



Food Trends

and their impact on organic food

Gastro 2012 Exhibition
Helsinki, 14.3.2012

Mag. Hanni Rützler

futurefoodstudio 



stroke

cancer

diseases of the digestive organs

diseases of the respiratory system

accidents

heart attack

diabetes

other diseases

TOP 8 KILLER

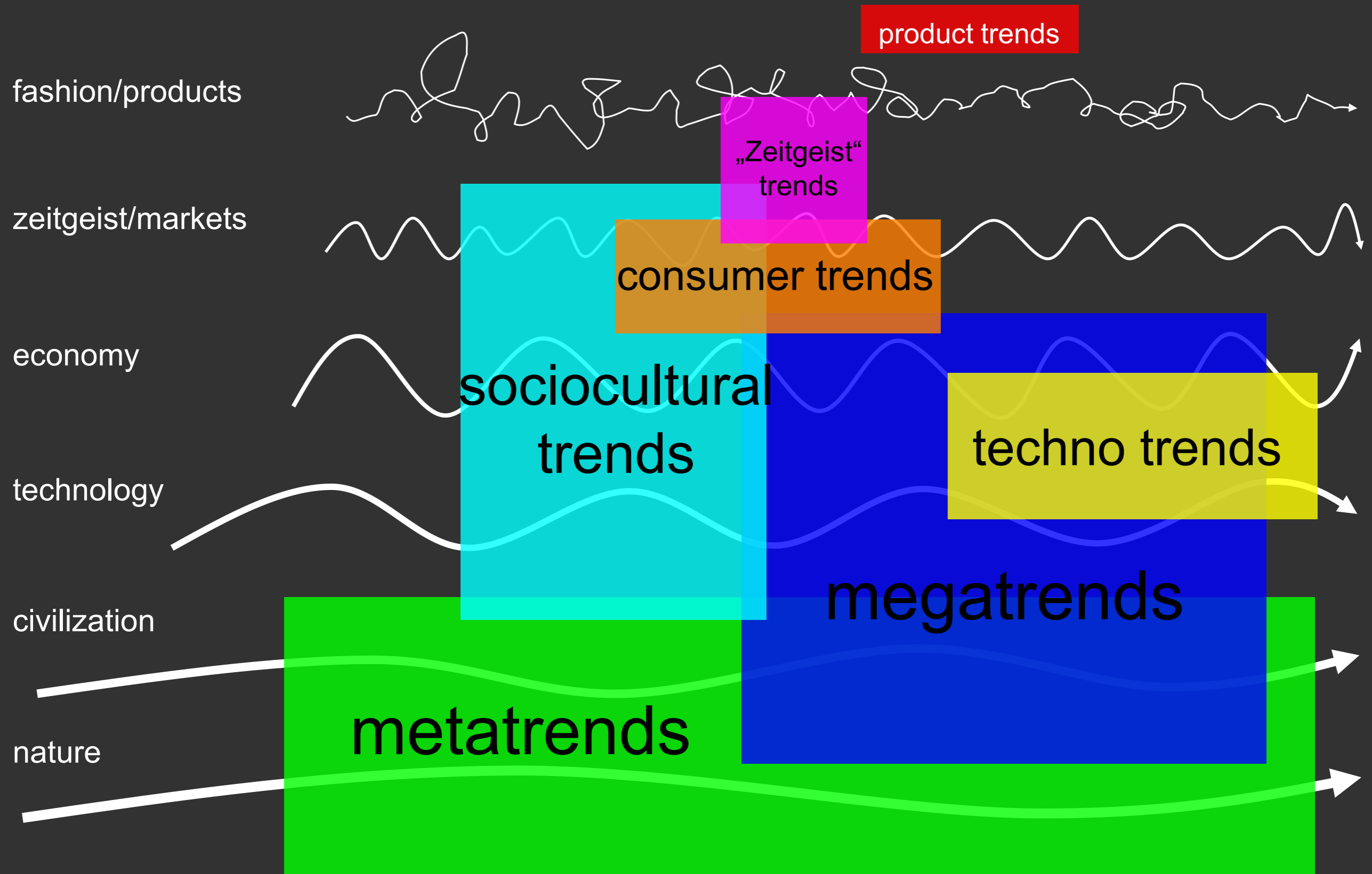
Our perception of reality
affects **what** we notice
und what not.

”

I think, that`s why
our brains are built
the way they are:
we produce future.

Paul Valéry

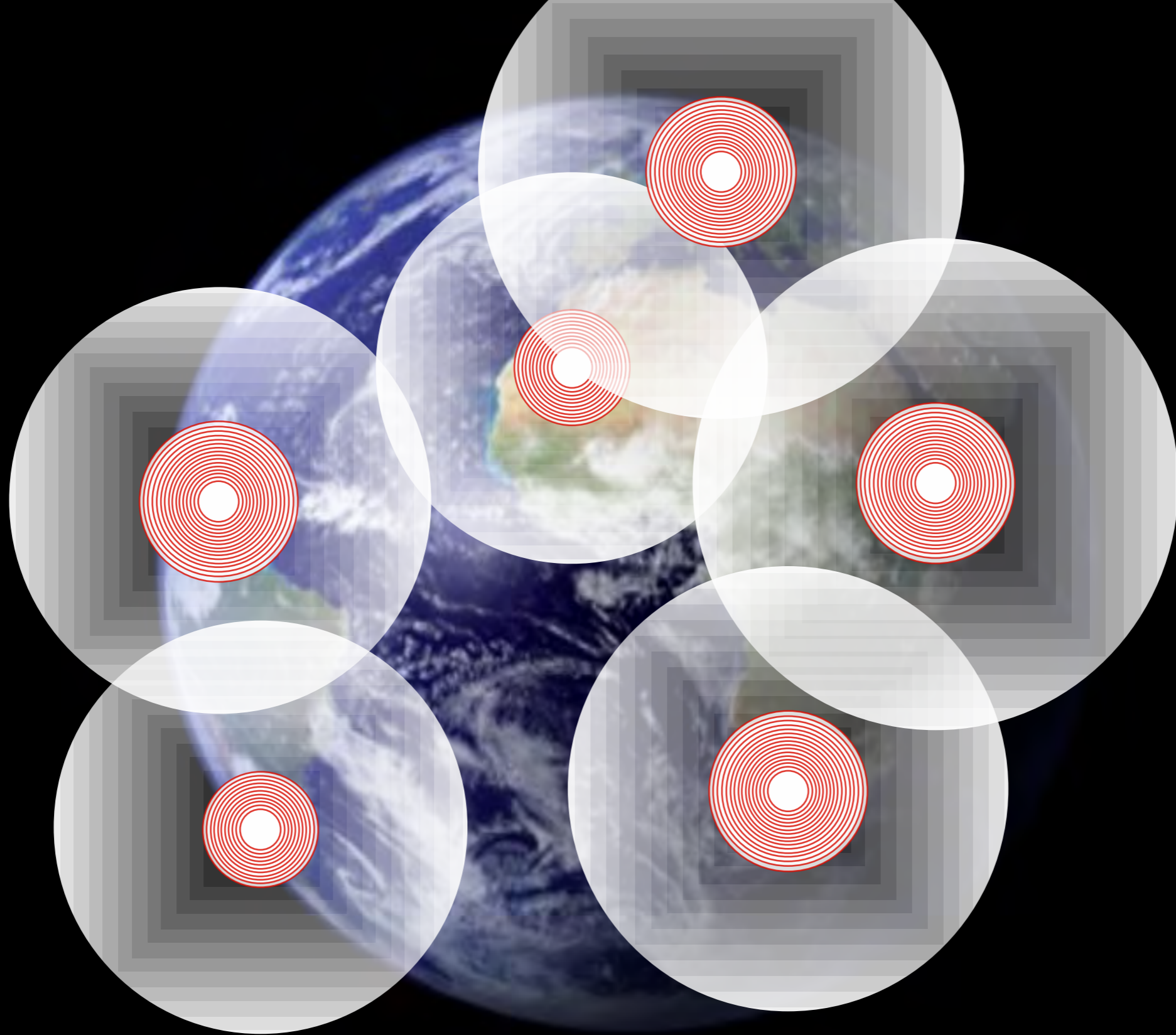
Waves of changes



MEGAtrend

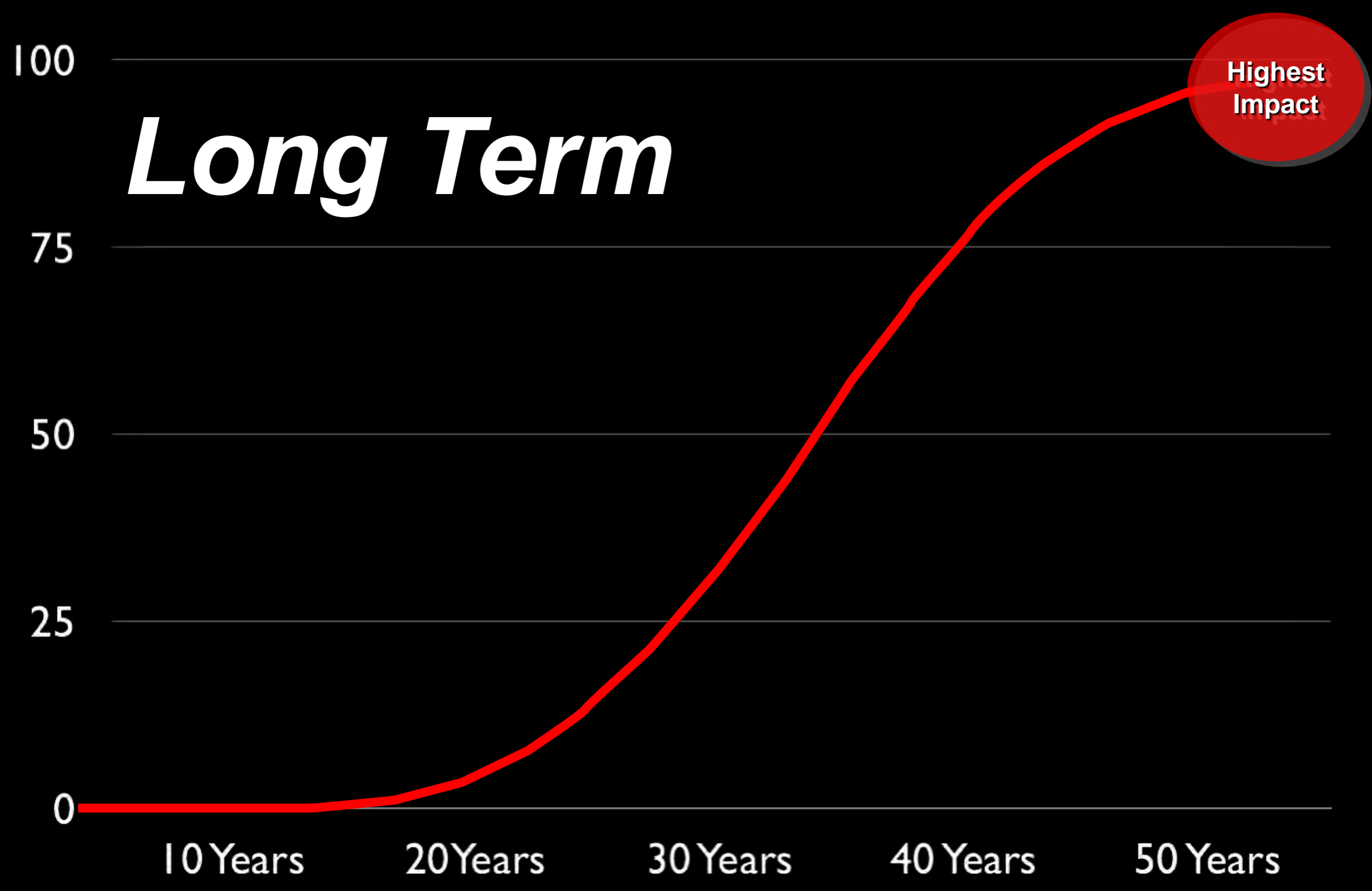
s

are:



