

Mon 5 September | 10:30 - 11:15 | Food for Thought

Future food trends with thefoodpeople and Good Sense Research: Driving sustainability and ESG in food & drink

Register Now



Charles Banks

Director
thefoodpeople



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Managing Director
Good Sense Research



Future Food -Who are we?

Essential *food trend foresight*,
grounded in consumer readiness
insight.

An exciting *collaboration* between
thefoodpeople & *Good Sense*
Research.



The Tracker...

When it was launched last year, what **Future Food** set out to achieve was to demonstrate the relationship between future trend predictions and customer acceptance, readiness, and importantly how that manifests over time.

We aim to provide the food industry with meaningful insights that will make a difference to understanding where trends and consumers are heading collectively.

Each month the survey is completed by members of the Good Sense Community.



CONSUMER OUTLOOK



SUSTAINABILITY / ESG FORESIGHT

Macro Sustainability Trends for 2022/23.

1. **Goal Focus** – Businesses will increasingly be judged on performance against external rather than internal goals.
2. **Proving Provenance** – Radical transparency will no longer be a buzzword, but an expectation.
3. **End of Speed Solve** – The trend for green polarisation should start to fade, enabling more pragmatic thinking on topics such as plastics and packaging.
4. **System Shift** – the decade where systems thinking gets translated into action at scale giving rise to universal solutions that work, not isolated fixes that fail
5. **Tech for Good** – Leveraging Fourth Industrial Revolution breakthroughs to support problem-solving will become the norm
6. **Gen Z ready** – Generation Z will make up much of the workforce in 2030.
7. **Beyond Net Zero** – As 2050 comes into greater focus, Net Zero commitments may fade in favour of Climate Positive



**FUTURE
FOOD**

BRINGING TRENDS TO THE TABLE

**Good
Sense
Research.**

+ tfp

**Driving
Sustainability and
ESG in Food and
Drink**

ENVIRONMENTAL AND ESG TRENDS

ENVIRONMENT AND BIODIVERSITY

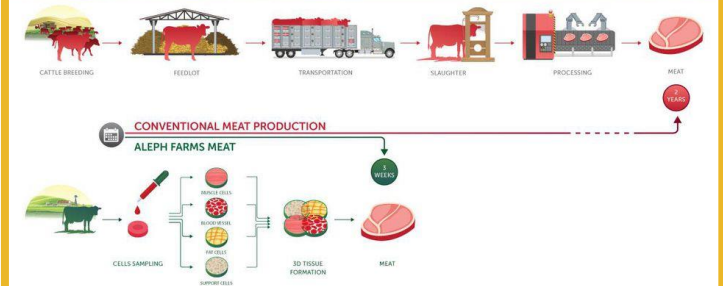


SUSTAINABILITY



DNA MOTHERLESS MEAT

CLEAN MEAT IS TRANSFORMING THE SUPPLY CHAIN

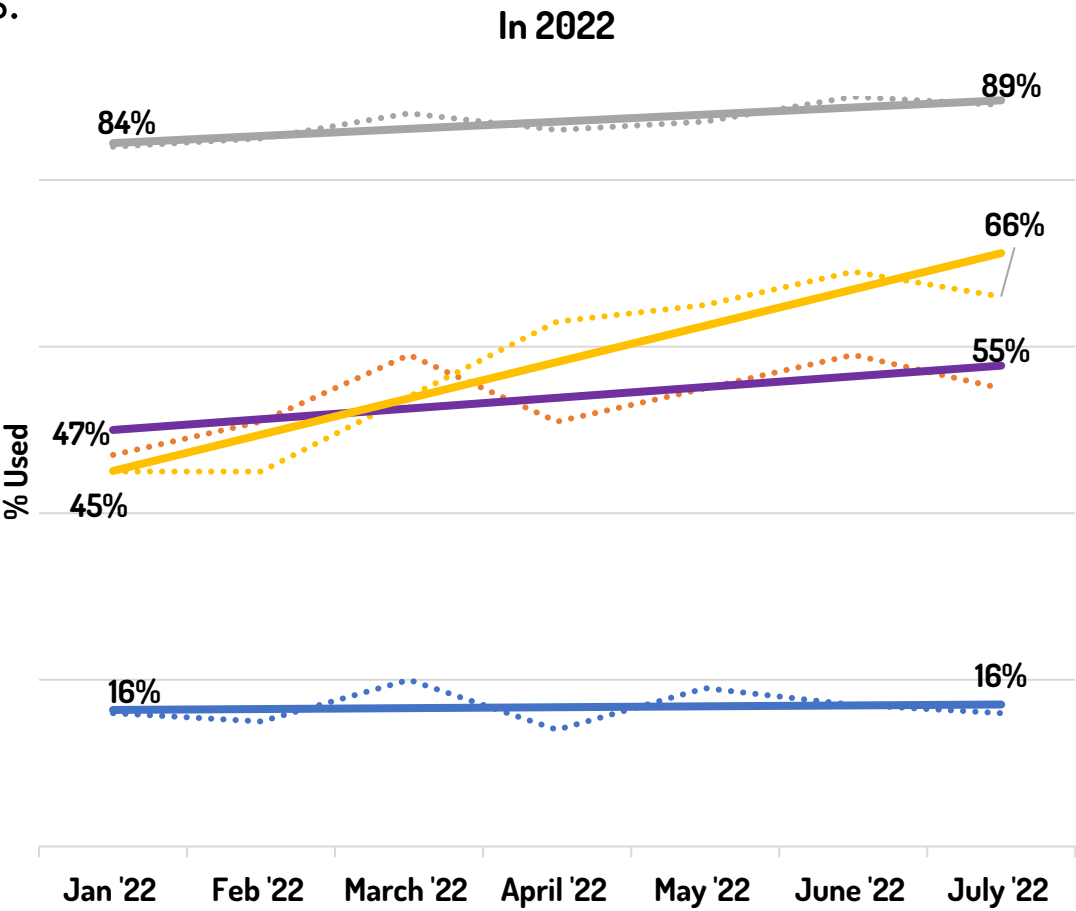


TYPES OF PACKAGING USED

Recyclable packaging remains the most commonly used however buying package free goods has become significantly more popular over the last 3 years.

