

Future Foods For Future Health Forum

RETHINKING FOOD WITH 2020 HINDSIGHT

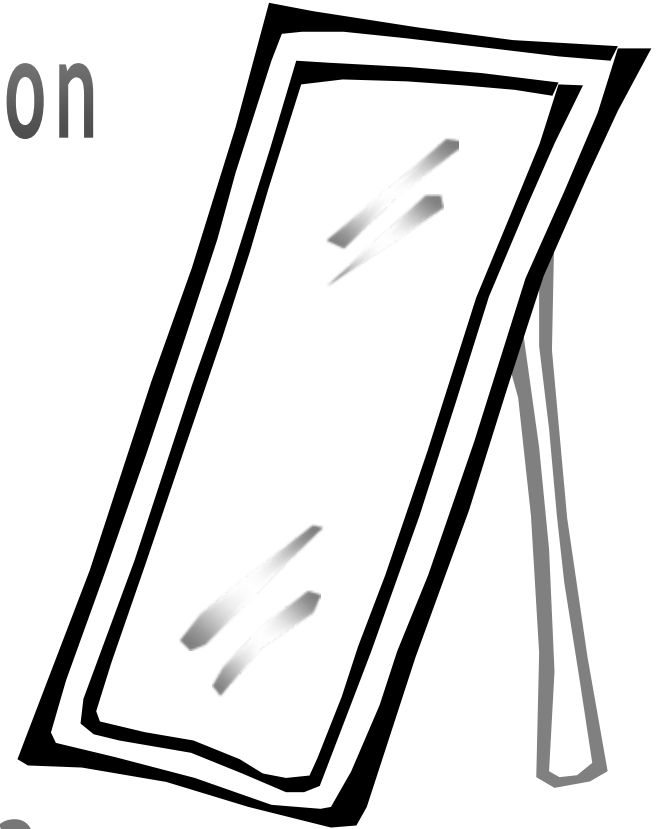
**The Age Theatre
July 24.2007**

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Frameworks for conversation

Food as a Mirror

Barons or Navigators?





