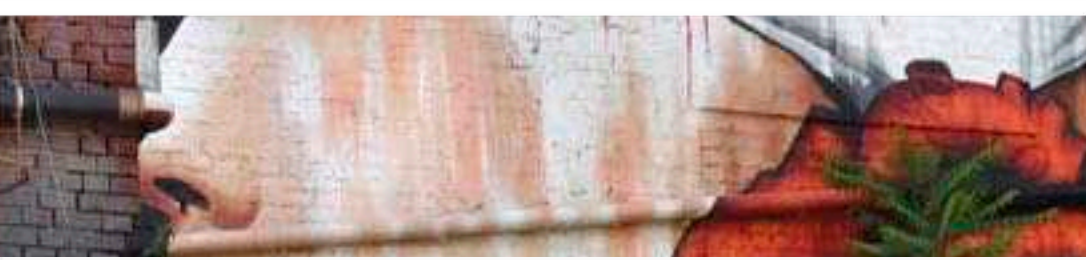
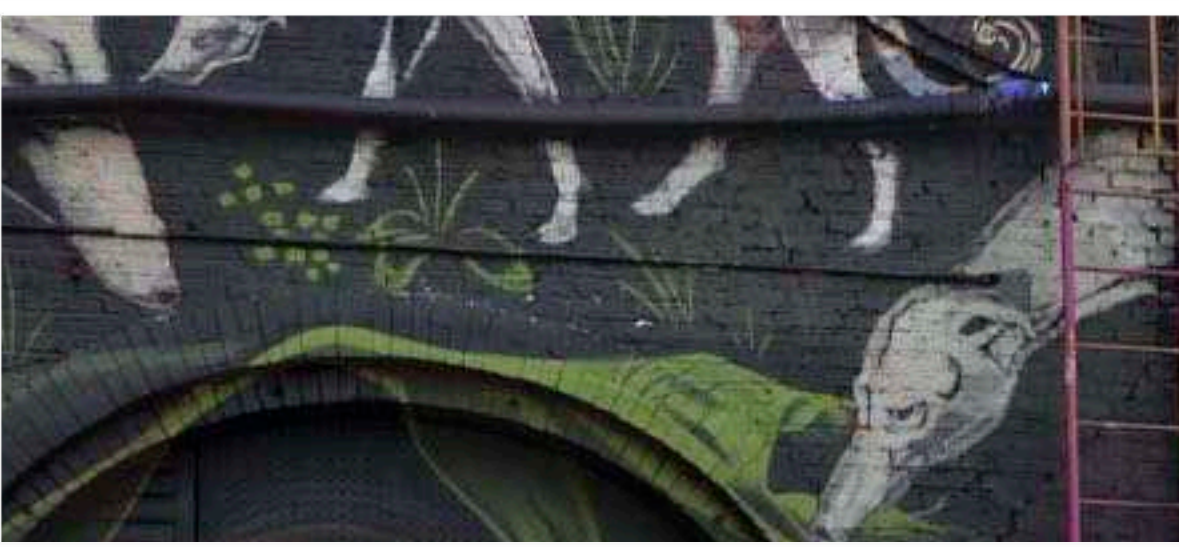
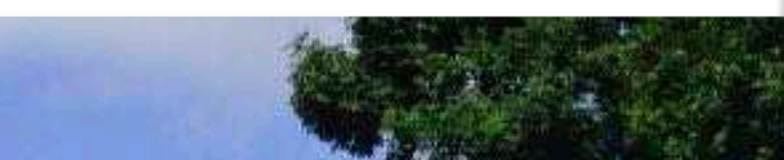




FUTURE FOOD

WHAT SHAPES OUR EATING CULTURE OF TOMORROW

DANIEL ANTHES @RIJK ZWAAN 100YRS



Daniel Anthes
Katharina Schulenburg

MIT
REZEPTEN
FÜR DIE
RESTEKÜCHE

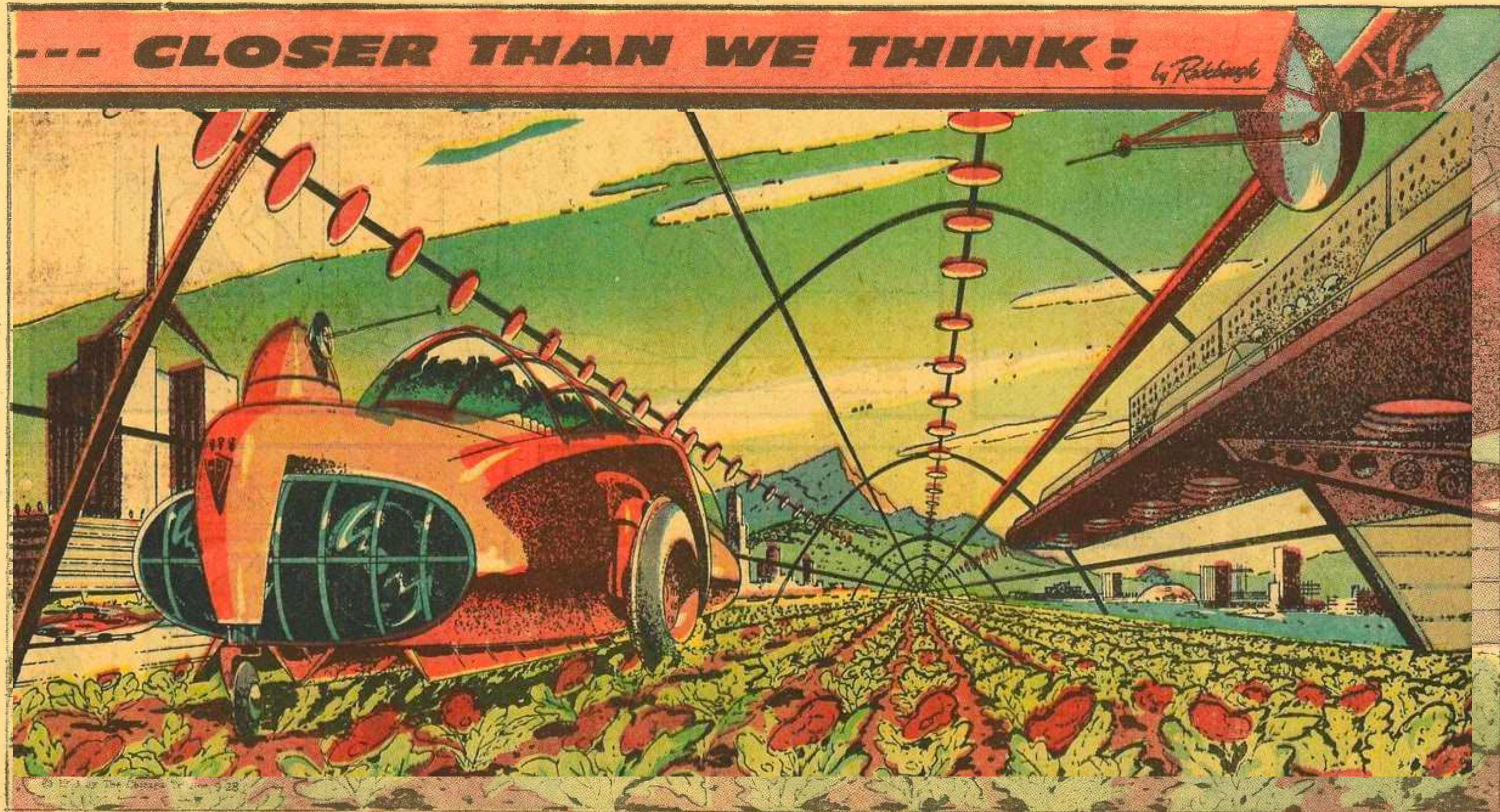


Hey ChatGPT, please create an image of the future of our food system, particularly the agriculture of tomorrow.