Slow

Long Term



Highest Impact

Ubiquitous

Economy



Daily
Life



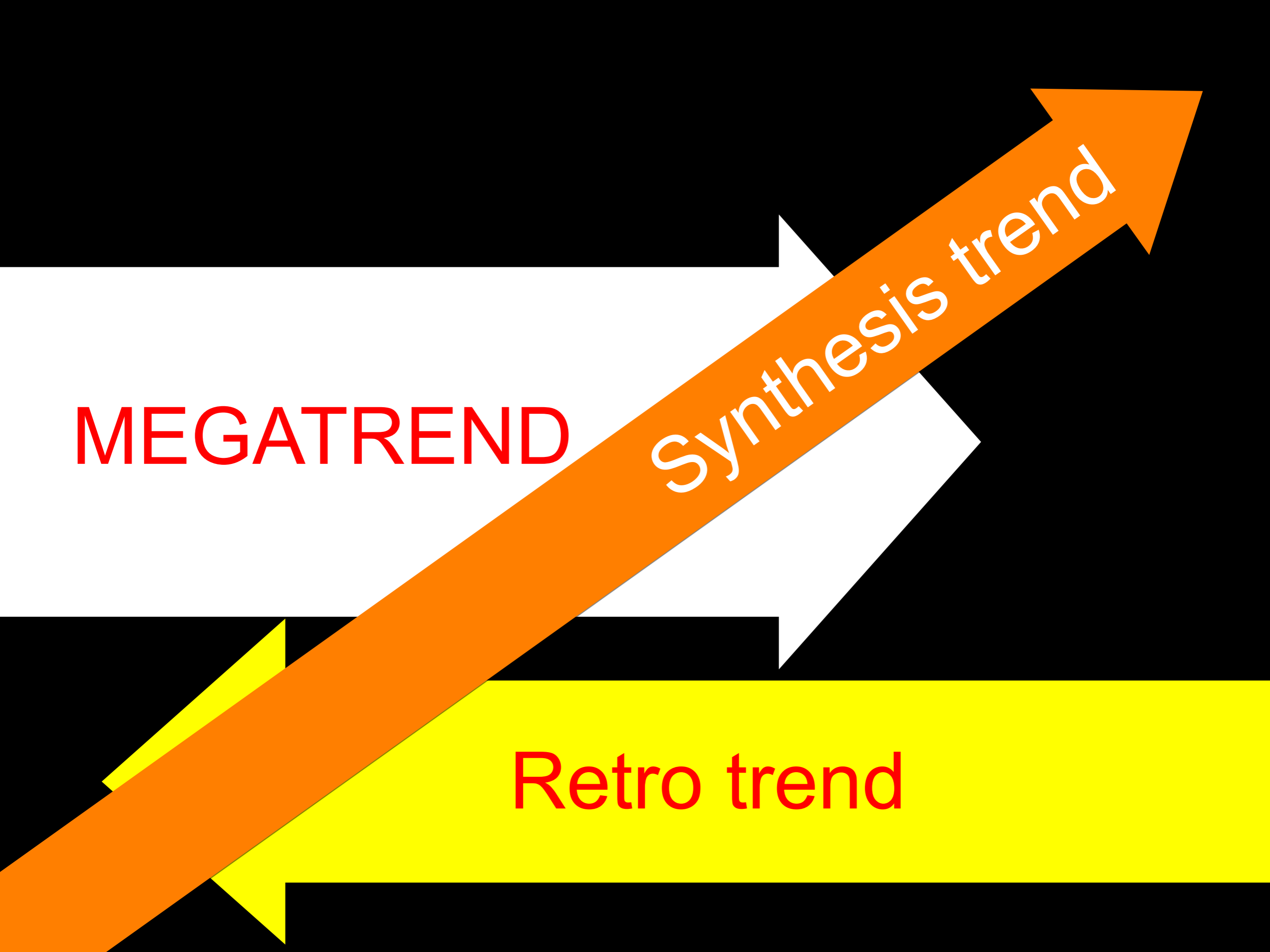
Politics

Culture

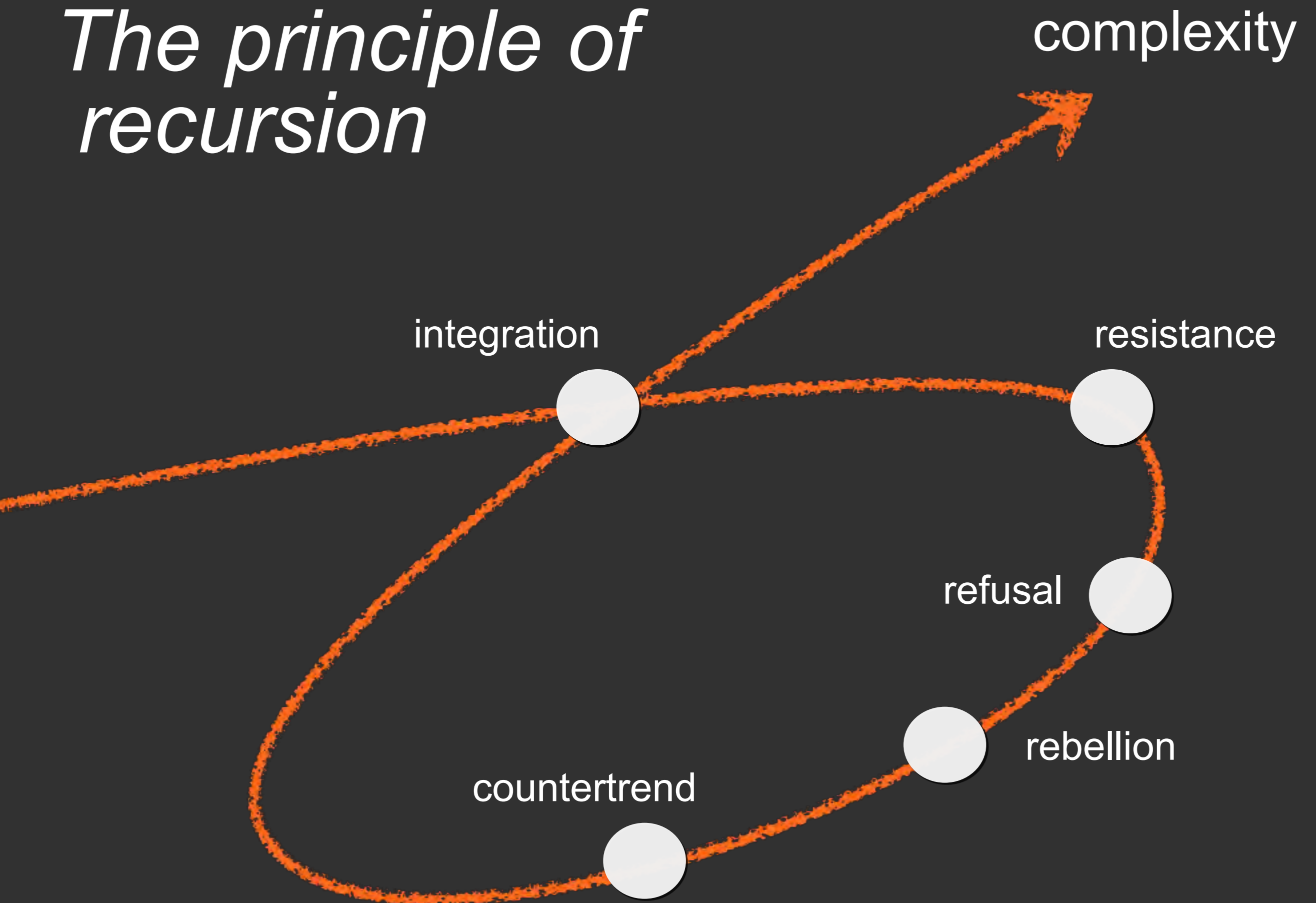
MEGATREND

Synthesis trend

Retro trend

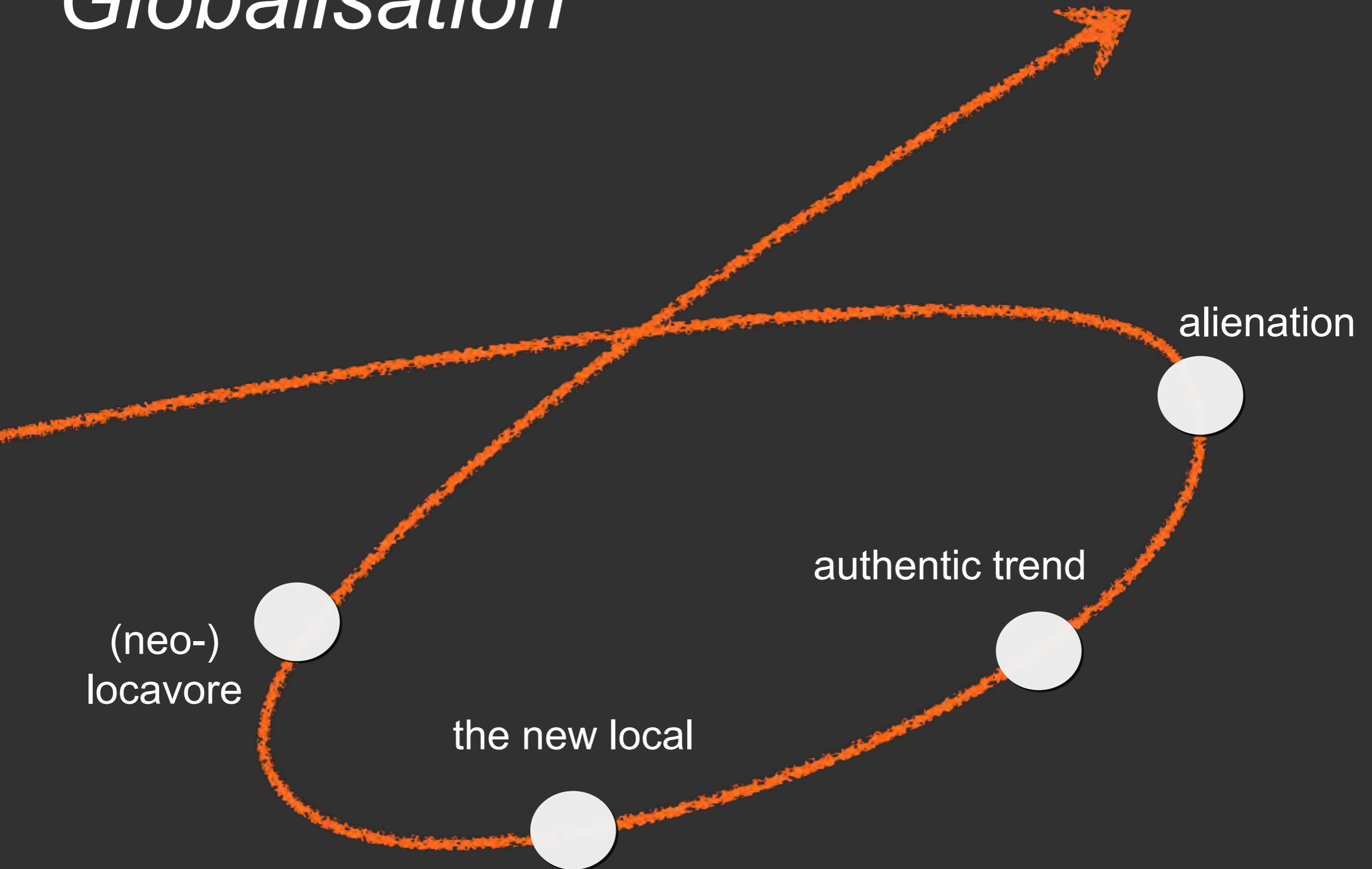


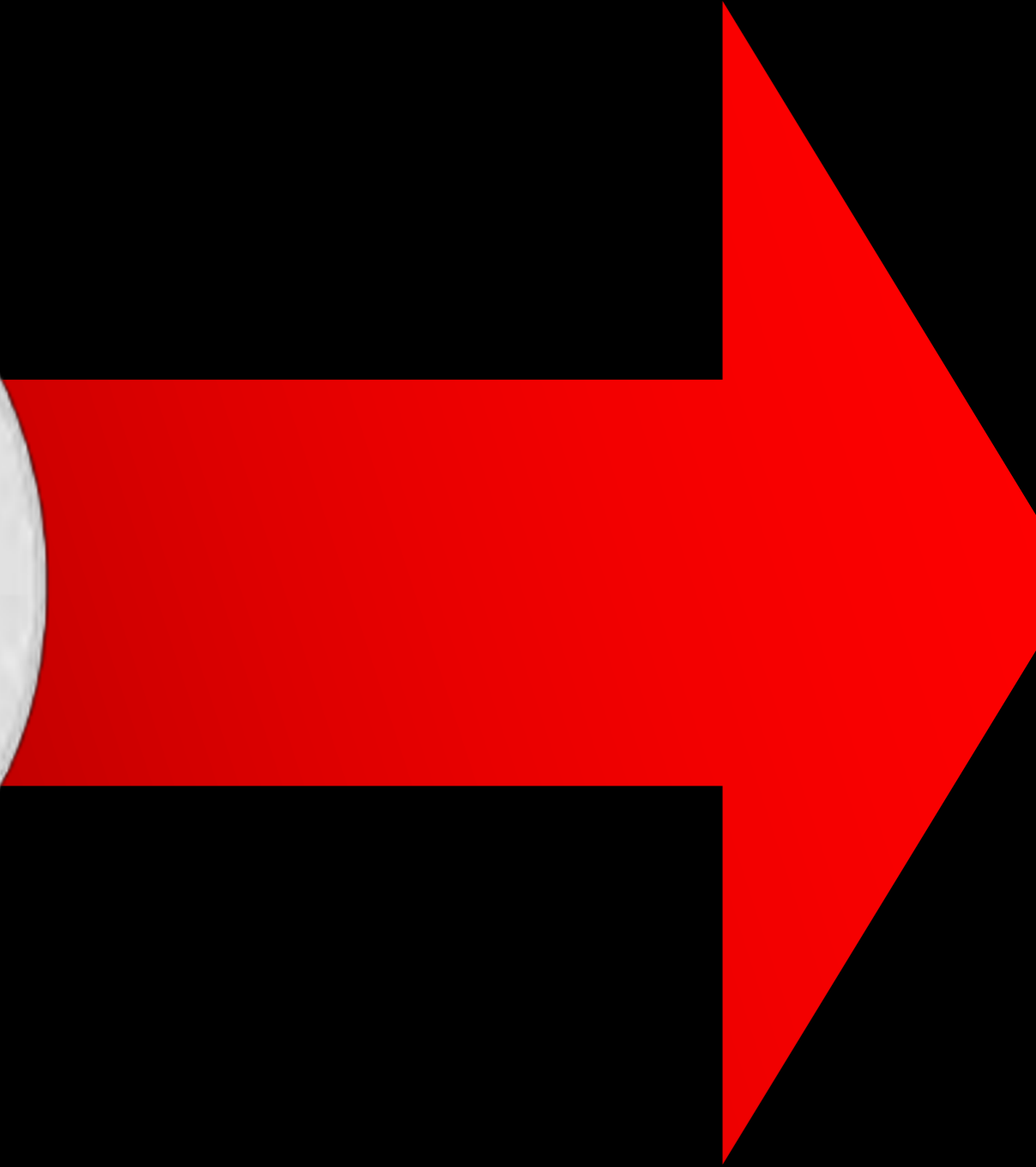
The principle of recursion



Globalisation

GloKALisation





