

Carol Haest
Voortkapelseweg 73
2200 Herentals-Noorderwijk (Belgium) +32 (0)475 686424
carol.haest@skynet.be,

“Between dinner in a bottle and sustainable food”
How will people eat in 5, 10, 50 years?
Carol Haest, Tbilisi 10.09.09



My dear colleagues and friends,

My last my stay in Georgia was cut short and to-day, worse, I had to annul my presence. I therefore thank my distinguished colleague to hold this presentation for me.

Indeed, on May 13th I was one of four speakers at the FOOD TRENDS & INNOVATION seminar for the staff of the Delhaize Group which runs 2700 supermarkets in Europe (Belgium, Rumania), the USA and Asia (Indonesia). I have been serving Delhaize for 20 years setting up and advising their sustainable programs for food and non food.

Professor dr. Gino Van Ossel from the renowned Vlerick Management School first addressed the **influence of the crisis**:

- Customers buy their **necessary purchases such as food** cheaper.
- Customers buy their **discretionary purchases (non food** like furniture, clothing) less, cheaper or postpone.

Next he stated that:

- **Retailer branding** (the own brand of the supermarket) will prevail.
- **Technology** will make incredible progress. Fidelity cards will give access to on the spot real time promotions & discounts in function of the stock of the specific shop. You can purchase on the spot customized shoes and clothing in the lay out you choose. All this is called **real-time business intelligence**.

The psychologist and trend & future researcher **Hermann Konings** emphasized the **changing speed of change**. Even more than Gino Van Ossel he underlined the technological progress. To-day the **boomers** (°1945-1955) and **X-ers** (or lost generation, °1955-1971) determine the assortments. Increasingly the **slash generation** (now 15-29), the **sunshine teens** and the **millenium kids** (now 0-29) will decide. They are born with IT in their genes and will form the **digital aboriginals** whose use of digital techniques will

surpass anything we can imagine. These **professional consumers** will make best use of all kinds of **functional food**: from anti-stress to dinner-in-a-bottle.

Carl Van Ransbeeck, commercial director of Coca Cola enterprises, underlined **6 macro-forces**, elements that will affect society over longer periods of time, as opposed to trends (short to middle term) and fads (very short term). These macro-forces are:

- **Quest for health and wellness**
- **Seismic global demographic shifts**
- **Destruction of the environment**
- **Diminishing safety and security**
- **Trust deficit**
- **Time scarcity**

Ongoing will be:

- connections between communities of seemingly heterogeneous people
- mixing and matching gender roles
- redefinition of age
- the glocal world (mix between global and local)

as will be

- individualistic me-culture
- **search for authenticity and desire to go back to basis**
- experiential society keen to living life to the fullest
- **quest for ethics and self preservation.**

I had foreseen most of this and, as you are going to see from my small power point presentation, forecasted **that our food in 5, 10 or 50 years will not be all that different from what it is now or was 2000 years ago, but that it will surely be highly enjoyable, nutritional and from sustainable sources.** All 4 presentations were dashing and well received but with hindsight I learned that my plea for more and genuine sustainability was best. To-day there is a follow up on sustainable fisheries, wild and farmed.

I'll address the relevance of all this for the Caucasian and Eastern-European countries.