FUTURE

NEEDS ORIGIN

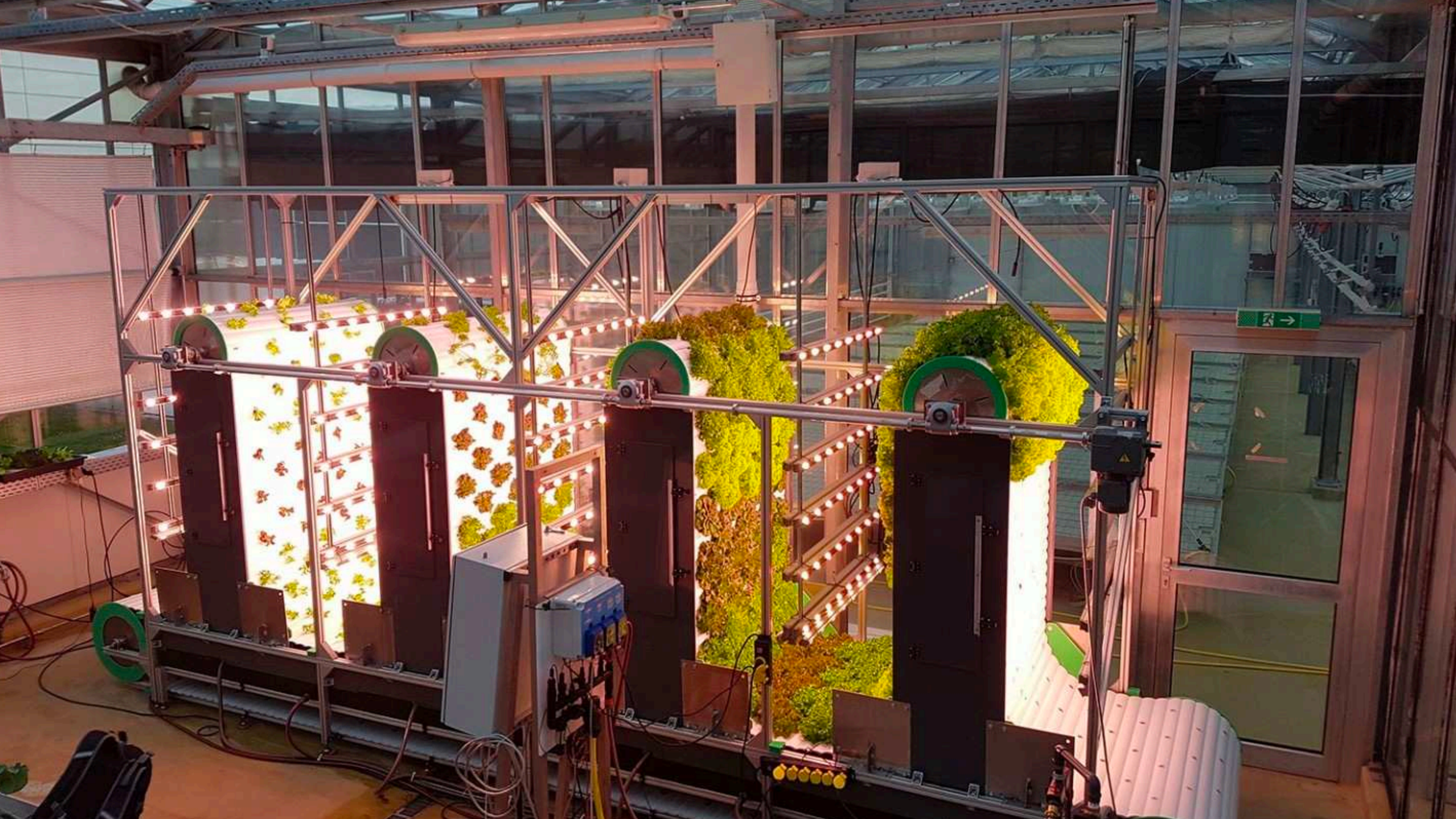


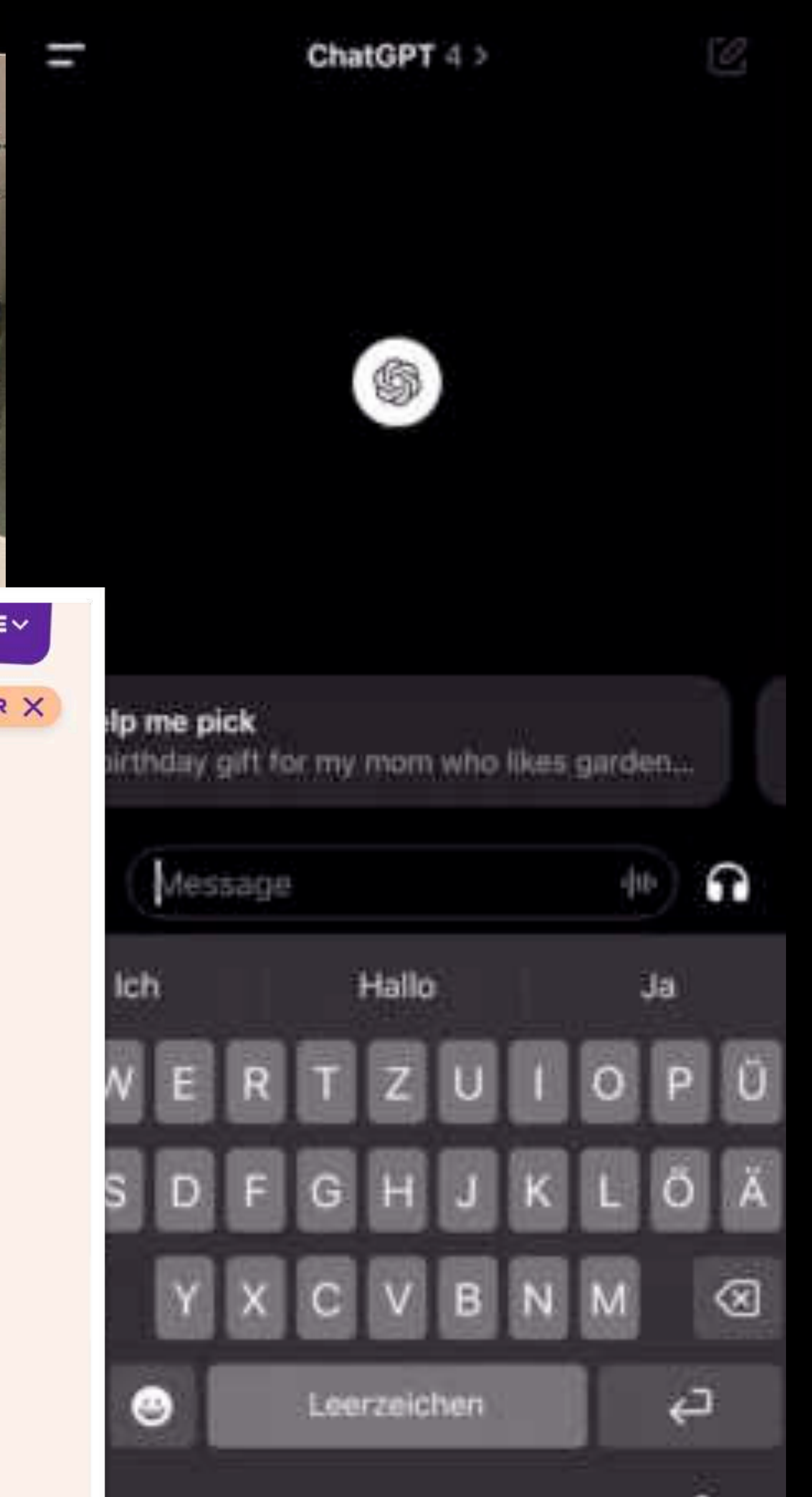
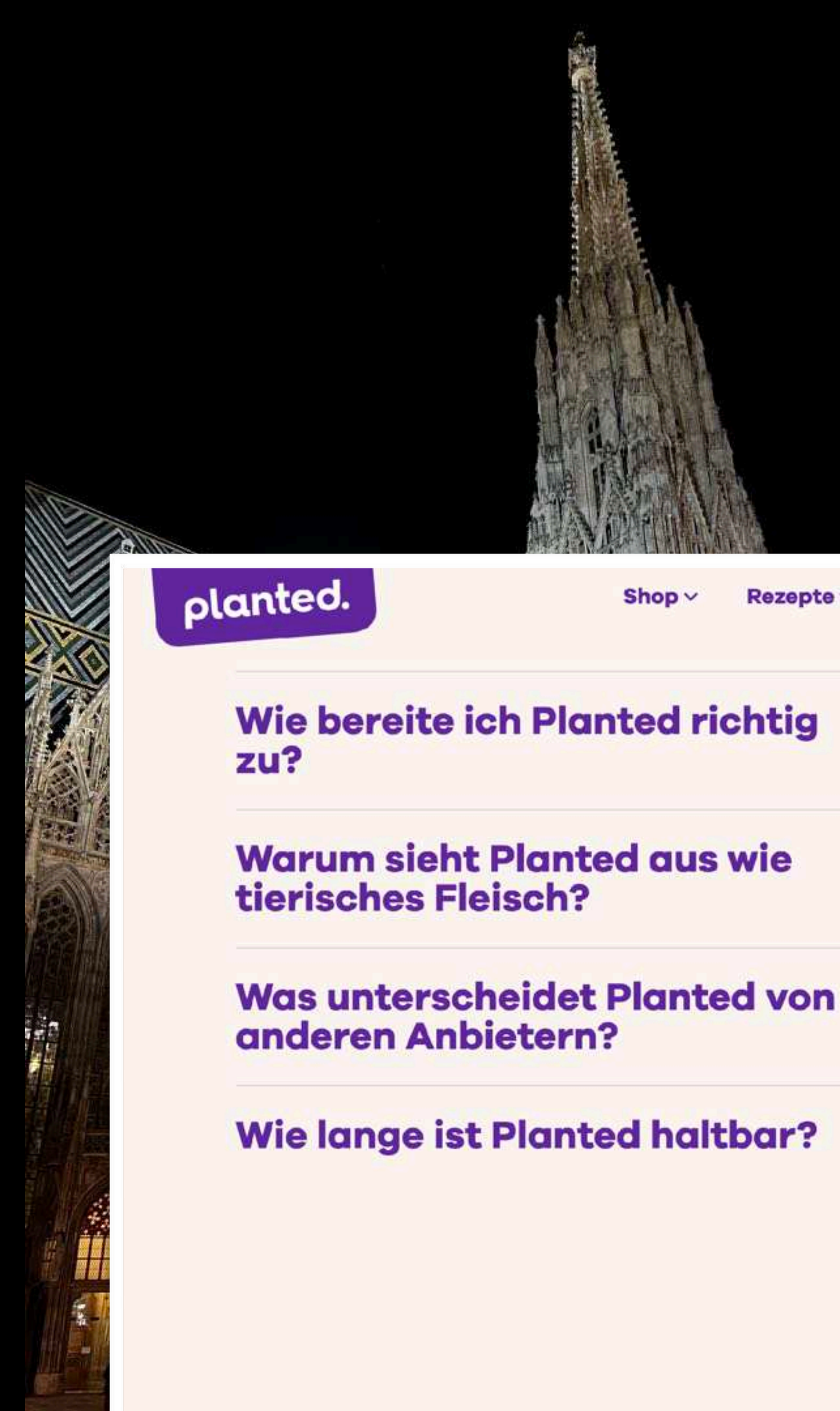
FAT PLANTS AND MEAT BEETS There will be less grazing land in tomorrow's crowded world, so beefsteaks may have to be replaced by extracted vegetable proteins flavored with tasty synthetics.

According to Cal Tech biologist James Bonner, new varieties of plants, rich in fats and edible proteins will be developed. Interest in this idea is already

evidenced at the Michigan Agricultural Board where plans for a "phytotron"—or ultra-controlled greenhouse—are under way. This equipment will facilitate the study of plant characteristics—and show how to modify them.

Bonner also predicted at a recent Seagram scientific symposium that future farms could be operated by tapes fed through master computer panels.





planted.

Shop ▾ Rezepte ▾ The Planted Way ▾ Gastronomie ▾

🛒 👤 DE ▾

Kostenloser Versand ab 17 EUR ✕

Wie bereite ich Planted richtig zu? ▾

Warum sieht Planted aus wie tierisches Fleisch? ▾

Was unterscheidet Planted von anderen Anbietern? ▾

Wie lange ist Planted haltbar? ▾

Wie wird das Planted Fleisch hergestellt? ▾

Wie lokal sind Planted Rohstoffe? ▲

Uns liegt der lokale Anbau unserer Rohstoffe sehr am Herzen. Die meisten unserer Rohstoffe stammen momentan aus Westeuropa, und wir versuchen so viel wie möglich aus der Schweiz zu beziehen. So beziehen wir beispielsweise mittlerweile einen Teil unserer Gelberbsen, das Rapsöl und das Wasser, das in unserem Fleisch verwendet wird aus der Schweiz. Zudem sind wir Gründungsmitglied der **Swiss Protein Association**, um das Thema "alternative Proteine" auf der politischen Agenda proaktiv

Help me pick birthday gift for my mom who likes garden...