New Work

Female Shift

Individualisation

Silver Revolution

Education

Health

New Ecology

Urbanisation

Globalisation

Connectivity

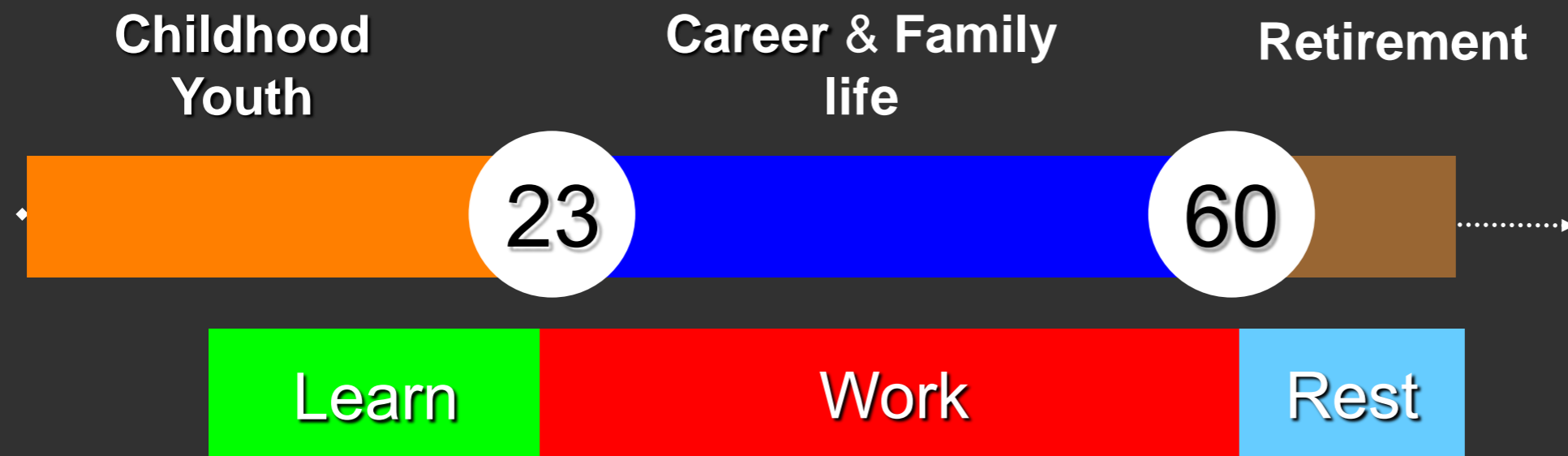
Mobility



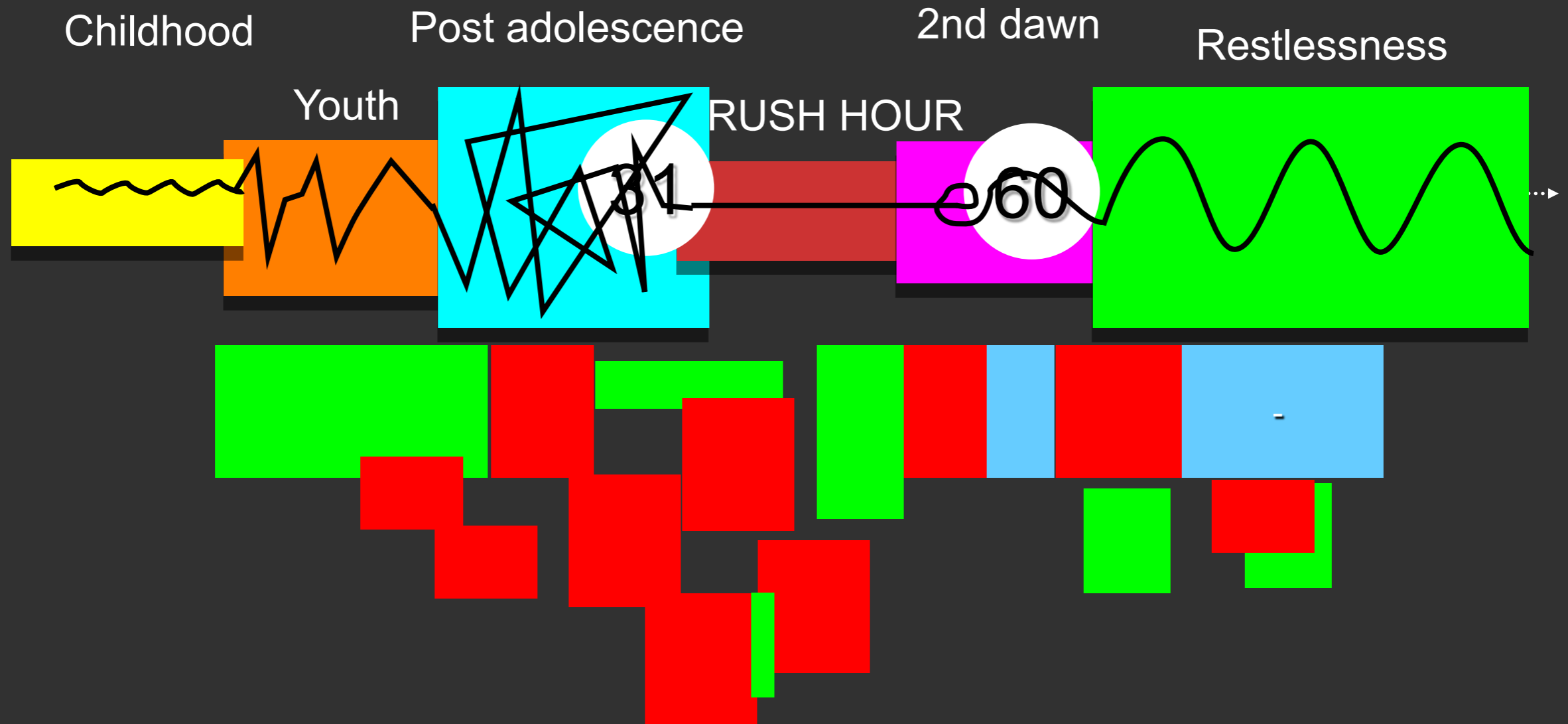
MEGATREND

INDIVIDUALISATION

Industrial biography



Multigraphy



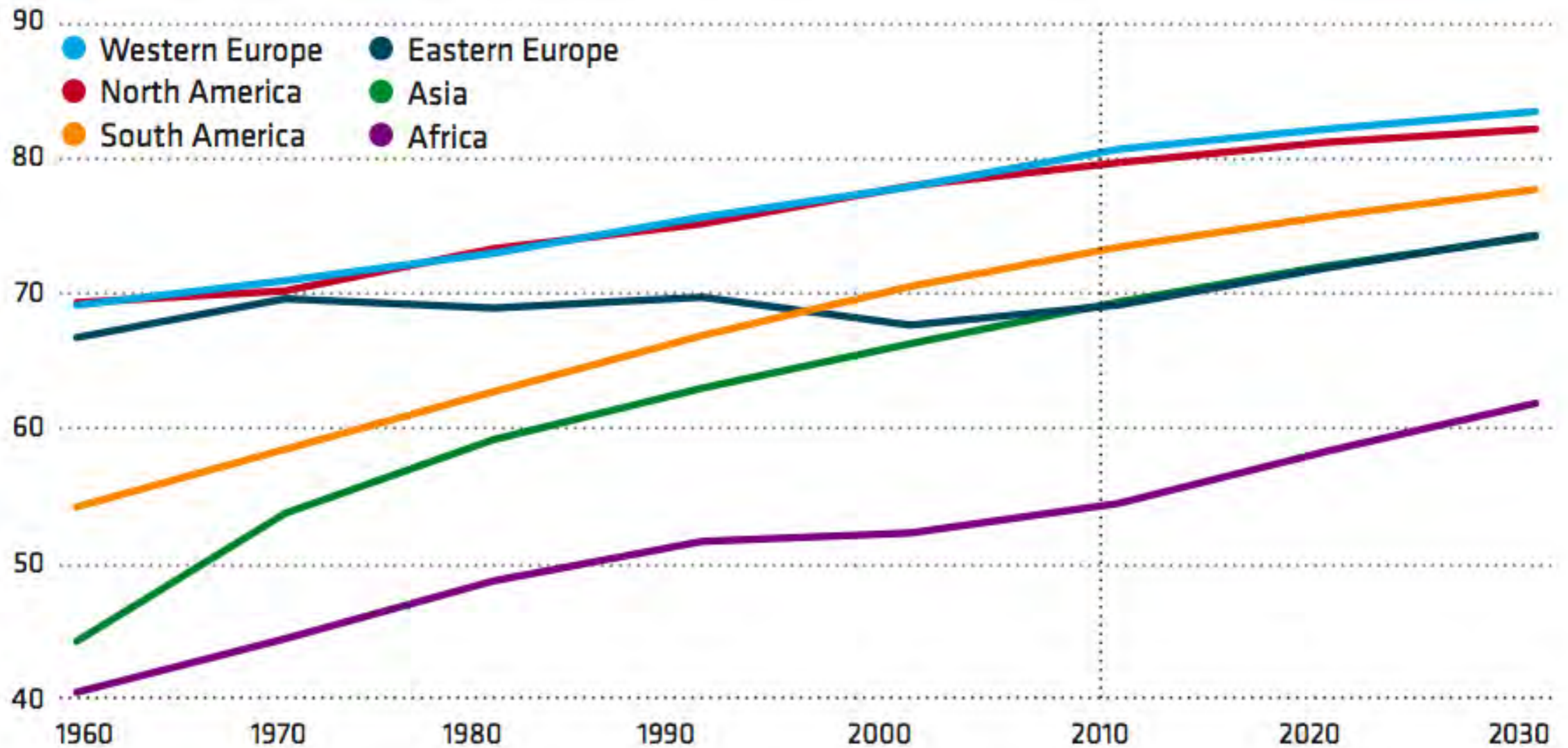
LOVE YOUR BODY :)

