

Delivering on EU Food Safety and Nutrition in 2050 -

Future challenges and
policy preparedness

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Brussels, 7 March 2019

JRC's Mission

***“ As the science and knowledge service
of the Commission our mission is to support
EU policies with independent evidence
throughout the whole policy cycle ”***



Foresight study

Delivering on EU Food Safety and Nutrition in 2050 -

Future challenges and policy preparedness

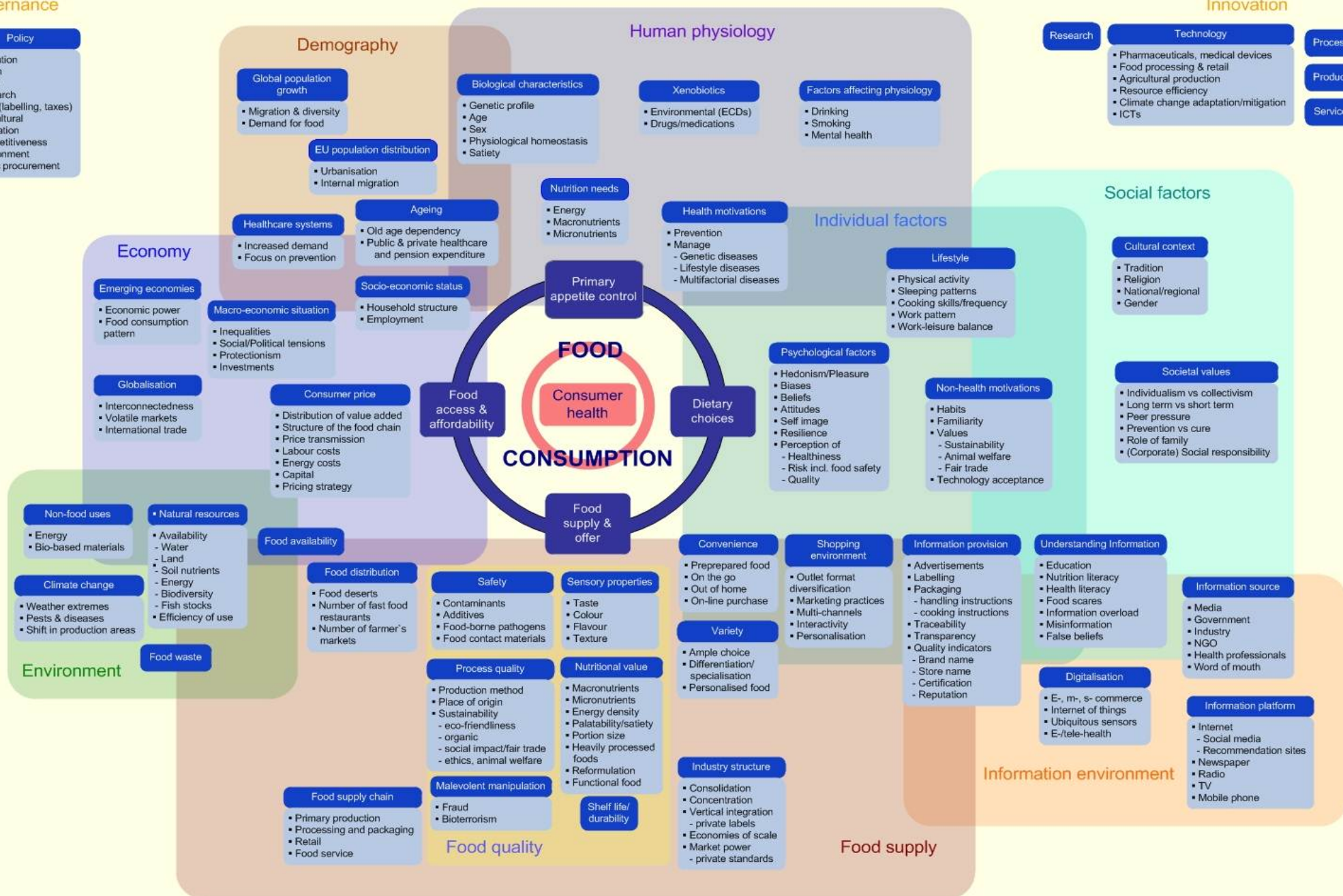
K. Mylona, P. Maragkoudakis,
AK. Bock, S. Caldeira, J. Wollgast
& F. Ulberth



