



Food
Standards
Agency

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Dr Richard Swannell

Director of Sustainable Food Systems
WRAP





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Food Futures: From Business as Usual to Business Unusual

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Food Futures

- Content: trends, topics and trajectories
- Conclusions and recommendations



‘Interesting, useful, instantly accessible and sharable. Just what I need for the Board!’

(Judith Batchelar, Director, Sainsbury’s Brands)

‘Thank you for this masterpiece!’

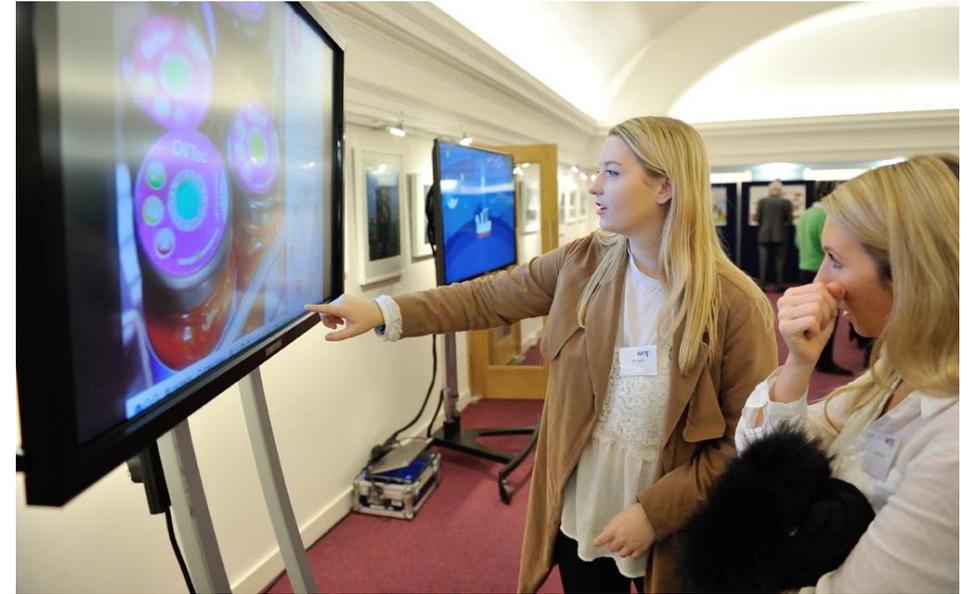
(David Morris, Deputy Director, Food Division, Welsh Gov’t)

‘The best synthesis I’ve seen of the issues facing the food system today and in the future.’

(Prof. Charles Godfray, Oxford Martin School)

