

2026 Food Trends What To Watch What To Change

[00:00:00] **Matt Eastland:** 2025 has been a year of sharp contrasts for the global food system. We've had breakthroughs on one hand, stress test on the other, all reshaping how we grow, cook, and eat in 2026. We're emerging from stubbornly high food inflation, and for millions, the biggest issue remains simply can they afford a healthy diet?

And at the same time, climate shocks have become routine. So heat waves, droughts, floods, events once considered rare now arrive back to back, it seems. And in response, resilience has become the defining theme of 2025. So innovation is accelerating, and regenerative agriculture has shifted from buzzword to battleground.

And we all agree on the goals, healthier soils, more biodiversity, more resilient farms, but scaling these approaches still hinges on clear metrics, proper financing, and consistent incentives to name just but a few. And so as the year closes, our food system is more advanced, yet more fragile than ever.

We've got better tools, greater collaboration, and more momentum, but we're operating in a world of rising volatility, widening inequality, and intensifying climate pressure. And that's where 2026 begins, right in the tension between innovation and inclusion, resilience and risk. And with this backdrop, today we're unpacking the trends that will define the next year in food.

Welcome to the Food Fight podcast from EIT Food, a show exploring the biggest challenges in the food system and the innovators dedicated to solving them. I'm your host, Matt Eastland, and joining me to look ahead to 2026 are Sophia Kuhn, Director of Public Insights and Engagement at EIT Food, and Sara Riversi, activist, author, and founder of the Future Food Institute.

Both, welcome to the show.

[00:01:59] **Sophia Kuhn:** Thank you, Matt.

Welcome. It's great to be here.

[00:02:02] **Matt Eastland:** Thank you very much for being here. It's gonna be great. So this one is gonna be very wide-ranging, um, so let's just kind of roll

straight into it, folks. So let's talk, before we get into 2026, let's talk just very briefly 2025. So I'd like to hear from both of you, what were your standout moments or key takeaways from 2025 from your perspectives?

Sophia, maybe we can start with you.

[00:02:29] **Sophia Kuhn:** I think for me, or, um, sort of maybe not from a food systems perspective, but if we've

so maybe I can just give a little bit of background. But, uh, I, uh, I work, um, I head up a, a program called the Consumer Observatory, uh, and what we do there is that we, we look at consumer behavior, barriers to food systems transformation, uh, but really trying to do something that's isn't really- there at the moment.

Of course, there's plenty of market research agencies, university studies, that kind of thing. Uh, but we wanted to really bring together, um, a network of people that have the expertise, uh, in a way that we can sort of, we can respond to food systems challenges from a consumer perspective, quite agile- Mm-hmm

in a quite agile way. Uh, and what we've started looking at this year is really the role of policy. You know, what kind of policy changes do we need to make to, to arrive at a better food system, and seeing how consumers think about that. Um, and there's the, a new policy coming up that is being discussed on biotech, and I think, uh, one of the highlights for me this year has been look at finding ways to understand, to better understand what kind of policies would land- Mm

with consumers. Uh, and one of the things that have come out there very much, and I think it's not really surprising, but it's, it's really fairness. And I think that is also something that is, we, we will see a lot more come ... Going forward in the food system. Fairness is something that will become very important in terms of the feeling.

Consumers need to feel that things are fair. Uh, and that is perhaps something that we s- can forget, looking very much at, uh, sort of, um, the more techy side of- Mm ... uh, food systems transformation. Uh, so really this trust and fairness side, uh, is something that we've seen time and time again. It's not something new, uh, but it's something that I think will Continue in 2026 as well, and this for me has been very strong, uh, 2025.

[00:04:31] **Matt Eastland:** Yeah. It's, it's weird, isn't it? You know, we've been talking about trust and fairness year after year after year, and yet, you know,

your research and insights are still finding this is a challenge that we still need to address. So that, that in itself is interesting. And Sara, what a- what about yourself?

Standout moments.

[00:04:48] **Sophia Kuhn:** So let's say we, as you know, we have been, um, working a lot with, um, communities in our living labs trying to advance, uh, say together involving, of course, stakeholders from any different sectors, level, uh, and integration, public, private, old and young, and so on. And this year I think that finally this kind of approach, uh, not only the approach but also this kind of approach, not just in, uh, one, uh, spot, uh, but in a bioregional vision has been, uh, let's say, uh, shared and scaled up.

Mm-hmm.

In term of, uh, awareness, uh, broader awareness and, uh, uh, say commitment from many different stakeholders. We've been always working with this kind of perspective, the bioregional perspective. Finally, I think that this year we're getting lots of, uh, inputs and we are identifying weak signals that are finally pointing this change of kind of mindset in approaching and targeting, uh, issues.

And I see that from many different levels because, of course, as you know, we are working, uh, both, uh, in, uh, European projects, research, uh, and innovation, but also in R&D or, uh, within the startup movement. Um, a- and you say this is pretty helpful because finally we see that, uh, we are not considering working, uh, just, uh, for a specific target.

Mm. For example, innovation for citizens living, uh, in, uh, smart cities or big cities, or innovation targeting, uh, rural areas. But finally we're starting thinking that we cannot live, uh, just by ourself, uh, but we need to create kind of a coalition of territories where big centers need to start to deal with this kind of, uh, new vision together with the rural areas.

And this of course change, changes completely the perspective because, um, also at the policy level, we have been always seeing, uh, uh, policies done for marginal areas, rural areas, coastal communities or cities-

[00:07:06] **Matt Eastland:** Mm ...

[00:07:07] **Sophia Kuhn:** never say thought at a systemic level. So this is, I think, uh, one of the most interesting thing that now is a little bit shaping also our approach to all the different projects.

[00:07:19] **Matt Eastland:** Amazing. And I think that's just credit to you as well that, you know, the fact that this is starting to shift now has obviously been because of the fact that you've had to work incredibly hard to make that happen. So, um, so, so well- Yeah ... done on that. Um, in terms of looking then for into 2026, so one of the biggest shifts that we've seen shaping the food system right now, and I think one which will continue to define 2026, is this rapid move towards like what's being termed regulation-driven traceability.

It doesn't sound very exciting, I will admit, but I guess what's happening, we're seeing is what used to be a very niche sustainability commitment is becoming pretty much a basic ticket to trade for anyone selling into European markets. So if you take the example of the EU's deforestation regulation, that's completely raising the bar.

It's requiring full geolocation of farms, satellite-verified supply chains, and really hard proof that key commodities aren't being linked to this, uh, recent deforestation. So I guess I'm just interested to hear from both you on both your perspectives, how significant is this shift in the f- in, you know, traceability, which is now being driven by regulation?