HEALTH

H

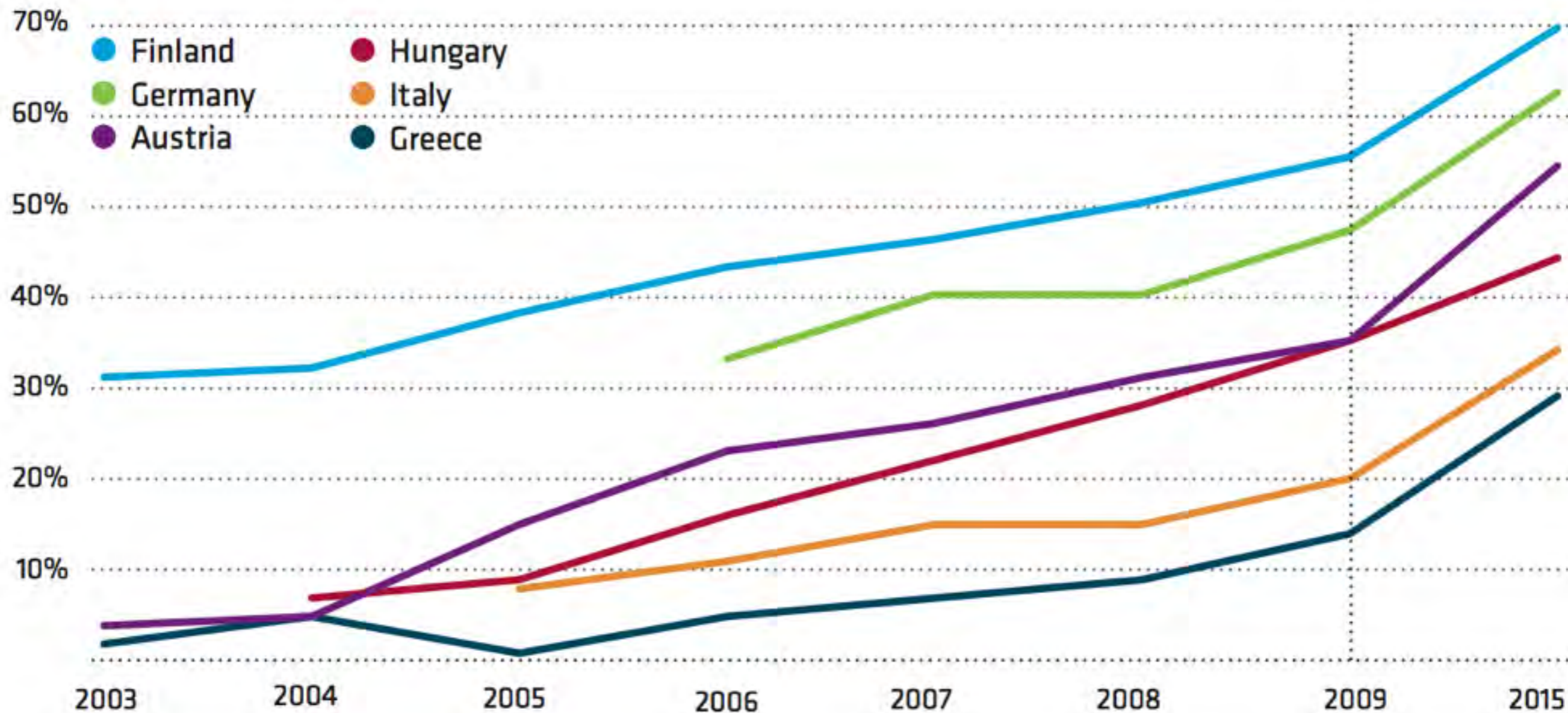
Health is Improving Around the World

Life Expectancy of Women and Men at Birth (years)



Health Knowledge: Internet is Becoming the No.1 Source of Information

Percentage of People Who Use the Internet to Access Information Relevant to Health



Health is ...