- Policy**
- Education
 - Health
 - Social
 - Research
 - Food (labelling, taxes)
 - Agricultural
 - Innovation
 - Competitiveness
 - Environment
 - Public procurement

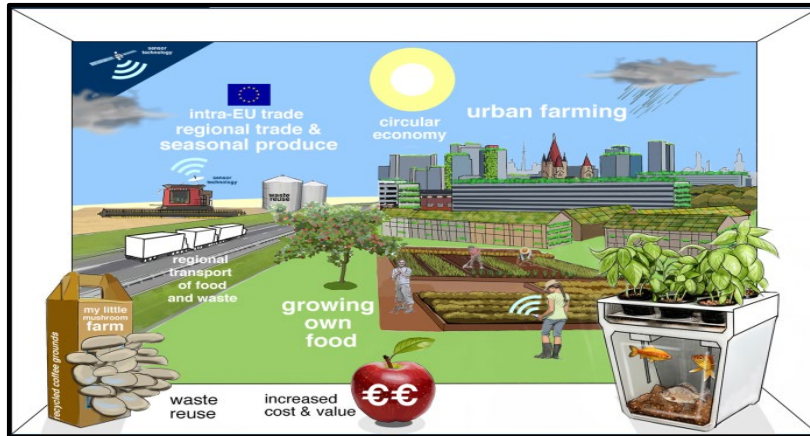
- Research**
- Technology**
- Pharmaceuticals, medical devices
 - Food processing & retail
 - Agricultural production
 - Resource efficiency
 - Climate change adaptation/mitigation
 - ICTs
- Processes**
- Products**
- Services**

Food consumption map

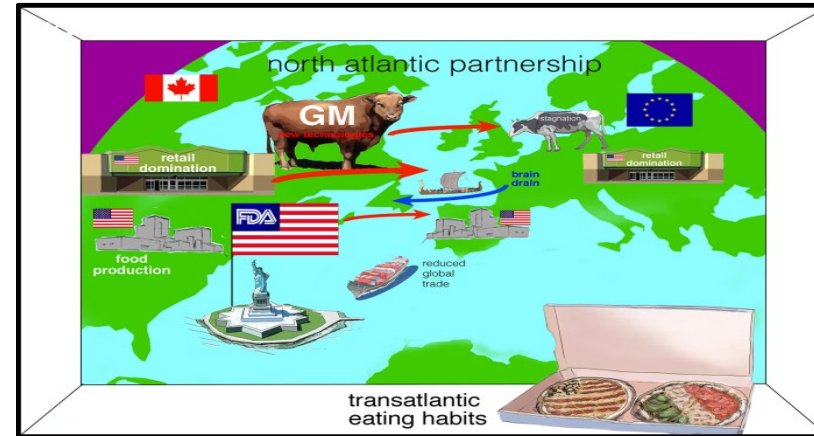


Scenarios

Regional Food



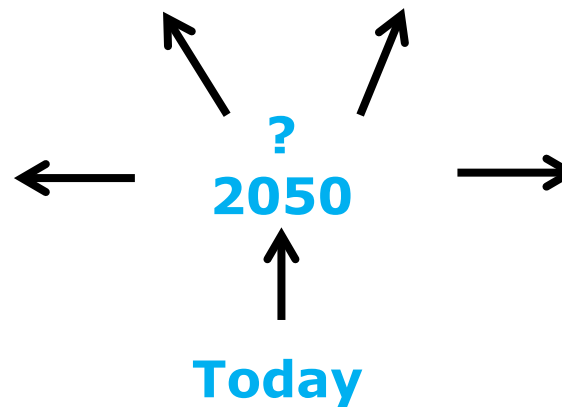
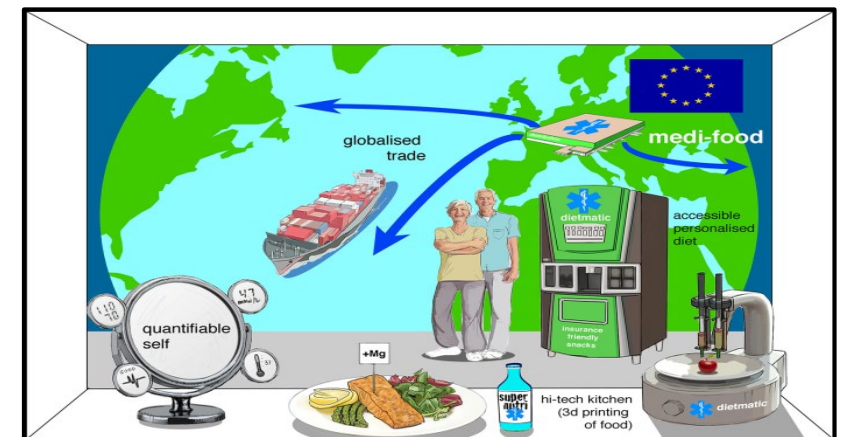
Partnership Food