What does that mean for the global food system? Um, and again, Sophia, m- as someone who's like deeply engaged in that consumer insight side, I'd be interested to start, kick it off with just do consumers even really understand what fully traceable means? Is that, is that important to them in terms of supply chains?

Do they care?

[00:08:54] **Sophia Kuhn:** That's a very good question. That's

[00:08:57] **Matt Eastland:** why I asked.

[00:08:58] **Sophia Kuhn:** Yes. I think the, what we see in, in the studies that we've conducted and the, and the, in the results and in the focus groups and things like that that we've seen is traceability in terms of... Well, let's say traceability and transparency.

Transparency comes back time and time again. Uh, people really want to understand how businesses operate. Uh, and this is a trend we see coming more and more as well, especially with digitalization. Uh, we have a lot more access to a lot more information. Um, the younger generations are looking very much at reviews.

This is something that's guides people in their choices. So I think that there is s- definitely something in there in terms of traceability is interesting to a lot of people On the other side, on the flip side, there is also a feeling that there's just too much- Mm ... information out there. I was

[00:09:59] **Matt Eastland:** gonna say, there's gotta be information overload out there, right?

[00:10:02] **Sophia Kuhn:** Yes. And people want to be able to find the information, but it's sometimes very difficult to understand what it all means. Mm. Um, so there's been quite a, a sort of a drive in recent time, for example, to add QR codes to everything. Mm. And we found in a, in a recent study that that is actually not what people want.

It's, it's too much. When you're out there in the supermarket, uh, you're stressed, you're just coming back from work, you need to get home, uh, cook a meal. Uh, and scanning a QR code on a product and reading all sorts of things is not what you're going to do. Mm. You just don't have the time for that. So information is wanted and needed, uh, but not necessarily to that kind of extent.

I guess what we're seeing as well is that people would like to be able to have access to more information if they have the time and inclination to, to read it. Uh, but I'm not sure that's the, the level, going to the level of trace, of being able to trace everything, is not what the, the average consumer-

[00:11:06] **Matt Eastland:** Mm

[00:11:07] **Sophia Kuhn:** would be sort of looking to do. Uh, however, consumers are changing and demanding more Better behavior, let's say. You know, more sustainable behaviors. Uh, they want to know that the, the brands they trust and buy from are treating their workers well, for example. So there is probably some sort of w- want and need-

[00:11:32] **Matt Eastland:** Mm-hmm

[00:11:33] **Sophia Kuhn:** to go down that

[00:11:34] **Matt Eastland:** route. Okay. But probably less is more in this example. Yeah. Um, and then Sarah, on the, on the kind of the other side of the system, so you work directly with farmers, innovators, cities, and communities around the world. So how are producers, in particular like small holders, experiencing the push towards that EU-level traceability piece?

And, and do they see it as a burden, or is this actually something that they kind of welcome as an opportunity, that they have to be more transparent, they have to have traceability elements in what they do?

[00:12:03] **Sophia Kuhn:** So from what is my experience, um, the topic of, of traceability is also related to the topic of communication and giving value to their work.

[00:12:14] **Matt Eastland:** Mm-hmm.

[00:12:14] **Sophia Kuhn:** And so of course, uh, the farmers working in the multiple projects we are doing are s- are basically in this field not only to trace what they're doing on a daily base, but because they know that this can be for them an entry point to get access to most valuable markets.

Mm-hmm.

And that basically gives visibility to the work that they are doing.

Overall, the small farmers, uh, let's say the one that are working, investing on regen and so on, they need also to have the support of the storytelling part. They need to have, uh, more data and technology that can make their products, um, understood by the customer, but also, um, let's say trustful.

[00:13:05] **Matt Eastland:** Mm.

[00:13:05] **Sophia Kuhn:** So of course, uh, they are much more welcome to this kind of things, at least the one that are working with us.

Because they see that as a, a need, a must to have to play in the, the big system.

[00:13:20] **Matt Eastland:** Okay. Uh, 'cause I was just wondering whether or not they saw it just as one other layer of things that they just have to do now, or actually, you know, from your perspective they are embracing it, they see it as a good thing.

[00:13:32] **Sophia Kuhn:** The, the one that are now investing, of course, they want to be, uh, mentioned. They want that their product is gonna be trusted. Because if not, they don't have the opportunity to express the value, and their product on the shelves, let's say, is equal to the one that maybe comes from the other side of the world-

[00:13:52] **Matt Eastland:** Mm

[00:13:53] **Sophia Kuhn:** with not so clear labels and so on. So of course with them is, um, is added value.

[00:14:00] **Matt Eastland:** Good. That's good to hear. Okay, um-

[00:14:02] **Sophia Kuhn:** What is stressing out the farmers are the tons of paperwork and certification- Yeah ... and all of those things.

[00:14:09] **Matt Eastland:** Yes.

[00:14:09] **Sophia Kuhn:** Those things are the one that stre- stress them out.

[00:14:12] **Matt Eastland:** Okay.

[00:14:12] **Sophia Kuhn:** But when you are there to certify the good part of their work, for them, of course, it's something, um, good and positive.

[00:14:21] **Matt Eastland:** I love that. Okay, so we haven't just added one, one other layer of bureaucracy to poor farmers, we've actually helped them out. That- that's a good thing. Um, so let's, let's go from kinda traceability to, to another persistent theme and trend around, um, protein diversification or as it's often known, you know, alternative proteins.

So we- we're, we're seeing this kind of shift from this plant-based versus meat debate that has been, you know, was waged a few years ago, to the narrative right now, which is hearing more about building balanced, resilient, like, protein portfolios almost across regions and farming systems. And there is this also trend of what's being becoming like quiet hybrids, so where products that blend smaller amounts of, for example, high welfare animal protein with plant fermentation-based or microprotein ingredients.

Um, so you, you still, for a consumer perspective, it's hitting the sweet spot of taste, cost, nutrition, and carbon impact, so it's a kind of a win-win all round. So looking at what, um, this next phase of protein diversification looks like and

what it means, Sofia, you've argued that consumers should shape innovation, and I guess this is partly what the Consumer Observatory is doing.

What does involving people, like when the story is no longer ditch meat, but rethink, rethink your protein mix, what, what does that actually look like? So, uh, you know, are, are people accepting to that? Is there a, you know, is there a trend towards consumers being completely fine with this sort of hybrina- hybrid approach to protein diversification?

[00:16:07] **Sophia Kuhn:** The interesting thing is that, uh, there's sort of conflicting or slightly conflicting, uh, information. On the one hand, a lot of people, of course, I mean, you, you kind of imagine the same, uh, people are interested in, in being sustainable and knowing that being sustain- reducing meat is something that can help to be more sustainable.

