

The impact of Covid-19 on food habits and safety

Matt Eastland [00:00:06] Welcome back to The Food Fight podcast. I'm Matt Eastland.

Lukxmi Balathasan [00:00:10] And I'm Lukxmi Balathasan.

Matt Eastland [00:00:11] And we're both here from EIT Food, Europe's leading innovation community, working hard to make the food system more healthy, sustainable and trusted. As we approach the end of twenty twenty, and what a year it's been, Lukxmi and I have been keen to take the opportunity to look back at challenges the food system has faced and the ways it has responded.

Lukxmi Balathasan [00:00:32] Yes, and through covid-19 we've learned a lot about resilience, about collaboration, and about dealing with the unexpected. It's also been a year of innovation after innovation and big shifts to the status quo, which will undoubtedly have a lasting impact well after immunisation plans between twenty twenty-one and a return to so-called normal life.

Matt Eastland [00:00:53] Indeed. So to reflect on what's changed and where we should place our efforts going forward, we're joined by two amazing guests. We have Klaus Grunert, Professor Aarhus University in Denmark and founder of the MAPP Centre for Research on Customer Relations in the food sector. And not to hype him up, but Klaus is basically an expert consumer scientist with over eighty industry projects, twelve books and two hundred academic papers to his name. And he's recently been leading a study on the effect of the covid-19 pandemic on eating habits, which is why we're here. Thanks for joining us on the podcast.

Klaus Grunert [00:01:31] Thank you.

Matt Eastland [00:01:31] Thank you. And we're also joined by Brij Sahi, the CEO and co-founder of SwissDeCode, a company that's focussed on rapid DNA testing solutions to identify contaminants in food. And more on that in a second. Welcome back. Brij, it's your second time on the podcast.

Brij Sahi [00:01:47] Yes, it is. And it's great to be back. Thank you.

Lukxmi Balathasan [00:01:50] Great. Thanks both for being here with us. So before we focus in on the specific areas that you've been looking at on a broad level, what do you think have been the big tectonic changes that have affected the food chain this year? And what didn't you see coming?

Klaus Grunert [00:02:06] Well, the pandemic has been a disruptive event. It has changed the daily life for all of us, I think. And food is a part of daily life. So obviously, it also had an impact on the way we eat and what we buy. And I think that, of course, could be predicted when the pandemic started. It has affected the way people buy food and eat in some ways that were maybe a bit surprising. But I come back to that.

Lukxmi Balathasan [00:02:36] Absolutely. And what about you Brij?

Brij Sahi [00:02:39] Well, we look at it from the food manufacturers and the farmers from farm to fork. And first of all, the changes that took place in the factories, we realised immediately that food is one of the essential supply chains. And so a lot of governments

focussed on making sure that this supply chain was not broken and that people were able to get the food that they needed to consume. But then at the same time, we noticed within certain industries such as the meat industry, for example, there was a very, very high prevalence of covid-19 in the workforce. And then at the same time, generally, workers were not going to the office anymore. And so their eating habits changed as well. But more about this later.

Lukxmi Balathasan [00:03:27] And I guess to both of you, was there something surprising that has occurred now that you just didn't see would occur as a result of covid-19 and the food system?

Klaus Grunert [00:03:36] I mean, some of the effects, if you start to gather around some effects of sort of quite predictable, if you are forced to eat at home because restaurants and canteens are closed, that obviously has an effect on your meal patterns. If there are limits on mobility and going out, you may start ordering a few things online. But apart from that, one of the things that really sort of was interesting for me is that seems to be the effect that people enjoy cooking more. At least many people do have spent more time in the kitchen, more time with their family eating in a way. Some people, it seems, has rediscovered the joy of food during the epidemic. And I think that was not necessarily expected.

Lukxmi Balathasan [00:04:25] Hmm. What about you Brij, anything that surprised you?

