

meetingplace

INDUSTRY NEWS - AM

IFT unveils FutureFood 2050 project

By [Lisa M. Keefe](#) on 4/18/2014

The Institute of Food Technologists in Chicago has launched a new multimedia program, dubbed FutureFood 2050, “to create a broad dialogue on how science will deliver solutions needed to feed the world’s 9 billion people by the year 2050,” the organization said in a news release.

The program includes interviews with “independent thought-leaders around the globe,” featured on its website, FutureFood2050.com, and in an upcoming documentary film which will examine how the science of food will contribute solutions to feeding the world, the release said.

“Many films have focused on food issues, but they often neglect or misinterpret the role of science, sometimes relying on personal beliefs more than facts,” director Scott Hamilton Kennedy said in the release. The Academy Award-nominated director is overseeing the film’s production.

“By looking at this challenge through the unbiased lens of science, our goal is to address critical questions surrounding food in a fair, transparent manner that will hopefully surprise, and maybe even transform us along the way,” Kennedy said.

IFT hired an independent team of editors and journalists to oversee FutureFood 2050, including Josh Schonwald, author of “The Taste of Tomorrow: Dispatches from the Future of Food.” The interview series promises to “tackle topics across the food spectrum including global hunger, sustainability, health and nutrition and food safety,” as well as related issues, including climate change, sustainability, politics, economic factors and more. The interviewees will include scientists, of course, but also “cultural influencers,” policy makers, entrepreneurs, chefs and journalists.

FutureFood 2050 is backed by IFT. With the launch of this project, IFT has expanded its publishing mission to reach an audience beyond its traditional membership of scientists, researchers, technologists and food professionals working in academia, industry and government worldwide.