Uh, so there's a trend towards that. Uh, on the other hand, most people are not actually willing to give up meat entirely. Hmm. Um, so I think that this sort of... this more of a, th- this hybrid approach is probably what's more, more, uh, acceptable to most people because it's not an extreme.

[00:16:56] **Matt Eastland:** Hmm.

[00:16:57] **Sophia Kuhn:** Uh, and, uh, the, the sort of the way that, the way that we think about meat is, is sort of changing.

And you see across Europe, so we, we carried out a study quite recently, which is really on the sort of the social aspect and the social meaning of, of meat. Um, and what we see there, for example, is that we used to, in Europe, think very much about meat as a commodity. That's something that you would eat a lot of.

It was cheap. It was something that you should have. Having lots of protein, uh, was something good, which is also something I think we've heard, uh, in marketing messaging for quite a while. Mm-hmm. That protein is important. We need lots and lots of protein. Uh, and people tend to, first of all, underestimate, um, in general, what, how much of something that they eat, but people still think that they need to eat more protein.

Mm-hmm. Uh, it's something we fi- find in our studies, that it's something that's very important. We need to eat more protein. But also the, the shift, the way that people think about meat is, is changing more towards this more traditional, uh, meat is something that is important in our culture, uh, but we should produce it in a way that is more ethical.

So grass-fed, uh, resilient agriculture, that kind of thing. And then once we have that, then it's okay to still eat a little bit of meat. Uh, so the, the, the willingness to completely reduce meat consumption, uh, is not quite there, uh, because of this association with that we have to have lots of protein. Hmm.

Uh, and now this realignment of the value of meat in our culture, that this is something that we've... we... Meat is a valuable thing. It's something that we've done for generations and generations. We've eaten meat. It's been... It's something that is associated with, uh, heritage, uh, with festivities, with special occasions.

Um, so yeah, this is kind of, uh- The, um, I guess not quite an answer to your question

[00:19:02] **Matt Eastland:** No, no. It- Uh ... it, it absolutely is. And I, and I guess I'd... Your point about culture is also really interesting and, um, you know, maybe Sa- uh, Sara, you can comment here, you know. So 'cause you often talk about, you know, food as culture, and I'm just wondering if do you see there's a space for like hybrid products, you know, or sort of hybrid proteins fitting into like local identities?

You know, does, does that enrich tho- that culture, or does it actually challenge that culture because it's, by its very nature it's doing something quite different?

[00:19:39] **Sophia Kuhn:** Yeah. I love with this question actually. Also because, uh, I think that, uh, the meat, uh, and proteins, uh, issue is the real paradox of our era. Uh, and culture and the cultural pillar, thank you, Sophia, for raising it up, because I think it's the starting point.

Needs to be the starting point. Mm. And I've been always, uh, say, very curious in one hand, but also very critical, uh, on another hand. We... I'm saying in one of the things I'm doing, I'm coordinating the secretariat, uh, of intangible heritage of Mediterranean diet, for example. Where of course in Mediterranean diet, uh, I'm not talking just about the, uh, the double pyramid, I'm talking about the cultural framework of Mediterranean diet, where basically, uh, meat consumption is linked again to traditions, festivity, and the adoption, uh, and the use and the consumption of meat was not high at all.

[00:20:39] **Matt Eastland:** Mm.

[00:20:39] **Sophia Kuhn:** But was something precious, uh, once a week- That's right ... or for the big celebration. So there was kind of a balance of adoption of,

uh, ingredients. Whether the, the consumption of legumes also and, and any other kind of, uh, vegetable, um, elements, protein based, was more present. Here of course, we have the big, uh, ideological battle because we saw in the last years, uh, at least if I'm thinking, uh, to what I've been hearing, uh, and reading in the titles of the newspaper in my, my country, this was basically taken as an ide- ideological battle.

Answering to your question, if I see an hybridization or a cross-pollination, uh, within traditions and so on, I think that yet we haven't explored enough what nature can offer us. Mm. Because if you see our diets, our diets in big cities overall are very standardized. And, uh, also agriculture has not been supported enough, uh, to unleash the power of biodiversity because of course the industry was maximizing the production of the most productive crops.

Yeah.

So we've been tackling the issue, finding, uh, solutions, uh, at the bottom of the chain instead of starting approaching the issue at the beginning of the chain. Because then we're complaining because we're losing biodiversity, and then we're complaining because our diet is not diverse enough So we started thinking to create new foods from scratch, whether we're not, not, uh, basically valorizing what was already there.

[00:22:26] **Matt Eastland:** Mm-hmm. That's interesting.

[00:22:27] **Sophia Kuhn:** And so I think that yes, the hybridization can happen, but before thinking about the hybridization coming from new foods entering in the tradi- you know, traditions, I would say let's really see what was the tradition and let's try to support, uh, and unleash basically what agriculture can offer, supporting the approach of this issue, starting some step, doing some step back.

[00:22:53] **Matt Eastland:** Mm-hmm.

[00:22:54] **Sophia Kuhn:** On top of that, when we're talking about the cultural heritage, intangible heritage, living heritages, where basically there are many of them that belongs to the gastronomic heritage of the different countries. Of course, this could be an hybridization also because living heritage in the, in every safeguarding plan is saying that you need to transfer the heritage to the future.

So of course this needs to be adapted with what the world is facing. And of course, we are not saying that you need to eat, uh, um, the specific kind of tomato because those heritages are not stuck into the recipe, but in the principles, in the values and the principles that are the starting point, basically when you have to identify what is the, what is the, the, the living heritage.

[00:23:48] **Matt Eastland:** It's, um, it's fascinating. Actually, I think there's probably a whole 'nother podcast in here just thinking about it around- Yeah ... you know, because we're, we're sort of saying to consumers, "These are the products that you want, and by the way, because we're making them more hybrid, that's going to be better for you, better the planet."

But actually based on w- kind of a bit of like you're both agreeing with each other, it's almost like if you, if you started from a cultural perspective first, then you really need to understand the culture that sits behind or underneath consumers before you actually are able to deliver these products to them.

So, mm. Mm. That's... That... Okay, folks, there, there's another show in here for, uh, for the next season. But, um- Yeah ... that's very interesting.

[00:24:30] **Sophia Kuhn:** But there is, there is, Matt. There's also... I mean, there's a lot of, um, a, a lot of research that shows that when it comes to food technol- uh, food innovation and food technology, uh, consumers are not keen on that affecting the foods itself.

Mm. Uh, it's, it's the production, the production of the food, the processes. If the processes are more environmentally friendly or better for the, um, you know, the health profile of the product, great, but sort of this sort of mashing up and creating new types of food, it's not something that, um, the consumers are particularly, or people in general, are particularly open to.

