Food trends: From 1900 to the future
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1960’s-2010’s: SUMMARY TIMELINE

Swinging Sixties & the Radical Revolution of Cooking with Julia Child!

Rockin’ Eighties with a Splash of Popcorn & Dash of Gourmet!

Bite-Size, Hand-Held and On-the-Go Food Craze!

“Me” Decade: Self-Indulgent Desserts & Prepackaged Foods!

Taking the “Bad-for-You” out of Foods with Hip Hop Flair!

Where to Next?…
1900-1909: IMPACT ON FOOD TRENDS

**DEMOGRAPHICS**
- 76 MM US population
  - ~50% <23 yr. old
  - ~50% household of 6+ people
- Less than 2% graduated high school
- Families spent an average of 43% of their income on food

**LIFESTYLE**
- Contagious optimism
- Meat-filled menus
- Poor sanitation and public safety standards
- More Americans died of tuberculosis than cancer

**ECONOMY**
- US agricultural exports ~$917 MM/year
- Farmers were 38% of the labor force
  - ~5.74 MM farms (avg. farm 147 acres)
- ~1% Americans invested in public US companies or mutual funds
- S&P 500 index was 6.2

**TECHNOLOGY**
- Patent for steam engine
- Introduction of monoplane
- First electric typewriter
- Panama Canal construction
- First radio receiver

**DESSERTS**
- BAKED GOODS
- SWEET TEA
- SEAFOOD
- SANDWICHES
FOOD INTRODUCTIONS IN THE 1900’s

1900: Banbury Tarts
1901: Peanut Butter & Jelly
1902: Animal Crackers, Karo Syrup
1903: Devil’s Food Cake
1904: Banana Splits, Ovaltine
1905: Brownies, Banana Cream Pie
1906: Onion Rings, Mufolletta Sandwiches
1907: Buttercream Frosting, Steak Diane
1908: Lobster fra diavolo
1909: New York Pizza, Lady Baltimore Cakes, Submarine Sandwiches, Tamale Pie, Divinity Fudge, Sauerkraut Candy, Aioli, Shrimp Cocktail, Tetrazzini, Kaiser Pudding
1910-1919: IMPACT ON FOOD TRENDS

**DEMOGRAPHICS**
- 92 MM US population
- US immigration at all-time high; diversifying the American kitchen

**LIFESTYLE**
- Beginning of processed foods
- The self-service market was born
  - Desire to purchase bounty list of items by self selection vs. handing list to clerk
  - Before WWI, it was chic to look *plump* (heavier than average weight; indicated wealth and upper class status)

**ECONOMY**
- US agricultural exports ~$1.9 B/year
- Farmers were 31% of the labor force
  - ~6.36 MM farms (avg. farm 138 acres)
- US government spending, as a share of GDP, was ~1.8% in 1913
- America’s entry into WWI with Germany
- HMS Titanic hit an iceberg

**TECHNOLOGY**
- Clarence Birdseye made progress to perfect process for frosted foods before introducing to the world
- The refrigerator (first electric cooler) was introduced by Guardian
- Model T Ford dominated automobile market
- Stainless Steel was invented by Harry Brearley

**HEARTY MEALS**
- ETHNIC FUSION
  - CHOW MEIN
  - GOULASH
  - BREAD/BISCUITS
1920-1929: IMPACT ON FOOD TRENDS

** DEMOGRAPHICS **
- 106 MM US population
- Decline in number of births in late 1920’s
  - Rural to urban migration
- Decrease in foreign immigration
- Rise in number of women in the workforce

** ECONOMY **
- US agricultural exports ~$1.94 B/year
- Farmers were 27% of the labor force
  - ~6.45 MM farms (avg. farm: 148 acres)
- Stock Market was boisterous, until the 1929 Wall Street Stock Market Crash
- 19th Amendment was ratified, prohibiting any US citizen from being denied the right to vote based on sex

** LIFESTYLE **
- Processed foods played a significant role in the American diet
- People had more money and were willing to spend it conspicuously (novel gadgets such as toasters, appliances, etc.)
- Unwelcomed Prohibition did not curtail drinking habits; cocktail party was born
- Love of loud music, art and culture

** TECHNOLOGY **
- Emergence of:
  - industrial freezing process
  - nationally distributed foods
  - cafeterias, lunch counters and fast food establishments
- First transatlantic two-way broadcast
- Domestic radio sets and electronic music instrument invented
- Large-scale diffusion of automobiles, motion pictures, telephones, and electricity