Global Food

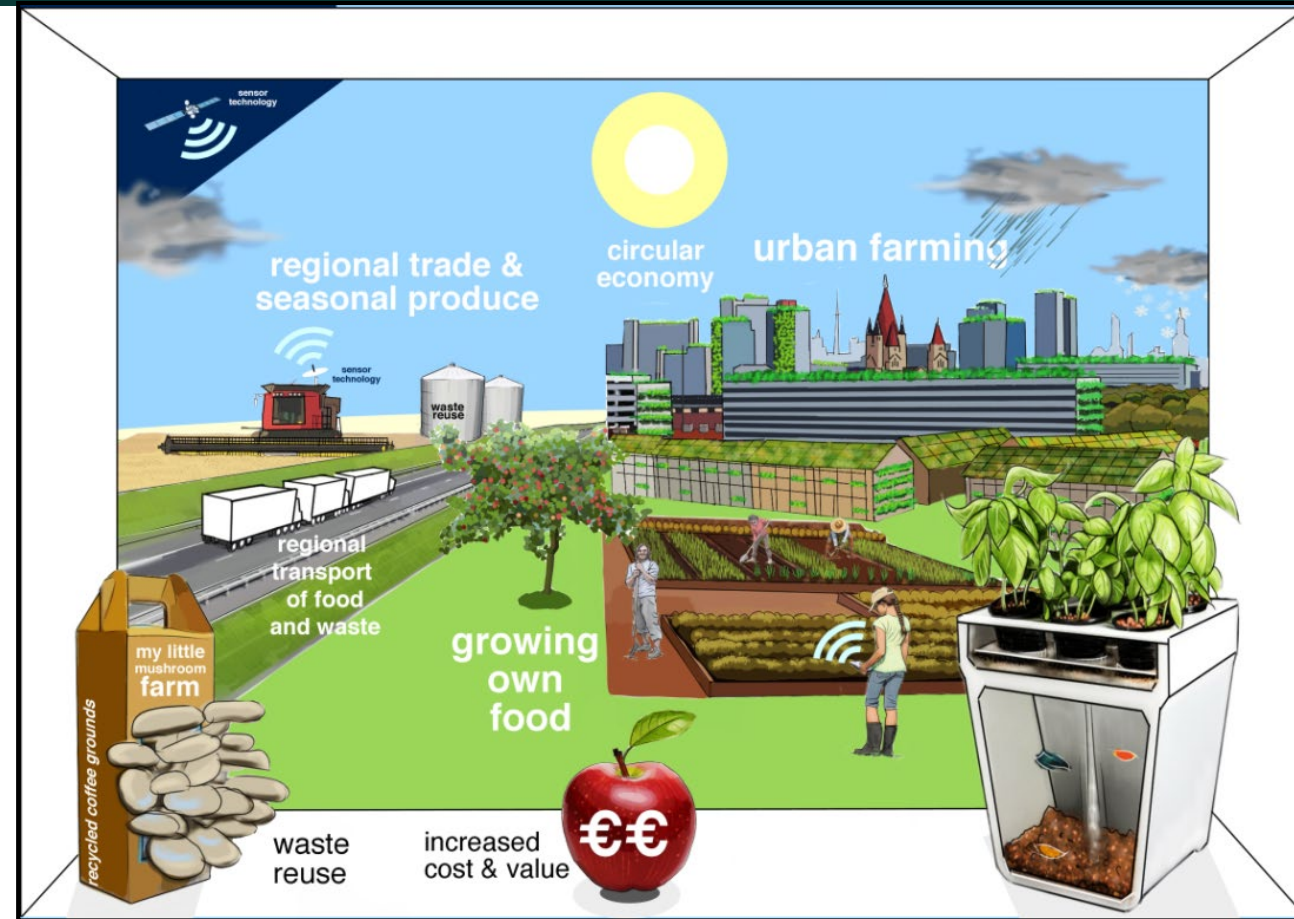


Pharma Food



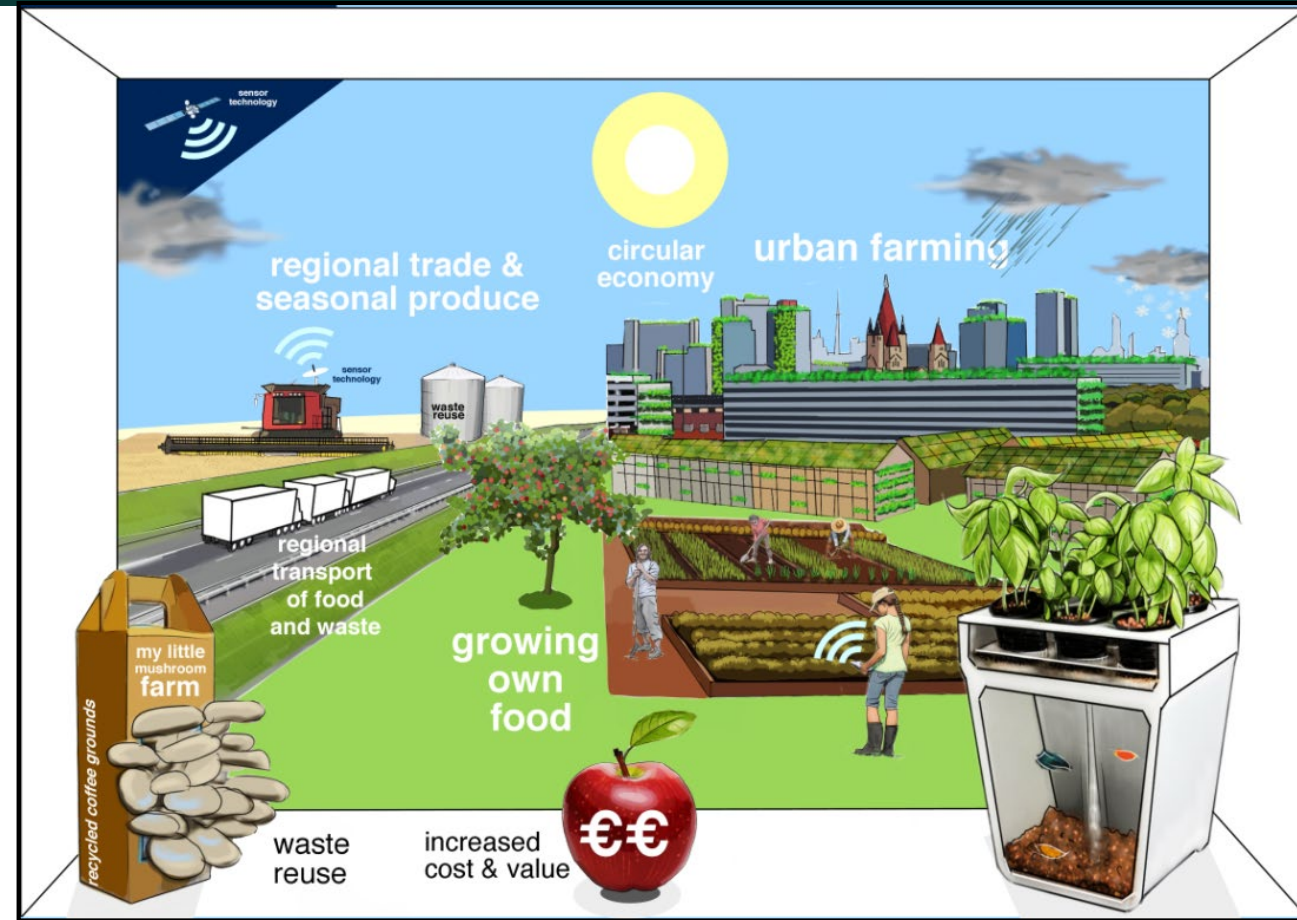
"Regional food" consumers

- Food and its integral role is highly valued – and more expensive
- Food choice driven by environmental, health and ethical considerations
- Actively involved in food production
- Technology is used
- Food education
- Plant-based, local and seasonal diet



