

FOOD TRENDS FOR 2017...

A. Synthetic Food and Cellular Agriculture Goes Mainstream

The race is on to define the future of human **protein** consumption, The reason for this is a growing need to **reduce greenhouse gas** emissions, **fight climate change**, and **evolve cruelty free foods**, without involving any animals in the process.



There could be two distinct product categories taking shape: one in which **plant-based proteins** are extracted, re-engineered and re-purposed for products that simulate a meat-like experience. We also see technology breakthroughs in **tissue engineering** and synthetic biology implemented to grow food-like meat, eggs, and dairy-in laboratory environments.

Soon we will see a broad range of new **plant-based meat replacements** at your local supermarket. And they will taste better than ever.

By Andreas Markdalen

Source: <https://www.frogdesign.com/techtrends20>



B. Changes in our supermarkets

Designer Andreas Markdalen predicts two changes in our supermarkets: one is **plant-based proteins** are gaining popularity as an animal meat replacement. The second is **tissue extracted from live animals** reengineered to grow food like meat, eggs, and dairy in laboratory environments. Markdalen predicts that more **plant-based artificial meat replacements** will hit the shelves of our local supermarkets in the coming year. Source:

<http://technode.com/2016/12/09/frog-tech-2017/>

C. Top 10 Superfoods for 2017



1. Seeds, like chia and hemp
2. Avocado
3. Nuts, like almonds and walnuts
4. Fermented foods like yogurt
5. Ancient grains
6. Kale
7. Green tea
8. Coconut products
9. Exotic fruits
10. Salmon

D. The Top Ten Trends for 2017

Source: Innova Market Insights (Posted online November 14, 2016)

Innova Market Insights has revealed its top trends likely to impact the food industry in 2017 from its ongoing analysis of key global developments in food and drinks launch activity worldwide.



1. Clean Supreme: **Clean and clear labelling** is the new global standard.
2. Disruptive Green: **Plant-based milks, meat alternatives** and vegan offerings have moved into the mainstream, and will most likely continue to increase.

3. Sweeter Balance: The **over-consumption of sugar** is an issue that needs to be addressed.
4. Kitchen Symphony: Our connected world has led consumers to become more knowledgeable of **food in other cultures**.
5. Body in Tune: Consumers are **personalising their own nutrition** intake, making food choices based on their own personal health and what they think will make them feel better.
6. Plain Sophistication: There will continue to be an increase in **“craft” or “crafted” food products**.
7. Encapsulating Moments: **Targeting specific nutritional needs** and wants is increasing in the marketing world., e.g. healthy snacking, sports nutrition.
8. Seeds of Change: **Seeds bring a natural source of flavour**, texture and health, including a high protein content.

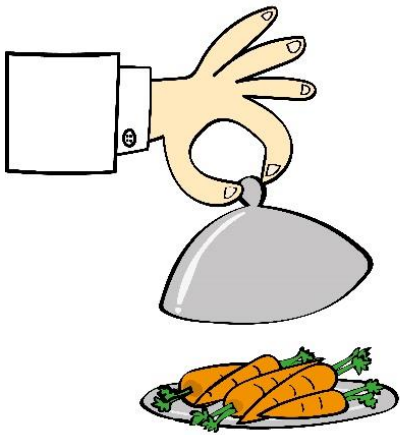
E. The Hottest Food Trends for 2017

Source: Janna Herran in the The Fiscal Times Posted October 28, 2016

◆ **Home Cooking:** Home cooks are showing off their kitchen skills in two different ways. There has been an increase in cookery programmes encouraging healthy, home-cooked meals.



◆ **Faux Meat:** Many people are trying to eat less meat and as a result, veggie “meats” have become popular.



◆ **Veggies as the Main Course:** Veggie-centric restaurants are becoming more popular. There has also been an increase in vegetarian meals and products available in our supermarkets.

◆ **What's the Next Kale?:** This year, kale lost its place to **seaweed**.

◆ **Milkshake's Gone Wild:** On the unhealthiest end of the spectrum comes the freakshakes—a milkshake with generous amounts of ice cream, whipped cream and chocolate sauce, plus toppings of cake, cookies, donuts and sweets. Not the healthiest trend!

F. FDR's Complete List of 2017 Food and Beverage Trends

Source: Food & Drink Resources, Posted on October 14, 2016



◆ **Pasta is still in:** The October 2016 issues of Food Network Magazine, Food & Wine, and Bon Appétit all featured pasta dishes on the cover.

◆ **Khachapuri:** Khachapuri is a Georgian (country, not U.S. State) dish of bread, cheese, and eggs.

◆ **Hot:** Turmeric was big last year (and is still popular), but Harissa is catching up. **Harissa** is a hot, aromatic paste made from chilli and assorted other spices and herbs and is spicy and fragrant.

- ◆ **Asian Peasant Food:** Like pierogies and dumplings, this continues to be popular. Pierogies is a popular Eastern European food. They consist of a delicate dough stuffed with potato filling, sauerkraut, meat, cheese, and sometimes fruit.
- ◆ **Okonomiyaki:** Asian, usually Japanese, savoury pancakes.
- ◆ **Meatless Entrees:** Many restaurants and manufacturers are presenting meatless entrees to satisfy their environmentally-conscious, health-conscious, and animal-friendly diners.
- ◆ **Jackfruit:** Speaking of plant-based proteins, jackfruit is becoming a very popular substitute for meat.
- ◆ **Dragonfruit:** Dragonfruit is another notable fruit. It's the new acai with its powerful antioxidant content.
- ◆ **Souping:** Instead of smoothies nowadays, it's all about **fruit soups**.
- ◆ **Flavoured Butters:** Chefs have long created their own compound butters to simplify recipes.
- ◆ **Fresh Cheeses:** these days, fresh and spreadable cheeses delight, too.
- ◆ **Compressed Sawdust:** The trend to have **open fire** in restaurants continues.
- ◆ **Incense:** If you've travelled to France, you may have witnessed on-table burning herbal scents beneath your dessert or other dishes.
- ◆ **Especially Dark:** It starts with **vegetables** all different ways—**smoked, charred, dark roasted**—and continues to other dark foods like black rice.
- ◆ **No Soda:** **Sparkling water** only.

◆ Teetotalism on the Rise: More and more restaurants are adding **mocktails** to the menu.

◆ Transparent Menus: Not see-through menus, but calorie counts and nutritional values on the menu.

<https://www.globalfoodforums.com/food-news-bites/2017-food-trends/>



Just a note In 1931, Winston Churchill predicted the evolution we are now realising in cellular agriculture where animal free proteins are being produced that are molecularly identical to meat, dairy, eggs, chicken, fish, shrimp and turkey.