Message



Politik

Österreich und Frankreich wollen Sojaimporte aus Übersee reduzieren

9. Januar 2024



**FUTURE
IS CURRENT CHANGE**

SOCIAL DIVISION

AI

POPULISM

CLIMATE CHANGE

EX-PANDEMIC

OMNICRISIS

WAR

INFLATION



**PRESENT
SHRINKAGE**

“
”
**People don't want to save the
world at the moment.**

GODO RÖBEN

DYNAMIC IN SOCIAL SYSTEMS

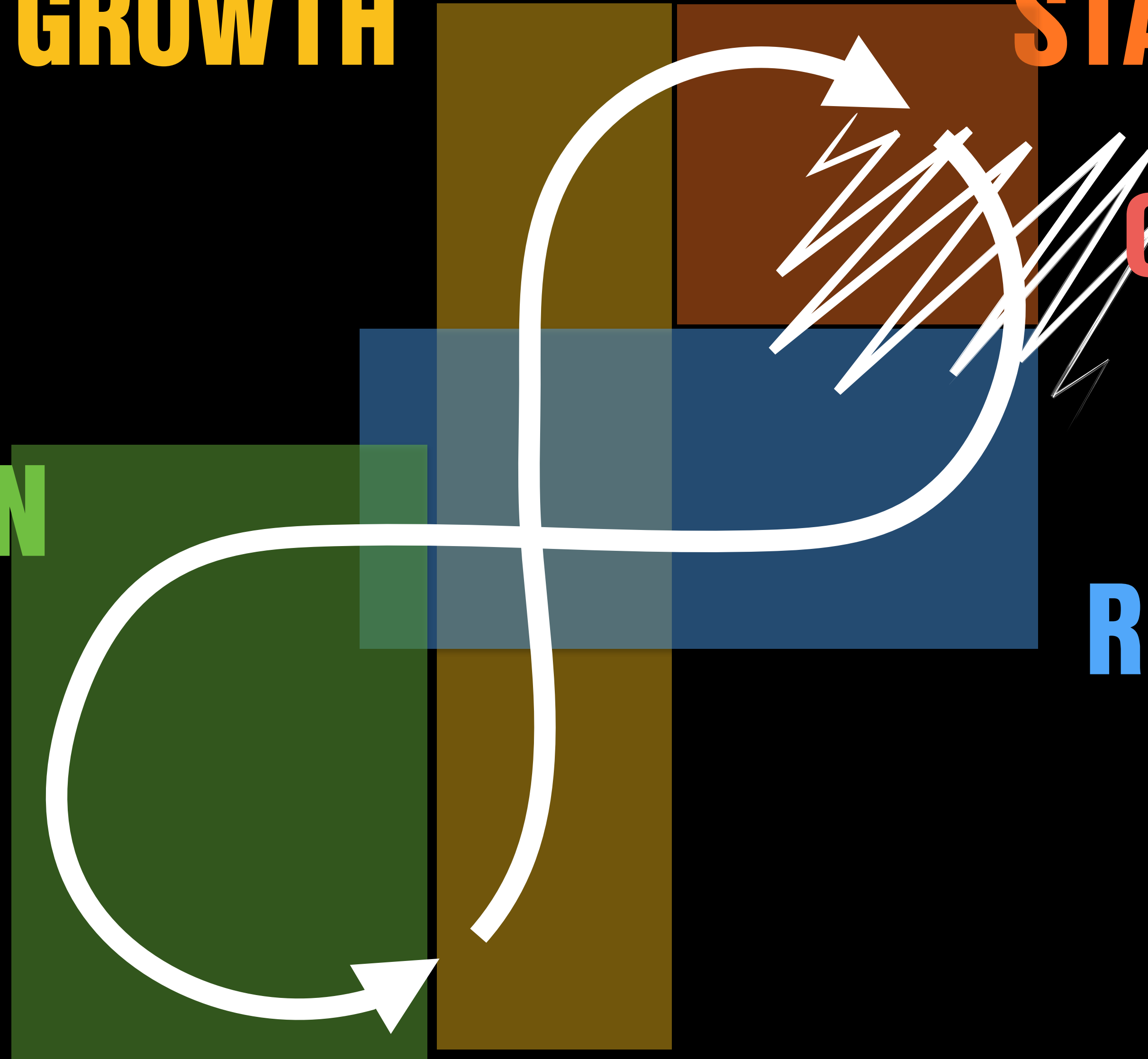
GROWTH

STAGNATION

CRISIS

INNOVATION

RENEWAL

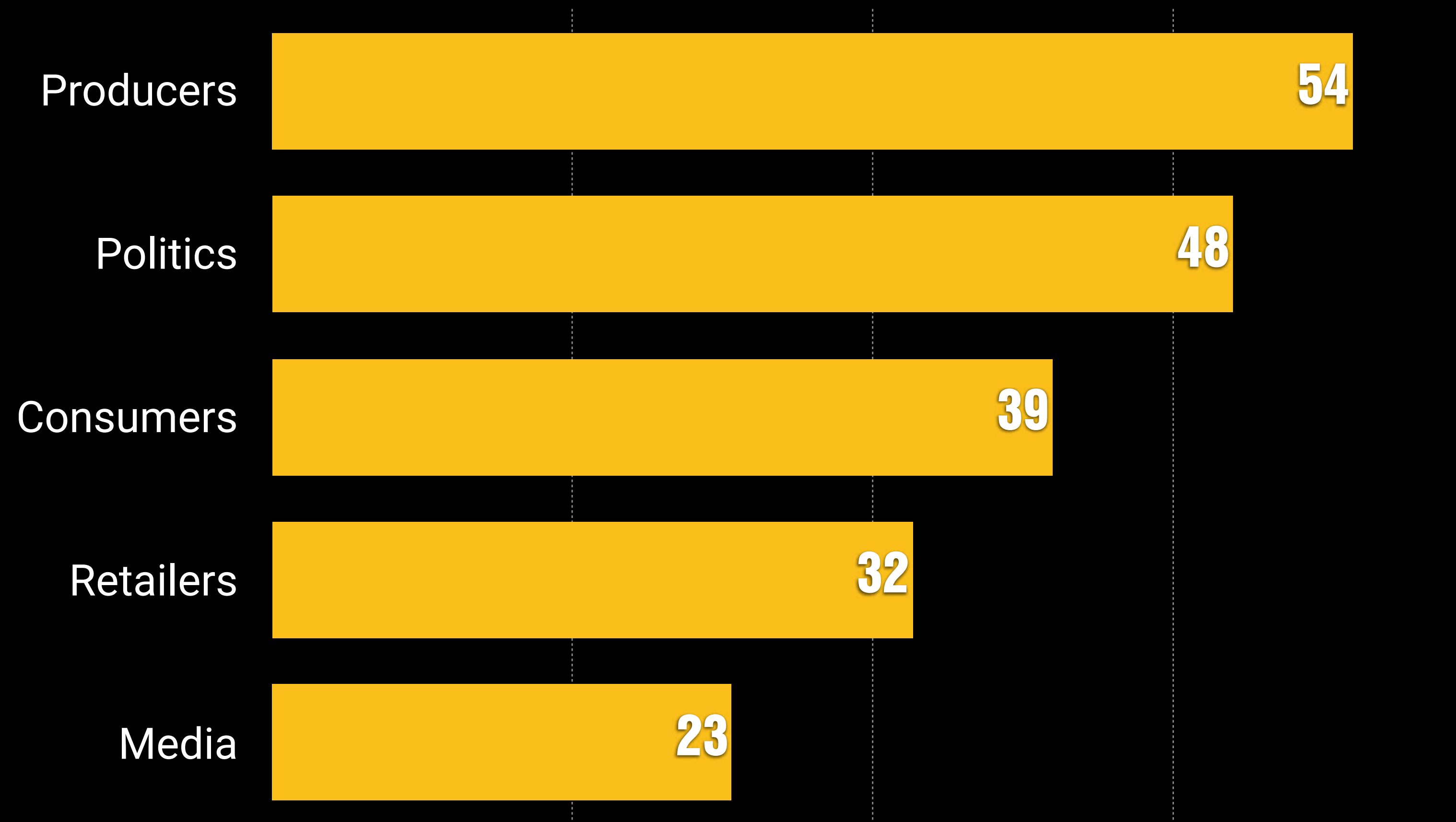


1/3

of all **global greenhouse gas emissions**
are related to the **food system**

RESPONSIBILITY FOR THE SOLUTIONS

in terms of ecological crises when it comes to food



CURRENT

CHALLENGES

IN EVERYDAY SOCIETY

E.G. FOOD

CHALLENGES



**Resource
scarcity**



CHALLENGES



Climate change

**Biodiversity
loss**

ARENAS OF TRANSFORMATION

ARENAS OF TRANSFORMATION



Energy



Resources



Consumption

AGRICULTURE

**AGRI
CITY CULTURE
MARTIME
ATMOS**









THE URBAN FARMER'S BALL

*Tomorrow's
Meatball*

OF FUTURE FOODS

A VISUAL EXPLORATION



THE ARTIFICIAL MEAT BALL

*Tomorrow's
Meatball*



THE LEAN GREEN ALGAE BALL

*Tomorrow's
Meatball*

OF FUTURE FOODS

A VISUAL EXPLORATION

THE MIGHTY POWDER BALL



*Tomorrow's
Meatball*

THE 3D PRINTED BALL

*Tomorrow's
Meatball*





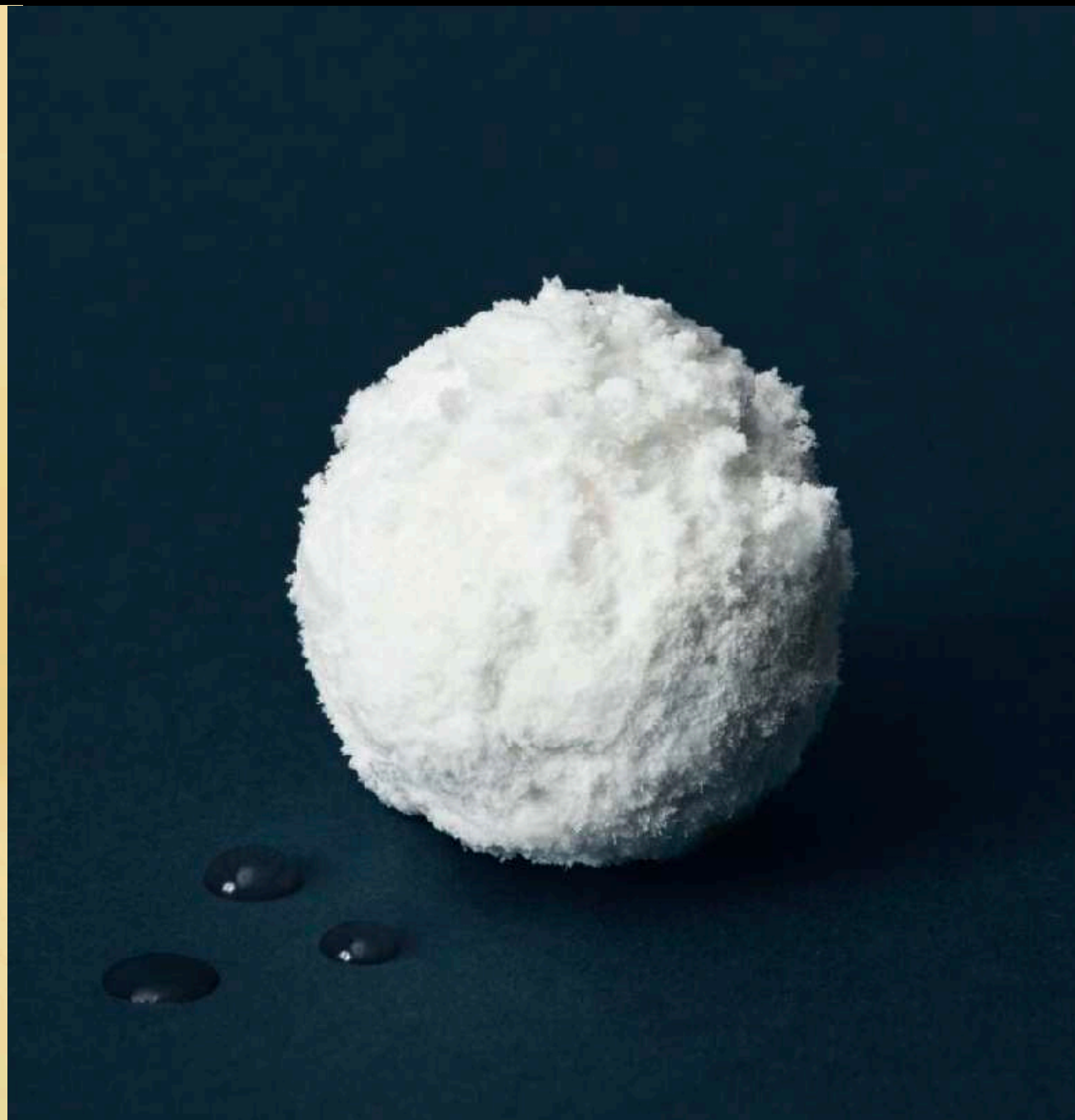
THE WONDERFUL WASTE BALL

*Tomorrow's
Meatball*

THE CRISPY BUG BALL



*Tomorrow's
Meatball*



**FUTURE
IS CURRENT CHANGE**





IN FOOD
WE SEE SOCIAL
CHANGE



INDIVIDUALISIERUNG



GENDER SHIFT



SILVER SOCIETY



WISSENSKULTUR



NEW WORK



GESUNDHEIT



NEO-ÖKOLOGIE



KONNEKTIVITÄT



GLOBALISIERUNG



URBANISIERUNG



MOBILITÄT



SICHERHEIT





HEALTH



NEO-ECOLOGY



CONNECTIVITY



INDIVIDUALISATION







15,000

products on average / supermarket store



380,000

plant species identified worldwide