** FINGER FOODS **
- SALADS
- COCKTAILS
- HOT DOGS
- CAKES

FOOD INTRODUCTIONS IN THE 1920’s

1920
- Egg Creams
- French 75 Cocktail

1921
- Wonder Bread
- Chiffon Pie
- Salads

1922
- Popsicles
- Diabetic Foods

1923
- Ready-to-spread Frosting
- Jujifruit Candy
- Lemon Sponge Cake
- Peanut & Pecan Desserts

1924
- Frozen Foods
- Pineapple Upside Down Cake
- Texas Hot Weiners
- Chocolate Covered Potato Chips

1925
- Girl Scout Cookies

1926
- Frozen Foods

1927
- Gerber’s Baby Food

1928
- Kool-Aid
- Pez
- Bridge Mix
- S’mores
- Mayonnaise Cake

1929
- Po’Boy
- Hot Italian Sandwiches
- Twizzlers & Karmelkorn
1930-1939: IMPACT ON FOOD TRENDS

### Demographics
- 123 MM US population
- Decline in number of births in early 1930’s
- ~25% of wage earning workers were unemployed; and the unemployed stopped spending

### Economy
- US agricultural exports ~$765 MM/year
- Farmers were 21% of the labor force
  - 6.295 MM farms (avg. farm: 157 acres)
- Great Depression
- Social security & national labor relations acts were instated
- Drought & dust storms hindered crops

### Lifestyle
- Families challenged to live with less and be task masters; stretched meals with low cost foods
- Convenient & prepared meals increased (one-pot meals, casseroles, fresh vegetables)
- Comedy movies, musicals & swing dance were popular to create distraction from life struggles

### Technology
- Radar was invented
- The “Hoover Dam” is completed
- Air Mail service began across the Atlantic ocean
- Nuclear fission discovered
- Kodachrome (color film) is invented by Kodak
- HD TV service from BBC broadcasted
- The chocolate chip cookie was developed

### Mac ‘n’ Cheese
- Hamburger
- Meat Loaf
- Spam
- Vegetables
FOOD INTRODUCTIONS IN THE 1930’s

1930
Twinkies
Jiffy Biscuit Mix
Heinz 57 Product Line

1931

1932

1933

1934

1935

1936

1937

1938

1939

Chilled Biscuits & Pie
London Broil
Tacos
Refrigerated Biscuits & Pie

Chilled Biscuits & Pie
London Broil
Tacos
Refrigerated Biscuits & Pie

Chocolate Covered Pretzels

Sloppy Joes
Breadless Sandwiches

Reuben
Chicken Kiev
Cobb Salad
Krispy Kreme
SPAM
Kix Cereal

Hawaiian Punch
Nabisco’s Ritz Crackers
Campbell’s Cream of Mushroom Soup
Double Patty Hamburger Sandwich
Chef’s Salad
No Bake Cookies

Chicken & Waffles
Instant Coffee
Bloody Mary
Milk Sold by the Gallon

Fritos
Pabulum
Marshmallow Sandwich Cookies
1940-1949: IMPACT ON FOOD TRENDS

**DEMOGRAPHICS**
- 132 MM US population
- Beginning of Baby Boom (increase in number of births between 1946-1964)

**LIFESTYLE**
- While men were at war; numerous women went into factories
  - Many households lost servant/maid
- Post war, thriftiness was rewarded by Chiffon Cake
- While rationing was full force, function seemed to overpower fashion until the end of the war

**ECONOMY**
- US agricultural exports ~$2.42 B/year
- Farmers were 18% of the labor force
  - ~6.1 MM farms (avg. farm: 175 acres)
- WW II introduced: firebombs and nuclear weapons; efficiency of mass killing
- Increase in international trade caused expansion of cosmopolitan American diet
- Government regulated meat per person (28 oz/week) and encouraged planting gardens

**TECHNOLOGY**
- Vegetable oil introduced
  - Margarine introduced as a replacement for butter
- Tupperware and the microwave oven were invented
- Z3: the world’s first programmable, fully automatic computer was built
- Frozen French fries introduced with technology to prevent sogginess

**CORN DOGS**
**NACHOS**
**SOUP**
**PUDDING/CAKE**
**FROZEN FOODS**
FOOD INTRODUCTIONS IN THE 1940’s

1940
- Toll House Chocolate Chip Cookies
- York Peppermint Patties
- Sponge Candy

