

TASTING THE  
FUTURE IS  
A COLLABORATION  
BETWEEN:



Food and Drink  
Federation  
**FDf**  
Making a real difference



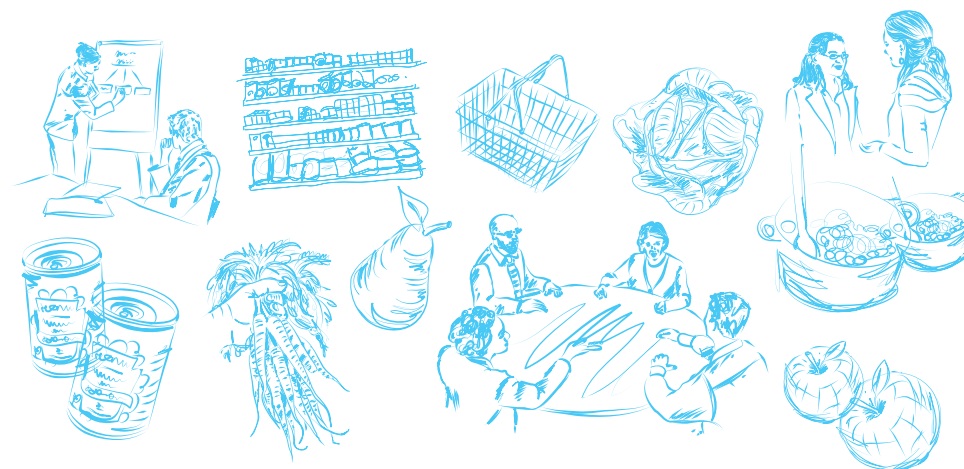
# TASTING THE FUTURE

*Collaborative innovation for One Planet Food*

***Tasting The Future***  
Prospectus Version 1  
June 2010

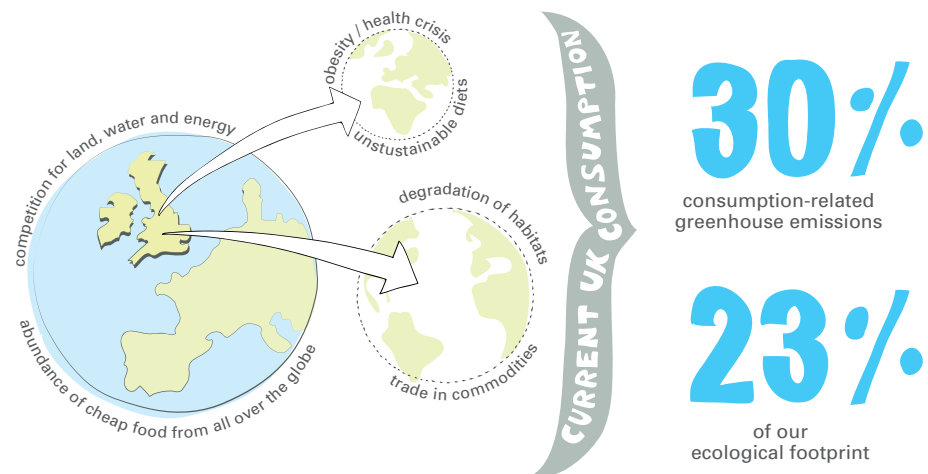
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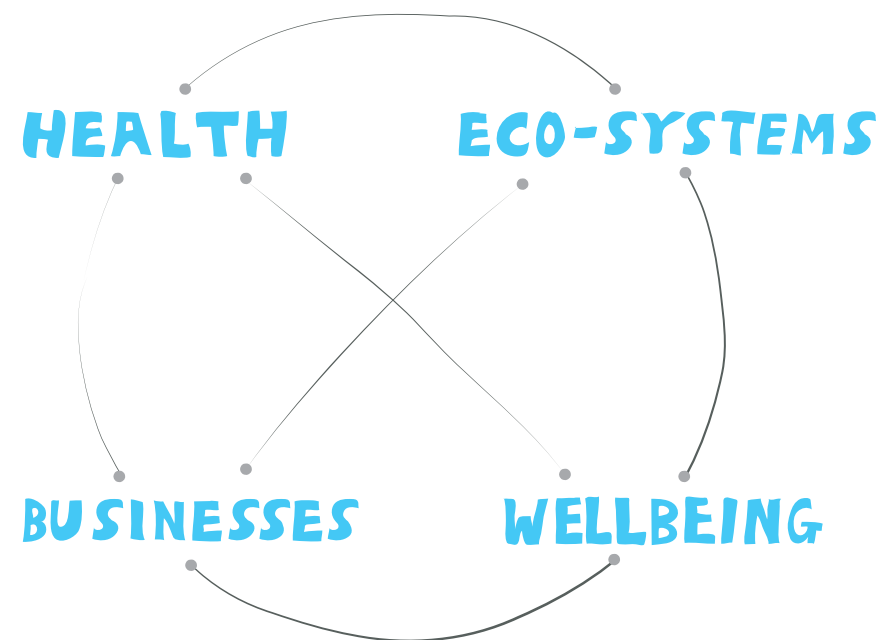
# What's the need for Tasting the Future?