380,000

30,000

can be used for nutrition

380 000 000

30 000 000

200

relevant for global nutrition

3800000

300000

2000

4

**make up half of global
harvest volume**

Rice



Potatoes



Corn



Wheat



2/3



MIXED
HERBS
AND SEEDS

Google



Food Trends 2024



Google Suche

Auf gut Glück!

Google angeboten auf: [English](#)

Ube



Source: Good Morning America



Cauliflower



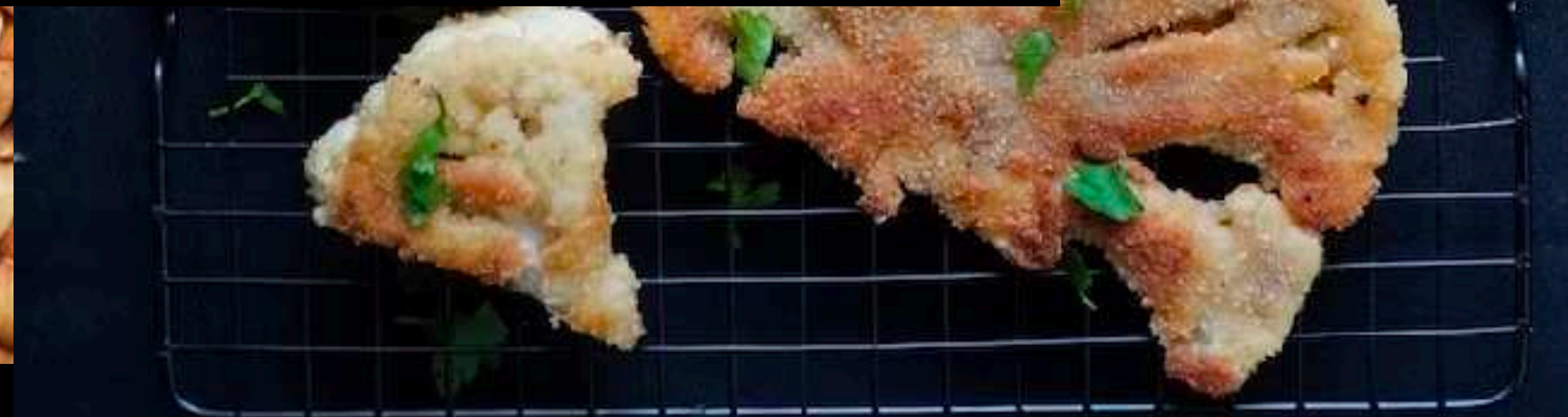
MEGATREND
HEALTH



Source: Hasegawa Co. Ltd.



Buckwheat



Source: Cosmopolitan



- For You
- Explore New
- Following
- LIVE
- Profile

Log in to follow creators, like videos, and view comments.

Log in

Create TikTok effects, get a reward

Crispy Potato Salad



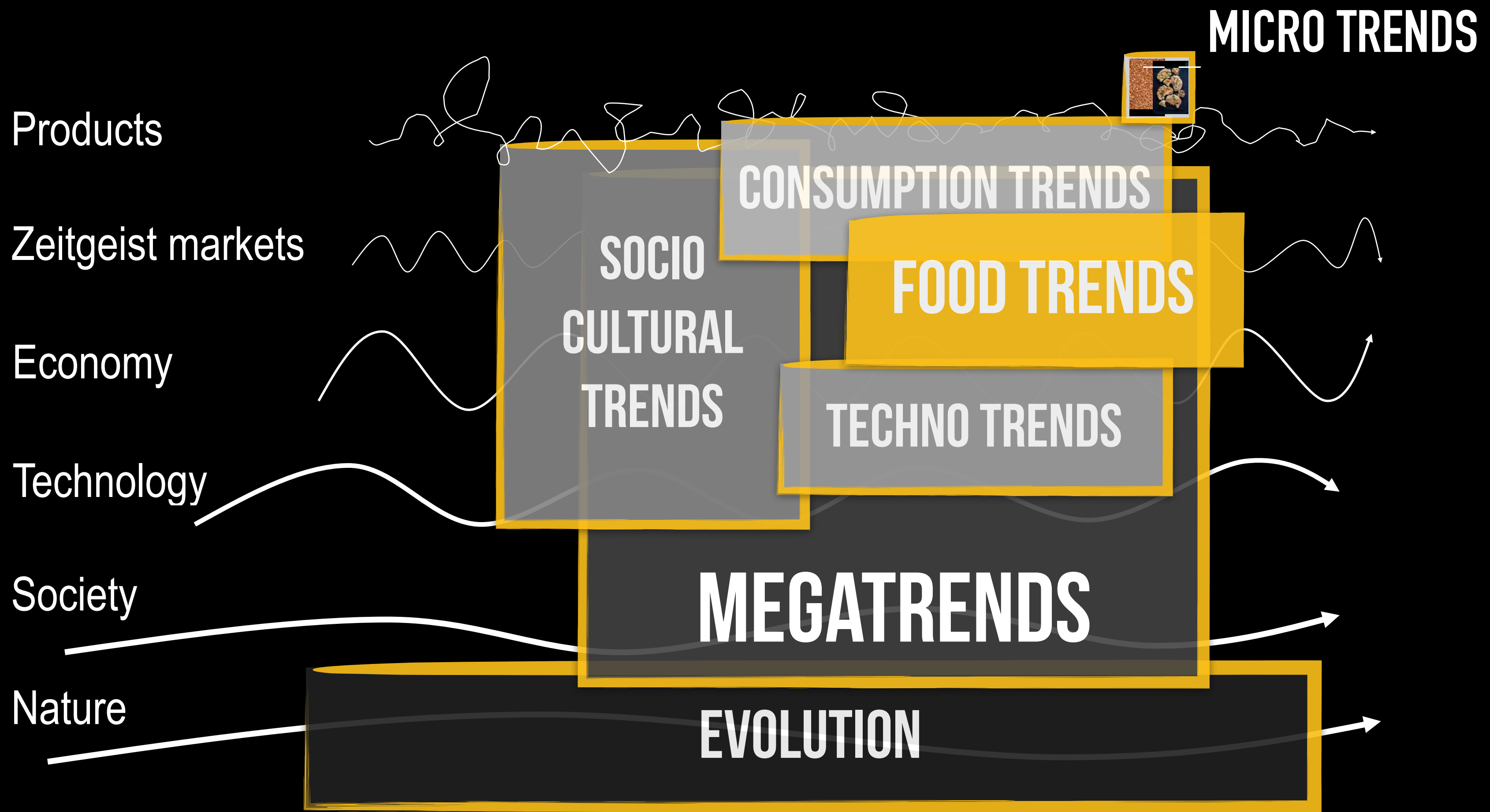
Baked Onion



Tomato Iced Toast



WAVES OF CHANGE



THE PRINCIPLE OF RECURSION



PLANT BASED LOCAL ORGANIC

BUTCHER'S

BIO
BIO

WESZ

2024 · THE GO VEGAN ISSUE

Liebe is(s): ... pflanzlich

VEGAN WORLD

32 REZEPTSEITEN ZUM HERAUSNEHMEN

VEGANUARY
PFLANZLICHER START INS NEUE JAHR

GESUNDE SCHLEMMERKÜCHE
PIZZA UND PASTA ZUM VERLIEBEN

SPONTANER BESUCH?
KÖSTLICHE REZEPTE FÜR JEDEN ANLASS

ÜBERTIERE UND TRUFFELPASTA
ROBERT HOFMANN IM INTERVIEW

BITTERSTOFFE
WARUM SIND SIE SO GESUND?

SLOW FASHION
NACHHALTIGKEIT IN DER MODEBRANCHE



3,95 EURO



Nº4 | 23 www.fire-food.com

Preis: Deutschland € 7,90 | Österreich € 7,90 | Schweiz CHF 11,90 | Belgien € 8,00

FIRE & FOOD

GRILLEN UND BARBECUE

Cuscino
Fleischkunde und Rezept

Die neuesten Grillgeräte-Trends

Ab nach draußen
Christina Becher

Wasserbüffel
Beef-Steckbrief
David Pietralla

Meatballs
Giuseppe Messina

Grillmenü
Ralf Jakumeit

Rhodos
Antonis' Gespür
Für gegrillten Fisch
Peter Kemnitz



„Kross gebratener Zander“
Grillmenü von Ralf Jakumeit
ab Seite 20

Inspiration BBQ

Ziege, Strauß, Reh, Schwein, Fisch – alles auf dem Grill!

