

A MAGAZINE COMMITTED TO FRESH

FOODTRENDS

2020

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SOLUTIONS

PHOTO CREDIT: SUMMER CITRUS FROM SOUTH AFRICA



Dan'l Mackey Almy
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WHY FOOD TRENDS?

Food is undergoing a renaissance, and the evidence is all around us. Social media streams have been overtaken by photos of food and plated dishes, fresh food companies advertise more than ever on popular food-centric networks, and fresh celery, carrots, and avocados are now Super Bowl watch party staples. Indeed, as American food culture continues its seismic shift, all eyes have seemingly turned to fresh food.

Despite this widespread spotlight, people still lack important knowledge about the food they eat, and consumers frequently are fed misinformation about agriculture in general—about how food is grown or raised as well as the inherent complexities of moving food from “farm to table.” Moreover, the current popular narrative provides only a surface-level message, steering clear of the opportunity to explore the stories behind the farmer, the people and families who produce our food.

DMA Solutions—a full-service, fresh food-focused marketing agency—produced this publication not only to provide a glimpse into burgeoning food trends, but also to elevate stories about the people and processes that make our eating experiences possible. As fresh produce marketers, we have a front-row seat to watch the food narrative unfold and expand, forever shaping our culture and the growing number of people who care deeply about their food and where it comes from. Welcome, readers; we are thrilled to be on this journey with you.

About This Edition

Dear Reader,

As we begin a new year (and new decade!) and working on behalf of an evolving food-based industry, it's safe to say that we are off to a decade-defining start. In light of numerous changes across the food space, this year's *Food Trends* includes an expansion of the “field to fork” food narrative, as well as a deeper dive into territory that may be unfamiliar (and perhaps even controversial) for some readers. As the saying goes, there are multiple sides to every story—especially concerning something as integral and communal as food—and we want to be a voice that doesn't just share about the “popular new girl” at the table (e.g. the plant-based market), but rather one that isn't afraid to invite alternate perspectives to pull up a chair. To craft these stories—and do them justice—we interviewed a diverse group of leaders and innovators across the food chain, who graciously provided insider perspectives on issues currently affecting their areas of expertise.

In the Field highlights Crisp, a tech-based startup company that entered the scene in mid-2019. Crisp's founders have set their sights on providing everyone from suppliers to retailers with data-driven solutions designed to help solve what has become an alarming (yet preventable) food waste problem. For *At the Store*, we interviewed ranching advocates about the upheaval in the protein sector. Their insight encompasses not only the heavily covered plant-based movement, but also the less discussed renaissance happening in the meat industry. For *In the Kitchen* and *On the Table*, we're sharing hot takes from leading chefs and influencers about the newest ingredients and preparations diners can expect to see on the menu this year, as well as how restaurants and at-home dining spaces are leaning more toward casual and intimate eating experiences.

It's undeniable: the food space is evolving from top to bottom, and keeping up with the associated trends can be a daunting task. We hope that this magazine provides helpful information and concepts to consider when approaching your own work.

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PHOTO CREDIT: ECKELBERG FARM & RANCH



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NEW GENERATION

Millennial Farming

Thanks to emerging technologies wielded by new generations of farmers, farming efficiency is on the rise.



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SOLUTIONS IN AG

Regenerative Farming

Billed as “beyond organic,” regenerative farming is making waves in the agricultural sustainability sector.



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TECHNOLOGY

Agricultural Drones

By leveraging modern technologies, the industry will be able to not only operate more sustainably, but also increase productivity and reduce labor costs.



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CROP TRENDS

Experimental Crops

We anticipate a surge in experimental crops—such as Kernza® and kelp—that will positively impact the environment and quickly become household names.



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FEATURE STORY

AGTECH: An Industry Ripe for Change

With climate change and food waste remaining such high-priority issues, AgTech is looking to mitigate various causes of both problems.

“The food industry consists of incredibly smart, passionate and experienced people, and the food supply chain is ripe for a true data-driven solution.”

NEW GENERATION

Millennial Farming

The days of inefficient farming are coming to a close, thanks in part to the latest technologies available to new generations of farmers who are passionate about sustainability. According to *Farm Progress*, while **millennials made**

The number of farmers under 35 years old is increasing—for only the second time in the last century.²

up only 3% of the farm population in 2008, today that number has risen to 10%.¹ Having come of age during an era of rapid technological advance, millennials in general are known for seeing and doing things differently than previous generations—and we can expect that mindset to carry over into the fields. With the emergence of more sophisticated technology comes more modern farming techniques, which will bring increased efficiency to the field. Another mindset millennials are bringing with them: an elevated passion for sustainability both in produce and in packaging, along with a deep interest in knowing where their food comes from. As younger generations continue taking ownership of the field, we can expect for the sustainability movement to continue growing, developing, and shaping the industry. 🌱

In a 2017 survey, 70% of young farmers reported having 1 or more college degrees.³



Regenerative farming practices go beyond preservation alone and actually improve soil health.

SOLUTIONS IN AG

Regenerative Farming

An alarming statistic produced by the Food and Agriculture Organization of the United Nations claims that at the current rate of degradation, the **world's topsoil could be gone within 60 years⁴**—and according to another expert at the forum, this is due in large part to intensive farming practices. Enter: desperately needed new solutions in ag.