If everyone in the world lived and ate as we do in the UK, we would need just over two planets to support us. Currently the food we eat in the UK accounts for 30% of our consumption-related greenhouse gas emissions and 23% of our ecological footprint<sup>1</sup>. UK consumers increasingly draw on global food commodities linked to the degradation of habitats of global importance, particularly through trade in beef, soy, palm oil, and irrigated fruit and vegetables<sup>2</sup>.

Global food demand is projected to increase by approximately 70% by 2050<sup>3</sup>. Increasing food production under 'business as usual' will drive competition for land, water and energy – natural assets that are already under pressure. This places the food we consume at risk of resource scarcity, and has pushed the issue of food security up the political agenda.

1. Audsley, E., Brander, M., Chatterton, J., Murphy-Bokern, D., Webster, C. and Williams, A. (2009) How Low can we go? An assessment of greenhouse gas emissions from the UK food system and the scope for reduction by 2050. *WWF-UK*
2. Murphy-Bokern, Donal (2008) Environmental Impacts of the UK food economy with particular reference to WWF Priority Places and the North-east Atlantic.
3. This figure is based on the UK government's interpretation of the FAO 2006 report World agriculture: towards 2030/2050 in Government response to the Committee's fourth report of session 2008-9, Securing food supplies up to 2050: the challenges faced by the UK [www.publications.parliament.uk/pa/cm200809/cmselect/cmenvfru/1022/1022.pdf](http://www.publications.parliament.uk/pa/cm200809/cmselect/cmenvfru/1022/1022.pdf)



The way we consume food in the UK has transformed over the past decades. Global supply chains bring us a wide range of foods in all seasons and we pay less in relative terms for our food than ever before. However this abundance of cheap food has a downside.

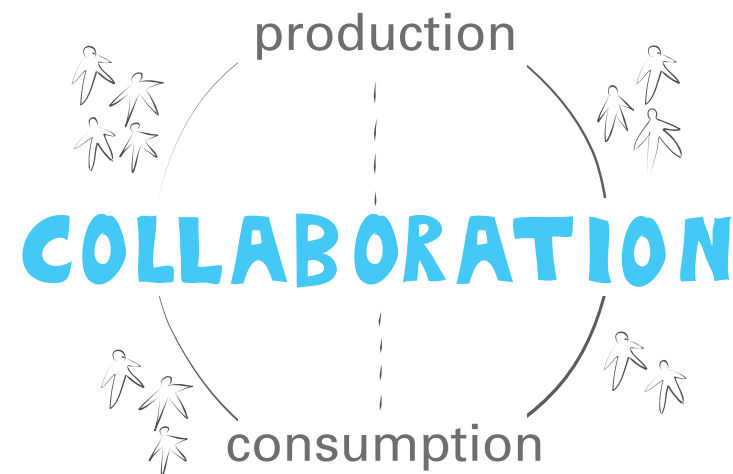
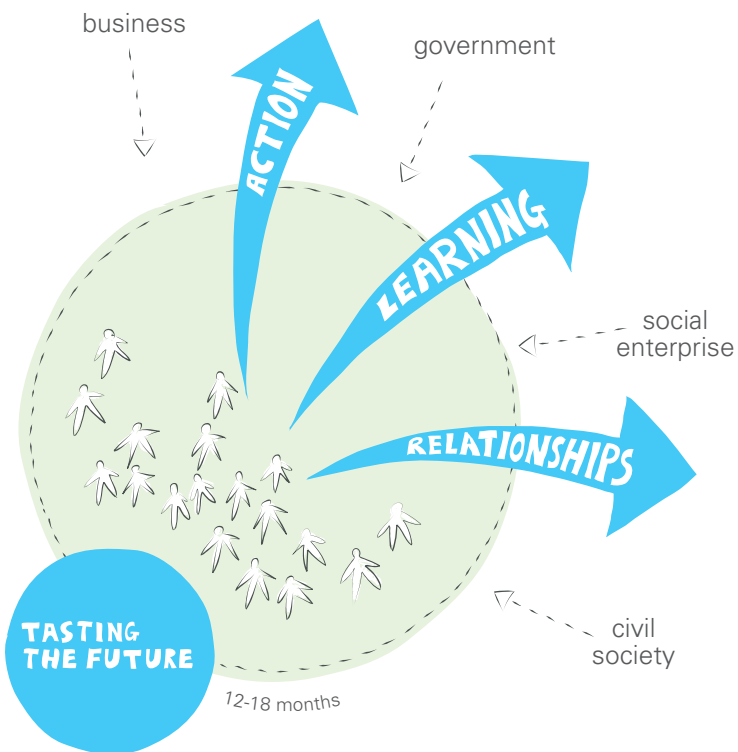
The current Western diet is not ecologically sustainable in the long term<sup>4</sup>. In addition, the UK, and other Western countries, face an obesity crisis and an increase in many diet-linked degenerative diseases, such as diabetes, some cancers and heart disease<sup>5</sup>.