So from that perspective, I, I would say that it's m- maybe not such a, such a- A welcome addition to Mm ... to our food shopping. And, and just, uh, this is an example which has got nothing to do with meat, but we've just, uh, we've just done an in- a study on indulgence in general, but more towards sort of the sweets, uh, the sweets sector.

Uh, and that was sort of what we found out, which I think is very interesting, and I think some of these results can, can be applied to other areas as well. Um, because when you look at indulgence products, such as cakes and things like that, what people... What, when, if you look at healthy indulgence, what people

would like to have from a health perspective, people want something that is healthier on an everyday basis.

Mm. Like, if I want to eat, I don't know, a muffin every day, I would prefer my muffin to be healthier on a day-to-day basis. But if I'm going to get together with my friends and celebrate something, I want to have the full fat, full sugar- Interesting ... full indulgence version.

[00:26:10] **Matt Eastland:** Okay.

[00:26:11] **Sophia Kuhn:** Uh, because then it's not about, it's, it's not about being healthy or thinking about that.

It's about celebrating and enjoyment. It's about enjoyment and the social aspect- Mm ... of getting together with friends and celebrating something. And then you want the maximum experience, basically.

[00:26:26] **Matt Eastland:** That's fascinating. I... Also, I've not heard this phrase "healthy indulgence" before, so that, that, that might be a thing, uh, as a trend, so liking that.

Um, can we jump from healthy indulgence to sort of regenerative? I mean, again, a topic we, we talk about a lot on the show. Um, so what... Like I was saying at the top of the show, so what was once largely experimental, so, you know, regenerative, we had pilot projects, research trials, small scale initiatives.

That's now starting to move to something which is, I guess, is a lot more common, a lot more supported, a lot more integrated into, into the system. And also they're, they're kind of being framed almost like essential tools to meet, you know, EU Green Deal farm-to-fork goals, so including big reductions in pesticide, fertilizer use, soil health, increased organic production.

So that's all been kind of baked into the system. And I wanted to ask each of you on that point, how far along do you think Europe is in making regen the standard, not the exception? You know, do, do you think we can ever get to that place, or is that, again, is, is that the wrong question to be asking? Uh, Sara, with your background, maybe you can kick us off.

[00:27:46] **Sophia Kuhn:** I'm warming up for the answer- I can see it ... because basically- I can see

[00:27:49] **Matt Eastland:** you moving

[00:27:49] **Sophia Kuhn:** there ... I am gonna answer with another question. Okay. How authentic we're gonna be in tackling regeneration and regenerative farming, uh- Because this is gonna be the big question, what we consider regenerative?

[00:28:04] **Matt Eastland:** Mm.

[00:28:04] **Sophia Kuhn:** Are we letting all the big chemical companies, uh, getting in, uh, targeting regenerative, uh, just tackling one of the aspects of the regenerative, uh, process, the regenerative mindset, the regenerative system, or we are tackling, uh, regenerative farming as the regen, organic regen farmers are tackling regenerative farming?

Because the fact that there's no certification, and the real regen farmers says, "We don't want the certification." Mm-hmm. Because the certification is going just to be designed to allow other people, the big ones that are doing or claiming for regen that is not regen, what it is. And so they're gonna completely abandon the name regenerative, and they're gonna find another thing, because the farmers that are doing the real regen farming, starting from the manifesto of the climate farmers or the one that we're starting with the process, you see that clearly you need to change your approach to life.

[00:29:07] **Matt Eastland:** Mm.

[00:29:08] **Sophia Kuhn:** And you need to put in place a system, that you need to cooperate and collaborate with a system around you, that probably also the product development related to the product coming from those farms is gonna be designed in a different way. As you know, we have the big regeneration initiatives with the Faro and Lighthouse, uh, with regen farming.

We are training regen farmers. We are very much into the system. We see that this is gonna be a system that if we want to tackle it in a very, uh, in a proper way from my perspective, we need to act on many multiple dimension, not only thinking about agriculture. Because what needs to be setted up is a brand-new system on how to manage the entire food chain, from the product design up to the shelves, from the product design up to the school pl- meal plans, up to the markets, to the distribution, energy, health system.

So from my perspective, I see Europe, uh, say, in a good shape because if I see in the last 60 years since when we started really targeting re- with regeneration and all of our, the other initiatives, this topic, I saw how much we have been evolving. I see there's, there's still lots that needs to be done, but I started seeing

lots of companies that started tran- making the transition without even being stressed about the, the certification or other things, but because they decided to change their approach to life- Mm-hmm

and of course, production.

[00:30:48] **Matt Eastland:** So based on all of that, Sara, do you think that regenerative agriculture is, at least in the naming of it, is coming to a crunch time, where the, the ethos is going to divide from, like, big business moving into regen ag and saying, "We're now doing regen ag," whereas an actual fo- fact what you're talking about is, like, ground-level systemic change?

Do, do you see actually regen ag might kind of part ways and become something completely different so that people can keep it away- I think- ... from, like, the, the, the, the big, the, the big players?

[00:31:23] **Sophia Kuhn:** This is the big risk. This is the big thing. Mm. The big topics we are debating with all the, the regen farmers, all the one that are doing, uh, all the training programs for EAT Food, uh, and all of, all the network, uh, of, uh, the real regen farmers, of course this is the big risk.

[00:31:40] **Matt Eastland:** Mm.

[00:31:40] **Sophia Kuhn:** Is like the wave of greenwashing that we have seen in the last, uh, say, two decades, uh, around sustainability, and then resilience, big buzzwords that then are gonna be, say, titles for brands-

[00:31:55] **Matt Eastland:** Mm ...

[00:31:55] **Sophia Kuhn:** but are not actually substantially changing the system. I see that within the regen movement, there are other people that really can be able to regenerate, uh, and restart and redesign the system, but we need also the big industry to be brave enough- To tackle the system, because it's not gonna be easy.

This, of course, for big industries, and we have been, let's say, designing pilots for the larger player, thinking about, uh, how much, if we wanna really to be coherent and stuck with the real regen process, we need to change not only food produ- not only in production, not only in farming. So because needs to change- Yeah

the, the entire system around.

[00:32:39] **Matt Eastland:** Mm. Yeah, absolutely. And then, and I just picking up on the, the classic greenwashing aspect of this, like you mentioned, Sara, I mean, Sofia, I wonder if you could comment on that in from a, uh, from a consumer perspective. Are consumers, um... how aware are they of, like, regen ag, climate resilient practices, and are they accept, ac- accepting them?

And also to what Sara was just saying, is there a worry that they kind of are accepting almost the wrong thing because it's coming from big business?