MASURIA ++ THERMOMETER ++ BOSNIEN ++ WHISKY ++ RESTAURANT-TIPP ++ NEWS
KAFFEE- & ESPRESSO TRENDS ++ GRILLGERÄTE-TEST ++ BBQ EVENTS ++ BASILIKUM



FLEXITARISMUS



67%

of **Germans abstain** at least partially from
animal-based foods

GLOBALISATION



LOCAL FOOD



STANDARDISATION



SLOW FOOD



CONVENIENCE



DIY FOOD



HIGHTECH



ARCHAICH



INSTAGRAMMY



NO-PHONE-DINING

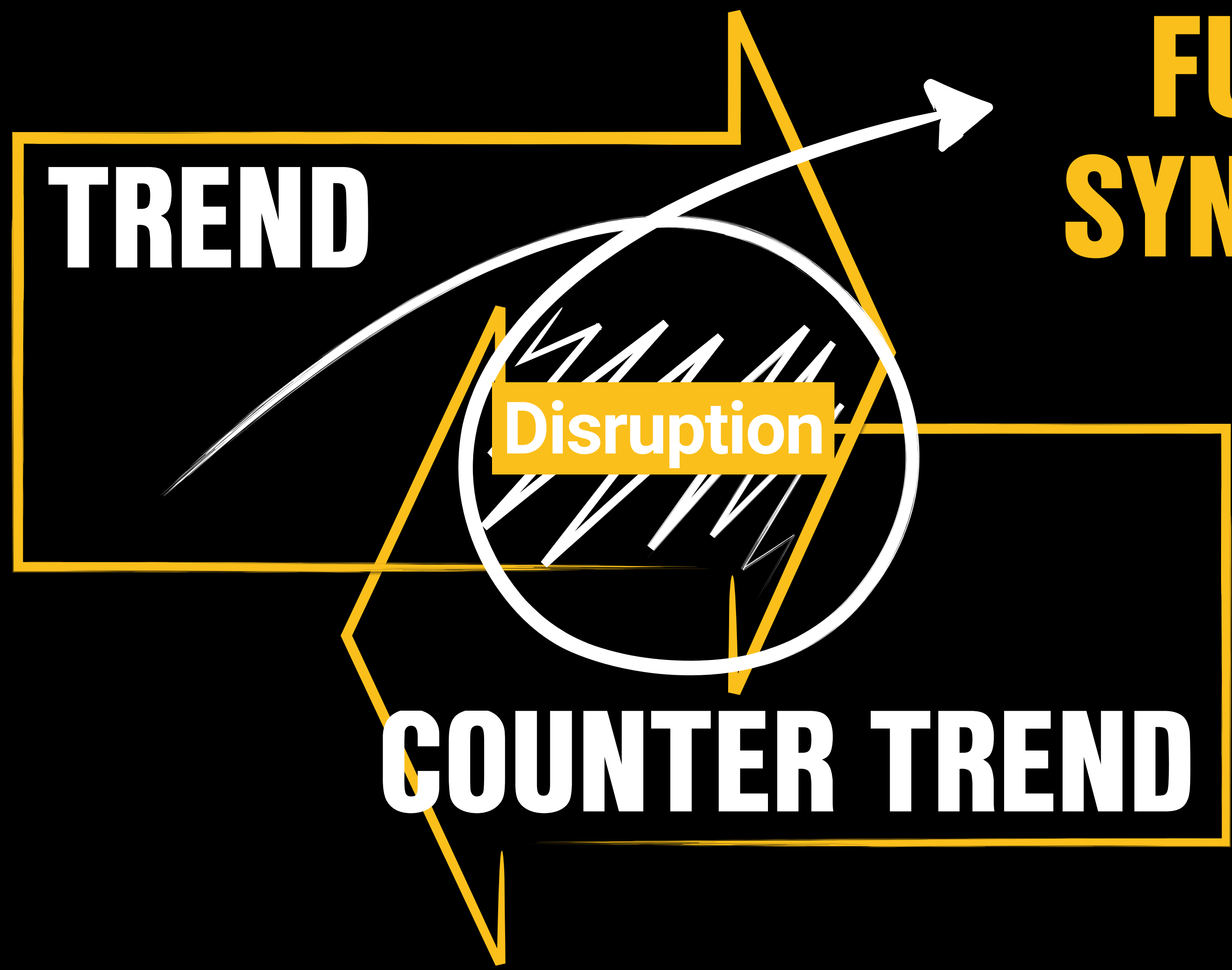


TREND

**FUTURE
SYNTHESIS**

Disruption

COUNTER TREND



EVOLUTION „HEALTHY“ NUTRITION

Health, well-being and sustainability are growing together

More fibre



LESS FAT

less butter, low-fat yoghurts, etc.

More fruits & veggies



LESS SUGAR

Sugar reduction, other types of sugar, sugar substitutes

More animal welfare



LESS PROCESSING

no additives, no allergens, free from, clean labeling

More animal welfare



LESS MEAT & DAIRY PRODUCTS

Ethical motives, sustainability, compatibility

More sustainability



LESS CO2 & FOODWASTE

Apprecciation of foods

I / ME

WE / US

BABYBOOMER

1952-1966

**POST-
MATERIALISMUS**

DIFFERENZIERUNG

**FAST FOOD &
INTERNATIONAL.**

GEN X

1967-1981

HEDONISMUS

INDIVIDUALISIERUNG

**Globale Küche
(World Kitchen)**

MILLENNIALS

1982-1996

**ETHISCHE
ÄSTHETIK**

MORALISIERUNG

**GESUNDHEIT &
FITNESS**

GEN Z

1997-2011

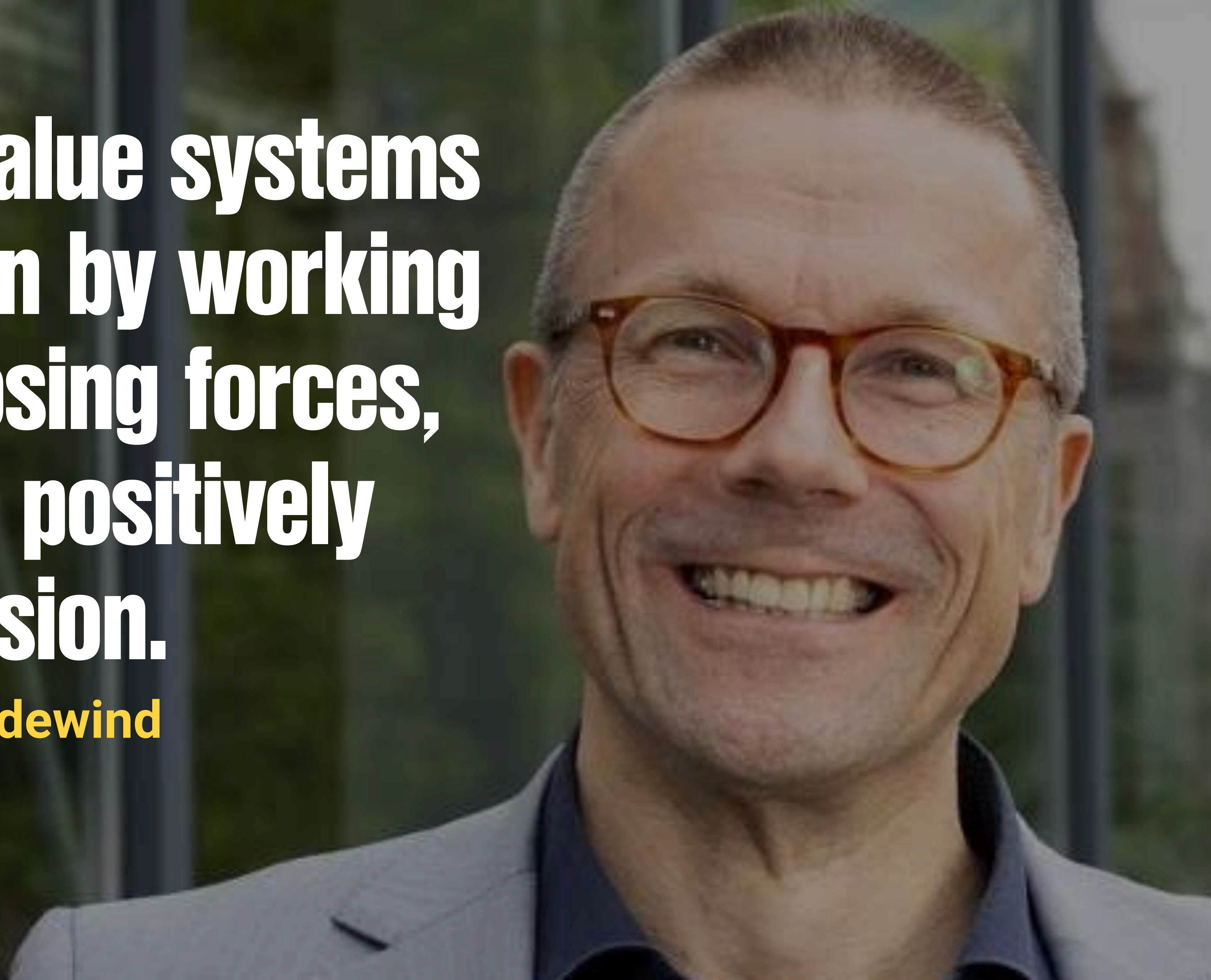
**„POETISCHE
REVOLUTION“**

KULTURALISIERUNG

**PLANETARY
HEALTH DIET**

” Changes in value systems do not happen by working through opposing forces, but rather by positively charging a vision.

Prof. Dr. Uwe Schneidewind



FOOD TRENDS

Fast Good

Free From

Wild Food

Ethno Food

Fusion Food

DIY Food

New Flavoring

Forced Health

Felixtarier

Seasonal Food

Food Pairing

Planet Health Food

Regional Food

Vegan

Female Connoisseurs

Essthetik

Brutal Lokal

Soft Health

Ento

Regenerative Food

Snackification

Healthy Hedonism

Zero Waste

Re-use-Food

Meet Food

The New Breakfast

Spiritual Food

New Gardening

Sensual Food

Plant Based

Convenience 3.0

Functional Food

Pure Food

Fair Food

Urban Farming

Nutri Food

Infinite Food

Real Omnivores

Transparency

Artisan

3D-Printing

Curated Food

Cell Cultured



Female Connoisseurs

Wild Food

Ento

Seasonal Food

DIY Food

Ethno Food

New Flavoring

Fusion Food

Regional Food

Brutal Lokal

Food Pairing

Essthetik

Forced Health

Free From

Planet Health Food

RITJK FOOD **ZWANAN** TRENDS

Fast Good

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Pure Food

3D-Printing

84%

of **Germans** think that **climate & environment are important**, when it's about food.



NEW GLOCAL

” What is on the plate is not what it is about. It is about the way to the plate.