not to be ill

fit & relaxed

soul
mind
body
happy
learning
family
profession

Selfness

Life competence

soul

mind

body

not to be ill

fit & relaxed

happy

learning

family

profession



MEGATREND

NEO NATURE

New Passion on nature

Creative workers like it green



Big green is beautiful



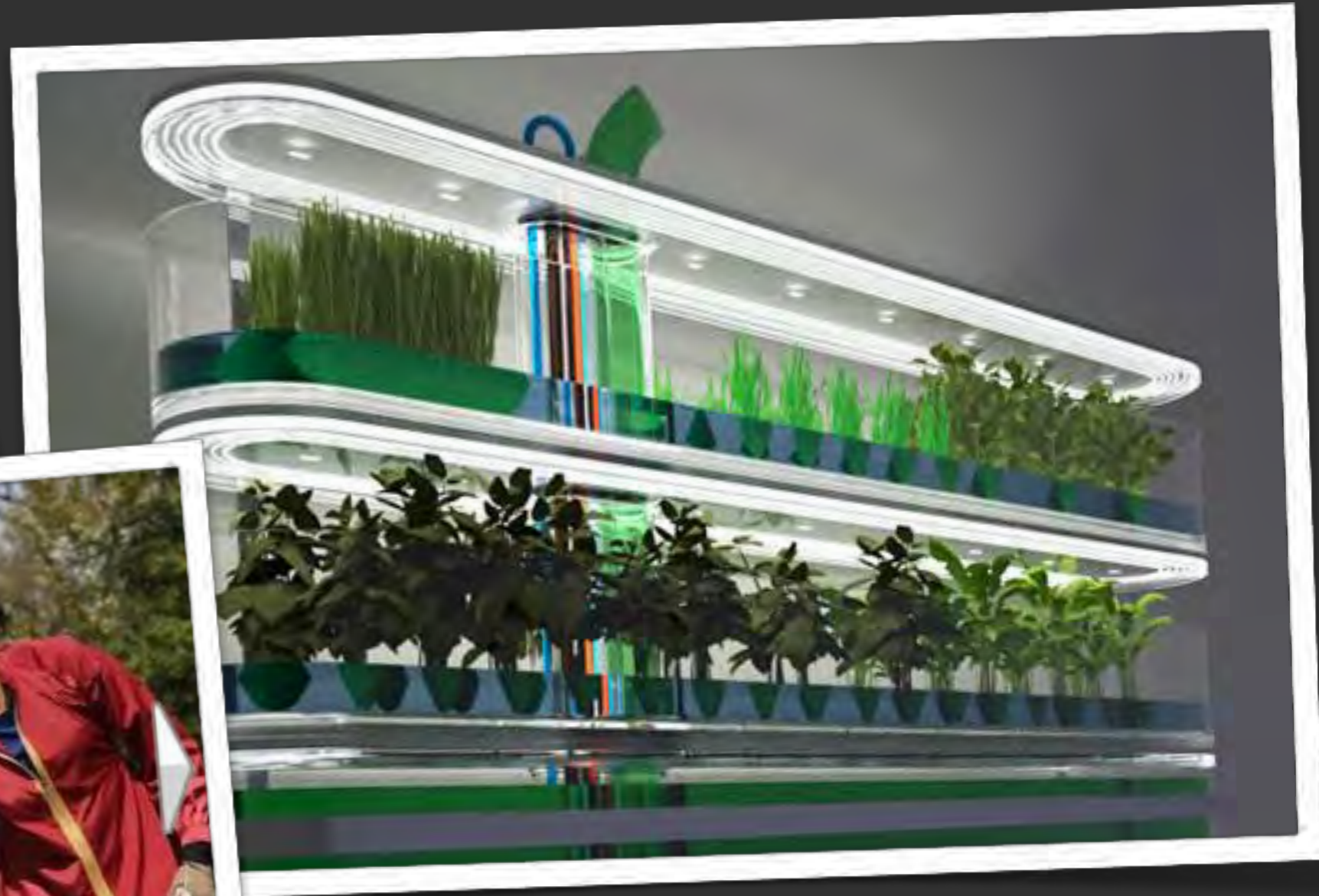
Garden of urban delights



Closer to nature - indoor



Home & city farming



Hyper Local Food

Dan Barber cooks exclusively with products out of his own garden and stall



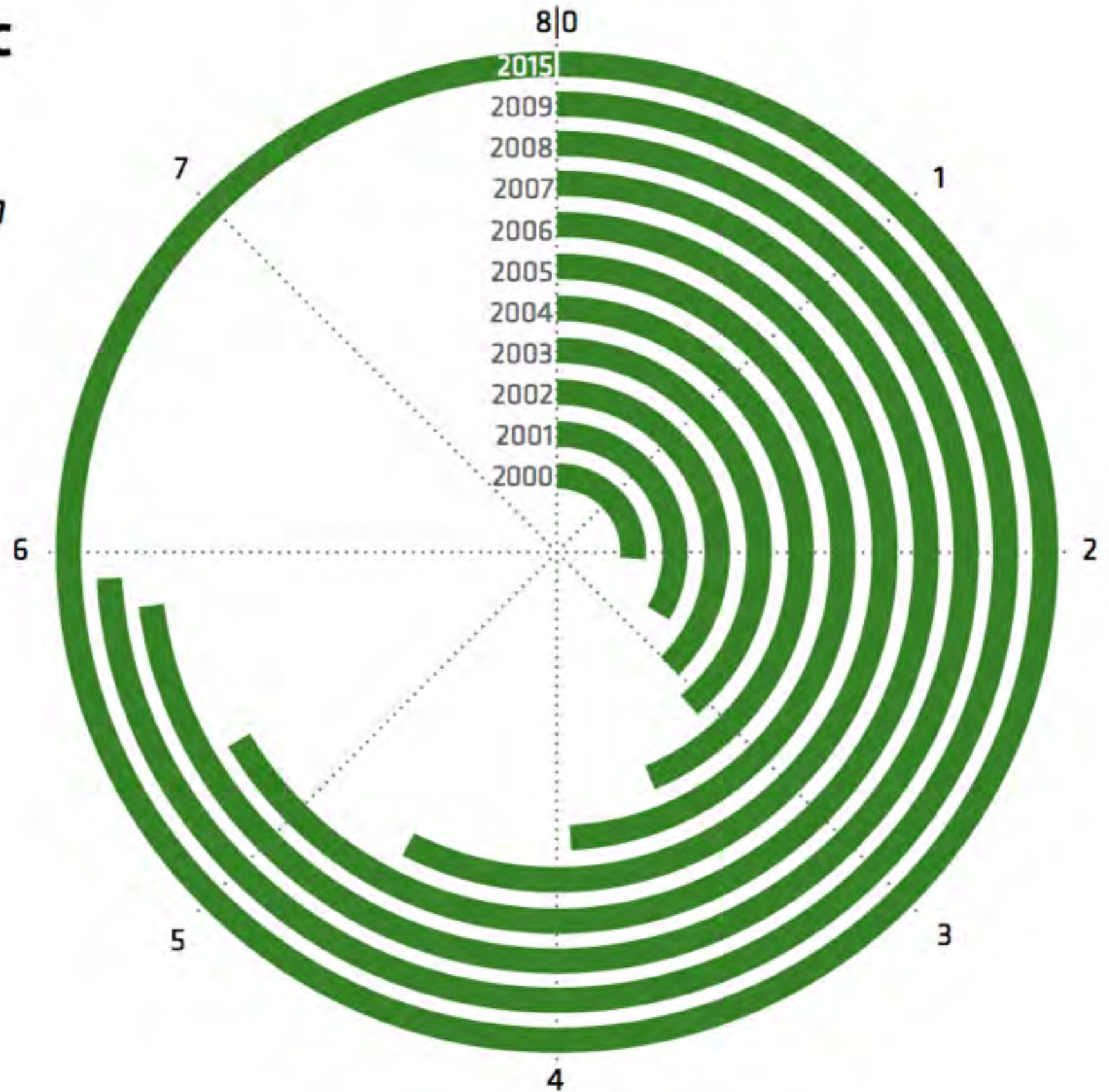
True Food

Tim Mälzer`s Bullerei is getting closer to the product



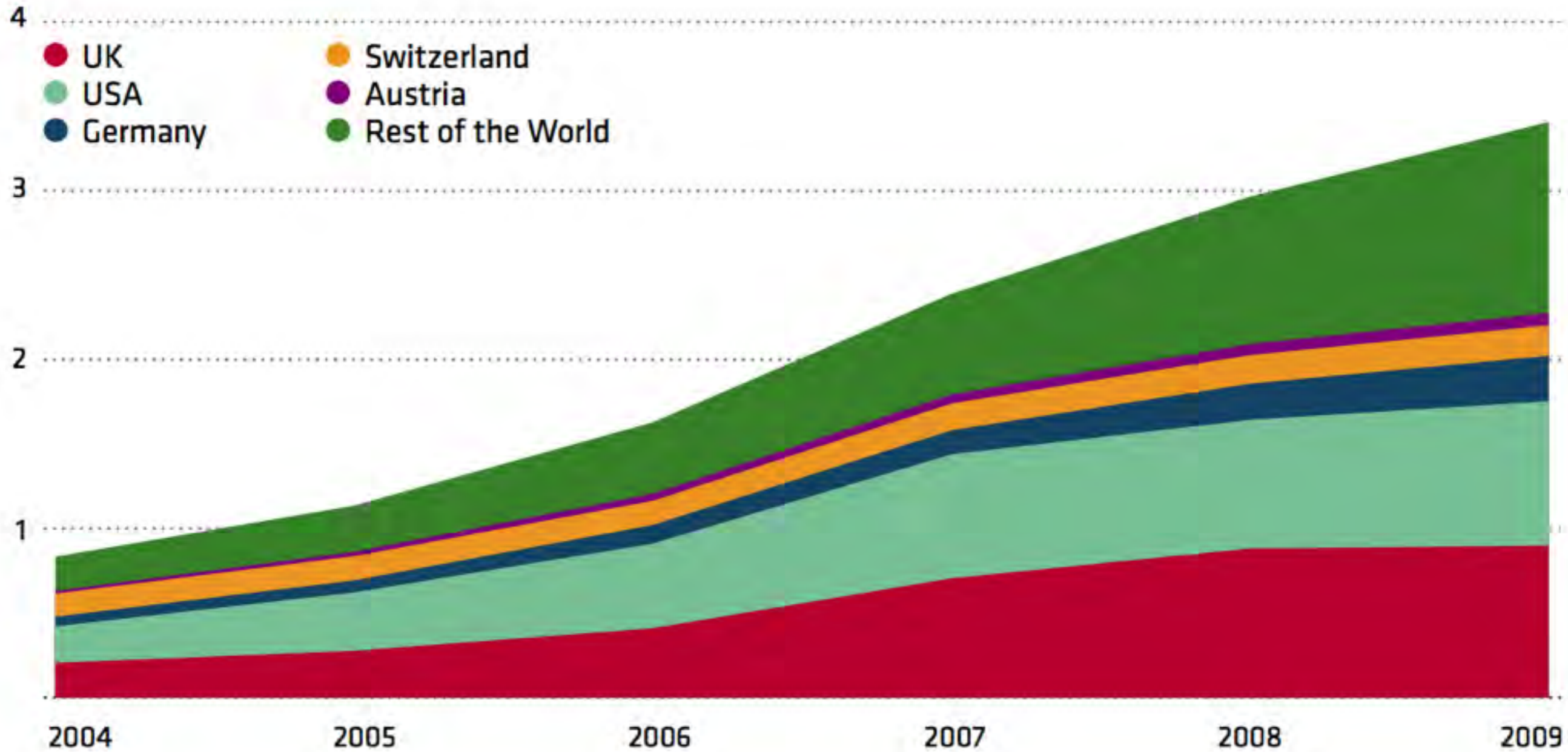
The Boom for Organic Products Unbroken

*Turnover for Organic Foods in Germany
(billion Euros)*



Fairtrade Developing into a Business Worth Billions

Worldwide Fairtrade Turnover (billion Euros)



FOOD TRENDS 2020



Cultural Evolution of real food

FOOD

- > Quality ingredients (i.e. less processed)
- > Natural ingredients (rarely defined!)
- > Use of organic products
- > Clean deck (no unpronounced ingredients)

REAL FOOD

- > Nothing about ingredients it's simply food
- > Back to premodern area before processed food
- > Organic replaced by hyperlocal
- > No need for ingredient check
- > No desire for mass production



**Better rather
than more**



We throw away 25% of all food







From abundance

...

... to control



The three Q's

amount

QUANTITY

How much?

class

QUALITY

How good?

extent, meaning

QUANTUM

What for?

How much?
GOURMAND

important:
plenty



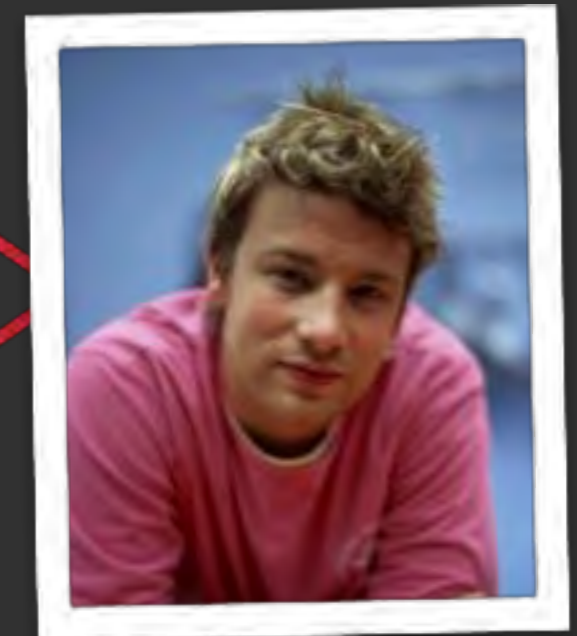
How good?
GOURMET

important:
good



What for?
GASTROSOPHER

everything **better**
- *culinary*
- *healthy*
- *sustainable*
- *ethical*



How much?
QUANTITY

amount

important: **plenty**



How good?
QUALITY

class, rating

important: **good**



What for?
QUANTUM

extent, meaning

**regional diversity
und individualised
taste**



Cheap Chicken FACTORY FARMING

Exclusive Chicken HEIRLOOM BREED

Reasonably priced Chicken ORGANIC FARMING

Thesis:
amount goes at the
expense of quality

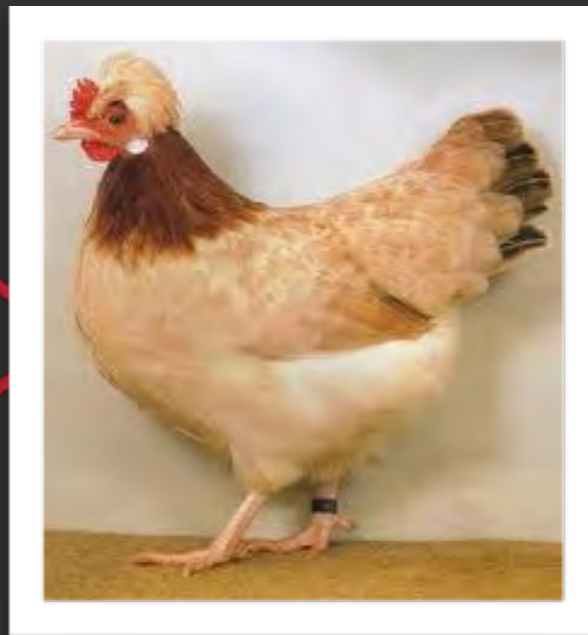
Antithesis:
quality goes at the
expense of amount

Synthesis:
measure creates
a balance

€ 3-4 / kg

€ 13 - 20 / kg

€ 6 - 8 / kg



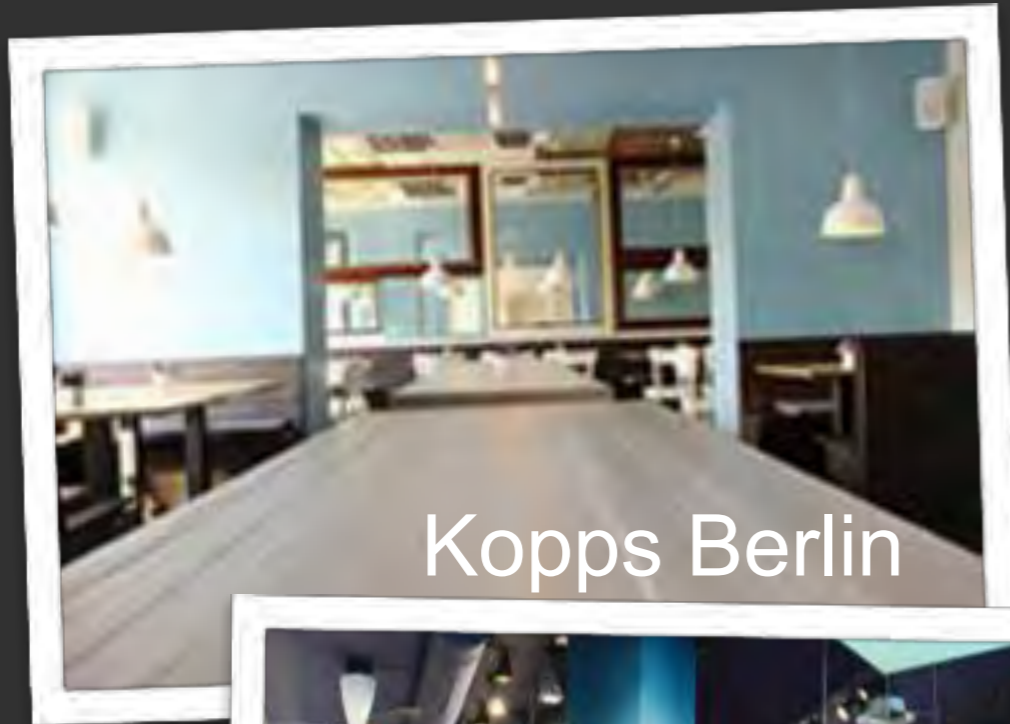
” Buono, pulito e
giusto

(good, clean, fair)