[00:33:14] **Sophia Kuhn:** Well, yeah. I mean, that's kind of the case. I mean, to start with, farmers, farmers are extremely trusted, so European farmers are, are trusted by people, uh, that they're doing a good job.

And, you know, it's this sort of idea that farmers do this because it's, it's heritage. It's not a, a money-making business. Uh, um, and it's because they respect the, uh, the earth, and they, they sort of... It's a greater good kind of thing, uh, to be a farmer. There's, of course, some differences. P- people are aware that there are industrial farmers versus, uh, small farms, and that, that there's a difference between these.

Uh, but the, some of the terminology, like regenerative agriculture, it's, it's not something that's very well known in, amongst general people. Um, we, we've, we did a, a recent study where we looked at this, and, you know, once explaining what it is, everyone obviously agrees that this sounds like it's better for, for our environment, for our planet, and for, for our health and everything.

Um, so it's something that people are, of course, open to. But most people don't see the need for it at the moment, or didn't see the need for it, because they didn't actually know that there was a problem. Mm. Um, so it, th- there's little awareness amongst, you know, the sort of the, the general public that, that, that we have an, that there is a problem with agriculture in Europe.

Um, and once we did, uh, once we'd explained it to, to the focus groups that we were dealing with, um, they were worried, as you were just saying, that unless there is, like, some certification or some way of ensuring that what you're buying is indeed produced in a certain manner, that th- this is going to be used for greenwashing purposes.

[00:35:02] **Matt Eastland:** Hmm. That's fascinating, isn't it? 'Cause-

[00:35:04] **Sophia Kuhn:** Yeah ... y-

[00:35:05] **Matt Eastland:** you know, it's almost like both sides of the system are potentially trying to do the same thing, but actually by, by the demand for certification and for clarity and transparency, that's actually potentially driving the wrong outcome perhaps. Um, it's, it's, yeah, it's really, it's a really interesting space, and I guess this is how things kind of evolve and then, you know, the food system kind of gets, takes over.

And, um, I'm very interested to see where this goes in 2026 then. You know, this is obviously something we've been championing at EIT Food for a very long time, and I'm just wondering whether or not we're gonna start seeing, like, splinter movements. But interesting. Watch this space. Um, go on,

[00:35:51] **Sophia Kuhn:** Sara. I know you wanna- Yeah, I think that this is gonna be...

No, I think that this is gonna be the real big topic. And if I see also in the major conferences last year in Davos, I was joining lots of conferences, uh, where there were the big, most powerful, uh, organizations, funding, and funds and so on that are, are there to support the regen transitions. But let's really start to think about how we define the regen transition because there are- we're not just talking about a new trend- Mm

we're talking about billions invested in this regen transition. So we need to rethink in a regen way finance, economy, everything. So it's not just a nice thing in farming. What, what I see and what we're doing, we're working on regenerative city planning. We're working on regeneration at multiple levels, that is not only circular economy.

[00:36:43] **Matt Eastland:** Mm.

[00:36:44] **Sophia Kuhn:** And we have seen how much circular economy has been driving lots of investment. This thing of regeneration, I think that needs to be addressed at the systemic level if I'm thinking about Europe from the different DGs, because ne- needs really and require a different kind of leadership.

[00:37:04] **Matt Eastland:** Mm.

[00:37:04] **Sophia Kuhn:** Different kind of leadership of entrepreneurs that need to see cooperation as the starting point.

So you were talking about building the trust. This is one of the pillars in, in this kind of, uh, principles, and I see this pillar, it's a cultural shift that needs to happen-

[00:37:22] **Matt Eastland:** Mm ...

[00:37:22] **Sophia Kuhn:** on top of an industry shift. The industrial shift comes after, but we need a big cultural and leadership shift.

[00:37:31] **Matt Eastland:** Yeah. Okay. So regenerative transition, cultural shifts, uh, maybe the-this is something which is gonna be, like, a big focus for twenty twenty-six.

So you, you heard it, you heard it here, folks. Um, yeah, so like I said, bouncing around a little bit, but, um, how could we have an episode on trends without talking about AI, right? It's, it's everywhere. I'm not gonna avoid the elephant in the room. We, we have to because it's important and, um, you know, we're, we're already seeing very strong signals that AI and robotics are top-line agri-food tech trends.

You know, we've spoken about it before, but it's, it's obviously accelerating. Um, and it looks like twenty twenty-six could see us move from, like, the flashy prototypes to, to tools that are real, that average-sized farms, for example, can, can implement and actually use. For example, and I've got, I've got something here that, you know, you've got decision support tools that plug into existing machinery, soil and weather data.

That can all help, um, farmers make smart-smarter fertilizer, spray, and irrigation choices. And then robotics and sensors, um, may increasingly be shared via cooperatives or service providers, making advanced tech much more accessible and simpler, I guess, to smaller operations, which feels like a really good thing.

Um, but Sara, I mean, you work closely with farmers. You know, how are small to average-sized farms reacting to AI automation and field intelligence tools? Are they eager adopters? Are they cautious? Are they curious, um, you know, to, to all of this? And is it, is it help- Is it gonna help them twenty twenty-six onwards?

[00:39:16] **Sophia Kuhn:** This is gonna help them. I've seen, um, also from the different unions, uh, and farmers organization tackling this topic, trying teaching them, training them. Super cool. Mm-hmm. What I see is that, uh,

again, I, I wanna tackle back, uh, the cultural shift and, uh, what's gonna be the impact in, uh, 10 years, what's gonna be the impact in five years or 15 years.

The, the impact on their brain, the impact on their way of working, the impact, uh, on, uh, their knowledge, because I think that everyone is focused on the technology- Mm ... of AI. We're using it a lot. But what I find is that I need to be, uh, aware that I need to train myself even more to make sure that I'm using, uh, AI in the proper way.

And so I'm focused on what we need to build around AI to make sure that we are really using the value of AI properly.

[00:40:21] **Matt Eastland:** Mm-hmm.

[00:40:21] **Sophia Kuhn:** Because I'm afraid that we are, uh, sometimes celebrating AI, whether we are just fostering, uh, a, uh, a system that is creating massive echo chambers that are only creating, um, say, s- scalable f- failures, scalable mistakes.

Scalable

[00:40:44] **Matt Eastland:** failures.

[00:40:44] **Sophia Kuhn:** So I'm very much focused on, on what's the, the input that we need to put in place to, say, train better humans.

[00:40:54] **Matt Eastland:** Mm.

[00:40:55] **Sophia Kuhn:** To train better humans so we can use any kind of solution in a better way. We cannot basically avoid the fact of, uh, learning, studying, uh, train the farmers, bring science in the farm.

