

## EIT Food 2023 Trends Podcast V1.mp3

**Matt Eastland** [00:00:06] Welcome to the Food Fight Podcast into our 2023 Trends episode, where we look back at the past year to anticipate the landscape of the future and to celebrate that fact. I'm finally back in the studio after a two year hiatus, which I'm absolutely delighted about to be here again. Hey everybody, I'm your host, Matt Eastland, and I'm from EIT Food, the world's largest food innovation community, improving food together. There are many reasons for the food system to be excited going into the New Year. The world continues to align itself on meeting sustainability goals. We're seeing more and more exciting entrepreneurs bringing their innovations to market, and the continued focus on healthier diets means we can expect more interesting and nutritious products on our shelves. But there are still plenty of opportunities out there for activists, entrepreneurs and innovators to make their mark on the food system and to talk to us today about the trends that are driving these opportunities. Our two people working the edge of this incredible space. First of all, I'd like to welcome Sam Newman, who's the senior Enterprise Account executive and chief Cheese Officer at Taste Wise. Taste Wise is an AI platform which provides the food industry with data driven solutions so companies can innovate faster, market better and grow sales. They work with some really big global brands who use the platform, discover new flavours, develop ideas and create big impact campaigns. I really can't wait to pick your brain, Sam. Great to have you with us on the show.

**Sam Newman** [00:01:34] Thank you so much for having me.

**Matt Eastland** [00:01:36] Thank you. And returning for his third appearance on the show is Ed Bergan, senior analyst for food and nutrition at Future Bridge. Future Bridge is a management consulting company that delivers strategic insights on evolving technologies and markets. They work on a 1 to 25 year perspective, keeping businesses ahead of the curve by identifying new opportunities in a variety of sectors. Great to have you back, Ed.

**Ed Bergan** [00:02:01] So exciting to be back even though senior analyst is all very nice. But Chief Cheese Officer I think when you grow up as a soft as a kid and when you like your cheese and you're going, what do I want to be? When I grew up and some kids thought astronauts and Chief Cheese officer.

**Matt Eastland** [00:02:18] And I am so glad they said this because that was going to be the first place I started, because we can't we can't let that fly. I want to know what this means. So, Sam, what does Chief Cheese officer mean and how does that fit into the work that you do over it taste wise?

**Sam Newman** [00:02:34] Yeah. So it's a great question, and it's more of an internal ongoing joke with my office that, you know, they say you should dress for the job you want, not the job you have. And that's kind of my theory here. I love cheese. I've always loved cheese, which doesn't always agree with my stomach, but that's a different story, although we'll talk about that a little bit, I think. Yeah. And so what I started it to do as a few years ago, I just kind of declared myself the Chief Cheese officer and any new employee that starts here. We asked them on their first day, What is your favourite cheese? And it's funny because it tells you a lot about a person, right? It's like, are you a vegan? Do you eat dairy based cheese? There's a whole big world of non animal dairy products, right? Like so many companies doing this. So just asking people what is your favourite cheese is a very awkward way of welcoming them into this business and I'm totally okay with that.

**Matt Eastland** [00:03:28] Love it, love it, love it. Okay, Thanks for that, Sam And Ed, you know, you're back on the show for the third time around. Can you just quickly remind all of our listeners about who you are and what you do at Future Bridge?

**Ed Bergan** [00:03:42] So I said, I'm Ed Bergen, so I'm a senior analyst at Future Bridge within our Food and Nutrition Department. A mixture of this type of thing, talking about the trends that my fabulous team of scientists, of which I am not all the work that they're doing looking at these early stage technologies and putting that out to the world and hopefully translating a lot of very, very techie stuff into translatable jargon words. So a little bit of that. And then I guess my background is in storytelling and trying to talk about the future of our food systems. I think I even mentioned her name last time and always bringing her up, but thinking about Sally from Skipton in the north of England and the fact that it's great to talk about innovation, but unless we think about the person that is working hard, thinking about their next paycheque and making sure they can feed their family, does innovation, you know, it's all well and good, but we've got to think about them as well. So whether innovation will translate. So that's something that I'm quite passionate about, but I hopefully I can bring something again today. I'm really looking forward to it.

**Matt Eastland** [00:04:43] Amazing. Thank. Said and to your point about the the person in mind is absolutely something we need to get into because I think it's fair to say that the world has changed quite a lot since we last spoke and never more have we focussed on people who are, you know, going through tough times. Before we do that, I realise, Sam, that we didn't after. They're telling us about your Chief Cheese officer. We didn't actually ask you specifically what do you do at taste wise, other than other than love cheese.

**Sam Newman** [00:05:10] Other than Judge people's cheese remarks? Yes. So I, I come from the enterprise side of our business. I work with global food and beverage brands and basically translating food and beverage trends into new products. So working with global FMCG is if you're in the UK, CPGs, if you're in the US and saying, okay, what are people eating today? What will people be eating in, say, 12 to 18 months? And then how can we either create new products with that as well as bring them to market? So it's how do you create new content, new recipes, new social posts, do a lot of work actually in the food service space, which COVID has caused such a change to. It has been a big focus for our business. I think historically the focus has often been retail, right? We've been selling into retail for a lot of thousands of years, beginning to understand food service, especially when restaurants then closed, became just such a big kind of dark hole for the majority of businesses. So working with a lot of teams also to figure out how can I get my products onto a table in the foodservice space? When we talk the future of food, the innovation often can start in food service. So if we want to know where the world is going, we have to be in either someone's actual kitchen or specifically in a restaurant. So that's what I did.