*Tasting the Future* aims to address these interconnected issues. It will work with the food system as a whole, including consumption and production, and collaborate across traditional boundaries. We know that there are many great initiatives happening already and we need to build on these. We recognise that we cannot solve the issues alone, and we need to work together to take action. This is the purpose of *Tasting the Future*.

4. Lundqvist, J., de Fraiture, C., Molden, D., 2008. Saving Water: From Field to Fork – Curbing Losses and Wastage in the Food Chain. SIWI Policy Brief. SIWI. [www.siwil.org/documents/Resources/Policy\\_Briefs/PB\\_From\\_Filed\\_to\\_Fork\\_2008.pdf](http://www.siwil.org/documents/Resources/Policy_Briefs/PB_From_Filed_to_Fork_2008.pdf)
5. Food Matters. Towards a Strategy for the 21st Century. The Strategy Unit, Cabinet Office, July 2008

# What's the purpose of this initiative?

In order to achieve this purpose, *Tasting the Future* aims to build a community of innovators who will take practical action and use their collective influence to advocate a 'one planet' food system. In a series of assemblies over a period of 12-18 months, it will bring together people from business, government, social enterprise and civil society who are willing to change the way we produce and consume food so that what we eat is within the limits of our planet.



*We are working towards the following:*

## Action

*Tasting the Future* is an opportunity to develop real innovations by acting collectively. Its focus is not on creating consensus but on creating a portfolio of solutions that enable the entrepreneurship and radical new business models needed to shift the food system to a sustainable state.

## Learning

Through working with the food system as a whole, instead of its component parts or on single issues, *Tasting the Future* offers a valuable collective learning space to navigating complex challenges facing the future of food.

## Relationships

*Tasting the Future* offers the opportunity to reflect with a peer group on the food system, and spreads the risk inherent in tackling challenges alone. It is an opportunity to build high-trust relationships with people outside our usual sphere of influence, to think differently and co-create solutions for the future.



# How did we get here?

## INTENTION + INTELLIGENCE + ACTION + PEOPLE = TASTING THE FUTURE!

WWF-UK, from its experience and research<sup>6</sup>, saw that the challenges facing the food system are interconnected and complex, and that to meet these challenges, collaboration was required to fundamentally shift our production and consumption patterns to a sustainable path.

In conversation with other leading organisations across business, government and civil society, it became clear that this idea resonated with others. A core group of organisations stepped forward to initiate *Tasting the Future* and to invite others to our first assembly. These organisations are ADAS, the Food and Drink Federation, the Food Ethics Council, and WWF-UK.

6. WWF research referred to includes: Murphy-Bokern, Donal (2008) Environmental Impacts of the UK food economy with particular reference to WWF Priority Places and the North-east Atlantic; Audsley, E., Brander, M., Chatterton, J., Murphy-Bokern, D., Webster, C. and Williams, A. (2009) How Low can we go? An assessment of greenhouse gas emissions from the UK food system and the scope for reduction by 2050. WWF-UK and MacMillan, T and Durrant, R (2010) Livestock consumption and climate change: a framework for dialogue.