1941
- Corn Dogs/Pronto Pups
- Blackout Cakes

1942
- Monte Cristo Sandwiches

1943
- Chicago-Style Pizza
- Nachos

1944
- Tortilla Soup

1945
- Monkey Bread
- City Chicken
- Rum Balls

1946
- Chicken Burgers
- Tuna Melt

1947
- Frozen Orange Juice
- Nutella

1948
- Finger Steaks
- Frozen French Fries

1949
- Sea Shrimp Cocktail
- Chicken Vesuvio

Other items mentioned:
- M&M’s
- Cheerios
- Rice Krispies Treats
- Par-baked Bread
- Chiffon Cake
- Betty Crocker’s Cake Mix
- Instant Pudding
- Jolly Ranchers
1950-1959: IMPACT ON FOOD TRENDS

**DEMOGRAPHICS**
- 151 MM US population
- Baby Boom (increase in number of births between 1946-1964)
- Home ownership was more prevalent than renting
- 1-person households represented 1 in 10 households (9.5%) in 1950

**LIFESTYLE**
- Hope soared and money flowed
- Mom worked outside of the home for the duration of the war, & the return to life as a housewife often proved difficult
- Wives recreated favorite European dishes
  - Beef Stroganoff was the height of entertaining
- Higher standards of living and growth in college enrollments

**ECONOMY**
- US agricultural exports ~$3.53 B/year
- Farmers were 12.2% of the labor force
  - ~5.38 MM farms (avg. farm 216 acres)
- US economy increased productivity
- Rapid economic growth – high demand for labor
- Beginning of Vietnam War (1955)
- Civil rights and women’s right movements made it more hospitable for women in the workplace

**TECHNOLOGY**
- First electric rice cooker was introduced
- Big food retailers introduced trading stamps, that could be redeemed for an array of products as an incentive to attract more customers
- National highway system introduced mass distribution of processed foods
- First solar battery & solar cell was invented
- Passenger jets begin service

**SMOOTHIES**
- PAM SPRAY
- TV DINNERS
- DRESSING
- DIPS
FOOD INTRODUCTIONS IN THE 1950’s

- Frozen Pizza: 1950
- Chicken Parm: 1950
- Smoothies: 1951
- Cappucino: 1951
- Chex Mix: 1952
- Diet Soda: 1952
- Cheez Whiz: 1953
- Duncan Hines Cake Mixes: 1953
- Ranch Dressing: 1954
- California Onion Dip: 1954
- Panini: 1956
- Thumbprint Cookies: 1956
- Rolled Fondant: 1956
- German Chocolate Cake: 1957
- Lemon Bars: 1957
- Rice-A-Roni: 1958
- Instant Ramen Noodles: 1958
- Jif Peanut Butter: 1959
- Bananas Foster: Reverse
- Chickenfurters: Reverse
- Coronation Chicken: Reverse
- Marshmallow Peeps: Reverse
- TV Dinners: Reverse
- Maypo: Reverse
- Green Bean Casserole: Reverse
- Frozen Pie Crust: Reverse
- Spaghetti Carbonara: Reverse
- Tang: Reverse
- Pam Spray: Reverse
- Mexican Wedding Cakes: Reverse
1960-1969: IMPACT ON FOOD TRENDS

**DEMOGRAPHICS**
- 179 MM US population
- Baby Boom (increase in number of births between 1946-1964)

**LIFESTYLE**
- Labeled “Swinging Sixties” because of the failure or relaxation of social taboos
- New, radical and subversive trends/events
- Known as scholarship and popular culture
- Revolution of social norms: clothing, music, drugs, dress, sexuality, formalities & school
- Julia Child & her TV show “The French Chef” was a hit

**ECONOMY**
- US agricultural exports ~$3.53 B/year
- Farmers were 8.3% of the labor force
  - ~3.71 MM farms (avg. farm 303 acres)
- Vietnam War
- Rights expanded to include abortion, privacy and criminal defendant
- Liberal reforms were passed including civil rights and healthcare for the elderly & poor
- Immigration Act of 1965 led to the opening of ethnic restaurants

**TECHNOLOGY**
- Boiling bags (frozen plastic packages of food heated in boiling water) were introduced
- Tin lined cans and tin foil yielded to aluminum cans and aluminum foil
- The “Icee” machine was developed
- First public demonstration of computer mouse, video conferencing, teleconferencing, email, user interface and hypertext
- Prototype of internet (Arpanet) introduced