**Matt Eastland** [00:06:31] Amazing. Got it. That's super clear. Thank you so much for that, Sam. Okay, so let's talk about the context. You know, the world that we're living in today and how that is changing things. So I think it's fair to say that the world is facing some pretty serious challenges at the moment. Actually, on our last episode, episode 102, we were talking about the cost of living and how that was sort of changing the way people are, you know, buying food, cooking food and living more broadly. Food insecurity, increased cost of living. So those are two big challenges. And there is a real need right now for affordable, equitable food. So with that in mind, what can we expect to see over the years ahead in relation to the challenges that we're facing right now? So what trends are driving the food system based on our context and how might that continue? Maybe Sam, can we start with you?

**Sam Newman** [00:07:28] Yeah, I think if we look at it as for lack of return, yeah, food insecurity, cost of living, right, affordability, something that always initially pops to my mind in this conversation is prioritisation people, right? With just fewer resources. All of us included are going to need to figure out like, do we stick to the brand? Right? Do we stick to what is better for us? Do we stick to what is cheaper? Maybe you're a single parent with multiple children who quite frankly just can't afford a lot. Perhaps you're on food stamps. So I think one question is figuring out like what actually are people going to be prioritising? And that can be based on an array of different factors. Two things that I know that we often talk about at the taste our side kind of as we head into the next say, I hope six months, but probably it will be a little longer than that. One is actually escapism and it's something that we saw in really during COVID as well when people were indoors is people travel the world. They want to see things, they want to eat things. They want to explore new ideas, new concepts, new dishes. And when they don't have the money to do so or they're restricted by government travel, it means they have to start exploring other ways to do that. We saw all through COVID a major shift to different types of international cuisines. People were stuck at home and thought, Well, I guess now's my time to try making before going on because I'm not going to France. That's right. And so people just looking for different ways to escape through food. One of the other ones we also didn't talk about a lot is creativity. When you maybe can't afford the most pretentious of cheeses, as we would all like to have, right? When we when when you can't necessarily afford products you've historically been used to. I know that rising meat costs I saw, I think over the summer there was a restaurant in the Hamptons and it was 12 chicken fingers with a thing of fries for \$92. Oh, my Lord. Now, granted, that's the Hamptons. But to quote my father, right, Like, does it come with dental insurance? Right. Like, that's that's a crazy amount of money, right? So if people can't necessarily use products they've historically used, they're going to start to get more creative. I think that actually and we can talk opportunities in a minute because as people get more creative, that's where innovation and opportunity really happens.

**Matt Eastland** [00:09:44] Deffo So prioritisation creativity and escapism. Yeah, I love that. Okay. And Ed, what about yourself? What are you seeing? You know, what, what do you think is going to continue or do you think it's going to continue.

**Ed Bergan** [00:09:58] Going to come out of this from two angles? But I'm going to carry on talking about prioritisation. And at the beginning of COVID, this happened, which was, it seems when I need long life food, I actually think long life food have a really interesting future in the market. And I and I'm really concerned about the future of fresh. I think fresh foods will continue to be expensive, will continue to be hard to find. And when people are going to prioritise, can I have something that pretty much tastes the same from a can or a from a freezer or and I can cook with it and still have my smoked provolone lasagne? I don't know. But can I get that from a in a long life form? That means it can stay in my cupboards for that for access. Then at least I still get to have those experiences that Sam's reference. And I think when stuff like this happens or when the whatever hits the fan, consumers really make very clever choices and that will be one of them. They'll realise, actually I'm not so fussed about the worries of having something that's fact packed. It's okay, because actually it's more important than I put food on the table. So I actually think Long Life Foods are going to have a really interesting future and that's what but the other side is, I mean, globally we hit the 8 billion mark, I think it was last week, wasn't it, announced last week, 8 billion to countries. To be fair, I'm making up most of that 8 billion, what with China and India. But we had 8 billion and we absolutely must fast track and I know we're going to come on through it but new good value, healthy proteins, good value,

healthy fruits and ingredients that consumers need for a balanced diet and get them to market as fast as we can, Legislations need to help because it's not working right now. It's not going to continue to work this way. So it means that innovation is not going to be stopped by the fact there's there's a crisis. Actually think a lot of times you get regulators going, come on, we actually have to help right now, really help get these things to market. And if they're safe to eat, let us not wait around. So I'm looking forward to Alternative proteins alternative dairy, new seafood options, more sustainable options coming to market that might be from fresh sources, but meaning that the price can stay at a place where average consumers can still experience and enjoy. So there's a few things there, but at the moment, Long life I think is going to have a really good few years.

**Matt Eastland** [00:12:25] Fascinating long life is going to have a long life. So you see one of the opportunities and this is something Sam was saying, what are the opportunities that might come out of this is what, faster deregulation, perhaps, you know, things getting to market quicker so that we'll get things on our plates faster.