Billed as “beyond organic” due to resulting improvement—rather than just retainment—of natural resources, regenerative farming is a hot topic in agricultural sustainability. Regenerative agriculture takes a holistic approach to enriching soil health **through 10 key practices⁵**: No-Till Farming, Organic Annual Cropping, Composting, Terra Preta Soil Enrichment, Holistic Grazing, Animal Integration, Ecological Aquaculture, Perennial Crops, SilvoPasture, and Animal Forestry. As the culture shifts toward placing increased value on ecosystem protection and preservation of natural resources, farmers who go above and beyond traditional farming practices will not only protect their own livelihoods, but also better position themselves to earn consumer trust and buy-in. 🌱

10 KEY PRACTICES OF REGENERATIVE FARMING

No-Till Farming
Organic Annual Cropping
Composting
Terra Preta Soil Enrichment
Holistic Grazing
Animal Integration
Ecological Aquaculture
Perennial Crops
SilvoPasture
Animal Forestry

TECHNOLOGY

Agricultural Drones

By 2022, the number of commercial drones is expected to quadruple compared to 2018.⁶

450,000 DRONES EXPECTED BY 2020⁷

With greater consumer focus on concerns surrounding sustainability (particularly food waste), farmers increasingly are turning towards drones as a solution for tasks that require high precision to minimize resource use, such as the dispensing of water and fertilizer. By more effectively leveraging such modern technologies, the industry will be able to not only operate more sustainably, but also increase productivity and reduce labor costs. Furthermore, farmers are taking a page from other industries' almanacs by incorporating "big data" gathered by these drones. Collected data will then guide operating decisions at the plant level—instead of at the field level—resulting in increased efficiency and reduced resource expenditure. 🌱





The global seaweed market is expected to increase by 12% from 2018–2024.⁸

CROP TRENDS

Experimental Crops

It's no secret that chefs and food companies are perpetually looking for the next trendy food product to leverage and catapult to fame—and we've seen new “starlets” range from avocados and kale down to even the unsuspecting celery (although for the record, we called that in our 2019 edition of Food Trends). This year, we're anticipating a surge in experimental crops, such as kelp and Kernza® (a wheat variety with ancient roots that is currently being explored for its more sustainable cultivation compared to standard wheat).

These crops will not only shift palates and plates, but also cause us to reconsider the possibilities for grain—and all while making a positive impact on the environment.

Stay Tuned

Companies including General Mills and Cascadian Farms are developing Kernza® as the next big “grain” cereal, both as a sustainable grain for human consumption and as a forage crop (i.e. a highly nutritious feed for livestock).

!

New Grain Alert

DID YOU KNOW?

Approximately 31% of atmospheric CO₂ is absorbed into our oceans, which makes the water increasingly acidic.⁹

Kelp absorbs CO₂, effectively: **1)** balancing the PH of our waters, **2)** providing a food source for many sea creatures, and **3)** encouraging the growth of shellfish.¹⁰

So, whether or not you spot surprising new kelp additions to this year's menus—the next time you order Oysters Rockefeller and the like, make a toast to the kelp that helped get those delightful bi-valves on your plate! 🌿

FEATURE STORY

AGTECH: An Industry Ripe for Change

Crisp Co-Founders: Dag Liodden and Are Traasdahl

AgTech, a sector that focuses on the application of technology to farming, is a growing vertical in the software and hardware space that seeks to provide solutions to problems facing farmers and retailers. According to a 2019 USDA report, between 15 and 40 percent of U.S. farms—depending on crop—used variable-rate application equipment by 2016.¹¹ Furthermore, a BIS Research report projected that the **global smart farming market** will reach \$23.14 billion in revenue by 2022.¹² This growth will primarily be attributed to increasing demand for higher crop yield, the growing penetration of information and communication technology in farming, and the increasing need for climate-smart agriculture.

With climate change and food waste remaining such high-priority issues, AgTech is looking to mitigate various causes of both problems. **Focus areas include:** water management, plant/soil analytics, sensor technology, advanced machinery, predictive analytics, and grocery supply chain management. The latter two—predictive analytics and grocery supply chain management—are two areas of focus for **Crisp**, an up-and-coming AgTech company.¹³ Founded in 2019 by successful entrepreneurs Are Traasdahl and Dag Liodden, Crisp was created specifically to address the root causes of waste in the food supply chain.

Crisp was conceptualized after Traasdahl witnessed an immense amount of food waste around the world during his travels. What he recognized as both untapped potential and as an enormous opportunity to make an impact drove Traasdahl to action. After tapping into the expertise of experienced, proven and successful entrepreneurs—and coupling this with Traasdahl's history in the technology sphere—the company had a clear path toward launching Crisp, a means of addressing food waste at the root of the food supply chain.

“What’s interesting about food waste is that it affects each and every one of us,” said Traasdahl. “While I was raised in a family of idealists and activists who care about problems like this, I became much more personally interested in the issue after traveling the world. Seeing a lack of food access in one country, exorbitant food waste in another, and then comparing the lack of parity instilled in me a desire to help solve this on a systemic level.”

“The food industry consists of incredibly smart, passionate and experienced people, and the food supply chain is ripe for a true data-driven solution.”

