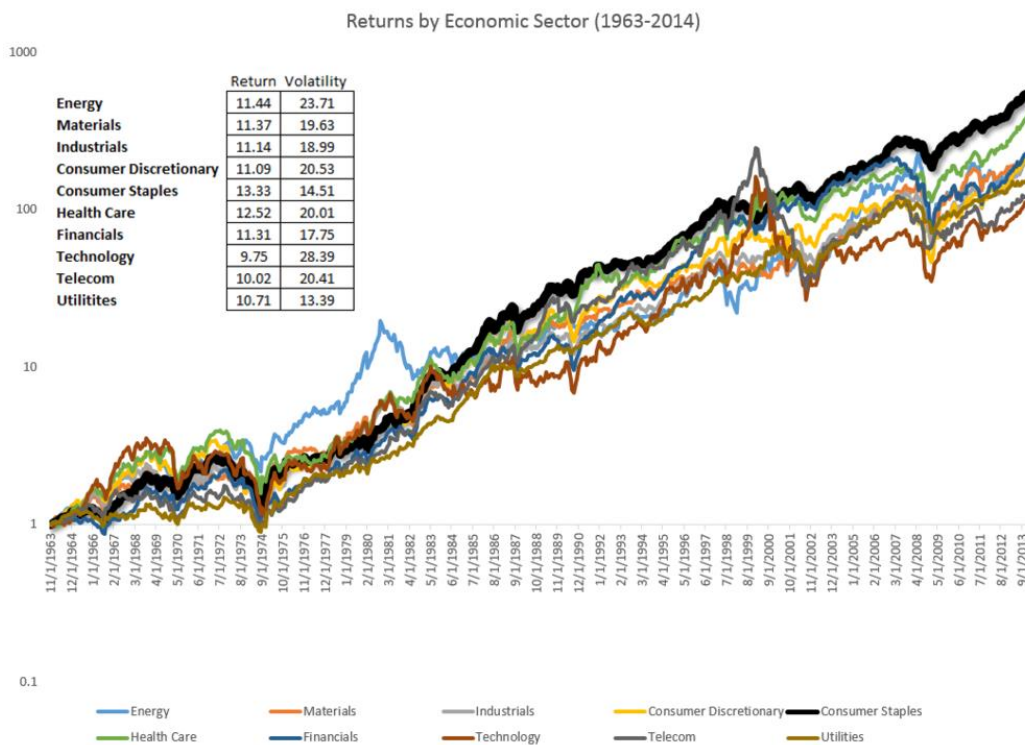


The Future of Food: Product, Process and Beyond

“Study the past if you would define the future” ~Confucius, 551-479 AD

From Roman times to the Industrial revolution basic food processing has been an integral part of daily life; milled grain combined with the seasonality of available local produce, preserves and domesticated livestock dictated what was served.

20th century urbanisation, electricity, rail and road transport links, mass production, advertising, the growth of “big food” companies and supermarket distribution, all combined with lifestyle change, eating habits and mass produced processed foods to create the world’s largest and most profitable manufacturing Industry.



O'Shaughnessy. Millennium Invest

21st century acceleration of change in terms of population growth, technology, robotics, automation and the information age is already changing future food process. The same information age is also creating a seismic shift in what consumers want and expect from the industry. Farm to fork accountability, sustainability and environmental concerns, as well as individual health, wellbeing and obesity levels all require transformative product and process change as opposed to an incremental improvement approach.

Understanding this “new normal” and how it has developed will assist in developing new strategies and processes for any future food company seeking growth and or indeed ensuring future survival beyond.