

Keynote lecture 4

Food and Health: science alone is not enough!

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Summary

If “*Food and Health: Science Alone is Not Enough!*” sounds provocative, it is intentional. Science is ground zero in developing healthier foods for the planet, whether in the ground or on the plate. But to succeed, science needs to be managed through the filters of what is affordable, necessary, desirable...and possible. That is where other stakeholders – investors, farmers, manufacturers, and consumers – join the quest for healthier, sustainable, available food. My talk will address reformulation to changing guidelines, business models that succeed or fail, and post-pandemic trends to meet the challenges facing our global food system.