**FAST FOOD**
- SLURPEES
- FRESH BREAD
- INSTANT FOODS
- POP-TARTS
FOOD INTRODUCTIONS IN THE 1960’s

1960
- Green Eggs & Ham
- Red Velvet Cake
- Frozen Bagels
- Instant Sweet Potatoes

1961
- Life Cereal
- Total Cereal
- Carnation Coffee-Mate

1962
- Round Sandwich Bread
- Brown & Serve Bacon
- Black Forest Cake
- Texas Sheet Cake
- Gatorade & Slurpees
- Crudites
- Chocolate Fondue
- Tunnel of Fudge Cake
- Quaker Instant Oatmeal
- Taco Salad
- Snack Pack Pudding
- Space Food Sticks
- Astronaut Fruitcake

1963
- Cream Cheese Brownies
- Instant Mashed Potatoes
- PDQ Beverage Mix
- Pita Bread
- Ants on a Log
- Pop Tarts
- Carnation Instant Breakfast
- Buffalo Wings
- Fast Food Chicken Sandwiches

1964
- High Fructose Corn Syrup
- Gatorade
- Hummingbird Cake
- Flower Pot Bread
- Pringles Potato Chips

1965

1966

1967

1968

1969
1970-1979: IMPACT ON FOOD TRENDS

**DEMOGRAPHICS**
- 203 MM US population
- Baby Bust - Decrease in number of births at the end of the baby boom period
- 1 in 5 women were householders in the US

**LIFESTYLE**
- Decade of “Pivot of Change” & “Me Decade”
  - Self-Indulgence, wife swapping, recreational drug use & transcendental meditation
  - Growing feminism across the world, with women advancing to heads of government
  - Rise of many popular and rock music styles
  - Golden age of video arcade games
  - Pre-packaged food boom

**ECONOMY**
- US agricultural exports ~$19.8 B/year
- Farmers were 4.6% of the labor force
  - ~2.78 MM farms (avg. farm 390 acres)
- Rampant inflation
- End of Vietnam War in 1975
- Nixon resigned (the Watergate scandal)
- Clean Air, Water & Product Safety Act passed

**TECHNOLOGY**
- Store brands were introduced for supermarket revenue during inflation
- Microwave ovens were commercially available
- First checkout scanner in supermarkets
- HBO launched first pay TV channel
- Apple launched the first mass produced PC
- Beginning of fiber optics & transformation of communications industry
FOOD INTRODUCTIONS IN THE 1970’s

California Roll 1970
Pasta Primavera
Tiramisu
Hamburger Helper

General Tso’s Chicken 1971

Lactaid 1972

Black & Blue Steak
Chicken Tikka Masala 1973

Pulled Pork 1974
Generic Foods

McDonald’s Happy Meal
Honey Nut Cheerios 1975

Fajitas 1976
Snackin Cake

Flame Seedless Grapes 1977
Zucchini Bread
Beefalo
Stovetop Dressing
Cup O’ Noodles

Orange Cauliflower 1978
Pop Rocks
Jelly Bellies

Reese’s Pieces 1979
Peanut Butter Candy

McDonald’s Happy Meal
Honey Nut Cheerios
1980-1989: IMPACT ON FOOD TRENDS

**DEMOGRAPHICS**
- 226 MM US population
- Baby Boom Echo or Baby Boomlet (growth in number of births to the baby boom generation in 1980’s and early 1990’s)
- US population share: 82% non-Hispanic whites, 6% Hispanic and 10% blacks

**LIFESTYLE**
- Wealth and production migrated to newly industrialized industries
- Popular home collections included gourmet foods and gadgets (stand mixer, food processor)
- Chefs stepped out of their kitchens at home and found celebrity (Wolfgang Puck became household name)

**ECONOMY**
- US agricultural exports ~$35.6 B/year
- Farmers were 3.4% of the labor force
  - ~2.4 MM farms (avg. farm 426 acres)
- The financial and stock market world were glamorized by figures like Donald Trump
- Stock market plummeted in 1987 & spending was dramatically reduced
- The US moved closer to laissez-faire economic policies towards neoliberalism

**TECHNOLOGY**
- First model of the IBM PC was introduced
- Initial development of the modern internet
- Nintendo Entertainment System claimed 90% of American video game market by 1989
- Boombox, Walkman & Synthesizer became very popular; impacting the music industry
- FDA approved tabletop use of Aspartame
- UHT milk gains national recognition

