

CHICKEN 2035: Anticipating TRENDS, Adapting STRATEGIES

CHICKEN MARKETING

◆ SUMMIT

July 29-31, 2024

Renaissance Birmingham Ross Bridge
Golf Resort & Spa

Predicting the
wants and needs
of the consumer
of 2035

Christophe Pelletier



www.ChickenMarketingSummit.com • [#ChickenMarketingSummit](https://twitter.com/ChickenMarketingSummit)



Christophe Pelletier

Global Food and
Agriculture Futurist,
Strategist and Advisor,
The Food Futurist



A quick look
back to 2013

**CHICKEN
MARKETING
SUMMIT**

#ChickenMarketingSummit

What changed? - Our “natural “world

8 billion people
in 2024 vs. 7.23
billion in 2013 :

+10.6%

Main impact on
sustainability

Increasingly
intense climate
events

What changed? – Digital world



Online shopping



Social media

What changed? – Emotional battlefield

Friends → Individualism → Self-centered → (Personalized → Friends)

Causes to fight for

Covid

Beliefs trump facts

What changed? - Daily life

Geopolitics

Inflation/economy



En route to 2035

**CHICKEN
MARKETING
SUMMIT**

#ChickenMarketingSummit

What's coming?

World population:
+ 880 million = + **11%**

More demand, more
competition

Climate events

Volatility, anxiety
Production location

Water
Quantity + quality

Food availability, price,
choices

What's coming?

Disease, avian flu, covid again?

Animal farming in the spotlight

Health, physical and mental, eating habits

Rethink/revisit food, cooking and nutrition info, GLP-1

What's coming?

(Geo)politics, Policies,
Regulations

Price, availability, choice

Economy
Recession, unemployment?

Purchasing power, prices

What's coming?

New technologies

Better, Safer, Affordable

Artificial intelligence

At all stages of the value chain

Needs proper setup

**Which consumer
and
which expectations?**

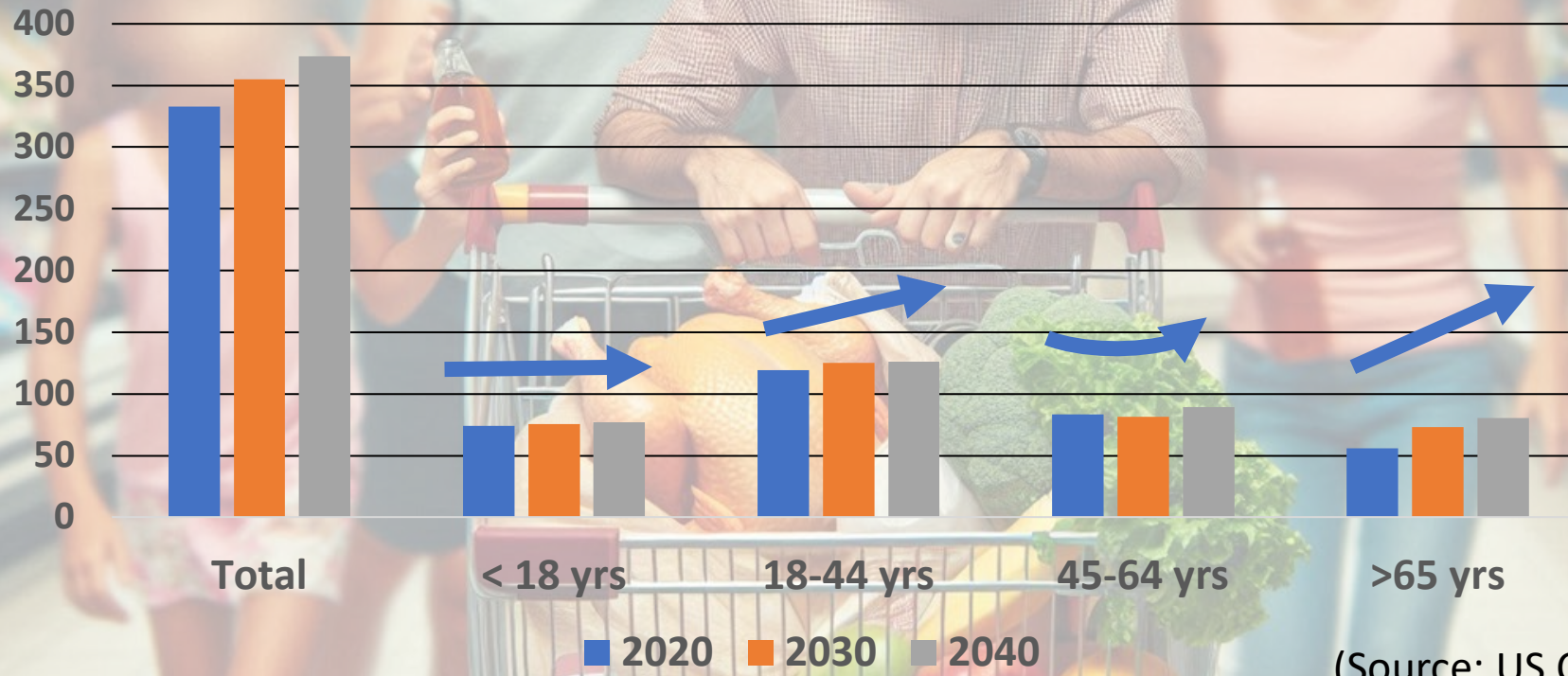
**CHICKEN
MARKETING
SUMMIT**

#ChickenMarketingSummit



The consumer, but which one?