Fundamental design principles

The patterns are in the words we use



health

agriculture
agriculture

science

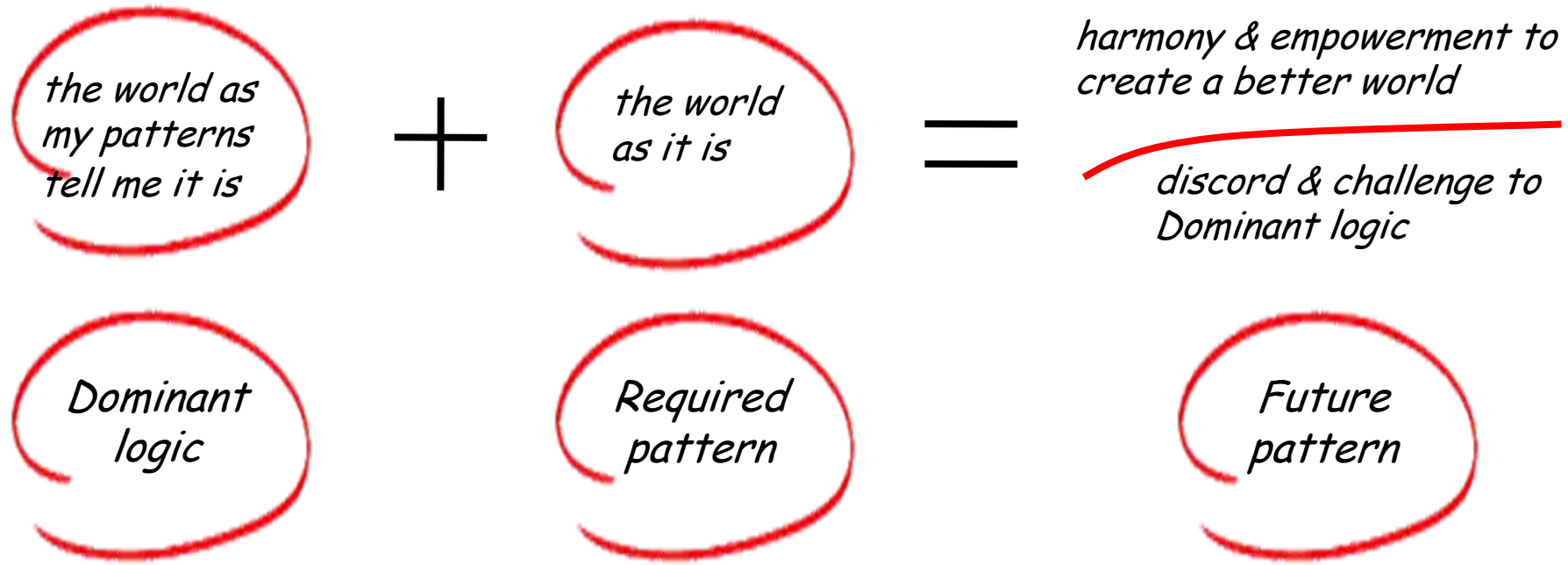
government

food

processor



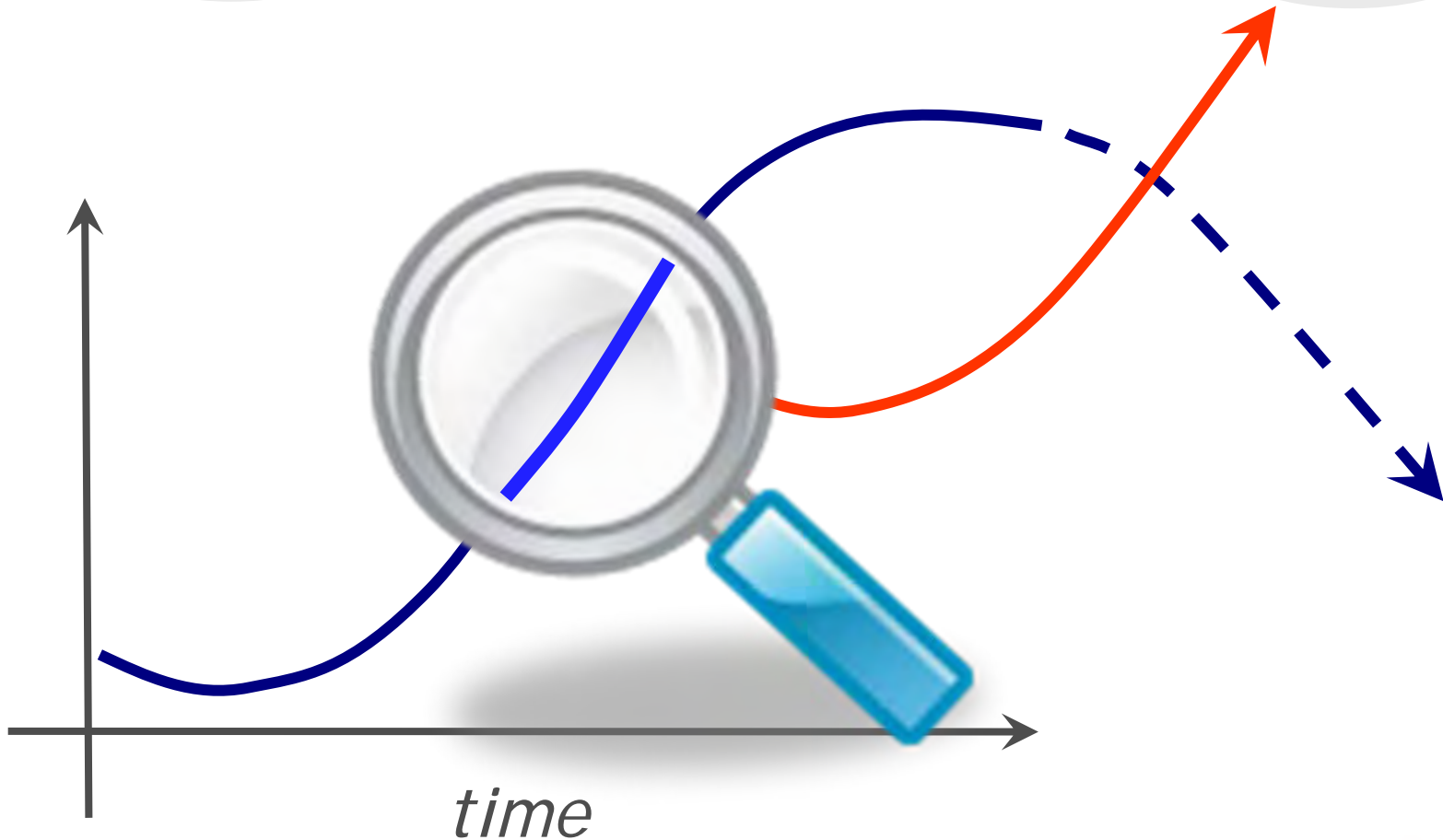
Fundamental design principles



Seeing now with hindsight

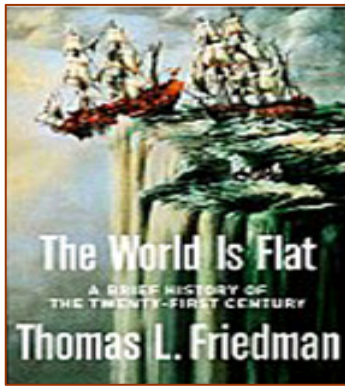
The Age of Progress

The Age of Sustainable Design



The seamless **CORPORATION**

Food is now part of a seamless global market



Most of our thinking about food and markets were developed during a time when organisations were discrete entities inside national borders. Now through a combination of investments, partnering and outsourcing, aided and abetted by information technologies, GPS and RFID, where an organisation starts, and where it finishes, is becoming difficult to determine.



Industrialized *FOOD*

Production & Consumption are now part of an integrated business model

Increasing use of
energy & fertiliser

GMO's

Antibiotics

Hormones

Rendered meal



Phase 1. 1950 - 1965	Age of Geographical Expansion	Soldier settlements High commodity prices meant marginal land profitability Relatively low tech generic techniques
Phase 2. 1965 - 1990	Age of Mechanisation	Family farm businesses Farm as factory mindset Farming as a science Improved productivity through plant breeding Move from commodity to specialised product
Phase 3. 1990 -	Age of Intensification	Farm as part of industrialised supply chain Use of off farm supplements to increase production Rapid changes through advances in biotech, IT & genetics ...



OBESITY:

75% of Australian adults could be overweight or obese by 2020 if trends continue.



By Jaun Carreño de Miranda

An estimated 67% of Australian men, 52% women, 25-30% of children are classified as overweight or obese.

Obesity will soon become the biggest preventable burden of disease, overtaking smoking.

