

# Food Future 2021 Roadmap:

## The Journey to 2022



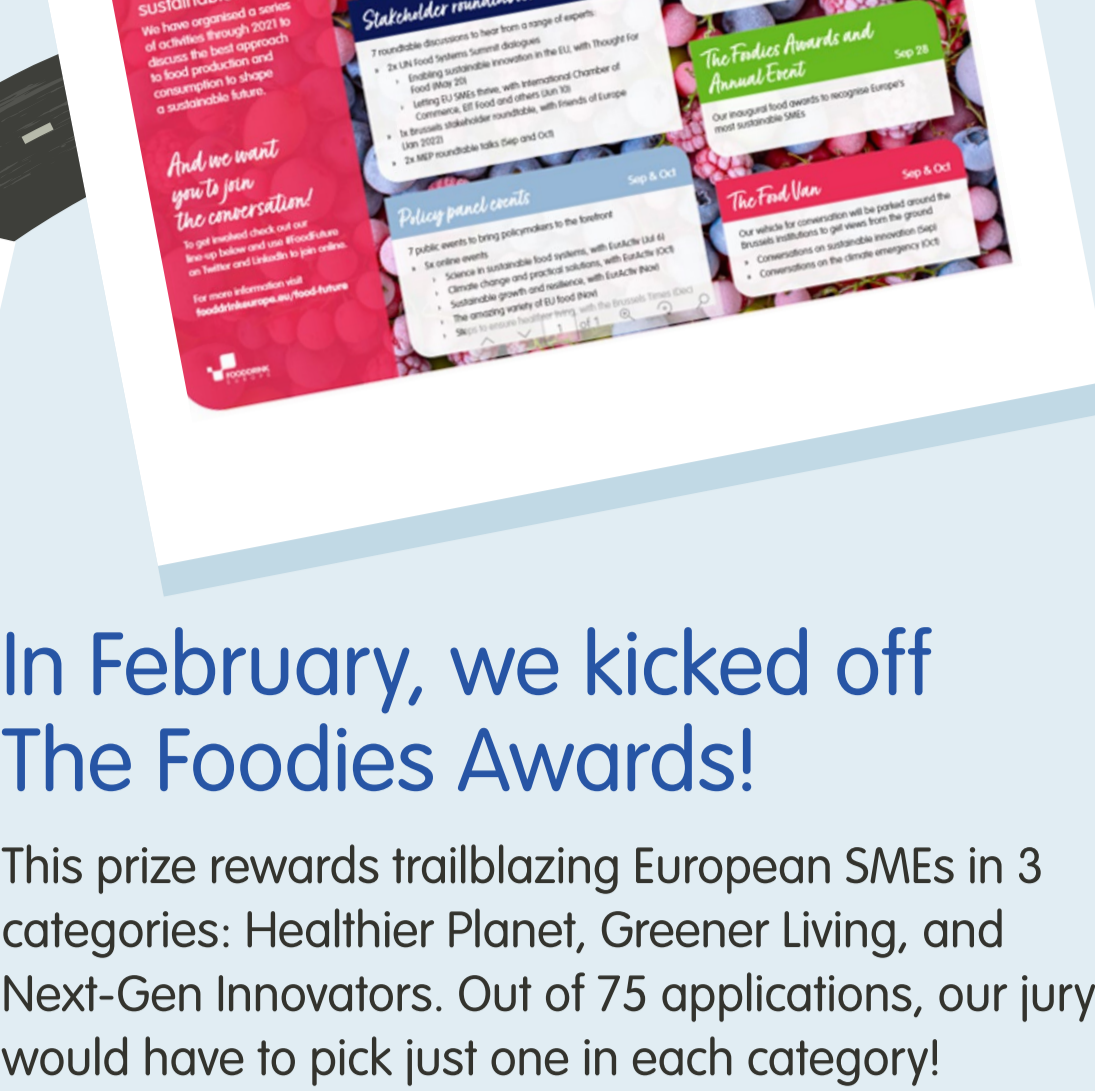
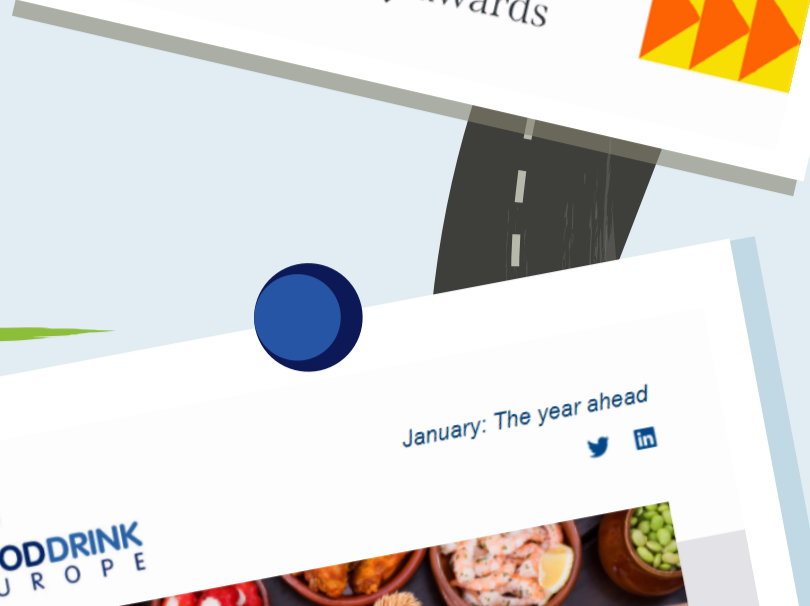
In 2021, we launched **#FoodFuture**,