	July 2020	July 2021	July 2022
Recyclable Packaging	90%	95%	89%
Package free	51%	58%	66%
Reusable Packaging	55%	59%	55%
Returnable Packaging	14%	18%	16%

- Significantly higher than previous year
- No Significant change since last year
- Significantly lower than previous year

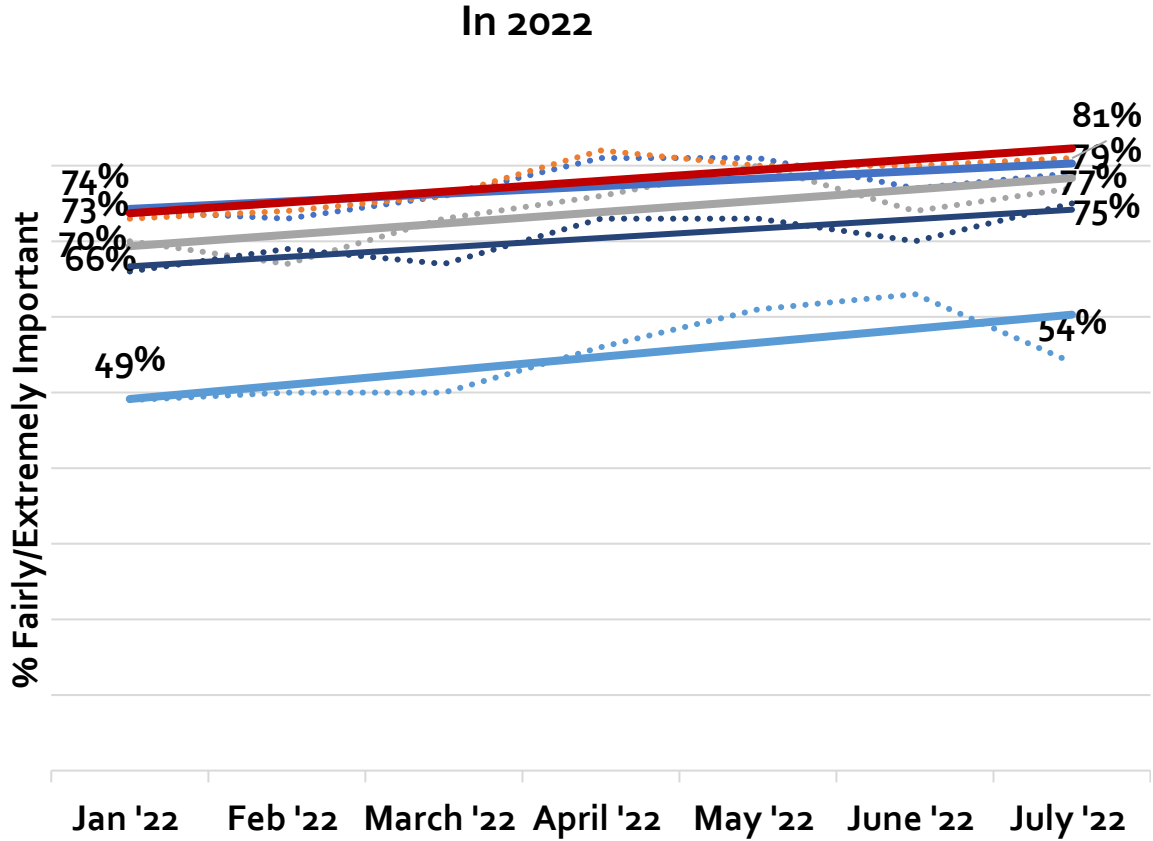


IMPORTANCE OF SUSTAINABILITY FACTORS WHEN EATING OUT

Consumers continue to be conscious about sustainability. Latest figures have seen a drop in importance of the plant-based dishes.

	July 2020	July 2021	July 2022
Sourcing sustainably	70%	80%	81%
Locally sourced products	70%	81%	79%
Seasonal ingredients	69%	75%	77%
Using ethical meats	Added in 2021	74%	75%
Menus with more plant based dishes	46%	56%	54%