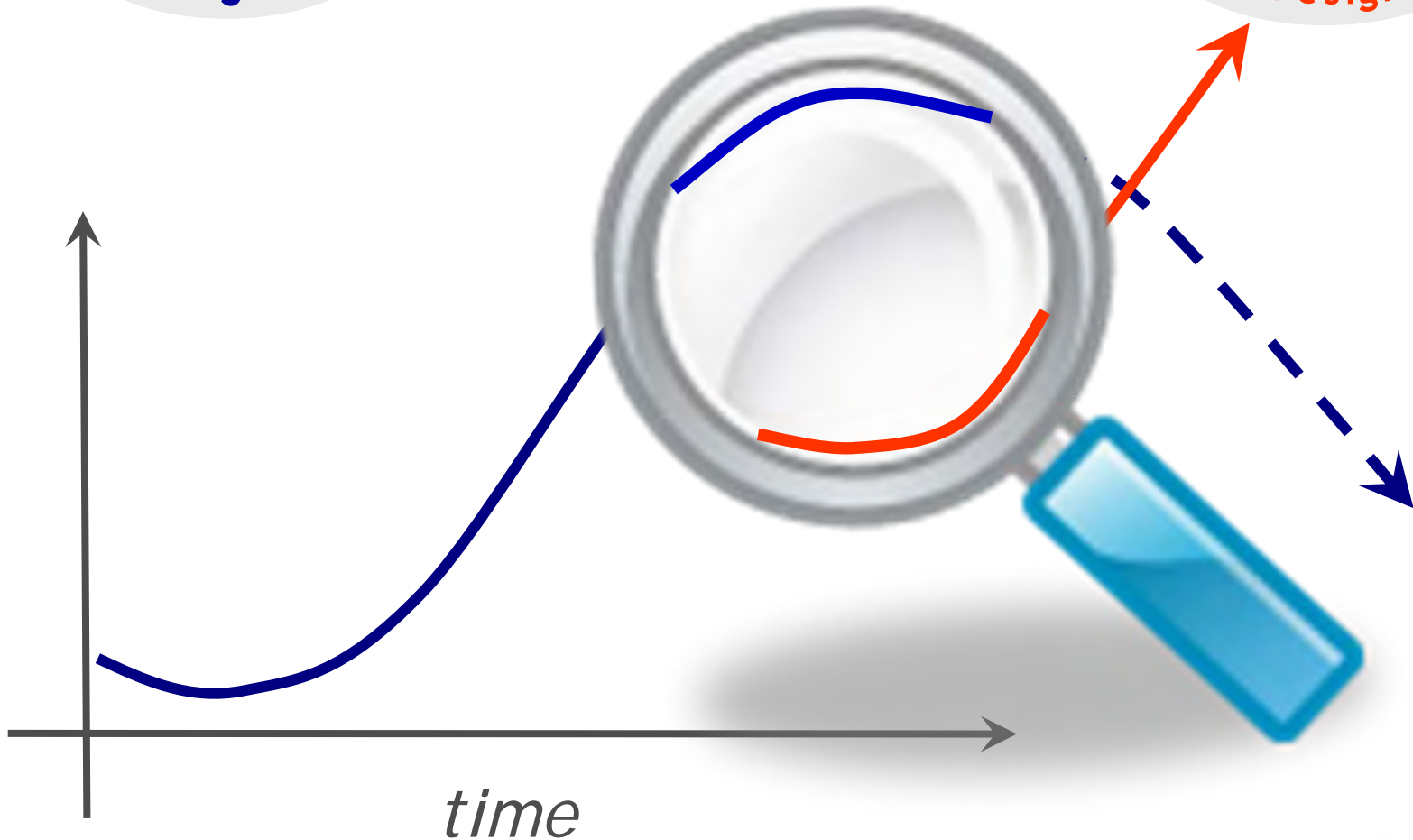
Professor Boyd Swinburn from Deakin University's school of population health

Source: "Children's obesity rates keep rising" - The Age - 20 July 2007

Collision Point

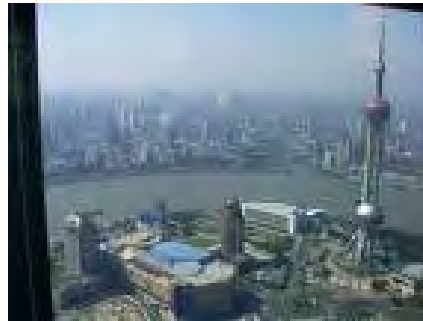
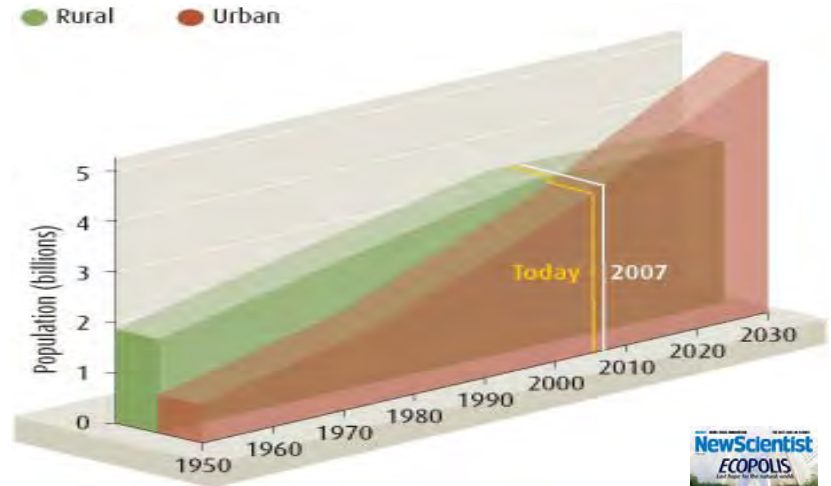
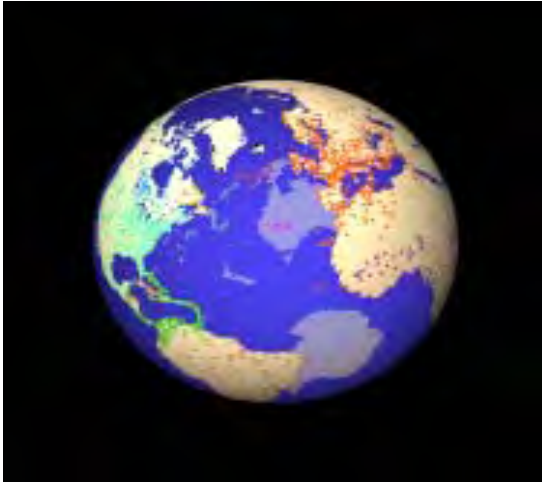
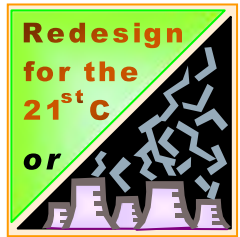
The Age of Progress

The Age of Sustainable Design



Moving *HUMANITY*

Cities and organisations are the dominant form of 21st century society.