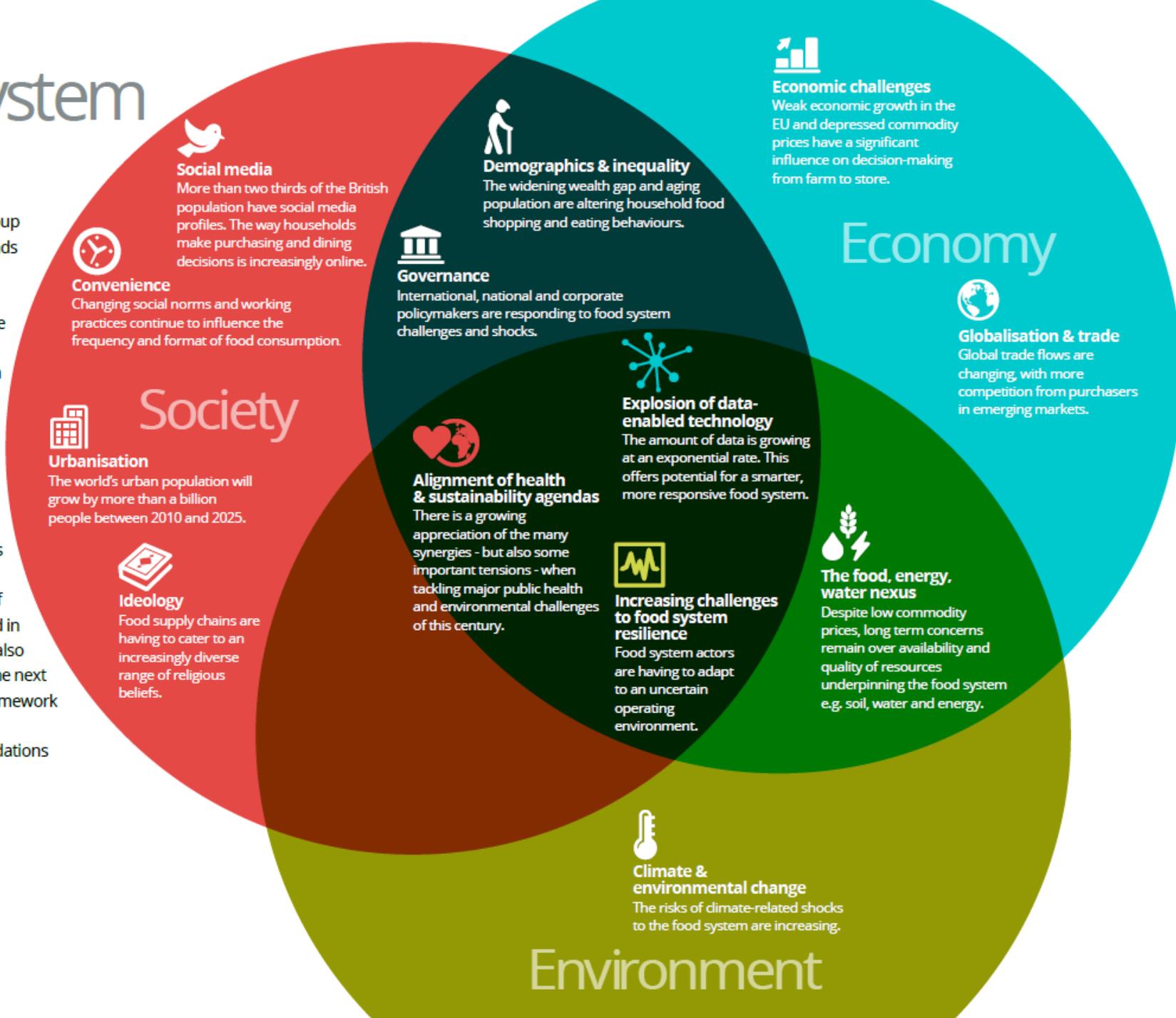
‘A note to congratulate you and the team on this really excellent report. It is a veritable Aladdin’s Cave of info and ideas.’

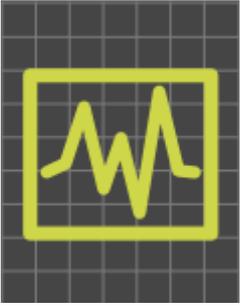
(Dr John Ingram, Environmental Change Institute, Oxford University)



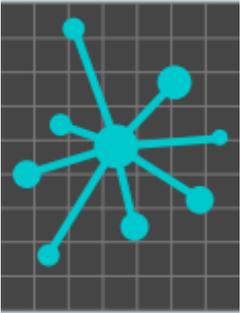
Food system trends

The Thought Leadership Group considered a number of trends that will influence the food system over the coming decade. However, early in the research it was agreed that the project should focus on a small number of 'key trends' that industry, policymakers and WRAP have the power to influence and engage with in the short term. These trends, which touch on a number of issues across the environmental, social and economic dimensions of sustainability, are highlighted in the diagram, right. They are also explored in more detail on the next page and are used as the framework for presenting the research conclusions and recommendations at the end of this report.





Increasing challenges to food system resilience



Explosion in data-enabled technology



Alignment of health and sustainability agendas



Climate risks to
food chain resilience



Farming for
the Future



Landscape-scale
opportunities



Alternative feeds
and proteins



Aquaculture
expansion



Scaling sustainability
standards



Skills for future
Food challenges



Conscious
food choices



Redefining
grocery retail models



New partnerships
and collaborations



Food chain
Data revolution



Industry 4.0 in
the food system



Intelligent supply
and demand



Active and
Intelligent packaging



Unlocking new value
from wastes

- Consumer engagement with food steadily increasing
- Sustainable, ethical and healthy choices associated with improved quality and taste
- Product transparency will increase trust and help address concerns



- What motivates and drives consumer choice is complex and personal
- Key influencers are price, quality, trust and transparency, socio-cultural influences, and more recently health and sustainability
- Key future trends - product innovation, consumer engagement and choice editing