a public conversation with European consumers, policy makers, NGOs, academics and industry about the future of our food.



The challenge: how can we make our food systems truly sustainable?

We hosted a series of events to discuss the best food production and consumption techniques.



In February, we kicked off **The Foodies Awards!**

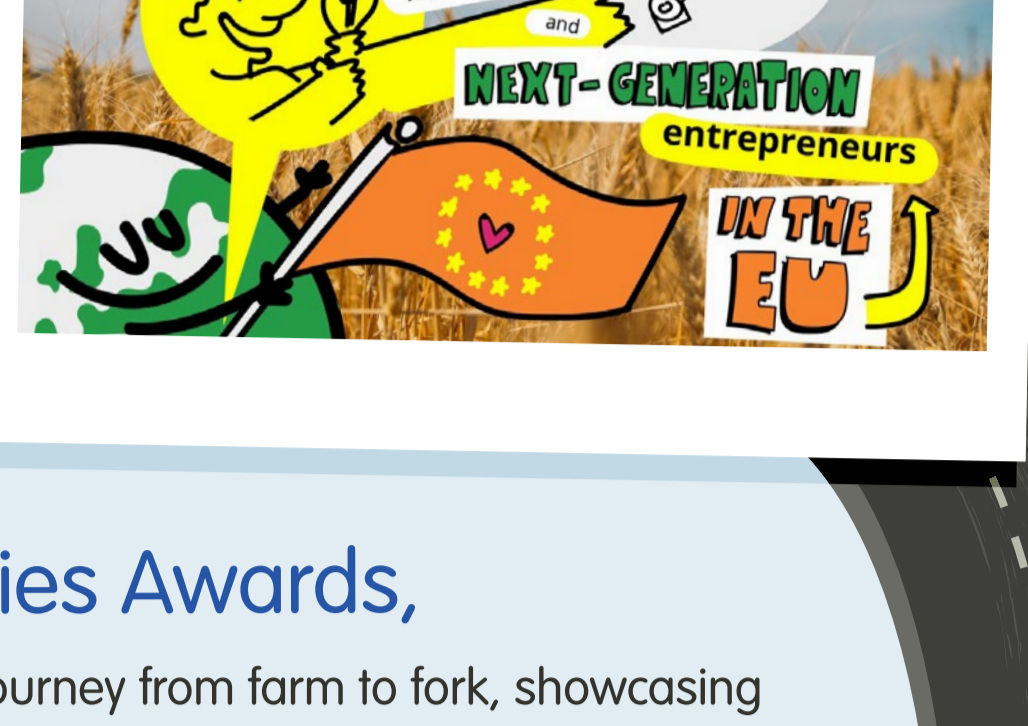
This prize rewards trailblazing European SMEs in 3 categories: Healthier Planet, Greener Living, and Next-Gen Innovators. Out of 75 applications, our jury would have to pick just one in each category!

**What are The Foodies?**

The Foodies are a celebration of sustainability achievements among 290,000 small and medium-sized enterprises that make up 99% of Europe's food and drink industry.

In May, together with **Thought For Food**, we hosted a **UN Food Systems Summit Dialogue.**

With diverse stakeholders, we discussed concrete ways to enable a future with healthier, more sustainable food. Our takeaway: innovative thinking is key to reforming our food chains.



Every month, we sent out a **#FoodFuture** email focusing on different sustainability topics.

We shared our ideas with over 10,000 recipients and featured contributions from MEPs, the European Commission, NGOs and industry actors.

As part of **The Foodies Awards**,

we took our food van on a literal journey from farm to fork, showcasing the farmers and processors behind the great food on our plates.