**Ed Bergan** [00:12:41] Yeah, absolutely. Absolutely. So and my favourite one of the I don't know if I talked about Alicia, my favourite regulation change this year was that the mung bean you're allowed to eat in Europe within the alternative space and what that might mean for alternative eggs, which has been a bit of innovation, but frankly not great. We still got a lot of problems in that space compared to meat and dairy, and it's ingredients like that where it's quite good value, it's quite nutritious, it can be quite versatile, but more regulations like that and we'll talk about cultivation later. I'm like into some detail, but currently and cultivated, we're still stuck in Singapore overall. We've got the FDA just talking about approvals. We'll go just about, but we're still stuck in Singapore, so. These are the type of changes that they need to look at and go, okay, let's get this product so that the companies that are innovating can make them and try and start thinking about not regulations, but cutting the price and expansions. And at the moment there's still a lot of risk and a bit worried about it. So get the regulations through and then the companies can really start working on them. But I think deregulation is going to be a big one. And it's not just for food creation, but also for new farming techniques, new lab grown changes, new technologies and genetic changes to ingredients to make them cheaper, healthier and more sustainable. There's so many areas that could be looked at, but deregulation is going to be a big one.

**Matt Eastland** [00:14:05] Yeah, it's funny, isn't it? You know, in times of crisis, you often see some of the most interesting innovations actually coming out because like you say, people just have to do things. And I guess we saw a lot of that through the pandemic as well. So I'm on your side just just briefly before we start talking about, you know, the various different areas like sustainability, what are the companies sort of saying to you in terms are they seeing this as a time of of innovation? Where were they really looking to drive things? Or actually are they seeing as a time of real hardship on their side and they're actually cutting back in this space?

**Sam Newman** [00:14:38] I think they kind of find themselves straddling the fence. And I see this in the fact that you talk to innovation teams and marketing teams who by nature are dreamers, right? They dream up ideas. I studied architecture in college architectural history, and we often can attribute the development of skyscrapers to the Russians because they had literally no money and couldn't build anything more than a like maybe two stories. So they said, Let's go build crazy buildings that don't even stand based on gravity. But they had nothing, so they just thought of crazy concepts. And I think we see kind of that on the one side and we'll talk in a bit of are we going to Mars? But let's create

awesome, interesting ideas, whole new ways of re-envisioning this ecosystem. And yet at the same time being very grounded in the concept of I can't get blueberries for the next three months. So raspberries it is. Yeah, right. And thinking I would love to bring my innovation but, but I think that actually creates a unique paradigm because you need those dreamers to just not almost have the ability to express themselves, to let their minds run free. And then you need the reality of, well, raspberries. It's going to be maybe we'll do your blueberry in 3 to 6 months.

**Ed Bergan** [00:16:00] But that was fine 30 years ago, right? We were 40 years ago. We were. Find that you got raspberries. When you got raspberries, you got blueberries when you got blueberries and you didn't have them all year round. We didn't care that at all. Yeah. So? So we just need to change the expectations. But then absolutely an immediate meal kit for all that's worth when you have in-season raspberries. Why would you need blueberries? Right now we've got in-season raspberries, and I don't think that happens anymore so much. It's just we got raspberries that £2 or 250, now you've got blueberries, that's 50. And then in little writing, it says it came from Morocco. It came from where you catch it just absolutely celebrate when you do have in-season because it's gone very quiet. I think when I look at shelves today.

**Sam Newman** [00:16:40] It's amazing. You bring this up real fast, like I'm based in Tel Aviv. And granted, we get 300 something sunny days a year, which is very lovely as someone born in upstate New York. But, you know, there are about a four week period where I eat more strawberries than I've ever eaten in my life because you go to the grocer across the street, right, And it's strawberry season and you eat strawberries. It's watermelon season, you eat watermelons. You talk to the average New Yorker, and I say this with love for New Yorkers in my heart, right? It's like, What do you mean? You don't have this every single day for under \$2? And I think COVID caused people to realise, well, here's a fruit that I can eat today. Let's try this. I think also if we can go back to some cyclical nature of when things naturally grow, quite frankly, people will appreciate it, when they'll appreciate it more and to it will often just taste much better because, as my mother would say, it doesn't have many frequent flyer miles on it to make it taste worse.

**Matt Eastland** [00:17:34] Which allows us to naturally bridge into sustainability. So you guys are already going there. I mean, it feels to me like, again, this sort of constrained environment that we're in is actually making people rethink, maybe revalue the food and the choices that they make. And let's just go into the space of that. We started talking about a little about localism, but what about food waste and loss? You know, so with the squeeze on living standards that we're all going through, does that mean that people are valuing food more? And do you think that means that people are going to be more conscious about wasting or not wasting food or actually are you seeing trends to the contrary? And what do you think?