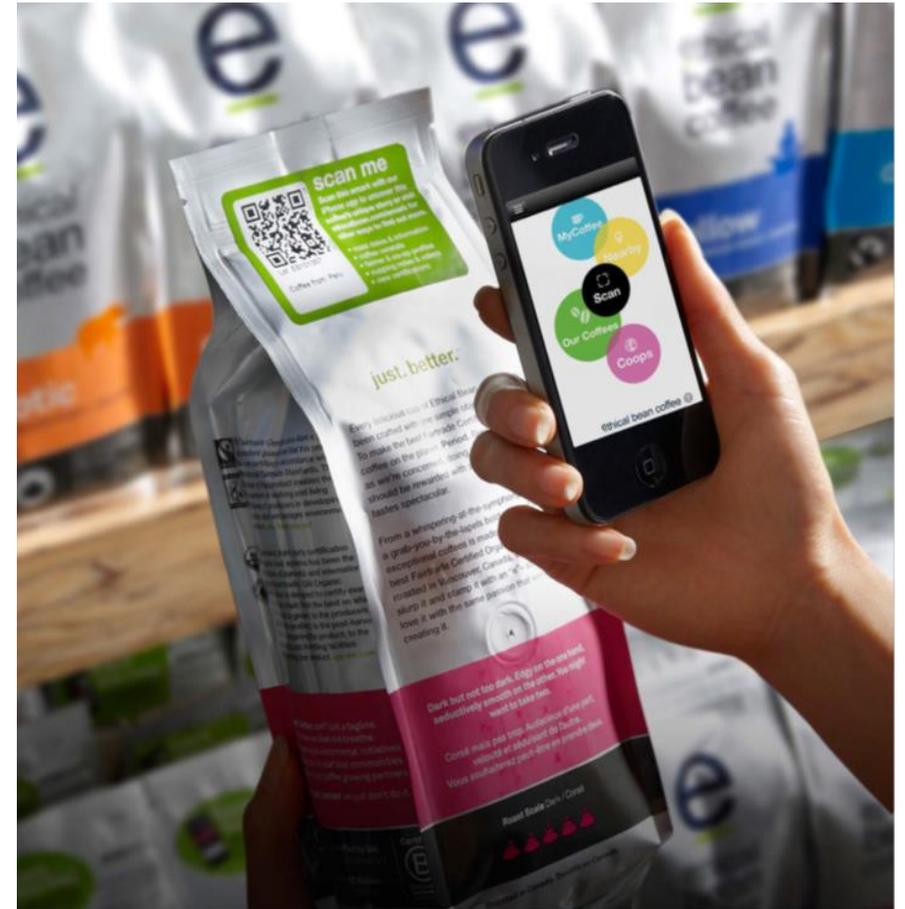
LOVE
FOOD .com
hate waste



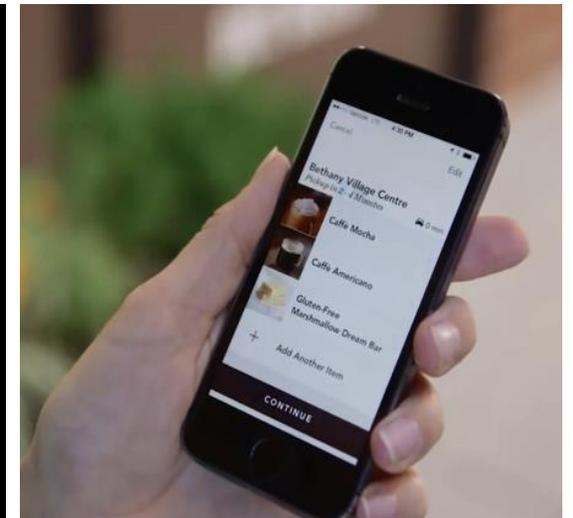
Conscious food choices

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- Data has potential to fundamentally change how food system operates
- Enables informed decision making
- New relationships, standards and technologies will be needed



- Consumers increasingly demand more information on where their food comes from
- Transparency from suppliers increases consumer confidence
- New technology empower consumers to choice edit meals, dining and shopping



- Climate change impacts on agricultural yields, food prices, reliability of supply, food quality, and food safety
- How UK food system adapts is critical for long term food security and supply chain resilience
- *“The food industry has to move from considering resilience in terms of response and move to prediction and planning.”*

Chris Brown, Senior Director, Sustainable Business, ASDA



- Consumers increasingly aware of impacts on food security and stability, e.g. extremes of weather
- Investing in the supply chain is key to building resilience and increasing consumer confidence
- Solutions include: food safety warnings, supply risk analysis, climate smart farming, climate insurance



Key trends

High-level recommendations



Increasing challenges to food system resilience

Create supply chains FIT for the future



Explosion in data-enabled technology

Invest in food chain data capabilities



Alignment of health & sustainability agendas

Promote innovation and consumer engagement on health & sustainability





www.wrap.org.uk/foodfutures
#DoBusinessUnusual



Who has the biggest role to play in bringing about the changes required to help empower consumers to make informed choices about their food future?

Governments? Corporations? Non-governmental organisations (including charities)? The media?
Consumers themselves?



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Questions?

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