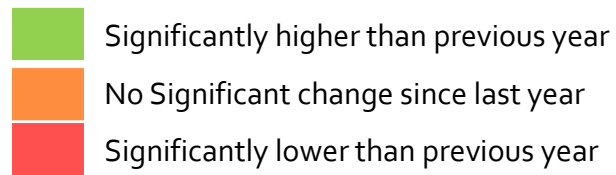
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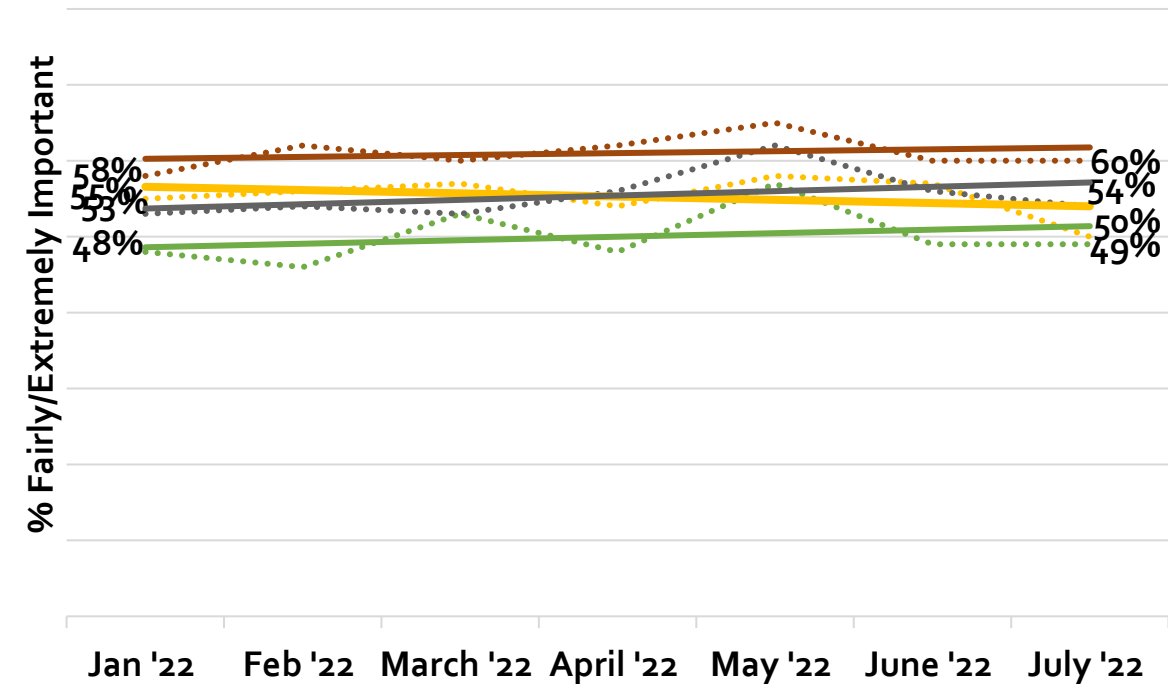
IMPORTANCE OF SUSTAINABILITY FACTORS WHEN EATING OUT

Using climate positive meats and organic ingredients remains important for just over half of consumers when eating out. The importance of environmental certifications on menus has become less important compared to last year whilst importance is growing for menus with climatarian diet options.

	July 2020	July 2021	July 2022
Using climate positive meats		62%	60%
Using organic ingredients		52%	54%
Menus which show environmental certifications	52%	58%	50%
Offering menus for a climatarian diet		43%	49%