17 June 2006

China already has over 100 cities with a million people. It will urbanise the entire population of Australia every year for the next 10 years.

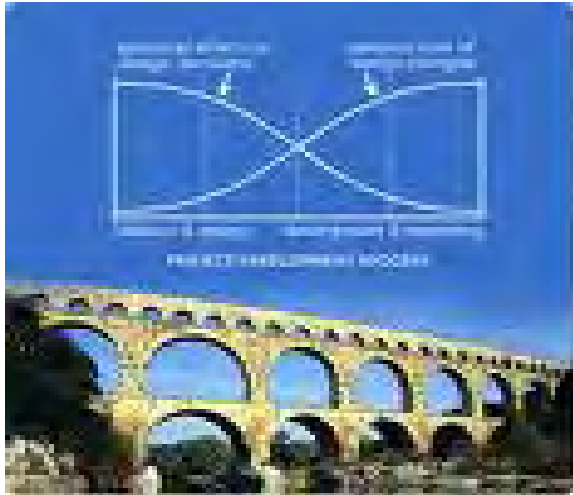
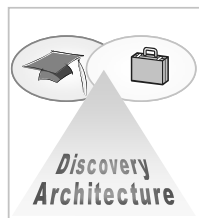


The Environmental *DISCONNECT* is reframing what is important, and will reshape markets.

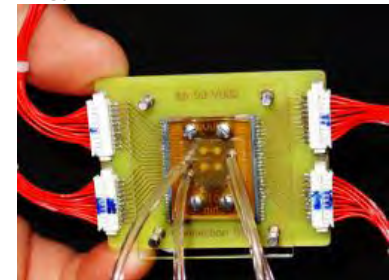
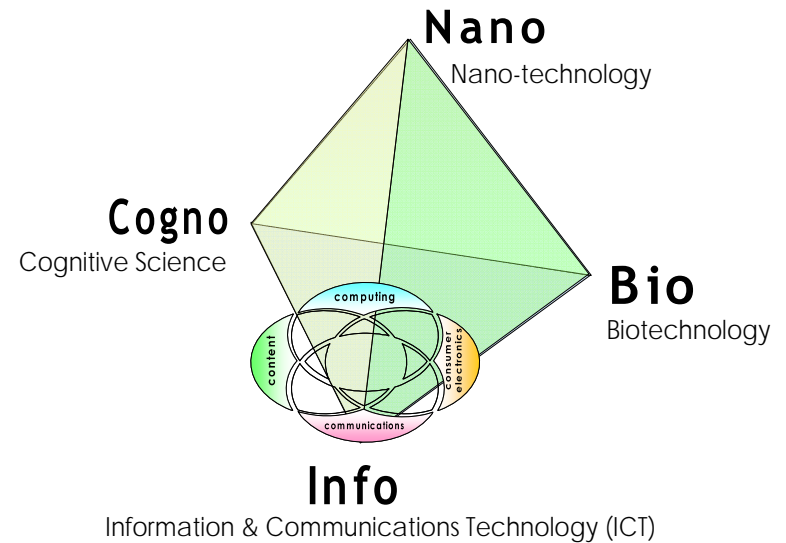


Design *AND* TECHNOLOGY

The possible time frames for system collapse will require us to use every device available to effect change.



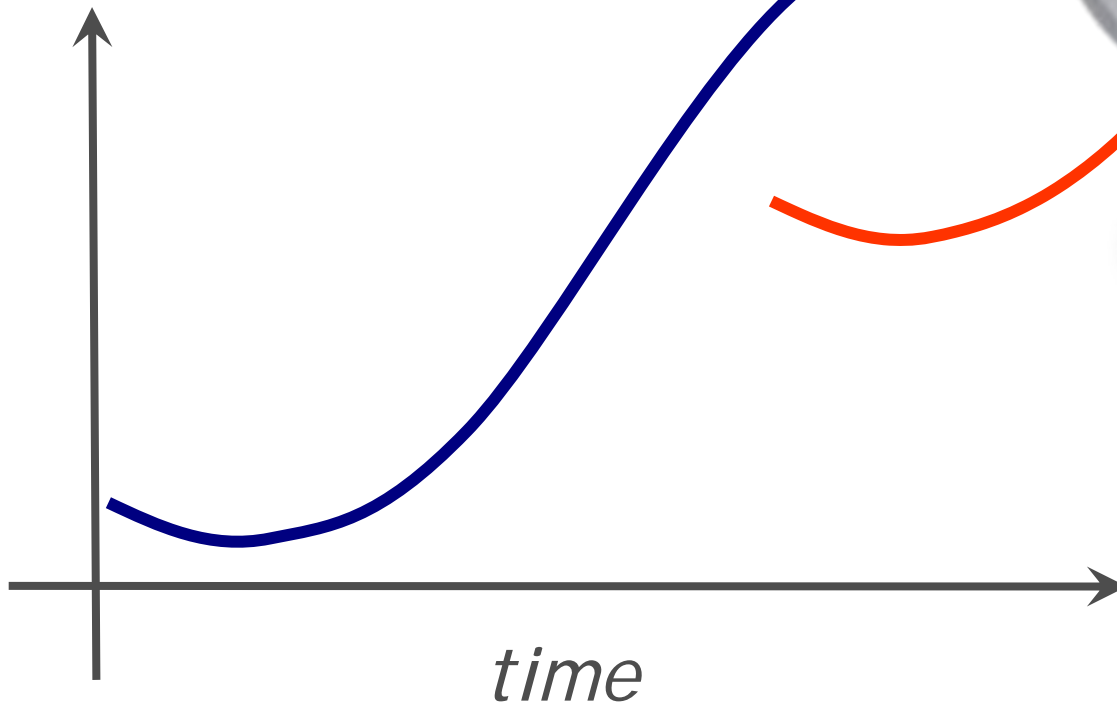
- Technology integration from the molecular scale
- Revolutionary advances at the interfaces ready to create new tools
- Human improvement (individual and societal) becomes possible