**RISOTTO**
**OATMEAL**
**LEAN CUISINE**
**DIET COKE**
**ENERGY DRINKS**
1990-1999: IMPACT ON FOOD TRENDS

**DEMOGRAPHICS**
- 248 MM US population
- US Population Share: 12.1% African American, 9% Latinos, 2.9% Asian/Pacific Islanders, 1% American Indian & Alaskan Native

**LIFESTYLE**
- Characterized by multiculturalism and alternative media
- Grunge & Hip Hop are popular with young people
- Fusion cooking cuisine trend
- Move toward simplicity

**ECONOMY**
- US agricultural exports ~$48.2 B/year
- Farmers were 2.6% of the labor force
  - ~2.14 MM farms (avg. farm 461 acres)
- California Organic Foods Acts established
- Continued mass mobilization of capital markets through Neoliberalism
- >50% of Americans invested in public companies or mutual funds; S&P 500 index was 1085 (1997)

**TECHNOLOGY**
- FDA approves Olestra & Sucralose
- Food manufacturers developed low-fat and fat-free products
- USDA food pyramid is introduced
- Electric bread machines introduced
- Patent for PET beverage bottles
- World Wide Web provided instant access to millions of recipes/reviews around the world
- Food Network premieres with celebrity chefs

**FUSION FOODS**
- ARTISAN BREAD
- LAVA CAKE
- GMO FOODS
- TOFURKEY
FOOD INTRODUCTIONS IN THE 1990’s

1990
Artisan Breads
Stromboli
Turkey Bacon

1991
Jamaican Jerk
Cream of Broccoli Soup
Chocolate Molten Lava Cake
Crisco Sticks

1992
Broccolini
Pretzel Bread

1993
SnackWell’s Reduced Fat Cookies
SPAM Lite
AriZona Bottled Iced Tea

1994
Boca Burger
Flavr Savr Tomatoes

1995
Hershey’s Hugs
Promise Ultra
Tofurkey

1996
Lay’s Baked Potato Chips
Pizza Hut Stuffed Crust Pizza
Pizza Hut Stuffed Crust Pizza
Di Giorno Frozen Self-Rising Crust Pizza

1997
V8 Splash
Blue Bell Bite-Size Mini Frozen Snacks

1998
Pillsbury OneStep Brownie
Frozen Skillet Sensations

1999
Fat-Free Pringles
Cappuccino Chillers
2000-2010: IMPACT ON FOOD TRENDS

DEMOGRAPHICS
- 281 MM US population
  - 50% is greater than 35.3 years old
  - Overall population has increased and grown more racially & ethnically diverse
  - Homeownership was 66% (2000)
  - >50% lived in households of 1, 2 or 3 people;
  - Women represented 1 of 3 of US householders
  - ¼ of households were single person homes
  - ~29% of population are under the age of 16

LIFESTYLE
- Greater interest in future energy development due to global warming and potential exhaustion of crude oil
- Emerging use of robotics
- GPS and navigation systems gain popularity
- Move to paperless services
- Email became a standard of interpersonal written communication
- Alternative TV broadcasts (YouTube) introduced

ECONOMY
- US agricultural exports ~$48.2 B/year
  - Farmers were 2.6% of the labor force
    - ~2.14 MM farms (avg. farm 461 acres)
  - US World Trade Center and Pentagon terrorist attack
  - Economic growth had considerable impact on environment and energy resources
  - The internet became a standard for stock trading, advertising & business activities

TECHNOLOGY
- Growth of internet contributed to globalization
  - Wireless internet access in computers, mobile phones and gaming consoles
  - Peer-to-Peer technology gained massive popularity with file transfer systems for audio, video, data, etc.
  - DVD’s replace VCR technology
FOOD INTRODUCTIONS IN THE 2000’s

2000:
- StarKist Tuna in Pouch
- Rectangular Bagel
- Chicken-of-the-Sea Salad Kits
- Milk ‘n Cereal Bars

2001:
- PJ Squares
- Ragu Express Microwave Meals
- Mini Ritz Crackers

2002:
- Philadelphia To-Go Bagel & Cream Cheese
- Toll House Ultimates Refrigerated Cookie Dough

2003:
- Extra Fiber Fortified Breads
- Ready-to-Serve Rice
- Nouriche Fortified Yogurt Smoothie