In 2022

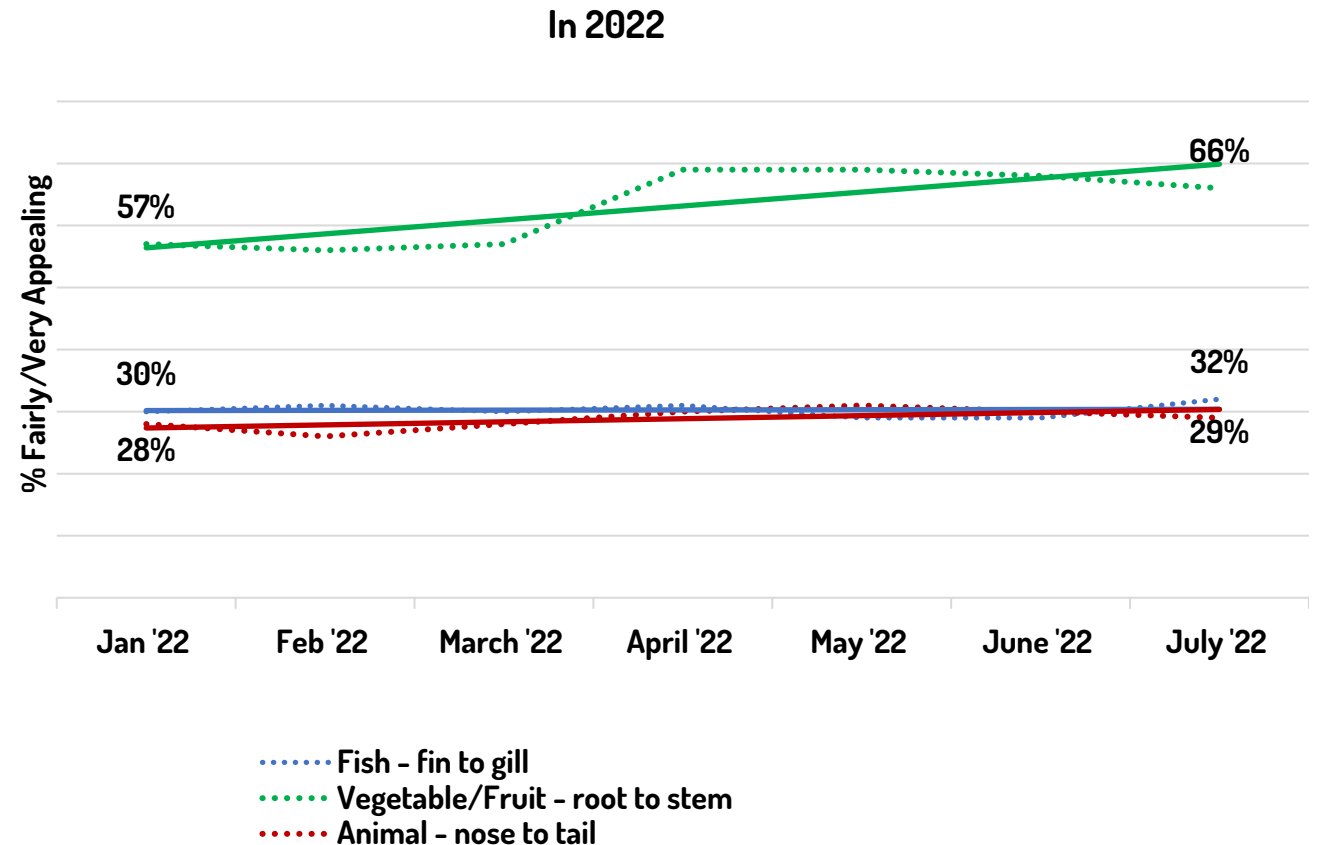


IMPORTANCE OF SUSTAINABILITY FACTORS WHEN EATING OUT

There was an increase in people wanting restaurants to reduce wastage in 2021. Whilst the appeal for restaurants to use all parts of raw ingredients remains consistent there hasn't been the same uplift we saw from the year before.

	July 2020	July 2021	July 2022
Vegetable/Fruit	48%	64%	66%
Animal	20%	30%	29%
Fish	22%	28%	32%

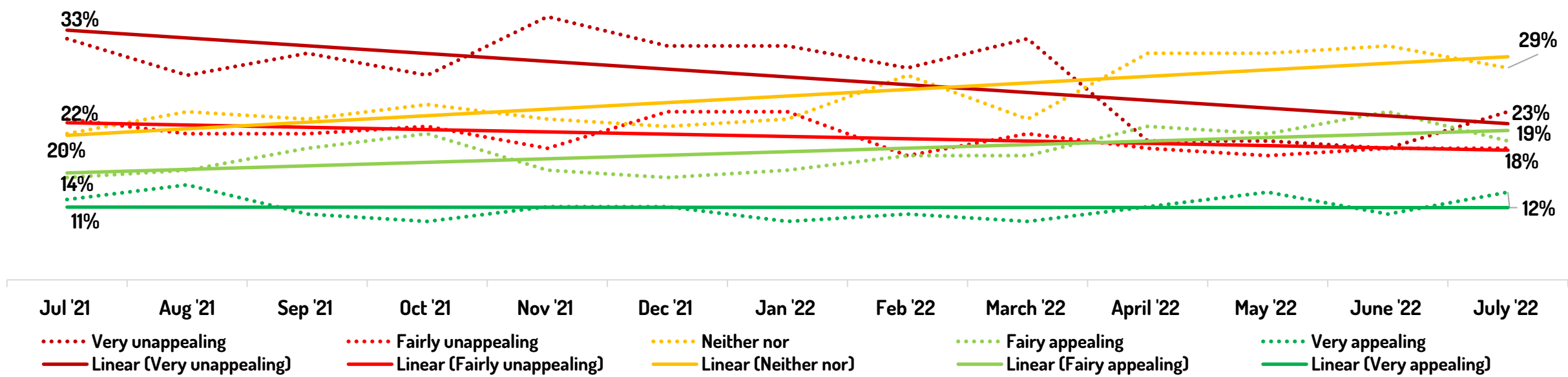
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IMPORTANCE OF SUSTAINABILITY FACTORS WHEN EATING OUT

The acceptance of cellular meats has increased which is likely driven by it being discussed more openly in the mainstream media. Further education is needed with approx. 40% still finding it unappealing.

Appeal of restaurants that use 'Cellular Meat'