One of our stops: **Frigilunch**, an SME producing frozen ready meals in **Veurne, Belgium.**



**Food safety and sustainability regulation**

were at the centre of a virtual conference we hosted together with **Euractiv**. We explored how to make sure legislation is based on scientific evidence and how best to communicate such evidence with policymakers and the wider public.



Talking to experts and stakeholders brings us many insights. But we also wanted to hear from Europe's consumers. So, we launched an online survey.

Here's what some of Europe's citizen said:

How would you like to see the food and drink manufacturing sector change?  
Consumers should be the centre of the system. All actors in the food chain shape their strategies to match consumer needs, including innovation, health, quality and lower environmental impact.

What's the number one problem that needs solving in our food systems?  
Decarbonising food and building resilient and fair food systems.



**Our panel speakers,**

Jack Bobo, Tom Arnold, Marta Hugas, Geert Maesmans and Dr Joanna Kaniewska, led the discussion at the event and online at #eaDebates.

How would you define sustainable food systems?  
Systems that grow, make and distribute food with the minimal of waste, making good food available to all without harming the planet.



In September, our food van visited **Brussels.**

Here, we talked to consumers, policy-makers, NGOs and other industry representatives, listening to and exchanging views, ideas and hopes for the future of food.

We set up camp in the heart of the EU Quarter and invited visitors to leave their thoughts on what sustainable food systems mean to them.

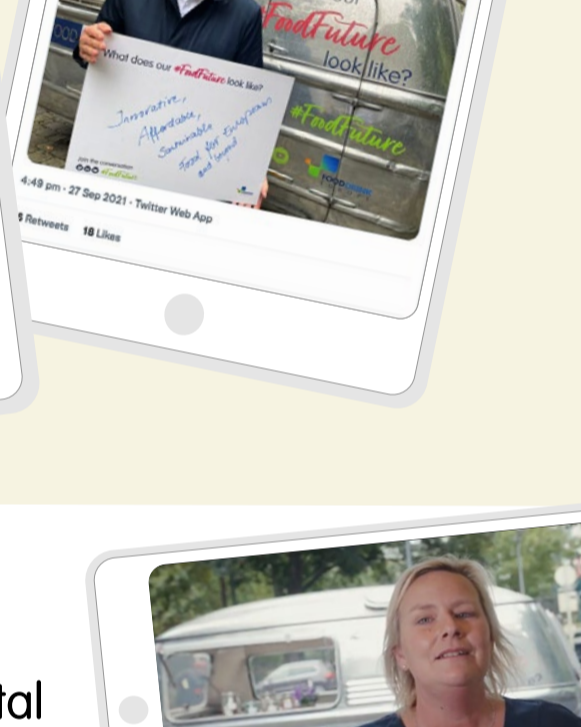
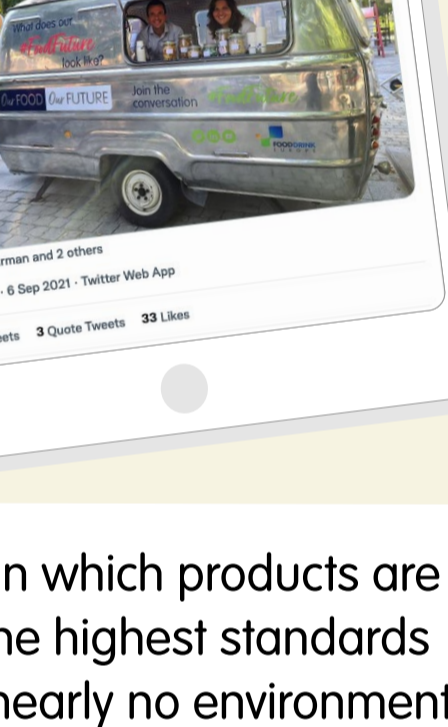
*"Fair for farmers" "Food grown locally" "Less packaging" "More insects" "Community driven" "Organic, affordable and tasty" "Lab meat"*

These are just a few of the many ideas that were shared with us!

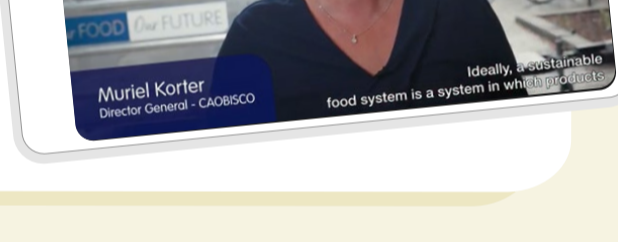


We also showcased **The Foodies award finalists:**

Greener Planet, Healthier Living, and the Next-Gen Innovator.



