

LANDSCAPE OF GLOBAL FOOD INNOVATION



HOW THE HECK ARE WE GOING TO FEED 10 BILLION PEOPLE BY 2050?

Generative Artificial Intelligence (AI)
Molecular Farming
Precision Fermentation

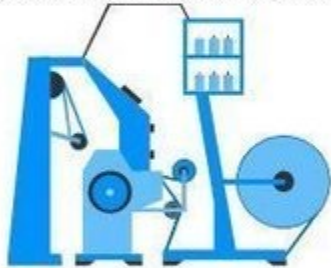


The 4th Industrial Revolution Is Upon Us.

FROM INDUSTRY 1.0 TO INDUSTRY 4.0

FIRST INDUSTRIAL REVOLUTION

Introduction of mechanical production facilities with the help of water and steam power



1784

First mechanical loom

SECOND INDUSTRIAL REVOLUTION

Introduction of a division of labor and mass production with the help of electrical energy

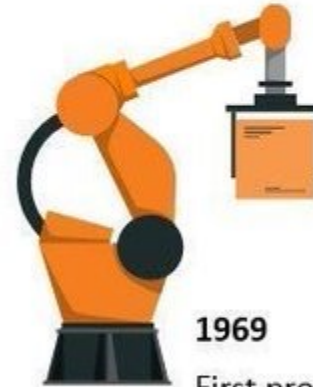


1870

First assembly line

THIRD INDUSTRIAL REVOLUTION

Use of electronic and IT systems that further automate production



1969

First programmable (PC)