Uh, we sometimes are selling the fact that y- you don't need to be acknowledged about something because it's gonna be the machine that is gonna tell you what to do.

[00:41:21] **Matt Eastland:** Mm.

[00:41:22] **Sophia Kuhn:** mm, it's not so true. So I, I don't want that we're gonna become lazier farmers- Mm. So- ... that we're gonna become dumbest farmers ... the

[00:41:30] **Matt Eastland:** irony being that AI makes humans less intelligent.

Exactly. And therefore less connected to-

[00:41:36] **Sophia Kuhn:** And we already see the effects. Mm. There are already lots of papers published in the most advanced medical, uh, journals. So, uh, this, this is my frustration. A- and I love the fact that you tackled this topic, because this is the big elephant in the room, and I invite everyone listening literally to really start to think about how we can support AI, how we can become better humans to tune better farmers, better food makers, better chefs, so we can use AI and really unleash the power of a- AI.

[00:42:10] **Matt Eastland:** Mm. And do you see that, um, from, from, just use farmers in example, from the farmers that you're, that you're working with, do you see that AI is making better human farmers or not?

[00:42:25] **Sophia Kuhn:** It's not gonna be AI to make better human farmers.

[00:42:28] **Matt Eastland:** Okay.

[00:42:28] **Sophia Kuhn:** The fact is that we need to consider AI as it is. It's a technology.

[00:42:33] **Matt Eastland:** Mm-hmm.

[00:42:33] **Sophia Kuhn:** Because, uh, if we are, uh, mm, moving ethical decisions, critical, uh, thinking, and all of those things to the machine, we're making the big mistake.

[00:42:46] **Matt Eastland:** Mm.

[00:42:47] **Sophia Kuhn:** So we need to keep going very mu- I think being very much focused on humans, unleashing the power of humans and humanity to make sure that we can really use the technology in the proper way.

Because if not, at some point, the technology is just gonna be, say there, creating and expanding the unknown, ignorance, mistakes.

[00:43:12] **Matt Eastland:** Mm.

[00:43:12] **Sophia Kuhn:** Uh, it's our, I think our role to, to be aware of the fact that we have to tell to our students that they need to study even more, not to study less because now they have AI.

And this happens at every level.

[00:43:27] **Matt Eastland:** Yeah. And, and just on the point around unleashing that power, I mean, Sophia, have you seen any, from the work that you're doing, do you, do you see, like, consumers coming into this space? Where do they come into this space? You know, do you see, like, people outside the farming world engaging in this topic?

Uh, you know, do people, are people interested in it? Or is it still too vague, too weird and wonderful for consumers really to get their heads around in, in the kind of the agri-food space at least?

[00:43:58] **Sophia Kuhn:** Yeah. I think as the d- different aspects, um, uh, I think I mentioned it earlier that- There's a general acceptance of technology when it comes to the way it's applied to the production of food.

Uh, so if AI is applied in a way that's, or robotics, whatever, uh, in a way that's enables our food to be produced in a more environmentally friendly way or a way that makes it healthier for, for, for the consumer, then that's generally quite accepted because it's not something that tampers with the food itself.

Mm. Um, so that's a general, general kind of feeling around new technologies, uh, in food production. I think AI specifically, um, and sort of the, the general sort of new tech, uh, comes with some opportunities and risks from a consumer perspective. Um- I think what's, from a consumer perspective, one of the, one of the issues is the amount of information.

So misinformation is something that's was an issue before AI came along. Uh, the fact that there's just so much information out there, and consumers just don't know what to trust. Uh, but that's become even harder because you don't even know if it's a person that has written, uh, what you're reading or that has produced what you're reading.

Uh, so on the one hand, it, it, it offers opportunities, but I think on what we've seen at least that, that there's, there seems to be... this seems to have kind of created a bit more of a drive or a step back perhaps is the, the better definition of it, towards listening to experts, wanting advice from experts.

And I, I, I think and I hope that this is going to continue, that actually people, um, are going back to wanting advice from real people, people with qualifications because it's just so difficult to know where to find that advice, the advice otherwise. Um, I think there's a social potentially, a, a social potential risk, the fact that there is o- there are opportunities such as personalized nutrition and personalized advice, uh, that you can use AI for which is a trend as well, that we want more something that's personalized.

Our society is more and more diverse, uh, you know. We've kind of moved away from this nucleus, uh, way of being, and there are so many... people are identifying as so many different things. We have lots of different religions, cultures, all living in a melting pot which has been enabled by all sorts of other technologies that have been developing in, uh, uh, in the previous, um, oh, couple of hundred years.

Uh, but this is then... So this, th- these are opportunities then to sort of you, you want, you want something that is specific for you. Uh, healthy aging is a trend that we see, so, uh, kind of trying to link it all together. Uh, but healthy aging, people are more aware that if you eat well, you might have a longer and healthier life and not just a longer life, but a healthier life to, to stay healthy during those years, those the, the hopefully longer years that you're living.

Uh, and, and so people are more using it in more of a preventative way, and I think there are lots of opportunities here. Uh, but what it takes away from us is the social aspect, that all of a sudden you are not dealing with people anymore. You're dealing, you're always dealing with an app. You're always dealing with somebody, uh, or something, uh, a technology that is telling you something which is based on many more data points obviously than any person could actually access.

Uh, but my re- worry is that The social isolation that will come with it is also something that is going to perhaps be an issue. And from a food systems perspec- perspective, food is social. Mm-hmm. It is something that eating is social. There's a very, very large part of eating that is linked to our social and cultural heritage.

So kind of coming fu- full circle to what we discussed at the beginning, uh, we just cannot detach the food system. I, I, I very much echo what Sara is saying. It is all linked together, and we can't look at technology in isolation from all sorts of all the other things. We have to look at it all, uh, in, in a sort of holistic, cyclical way and how it fits together.

[00:48:26] **Matt Eastland:** Hmm. It sounds like, I mean, A, fascinating point around, you know, there is a... Now with the rise of AI, there's a trend towards people wanting actual human experts. I mean, that, that in itself is, is fascinating because, you know, the theory is that everyone now has at their fingertips the access to all the information they could ever want or need.

But of course, y- as you said, Sophia, you, you don't know if that information is true, if it's correct, if it's been hallucinated by an AI, and actually they'd rather just listen to and talk to and engage with somebody who actually is... Be able to stand there and say, "Look, I've done this. I've got all the qualifications.

I've been doing in this for, like, 20, 30 years. That, you know, I, I do have an opinion on this. Y- you maybe you should listen to me." So I think that's interesting, and then once again, we seem to be coming to that point that the, there is a glue that binds all of this, which is, which is culture. And it's, like you say, Sophia, it's so, so true when it comes to food.