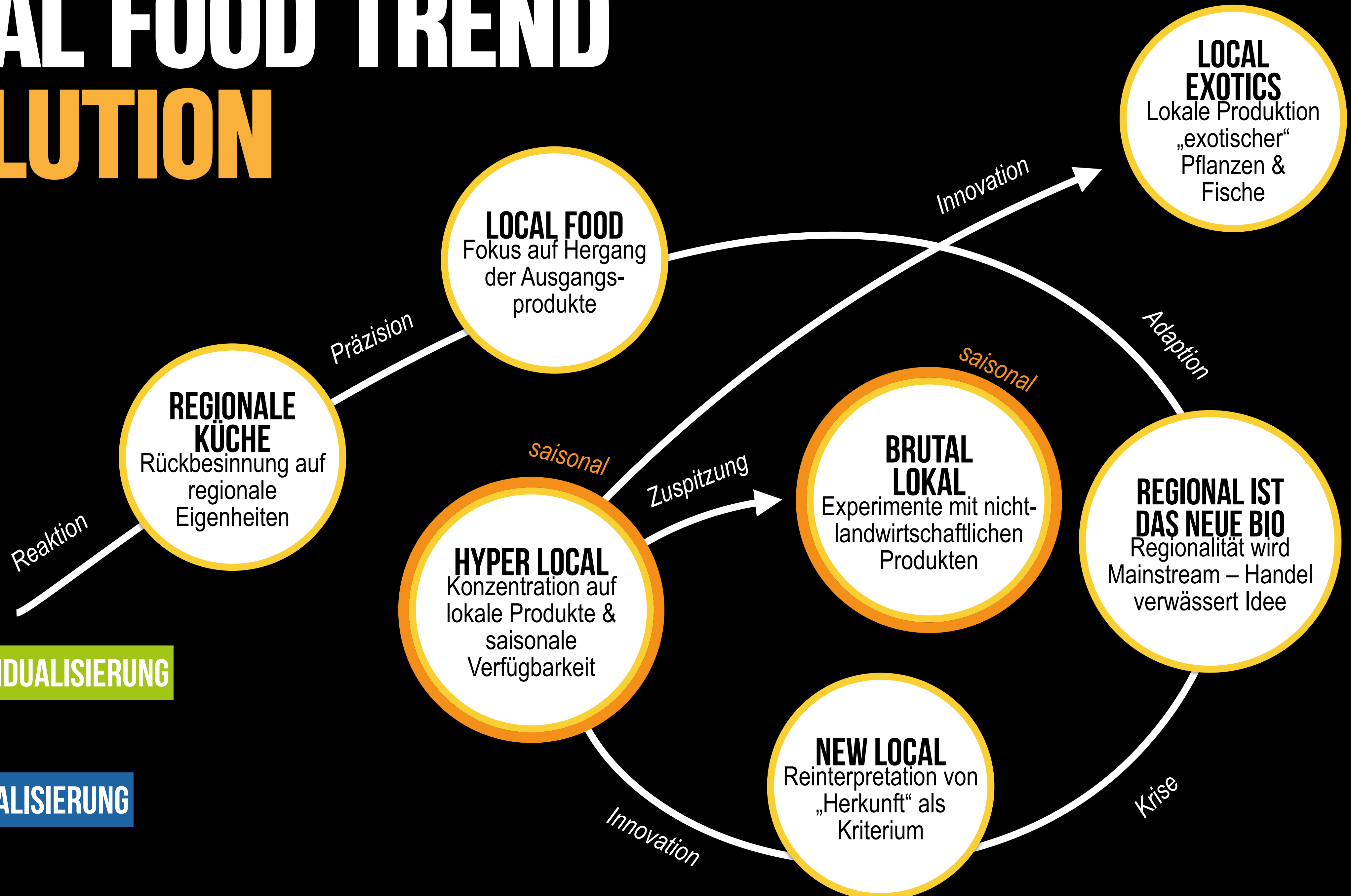
STEVAN PAUL

93%

of **Germans** pay attention to **regionality**
of their food

LOCAL FOOD TREND

EVOLUTION



RE-REGIONALISATION

GLOCALISATION

NEW GLOCAL

BUFFALA FROM BRANDENBURG



PRAWNS FROM AUSTRIA



GINGER & KURKUMA FROM STEIERMARK



PHYSALIS FROM PFALZ



MELONS FROM BAVARIA



QUINOA FROM ODENWALD



SWEET POTATOES FROM WETTERAU



REGENERATIVE RICE FROM AUSTRIA



**”” Calling yourself a climatarian is so
2023. The new term is regenivore.**

NEW YORK TIMES

FOOD TRENDS

Fast Good

Free From

Wild Food

Ethno Food

Fusion Food

DIY Food

New Flavoring

Forced Health

Felixtarier

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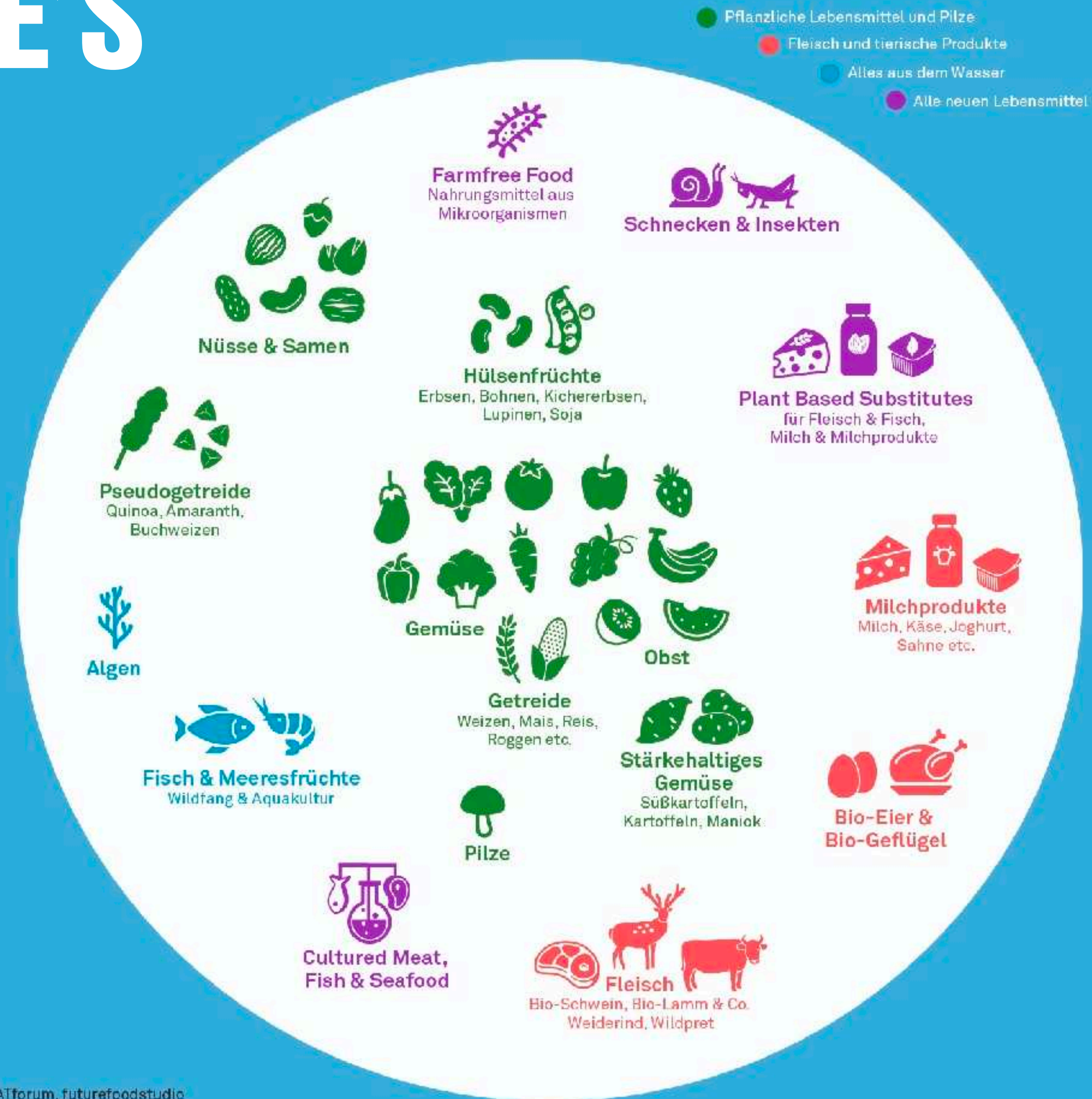
Curated Food