“Often, people try to alleviate an issue by donating money,” said Traasdahl. “While this is important, we wanted to harness technology to actually address food waste at its core. After all, food waste is not caused by a singular element or entity—rather, it is a systemic issue, and radical change must take place to facilitate a sustainable food future. The food industry consists of incredibly smart, passionate and experienced people, and the food supply chain is ripe for a true data-driven solution that can provide the entire web of companies throughout the industry with a singular version of forecasting truth.”

With the trend arrow in AgTech pointing firmly upward—for 2020 and beyond—we are excitedly anticipating the growth and innovation that will surely be spurred by start-ups like Crisp that are striving to make a difference in fresh produce. 🌱



Stay Tuned

The Crisp technology—which generates high-accuracy, responsive demand forecasts—gets “smarter” as the software interprets and learns from new data.



Technology
Alert

Across the Supply Chain: Trends to Consider

TREND #1

Climate Change

While fresh produce has always been impacted by changes in the weather, the need for fresh food suppliers to account for climate change will increase in 2020 and beyond. There will be greater demand for weather data to be directly integrated into planning and forecasting.

TREND #2

Collaboration

Retailers and suppliers will put greater emphasis on collaboration by sharing data in order to reduce food waste and increase profitability. Collaboration must be advanced for both suppliers and retailers, as demand will continue to fluctuate due to weather, holidays and other external events.

TREND #3

Consumer Concerns

Consumer concern about food waste will drive retailers to implement in-store programs that highlight their commitment to waste reduction. However, shoppers also will continue demanding convenience. Thus, retailers must demonstrate an ability to meet—but not exceed—consumer demand for fresh products.



AT THE STORE



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FRESH PRODUCE

Snacking

According to a snacking study published by Sonoco, 51% of respondents reported snacking on fresh fruits and vegetables 5+ times per week.¹⁴

DID YOU KNOW?

Approximately 50% of the trending products in consumable, snack-oriented categories are drinkable items.¹⁵



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GROCERY STORE TRENDS

The Frozen Food Aisle

Considering the millennial penchant for convenient, healthy food, it's no surprise that the frozen food market is booming.



pg. 14

HOW WE SHOP

Morphing Grocery Layout

As dissatisfaction with the traditional grocery shopping experience grows, grocery layouts are changing to meet shopper demands.



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HAPPY MEAT-IUM

Ethical Meat

It's no secret that plant-based "meat" has recently emerged as a rising star, in some ways positioning the meat industry as a bit of a surprising underdog.



pg. 16

FEATURE STORY

RANCH WIVES: Insights into the ranching and meat industries

Natalie Kovarik and JaTanna Williams, both proud ranching women and prominent ag advocates, share their knowledge of the ranching industry.

FRESH PRODUCE

Snacking

Snack pairings experienced \$120 million in category growth from 2018–2019.¹⁶

vegetables 5 or more times per week. At the same time, raw produce snacking (think lone apples and bananas) is falling in popularity, while value-added pairings (such as produce alongside dips, cheese, or nuts) are emerging as an easy way to meet the need for a flavorful and balanced snack. In response, throughout 2020 we expect to see further innovation in the fresh produce section—including strategic partnerships between complementary brands. After all, when it comes to convenience and fresh these days, it's no longer a matter of "either/or," but "both/and!" 🌱

Brands to Look For



PHOTO CREDIT: DMA SOLUTIONS



PHOTO CREDIT: GOOD FOODS

The global frozen food market, which was valued at an estimated \$219.87B in 2018, was forecast to increase in value by more than 28% by 2023.

GROCERY STORE TRENDS

The Frozen Food Aisle

Considering the millennial penchant for convenient, healthy food, it's no surprise that the frozen food market is booming. In fact, according to recent data, the global frozen food market was valued at \$219.87 billion in 2018, and is projected to reach \$282.50 billion by 2023.

Why is the frozen food market growing at that pace? Perhaps in part because it's evolved past the crusted fish sticks everyone's grandma used to pop in the oven. Companies are not only making frozen food better, they're making it better *for you*. Examples include brands like Mikey's—which is reinventing the pizza pocket with paleo crust, plant-based cheese, and gluten-free products—as well as the fact that cauliflower pizza crusts have become mainstream for calorie-conscious eaters.

It's hard to dispute: the frozen food section has made a wider variety of grab-and-go products available to shoppers—without requiring them to sacrifice a healthy lifestyle. Other players in the food space are likely to take note and add healthy convenience options to their lineups. Working together, fresh and frozen could provide additional inspiration to shoppers via co-branded marketing opportunities. 🌱

**Brands to
Look For**



DAILY HARVEST





HOW WE SHOP

Morphing Grocery Layout

Grocery store layouts are changing to meet shopper demands, particularly those of younger generations, which are becoming increasingly dissatisfied with the traditional grocery shopping experience.

Don't be surprised if you begin to notice any of the following:

- Lighting that has been adjusted to highlight certain high-margin products and provide a higher-end experience.
- A changing product selection that features curated local options.
- In-store restaurants and bars, which are emerging to round out the shopping experience (and increase dwell time).

As a result of this gradual transformation, expect that retailers will need to continually innovate in order to attract consumers. 🌱

“Because average sales areas are steadily shrinking, grocery stores of the future will be one-third to one-half of the size they are today.”²⁰

Retailers Leading the Way



DID YOU KNOW?

