

# 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.**



# SIGNAL NAME:

## WHICH FOOD EXPERIENCE DOES IT IMPACT MOST?



production



distribution



manufacturing



shopping



eating

## WHAT IS IT?

## WHY IS IT IMPORTANT?

- ▶ What about this is new?
- ▶ Who is affected by these changes? How?
- ▶ How will this signal influence your actions?

## SOURCE

**TAKE A PHOTO OF THIS CARD AND EMAIL  
TO [FOODFUTURES@IFTF.ORG](mailto:FOODFUTURES@IFTF.ORG)**

to help the Food Futures Lab map a resilient, equitable, and delicious future of food.

# WANT TO BE A FOOD FUTURIST?

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.

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# 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**

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