



From Farm to Fork: Food Tech, Origins and Security

June 2021

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Scope

Key findings

EXAMINING FROM FARM TO FORK: FOOD TECH, ORIGINS AND SECURITY

From Farm to Fork: Food Tech, Origins and Security

Exploring From Farm to Fork: Food Tech, Origins and Security

As consumer interest in food origins grows, technology will create new opportunities

From Farm to Fork: Food Tech, Origins and Security in depth

Food security

Sustainability

Back-to-local

Experiential food production

Vertical farming

Direct-to-consumer

Hyperlocal delivery

Digital traceability

From Farm to Fork: Food Tech, Origins And Security in focus

Companies are meeting the needs of consumers using various strategies

Storytelling with origins: Lök “social origin” chocolate thrives in Colombia

Leverage new tech mediums: Ninjacart’s FoodPrint brings digital traceability to India

Pivot to local: Danone leverages local brands and local ingredients

Innovate with experiential sourcing: Rewe’s rooftop farm in Germany

Embrace the direct sourcing revolution: Pinduoduo transforms China’s food system

A shift in food supply chains: Yandex blends local sourcing and hyperlocal delivery in Russia

A shift in food supply chains: GoPuff explores a pivot to freshly-prepared food in the US

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Key industry takeaways

Challenges to overcome

Become tomorrow’s next leader

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