You just can't extract them out. Um, hmm, interesting. Um, I wonder whether or not AI is going to try and resolve that, but, uh, you know, who knows? We'll see. Um, y- y- you, Sophia, you mentioned health, and again, we, we shouldn't and couldn't, um, talk about trends without, without talking about health. And I wanted to talk about health with regards, like, food processing.

You know, we've touched on it a little bit in the rest of the show around, like, reformulations. So- Could-- There are concerns around processed food, particularly ultra-processed foods or UPFs. And, uh, what I've seen, particularly this year, is there are a lot of headlines about how bad this all is, and I think that's really positive because I think people need to know that because, you know, it-- we're starting to uncover all of the challenges around UPFs.

But people still want convenience, right? So what we're starting to see is this shift towards reformulations across Europe. So simpler ingredients, the lists on the backs of packets, that's become a thing. Fewer additives, more fiber, more protein, that's become a thing. Functional foods targeting gut health, the microbiome, you know, mental well-being, all of these are becoming things.

Um, but of course, there are loads of claims now which are coming under a, you know, even greater scrutiny, so stronger evidence, clearer labeling. So I guess I'm interested, question to both of you, how do you see the food industry responding to this? You know, the fact that we're kind of moving through this, everyone's understanding more about the processing side, and consumers are demanding more of this.

So what, what's going to be the food industry's response to that, do you think? Sophia, maybe you have a, you have a take, or maybe your take is, you know, how are consumers responding to that? And maybe that'll reflect how the industry is going to respond. I don't know.

[00:51:23] **Sophia Kuhn:** I think it, uh, so we've, we've done, we've seen, I mean, it's anecdotal, but we've worked with a few companies actually that has exactly that concern.

Like, how can they, how can they respond to these concerns in a better way? And it's, it's definitely something that consumers want, is something that it's, in, something that is associated with more wholesome food, home cooking, ingredients that they recognize. Um, on the other hand, I think there is still quite a, a bit of confusion.

I think that we are also... We know a lot about ultra-processed food and processing, but I'm not 100% sure that this is so clear- Mm ... to the population at large. Uh, even though there's, a, um, a lot more awareness because we've had, and this is coming back to what, what we were saying, uh, before about expert advice.

Uh, a lot of that is actually because of experts that have spoken out and have, uh, come forth with, um, with science-backed information. So I think that's great. Uh, but people still associate ultra-processed very much with indulgence. It come, comes back to the indulgence. It's, it's a treat. It's something- Mm

it's something that you, uh, you have to treat yourself because you've done something good, or you're feeling down, or you know. It's, it's not your everyday diet. Um, self-reporting shows that when people say how much ultra-processed food they eat, they severely underesti- underestimate how much they actually eat.

Things like flavored yogurt, bread, you know, tomato sauces. Uh, they're, they're, people don't s- still don't see that as ultra-processed. They see that as just processed. Mm. Uh, and, and, and there, the, the difference is the convenience then wins over knowledge. I, I think- These products are already established as something that you rely on in your everyday life.

Um, there's a difference when you have new products, so we talked about alternative proteins. So some of these alternative protein products that are available on the shelves, they're considered ultra-processed by people, and they are ultra-processed. Uh, and the fact that they're, they're often healthier than the

equivalent, the meat equivalent if you have, uh, chicken nuggets or, um, any sort of processed meat, uh, that is generally less healthy than the alternative protein version of it.

Uh, but the fact that it's a new product, that most people... It is not an established product that a lot of people have on a regular basis in their diets, therefore, the barrier to actually start eating them is higher because there's this association with ultra-processed.

[00:54:12] **Matt Eastland:** Hmm.

[00:54:12] **Sophia Kuhn:** Whereas with other products that we sort of just, we've incorporated very, very firmly into our everyday lives, the association is not quite there yet.

[00:54:21] **Matt Eastland:** Okay. Okay.

[00:54:22] **Sophia Kuhn:** So, but I think it's something that will, the, the food industry will have to take into account going forward because the scrutiny will rise, so people will know more and more, and they will ask for more and more. Um, so it's, it's kind of keeping ahead of the curve.

[00:54:37] **Matt Eastland:** Okay.

[00:54:38] **Sophia Kuhn:** If you wanna keep ahead of the curve, you need to do something.

[00:54:40] **Matt Eastland:** Yeah, indeed. And, and, and Sara, how does this jar with your, y- you know, the, the, the importance of the, the Mediterranean diet and this framework that you're talking about? So processing- Yeah ... convenience, all of that. It feels like it, it stands in direct contrast to all of this and, you know, do you, do you feel that it does?

And w- you know, in terms of a trend, which, which way is this going then? Are we gonna see a resurgence in people doubling down on Mediterranean diet, or are actually people gonna be- That is

[00:55:12] **Sophia Kuhn:** my dream.

[00:55:14] **Matt Eastland:** It is your dream. I know. That is

[00:55:15] **Sophia Kuhn:** my dream. My dream. But let's say this is my dream. On the other hand, I am, uh, the same person who's, of course, saying that we cannot feed the 10 billion people only relying on a Mediterranean diet.

Mm-hmm. So I'm aware about that.

[00:55:35] **Matt Eastland:** Hmm.

[00:55:35] **Sophia Kuhn:** I'm aware also about the fact that, um, every place in the world, uh, has different needs, uh, and every place in the world has different production capacities and so on. So I think it's interesting, uh, to tackle this issue back again, uh, starting from the principles And I also think that we need to help the entire food systems and the big food industries to make cleaner labels, uh, and to reduce additives, uh, and so on as much as we can to process the, uh, just what is needed and so on.

On the other hand, um, uh, food security, uh, sorry, food safety at large, uh, has, has seen lots of evolutions, uh, and, um, lots of technologies, uh, uh, within the last, let's say 40 decades. And this made, uh, our, our products, uh, uh, and also diseases related to that, um, uh, let's say more safe. So I see that we need also to tackle this topic, um, not being only focused on, of course, thinking about the beauty of, uh, and the luck of the people that can survive, uh, and feed themselves with local products, seasonal products, the farmer's market, and so on.

But we need also to think about, uh, uh, solving, uh, food security at the global level. And in that, uh, also to think not only about food security, but also to nutrition security because sometimes, uh, we have been tackling about, uh, feeding people, but not nourishing them in a healthy way So again, uh, I know that I'm making things more complex, uh, by, by raising these topics.

But this is, uh, one of the angles that sometimes is underestimated. So I, of course, I'm, I'm doing my battles against ultra-processed food because we don't need that. Mm-hmm. But I'm not saying that we can survive, uh, only through farmer's market. Uh, we need to celebrate and, uh, give space to farmers as much as we can.

