

FOOD TECHNOLOGY OF THE FUTURE – AN INTEGRATED SCIENCE FROM FARM TO FORK

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In the fields of food and agriculture, we are coming from the world of “cheap”, “ample” and “available” and we want to go to the world of “safe”, “healthy” and “nutritious”. In order to be able to act successfully on the future market, it is therefore increasingly important to take into account all factors influencing quality and acceptance of foods. This will only be possible if we finally come to understand the production of foods as an integrated, cohesive process, a value chain extending from the primary producer in agriculture –via the food manufacturer and the trade– up to the consumer, possibly onto the consumer’s table. Alongside the need for holistic thinking, the immanent multi-disciplinarity of food technology and hence also the need for cooperation with other disciplines will become increasingly more important than it has already been in the past. This is because satisfying the diverse wishes of modern consumers is definitely no trivial matter. Foods that correspond to all their demands are absolute high-tech products that can only be produced by integrating the full range of food science knowledge. Moreover it is important to point out that food technology will have to tackle ethical issues to a far greater extent in future than has been the case in the past. Finally there is an urgent need for action above all in communication – communication between colleagues, communication within the production chain, communication with the trade, public authorities and politicians, but above all communication with consumers.

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