“84% of Vegetarians and Vegans Return to Meat.” ²¹

WHAT THIS MEANS:

Because many people find it difficult to adhere to restrictive diets long-term, most will again incorporate meat into their food choices (even if not permanently). This suggests that longitudinal trends will lean toward a “flexitarian” approach that incorporates more plant-forward recipes and products, as well as increased mindfulness around meat consumption.



PHOTO CREDIT: A BALANCING PEACH BLOG

HAPPY MEAT-IUM

Ethical Meat

It's no secret that plant-based “meat” has recently emerged as a rising star, in some ways positioning the meat industry as a bit of a surprising underdog—and a sometimes-vilified one at that! However, given that the **average American eats 225 lbs. of meat a year²³** (a record amount, and certainly an indicator that there's no need to fear a large-scale decline in meat consumption), it's clear that the meat industry isn't going away any time soon.

Not surprisingly, however, parallel to the plant-based movement, the meat industry is going through its own renaissance in order to better meet the changing food landscape and demands of shoppers.

As a result, we're seeing a re-emergence of butcher shops and grocery store butchers offering “specialty cuts,” with an emphasis on ethical butchering. “Ethical meat” offers consumers insight into who raised the animals that provided the meat they're buying, thereby increasing trust that the animals were humanely cared for—typically this means grass-fed and ample room to roam—and ethically butchered (so that none of the meat or body goes to waste). This practice often dovetails into regenerative farming, in which cattle especially are utilized as part of the field-growing and maintenance processes, the result being that the food “cycle” actually comes full-circle.

The main takeaway: while extremes do tend to capture attention, they typically aren't one-size-fits-all solutions—and in this case, neither is this extreme sustainable for feeding a nation (or hundreds of nations). While plant-based “meats” are experiencing a major moment in pop culture (and the stock market) and certainly have their place, “ethical meat” coupled with other responses from the “real meat” industry constitutes a more viable long-term solution. 🌱

Ranch Wives

After the plant-based food market was catapulted to prominence in 2019, it's no surprise that 2020 is projected to continue along that same path, bolstered by companies like **Misionero** and **Good Foods** that are investing in innovative plant-based options. However, to meet current consumer demand—and keep pace with plant-based protein product development—there are necessary adjustments to be made that will have impacts all the way back to the farm. In fact, according to the **September 2019 USDA Crop Production report**, dry pea sowings in the U.S. increased by 28% in 2019, a trend expected to continue in 2020.²³ Additionally, the next year will include interesting new developments in faux meat, including cuts of “meat” (including “steak” and “bacon”) that are actually made from mushrooms and which can be flavored and shaped to specification.

“Modern consumers want their food to be plant-forward, to serve as comfort food, and to reflect the influence of diverse cultures and flavors. For plant-centric companies like Misionero, the momentum of plant-based protein is too important not to capitalize on. Because we are dedicated to innovation and committed to offering healthy, convenient fresh food options, we are able to develop new and exciting plant-based products—and market them in unique ways. **Modern Plate = More Veggies, Please!**

Nicole Zapata
MARKETING MANAGER AT
MISIONERO

PHOTO CREDIT: @RANCHWIVESBEEFCO

While no one is likely to argue against the benefits of eating more fruits and vegetables—and the plant-based market has certainly and deservedly garnered more applause than backlash—a more complex and multifaceted story emerges when we consider the latest market starlet: plant-based “meat.” Niche-leading companies like Beyond Meat and Impossible Burger have not only taken grocery stores by storm, they have also made these products mainstream by providing options at many major **fast food chains**.

However, when the result is highly processed and full of saturated fats (and startling amounts of sodium), these protein options “as-is” aren’t ultimately going to meet the needs or desires of a nation transitioning towards healthier eating options—let alone appease consumers who are demanding increased food transparency. Another challenge: with any ingredient list that runs 20-deep, it’s a lot harder to verify that every item used was sustainably grown and/or sourced. On the opposite end of the ingredient spectrum, though: because many consumers are skeptical of lab-based innovations, the idea of “meat grown in a petri dish,” isn’t likely to woo the masses either.

These factors in mind, we talked to Natalie Kovarik and JaTanna Williams, the ranching maven behind **Ranch Wives Beef Co.** For Natalie and JaTanna, the day starts early on their farms (in Nebraska and Montana, respectively), where cattle and small children alike demand that their feedings be regular and many. As the day goes on, one of the pair’s (human) babies might **hold court with the herd**—swapping stories of milk-induced dreams, surely—while the parents make plans to **move the livestock** for rotational grazing.

Sound a little different from the less-than-idyllic picture many people hold of the ranching industry? Likely so, but believe it or not, this scenario represents a realistic picture of where your beef comes from. In fact, a whopping 96 percent of ranches are family-owned, **according to the USDA**.^{24,25} So while your steak may not necessarily come directly from Natalie and JaTanna, it is very likely sourced from among the **2 million other American ranches** like theirs.



JaTanna and Natalie, both proud ranching women and prominent ag advocates, graciously shared with us their deep knowledge of the ranching industry, their perspectives on how the plant-based movement is affecting ranching, and what they anticipate for the future.

Q: What trends do you foresee emerging in the ranching and meat industries, perhaps in response to the growing plant-based “meat” market?