2004:
- Omega-3 Bread with Fish Oil
- Kool-Aid Jammers

2005:
- McDonald’s Chicken Snack Wrap
- Mamma Mia Microwaveable Noodles

2006:
- Peel & Eat Tuna/Salmon Snack Cups
- Kraft Fresh Creations Salads

2007:
- Healthy Choice Café Steamers

2008:
- G2 Sports Drink

2009:
- Healthy Choice Café Steamers
Century Snapshot

1900’s: Poverty/Malnutrition Among Working Class, Vitamins, School Meals, Milk Pasteurization, Drum Drying, Sanitary Cans

1910’s: WWI, Food Shortages/Rationing, >60% Food Supply Imported, Hydrogenated Oils, Post-Harvest Mechanization, Higher Extraction of Flour

1920’s: Stock Market Crash, Poor Diets, Juice Extractors, Plate Heat Exchangers, Tubular Blanchers, Vitamins A&D Added to Margarine

1930’s: Great Depression, WWII, Poverty/Malnutrition, Brine Injection, Rapid Freezing Capability, Spray Drying, Instant Coffee, Wrapped Sliced Bread, Milk Cartons

1940’s: Rationing, End of WWII, Consumer Food & Nutrition Education, Policy to Increase Agricultural Output, Fortification, Meat Preservatives, HTST, Freeze Drying

1950’s: Food Rationing Ends, Food & Drug Act, Consumer Spending Rises, Aseptic Canning, Controlled Atmospheric Storage, Tea Bags, Tetra Pak for Milk, Frozen Foods
Century Snapshot

1960's: Computerization, Intense Price Competition, Measures to control Salmonella in Eggs, UHT Milk, Meat Enzyme Tenderization, Tetra Pak/Brik, Instant Mashed Potato


2000's: Milk ‘n Cereal bars, Ready-to-serve rice, Internet, Emerging technology, Social media, Energy development, Convenience packaging, Portion control
• Blending of cultures calls for a blending of grains
  • Ancient grains move into mainstream due to their notable nutrient content, thought to always be gluten free, and availability

• Advances in social media
  • Nostalgia is trendy; classic packaging with eco friendly benefits
  • Convenience is king, as the world becomes more at your fingertips
    • Restaurant quality TV dinner

• Snacking is a billion dollar industry with the ability to take hold of every trend
  • Healthy snacks becomes more affordable

• Consumers want to know what is in their food, where it's coming from, and how it is made
  • Nutritional labeling is changed to match consumer expectations

PROJECTION 2010-2020: IMPACT ON FOOD TRENDS

DEMOGRAPHICS

LIFESTYLE

ECONOMY

TECHNOLOGY

SPECIALTY SNACKS
ANCIENT GRAINS
TRANSPARENT LABELING
ULTRA CONVENIENCE

Foods of the Future...

What’s next?
How will technology affect what you eat in the future?
External Forces that Drive Food Trends

- External Forces
- Demographics
- Technology
- Economics
- Behaviors
- Lifestyle

Food Trends
Futuristic Foods

**Cobia**
This salt water fish grows 10X faster than most fish. It is similar to halibut-white and meaty. Could it be the next salmon?

**Colorful Carrots**
A rainbow of cool colored carrots packed with health benefits & antioxidants such as lycopene, beta carotene & anthocyanins could be the next generation of vegetables!

**Trevisco Radicchio**
Technology could take these meaty leafy greens & bred them with a “Caesar Flavor” to create a dressing-less Caesar Salad!

**Weeds**
Weeds may have culinary potential in flavor & nutrients. Purslane has 6X as much vitamin A as spinach & more beta carotene than carrots!
Meal worms, grasshoppers & crickets are good sources of protein & have been assessed as foods by the UN Food & Agriculture Organization. Can we overcome the Yuck factor?

Scientists have engineered ways to create meat for mass consumption from cultured cells. There are environmental benefits & health benefits.

Foods & spices of Sub-Saharan Africa aren’t commonly found in the marketplace, but expect them to migrate into the food channel soon!

Pills that can replace food may be more science fiction than reality now, but wait and see how technology develops. Consumers may find themselves living in the Jetson-style world.
What’s Next?

Submit Your Ideas!

Use the board adjacent to this presentation to share your ideas on the future.

Connect with a member of the centennial committee to have your ideas of the future featured at the 2015 centennial meeting.
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