro lab grown
beef sirloin roast boneless $19.49/lb
invasive species
pork top loin center cut chops feral hog $8.49
grassland rehab grazed
beef top loin steak boneless $18.99/lb
grass fed pasture raised
pork spareribs $12.99/lb
grade-A roadkill
shoulder blade venison chop $6.49/lb
grade-A roadkill
venison brisket $6.49/lb
grade-A roadkill
venison chuck $6.49/lb
Is this real, or are you just imagining things? It looks like the meat counter at your local grocery store, but the options are unlike anything you’ve seen before.

IFTF's Food Futures Lab created this artifact from the future as window into a possible future of food. Elements of this artifact exist today, and others are emerging within the realm of possibility. We’re entering a curious world of meat printing and microfarming, of sensory augmentation and drone delivery. It is a world with great potential for transformation and yet great uncertainty. How will you navigate this future?

IFTF is a nonprofit educational and research organization based in Silicon Valley, California. We help organizations, governments, and individuals to make sense of disruptive forces and anticipate discontinuities and dilemmas both globally and at home. Our maps, scenarios, videos, and artifacts from the future give people a taste of what might be ahead of us so that we can make better decisions now and in the decades to come.
Hey Jan,
Your tomato here - I’m perfect for salad today... but if you’re not in the mood make me into pasta sauce tomorrow!

Recipes you have ingredients to make:

Martian salad
Toasted and ricotta sandwich

FreshSense
Eggplant
Peak freshness when...
Raw: unavailable
Cooked: TuWThF

FreshSense
Tomato
Peak freshness when...
Raw: TuWThF Sa
Cooked: TuWThF Sa
Is this real, or are you just imagining things? The app looks similar to your favorite recipe source, but you’ve never seen it track the ripeness of your vegetables—let alone talk with them!

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