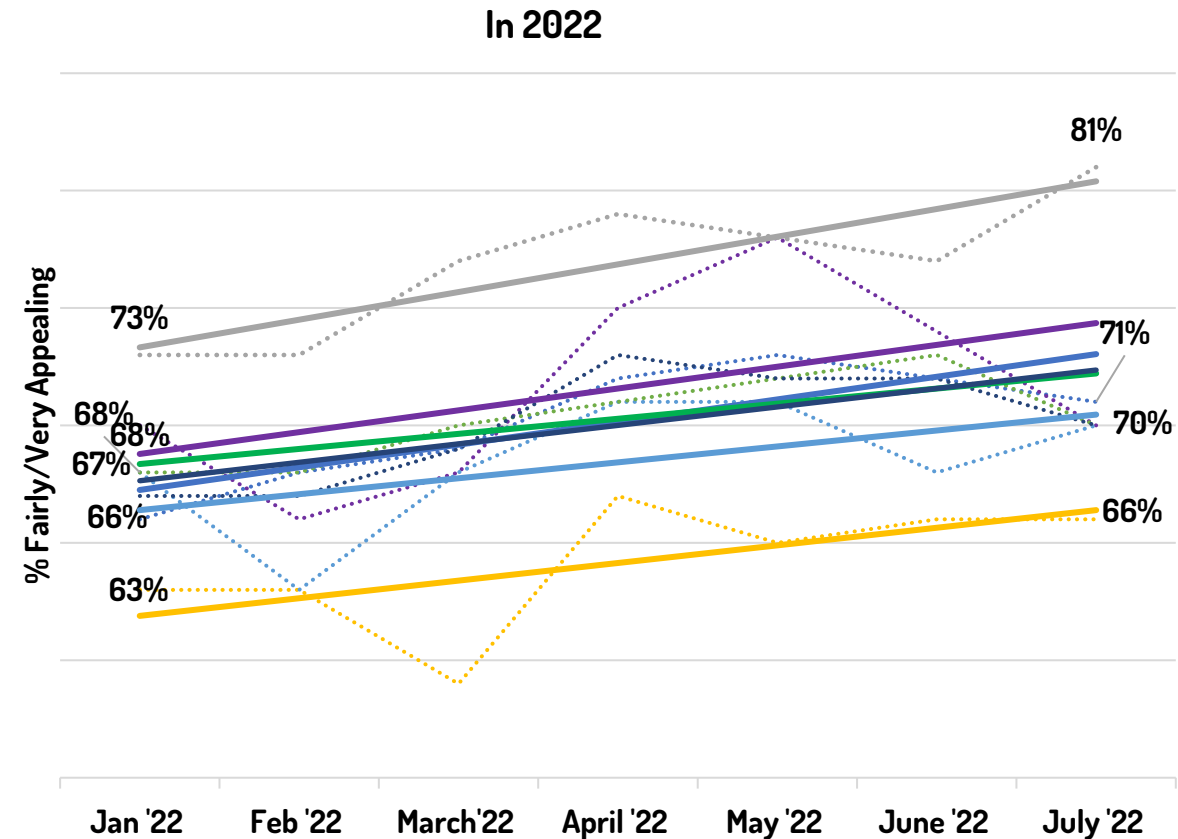


AWARENESS AND INTEREST SUSTAINABILITY INITIATIVES

Appeal of sustainability initiatives increased as we emerged from the pandemic this seems to have then dropped off towards the end of 2021 and is now increasing with healthy soil initiatives having the greatest appeal.

	July 2020	July 2021	July 2022
Healthy Soil	66%	80%	81%
Bio-digest / composting	58%	73%	71%
Trading waste	60%	72%	70%
Purpose driven consumption	Not added until 2021	72%	70%
Regenerative Agriculture	Not added until 2021	72%	70%
Circular food systems	57%	70%	70%
Bio-diverse species & varieties	57%	68%	66%

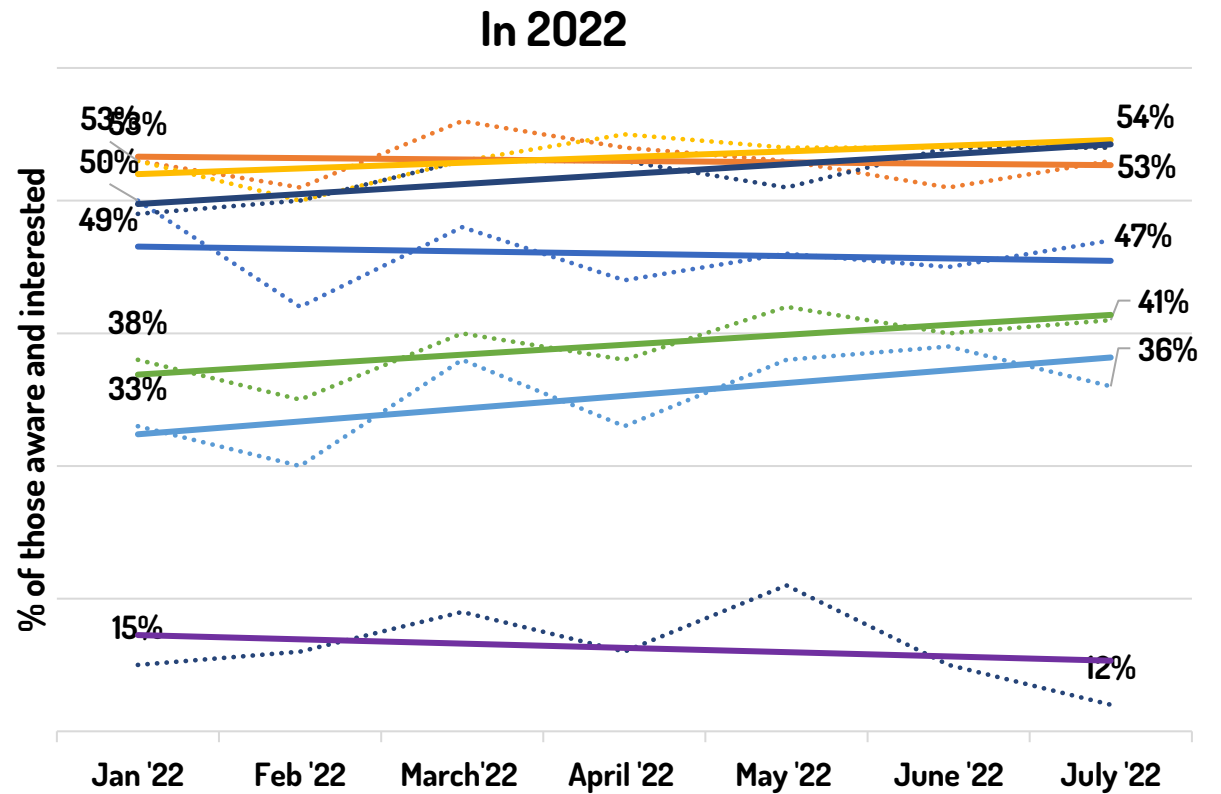
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AWARENESS AND INTEREST SUSTAINABILITY INITIATIVES

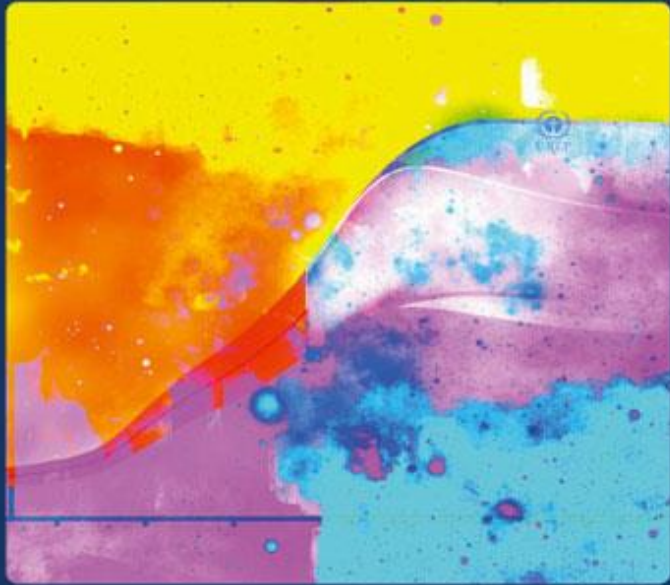
Whilst awareness and interest in sustainability factors increase in 2021 this has now decreased for certain initiatives which are likely being superceded by the focus on price due to the cost-of-living crisis.