*If we are to achieve a 'One Planet' future where people and nature thrive together, we need to reconsider the types of food we eat in the UK and where and how our food is produced. WWF-UK is excited to be collaborating with ADAS, the Food and Drinks Federation and the Food Ethics Council to create the space for these questions to be considered, and for solutions to be tried and tested.*

Mark Driscoll, One Planet Food Lead, WWF-UK

*Businesses at the forefront of efforts to build a greener, fairer food system have found they can't go it alone. They need to work with government, their competitors and civil society to transform the competitive environment and, above all, they need their customers to change with them. We hope that Tasting the Future will help on all counts and we're excited to take part.*

Dr Tom MacMillan, Executive Director, Food Ethics Council

*ADAS is very pleased to be supporting Tasting the Future as we believe this approach, which addresses both sustainable food consumption and production, is the best holistic framework to address the challenges for now and the future. Our role is as a knowledge provider on all issues relating to sustainable agricultural production and food supply chains, providing practical insight into these complex issues.*

David Lancaster, Sustainable Food and Drink Manager, ADAS

*Food and Drink Federation members are committed to improving the environment in which we live. The food and drink industry will face complex decisions in the future and we understand the need to work together with businesses, NGOs and government to create the best solutions. Being part of Tasting the Future is a positive step towards addressing the challenges that exist in creating a 'one planet' food system.*

Julian Hunt, Director of Communications, FDF



# What's the rationale?

One of the assumptions behind *Tasting the Future* is that the food system itself is a living system and, as with every natural system, it evolves and changes. By bringing together the diverse elements of this social ecology, *Tasting the Future* aims to provide a fertile soil for these existing and newly emerging sustainable innovations to sprout, grow, connect and support each other.



With *Tasting the Future* we aim to create a community of innovators and provide them with the minimal-optimal support and structure to self-organise and grow. The organisations involved have many years of experience of working with large-scale collaborative innovation. This initiative intends to offer a starting point, which eventually will be co-designed and stewarded by the participants of *Tasting the Future* themselves. Our approach is visualised in the route map on the following page and has four main elements or phases:

## Identifying the need

ADAS, FDF, FEC and WWF-UK have come together as a core group to initiate a space for cross-sector innovation. This included building relationships with potential participants and partners, researching the field and defining the purpose of *Tasting the Future*.

## Building a community of innovators

This core group will invite a larger group of participants to join and work together, starting at the first assembly. Together this larger group will discover what's working already, develop a whole system understanding around food, and identify potential innovation areas.

## Innovate and prototype

Innovation groups are the cornerstone of *Tasting the Future*. Supported by regular assemblies, the teams will tackle cross-sector challenges by developing new business models, collaborations and other interventions. The groups will be supported throughout the process, enabling capacity building and assistance with project resourcing.