We also think how might we feed the people that are on the other side of the world that-

[00:57:52] **Matt Eastland:** Mm ...

[00:57:53] **Sophia Kuhn:** doesn't have access to that, uh, and need, of course, this kind of, uh, of foods.

[00:58:00] **Matt Eastland:** I- see, I don't think you're complicating things. I actually think my take from that is we should be celebrating, you know, diets like the Mediterranean diet, which, which also therefore celebrate local foods, lots of vegetables, fish, et cetera.

But to your point, you said only process what's necessary with, with everything else. And I, I think as a, as a good step forward, that, that feels to me like a really good step forward. And I think we're starting to see those trends, like I'm saying, with, you know, few ingredients, et cetera. So again, maybe this is a trend which will accelerate in 2026.

Um, both of you, we are-

[00:58:36] **Sophia Kuhn:** But,

[00:58:37] **Matt Eastland:** but-

[00:58:37] **Sophia Kuhn:** Oh, sorry ... ju- just one, uh, last thing. Um, and I think that, um, s- creating space to consider food also from the cultural perspective- Mm ... I think is, uh, one of the things that has been, uh, a little bit, uh, uh, lacking, uh, in the last decades. But again, culture means also, uh, production, means tradition, means, uh, preservation, means, uh, uh, local seeds, uh, and so on.

So reconnecting to the transition, it's a cultural transition that then of course is gonna tackle also this topic. And here this week overall, we're celebrating Mediterranean diet because this year we're celebrating 15th anniversary, and we're working to create the World Day of Mediterranean Diet. And here I...

it seems like a provocation. No one is saying that we need to eat the same ingredients, but are the principles behind Mediterranean diet, uh, that are universal principles. Tackling health and sustainability, but where the principles are seasonality, local food, uh, uh, agricultural practices, the sustainable fishery, time spent around the table because the impacts on health and so on.

So those principles are universal principles, are not just belonging to the Mediterranean.

[01:00:03] **Matt Eastland:** Indeed. And I, I am with you in celebrating that, and I really hope that, um, the day of the Mediterranean diet comes, comes around. So, uh, best of luck with that, Sara. Um, but- Thank you ... both of you, we are now right at the end of the episode.

But before we wrap up, I'd love to hear from both of you, just from your perspectives, what's on the horizon for you for 2026? And when I say that, I mean, what's exciting you in terms of what's happening in the food system right now that you'd like to leave our, uh, our audiences with? Um, Sara, maybe we can stay with you, and then Sophia, I'll come back to you.

[01:00:39] **Sophia Kuhn:** Uh, what excites me, um, let's say the fact that finally we are shifting our mindset, and there are lots of bioregional initiatives, some bioregional weaving labs. People are starting understanding that living labs and weaving labs are physical, real. We need to work more and more with the community, and we have lots of projects and initiatives, uh, across Europe, but also, let's say, uh, over the borders of, of Europe.

So I think that this is the, uh, the main thing, so starting really working together with this kind of bioregional vision.

[01:01:13] **Matt Eastland:** Amazing. Thank you for that, Sara. And Sophia?

[01:01:16] **Sophia Kuhn:** It feels like, uh, this, this cultural fairness side of the food system is, is actually finally becoming truly recognized- Mm-hmm ... uh, that this is something that needs to, you know, we need to take into account.

For example, I mean, the, the, sort of the, um, access to food, food environments, uh, fair treatment, that was something that was, uh, highlighted in the EAT-Lancet, at the latest EAT, EAT-Lancet as one big pillar of what needs to happen, uh, to not exceed the planetary boundaries in terms of, uh, you know, from our food system perspective.

Um, and I don't know. I mean, uh, I've been working on this for years and years and years now. Uh, a- and, and sort of the fact that it's, it's now recognized that it's, it's more than just technology. We need, we need to understand the social aspect of food. We need to understand the, the environment around us, and what, what is...

how this environment influences our choices. Uh, we need to treat people that work in the food system in a good way, uh, and we need to take into account, uh, all of the different aspects of the food system, uh, in order to make a

difference. And I think for me, that's, that is exciting, and I hope that this will continue, uh, in years to come and become stronger and stronger.

[01:02:38] **Matt Eastland:** Amazing. So 2026 could be the year of food culture and fairness. So yeah, you know, I look forward to seeing how that evolves. Um, before we wrap then, um, Sophia, let's stay with you. Where can people find out more about who you are and what you do?

[01:02:53] **Sophia Kuhn:** So, well, I think, uh, the, the... people can just check on AI.

No, seriously. Um, LinkedIn, of course. Uh, my name, Sophia Kuhn. Uh, and, uh, we also have, I think on the website, on the Consumer Observatory website, which is, uh, one of the web, uh, sites of the EIT Food, uh, website. So you can find us there. And, uh, and obviously I have an email address. I don't know what, what kind of detail you want.

[01:03:23] **Matt Eastland:** Probably, probably don't give that out just, just yet. But, uh, yeah, okay, I get it. I get it. Thank you very much, Sophia. And, uh, Sara, what about you? Where can people find out more about the work that you're doing?

[01:03:33] **Sophia Kuhn:** Oh, I'm the founder and president of the Future Food Institute, so of course through our website, futurefoodinstitute.org, but also the paideiacampus.org.

That is our international campus. And then on Medium and all the different social media. Uh, super glad also to answer to your question or to connect if you want to spark new projects or research initiatives, uh, or work on gastrodiploamacy. Thank you, Sophia, for raising the topic. I think that really considering food as a tool to build new policy, the starting point to build new policies and, uh, a tool for diplomacy, it's, uh, the thing that we hold in our hands.

So connect with us also to join our bootcamps, uh, both for CI- Climate Shapers, Gastrodiploamacy, and all the different initiatives.

[01:04:25] **Matt Eastland:** Amazing. Thank you, Sara, and there's an invite there to all of our listeners. You know, please do connect. Please do get involved. Um, Sophia and Sara are here ready and waiting.

Um, thank you both. That has been an- another amazing Trends episode. These are kind of like my highlights, uh, literally the highlights of the year, but also s- one of my favorite episodes. So thank you very much for both for, uh, your time, for sharing those insights, and hopefully everyone has taken a- as much away from that as I have.

Um, and thank you to everyone for tuning in to this week's episode. This has been the Food Fight podcast. If you'd like to find out more, then check out the EIT Food website at www.eitfood.eu and join the c- the conversation via the hashtag #EITFoodFight on our LinkedIn channel @EITFood. And of course, if you haven't already, please hit the follow button so you never miss an episode.

Thanks, everyone. Speak to you soon.