Brij Sahi [00:04:29] A couple of things. In the first instance, companies are going to have to revisit their strategy for moving forward. If we take the example in the food industry of companies such as Coca-Cola, whose revenue went down significantly because nearly thirty percent of their sales were in exhibition centers, events, etc., which all closed down. And then you have companies like General Mills who can't produce enough and the factories are running overcapacity because of what Klaus said earlier, people are staying at home, they're cooking at home, they need the staple diet, staple foods at home. And so I found that very interesting, but then what's also surprising me now is what's going to happen in the future, because when we look at some of the customs issues, the regulatory framework, it hasn't been decided as to how covid-19 will be treated in the future. If one listens to the news, one hears a lot about covid-19 being discovered on frozen packaging. And most of this is coming out of China. But at this moment in time, there is no regulatory framework around the import export of food, frozen or not related to covid-19. It should be interesting to see what pans out in the future.

Matt Eastland [00:05:46] And you raise a really interesting point there about food security in general and maybe, you know, something we spoke about earlier about the resilience of the food system. You know, how is it made you feel about how resilient our food system is and how secure our food is in general?

Brij Sahi [00:06:04] Personally, I think it makes me feel very comfortable that our food system is secure during the peaks of the crisis. And even today we're here in Switzerland, we have more cases being announced than during the first lockdown. But people are trying to lead a normal life. The supermarket shelves are full and people can generally buy whatever they want to buy and consume it. That makes me feel good.

Matt Eastland [00:06:31] And what about you Klaus? from your, where you are in Denmark, I mean do you feel comfortable about the resilience of the food system?

Klaus Grunert [00:06:39] I certainly do myself, and I think most people do. But it's also about what the research shows, that there have been limited effects because food has been available doesn't mean that there hasn't been some bulk buying. And one, I mean, there could be several explanations for that, people just minimising the risk, but not going out as often. But of course, it can also be that people sort of want to stock up on things just to be on the safe side. But by and large, I think it seems like the confidence in the food security and the resilience of the food system was good.

Matt Eastland [00:07:18] No, it's great to hear.

Lukxmi Balathasan [00:07:19] Hmm. So back to you Brij, for those who didn't hear you on the podcast the first time around, so SwissDeCode. If I remember correctly, it started with an idea after the horsemeat scandal, right?

Brij Sahi [00:07:31] That's correct.

Lukxmi Balathasan [00:07:32] And you progressed to groundbreaking, so rapid DNA testing for things like salmonella and now being Start-Up stealth mode, you've pivoted and now you're covid-19.

Brij Sahi [00:07:42] Yes.

Lukxmi Balathasan [00:07:42] So give us a potted history of the company.

Brij Sahi [00:07:44] Sure. So if one remembers the horsemeat scandal, the number one test that was performed to decide and to find whether horsemeat was present in the lasagnes and the meat dishes is a test that's performed in the laboratories called a PCR. So what we did is by taking some technology from various locations and the patients we applied for at the University of Geneva. We actually turned that into a rapid on site test so we could test for horsemeat and give the results in thirty minutes with no scientists, no lab equipment, no expensive laboratory reagents or anything like that.

Matt Eastland [00:08:23] Amazing.

Brij Sahi [00:08:23] So thirty minutes. So we took this test and we went out to the market and we started asking customers, where would you like to perform a rapid on-site test? And we this is how we started generating our business. And we went from strength to strength. And one of our customers turned around and said, we have a big issue in the cocoa industry. There is a virus is called a cocoa swollen shoot virus CSSV, and it's decimating the cocoa industry. I don't know if you know, but seventy percent of the cocoa comes from Ivory Coast and Ghana, and it supports fourteen million families.

Matt Eastland [00:09:04] Wow.