	July 2020	July 2021	July 2022
Having shorter seasonally abundant menus	41%	62%	54%
Having short supply chains		57%	54%
Going to venues that use home grown ingredients	53%	60%	53%
Having farm/estate branding on menu	39%	56%	47%
Using urban farms	28%	42%	41%
Using heirloom/heritage seeds and breeds	30%	40%	36%
Using insects	12%	17%	12%



SUSTAINABILITY / ESG FORESIGHT

A Wake-Up Call – ESG vs Cost of Living. Despite the growing conundrum for ethically minded consumers, we expect the long-term trajectory of sustainability and ESG to grow.



ipcc
INTERGOVERNMENTAL PANEL ON climate change



Global Warming of 1.5 °C

An IPCC special report on the impacts of global warming of 1.5 °C above pre-Industrial levels and related global greenhouse gas emission pathways, in the context of strengthening the global response to the threat of climate change, sustainable development, and efforts to eradicate poverty.



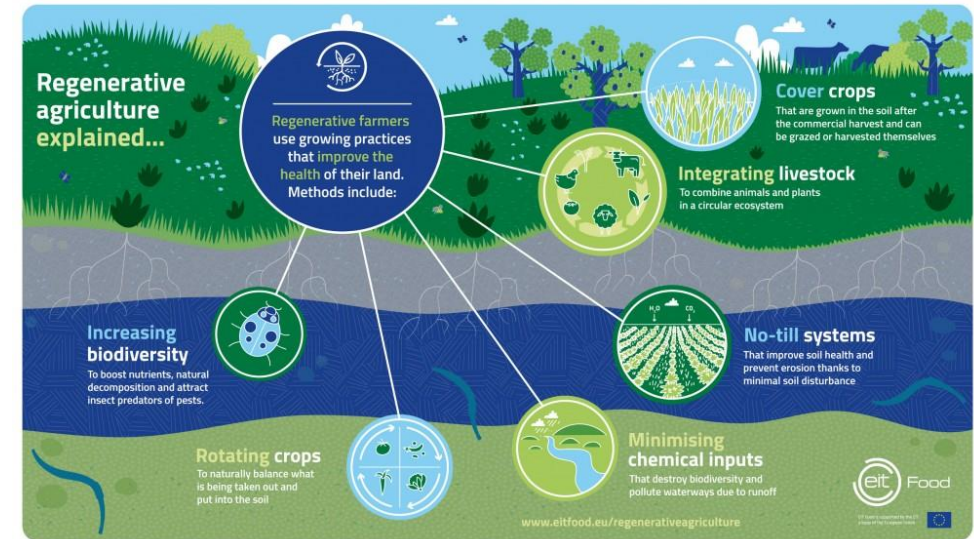
SUSTAINABILITY / ESG FORESIGHT

Looking beyond the immediate crisis, where do we expect to see traction within food and drink...



SUSTAINABILITY / ESG FORESIGHT

Less but Better Regenerative and Agroecological Farming. Greater scrutiny and on Farm metrics.



SUSTAINABILITY / ESG FORESIGHT

Expect more talking dirt – dirt to soil, there is a difference!

