



THE FUTURE CHRONICLE

“Your Food World Tomorrow, Today”

The Future Market's Paper of Record, Since 2014

THEFUTUREMARKET.COM

NOVEMBER 12, 2065

\$29.00

Space Vegetables Sustain Mars Astronauts

Jane Franklin Science & Ag
When NASA's Grasse Tyson Shuttle launches next month for its four-year journey to Mars, it will be completely self sufficient from a food standpoint, thanks to its on-board farming modules.

Using highly efficient aeroponic growing technology (perfected at the turn of this century) a diverse set of crops will be grown to provide nutritional variety and biodiversity in space.

Plants will even be processed to create 3D printed, vegetable based proteins in

Full Story at <http://jamesbeard.org/blog>

WEATHER FORECAST

TODAY

Hi Lo Partly
76 72 Cloudy

TOMORROW

Hi Lo Partly
80 75 Cloudy

Good, hot, autumn weather in the Northeast this week. Chance of severe storms likely, as tropical depression Theresa develops in the Caribbean. Possibility for flooding in low-lying Atlantic coastal states all the way up to New York City.

K-12 Cooking Core to Launch in 2066

Department of Education to Require Cooking Training and Exams for Students

Mike Lee Education Editor
Students nationwide will soon be required to receive core cooking and food education training from kindergarten to twelfth grade, with regular examinations to ensure culinary competency.

The new requirements formally codify what public opinion has leaned towards for the past decade: that food and cooking knowledge is on par with math, English, and science as keys to success in life for our children.

Culinary curricula will begin to roll out in the fall 2066 semester. School lunch periods will be extended by 60 minutes and will deliver training in nutrition, in-



Fifth grade students learn baking basics in a pilot program in Peoria, IL

redients, farming practices, and cooking, followed by lunch that will often be prepared by the students themselves.

Nationwide culinary testing will begin in the fifth grade and will occur every three years until the

Full Story at <http://jamesbeard.org/blog>

Senate Approves Junk Food Labeling & Advertising Ban

Erin Northstrom Washington Beat
An overwhelming majority in Congress voted to limit advertising and require labeling of foods considered “junk” by a new joint USDA & FDA junk food advisory board (JFAB).

The new regulations are reminiscent of tobacco labeling and advertising regulations established nearly a century ago in 1970 by President Richard Nixon. All packaged foods will receive a rating from the JFAB and if deemed junk, must bear a con-

spicuous front of pack label stating so. Junk food brands will also be barred, effective immediately, from advertising on television, radio, or the Internet.

Criteria for a junk rating is defined as food that exceeds man-

Full Story at <http://jamesbeard.org/blog>

Nobel Prize for Agriculture Winners Announced

O.M. Wagner Innovation Report
This year's three Nobel Prize for Agriculture Winners are a diverse set, but all share the distinction of being under age 30.

Atikilt Melaku, a plant breeder from Ethiopia, Marco Agrioli, an aquaponic farmer from Venice, and Erica Thompson, an urban farmer from Detroit, will all receive honors next month in Stockholm, in addition to a \$25MM prize to support their continued efforts in agricultural innovation.

Winners were selected based on their work in creating food that's

beneficial for the planet, people, and profit. Ms. Melaku's innovations in cross breeding sorghum to reduce water inputs by 75% while increasing protein and vitamin content by nearly double have changed the social fabric of local communities in her home country. Her crop has enabled the nation to stabilize its economy and become the world's leading supplier of sorghum products.

Mr. Agrioli has led a highly successful campaign to harness the heavily polluted grand canals of his hometown city into highly pro-

Full Story at <http://jamesbeard.org/blog>

UberEats to Provide Outsourced Digestion

Natalia Carstensen Food+Tech Editor
The more than half-century-old company Uber has added a new service to its seminal UberEats program: outsourced digestion.

Industry experts are calling this the “GI” economy it has become a hot emerging behavior amongst Second Wave Baby boomers born in the 2040s.

Many of this generation were born and raised in diets that didn't expose them to much fresh fruits, vegetables and proteins, instead relying on processed food.

As a result of trends leaning to-

ward more healthy eating, this population uses UberEats to predigest fresh food for them to make it more easily absorbed into their system.

Users enter their microbiome data into Uber and match them with an UberEater who has a complimentary gut.

Food is ordered, digested and delivered according to the users needs and preferences within 15 minutes.

“It's been such a lifesaver for my digestion! I just started eating fresh food from my apartment building's vertical farm and getting rid of the processed stuff that I grew up on

Full Story at <http://jamesbeard.org/blog>

Got News Tips or Questions?
E-Mail: info@thefuturemarket.com

The Future Chronicle is a publication of The Future Market and Studio Industries. To subscribe to The Future Chronicle Weekly Newsletter on the Future of Food, visit thefuturemarket.com for more details.

Cassava Superfood Products Achieve 450% Annual Sales Growth

Hanna Kumiega
Marketplace

The Cassava Superfood Products Group (NASDAQ: CSPG)

announced a massive 450% increase in year-over-year sales on their annual earnings call.