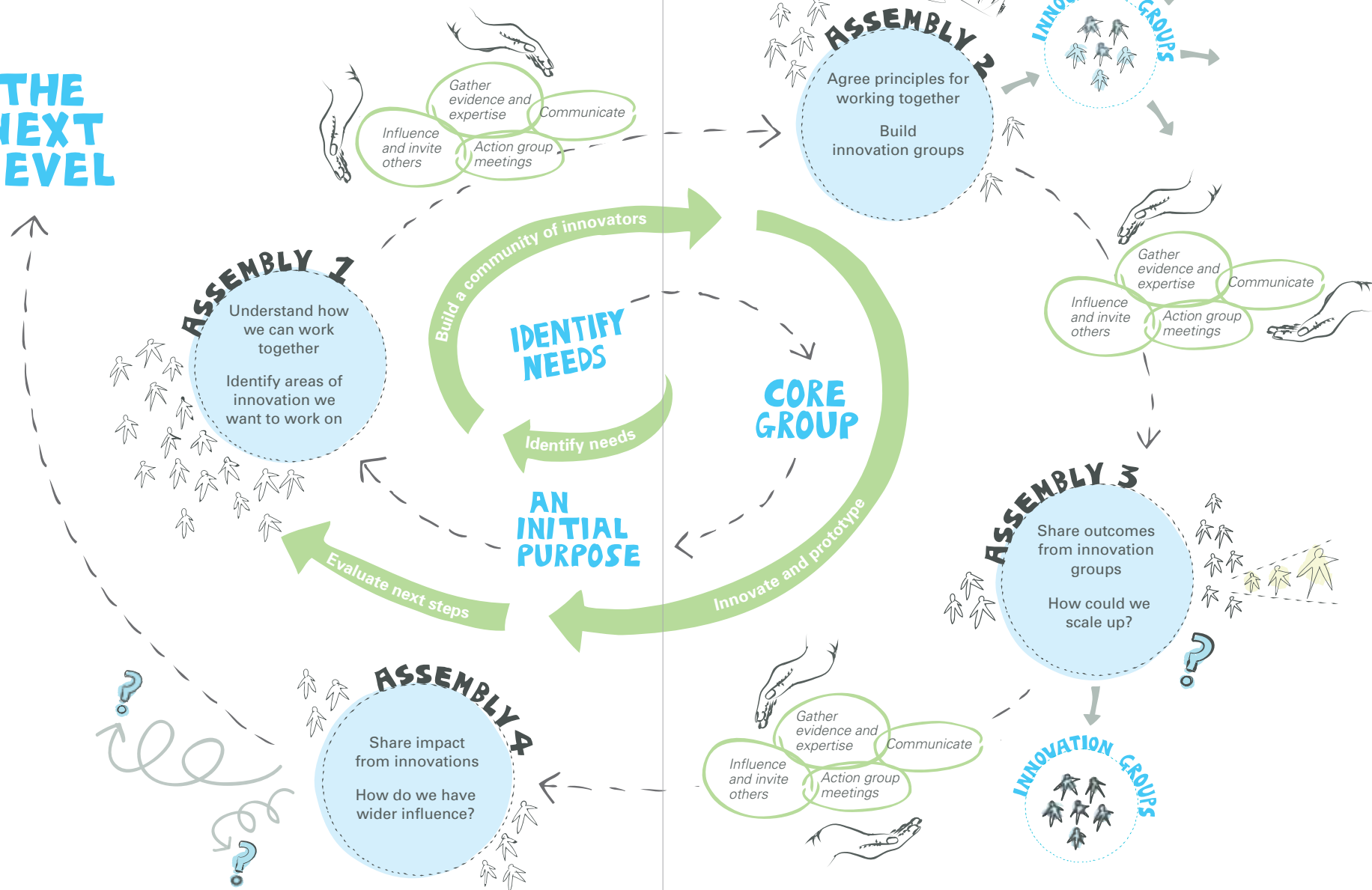
## Evaluation and influence

As the innovation groups develop and prototype initiatives, the stewards will support an ongoing process of structured action learning and evaluation across these initiatives. This will also disseminate learning beyond *Tasting the Future* and provide targeted support to increase the influence of the action groups.



# What's the route ahead?

## THE NEXT LEVEL



# How can you stay involved?

There are 150 people attending the *Tasting the Future* first assembly – from sectors including academia, retail, production, manufacturing, social enterprise, international development, government and non-governmental organisations.

## What are the benefits of being involved?

*Tasting the Future* gives you the opportunity to learn about and contribute to the food system of the future in a collaborative cross-sector environment. It combines the best aspects of a masterclass in collaborative leadership and innovation, a community for peer learning and an experimentation space for you to explore your best ideas to transform the food system.

## Get involved

Throughout the duration of *Tasting the Future* there are a number of ways you can stay involved. Here are some suggestions:

### Join the *Tasting the Future* community

Participate in assemblies and the online community ([www.tastingthefuture.ning.com](http://www.tastingthefuture.ning.com)), connect with peers, learn and get inspired.

### Initiate or join an innovation group

Initiate or join a cross-sector innovation group. This could range from setting up new business models and initiatives to learning groups around a particular topic.