**Ed Bergan** [00:18:17] Well, the first thing is we've seen every supermarket out there removing labels this year and they they remove the date from the label. So a simple level and I'm hoping. Because they haven't got that label. Consumers will not just bean the stuff, they'll look at them and go, Yeah, this looks alright. So again, is it a consumer driven thing? Actually, just the supermarkets have made that decision to change that and that's great. That will help, you know, change this in the market. On the food waste angle. My big concerns is however much she put this is recyclable, however much you change the top of a coke bottle to have the lid attached to it a little bit so it might recycle or that you, you know, still put it in plastic, but you've not put a label on it so it doesn't go in the bin. I'm really concerned that actually the packaging infrastructure isn't there to help help actually

recycle these things from a home food waste point of view. Yeah, of course. I think consumers are going to be better and more focussed about what's gone off and what hasn't. Which is why I think that people will buy more long life foods as a result. We did it at the beginning of COVID. It was great that we really worked away, but I'm still incredibly disappointed in this area. I think that we need more efforts from our companies, from our governments, from people as well. But it's harder for people because they're just trying to get by. This is an area where all the technology in the world, we really need to change behaviour and sometimes you need a bit of force to do that. Like the plastic bag tax which came it? Can we do a waste tax? Is it possible because that does change behaviour and this is a behaviour that I'm, I'm still very sceptical about, that's not changing as quickly as we would like.

**Matt Eastland** [00:19:54] Yeah, I agree. And I remember God, I can't remember which episode it is, but when we had Emily Van Popper Angie from Unbox on, I think she referred to food waste as the the unseen monster of climate change, which I just think is the most amazing phrase because it's just kind of happening and we could all do so much more. Sam On your side, are you kind of are brands starting to do more on their side? Are you seeing changes in the sector? Are they tightening things up?

**Sam Newman** [00:20:21] Yeah, I think sustainability is first of all, the question is how do we define sustainability, right? And this year when we talk health and it also applies historically, sustainability has been just a word. It's like, Oh, is this sustainable? I remember my my brother was an organic farmer for a few years after college, and in order to be registered as an organic farmer in New York State, I think at the time you basically had to pay 35 bucks and sign that you certified yourself organic. And I remember thinking, right, like, this is New York State. I've expanded a little better. So, like, I would like to think that has in some way changed, right? You could pay for a much higher certification, but who actually would know the difference? So why do so so? One question is actually like what even is sustainability? And I think we're starting to see consumers demand a lot more from that term. One of the things that we often talk about from a taste wise side and that we see our clients talking about as well, is a move from, I would say, end of life sustainability, as in what do we do once it's been eaten or we throw the bottle away. Right. To kind of the origin, how is something made? It's interesting. I was filling out vendor paperwork for a client today and, you know, they send over a 15 page document that basically says if you're a supplier of chocolate or corn, etc., like, do you treat your farmworkers fairly? Mm hmm. And it's interesting, as a data technology vendor, which this doesn't apply to me because we don't do that, but that every single person filling out any type of vendor work to work with this company needs to certify that they are in some way making sure their employees are being taken care of. And that's something I think like it's a change in how we view sustainability too. Is the raw product actually sustainable? Right. I can never pronounce this word regenerative. Yeah, right. You nailed it. Say that five times fast, right after midnight. But yeah, like, even different ways of farming, consumers are becoming much more specific in how they define sustainability. And I think it's causing the CPG and FMCG world to start to explore. What does that look like? Because especially when we go back to that food insecurity concept, if people have fewer resources, they're going to look for things that are less expensive, but they're going to look for things that align with their values. And I am a firm believer that people will still prioritise to some way the earth if it's within reach for them to do so. Yeah.

**Ed Bergan** [00:22:58] Just to add that you talked about and the agriculture side, there is a level of how much food is wasted before you even hits your freight. She's right. So one of the feature bridge bits that we've been working on a lot this year is we've got, we've got

two precisions precision agriculture and we'll pull them to a precision fermentation, but we might get to that when we get to Alternative proteins. But there's few bits that are quite exciting. A lot of it's using drones, which is all cool. But the idea that on a farm you can plan so much better by using some of these new technologies. And I just want to paint a few of the names and you probably talk about the podcast a lot, but that really filled me with excitement. So the idea that you can monitor your soil, which is awesome, So it's just monitoring it, knowing that actually this is I need to add to the soil, I need to change the nutrients, I need to maybe plant something different or not remove so that you can reduce waste as early as that and also keep your soil fresh. You've got your yield and estimating yields better so that you know you're going to be growing too much, too little. You've got your monitoring, constant monitoring of your crops. And then it's also being able to sort of use devices to detect your insects and monitor your the health of your crops, not just the soil using chemicals sparingly in the right way and not just generically and then managing your irrigation systems. We don't just need to flush water every single day like a golf course. You can manage that much. More specifically, we try to call it precision. And so all of these areas will get to a place where we're not wasting early. So that will cut a huge volume of the waste that we have before even hits the consumer. So some of those areas that really I know that was such a big overview, but really exciting at the moment for us when we're talking about early stage tech. The next question does the consumer have any idea what I just talked about and what could we you know, what could we do to say this is sustainably farmed is about as far as a claim is going at the moment for 10% of consumers that read that. So it's that how do we change that and help the consumer to realise the impacts of this, what some of the companies are doing wonderful things that we look at and you can name a number, so I'm not going to name just one, but they're doing wonderful things like there. So how do we get the consumer to understand this and choose companies because of work like this so that we can?