Carlo Petrini,

Founder of Slow Food

Vegetarian food without giving up pleasure



Kopps Berlin



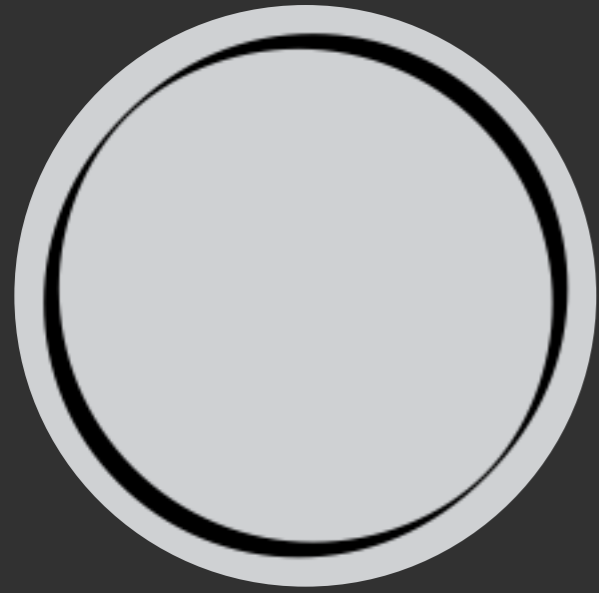
Saf London, Istanbul



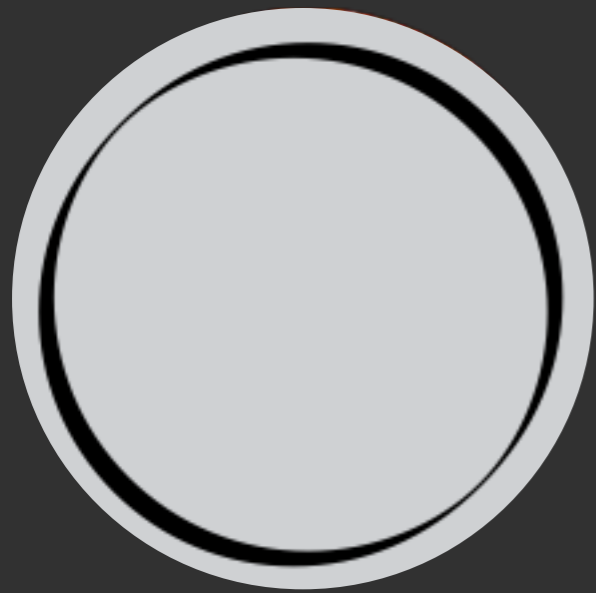
Tibits Zürich

Saf London, Istanbul

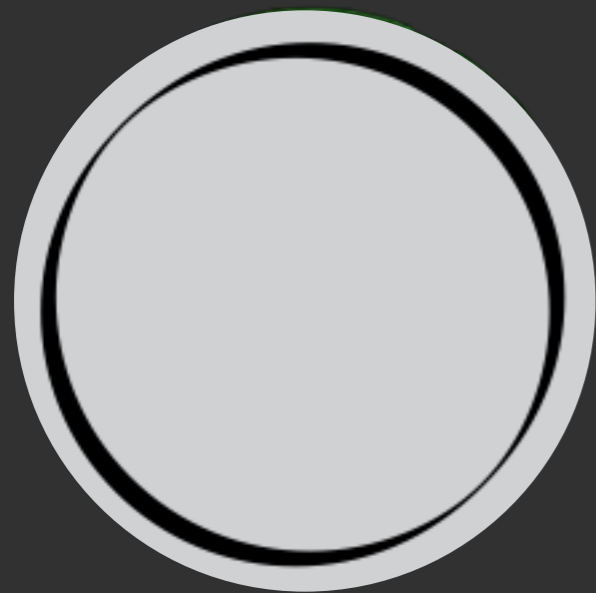




We live in the age of plenty,
but the freedom to choice bothers
us.



Having food shortage (still) in mind
determines our behaviour: We
take control or we regret.



The right measure creates the
balance between abundance and
quality.

Better rather than more.

“In the future we will
not have less,
but we’ll want less
than ever
- and so we’ll get
a good deal more!”

**Onwards
to the**



beginning



For years globalisation was our future



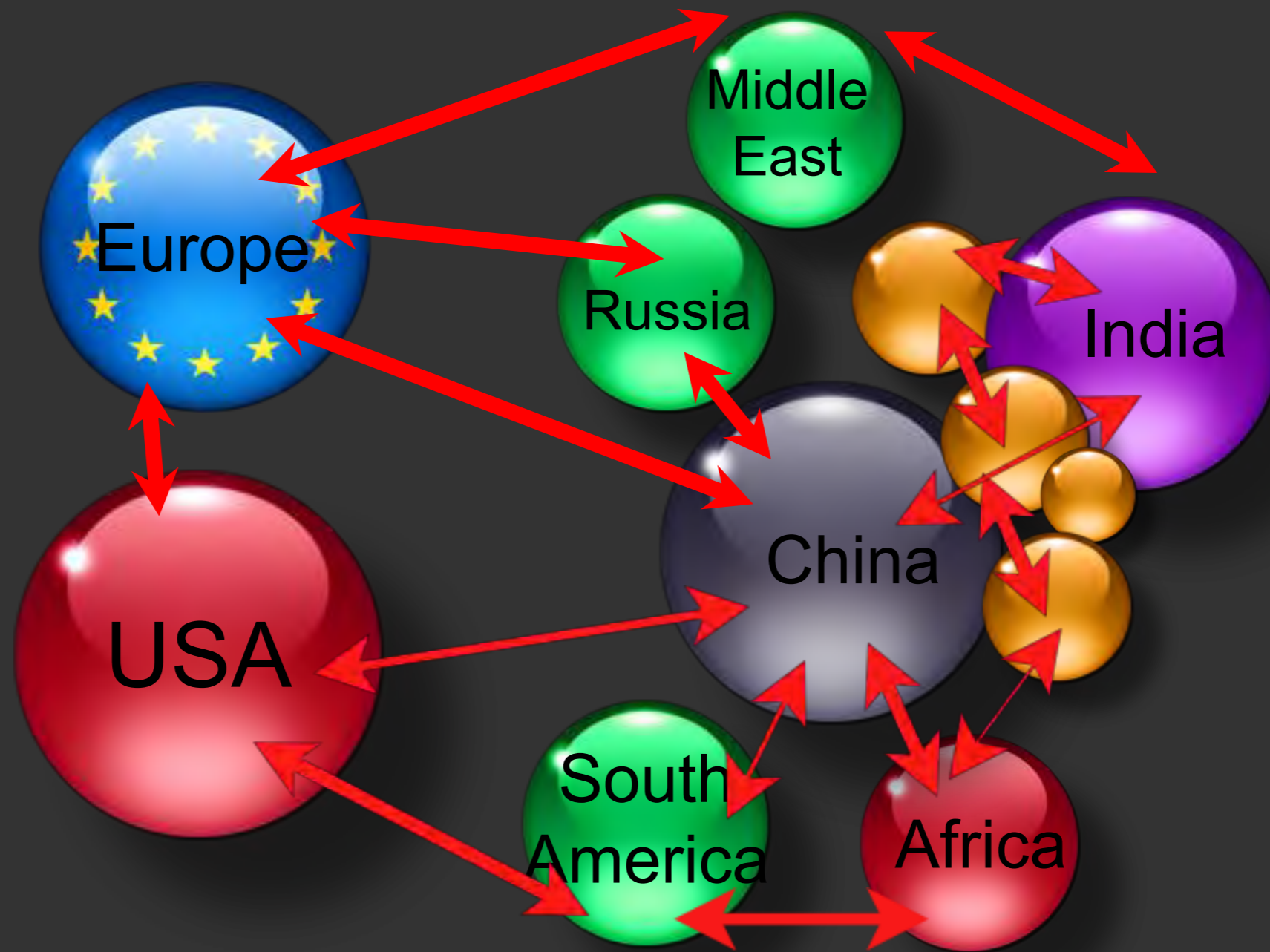
Triumph
of the city

Engaging
national in
international
interests

Unipolar system



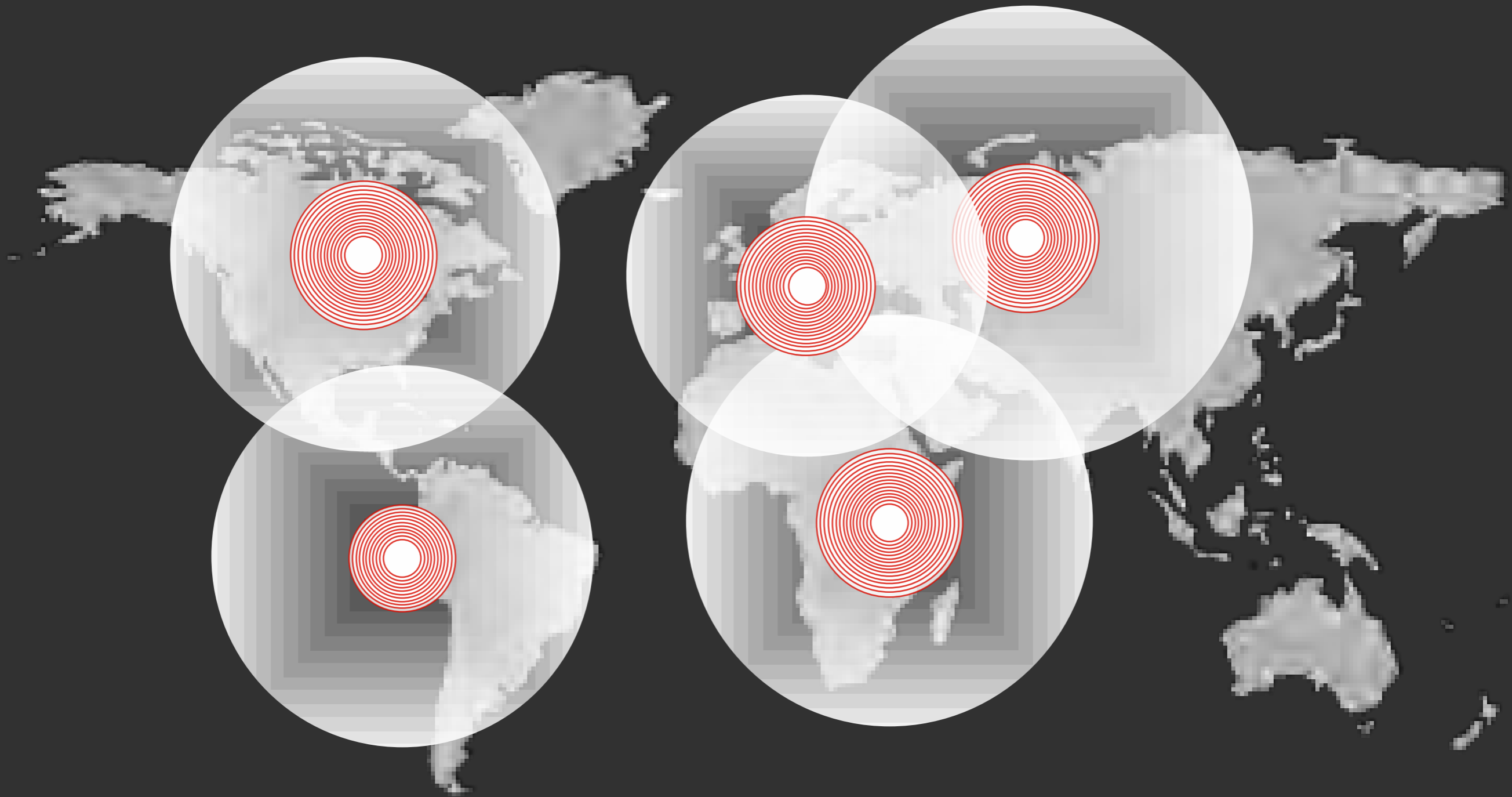
Multipolar world order



A grayscale world map is centered on the Atlantic Ocean. A bright green circle is superimposed over the map, centered on the Atlantic. Inside this circle, the text "Western civilisations are losing their referent points" is written in white with a green outline. The text is arranged in four lines: "Western", "civilisations", "are losing their", and "referent points".

Western
civilisations
are losing their
referent points

Relocalisation of human referent points



What`s the most common question on the phone?





*„Where are
you?“
„Where are you from?“*

”

The world has
reached a point of
density, so that the
act comes back to
the actor.

Peter Sloterdijk

”

Don`t throw it away,
there is no away.

