

Introducing Future of Food Institute

Insight. Collaboration. Results. Impact.



March 2021

Introducing Future of Food Institute

Our Mission:

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

What makes us different?

- We are the specialised agency when it comes to consumer insights in the area of **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**.

We love to work with mission-driven food companies 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 for the planet. We help our clients to develop the **right products**, for the **right consumers**, with the **right message**.

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
- The upcoming [Future of Food Report](#) 2022 that provides an overview of the state of affairs of Dutch sustainable food consumption. The 2022 report will be available for free and be published in May.

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



nationaal actieplan
groenten en fruit



EIT Food is supported by the EIT
a body of the European Union



**FUTURE
OF FOOD
INSTITUTE**



Durk Bosma | durk@futureoffood.institute +31 (0)6 14 23 24 41

www.futureoffood.institute