FOURTH INDUSTRIAL REVOLUTION

The Digital Connected World



2000

- Lean
- Six Sigma

PRODUCTIVITY



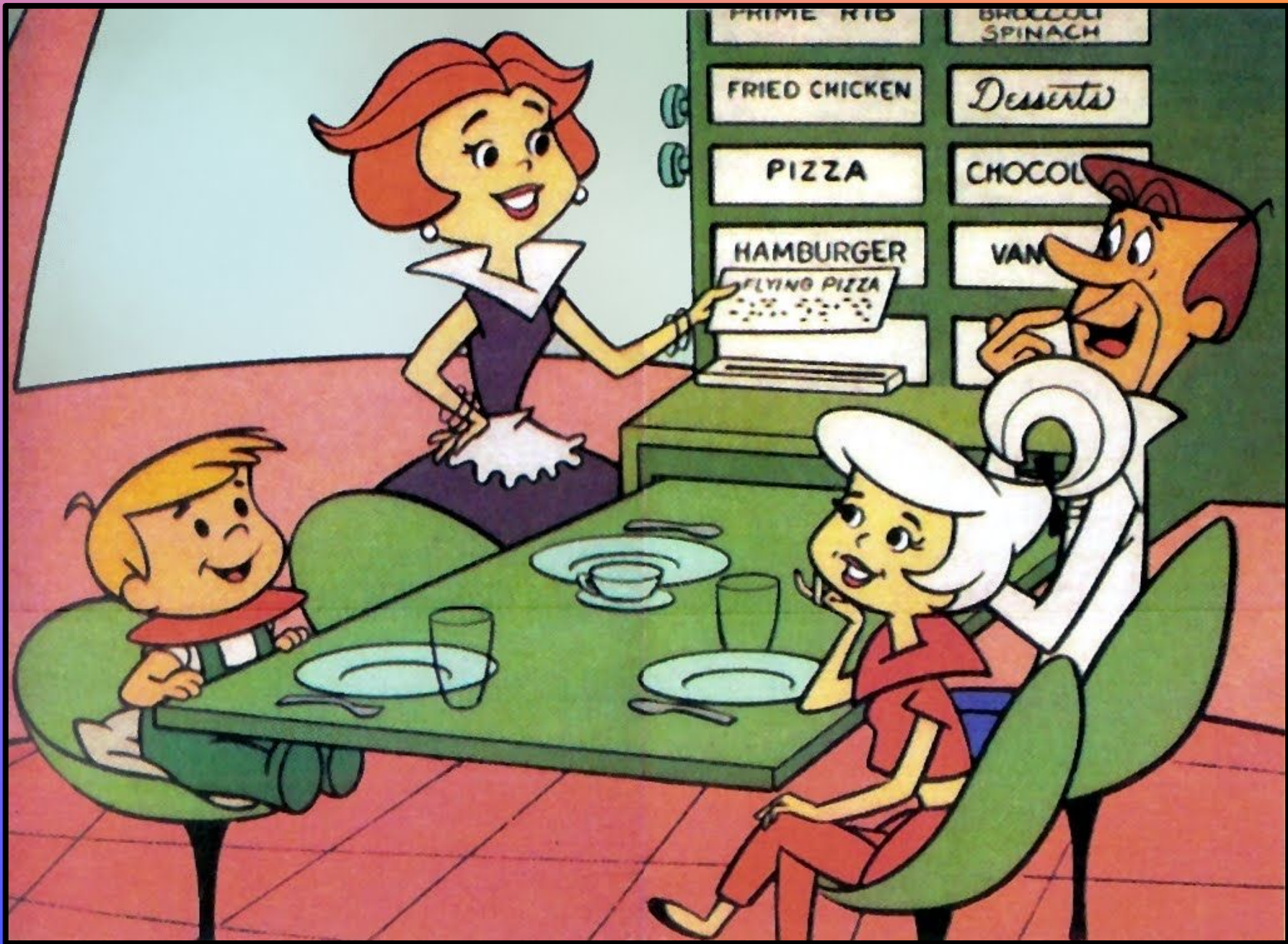
1800

1900

Principles of Scientific Management

TQM

Source: CP Ventures





GENERATIVE AI

Traditional AI: analyzes data and makes numeric predictions.

Generative AI: machines provide ideas/potential solutions/ innovations, much like humans.



GENERATIVE AI

“For us, AI is a member of each of our teams. It’s like having an intern on the team, who contributes like all other team players.

AI provides input to our final decision.

AI allows us to have one eye on today and one on the horizon. Before any new product goes into test market, we work with digital concepts generated by AI.”

Lanette Shaffer Werner

chief innovation, technology and quality officer, General Mills.



Source: Kraft Heinz Company



MOLECULAR FARMING

Plants create new compounds and products,
such as proteins.

This is done via genetic modification
of plants.

This is not “controlled environmental agriculture”
e.g., greenhouses, vertical farming and
hydroponics



MOLECULAR FARMING

“It’s about making foods more nutrient dense, not calorically dense. We use AI and proprietary algorithms to gain deeper insights across native genomes, genes and traits.

We’re on a mission to unlock nature’s abilities to make consumers’ favorite foods more delicious, healthy and planet friendly.”