**Matt Eastland** [00:25:19] And I think it's a great question. I mean, we work with a load of start ups which are doing exactly what you're saying as well. You know, the precision agriculture, the you know, the soil health start to grow, I think is one of us start up to do the satellite thing. I agree that it's great to get consumers to have more awareness. And I think the transparency is increasing. I guess to a certain extent, though, part of me thinks, well, if we're talking about things inputs into farming, how much of it matters, As long as by the time it gets to the consumer, it is better. And we've used less and we've used less water. As long as the food industry himself as a kind of looking after that part. Maybe that's enough for the consumer. But I mean. Ahsan, what do you think?

**Sam Newman** [00:25:59] Yeah, know, I often come back to a michelle Obama who said, Right, you know, your farmer has to know your food. And I think we've kind of green washed things, right? We pink washed things, we wash over things. I think consumers across the board have slight scepticism increasingly in the past few years of like, what actually am I being sold? Right. And so I think businesses owe it to consumers to be much more transparent. And consumers really should hold businesses accountable to like what actually is this to you? Right. Not just kind of how does this find its way into the supermarket or into food service, but like actually what actionable steps are you as a business making so that what I am eating is sustainably created in some way? One thing I will add that I think often sustainability gets a lot of discussion, especially more into the retail side of things, right? Because consumers feel they have slightly more control over that. They can buy a bottle that is made from corn, right? Or they can read the label and see did it come from certain fields in certain countries where workers get certain rights? I think we're also starting to see what is it, I think menus themselves. It's maybe 131%, hundred and 32% increase in restaurant menus, actually mentioning concepts of

sustainability. And so they're saying to consumers. Right. Which often really starts farm to table. But how is food service starting to convey to consumers, Listen, what you're eating here is also sustainable, not just what you're buying in a grocery store.

**Matt Eastland** [00:27:34] Okay. So increased transparency is the demand here. But actually some businesses, particularly in that sort of food service sector, are already stepping up, which is great to hear. Before we move away from sustainability and as you say, it is a huge topic, just to talk about Alternative proteins for a moment. I mean, we have spoken about Alternative proteins or protein diversification, many, many podcast episodes because it's vast. I mean, you've got micro proteins. We've spoken about the growth of algae chickpea protein, which Ed, I know you're a chickpea fan, so I'm sure that that's something that you're happy to see. But, you know, so I guess big question, I mean, is this space continuing to grow? And I guess we can move straight onto cultivated me after that. Yes. We start to see things like, you know, the FDA approval of this or moving towards approval. So it seems to be becoming something that governments at least are more prepared to accept. But yeah, big question. So Alternative proteins still growing, still demand for it and cultivated meat, you know, Where's it going? Sam, I can see you nodding away. What's your thoughts?

**Sam Newman** [00:28:44] It can't go away. There's no way it can go away. The current system is totally unsustainable. So I would say one to those in the industry, like continue to do what you do right. You might not see it necessarily happen in the next five years, but you're starting something amazing and consumers are starting to say that. Consumers are starting to say, We realise this system is broken. We realise from an animal rights perspective that it's broken. But I think most importantly, consumers care about health and they care about taste. And this industry is going to have a challenge until it figures out things that are healthy and most importantly, something that tastes good. I have tried so many cultivated meats, alternative meats, alternative cheeses, you name it. Some of them are amazing. Some of them I wouldn't serve to my worst enemy. Maybe I would, but who knows? Yeah, yeah. I would say like, it's absolutely been a pivotal shift and consumers are starting to realise that also.

**Matt Eastland** [00:29:38] Amazing pivotal shift. Ed, do you agree?

**Ed Bergan** [00:29:42] Yeah, because food insecurity we just talked about at the beginning is happening that we have no choice. As you said, 10 million people, we need to feed them and it's not going to be the decimation of the meat industry to just be replaced by alternative protein. All of these protein solutions need to play a part and cultivated will become a very, very large segment of it and hopefully be the cheaper end of those options as well. So we absolutely this is an area that's got to grow and it's looking really exciting because of the techniques that we're seeing to target, you know, organic properties, if you want to call it that. But you taste the. As your price, your mass production as well. Just getting it out of the lab and into a Edgeware factory. All of that is looking good. The big problem with Cultivated, though, it's not like you can go and get a cow slaughter and there we go. We've got to load a piece of meat to put in a supermarket, even though it might be destroying the planet or not. It's the whole process. AIDS has its own challenges at every single level, and that is why this needs a lot of investment to get it to a solution stage as soon as possible. I can talk about the process in a moment, but it's that's the biggest challenge is that you need a lot of partners working together because one company is probably not going to do all the processes. They're not going to be experts at all. The process you need one company with its commercial scale, partnering up with one Start-Up that can make the scaffolds that you print the meat on. And then you've got another



company that makes the serum that you can feed the meat on and so on. So it's going to be a big team effort, but it's going to change everything.

**Matt Eastland** [00:31:20] Hopefully the fact that and I think you hit on a really interesting point about that community and everybody working together in the food system. I mean, that is something which is so, so vital and something that we're always trying to push. EIT Food So we're glad you brought that up. I think Alternative proteins is also a nice way to start talking about healthier diets because this is another area that people are usually quite interested in. Do you see that alternative proteins are going to get, let's say, cleaner? You know, I guess in the past they've had a little bit of a bad rap because in some ways they were just another way to get junk food into people's onto people's plates. But do you see that actually Alternative proteins, you know, getting that kind of clean label are becoming more nutritious and therefore people are going to be choosing them even more? Sam, what do you think?