Brij Sahi [00:09:04] So ten percent of the crops have been destroyed every year because of this virus. So we created a test for this virus and we're engaging with various stakeholders to implement the solution. But because we could create a test for a virus when coronavirus came along, the first impact it had on us was that all our customers started to delay the projects that we were working on. We were not allowed to visit their factories and they themselves were not allowed to go from Switzerland to the Netherlands to help perform an implementation with us. So when everything started to come to a standstill, we looked at the coronavirus. Luckily for us, the whole sequence of the DNA

sequence was already published and we could just take it and we created a rapid on-site test for it.

Matt Eastland [00:09:54] That's incredible. I had no idea that you were already working on another virus, which is which then allowed you effectively to kind of move on to the covid one as well. And is it is this test already kind of out there and available?

Brij Sahi [00:10:08] The covid-19 test, so there are two parts to this. So the first part is we have a reaction that works so we can use it wherever we want. However, one on the human diagnostic side, one needs something called CIVD and we are working towards that. And we will have that fairly shortly. And then what we did is we need because we are focussed on the food industry and because I mentioned to you earlier that slaughterhouses were being closed down because of covid-19, we decided to create an environmental swab test for covid-19. So I earlier mentioned how imports into China are being checked for covid-19 and that discovery is on the surface of the food or surface of the frozen food packaging. So what we are creating is a swab test where one can actually just test the surface area where the food is passing over and then get the results in about thirty minutes to confirm that covid-19 is present or hopefully not present. And so then the food can be released as per the regulatory framework that's going to come out in the future.

Lukxmi Balathasan [00:11:20] That's really incredible.

Matt Eastland [00:11:22] Yeah well done on that Brij, and all the best, you know. Great to hear that these sorts of innovations are coming out. And then Klaus, I mean, just thinking more about consumers, I guess choices based around health and sustainability have obviously become an even bigger consideration for us as consumers this year through covid. So can you tell us a bit about the Aarhus covid-19 report that you've been leading and some of your great findings?

Klaus Grunert [00:11:50] Yeah, we've been doing a consumer study in ten different countries where we asked people about how the covid-19 epidemic has affected their food related behaviours, both their shopping, their cooking, the way they eat meals, and also asking them whether they think these changes would be sort of more permanent or would disappear again when we get over the pandemic. And as I already said, some results were not surprising. You find that people do buy more online. We find that people buy in large quantities and not as often as before. We also find changes in what people buy and the criteria that they use, the increase certain product categories more than others. Everything has been going sort of up because people eat more at home, obviously. But in addition to that, we find that especially fruits and vegetables has been going up, indicating that there may be a trend towards some more healthy eating. Flour has been going up indicating baking. Herbs and spices has been going up, indicating that people do more meals from scratch. But for some consumers also like crisps and snacks and chocolates and things like that has been going up, which is sort of a way of compensating the stress you may feel.

Matt Eastland [00:13:18] I'm one of those.

Klaus Grunert [00:13:19] When we ask people about the criteria that they use, you find that they seem to be more deliberate in their choices. Do find that people buy less on impulse. They buy a more or looking at prices, looking at dates, looking at the type of packaging, naturalness, use of additives, basically looking more at things that are part of a

sort of green topic, and older people are more into sustainability and more in healthiness of the foods that they buy and prepare. And then, of course, a new trend. We had a trend ongoing already before the pandemic started, but it looks like as if the pandemic may have had an accelerating effect, there's more people becoming aware of that and it's having an impact on the food choices they make. In addition to that, as I already said, we also find that people spend more time in the kitchen. They are more creative with regard to what they are doing, and they have more regular meals together with their family. I think that the social aspect of eating is becoming more important. We should also say that is not the whole picture. We also find a few people who actually use of convenience foods, ready meals and so on has been going up during the epidemic. We have that group as well, but it's a smaller group.

Matt Eastland [00:14:43] Okay, so that's interesting. So just from what you said, it sounds like a lot of these trends are actually positive in respect to the food system, or is that the broad trend or is that, you know, more sort of negative trends as well in there?