Once a fledgling startup devoted to improving nutritional breeding of this African commodity crop, it is now a multinational giant that grows and distributes cassava products in 78 countries.

R&D has paid off greatly for the company. Selective breeding has evolved the previously nutrition-light vegetable into a dietitian's dream food. CSP's biggest innovation has been cross breeding to raise the protein and vitamin content to add to the already

high amounts of Vitamin C, calcium, thiamine, and riboflavin.

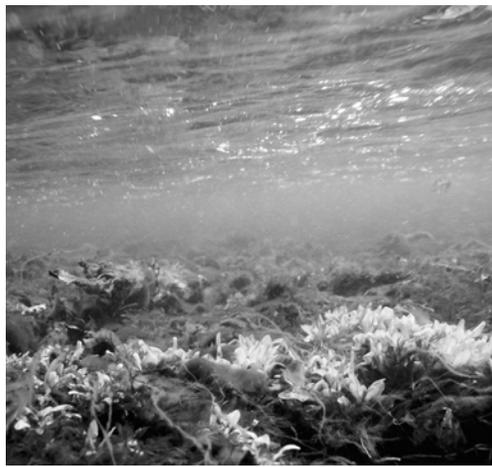
Open sourcing the plant research allowed CSP to accelerate new research in the area of cassava fortification. While CSP has benefited greatly from their innovation, they've taken special pride in being able to raise the bar for all growers in the industry, which has redefined the role of this crop in the world food ecosystem.

"It's one of the most iron-clad, resilient crops to grow in challenging environments, and offers a complete nutritional profile," noted CSP VP of

Full Story at <http://jamesbeard.org/blog>



Cassava Superfood Product farmers harvesting profits.



Algae: the undisputed king of healthy, sustainable protein.

Purdue-Tyson, Niman Ranch, Smithfield Foods Announce Mega Protein Merger

Vanessa Kloeter
Marketplace

Facing competitive pressure from the well established algae protein industry, the last remaining traditional animal protein companies – chicken, beef, and pork – are consolidating into a new diversified entity called Interdum, Latin for protein.

The merger looks to realize operating efficiencies and pooled marketing & lobbying clout for the long declining land animal protein industry.

Each company has experienced over a decade of declining sales growth in light of the rise of alternative proteins such as insect, vegetable derivatives,

and most notably, the algae industry.

Algae farming has succeeded due to superior production cost advantages, plentiful water cultivation space, and broad innovation as a protein source. With algae jerky, hamburger-like patties, and the classic powder that can be integrated into nearly any food, algae is an ingredient that is difficult to compete with in today's market.

The Federal Trade Commission is highly likely to approve the merger, since antitrust concerns are largely abated by the significant amount of alternative protein

Full Story at <http://jamesbeard.org/blog>

Urban Farming Outproduces Rural Farm Production

Lamar Alescio
Agriculture

For the first time ever, the production output of urban-based farms has exceeded that of traditional, rural farms.

In the first half of 2065, urban farms produced 1.75 billion metric tons of total crop output, while rural farms produced 1.6 billion metric tons. More impressive is the fact that this output has been achieved in an urban farm footprint that is 15% of the total acreage dedicated to rural farming.

Industry experts cite declining solar energy costs combined with vertical farming efficiencies as the main driver for the rapid rise of urban farm productivity.

Urban farming also captivated successive generations of youth, beginning with the millennials of the early 2000s.

"People my age want to live amidst the energy and diversity that cities have to offer, but we also want successful careers in feeding the world. Urban farming meets both of those criteria and a lot

Full Story at <http://jamesbeard.org/blog>

Big Food Embraces Grain Crop Rotation and Biodiversity

Troy Alders
Environment

Monoculture farming has fallen out of vogue in the big food industry, and food manufacturers are now embracing a much wider variety of crops in their products.

Grains, soy, corn, and other crops are now grown in a multitude of varieties, in addition to the use of cover crops.

As real estate prices continue to soar, the tradition of storing grains to protect against bad production years became price-prohibitive. Big Food is now purchasing, milling, and using grains as they are harvested and no grain is stored for longer than 90 days.

Consumer awareness for the growing process quickly translated to consumer demand for new and different grains and the average consumer is now able to discern between varieties of wheats and grains as well as how recently they were milled.

Led by breakthrough products like the Crop Crisp,

Full Story at <http://jamesbeard.org/blog>

Nutritional Health Becomes Newest Medical Specialty

Helena Ward
Healthcare

The American Board of Medical Specialties (ABMS) approved Nutritional Health as the first new medical specialty since 1991 to be admitted to its list of 24 officially recognized specialty boards.

The American Board of Nutritional Health becomes the group's 25th Member Board and sends a message to the medical community about how far nutrition science has come.

Many prominent physicians at the country's elite medical schools have been calling for an increased level of recognition for the role of nutrition as not only a preventative measure, but a therapeutic one.

The Goldring Center for Culinary Medicine, at

Full Story at <http://jamesbeard.org/blog>

This is a work of fiction. Names, characters, businesses, places, events and incidents are either the products of the author's imagination or used in a fictitious manner. Any resemblance to actual persons, living or dead, or actual events is purely coincidental.