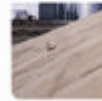




Novel Foods - What food will look like 20 years from now

20 January 2009

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MD Food Processing Knowledge Transfer Network



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The Food Processing Knowledge Transfer Network

- Small DIUS/Defra funded Agency initiating and disseminating research into the UK Food industry (£0.4m/year)
- Translating knowledge from academia into industry to improve their profitability
- Previously known as the Food Processing Faraday Partnership incorporated in 2003
- Won >50 contracts with RDAs to deliver benefits to regional clusters of Food Companies (£1.2m/year)
- 4500 clients in 2750 companies

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What has happened in the past 20 years

- Fats
- Fresh fruit & vegetables
- Genetic modification
- Salt
- Eating out of home
- Cookery/domestic science lost from curriculum
- Skills loss
- Ready-meals and takeaways
- Quorn

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Where are we now?

- Aspirations conflict with reality
- Children teaching their parents
- Ageing population needs : health conscious youth
- Exposure to foreign cuisine
- Obesity epidemic
- European legislative system

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What will we eat in 2029 ?

- In reality, 90% of what we are eating now, but delivered through a modified distribution system and in different packaging
- There will be greater diversity of products in the marketplace with growth of 'specialist' outlets

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Where will things be different ?

- Non - invasive health monitoring sensors in home
- Automatic internet food ordering based on usage expert systems
- Fashion, indulgence and occasion led food shopping
- Personalised diets

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And what will food look like?

- Visually appealing in transparent, atmosphere controlled, microbiologically sealed, easy open, nutritionally balanced portion sizes
- With flavour/aroma impact at opening, at preparation and cooking and at eating
- Texture and freshness controlled/monitored
- Served with prescribed accompaniments (vegetables, sauces etc)
- Imitating the 'restaurant' in an unskilled home