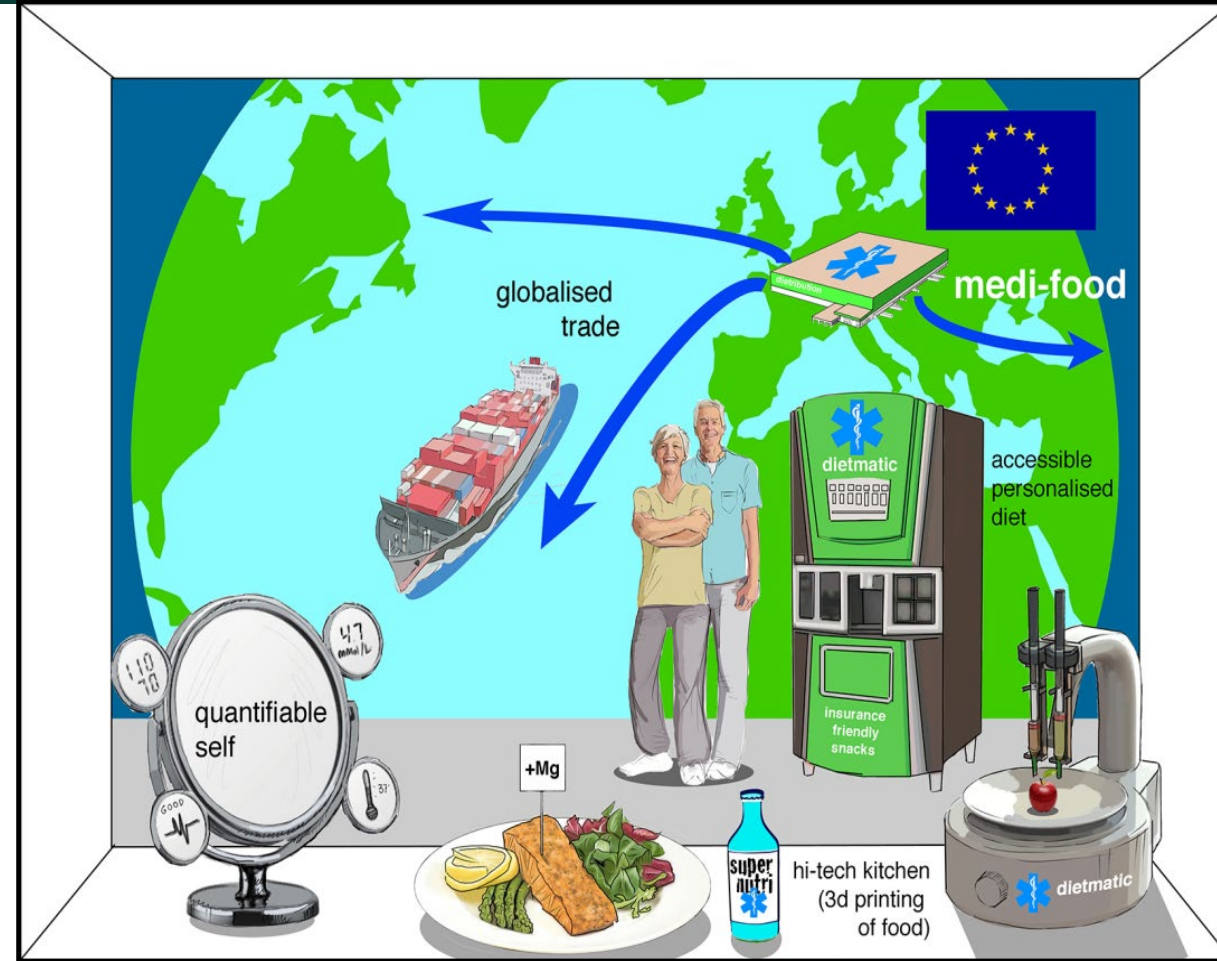
"Regional food" system

- Diversity including urban farming, small start-ups, homesteading
- Circular – e.g. fertiliser from waste water
- Local / regional
- Low livestock production
- New and local varieties used
- Farmed insects
- Vulnerability