Klaus Grunert [00:14:58] Well, we have three groups. We have a group that have relatively small changes. We have a group where changes go towards a more sort of deliberate approach to what you eat, more mindfulness if you want. And then we have a smaller group which goes in the opposite direction, where we have more snacking, we have more ready meals and so on. But if you add the whole thing up, my conclusion is that the overall change goes into a positive direction. If you look at it from the perspective of the transition towards a healthy and sustainable food system.

Matt Eastland [00:15:35] That's really good and I guess the killer question then is do you think the changes are going to last?

Klaus Grunert [00:15:41] Well, of course, we don't know. We have been asking people about their own opinion because I think it will last or not. We've been asking which goals for the food related behaviours will become more important in the future. And the results here look like that people seeing these changes towards more health oriented and sustainability oriented behaviour are likely to last, whereas the other changes towards more ready meals and more snacks are less likely to last. So the overall conclusion, at least if you base it on people's sort of own perception of their own prediction on the future development, would be that the green health trend will last more than the opposite trend.

Lukxmi Balathasan [00:16:25] Brij I see you shaking your head to some of what Klaus was saying, as a consumer yourself, like what, do any of these points resonate with you?

Brij Sahi [00:16:34] A hundred percent. Firstly, from a personal perspective, I'm in a family of six and we all take turns to cook. And this came about because of the first lockdown that we had and even my youngest at the age of fourteen has to cook a meal for the family of six. So it's very positive impact.

Matt Eastland [00:16:57] Good to hear.

Brij Sahi [00:16:57] From a work perspective. We had the first lockdown when nobody was going into the office except for people from our laboratory. And subsequently when the lockdown started to ease up, we said that you go in if you want to go in because we found a lot of people working from home were sitting down at nine o'clock in the morning and not moving until five, six in the evening. And there was a complete lack of exercise. So and also social interaction. So the impact on the work environment is I think it will stay

now. This will last. We are now looking for a new office and a new laboratory. And we are factoring in that people will not come to the office as often as they used to, except for those working in the lab. And this is quite a big impact. And then in terms of food, I always say that there's positives and negatives. The positive social ones, like the one I mentioned earlier about eating together in the evenings, having dinner together, but then to see the snacking increases. And on top of that, you're sitting in your seats the whole day. It's not a good sign. It's really not a good sign. But generally, I think that the changes that have taken place will be here and they will stay now.

Lukxmi Balathasan [00:18:16] And I guess kind of coming back to you in terms of, you know, your industry and food safety, what can we expect in terms of us thinking about the quality and safety of our food?

Brij Sahi [00:18:28] Well, the first thing that the consumers generally should pick up on is that the entire industry is now so much more aware of food safety. The awareness because of covid-19 within the executive teams of all the major food players is very, very high. It's a lot easier to have a conversation about food safety today than it was in the past. It was easy, relatively in the past, but now it has priority. So generally what the executives are thinking about is not only what are we going to do with covid-19, it's what we're going to do with covid-20. They need to start preparing themselves for the future as if we were to have another lockdown for another any reason at all what is going to happen. From our perspective, we've caused covid-19 is one virus and there's still a debate as to whether it can how long it will survive on food surfaces, on packaged surfaces, on metal surfaces in the industrial production areas. That debate will continue. But the debate around the salmonella, listeria, campylobacter, that will become more acute, I think, in the future. And there is a general trend in the industry today towards rapid onsite testing. And there are many big players starting to come into this business as well. All of this is leading towards one thing, which is results a lot quicker than they would normally be received from the lab. And then they can make decisions quicker with those results as well. And as the tests that have been positioned out there in the factories are also becoming more reliable than the decisions that they can make, which can be more trusted as well. So this is a trend that we're seeing now in the food industry.

Matt Eastland [00:20:24] That's interesting.

Lukxmi Balathasan [00:20:26] It sounds like this is actually sort of accelerated the innovation aspect, too, for what the industry will find, what you're probably doing internally to really speeding up what you can offer.