Todd Rands, chief executive officer, Elo Life Systems



Mozza

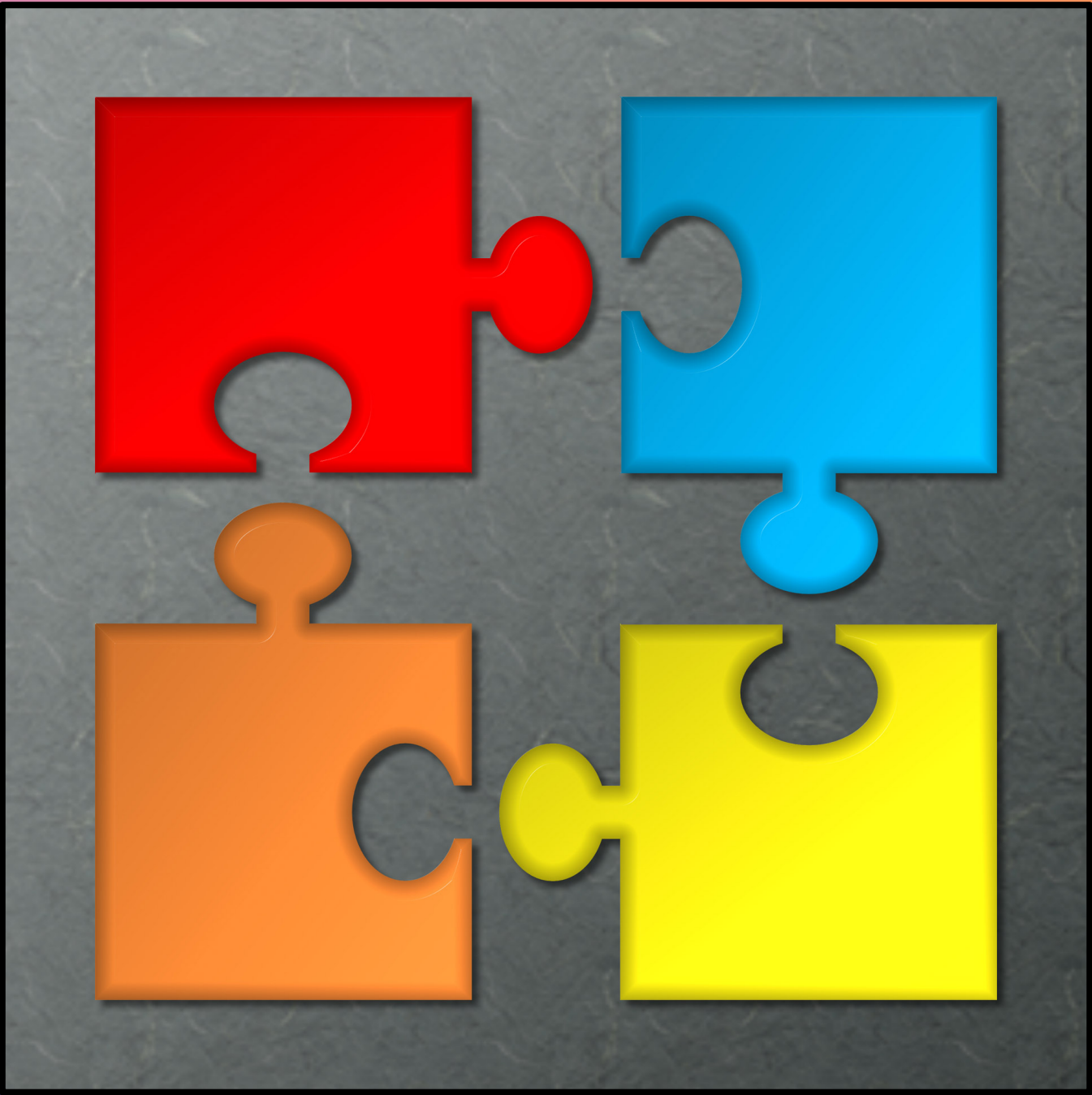
Growing milk proteins in plants

Source: Mozza Foods

PRECISION FERMENTATION

Genetic modification of microorganisms
to exploit them for what they do
naturally: ferment carbohydrates







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HOME MADE IN THE UAE

الروابي AL RAWABI

28g PROTEIN milk

new

CHOCOLATE MOCHA 50% MORE CALCIUM THAN IN REGULAR MILK 0% ADDED SUGAR 500ml

VANILLA ORANGE BLOSSOM 50% MORE CALCIUM THAN IN REGULAR MILK 0% ADDED SUGAR 500ml

BANANA ALMOND 50% MORE CALCIUM THAN IN REGULAR MILK 0% ADDED SUGAR 500ml

UPGRADE WORKOUT. IMPROVE RECOVERY. REPEAT EVERY DAY.

A range of protein milk products enriched with nutrients for your active lifestyle demands. 28g of Pure Protein. 1l of Protein Milk is made of 1.7l of pure, highest-quality fresh milk. Choose your perfect combo: Banana Almond, Chocolate Mocha, Vanilla Orange Blossom.

Pure Protein from Pure Milk





CONSUMER TRENDS

Food as Medicine

Personalized Nutrition

Quality Protein

Anti-Ultra Processing Movement

Regenerative Agriculture/Soil Health









Milk 900ml



milk



Milk & Coffee



Milk & Almonds



milk chocolate



Milk chocolate box



Milk Chocolate Biscuits in



Chocolate Biscuits for KIDS



Cheese biscuits



Cheese biscuit milk chocolate



18 large bags of cheese biscuit milk chocolate



Yogurt Taste Jelly Muscat Flavor



Yogurt Taste Jelly
Fruit Mix Flavor



Ice Bar
Banana Au Lait



Corn soup made
with milk



Pumpkin soup made
with milk



Lococare









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CONSUMER TRENDS

Convenience
Flavor Adventure
Unique Texture



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La Vie GOURMAND

Halloumi Cheese Fries

Halloumi Fries are made with scrumptiously soft- and salty- halloumi cheese from Cyprus and a lightly seasoned crispy coating making them the perfect side or snack for sharing.

- 100% Real Halloumi Cheese
- 13g of protein per serving!
- Airfryer Ready!

KEEP FROZEN

NET WT. 1.28 LBS / 20.5 OZ / 580G

Serving 14ggs (100)























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THANK YOU

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