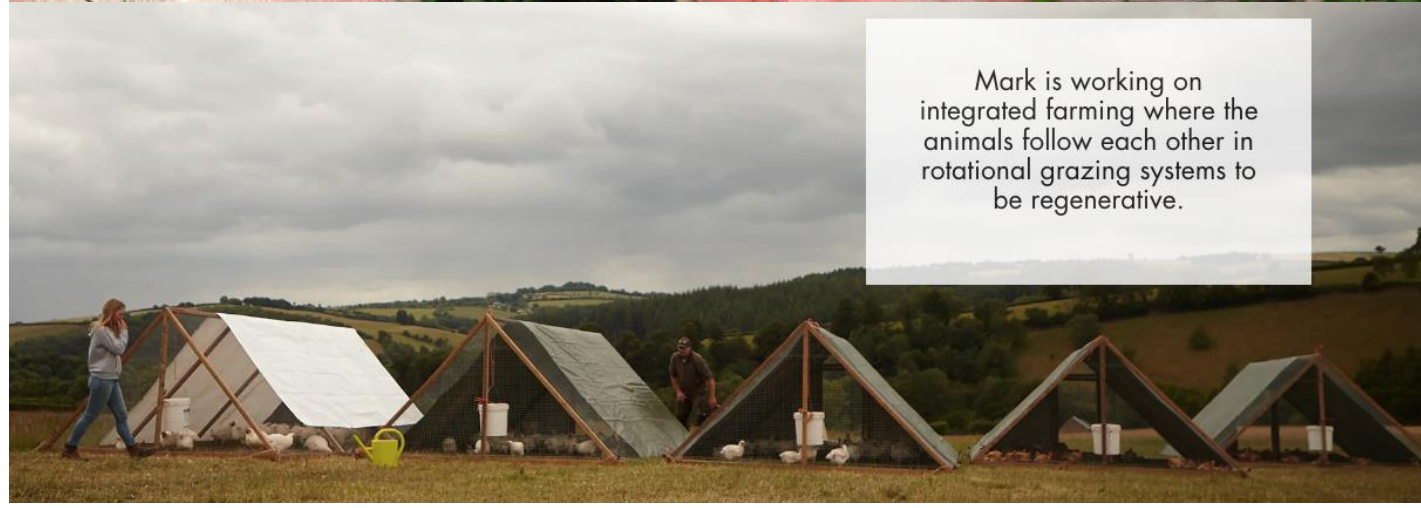


SUSTAINABILITY / ESG FORESIGHT

Expect feeds to be a talking point – Soy Free, Grass, Herbal Ley



Amy is keeping pigs in a regenerative system, working with different breeds to find the best fit to her land.



Mark is working on integrated farming where the animals follow each other in rotational grazing systems to be regenerative.

SUSTAINABILITY / ESG FORESIGHT

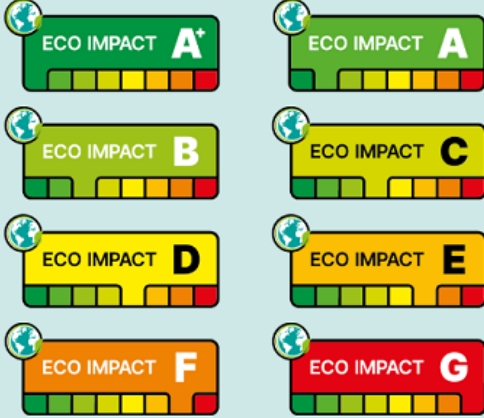
Carbon & Eco Labelling is coming. First movers making a positive choice easier for consumers.

FRONT-OF-PACK ENVIRONMENTAL SCORES

We are providing consumers with the clear and credible information they need to make more sustainable buying choices. And we are helping food producers to innovate in a more sustainable way.

Together, we can build a more sustainable food industry.

[Find out more](#)



My Emissions

Green Curry

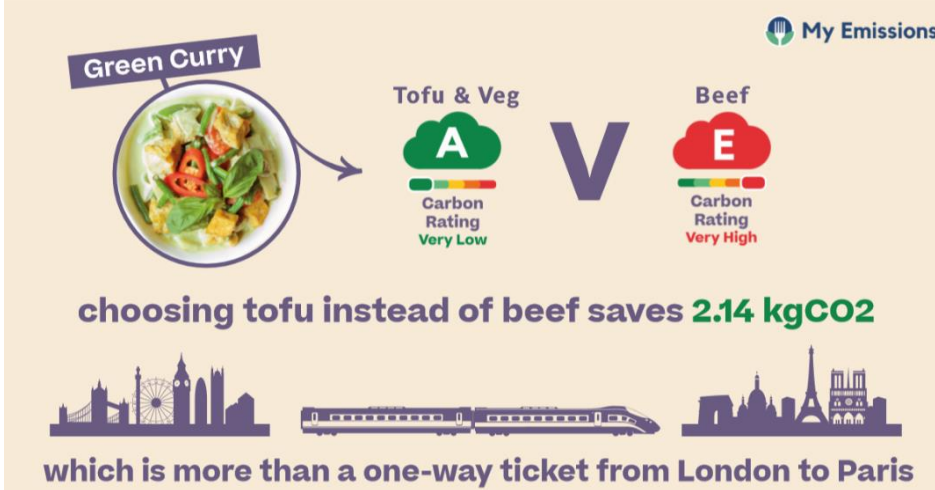
Tofu & Veg **A** Carbon Rating Very Low

V

Beef **E** Carbon Rating Very High

choosing tofu instead of beef saves **2.14 kgCO₂**

which is more than a one-way ticket from London to Paris



SUSTAINABILITY / ESG FORESIGHT

A focus on education to empower positive accountable choice – communication that is addictive and alive not just in food but also relevant in culture.



SUSTAINABILITY / ESG FORESIGHT

Food Service and Hospitality Champions are increasingly doing the right thing



PARTNERED BY



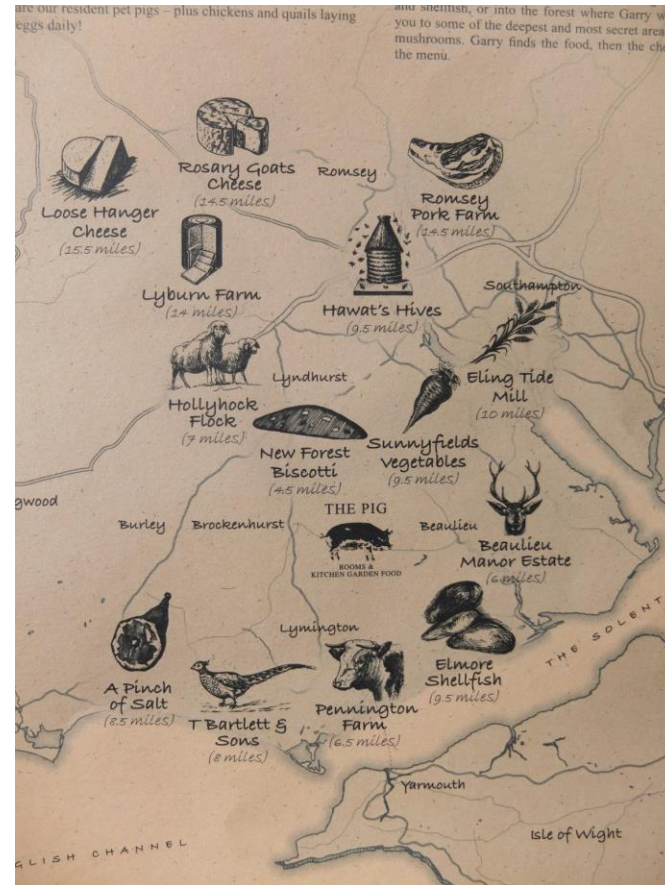
**SUSTAINABILITY
AWARD**
WAHACA

**RESTAURANT
R200**



SUSTAINABILITY / ESG FORESIGHT

Local Food Diversity and Resilience – Reducing the reliance on exposed species and Global Supply Chains