Brij Sahi [00:20:36] Yeah, the Holy Grail. Let me describe the Holy Grail for innovation in terms of food safety. The law today states that there should be zero salmonella, listeria, whatever in twenty-five grams of food. There is no technology today that can identify one CFU in twenty-five grams. There is no technology that exists today. So the innovation comes to try and get to that one CFU in twenty-five grams, how can we identify it? And there's a whole lot of innovation around this subject and we haven't got to the Holy Grail yet.

Lukxmi Balathasan [00:21:16] So watch this space.

Brij Sahi [00:21:18] We're all trying.

Matt Eastland [00:21:18] Can we go from sort of talking about the innovations but talking more broadly? Because I mean, the food industry itself is obviously huge in the food chain is very long. But so do you think..well sorry which players in the food system, do you think have been the most or least affected by the impact of covid? And how is that impact looking going forward? So I mean, Klaus, I know that you are a specialist on the consumer side. Do you think that the consumers have been most affected by this? Are they the ones who, you know, who've had to bear the brunt of everything that's happened with covid?

Klaus Grunert [00:21:54] Well, those that have been most affected are obviously those in the food service business because their businesses have been closed down for periods. And even when it opened up, their business has been restricted all kinds of ways. They have clearly been the ones who have been affected most. And we don't know yet what that will mean for people's patterns of eating in the future, because we may, of course, be in a situation when people rediscover the joy of eating at home, that it has a more permanent effect on the food service businesses. We don't know that. Some of these long term effects are still unknown for us. I also believe it will have I do believe it will have a long term effect on sales channels because we have seen this rise in online buying of food, which has always been a bit slow in developing compared to many other industries for a number of reasons, logistics and manpower and so on. But more people have been doing that and it may accelerate the development where we have more multiple channels and more alternative channels for food distribution compared to what we have today. And retail businesses will have to adapt to that. As for farming and manufacturing, I think the effects are more long term now. But if the trends I described earlier are trends that will stay and maybe even accelerate, it only underlines the challenges that all of the food sector has in terms of the grain transition.

Matt Eastland [00:23:33] Yeah, thanks Klaus. And Brij, you do you agree? I mean, from your position kind of on the ground, seeing these things happen in industries, do you agree with what Klaus says?

Brij Sahi [00:23:42] Yes, I do. And if I can just add to that, I think when the food industry was declared as an emergency essential service, the governments took notice and did what they had to do. I give you the example of food generally plants that were that needed to be picked. So we're talking about, say, the strawberries and the fruits that need to be picked in a country, such as the UK, which relies upon a workforce that comes from outside of the UK for a certain period of time. And when the travel was banned between countries, these workers were considered to be essential workers and they were allowed to travel to pick the necessary fruits and berries or whatever was needed to be done. And that showed to me that governments can act when they need to, when there is a crisis affecting the food industry. So I think that this will continue in the future as well.

Lukxmi Balathasan [00:24:38] Yeah.

Matt Eastland [00:24:38] Do you think the covid crisis kind of maybe offers the food industry an opportunity maybe to build back better? So, you know, taking those trends and actually accelerating them and strengthening the positives that have come out of this?

Brij Sahi [00:24:54] Certainly, yes. From an innovation perspective, I mean, there's now a lot more innovation being done into the automation of fruit picking, for example, and also the use of drones to check on the health of the fields rather than having people walking around them. So I think, yes, build back better is certainly the way to go. And I think the food industry is responding to that as well.

Lukxmi Balathasan [00:25:19] And I guess, you know, very interested to hear from Klaus in terms of the consumer research. What opportunities do you see in consumers are embracing?

