

Introducing Future of Food Institute

Insight. Collaboration. Results. Impact.



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Our Mission:

To help food companies innovate faster and communicate with more impact. We do this by offering crystal-clear consumer insights.

We help our clients to develop the **right products**, for the **right consumers**, with the **right message**.

What makes us different?

- We are the specialised agency in consumer insights in sustainable food.
- We know what's happening in the food chain. Whenever we can we draw from existing knowledge, trends and media.
- We are a network organisation. For our projects we build the best suitable team by connecting experts, universities, consultants and researchers.
- Our effective and efficient way of working gives you more insight for money.

Since 2018 we love to work with mission-driven food brands and non-profits that have a **positive impact on society and our planet**. Together we empower consumers to make food choices that are good for them as well as the planet.

We offer all traditional market research methodologies. On top of that we have a number of specialities:

- Our curated [trends and innovations database](#) containing hundreds of inspirational developments in marketing & advertising, tech, policy, and consumer insights in the food and sustainability sector.
- Our [Conscious Consumer Community](#) of Dutch consumers. A group of engaged Dutch consumers is there to help you respond to any marketing challenges you may have
- Our proprietary consumer segmentation, [Food Profiles](#). We have identified 6 distinct types of consumers, each with a different mindset when it comes to food choices.

Our areas of expertise



Strategy & Positioning



Innovation



Branding & Communication

Our capabilities



Quant & Qual Insights



Trends, Media & Knowledge



Field studies & Experiments



Network Organisation

Some of our clients and partners



nationaal actieplan
groenten en fruit



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