

HANNI RÜTZLER'S  
**FOODREPORT** 2020

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## SUMMARY

**M**an is what he eats.“ It was already clear to the philosopher Ludwig Feuerbach more than a century and a half ago that eating means far more than just eating. Hanni Rützler emphasizes that in the meantime, people are becoming more and more what they do not eat out of conviction. We are free to decide what we eat. And we are consciously and purposefully deciding when and with whom to eat what. This freedom of choice differentiates our eating culture immensely. Here there is no more social right or wrong, each individual decides on its culinary preferences. In this year’s Food Report 2020, Hanni Rützler takes readers on a horizon-widening tour of current developments in the food sector and opens up a glimpse of the changes in our eating culture.

### **Food as the putty of global society**

In addition to the freedoms that this differentiation of eating culture offers us, an „eating cult“ is also emerging. Because by being spoiled for choice, personal convictions are cultivated in our eating decisions. We know exactly why we eat something and why we don't eat something, and we also communicate this as a personal statement to the outside world. At the same time, human beings as social beings are looking for like-minded people who represent and live similar values around the topic of food. Food brings people together - nothing has changed about this over the centuries. Today we meet more and more often to exchange ideas about food. Food has become a powerful means of communication in our time - it can be designed and staged, it can be appetizing and with it criticism can be practiced. Eat Artists and Food Designers playfully show how the future of our nutrition could look - sometimes with a wink, sometimes aesthetically stylized, but always with the goal of creating awareness and creating change.

### **Flexible everyday life changes eating habits**

Food is a fundamental component of human life, it is part of our everyday life, of our body. This is precisely why much of what happens around food gets so close to us. And food is an important element of human culture - and as such many values, customs, structures, rituals etc. seem to us to be taken for granted, even if they are constantly changing: Who would have thought, for example, at the turn of the millennium that vegetables would take precedence over meat on the plate? Or that health will play such an important role that ready meals now also consist of natural ingredients? Convenience is important, but

at the same time what is done quickly and eaten „on the go“ must also be healthy by now. Snacks are replacing the traditional menu: the trinity of appetizer, main course and dessert is increasingly being dissolved. It is no longer the mealtimes that structure our everyday lives, but the other way around we adapt our eating habits and structures to mobile and flexible living.

### **Changes in food production**

Technological developments not only bring us new food, but also make it possible to run urban agriculture. Who wanted to eat fruit and vegetables from the world's metropolises in the 1990s? Today, on the other hand, urban areas produce food of organic quality. Urbanity is becoming a mindset and urban food as a trend means not only food as a product, but also the experimental and creative movement that stands behind the urban food supply and pushes the new vehemently forward. Especially in urban food, technology serves as a means to make the food world a bit better. In just a few years, it is even conceivable that meat and fish will be produced synthetically from cell cultures in urban production facilities, thus enabling animal products to be produced in the smallest possible space.

## SUMMARY

### FOOD-TRENDS

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#### **Food Trends in transition: From food trends to changes in our eating culture**

Trends are not static, they are constantly changing. Some of them are only temporary phenomena, many of them evolve further, merge with other trends or eventually become mainstream. They are the drivers for the change in our global food culture.

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### THEME FOCUS

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#### **Urban Food: The future of our food supply lies in the city**

New technologies not only enable new food, but also the return of agriculture to urban areas. Urban Food stands for a new awareness and a new movement, which wants to promote alternatives to the traditional food system. Production, processing and consumption are moving closer together again.

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### INDUSTRY FOCUS

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#### **Gastronomy: Snackification - The end of meals (as we know them)**

Snacking is becoming a new way of eating. Mini meals are replacing more and more traditional meals. Any kind of food can become a mini meal. New types of gastro concepts around healthy and high-quality snacking are emerging and reaching even classic restaurants and retail companies.

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### THEME FOCUS

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#### **Beyond Plastic: The future of food packaging**

The global plastic problem can no longer be denied and confronts the food industry with immense challenges to find alternative solutions for plastic packaging. At the same time, innovative start-ups are bringing a breath of fresh air and boost the market through the development of sustainable packaging all the way to packaging-free systems.

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### THEME FOCUS

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#### **Eating Art: How art and design change the way we look at our food**

Artists and designers use food as a means of communication to contribute to shaping our food culture and changing food production. This not only provides important inspiration, but also develops creative solutions.

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