RW: We anticipate ranchers stepping up to the plate and introducing themselves and their operations to consumers in more authentic and genuine ways, particularly through social media. The field-to-fork movement is growing rapidly, and every day there are more and more beef producers inviting consumers near and far to “get to know their rancher.” We think this is great, because it shows consumers that producers value people’s voices and opinions, and that we are making efforts to either introduce ourselves or to continue the trusted relationship we already have.

“Today we produce the same amount of beef as in 1977, but with 33% fewer cattle.”

We also believe ranchers are working daily behind the scenes to improve themselves and their operations. As producers, we are extremely proud to grow food and fibers for our great nation, and with that pride comes a great deal of commitment and hard work. Our goal at the end of the day is to provide the highest quality product we can while simultaneously caring for our animals and improving our land and soil. And we've come a long way, too: today we produce the same amount of beef as in 1977, but with 33% fewer cattle. We accomplished that feat by continually improving the nutrition, genetics, and health and welfare of our animals.

Q: What do you see happening in the future for the industry?

RW: Unfortunately, there is a greater disconnect than ever between consumers and producers. Ranchers recognize this and want to change it, to reconnect urban dwellers back to the ranch and our way of life. As a result of these efforts, we anticipate a repair and resurgence of the relationships people once had with their local farmers and producers, aided specifically by social media. Through a variety of social outlets, producers can now speak to their consumers like never before and help reassure them of the care and responsibility involved in producing their food. As ranchers who are doing exactly that, we see firsthand the power and inherent benefits of having this platform—and not just for ourselves, but for consumers too! People now have the ability to ask questions and voice concerns directly to their producer; it is this kind of transparency and communication that will help to rebuild the broken producer-consumer relationship. Now more than ever, this is a very exciting time to be a rancher.



“We are not an anomaly in the beef industry: we are the norm.”



Q: What do you wish people better understood about ranching and/or the meat industry?

RW: There is a lot of humanity that goes into beef production. Several compassionate hands help carry the animal from pasture to plate, and oftentimes those hands are forgotten, overlooked, or denied. We wish people outside of the beef industry trusted and believed in it as much as those within it do.

We also would like people to know that buying beef supports families like ours. All beef in the grocery store starts somewhere, and that somewhere is typically on a family ranch, given that most U.S. farms and ranches are family-owned. We are not an anomaly in the beef industry: we are the norm.

Lastly, we wish people knew how much ranchers cared for their land and their animals. We treat both with respect and dignity, and our livelihoods depend on them. U.S. ranchers continue to make strides to lower their carbon footprints, and we are succeeding in that endeavor—in fact, our carbon footprint is 10-50 times smaller than that of other countries' meat industries. Let's celebrate such successes together, and continue working to build a beef system that producers are proud to create—and that consumers are proud to support.

Q: How do you think common misconceptions are shaping the narrative around meat?

The term “factory-farmed” beef—and the fear that accompanies it—is concerning. With families like ours that raise beef, and thousands just like us across the nation, we are disheartened by fear-based marketing ploys that often refer to us as “factories.” Family operations have a face, a name, and integrity, and they often are comprised of multiple generations working together. In fact, our operations include 6th- and 7th-generation ranchers who are learning how to care for the land and the animals, and many days you will even see four generations working side by side. Ranching is truly a family business, no matter what aspect of the beef industry you encompass: families that sell beef direct to consumers are no different than families that raise beef for the grocery store. We all care deeply for our livestock, our communities, and the health of our planet—because just like consumers, our futures depend on it. 🌱



IN THE KITCHEN



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NEW STAPLES

In the Pantry

Not your grandmother's kitchen: today's pantries reflect shoppers' attempts to be more healthy and adventurous.



pg. 22

ON ICE

In the Cooler

From canned wine to boozy tea and CBD-infused beverages, exploring new drinks has never been more fun!



pg. 23

EMERGING FLAVORS

Regional Cuisines

From North Africa to the Philippines, we've got the tastiest flavors on the map coming to American cuisine in 2020.



pg. 23

LATEST TRENDS

What's Cooking

Discover your inner chef with a variety of classes, apps, and videos—all from the comfort of your kitchen!

Expect increased demand for wellness-focused food & beverages—including products geared toward promoting sleep and brain health, which reached approximately \$76B in sales.²⁶



pg. 24

RECIPES AND TRENDS

CHEF'S CORNER:

We interviewed chefs to give you a sneak peek into what's going on in the restaurant kitchen for 2020.



FUNCTIONAL FOODS

The term “functional food” refers to a modified food product purported to improve health or well-being by providing benefits due to added supplements (whether natural or synthetic).

Revenue generated from the global functional food ingredients market is expected to increase by 7% throughout the forecast period 2019-2029.²⁷



EXOTIC BUTTERS: NUTS, SEEDS, AND NUT-FREE

Between watermelon seed and pistachio nut butters to nut-free granola butter, shoppers have many more options to choose from when dressing up their morning toast.

The global market for nut-based spreads is projected to register a CAGR (Compound Annual Growth Rate) of 7% during the forecast period 2019-2024.²⁸

102%

increase in average monthly searches for “plant-based” from 2018 to 2019.²⁹

IN THE PANTRY



ALTERNATIVE FLOURS

Given the growing specialty diet market (e.g. Keto, Whole30, Paleo, Plant-based, etc.), store shelves are being flooded with a variety of “adventurous,” low-carb, and gluten-free flours—such as cricket and banana—as many brands continue searching for the next alternative flour phenom.