**Sam Newman** [00:32:09] I think healthier food is a very in many ways it's like sustainability, right? It's how do we even define what healthier food is, right? How do we define what cleaner labels is actually something. I know we've been doing a lot of work here with clients that I wrote on some of these numbers. We found it was there's been a 35% decrease since September 2020 of consumers talking about healthy food. But it's interesting because you think like, what do you mean they're not talking about healthy food? Health food is everywhere, right? Healthy eating is all over the place, but it's turning into they're much more hyper focussed. They're much more specific on what they want out of healthy food. So healthy food is going no place. The term healthy food is so and we can look at this more in a minute. But when I think when we talk clean, clean food, whether it be in meat alternatives, whatever it may be, we're going to inherently see the rise of these specific claims that the industry is going to have to respond to. Right. It's almost like MSG. People were like, MSG is bad for you. And then everywhere you saw, it was like no MSG. I think clean food is going to be another kind of green stamp people put on things, right? But similar to sustainability, they're going to expect to see transparency from the from the business of what that actually means and how they've adhered to that standard.

**Matt Eastland** [00:33:26] Thanks, Sam. And Ed, do you agree what Sam saying? Do you think becoming more transparent and better choices in this space?

**Ed Bergan** [00:33:33] Yeah, I just hope the term clean is gets demolished. By the way, it is clean because people think clean food means that it can't be processed. And processed in food doesn't always mean the food is really bad for you because so much of the cultivated meat is never going to live if the processes aren't allowed. But yet some companies are defining as clean meat, which is totally ironic for consumers from what I think consumers think. Clean means no ingredients, processes. That isn't a natural course of action. So you just have fresh ingredients written down and they've just been processed or something. It's not. There's not. And I think we need a redefinition of what clean means. So it's total transparency, but also it's health bodies just coming out and say this type of process is good and this type of process is isn't is less good. Yeah. And it's also giving consumers the healthier options to be at the same price value is the norm because they probably will make good choices. But when when they're really struggling to pay, that's why fast food and junk food and indulgence, you know, wins because it's pretty cheap. Still still cheap. Yeah. However much we're talking about it and however much inflation is happening, it's still cheaper than the fresh stuff.

**Matt Eastland** [00:34:49] No, no. Yeah, it's I think it's going to take a bit of a revolution for for that to happen. But, you know, here's hoping. Can we talk a little bit about personalised nutrition? It's a space that I mean, I've kind of watched with interest and you know, I'm a huge fan, for example, of like the Zoe app, which, you know, is now gone global. But during the pandemic, the huge kind of genetic studies of mass populations and they're really now looking to use that data to, you know, to personalise the food for people and just allow. People to avoid the things which are bad for them specifically. Are you both seeing that personalised nutrition, you know, the companies, the start ups moving into this space and the technology is advancing at a good pace and you know, do we think that personalised nutrition is, is here and you know, is it going to keep growing and what do you think?

**Ed Bergan** [00:35:42] We will talk about this a few days ago I say I think there's the extreme end of personalised nutrition, like sending in your blood or your, your or your whatever to, to then design your diet for you. I think it's never going to be mainstream enough for every consumer to be able to access that. What I do think is very clever is, as you said, is supermarkets, companies, regions, thinking about their population and going, okay, kids in the UK or kids in in Japan, they have on average, there's a specific health areas that we should be targeting. Let's go and launch. And I don't necessarily think it's always in supermarkets, in school, meals, in mainstream kids, snacks, in food service, and you don't even have to shout up to the consumer to say you're doing it so much. But target those big population functional health areas with ingredients, health claims that can help them. So personalised nutrition isn't about that level personalised just for me. You can do that if you want to give me some supplements by actually just saying kids in 15 year olds in the UK, they're missing zinc from their diet. I don't know. And then you start thinking about, okay, let's target them with particular ingredients and products. So I think it is definitely that is coming and we can see that that's happening in certain markets. And some big brands are testing that at the moment. But again, I think it's going to need governments have big health bodies to really lead that forward and they probably will, but that will make it a bit more mainstream.

**Matt Eastland** [00:37:11] I was wondering if there's a there's a new term here like mass personalisation or something like that. And Sam, is that in your space? Are you seeing, you know, the companies coming to you? Are you seeing them sort of looking more into personalisation or like Ed says, on a broader scale?

**Sam Newman** [00:37:28] Yeah, I think we're starting to see businesses discuss that concept as well of like we're not ever going to just, you know, send blood samples through the mail to some lab to tell me what's wrong with my stomach. I feel bad for the delivery people that have to do that every day, right? We have to approach personalised nutrition on a just a much larger scale, right? Personalised can be millions of people, but I think we are starting to see increasingly more conversation about though is that nutrition, is it siloed and personalisation of nutrition? Does it mean, okay, if I attack this specific column, I'm going to solve these 12 things? Collagen to me is always the example collagen rate often associated with hair and nail growth. We're starting to see a major increase in associations with, say, gut health, right? So how can we create kind of an interconnected web of ingredients that will lead to actually a much more complete nutrition interests? And as I think we talk personalised is very specific and it actually needs to be much more holistic.