Klaus Grunert [00:25:28] Well I think from a sort of behavioural change perspective, which is what we talk a lot about in terms of the green transition. People need to change their habits and all that. All the research on habit formation and habit breaking says habits is something that thrives in stable environments. If the environment changes suddenly, then habits also may break down and people may form new habits or change their behaviour. And the covid-19 pandemic obviously has been a disruptive event. It has changed, as I said in the beginning, the life of many people's daily lives and simple things like where you work and how you buy things and how you prepare meals and how you eat. So in that sense, it can have a catalytic effect with regard to changes also in consumer behaviour. And I think. It's important for the whole food sector, including the whole food chain, that we also sort of help consumers in forming new habits in terms of healthier and more sustainable food related lifestyle.

Matt Eastland [00:26:31] And what do you think Klaus, in terms of what could the food industry either have done better or should do better going forwards to help consumers?

Klaus Grunert [00:26:39] Yeah, I mean, the food industry is in the process. I think the food industry is moving in the right direction. But just two things. One is they develop development of products that are healthier and almost as important as to what we buy today. And the other thing, and here we also have the regulatory aspect, is the provision of information that allows consumers actually to make the healthier and more sustainable choices. And it's a topic that is addressed. It's part of the Farm to Fork programme of the EU. Sustainability labelling is written in these type of measures that are things that the food sector will need to address.

Matt Eastland [00:27:23] Good to hear. And what do you think? What do you think Brij? What could the industry have done better or should do better?

Brij Sahi [00:27:29] Well, I'm going to reflect on what Klaus just said, because what we're offering is essentially a way of doing the traceability that the consumers are looking for. So we see a lot of block chain initiatives coming through. All the big players are involved in blockchain initiatives, especially one led by IBM. But what we always say is that with blockchain, one can trace the carton, the packaging to the source. But what one cannot do is to look at the content and trace back the content. And so with our solution for DNA testing with something that we're going to roll out next year, which we call Beam It Up. One will be able to test the content of a product of this through the DNA and get a rapid on site results within thirty minutes without the sample having to go to the lab. And because this is a cloud solution that we are creating, the data will be stored and then made available to whoever needs to see that data. So, for example, to me, if there's a person with an allergy and we are providing an allergen test from anywhere from the farm to the fork, then the person, the consumer can actually scan the barcode on the packaging, be able to do the traceability through the block chain system that may be in place, but also they'll be able to say that the content was tested for whichever allergy they have at all these various steps along the way. And that gives them the confidence that they're really looking for to be able to consume what's on the plate in front of them and not have to worry.

Lukxmi Balathasan [00:29:11] That's incredible. Yeah, when you first began speaking, I was thinking oh this would be great for industry, but now you're talking about this is going to be available for the consumer, that is going to be a big change.

Brij Sahi [00:29:21] Absolutely. This data should be available to whoever needs to see the data to make them from a consumer perspective. It's all about lifting the confidence level. And that's what we're trying to do.

Matt Eastland [00:29:33] Fabulous. Fabulous. So let's just talk about going forwards then. So what do you think the outlook is for the agrifood sector going into twenty twenty-one? Or, you know, maybe over the next twelve to eighteen months? I mean, we've spoken about building back better and I think there's some positives there, but obviously the food system has also been quite shocked by everything that's happened this year. Going forward do you think that the agrifood sector is going to be in a much better place going through covid? Klaus, would you think?

Klaus Grunert [00:30:06] Well, it's much better, but it depends on the eyes that you are looking at the issue. But I mean, there is a chance that the agrifood sector from the perspective of the green transition, actually will be a better place. Yes. Once we get through all this and get going. And then if you find that some of these trends will stabilise and the food industry and the regulators do what is needed in order to further enforce them, then I think we can look back and in spite of all sort of the pain that the pandemic has created here, that there maybe there is one aspect that also had some positive effect.

Matt Eastland [00:30:50] Right. And what about you, Brij? Is there light at the end of the tunnel for you here?