The global market for pulse flours (made from legumes such as beans and peas) is expected to grow at a rate of more than 5.30% throughout the forecast period 2019-2026.³⁰

Canned Wine

BY THE NUMBERS (2019)

According to data **DMA Solutions** obtained from NetBase, a social listening and analytics tool powered by AI, canned wine is poised to remain quite the hot topic in 2020.

63% of online conversations about canned wine demonstrated positive sentiment related to taste.

25% of online conversations about canned wine demonstrated positive sentiment related to price.

94% of online conversations demonstrated positive sentiment related to convenience.³¹

Men and women were engaging online about canned wine at nearly equal rates.

According to Nielson, canned wine sales have risen 69% year over year (2017 to 2018).³²

Hard Kombucha sales rose

247%
from 2018 to 2019.³³

Boozy Tea

IN THE COOLER



Non-Alcoholic

Zero-proof drinks are on the rise as alternative “liquors” and wellness-focused mixers increasingly appear on bar menus and specialty store shelves. (Newly emerging “bar” establishments are even completely alcohol-free, in some cases!)

Average monthly searches for the term “mocktail” have increased 47% over the last year, while searches for “non-alcoholic” are up 26% from 2018, according to Google Ads Keywords Planner.³⁴

Alcohol-Free “Spirits”



49% increase in sales of beverages containing CBD compared to 2018.³⁵

83% of bar managers surveyed stated that “no-proof” drinking is part of a growing trend.³⁶

Regional Cuisines and Emerging Flavors

NORTH AFRICAN

With the North American market now boasting 18% of all new harissa products, additional popular North African flavors are likely to join the U.S. market.

MIDDLE EASTERN

Given the growing popularity of Za'atar (an earthy, aromatic spice blend originating in Lebanon, Syria, and Palestine), more Middle Eastern flavors are likely to carve out a niche in the American palate in coming years.

KOREAN

As modern Korean food has become more popular on the international restaurant scene, we expect to see these flavors expanding to American home kitchens.

FILIPINO

Filipino food was an emerging top-searched cuisine on [Yelp](#) in 2019.

What's Cooking

While it seems that every year we are inundated with another new gadget designed to make our kitchens “smarter,” 2020 will be all about home cooks hitting the proverbial books to become true masters of the kitchen.



Advanced-level classes on MasterClass with the likes of Gordon Ramsey



Intermediate-level classes with Bobby Flay on the new Food Network app

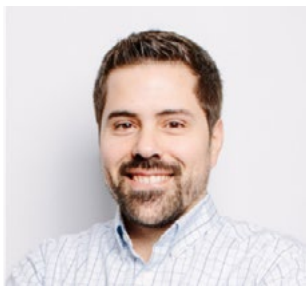


Entry-level chef support for Equal Parts Cookware subscribers

These emerging interactive experiences will help inspire graduating chefs to recreate the iconic feel (and taste) of Kitchen Stadium in their own homes. (Move over, Ratatouille, there's a new cook in the kitchen!)

Looking for other examples of chefs and brands teaming up to inspire people to think outside the (macaroni) box? Look no further than Good Foods' Chef Joe and Duda's Chef Todd in our *Chef's Corner*. ➡

Chef's Corner



CHEF JOE SCHABER

Development Chef at
Good Foods Group

"Shoppers are becoming increasingly aware of the ingredients used to make their favorite snacks, so **refrigerated snack foods** with clean labels will be a big hit in 2020. In addition to snack foods, I expect to continue seeing **Middle Eastern flavors** showcased. Furthermore, I anticipate that **West African flavors** and ingredients will become more mainstream and pop up on more restaurant menus, in turn leading to greater experimentation with those flavors at home."



Good Foods Plant Based Queso and Spicy Guacamole

PHOTO CREDIT: GOOD FOODS

Chicken and Sriracha Maple Waffles with Pickled Dandy® Celery and Radish Slaw



CHEF TODD FISHER

Acclaimed Restaurateur and
Culinary Ambassador for
Duda Farm Fresh Foods

"I am most excited to see the continued evolution of fermentation techniques in American kitchens. From centering on standard ingredients like cabbage and celery to an expansion to more novel applications—such as apples and melons—the **frontier of fermentation is in fruits and pastries**. I'm expecting to see unconventional and unique applications lead to dishes like fermented apple pies and fermented celery and walnut salads."



PHOTO CREDIT:
CHEF TODD FISHER AND DUDA FARM FRESH FOODS

ON THE TABLE AND BEYOND



pg. 26

BIODEGRADABLE TRENDS

EcoStraw 2.0

From paper straws that disintegrate to the inconvenience of metal straws, the result has been ripe opportunity for a new eco-straw option that doesn't "suck."



pg. 27

PARTY TIME

Entertaining Aesthetics

Stemming from a casual dining trend, along with a boom of interest in minimalism, entertaining aesthetics are shifting towards natural elements that don't feel cluttered.



pg. 28

FROM THE "SOCIAL SCAPE"

Influencer Insights

Hear from influencers Nichole Crews, Ashley Walterhouse, and Ginger Harper on the latest food photography trends and more!



pg. 31

EATING LANDSCAPE

Casual Eating

American culture and eating landscapes are changing to prioritize community and togetherness over minding etiquette and grand tablescapes.



pg. 32

SUSTAINABILITY

Bring-Your-Own

As consumers increasingly seek convenience, while also highly valuing sustainability, companies (and cities!) have begun incentivizing the BYO movement.



pg. 33

MAKING A DIFFERENCE

Festival Waste Initiatives

Due to the overall trend of zero-waste containers for bulk buying, events like festivals are prime partners to the sustainability movement.