**Matt Eastland** [00:38:30] Got it. So it's like if there was a way to put together a cocktail of ingredients which actually serves a much wider population, naturally, that potentially is where things might go.

**Sam Newman** [00:38:42] Yeah, I think we see that. I'm not sure if it's like this the the world over, but I know in Israel there's such a big focus on it was protein, right? Every single thing had protein, it had 20 grams of protein. All the yoghurts had protein, protein, protein. I'm often asked as a vegetarian, Right, where do I get my protein from. Right. And I think to myself, I'm a CrossFit or four days a week. The better question is where do you get your fibre from? Right. And that's the question we should actually be asking ourselves. And I yeah, it's, it's like once again we've, we've, we highly focussed on protein and it's like yeah, but most of us aren't bodybuilders, We're not trying to get these ripped physique we're trying to get. Yeah. Like a better holistic approach to nutrition and that can be a much more generic concept across the board.

**Matt Eastland** [00:39:32] Love it. Love it. Okay. Thank you both. Right. We are now entering probably my favourite part of the show is where we go. We start to look really far into the future. So what's on the horizon for us beyond 2023? So Ed, in in your company you do a lot of future shaping. Sam You're seeing all of these trends, you know, from consumers, from retail, from from service. So what's really exciting you in this space and what what are you seeing that people would just love to hear about? Ed, what about you? And this can be across. You know, let's not get into sustainability health. Just, you know, anything that you're seeing which you think, wow, that's super cool.

**Ed Bergan** [00:40:13] So future ish, we definitely do some of this stuff, but we're also trying to make sure brands can develop things now. But, um, I was reading, I think when there is stuff going on with Nasser a couple of weeks ago and you mentioned space, but are we going to have a future where we have, instead of urban farming or underground farming, can we have mass bake space stations? They're growing food and that's what they do. I'm not talking about going to live on Mars. I'm just talking about.

**Matt Eastland** [00:40:37] Food, food.

**Ed Bergan** [00:40:38] Production. And I had a bit of a look at this from Nasser. I've been announcing over the past year they've been talking about us doing a lot of testing in space. I've got the name here, I've got it on my overhead and they call it veggie. And essentially they they're starting to grow in very interesting environments. Of course, you know, the lack of gravity, the lack of, you know, you need to sort of produce microbes. Yeah. The lack of soil, what the change of the lighting issues. But actually, it's not just about the growing in space, but what can the really harsh environments of space educate is about producing food on the ground. Yeah, so I read a really interesting one, which was that there's a system that they're using in Nasser called Advanced Astro Culture Advocacy, but it's about growing in environments without gravity. But then could you replicate that? On the planet with in wine, for example. So producing wine faster with brilliant quality because you change the environments, the storage conditions. You've tested it in space and can you do that on the planet without having to wait 20 years for wine to taste nice and do that in a few months. But some of those ideas that you could learn from the harsh environments and maybe we're going that direction in a few years. So what might the future look like? Well, we might be able to learn now to be ready for a future that's more realistic, unfortunately, than than anything else. And therefore we can be more prepared to grow in those environments. So space food not sounding ridiculous and little pep actually growing agriculture, that was well, I've got one more. If I'm allowed, I'm going to get this quicker. You've probably seen the film Wall-E, where you've got your Planet Wheel, you know, little remote control cars floating around, you know, planets and having food from basically 3D printing machines. And I don't know if we want to go to that

extreme of unhealthy fast food, but I do think that's maybe where we are going with our home foods. So you'll get maybe hopefully healthier pods and tubes and things that you'll screw into your machine at home or in your restaurant, and you'll play with your dials and say, I want to have a lasagne with my smoked provolone that's plant based with my tomato and plug it in, press go and, you know, printing at home in that kind of way. And I also think we're not far away from that. We've started to see plant based fast food being able to go and say, I want 50% fat in my steak or my burger. I want these veggies to be included in my burgers composition formulation, please make it for me. And they'll make they'll print it in in the restaurant and then they'll cook it the traditional way. Yeah. But the idea that you can that will get to a future a little bit like that. So those are my bonkers things and there are more realistic things, but those are my bonkers things.

**Matt Eastland** [00:43:31] We like bonkers. So thank you for that. I mean, I'm sure we must have been reading the same ask about space food, space production, you know, resource efficient agriculture, powdered proteins going more mainstream because of the fact that, you know, it's what astronauts are going to be using and it makes more sense to use it on an earth where things are just scarce, are now on.

**Ed Bergan** [00:43:51] Life, food again.

**Matt Eastland** [00:43:51] Long life foods. And Sam, you know, are you are you seeing interesting things about sort of space food and, you know, these kind of super advanced tech which potentially we could then bring back to Earth, so to speak?

**Sam Newman** [00:44:06] Yeah, I would say from the consumer side, honestly, not so much. Right. It's it's almost too abstract. I in terms of what actually can we make on space or produce in space what I think we do see translated in the consumer world. And it kind of goes back to what I mentioned at the beginning is this idea of escapism. Going to space is an escapist concept. People are looking for ways to escape. They're looking for ways to explore just different things and take an adventure. And that's how I see consumers kind of playing this out in their day to day. We're not going to space anytime soon, but I can cook a different type of meal from a different country or a different culture and explore maybe an experience that I would have never had otherwise.

