about the foodscape framework

We use the term “foodscape” to talk about the layers of global flows of people, technologies, ideas, money, and ethical values that will play a role in shaping the future of food. There are four new foodscape ideas that fit into the following categories: health and nutrition, food systems, culture, and globalization. Add sustainability to the mix and the result is an even more challenging picture that is ripe for innovation and collaboration.

The foodscape framework is presented in a way that enables you to map all of these dimensions and their interactions to gain insight into the future of food. When reading this paper, keep in mind that these categories represent the interrelated nature of the future of food and that you may need to adjust your thinking as you work your way through the framework.

The Future of Foodscapes Map: Identify the key areas of our rapidly changing world that are critical to understanding the complex relationship between food and health.

In recent years, more and more people have recognized that in addition to the importance of taste, value, and even the convenience food offers, it is also fundamental to their health. Indeed, the concept of foodscape takes us beyond the simple question of whether what we eat is good for our health. It involves understanding how the food we eat is produced and distributed, and the consequences of those choices on our lives.

The foodscape framework is designed to help you visualize and understand the complex relationship between food and health. The map’s “zones of change”—the global health economy, trade and finance, environmental change, and the growing prevalence of chronic diseases are driving new thinking and new approaches to health and sustainability.

Our research lead us to consider another dimension of Appadurai’s work—“Financioscapes.” One of our central findings is that, as we look to the future of foodscapes, the complex relationship between food and health will demand that labels reflect new food categories—“locally grown,” “fair-trade,” and “sustainable.” As consumers make greater use of these labels, we will see new opportunities for trusted third-party information resources.

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A broad definition of health includes how food affects the well-being of individuals, their communities, and the environment. With more responsibility for the cost of their health care, people are turning to the food industry—rather than the traditional health care system—to make decisions about their health. In this context, making food decisions is seen as an important approach to intervention or treatment. As we move from a traditional model of health care to one that relies on consumers, we need new tools to support the choices that we make.

Food also raises health concerns. In the Western world, diet-related health problems range from allergies, to food insecurity, to obesity; in developing countries, nutrition is a concern. The systems-based thinking about the interaction between food, nutrition, and health offers new approaches to these problems.

The health lens defines the global health economy and will fuel innovation and growth in the food and beverage market. This trend toward a world of more healthy lifestyles and holistic approaches, what some have called “green living,” is evident in consumers’ purchasing decisions. A growing number of people around the world expect to have a wide selection of food and beverage options, thanks to lower transport costs, improved supply chains, and global competition. Consumers now have access to a greater variety of food products than ever before, and they can choose from a range of products, from organic to conventional, that meet their dietary needs and preferences.

In the global health economy, the intertwinement of agricultural, environmental, development, and energy policies by producers and consumers of food will play out in trade, as well. A portfolio of food products influences Wall Street’s traditional scares. The relative healthiness or unhealthiness of a company’s agricultural commodities, regulatory and infrastructural bottlenecks in the supply chain, and what is an appropriate site for intervention or treatment. As we move into a future where food becomes more important, what we eat and drink will be seen through a health lens.

Today, many of us enjoy a diverse, international selection of food and beverages. Foods that have traveled across seas, oceans, and continents are now available to us through global trade, and the world is more connected than ever before. The global health economy is one of the key factors fueling citizen engagement. Although food and work are historically linked and technologically driven improvements in food production—whether new methods for growing cereal crops or reducing the introduction of genetically modified organisms—are significant, people need to know the impact of the products they buy. The health economy is an important factor in the development of food products and services, and it focuses on the health of consumers, the environment, and the economy as a whole. It is a global, interconnected system that involves all aspects of food production, distribution, and consumption.

The global health economy is characterized by a number of trends, including the following:

1. **Globalization:** The global health economy is characterized by the increasing interconnectedness of countries, leading to the globalization of food production and consumption. This trend is evident in the international movement of food commodities, which are increasingly produced, processed, and consumed across borders.

2. **Consumer Demand:** Consumers are increasingly concerned about the healthfulness, safety, and sustainability of the food they eat. They are demanding more information about the origins and production methods of the food products they purchase, and they are choosing to support companies that prioritize health and sustainability.

3. **Technological Advancements:** Advances in technology are driving changes in the global health economy. Innovations in agriculture, such as genetically modified organisms (GMOs) and hydroponics, are leading to more efficient and sustainable food production. In addition, technological advancements in food processing and packaging are improving food safety and reducing waste.

4. **Regulatory and Policy Changes:** Governments and international organizations are increasingly regulating the food industry to ensure that foods are safe and healthy. This includes implementing regulations around food labeling, genetically modified foods, and organic farming practices.

5. **Climate Change and Sustainability:** There is growing recognition of the impact of climate change on food production and sustainability. This has led to increased interest in sustainable agriculture and practices that reduce greenhouse gas emissions and improve soil health.

6. **Personal Health Ecologies:** People are taking a more holistic approach to their health, focusing on a combination of diet, exercise, and lifestyle choices to improve their overall well-being.

7. **Social and Political Movements:** The global health economy is also influenced by social and political movements, such as the rise of citizen movements and the growth of social media as a platform for advocacy and change.