Biofase pit
straws degrade after
240 days
out in the elements.
Traditional straws can
take more than a
century!³⁷

BIODEGRADABLE TRENDS

Eco Straw 2.0

From paper straws that disintegrate before your drink is finished to the inconvenience of metal straws, the result has been ripe opportunity for a new eco-straw option that doesn't "suck."

Enter: the avocado and pasta straw!

IMAGINE THE "PASTA-BILITIES"

While they might look like it, these aren't your average sticks of pasta. Pasta straws are made from the same ingredients as traditional pasta, but they are thicker and more durable. This means they won't start softening in liquid until around the one-hour mark, and they aren't as likely to break in your mouth. (Although if you're a straw-chewer, we'd suggest caution!)



At the beginning
of July 2018, Seattle
became the largest
U.S. city to ban
plastic straws.³⁸

FOOD WASTE IS THE PITS

Biofase, a Mexico-based biopolymer company, takes a traditionally wasted part of an avocado (the pit) and turns them into biodegradable straws and other restaurant products.



PARTY TIME

Entertaining Aesthetics

Stemming from the recent casual dining trend, along with popular interest in minimalism, entertaining aesthetics are shifting towards more natural elements that don't feel fussy or cluttered. This is exemplified by a 2020 color palette that's taking notes from wellness trends—manifesting in calm, cool, and serene scenes—as well as a resurgence of decor marked by natural raw materials like wood and metal.

Trending Styles & Materials

WOOD | STONE | METAL | TEXTURE & PERSONALITY



Entertainment Colors for 2020

Naturally Soothing, Cool, & Calm Tones





FROM THE "SOCIAL SCAPE"

Influencer Insights

Nichole Crews

@casadecrews

Food Photography

Food photography is set to go animated in 2020. While .GIFs and **cinemagraphs** are already being applied, I anticipate that the use of these image styles will exponentially expand next year, as influencers and other digital creators look to create deeper stories. For example: think of a simple morning latte. While a still photo can convey a cozy setting, imagine a cinemagraph, in which you can see the cream being poured in, the steam rising from the cup. The viewer now starts to smell the coffee in the air, feel the steam as they go to take a sip, the warmth of the cup in their hands. Now the audience feels like that moment has been brought to life!

Follow Nichole
on Social



“Food photography is set to go animated in 2020...I anticipate that the use of these image styles will exponentially expand next year, as influencers and other digital creators look to create deeper stories.”



PHOTO CREDIT: ASHLEY WALTERHOUSE (@FITMITTENKITCHEN)

Ashley Walterhouse

@fitmittenkitchen

Food Photography

There are separate trends in food photography that depend on whether the creator is utilizing a professional style DSLR or their phone camera—which at this point, could generate photos that are about as polished.

For people using DSLRs, we're going to see more use of **detailed bird's-eye view shots** to capture stylized scenes designed to tell broader stories about recipes. I also anticipate seeing more use of **"action shots,"** such as eye-catching straight-on shots that capture quick moments of movement (like perhaps a drizzle, or something cascading downward, say a stack of brownies or pancakes).

Those using their phones have more freedom to move around and capture additional angles. I expect to see more **dramatic close-ups** or **"wow" angles** in 2020. I've seen on my own Instagram feed that this style of photos, while it requires more editing, consistently has better engagement compared to DSLR photos on my page (even when DSLR photos have better lighting and styling). I'm sure other influencers have noticed this trend and will likely adjust their content to meet the trend.

Regardless of whether they are DSLR or smartphone photographers, while there are influencers who lean into dark and moody photography, photos that seem to be trending quite a bit are those that are **white and bright** or **light and airy**. Additionally, the sale of **Lightroom Presets** by digital creators will even further affect the social landscape this year as everyday food or photo enthusiasts have access to

Follow Ashley
on Social



“In 2020, expect to see an increase in 'wow' angles, or dramatic close-up shots, on social media.”

pre-done editing templates. This will not only lend more people's content a professional and cohesive look, it will also extend the reach of influencer photography trends as more social media users copy their editing styles.

Eating Occasions

With the virality of eating events like “Friendsgiving” (in real life and on social media), and the recognition from brands who've invested in the space through influencer sponsorship and broad marketing campaigns, we're going to see more gathering spaces that celebrate this style of communal eating—a lower-pressure and more casual, intimate affair.



PHOTO CREDIT: ASHLEY TERHOUSE (@FITMITTINKITCHEN)



PHOTO CREDIT: GINGER MARIE

Ginger Harper

@GingerMarieBlog

Eating Occasions

While I'm not saying dinner parties ever went out of style, I do see them coming back in a big way this year—albeit with a new twist. “Friendsgiving” is probably the most recognizable new gathering right now, but I can totally see the trend spreading to other events like Valentine's Day and Mardi Gras! In conjunction with these eating occasions, I anticipate seeing highly inventive entertaining-style charcuterie boards for 2020. Think beyond traditional antipasto to dessert, bagel & lox, and fresh veggie-themed boards—the options are endless. Basically, if you can put it on a piece of wood and make it look appealing, you've got yourself a hit!

