



2023 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Future of food

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The future of food innovation appears poised for a transformative journey as a convergence of technology, sustainability, and consumer demand reshapes the global food landscape. Collaborations between established food industry players and agile food-tech startups are becoming increasingly common, with a focus on harnessing the power of artificial intelligence, novel ingredients, and sustainable production methods. This transformative journey aims to unlock new dimensions of taste, nutrition, and environmental responsibility, creating more flavorful, sustainable, and planet-conscious food for the future.

**Proposed topic highlights:**

**TECHNOLOGY** — Research and technology that are shaping the discovery of novel ingredients and production processes.

**COLLABORATION** — Partnerships to drive innovation and address the limitations of traditional food production.

**SUSTAINABILITY** — Sustainable food production methods, including plant-based alternatives and reduced environmental impact

**CONSUMER PREFERENCES** — Understanding and meeting evolving consumer demands for healthier, more sustainable, and ethically produced food products.

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Print/Digital Weekly Readers – **5,898,000**  
Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
October 11	November 22	November 29	October 11

December 4	January 22	January 29	December 4
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