Brij Sahi [00:30:54] Absolutely. I think that one has to look at the different business segments within the food industry. So I think in the farm sector, yes, they will have to use innovation to better bring the food from the farm into the production areas, towards the fork. But then when one looks at the service industry, which Klaus mentioned earlier, I think that's probably forever changed. And there are so many businesses that will just go bust and they will probably never come back.

Matt Eastland [00:31:27] Yeah, tragic.

Brij Sahi [00:31:28] Absolutely. And then I think in terms of health, versus not so healthy foods. I think that those changes will be pretty permanent as well. And I mentioned at the beginning that some businesses will need to review their strategy because companies like Coca-Cola, whose revenue has gone down so much because covid-19, they will need to find a replacement revenue source for that. So I think that they will perhaps be some more consolidation at the corporate level and then from the consumer level as to how they consume their food and the last mile of delivery, whether it's from the restaurants being delivered by Uber Eats or whoever, or whether it's ordering from the supermarket online and having everything delivered to your front door. And also, you know, have these companies are doing pretty well in delivering ingredients that you can cook at home. And it's not without reason that Nestlé paid over a billion dollars for such a company in the U.S. a couple of weeks ago, because they know that that is one of the future trends, is to make this mixture of convenience, mixture of nutrition, and it's a mixture of having the right thing at the time they need it. So I think this is also a trend here to stay.

Lukxmi Balathasan [00:32:48] Yeah, that's really interesting. I'm really curious to see what next year in the year after that's going to look like, what path we sort of take as far as the industry and consumers as we evolve from the current challenges. If there's one thing that you hope either the industry or us, the consumer takes away and really learns from the crisis, just the one thing, what do you think would be Klaus?

Klaus Grunert [00:33:14] It's the joy of good food. It's the joy of good food and the way in which good food contributes to a good life, even in a situation of crisis.

Lukxmi Balathasan [00:33:28] That's lovely.

Matt Eastland [00:33:29] Love that.

Lukxmi Balathasan [00:33:30] That's a nice, positive, positive note. And what about you Brij? I know you've just, you've had, you've just talked about lots of great ideas. But one thing you think the industry takes away and learns from the crisis, what would it be?

Brij Sahi [00:33:42] So I have a saying which is never, ever stop learning, growing and building something. So I would say to the industry, learn from what's happened during this covid-19 just learn from it, changes you need to and build something new as required.

Lukxmi Balathasan [00:34:02] That's perfect. Thanks for that. And Klaus, where can people learn more about your work, your perspectives, a little bit more about where they can read about the report?

Klaus Grunert [00:34:10] We'll present some of the results at the Future Food Conference next week. And the report will come out at the same time and will be widely available.

Lukxmi Balathasan [00:34:23] Perfect. Thanks so much. And what about you, Brij? Where can people find out more about your work and your perspectives?

Brij Sahi [00:34:28] Well, the easiest is to visit our website, which is [swissdecode.com](https://www.swissdecode.com). We have our solutions on the website, though we don't have our future developments. And so if you want to learn a little bit more, just send an email to info@swissdecode.com and I will respond.

Lukxmi Balathasan [00:34:45] Perfect. Thanks very much.

Matt Eastland [00:34:47] Amazing. Thank you both so much for your time today. Another fascinating conversation. And it's great that as we've gone through this, we've all picked up on all the positives and we've, you know, ended on a really high note. So thank you very much for that. So Klaus, thank you very much to you.

Klaus Grunert [00:35:02] Thank you, it was a pleasure.

Matt Eastland [00:35:04] And Brij, Thank you to yourself as well.

Brij Sahi [00:35:06] Matt, thank you so much. Lukxmi, thank you and I look forward to the third time.

Lukxmi Balathasan [00:35:12] hahah perfect.

Matt Eastland [00:35:12] hahah yes, us too. So that has been The Food Fight podcast from EIT Food. If you'd like to learn more about what we're doing, check us out on eitfood.eu/podcast or also check us out on Twitter at EIT Food. Thanks for listening, everybody.