### Become a faculty member

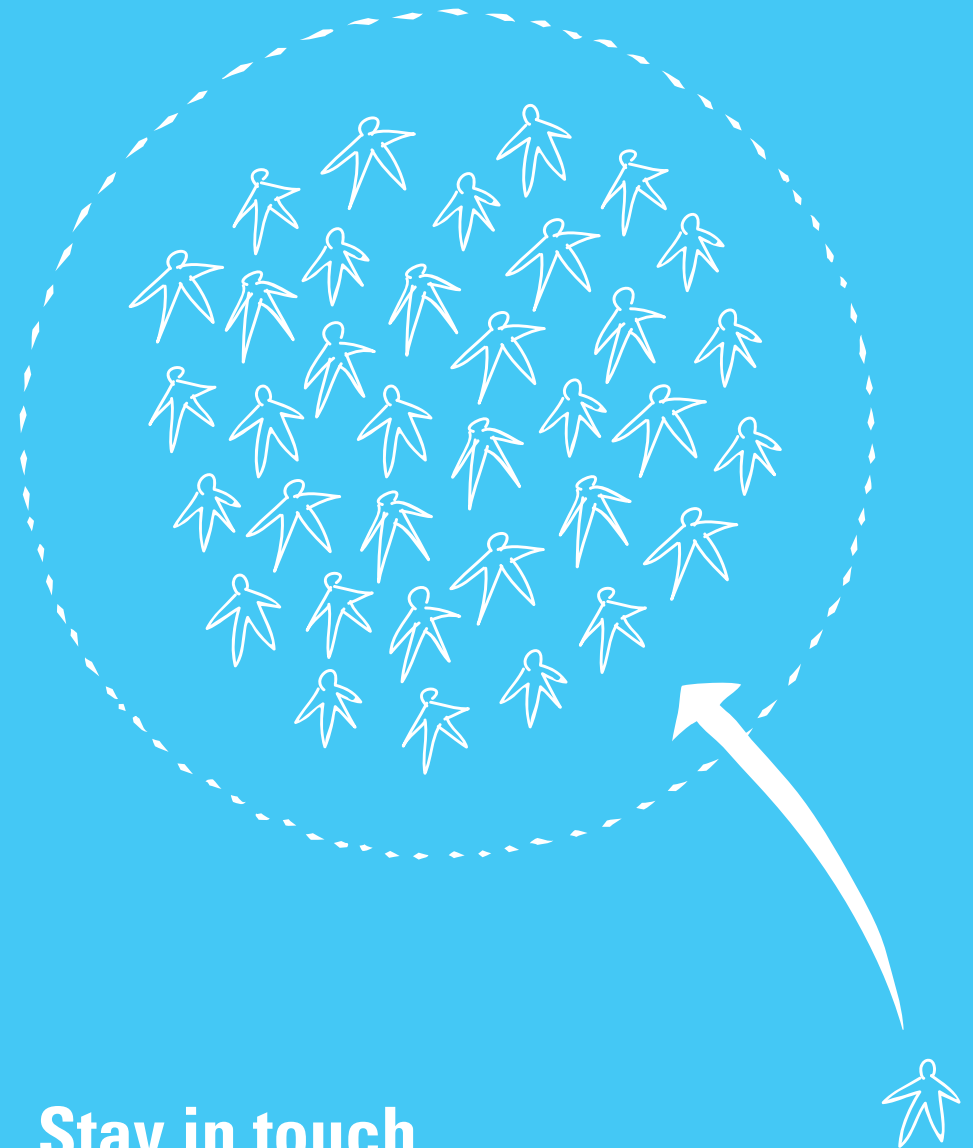
Support the innovation groups as a coach, mentor or content expert.

### Become an investor

You can invest in *Tasting the Future* in several ways, including financial and in-kind support.

### Become a steward

Stewards are organisations and individuals that help to steer *Tasting the Future* and will cover responsibilities such as resourcing, process development and delivery, and research and learning.

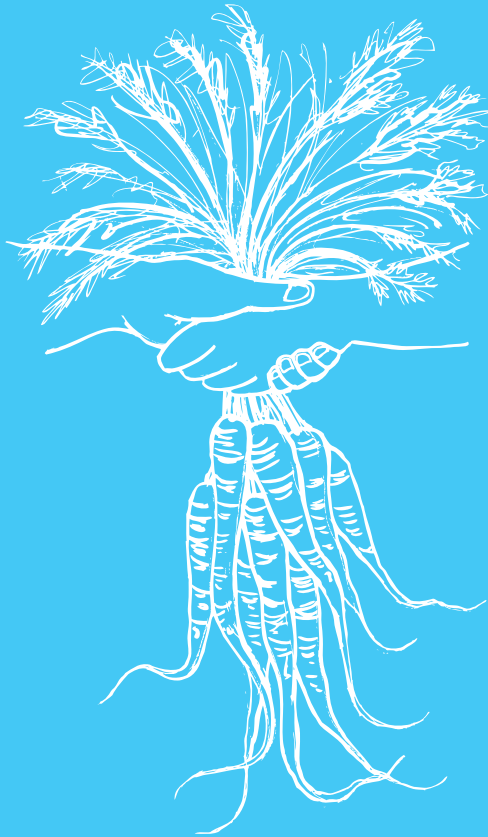


## Stay in touch

For more information,  
please contact Niamh Carey  
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*Thank you to the following contributors: Mark Holmes and David Lancaster, ADAS; Julian Hunt, Food and Drink Federation; Tom McMillan, Food Ethics Council; Maria Scodialos and Sarah Whiteley, Hara Practice; Simone Poutnik, Natural Innovations; and Mark Driscoll and Anthony Kleanthous, WWF. Illustrated by Emily Wilkinson.*

[www.tastingthefuture.ning.com](http://www.tastingthefuture.ning.com)