A sustainable food system, is a system in which products are manufactured in a responsible way to the highest standards and in which supply chains have no or nearly no environmental impact and where the human rights of those involved in the supply chain are respected. - **Muriel Kortier, Caobisco**



Here's what they said:



The future of food is exciting, it's going to be filled with opportunities both for consumers and producers. But we are also on a journey where we are going to address some of the concerns that people have over the health and nutrition of their food. We're going to make sure we're in a healthier and more sustainable food environment. - **Nicholas Hodac, UNESDA**

Sustainability is part of our DNA and the whole value chain. If we look upstream in juice production, we are looking into improving biodiversity, providing sustainable plantation of trees and diversification of pollinators. Downstream, we are looking to improve sustainable packaging materials. - **Wouter Lox, ALJN**



Ulrich Adam from Spirits Europe, to talk about what sustainable food systems mean and what the priority of the food and drink sector should be for 2030. His priority: decarbonisation.



We asked consumers, industry representatives, and policy-makers what they thought the future of food would be. Here is what they said:

*"Quality over quantity" "Organic" "More local" "Affordable" "Innovative" "Sustainable"*

A few months after the first UN Dialogue,

we partnered again with **Thought for Food** to host a dialogue ahead of the UN Food Systems Summit in September.

During the dialogue, we looked into the attitudes and behaviours needed to foster change in our food systems. Openness and collaboration are inextricable from success.



**The Foodies award ceremony**

for Europe's most sustainable food and drink SMEs took place in September. And the winners are...



In September, our team supported the **ThinkPink** movement. We took part in a 5km "Race For The Cure" charity run to raise awareness about breast cancer.

In October, we teamed up with **Resto du Coeur** and donated 200+ food items to disadvantaged communities in Brussels.



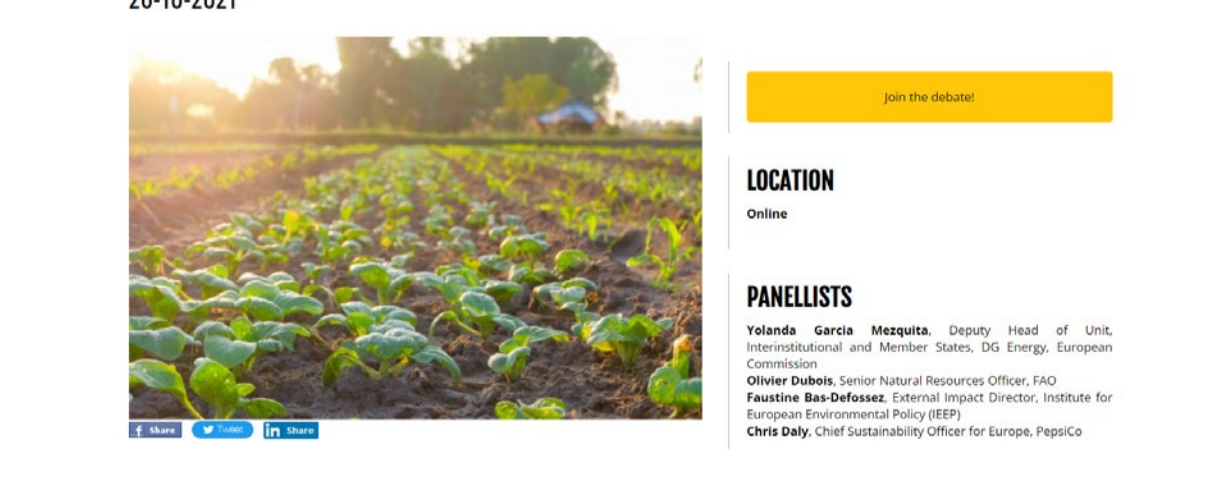
As part of **The Foodies Awards**, each application generated a donation to charity, culminating in over €2500 raised for the **B brabant Food Bank**. With that money, the food bank was able to buy 4608 500g rice packets. That's almost 29,000 portions of rice for people in need!

What is the EU food and drink industry doing to get to net zero?

What are the challenges and barriers that will need to be overcome to reach climate neutrality?

What can policymakers do to enable change from all businesses?

These are a few of the many interesting questions covered during our second virtual event held in October with **EurActiv**.



We are making our office carbon-neutral!

We have joined forces with **CO2 Logic**, a dynamic Belgium-based start-up helping organisations like ours develop a four-step approach to carbon-neutrality:

Calculate, Reduce, Offset, Communicate



#FoodFuture brought us great insights from consumers, policymakers, industry members and NGOs.

But this is just the beginning. We will continue the conversation and invite you to join us!

#FoodFuture

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