Food Photography

Another trend I've been noticing lately is that food bloggers have begun adding captions directly to their photos. Whether by including the name of each item on the plate or simply the subject of the post, food influencers are catching on to the fact that when it comes to social media, you only have a millisecond to catch viewers' attention.

Follow Ginger
on Social



EATING LANDSCAPE

Casual Eating

While many have theorized that millennials are “killing” the dinner party, the reality is that the American culture and eating landscape are changing to prioritize community and togetherness over minding etiquette or creating grand tablescape. Dinner parties aren’t dead, per se—they’re just evolving into more casual gatherings that value quality time over quality linens.

Of all meals
Americans eat,
82%
are now sourced
from home.³⁹

Fresh Delivery

Foodservice delivery sales in the U.S. increased 13% from 2017 to 2018, and category growth is anticipated to continue in 2020.⁴⁰

Convenience Meets Sustainability:
Take a cue from the re-emergence
of the milk man.

Since more people are dining at home, the global online ordering market is projected to surpass \$164 billion by 2024—a big jump from \$84 billion in 2018.⁴¹

This dining experience is brought to you by...

Food trend-setters like *Bon Appetit* and Rachael Ray are capitalizing on the food delivery boom by bringing the experience of a chef-curated meal to home tables. “Ghost kitchens,” or virtual restaurants, are the newest example of the increased reach of food media in the current foodie culture.

BON APPETIT, DELIVERED

Currently only available in Chicago, *Bon Appetit* is now offering locals the opportunity to have meals created by the *Bon Appetit* Test Kitchen delivered straight to their home. Users can order online and choose between the magazine’s most popular recipes and experience a chef-created meal—even in pajamas.

RACHAEL RAY, GHOST KITCHENS

For a limited time and in select locations, UberEats teamed up with Rachael Ray to create “virtual restaurants” for users to order meals that will be included in her new cookbook.

Grazing

According to a 2019 Pinterest report, grazing tables are a key trend related to family dinnertime snacking.⁴² Family-style grazing tables are seen as more organic in style—and less fussy—than appetizer boards and were referred to as a “feast for the eyes—an open invitation for everyone to dig in.” Additionally, Pinterest searches on this topic were up by 163% in late 2018.⁴³

SEACUTERIE

An extension of the grazing stations trend, “seacuterie” (a board that includes seafood alongside complementary partners like pickled onion, preserved lemon, rich aiolis, and herbaceous sauces) is emerging as the 2020 version of the popular (but so 2019) charcuterie board family.

SUSTAINABILITY

Bring-Your-Own

Coffee Discount Programs

Offers.com polled 1,000 U.S. consumers via Google surveys, and nearly 40% had taken advantage of these discounts and brought reusable cups or containers.⁴⁴

ON-THE-GO

In 2018, popular New York coffee shop Smith Canteen started a “BYOC” program that saved 3,184 disposable cups from a landfill.⁴⁵ In 2019 they surpassed this number in just the first four months of the year, eliminating the use of 3,965 by April 22nd.⁴⁶ This is just one small sampling of the large impact and explosive popularity of these BYO programs, a trend that we expect to continue in 2020.



Trash Currency

A FRESH TAKE ON BYO

In Rome, you can **now trade in 30 plastic bottles for a subway ride.**⁴⁷ With food and packaging/containers accounting for nearly **45% of the trash in landfills**,⁴⁸ and with cities investing in becoming more sustainable, we anticipate the advent of similar initiatives that reward dwellers for helping with recyclability programs and reducing the waste that ends up on the street or in the traditional trash.

MAKING A DIFFERENCE

Festival Waste Initiatives

With the support of popular influencers like @TheVietVegan—who brings her own reusable to-go containers to any and all eating occasions—and the overall trend of zero-waste containers for bulk buying, events and festivals are a prime place for the sustainability movement to expand in 2020.

**2020 DATES****Oct. 2 - Oct. 11**

Zilker Park, Austin, TX

Festivals like Austin City Limits are making numerous eco-friendly strides by encouraging attendees to bring their own reusable water bottles and fill up at the onsite “hydration stations.” According to ACL’s environmental report, more than 800,000 bottles were refilled in 2018.⁴⁹

If you ever happen upon the festival and see people collecting recyclable cans, they’re participating in “Rock & Recycle.” What’s the benefit for attendees? Well, fans are rewarded with festival merchandise after turning in a bag full of recycled items. As a result of this program, ACL reported that 34% of the waste was diverted from landfills.

**2020 DATES****Apr. 10 - Apr. 19**Empire Polo Club
Indio, California

Coachella offers similar programs, such as “10-for-1-Water,” which allows festival-goers to bring in 10 empty bottles in return for free, ice-cold water. According to Coachella’s website, more than 6 million recyclables have been saved since 2014.⁵⁰

Thanks to ACL’s “Rock & Recycle” program, 34% of the festival’s waste was diverted from landfills.

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To learn more about DMA Solutions, Inc., our work and our team of marketers, visit us at dma-solutions.com and at [The Core Blog](#), where we have been committed to elevating fresh produce marketing since 2009.