

NOURISH
food marketing



Food Trends & Marketing



Food Without Borders:

How trends develop within
the food ecosystem



Innovation Path



Traditional path changing

- QSR



Innovation Path



Traditional path changing

- QSR
- Appliances



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- Social Media



Innovation Path



Traditional path changing

- QSR
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- Fashion



A close-up photograph of a person's hand holding a clump of dark brown soil. The background is a vast field of similar soil, suggesting an agricultural or natural setting. The lighting is warm, highlighting the texture of the soil and the skin of the hand.

Made Matters:

How was everyone &
everything treated?



What We Want From Food



- Build trust by acknowledging the bumps along the way & bring consumers along on your journey



Made Matters: We trust our neighbours



- Speaks to consumer's desire for food with integrity
- Greater transparency & trust
- Seen as tasting better, more nutritious, higher quality
- Most Canadians perceive crops grown in greenhouses to be as good as those grown conventionally.
- More eating in season. More nearshoring for inputs.





Closing the Loop:
Self-contained food
systems are the future



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Self-contained food systems are the future



Nature is the original circular economy!

Expect more “co-opetition” across food supply chain to solve common problems

- Food loss and waste reduction
- Tapping new sources for drinking water to combat drought. Treating & reusing water in food processing plants.



Closing the Loop:

Packaging & Food Waste As Proxies



Recycling is a mess!

- How 'design out' waste?

Believe water will no longer be seen as a free good.

- Water stewardship could be next resource battleground.
- Tangible & easy for consumer to understand.



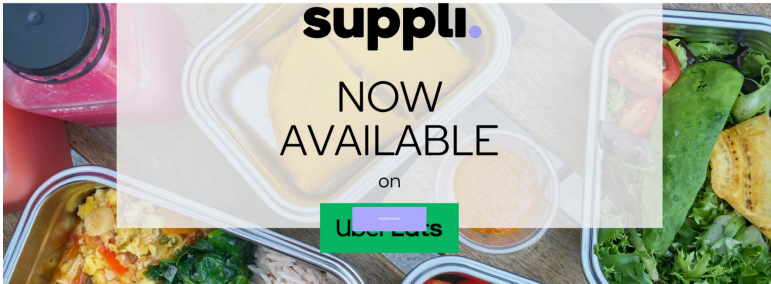
Turning Trash Into Treasure



- The easiest way to divert food from the waste stream: eat it
- AI plugins can suggest recipes based on what have in fridge & pantry
- 60% of Canadians are interested in purchasing upcycled products
- What sources for local produce and ingredients exist that you can transform into mutually beneficial partnerships?



Closing the Loop: Solutions Beyond Recycling



Packaging a big piece for companies trying to meet their sustainability goals.

- Seaweed for true compostable packaging?
- Returning to glass bottle system? Starbucks, A&W both testing reusable cup programs.
- Expiration dates replaced by embedded sensors with dynamic pricing
- How solve for this while also satisfying consumers' desire for convenience and branding needs?



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