SUSTAINABILITY / ESG FORESIGHT

Focus on Waste Reduction & Up-Cycling – Adding value to nutritionally dense by-product



Agrain transforms byproducts from beer and whiskey production into food.

NÆRINGSRIGT BÆREDYGTIGT VELSMAGENDE

Welcome to a new category of delicious, healthy and sustainable products – developed and produced in Denmark of 100% organic ingredients.

All our products are made from the malted and mashed grains that are a byproduct from brewing beer and whiskey.

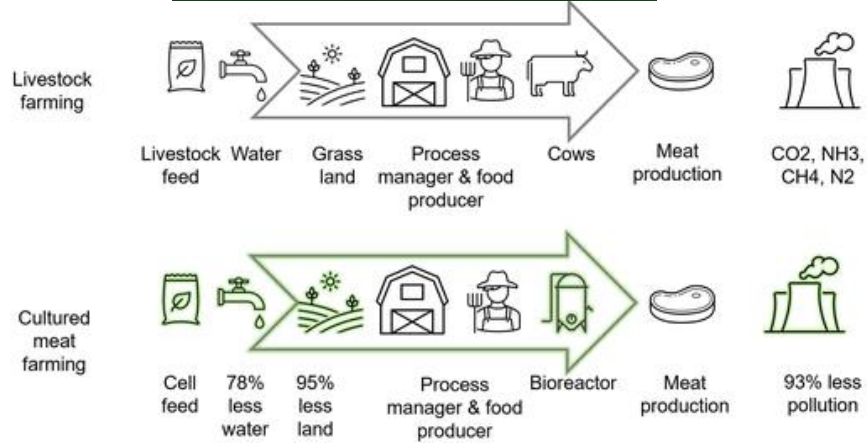
HOW?

THE PRODUCTS



SUSTAINABILITY / ESG FORESIGHT

A New Protein System – Slaughter free, sustainable animal protein future?



So what..





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What next?

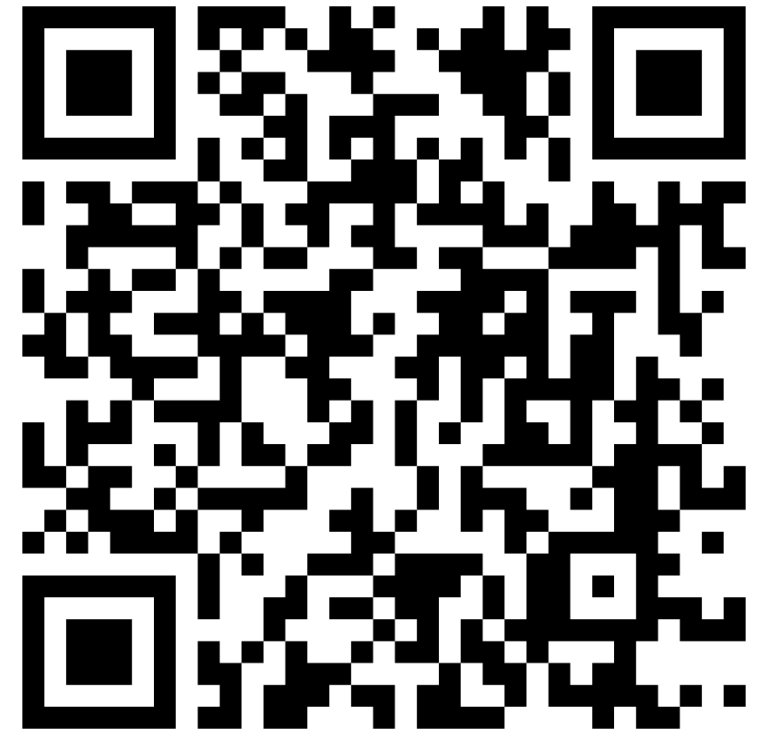
16 Years in Trends e-book

Join with us to shift food, health and education for the next generations.

tfpfoundation™
shifting food, health and education for future generations



Buy 16 Years in Trends e-book today in aid of
the TFP Foundation & Chefs in Schools



This 400+ page encyclopaedic e-book charts the trend landscape 2006-2021, how food and drink has changed, what the bigger themes were and what we can take from the past into the future – the products, services, restaurants, chefs, flavours, ingredients, colours, global events, the diets, the tech, the politics, the awards and much more.

DOWNLOAD TODAY'S CONTENT

And keep up to date with the finding of this ongoing tracker.



To download today's content, scan the QR code, complete your details and we'll email you the presentation and the latest Future Food Report.

Get in touch

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FUTURE FOOD

BRINGING TRENDS TO THE TABLE

If you want to hear more about Future Foods and receive the trends report going forward please sign up on the link below or contact Kelly or Charles.

<https://mailchi.mp/thefoodpeople/futurefood>

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