

FUTUREFOOD 2050SM

HOW INGENUITY WILL FEED THE WORLD.



This year marks the 75th anniversary of the Institute of Food Technologists. Since its founding in 1939, IFT has been committed to advancing the science of food, both today and tomorrow. Our non-profit scientific society—more than 18,000 members from more than 100 countries—brings together food scientists, technologists and related professionals from academia, government and industry. For more information, please visit ift.org.

The Voice of Solutions

A June 2013 United Nations report projects a population of 9.6 billion by 2050. That projection, coupled with well-documented concerns about limited resources, hunger, climate change, and obesity, has people talking. While there's no shortage of commentary, there appears to be a void when it comes to viable solutions to the challenges we face.

Future Food 2050 is a new publishing and documentary initiative from the Institute of Food Technologists (IFT) that highlights ways that we can address the many issues revolving around our global food challenges. This program, which is part of our 75th anniversary celebration, features 75 interviews and other news designed to create a broader dialogue on how science will deliver the solutions needed to feed the world's more than nine billion people estimated in the year 2050.

As a part of the program, IFT launched FutureFood2050.com, a digital hub featuring thought-provoking stories from scientific innovators, journalists, policy experts, and others interested in solutions to meeting our future food needs. The site also provides a unique view into the progress of our filmmaker, Academy Award nominee Scott Hamilton Kennedy, as he develops a new documentary on the future of food that will debut in late 2015.

Through the collective insights in these stories, FutureFood 2050 is generating new opportunities to learn about science-based solutions that are as real as the challenges we face. FutureFood 2050 connects with readers, bringing them the latest insights on:

- Scientific frontiers—from fields, villages and cities to labs, production lines, and deep space
- Global thought leaders who are helping to separate myth from reality
- Fascinating individuals and the ingenuity they're bringing to food challenges
- The latest on the science of food—and the impact it is having—around the globe

By focusing our dialogue on science, we'll educate the public on the critical role food science and technology will play in solving our future global challenges on sustainability, food safety, health, food waste and a myriad of other issues. New stories are being published all the time. **Please visit the FutureFood 2050 site to view the latest ones.**

Join us in celebrating the science of food, and how it will help sustain our growing global population! We encourage you to share the articles and offer your insights on how we can develop solutions to feed 9 billion people by 2050.

Subscribe to FutureFood 2050's monthly newsfeed to stay on top of the latest articles and learn more about how food science will improve the world through sustainable solutions. FutureFood2050.com

FUTURE FOOD 2050SM

HOW INGENUITY WILL FEED THE WORLD.

Unique Content Sharing Opportunities

FutureFood 2050 offers a new educational approach from the Institute of Food Technologists (IFT). As a nonprofit organization and publisher, IFT is able to share our expanded digital publishing platform and newsfeed to support your editorial goals through republishing and content sharing.

We're interviewing scientific experts, along with a wider community of innovators and citizens from around the globe, to provide balanced reporting and bring to light the facts behind the issues. From these interviews we're publishing a wide variety of stories about food issues, opportunities, and solutions—all grounded in fact.

Whether you seek to drive new users to specific content in order to grow audiences, hit advertiser targets, enhance user experience, or increase page views—we believe IFT's FutureFood 2050 publishing platform can help you achieve your goals. FutureFood 2050's content may also provide you with valuable opportunities to drive social media discussions, provide a science-based monthly newsfeed, or create a broader publishing partnership with IFT.



- **Day in the Life of a Food Scientist:** This video interview series highlights what it's really like to be a food scientist. Hear from a NASA food scientist providing food for astronauts on the next mission to Mars, a U.S. Food and Drug Administration professional working as a scientific ambassador on global trade, and a university food scientist developing new sustainable protein sources. [Click here]



- **World Without Food Science:** In this video series, hear from experts who share what would happen if there suddenly was no food science. [Click here]



- **IFT Food Facts:** This website featuring videos and fact sheets offers a variety of tips and news-consumers-can-use in the kitchen or on the go. [Click here]

To learn more about sharing FutureFood 2050 or other IFT programs with your audiences or possibly republishing portions of our content, please contact Jerry Bowman, Vice President of Communications, at +1.312.604.0256 or jbowman@ift.org. IFT's communications team also welcomes the opportunity to assist the media with background information, breaking news analysis, ideation, identification of appropriate experts, and much more.