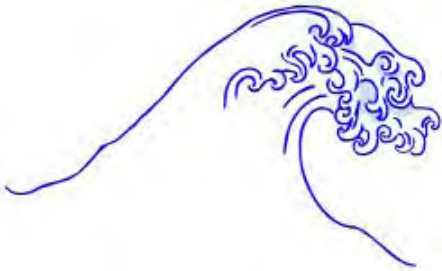


Conscious choices from a 2020 perspective

The Age of Progress

The Age of Sustainable Design





FOOTPRINT REDUCTION

Incredible shrinking packaging

Marketers usually boast about what they have added to their products. Increasingly they are bragging about what they are taking out – by cutting down on packaging and its impact on the environment

Coca Cola



OLD

NEW

CHANGES Coca-Cola redesigned the bottle to make it smaller and lighter.

SAVINGS Materials and transportation costs.

McDonald's
Big Mac



OLD



NEW

CHANGES In the early 1990s, McDonald's replaced plastic foam clamshell sandwich holders with recyclable cardboard.

SAVINGS Biodegradable.

Arrowhead
water



OLD

NEW

CHANGES Nestlé redesigned the bottle and cap to make them lighter and more recyclable. Also narrowed the label by half an inch.

SAVINGS Uses 30 percent less plastic, and less paper for the label.