**Matt Eastland** [00:44:55] Got it. And just before we wrap up, Dana, are there any is there any technology, any Start-Up, anything that you've seen which is not necessarily, you know, 20 years, 30 years out, but is there anything that you're seeing now which just kind of gets you super excited that you kind of want to have yourself? Sam, I see you nodding away again. What have you got for us?

**Sam Newman** [00:45:17] I'm I'm and I say this as the chief cheese officer, right? I am so amazingly fascinated by the non-animal dairy products. I think that being able to create actually, I was at the National Restaurant Association Conference in Chicago in May, and standing at one of the booth and someone was like, you know, is this dairy free? And the person working at the booth goes, you know, if you're lactose intolerant, no, if you're a vegan, like this doesn't actually come from an animal. And watching someone try to grapple with this concept. But what's amazing to me about it is that by creating non animal dairy products, you've actually created dairy, you've created the basis about which the product is created. And so rather than necessarily which is I think actually cultivated meats are so interested or so interesting because it's like, how can I get the actual product, not some configuration of a zillion things, but here's actually actual dairy that I can use to

make ice cream, and I think it winds up tasting significantly better as a result. And I'm so, so excited to see where that those types of companies, companies go.

**Matt Eastland** [00:46:24] Oh, amazing. I love that sort of. Yeah, cultivated dairy or whatever the phrase is. But yeah, that's amazing.

**Sam Newman** [00:46:30] And they're bringing them, by the way. Right? There's like I know there's remote here in Israel. There's. Perfect day. There's, there's multiples of them. And it's yeah, it's like I can't wait to try these and kind of bigger scale.

**Matt Eastland** [00:46:42] Yeah, same.

**Sam Newman** [00:46:43] I would love to see cheese not made from cows, but that tastes exactly like a lovely bouchet cheese.

**Matt Eastland** [00:46:50] Not from cows, folks. You heard it here. It's coming. And what about you? And what? What's getting you excited?

**Ed Bergan** [00:46:57] It's a really simple one that I saw this year. We do a lot on sugar reduction and. This. We've never seemed to really crack this right. Sugar reduction never seems to really be achieved because consumers, they're very good at knowing when something's had the sugar taken out because sugar tastes really, really nice. Let's go for simple. And then there was this technology that we we were looking at earlier this year, and I'm going back to my printers, but it's just a clever process that's Sure, I talk about process, but printing chocolate in layers.

**Matt Eastland** [00:47:26] Mm hmm.

**Ed Bergan** [00:47:27] To trick the mind in thinking that the sugar content is 100%, but you print the outside layers with 100% sugar. And as you print, you change the layers and they reduce down to 20% sugar. Then as you go back to the outside, 30, 40, 60, 70, 80% sugar and overall you've reduced the sugar by 40%. But the cost side, the human mind can be tricked that as you eat it, you don't know any different. That's amazing and very are some interesting technologies like that that is in quite early phase. If you look at sugar reduction in patents, for example, which we've done and 3D printing together, it's still, you know, there's very, very little research happening in the space. But we saw that technology and some of those ideas that sometimes it's not about replacing the ingredient or finding another sweetener fact actually some of these little technologies just.

**Matt Eastland** [00:48:18] Doing it differently.

**Ed Bergan** [00:48:20] Yeah, I love that. And can we mass produce that? And then sugar tastes just the same as indulgent, but we are all healthier and better off for it. So there was there was that one which I really like. And it's really simple because it's what's about all the other cool ones. But that one was love it. I think for me.

**Matt Eastland** [00:48:35] From from super high tech in space all the way down to the kind of the low tech just printing chocolate at a different way to give you the same taste. Thank you both. That was incredible. I mean, we've got so many amazing things to look forward to. So to wrap up then for everybody, where can listeners go to find out more information about what you do? And let's stay with you.

**Ed Bergan** [00:48:57] Sure sake go to future bridge dot com or you can find me at Edward Berg and on LinkedIn you know you can look up and get in touch and we can demo what we do, our platform and our sort of services. But you'll see us around talking about early stage tech and all of our call them funky, clever scientists, people talking about early stage technology and the players behind them. But that's a look at future Bridge dot com and get in touch. Thank you so.

**Matt Eastland** [00:49:22] Much. Perfect Thank you very much. And Sam, what about you?

**Sam Newman** [00:49:25] Yeah, I would say go to taste wise, Daddy-O. It's Sam Newman on LinkedIn as well. Yeah, I would I would encourage everyone to. There is a free version of the site as well. And we often say, right, like I'm looking to do research on blueberry bagels and I don't know where to go and you can just type it in and it says, Listen, here's at a click of a button, exactly what consumers are eating and drinking and why. So we totally check it out. That's where it will be fantastic.

**Matt Eastland** [00:49:50] And I can also absolutely confirm I have been checking out your your free site. So many amazing kind of trends and I love all of that. So please, everybody check it out. So that just leads me to say a big thank you to Sam and Ed and thank everybody for listening in. This has been the Food Fight podcast as ever. If you'd like to find out more, head over to the EIT Food website at EIT Food dot EU and please also join the conversation via the hashtag EIT Food Fight on our Twitter channel at EIT Food. So thank you everyone, and to all our listeners. We'll see you next time.