Cell Cultured

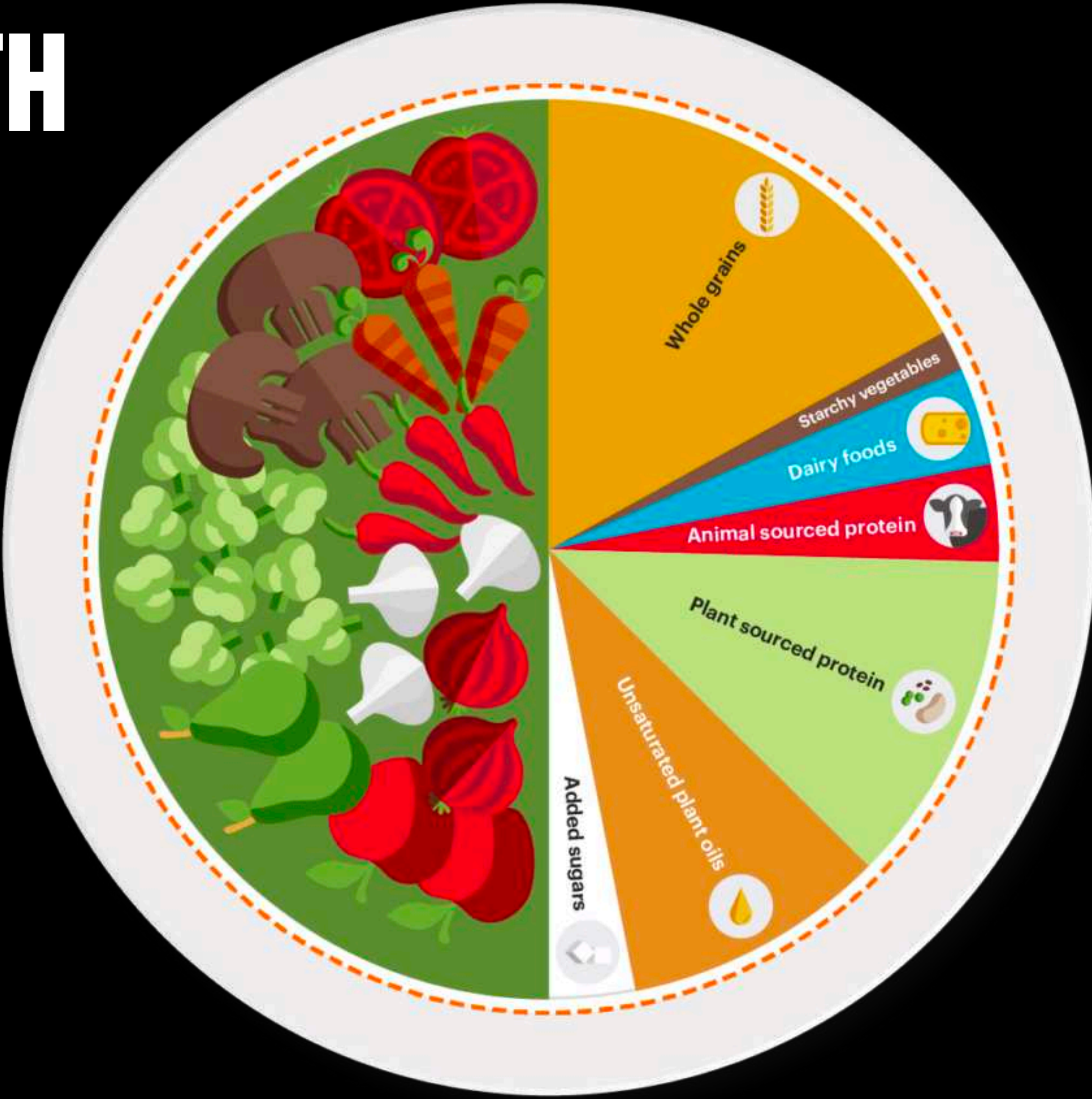


BEHUMAN Real Omnivores OMNIVORE

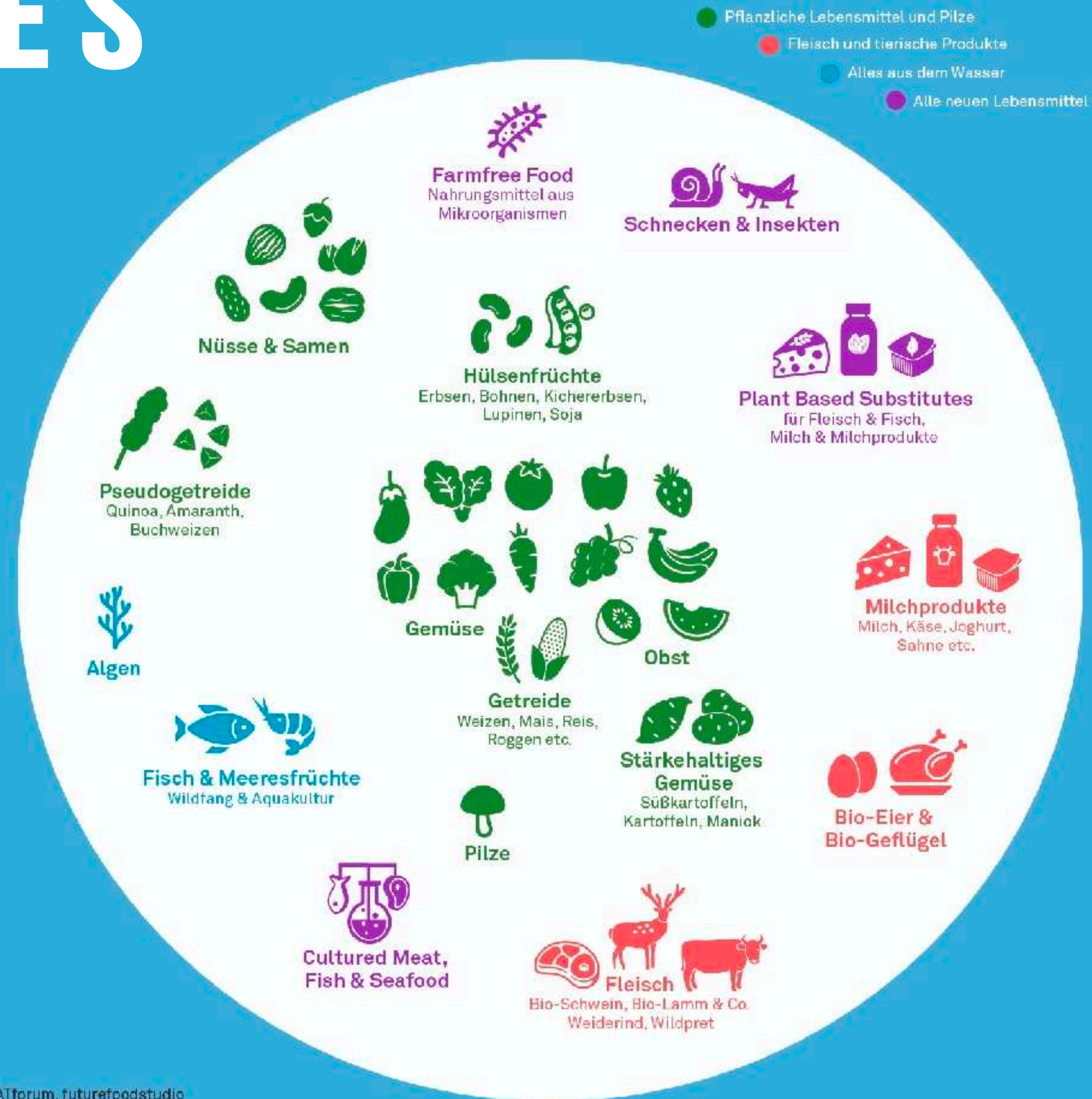
REAL OMNIVORE'S PLATE

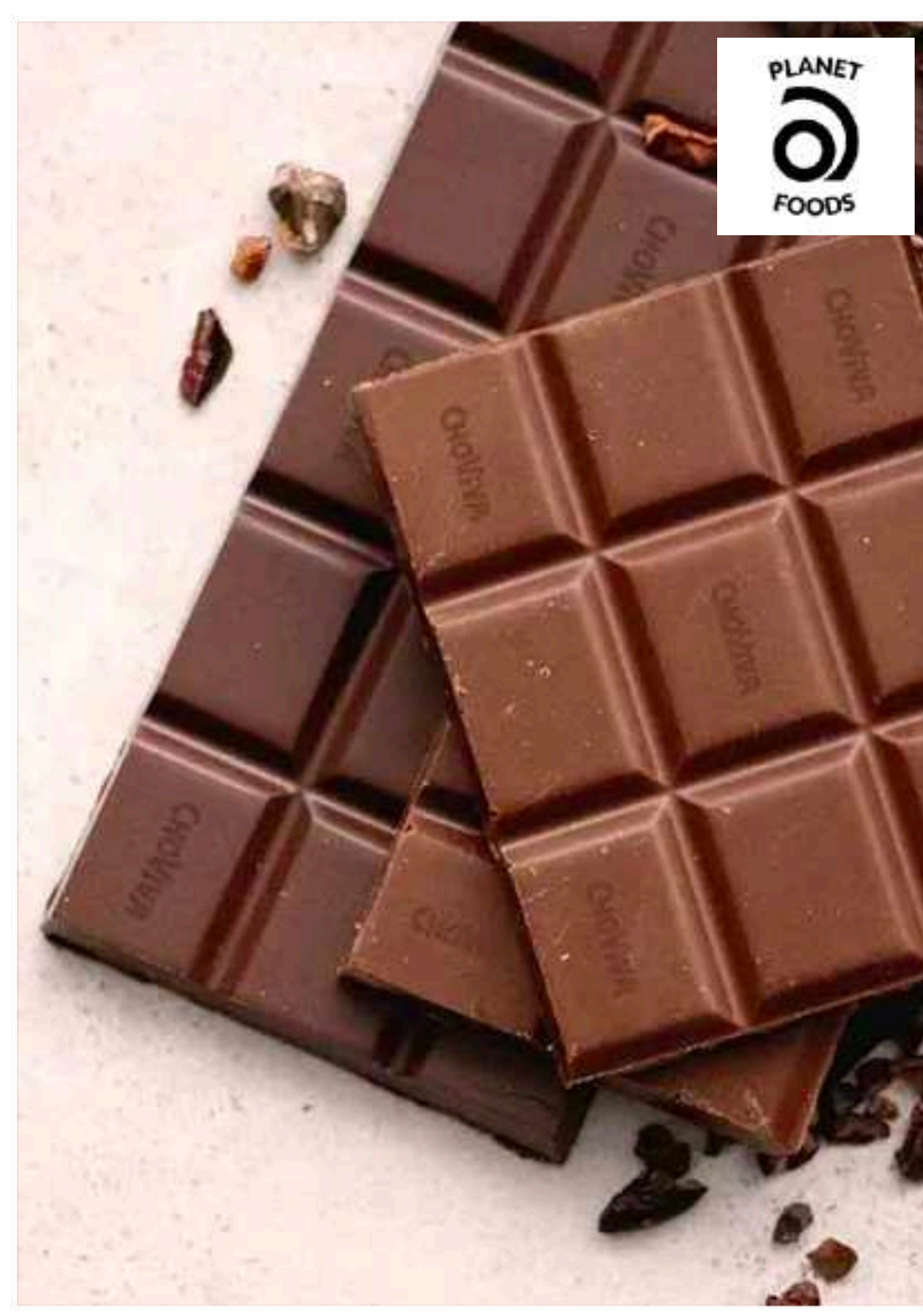


PLANETARY HEALTH DIET

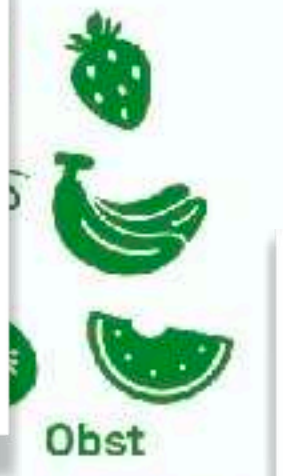


REAL OMNIVORE'S PLATE





- Pflanzliche Lebensmittel und...
- Fleisch und tierische...
- Alles aus dem...
- Alle...



Getreide
Weizen, Mais, Reis,...



SO WHAT IS THE GOD DAMN

FUTURE OF

FOOD?