Crest



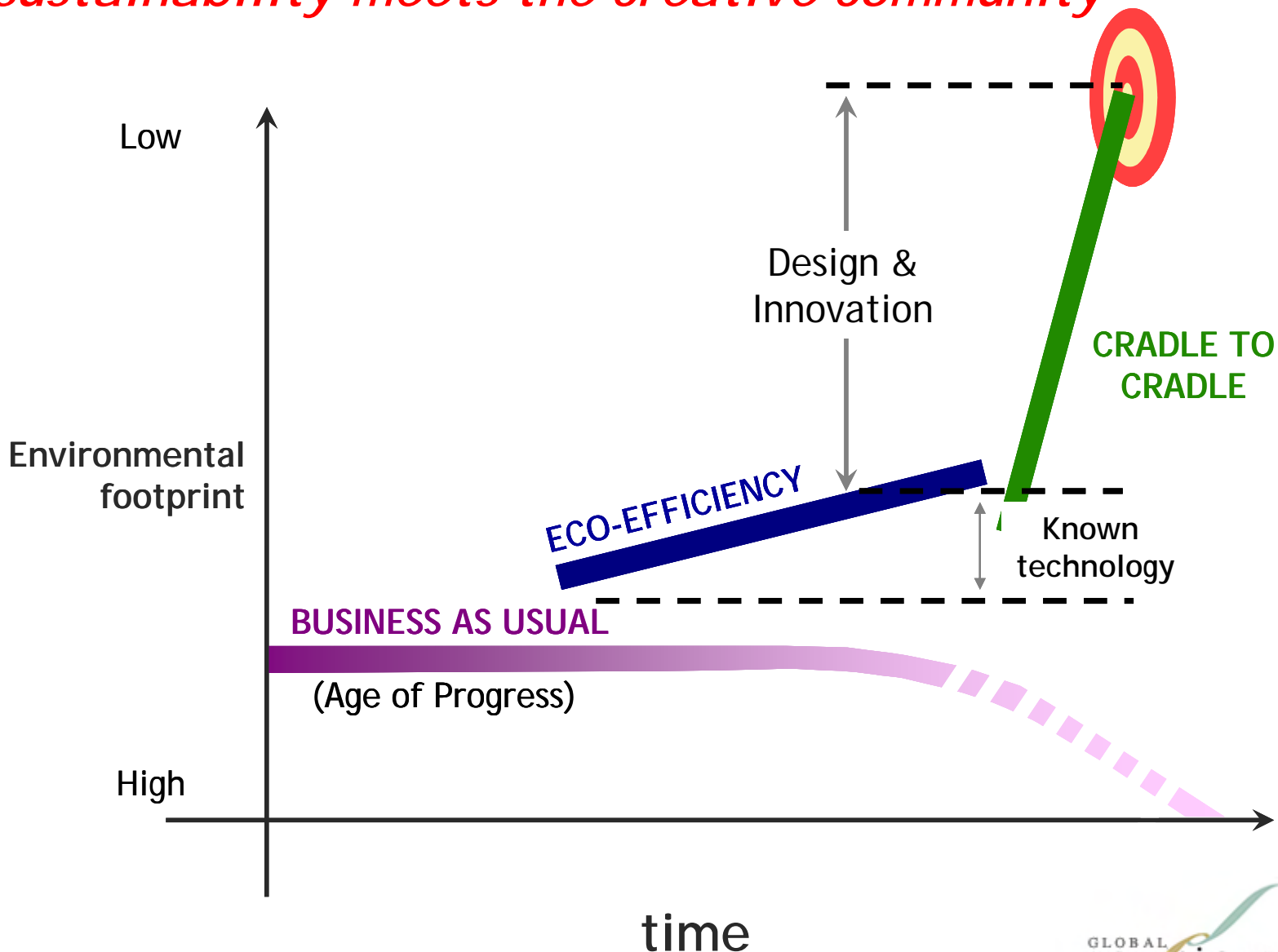
OLD

NEW

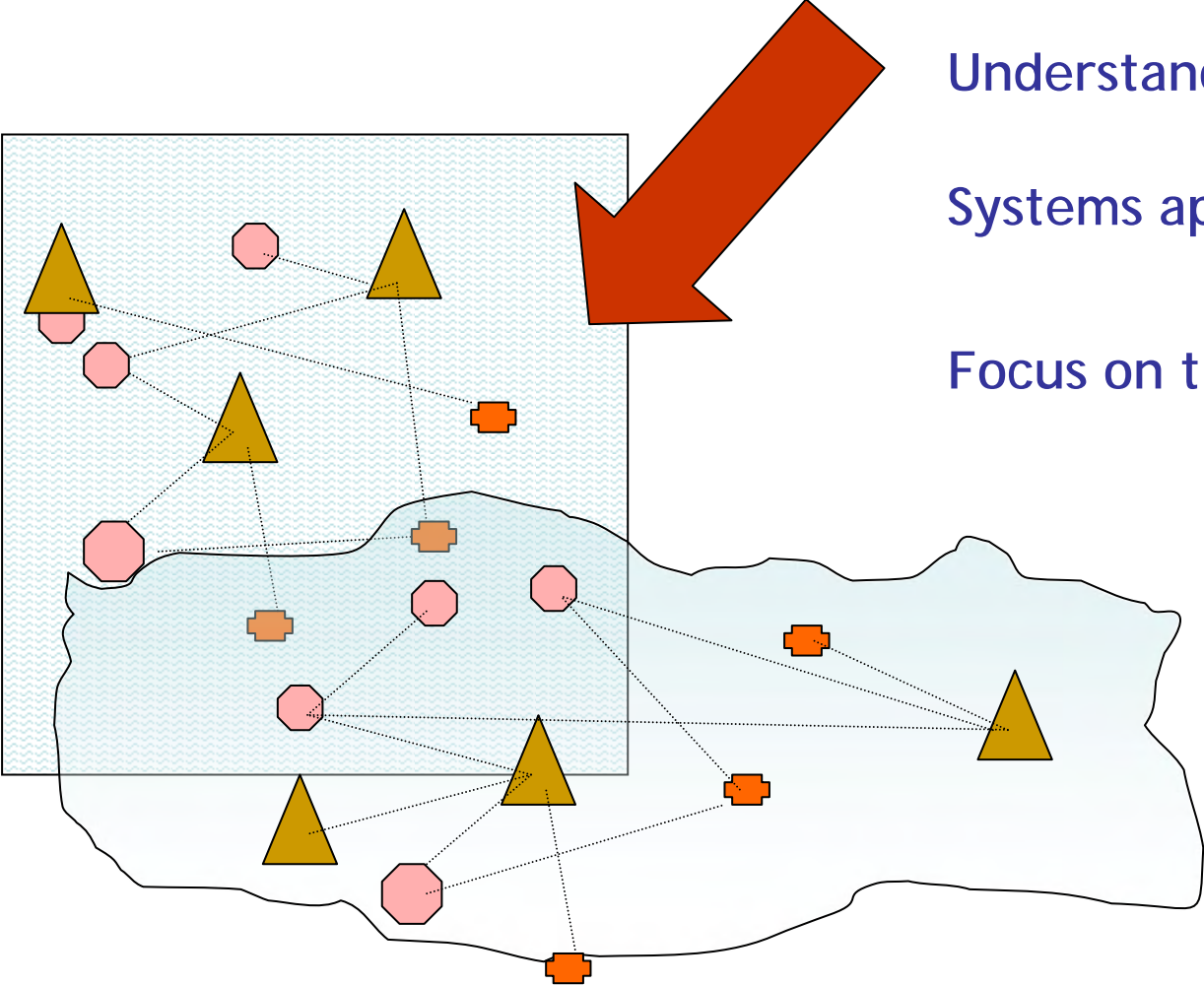
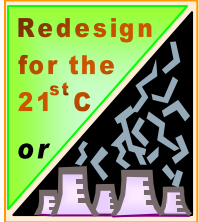
CHANGES Procter & Gamble introduced a stand-alone rigid tube.

SAVINGS Eliminated box that most toothpastes still come in.

BEYOND FOOD MILES: Environmental Footprint reduction *where sustainability meets the creative community*



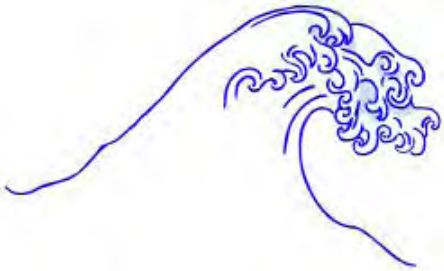
Fundamental design principles



Understand the thresholds

Systems approach

Focus on the linkages



AGRI-FOOD COMPLEX

The future lies in understanding that everything is interconnected and integrated

WAL★MART

Low Wages, Low Morals *Always*

In San Salvador Atenco, Mexico, on May 3rd, 2006, flower vendors were violently removed from the streets to make way for a new Walmart. Several people were arrested and injured, and 14 year old boy was murdered by the repression against the supporters of the flower vendors who courageously defended their rights to survive.

Walmart creates "low prices" by stealing land, jobs and dignity from our people.

We call for a civil and peaceful rebellion and the first step is to stop shopping at Walmart. Your money pays for the bloodshed of innocent lives worldwide.

PROTEST AT WALMART Sunday May 07 at Noon

17150 E. Gale Ave. La Puente, CA 91745

STOP THE VIOLENCE IN
SAN SALVADOR ATENCO!

RELEASE ALL POLITICAL PRISONERS!

sponsored by

★EZLN / La Otra Campaña★



the McLibel trial



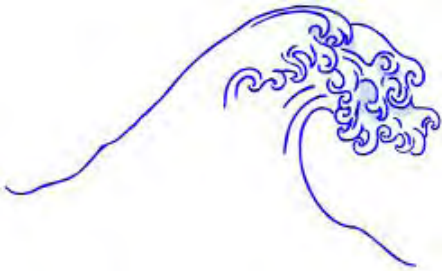
GREENPEACE



UK judge ruled that McDonalds:

- 'exploit' children with advertising,
- produce 'misleading' advertising,
- are 'culpably responsible' for cruelty to animals, are 'antipathetic' to unionisation
- pay their workers low wages.





