

WEAK SIGNALS

This map showcases trends observed around ‘renaturing’ this involves, projects, policies, practices, national goals that show positive escalations, painting a greener picture for the future. Although there are thousands of innovative agriculture based practices, these 15 articles paint a picture of the basic landscape.

Findings

1. The UN and multiple governments grow concerned about the current and future food insecurity and are creating grants, policies and funds in support of self-sufficiency
2. Many urban projects are based on promoting a more respectful relationship with produce
3. Many projects also revolve around creating a 0 mile transit route or repurposing urban spaces into being food production hubs.



Peer & Burloiu aim to use temporarily empty buildings of London to create food streetscapes and mega spaces along the ground floor.” And, in comparison to other temporary spaces, it will have the added benefit of the “food tasting spectacularly fresh and being extraordinarily nutritious, but also being grown right above your head.”

Sainsbury's Future of Food Report

Sainsbury's explores the future of food in 2050 outlining how the convergence of new technological developments will see the rise of trends of Cultured Meat, Exploring Food Roots and an Expanded Oceanic Diet. This new technology will lead to a significant expansion of food groups which will allow us to use our planet's resources more sustainably whilst exploring new and adventurous produce.



European Consumers don't currently see the need for transforming traditional farming practices and view the current practices with pride, but now that regen farming is better than conventional farming



We will see major retailers' market share squeezed and the rebirth of physical stores as "food theatres." Big-format stores will continue to lose market share due to new players disrupting the market. The rise of online purchasing and smart home restocking systems may reduce customer engagement in supermarkets. Additionally, there may be a shift towards "subscription buying" directly from manufacturers, challenging big retail brands and benefiting farm businesses.



The Felix Project believes in a vision of London where no-one goes hungry and good food is never wasted. And together, we believe we can win the fight against food waste and hunger in London.



The Culpeper is a London Pub with a rooftop that grows a major chunk of the items listed in their menu



In Germany, for instance, Infarm has set up a network of urban farms that model eco-friendly food production. With vertical farms in over six cities and partnerships with grocery chains.



Under the Agriculture Act 2020, a new farm support policy is being rolled out in England between 2021 to 2027 to replace previous support under the common agricultural policy. A key part of this pays farmers for providing 'public goods' such as environmental improvements rather than paying them for farming an area of land as under the common agricultural policy.

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The cut highlights, how the rise in homesteading is also feeding the “Trad wife” trend which issues traditional gender roles to women who spend the day baking bread, homemaking and gardening



This Homesteading Sub-Reddit has an upward of 3million followers, a post COVID phenomenon - that showcases a growing desire for reconnecting with nature and finding affordable options

H1
2030

H2
2040

H3
2050



The RUAF Foundation's urban agriculture program with the City of Antananarivo in Madagascar highlights how urban farming can build resilient and equitable food systems, even after disasters like the pandemic



Supermarkets partner with in-store farming companies to supply fresh vegetables, with Swegreen a leading example



Shanghai, Singapore, and Dubai are all aiming to become centres for vertical farming and investing heavily in the research and infrastructure needed to make it happen. Singapore has set a target to produce 30% of its own food by 2035

GLOBAL



Changing course is critical—“business as usual” is no longer viable. Current food and agricultural systems risk persistent food insecurity and unsustainable growth. Achieving Sustainable Development Goals (SDGs) requires addressing inequalities, sustaining peace, reducing GHG emissions, avoiding resource-depleting farming, managing demand for resource-intensive animal products, and reducing food loss and waste

ESTABLISHED TREND