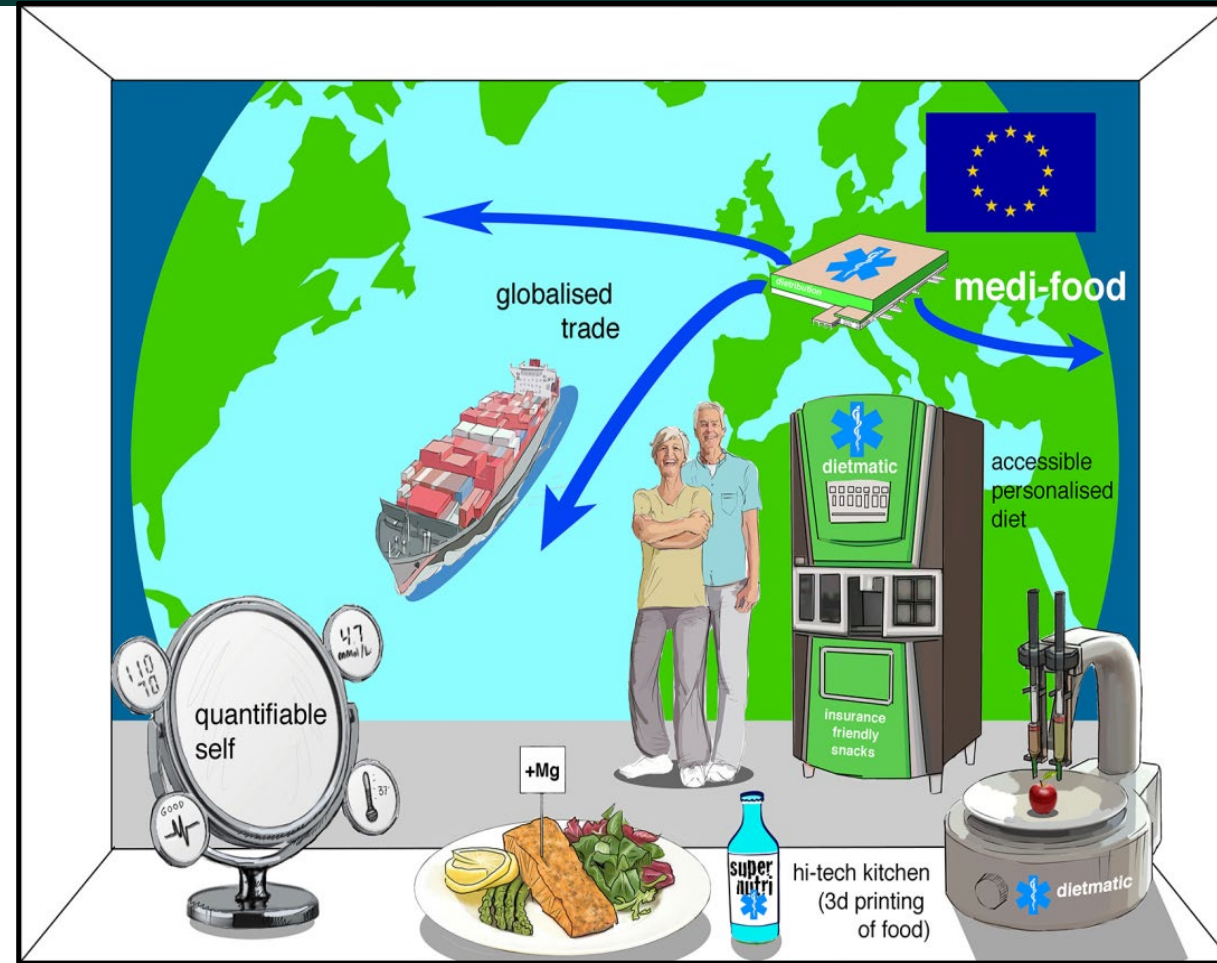
"Pharma food" consumers

- Health-conscious
- Food perceived as a means to physical health
- Technophile
- Active involvement in 'food production'
- 'Quantified' & coached & nudged
- Plant-based, processed, functional diet



"Pharma food" system

- Consolidated
- "Phood": Pharma & food sectors converge
- Global with strong EU players
- High diversity of products – enhanced and specialty crops, processed products
- Low livestock production
- Technologically advanced



THE TWO DIMENSIONS OF FORESIGHT

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“WHAT FUTURE DO WE WANT
TO CREATE?”

“WHAT FUTURE CAN WE CREATE
TOGETHER?”



European
Commission



Any questions?

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<https://ec.europa.eu/jrc/en/research/crosscutting-activities/foresight>

https://ec.europa.eu/knowledge4policy/foresight/about_en

<https://blogs.ec.europa.eu/eupolicylab/>

Regional food – how we got there

2015

2030

2050

Little climate change mitigation

EU abandons international trade agreements

Climate change impacts agri-food chain

EU society reacts – environmental sustainability

Alternative food chains/ self-reliance

Trade disruptions

Profound resource scarcity



2 “Regional Food”

Pharma food – how we got there

2015

2030

2050

NCDs prevalence – public health time bomb

EU economy recovery

Increased R&D investment

Science breakthroughs - food & health

EU citizen health-aware

Personalised nutrition mainstream

Food – pharma merge

Evidence-based, targeted diets



4 “Pharma Food”