RETHINKING FOOD QUALITY

China accused of flooding the US with foods unfit for human consumption



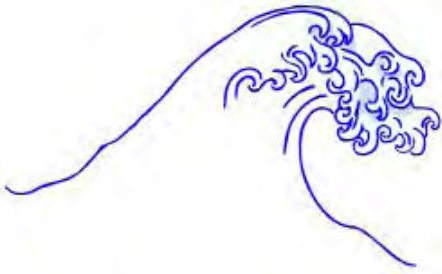
EU standard toxic symbol, as defined by Directive 67/548/EEC.

- Dried apples preserved with a cancer-causing chemical.
- Frozen catfish laden with banned antibiotics.
- Scallops and sardines coated with putrefying bacteria.
- Mushrooms laced with illegal pesticides.

*Source: "Tainted Chinese Imports Common"
- The Washington Post - 20 May 2007*

The Chinese farmed prawns, basa and eel repeatedly contaminated with banned antibiotics, and now banned in the US, may end up on Australian plates

*Source: "Seafood rejected by US still deemed low risk"
- The Sydney Morning Herald - 4 July 2007*



NANO FOODS

Emergence of Nano-foods, nanoceticals and addititives, but are they safe?



*10 Days of Chocolate™
Weight Loss System*



Slim Shake®

This chocolate shake provides the protein and nutrients



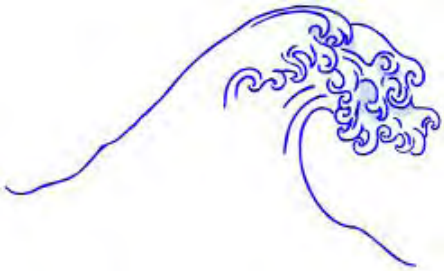
CocoaCaps

Nano product helps users manage excess cravings, feel upbeat and alert and mildly enhances the metabolic rate

Source: www.10doc.com

...echoes of GM

“The UK Food Standards Agency does not differentiate between nano-foods and conventional forms. If a food is already approved, companies will not feel obliged to test a nanoform of that food. They could put nano-foods on our shelves without fully testing them.” Dr Qasim Chaudhry Central Science Laboratory



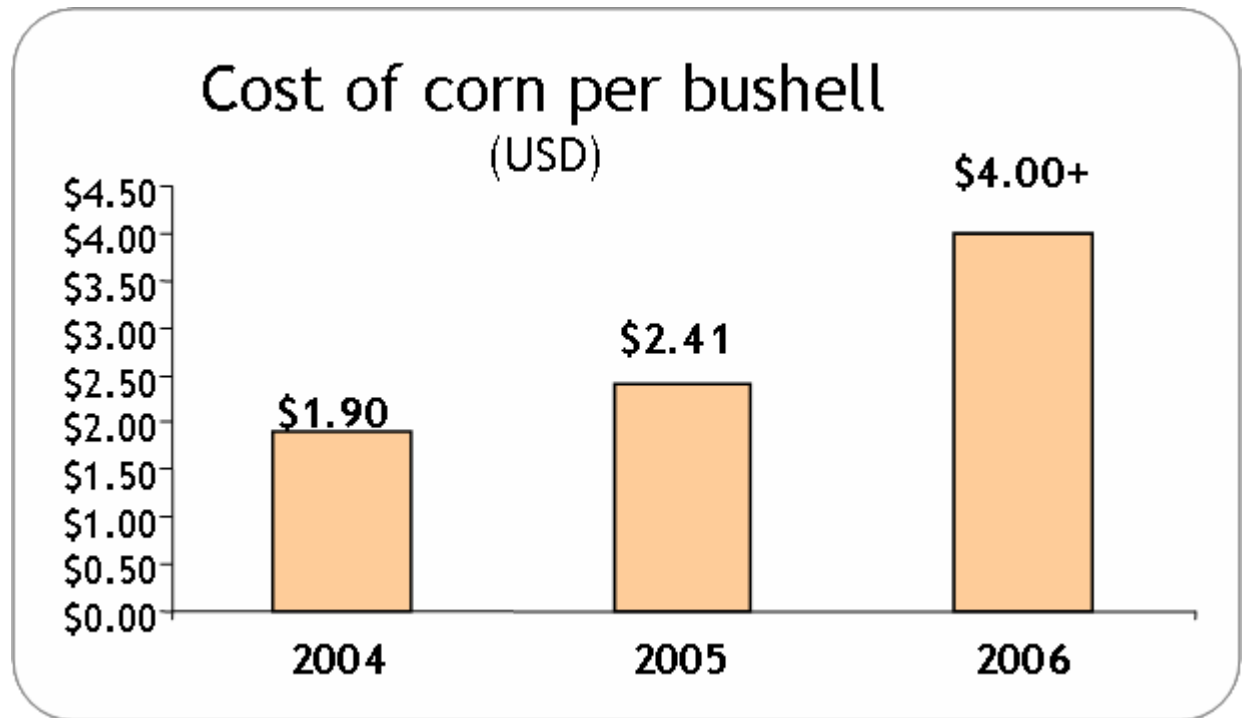
BIOFUEL vs. FOOD

Unintended consequences

The use of domestic corn-based ethanol to meet just 50% the US 2017 target of 35 billion gallons would require 40% of that year's expected harvest.