Only fresh local products on the plate

René Redzepi - Noma (Copenhagen)



Regional eating at authentic places

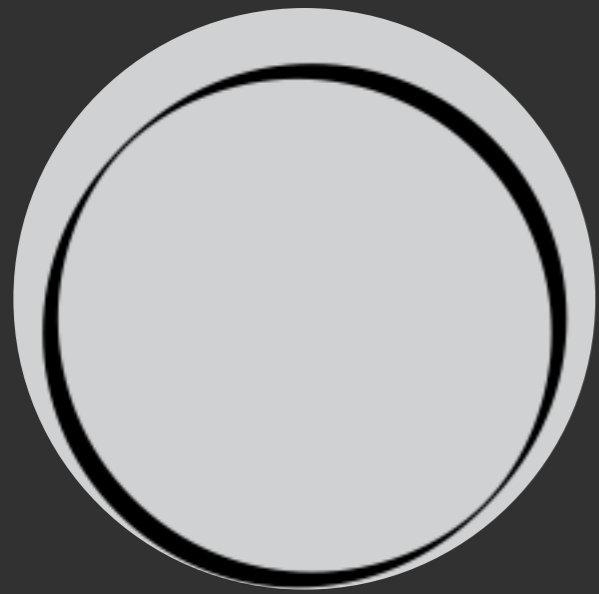
Not the region is coming to the table,
the table is coming into the region



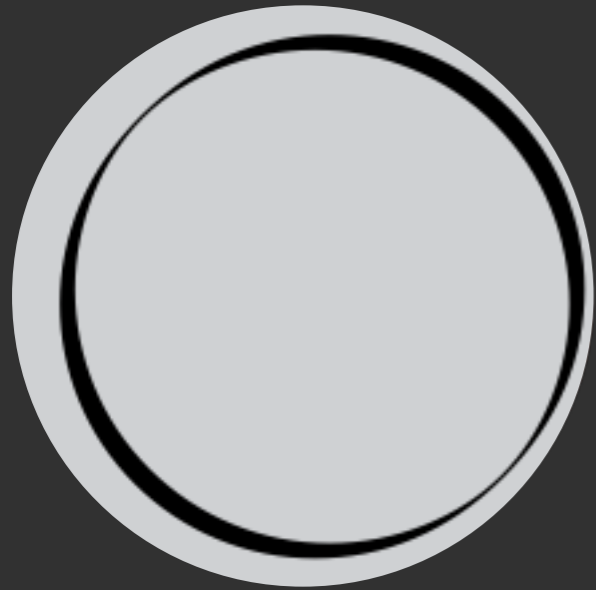
Tryvertising = trying & advertising



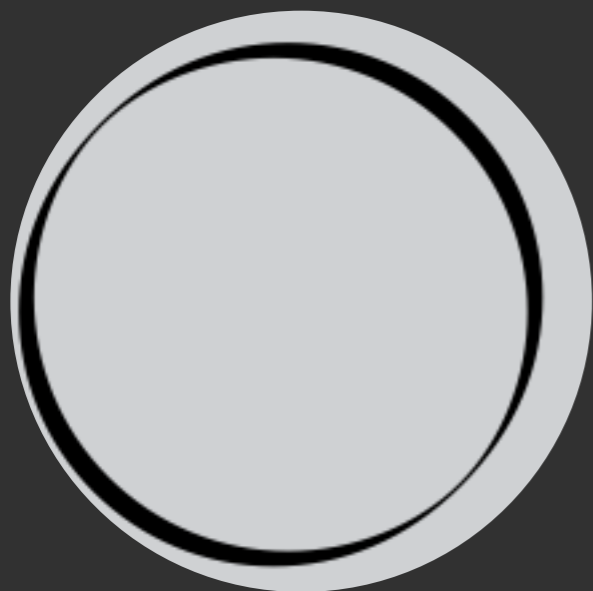
Onwards to the beginning:
„In the future our food
will
have entirely new
flavours: ambiance,
naturalness, emotion &
meaning“



We have lost the tie to nature



Consumers alienation from food production is remarkable



Better breeding and proper information is linked to the new longing for an intact nature



**Healthy, not
functional**

The implication of this demanding health target:

Disease mongering of everyday life

**A healthy society
feels sick
to a greater extent!**

As German children seem to become more and more overweight, there are hundreds of projects fighting the threat. Overboarding, that's what the experts

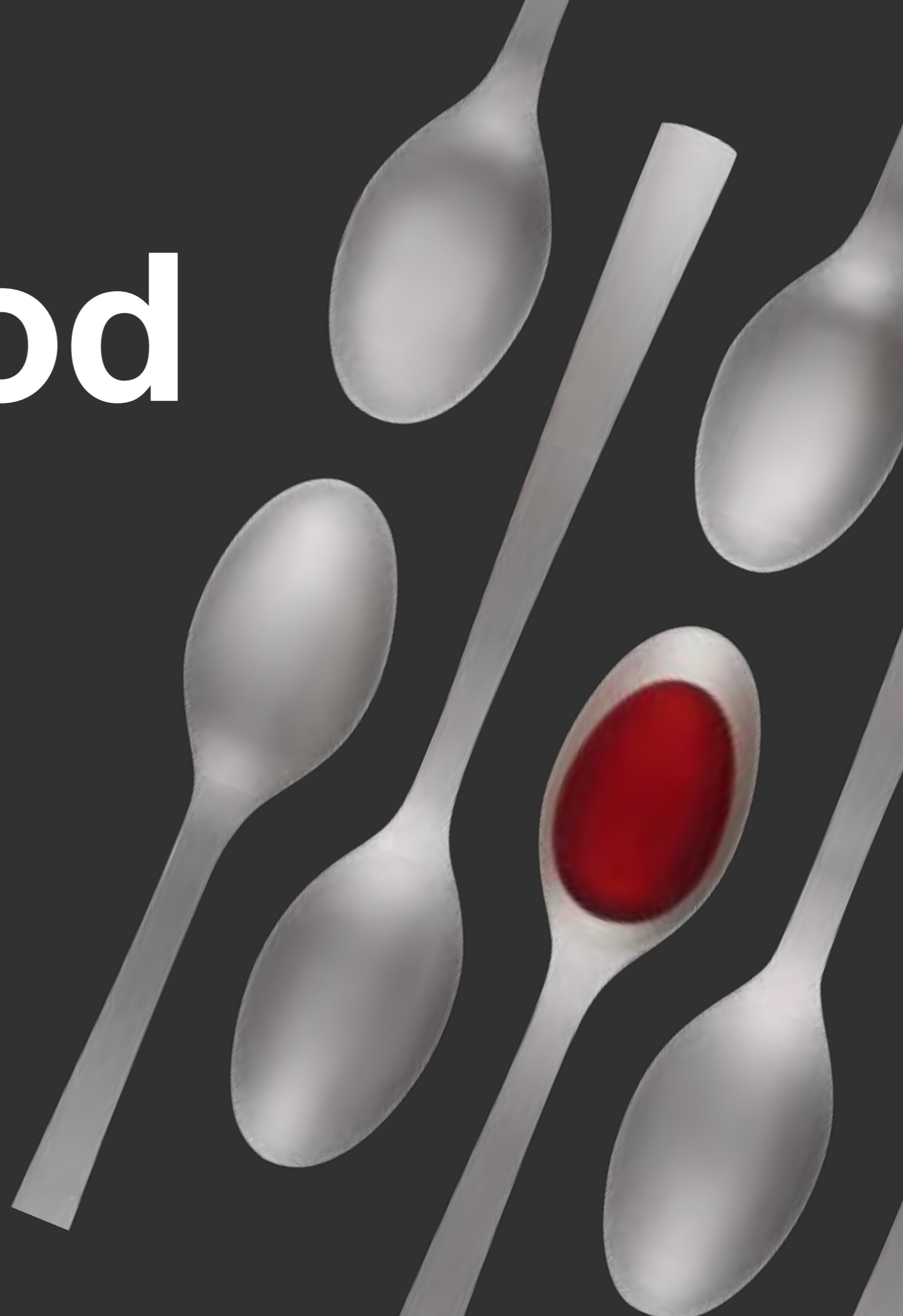
say. Quelle: Spiegel 8/2011



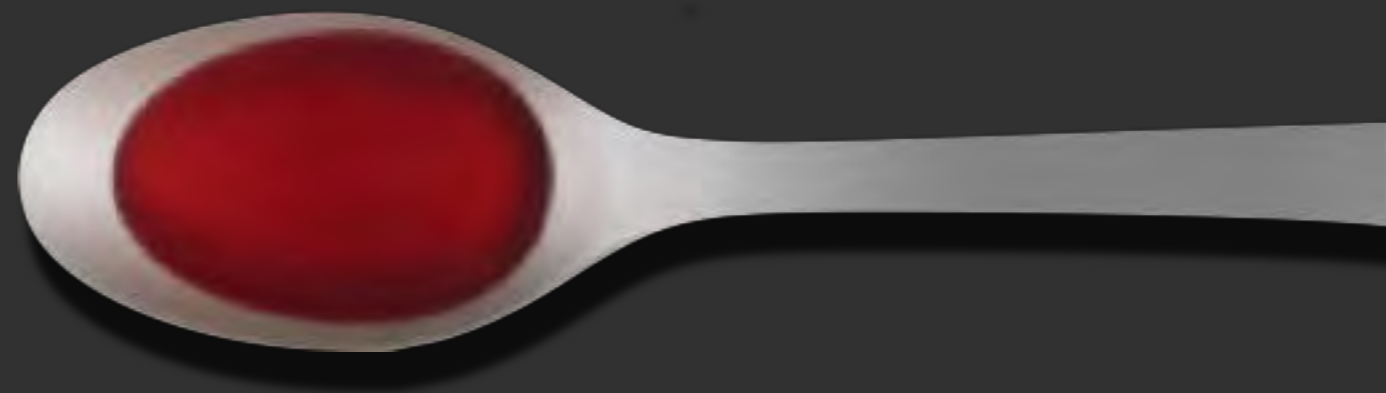
Real Food

is becoming
the new

MEDICINE



There is a need for a new
**INDULGENCE-
COMPETENCE**



What happens if
we don't
enjoy?

75% of Austrian kids are unable to identify and distinguish basic flavours

10% of Austrian kids are unable to identify a single basic flavour





basic
nutritional
knowledge

sensual
experience

Apps: guidance & information



Fooducate



”

Savouring food
is not extravagante!
It`s the absolute
condition of a healthy
food pattern

