

FORECAST PERSPECTIVES

REMAKING FOOD EXPERIENCES

SEEDS^{OF}
DISRUPTION

Technologies create bold new possibilities. But it is people, and their tastes and values, that determine which possibilities become reality.

We're entering a curious world of vibrating forks and designer orange juice, of microfarming and meat printing, of virtual meals and drone delivery. How will these technologies interact with changing human needs and desires? In this future, what lengths will we go to for convenient food experiences? How will we know if our food was sustainably produced? How fresh can we get it, and what will that mean? How will we define satisfaction?

In combination with our map of the decade, *Seeds of Disruption: How Technology is Remaking the Future of Food*, these forecast perspectives offer a tool for exploring the edges of technological possibility in food and developing insights into how to use them to meet human values and needs.

- **SATISFACTION** | Personalized Cravings
- **CONVENIENCE** | Rethinking Shopping
- **FRESHNESS** | Quantifying Peak Flavors
- **SUSTAINABILITY** | Sourcing Mindfulness

There are as many futures as there are people—and maybe even more if one considers that each of us face many options.

—Warren Belasco, *Meals to Come*



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ABOUT GFO

The Global Food Outlook Program's research and forecasts explore the tensions and possibilities of food futures, from people's everyday food habits and choices, to the dynamics of global food markets, to the complex environmental issues that sustain food production. For seven years, we've worked with organizations to use foresight to think through disruptions and dilemmas in food and agriculture. By thinking systematically about these future possibilities, we help our clients, sponsors, and collaborators develop more resilient strategies for a decade of volatility and change.

ABOUT IFTF

The Institute for the Future is an independent, nonprofit strategic research group celebrating 45 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 our members with 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 health care to technology, the workplace, and human identity. The Institute for the Future is based in Palo Alto, California.

ACKNOWLEDGEMENTS

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