& AGRICULTURE

FUTURE **FOOD**



**WE
ARE
HERE**



BACK



AHEAD

FUTURE FOOD PRODUCTION



**WE
ARE
HERE**

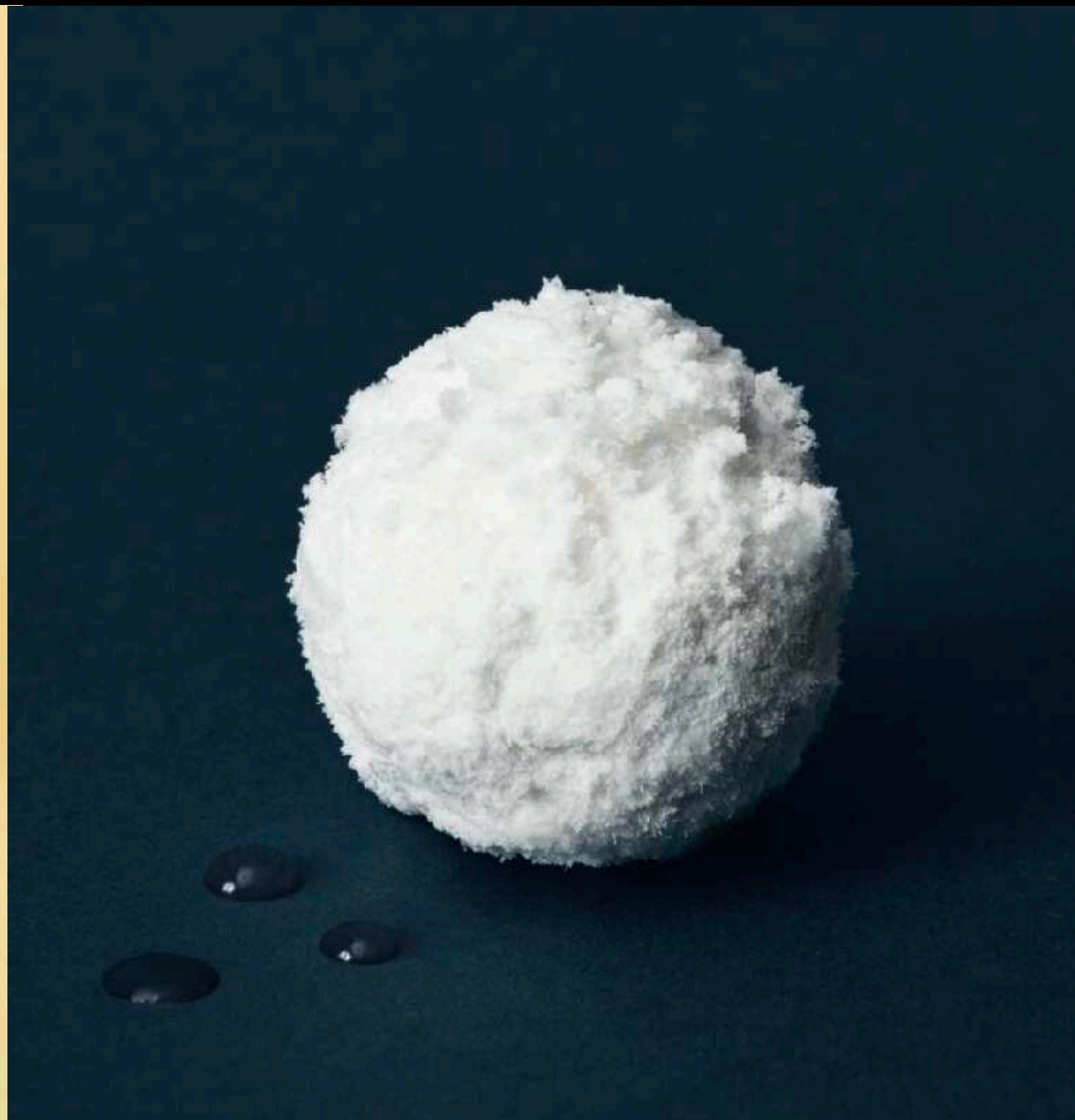


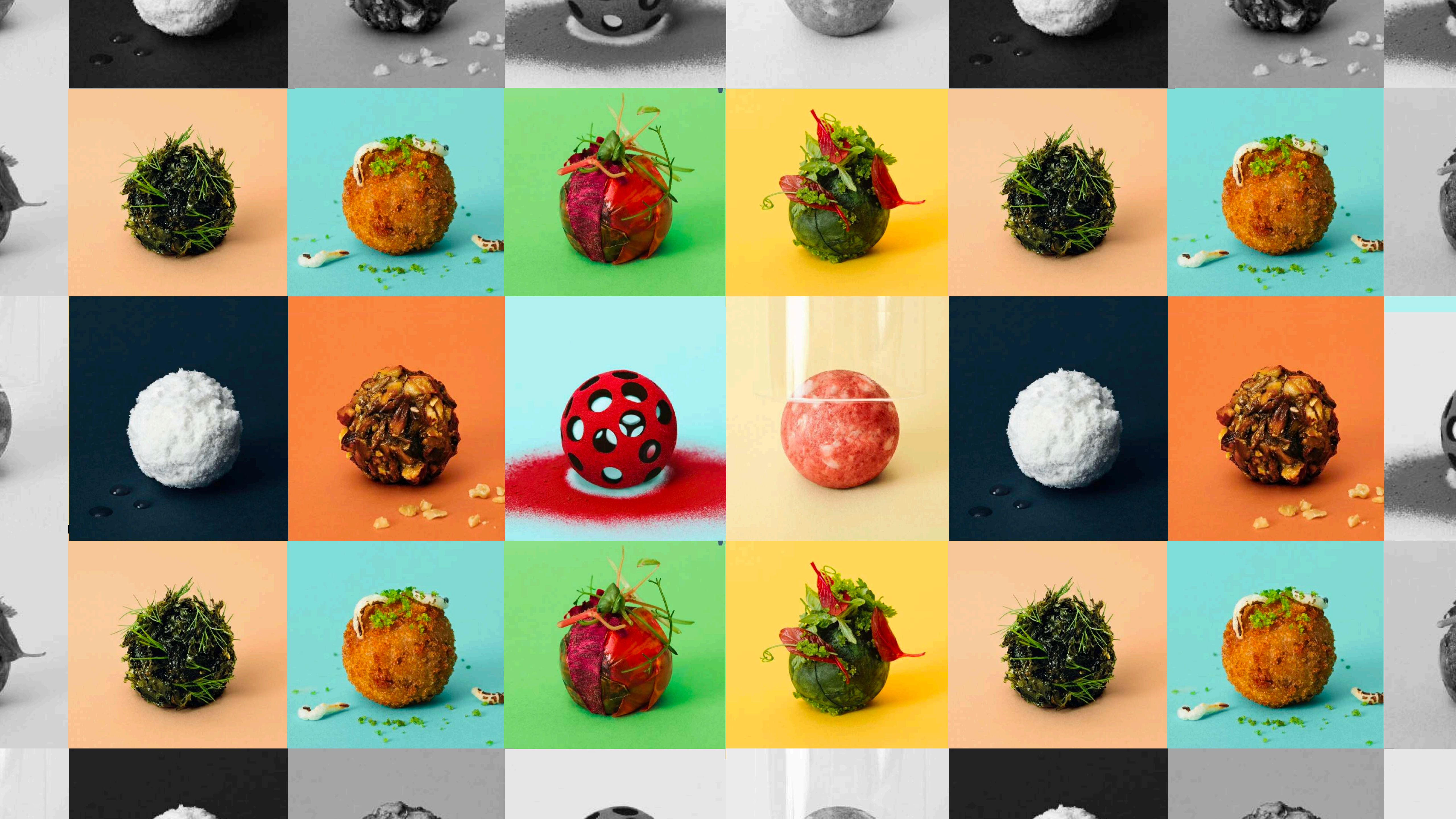
← BACK



→ AHEAD

**FUTURE
BIOTHEAPARD**





**FUTURE
IS A DECISION**



**” We are now responsible for what
will happen tomorrow.**

Karl Raimund Popper

THANK YOU FOR THE ATTENTION! STAY CURIOUS (:

WEB: WWW.DANIELANTHES.COM

EMAIL: HI@DANIELANTHES.COM

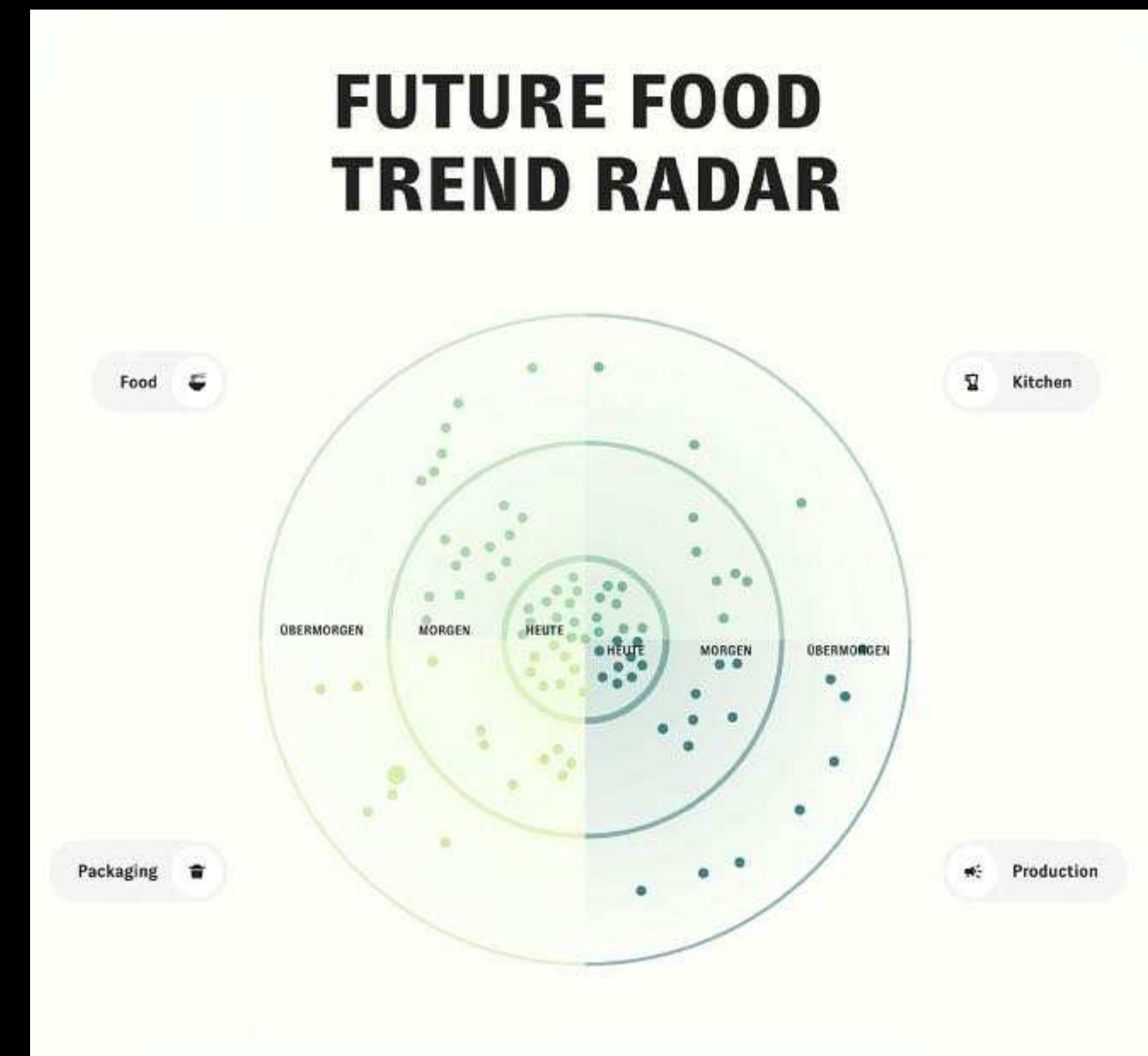
SOCIAL MEDIA: /DAN.ANTHES

FUTURE FOOD TREND RADAR!

FOOD, KITCHEN, PRODUCTION & PACKAGING – WAS PASSIERT HEUTE, MORGEN & ÜBERMORGEN?

JETZT KOSTENLOS SURFEN AUF

WWW.DANIELANTHES.COM/TRENDS



BACKLOG

FUTURE CHALLENGES

1. **Klimawandel & Resilienz:** Dürreresistente, hitzetolerante etc. Sorten
2. **Regenerative Landwirtschaft:** Saatgut & Pflanzen, die in nachhaltig landwirtschaftlichen System gedeihen
3. **Digitalisierung:** Anpassung Saatgut an präzisionslandwirtschaftliche & automatisierte Methoden
4. **Biotechnologische Innovationen:** Genediting zur Krankheitsresistenz & verbesserten Nährwertprofilen
5. **Vertical & Indoor Farming:** Züchtung von Pflanzen für neue Wachstumsumfelder (hydro- & aeroponisch, etc.)
6. **Plant-Based Upgrade:** Bio-Saatgut, Next-Level-Gemüsesorten (proteinreich, andere ernährungsphysiologische Vorteile, etc.)