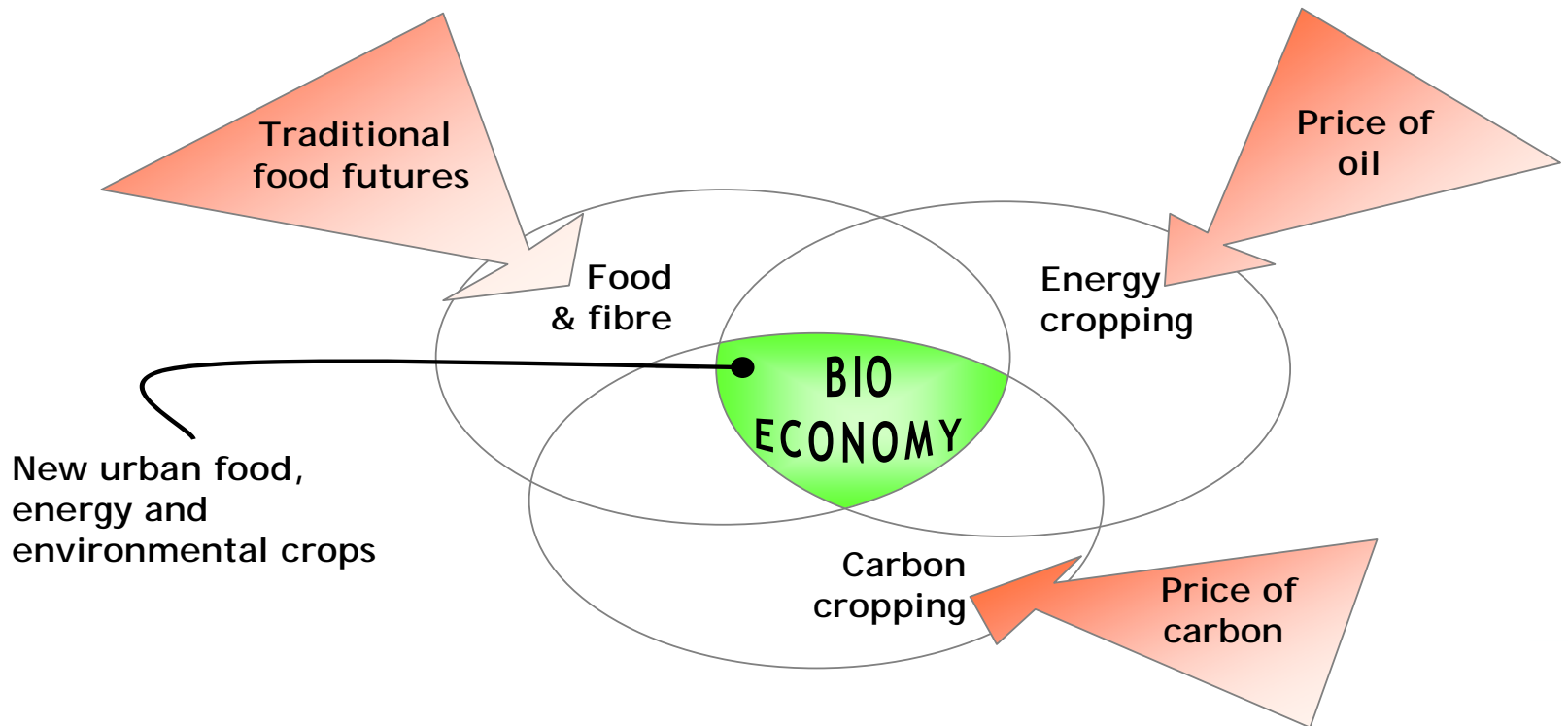
Feb 1, 2007: Tens of thousands of people have marched through Mexico City in a protest against the 400% price rise of tortillas. *Source: BBC*



Convergence *IN A WORLD OF MICRO ORGANISMS*

From Agriculture to the Bioeconomy

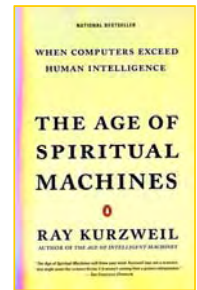
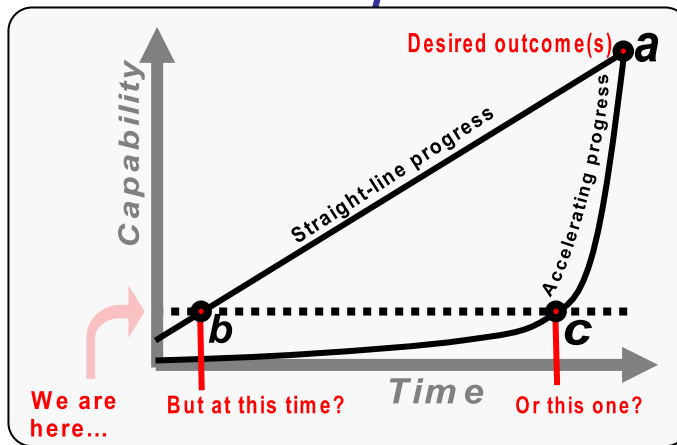
The shift will be as profound as “digital” was to the 1990s





Fundamental design principles

SPEED COUNTS: We have less than 20 years to change how we are and what we do and new approaches are required



When we think about the future in the next 50-100 years we tend to think of progress at the current rate

But we've been around long enough to know paradigm shifts are not occurring at a current rate.

Three options:

1. Live in denial - what change?
2. Live in despair - can't effect change!
3. Live to navigate - shape the change!

In fact we are likely to experience this century a rate of change or progress equivalent to the last 20,000 years.



A summary of the 8 SKILLS...

I need to have a view of how the future will impact on me



I must understand how the rules for success are changing



I must work on skills and techniques that improve my level of internal certainty



When others assess my performance, do they see me as a future maker or taker?

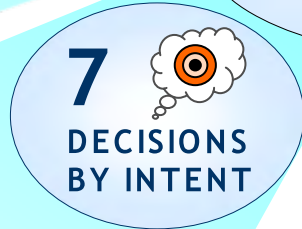


LEADERSHIP SKILLS

FOR 21ST CENTURY NAVIGATORS



Fluidity, not rigidity must dominate the way I think



I need to understand that every decision is part of creating tomorrow



I must ensure that when the unexpected happens, I look for a new order



I need to celebrate a globalising world mentality



Mike McAllum

(C/- ATR Laboratories)