Hanni Rützler

desire for quality of life

indulgence
savour
health

important factor and security

component of everyday life

Soft health strategy

up to 20th century

AGE of LESS

grain, milk,
potatoes

20th century

AGE of MEAT

meat

21st century

AGE of VARIETY

vegetables, fruits,
grain, meat

up to 20th century

AGE of LESS

grain, milk,
potatoes

**taste of
necessity**

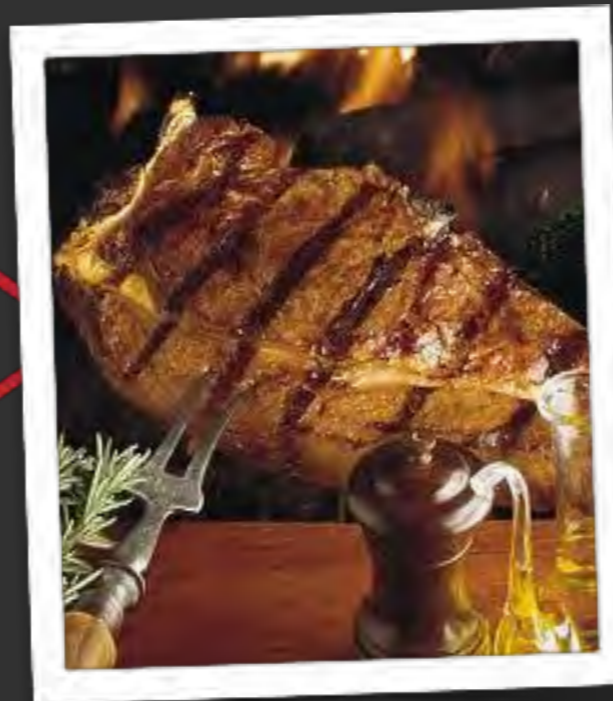


20th century

AGE of MEAT

meat

**taste of
compensation**

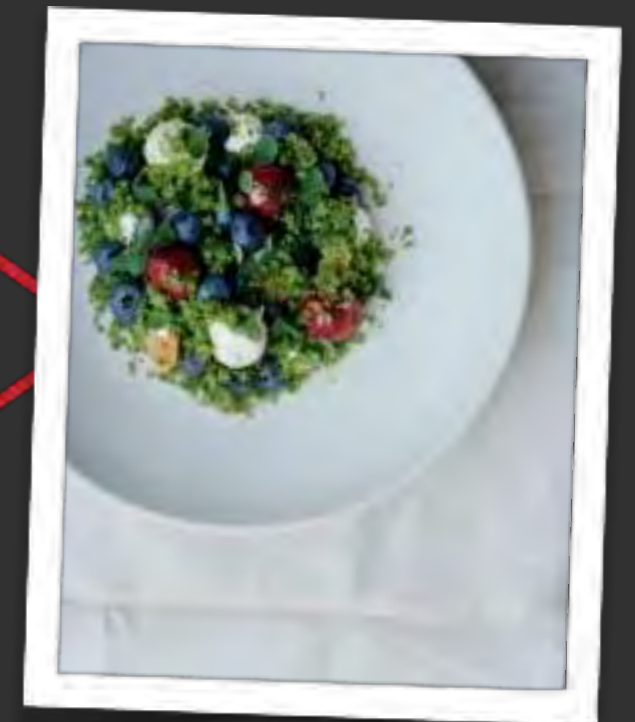


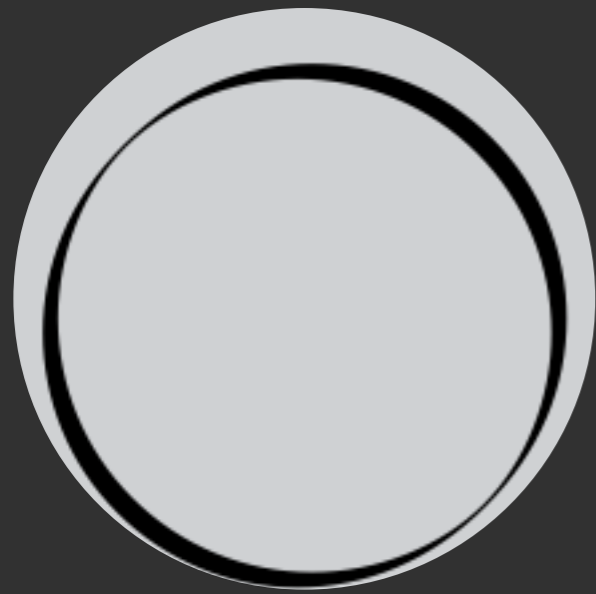
21st century

AGE of VARIETY

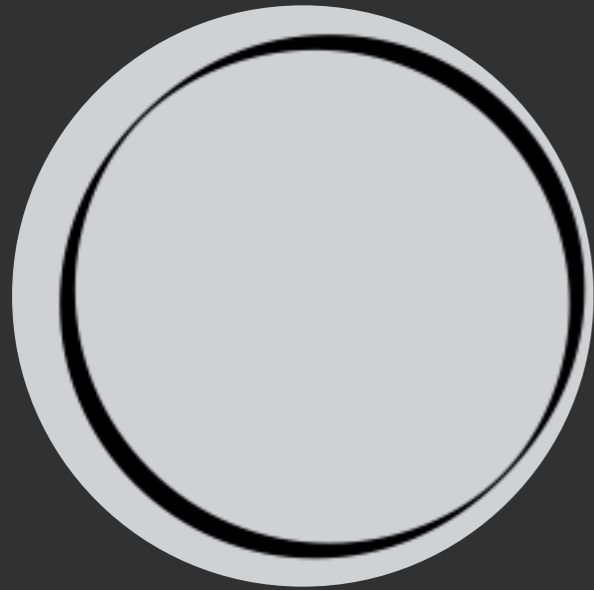
vegetables, fruits,
grain, meat

**individualised
taste**



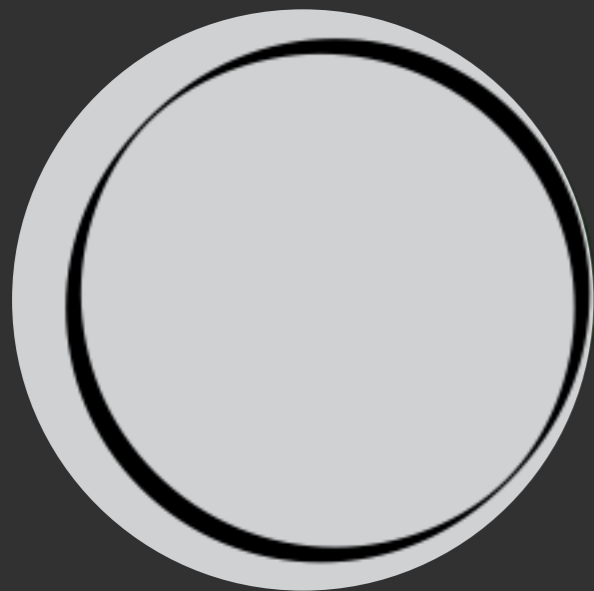


Meat loses its attraction.



taste good!

Fruits and vegetables ~~are healthy~~

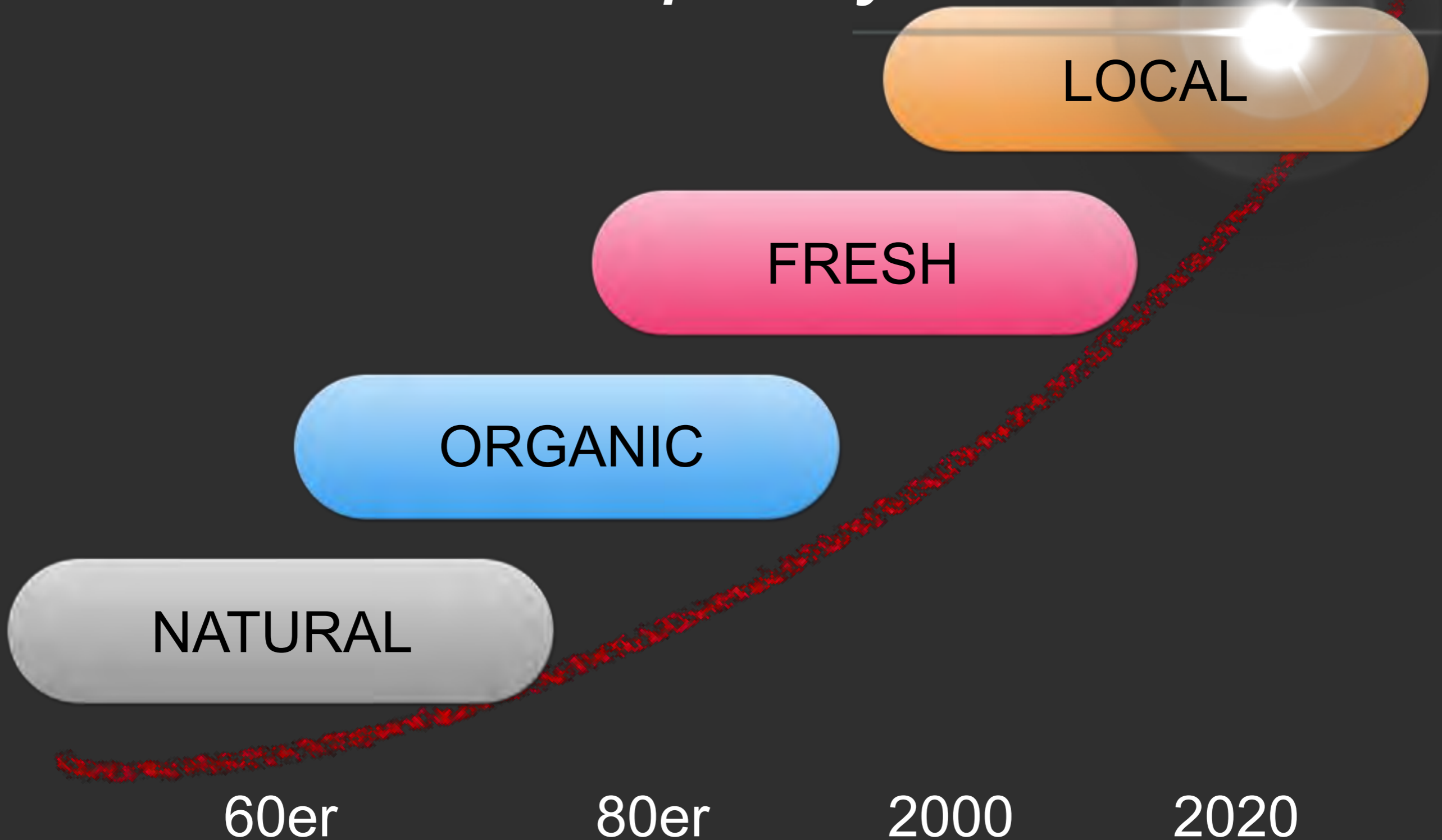


Meat loses its cultural
significance
as a lead product.

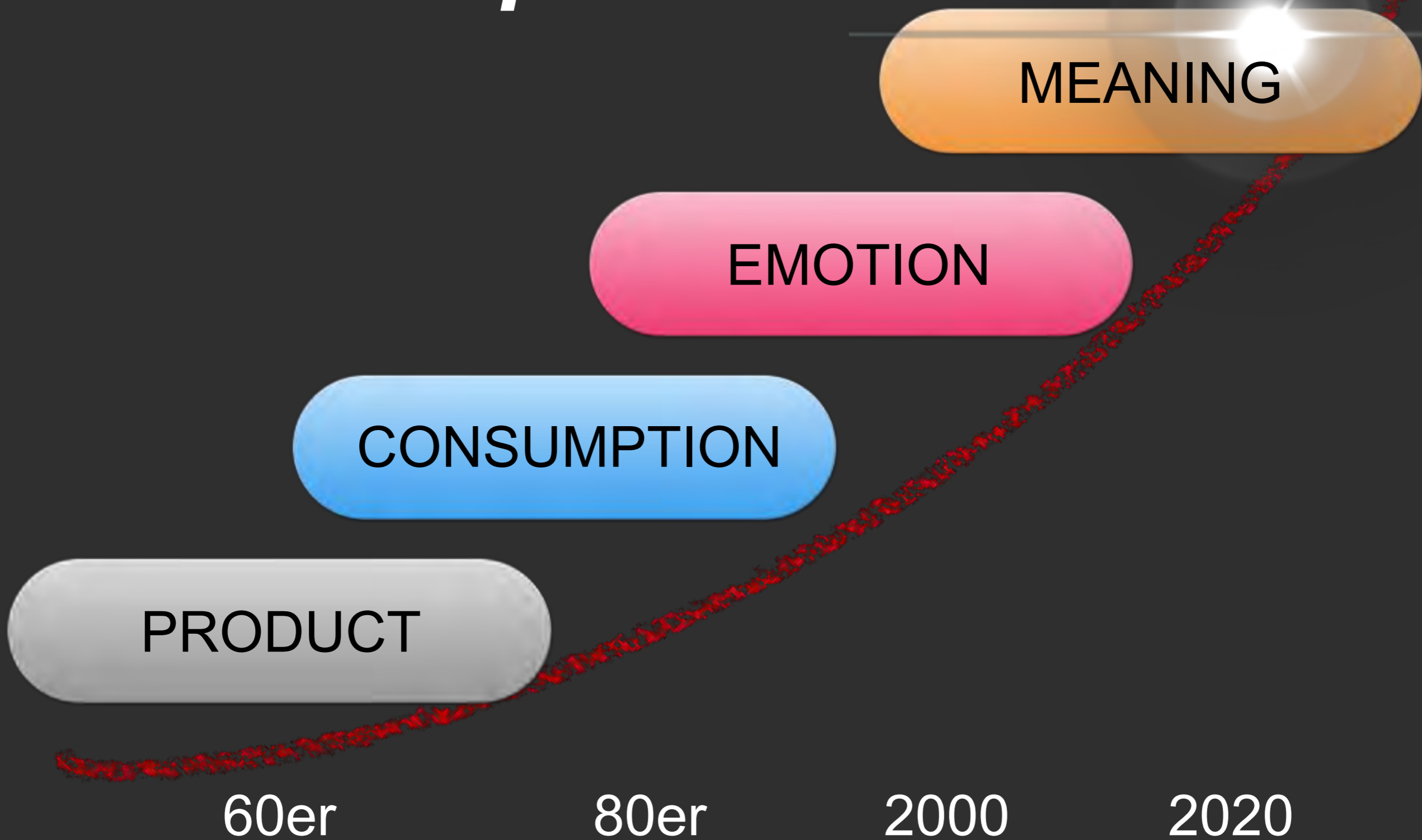
Healthy in a natural way. „In the future
indulgence and
health will become
the same.“

Cultural Evolution of Real Food

Redefinition of quality



The upward movement of consumption



The new markets are
markets where costumers
emphasise meaning!



Best wishes for a successful future! Hanni Rützler