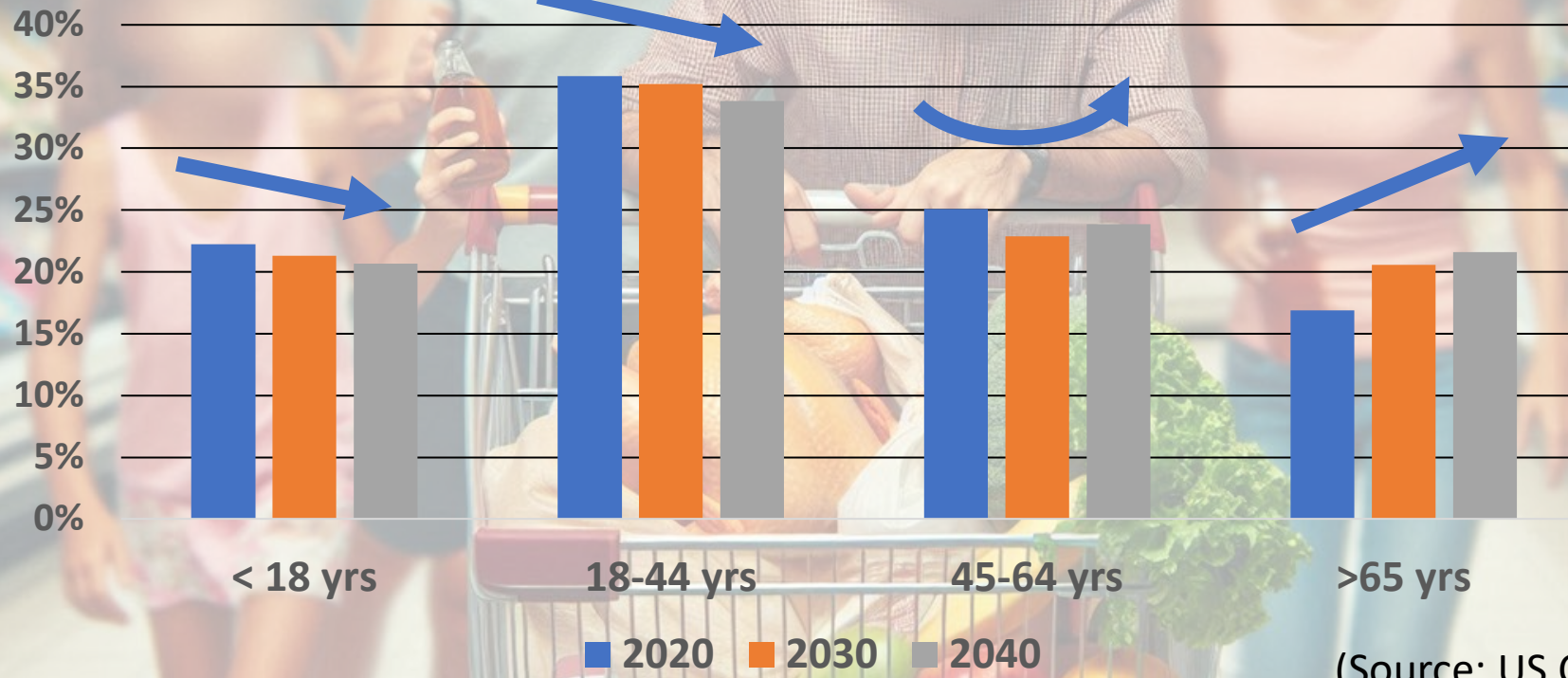
US Population per age group
(millions)



(Source: US Census Bureau)

The consumer, but which one?

US Population per age group
(percentage)



(Source: US Census Bureau)

Focus on Gen Z

Who are they
and who will
they be in 10
years?

Trends:

Anxiety
Live with
technology
Meeting with
real people
Less time on
screens

Key triggers
for buying?
From where
and from
whom are
they getting
information?

Have their
own
contradictions
but focused
on values and
value

Pendulum
effect:
Old will be
back

Let's not forget the seniors

Specific needs

Already a trend

Products from nursing home into mainstream retail

They know tech, too

Beyond generations: Values

Steve Jobs:
“Marketing is
about values”

Beliefs
Identity

Create trust

Fail the values
and you're
out

Mosaic of
markets

New better
products

Find the
values

Earn trust

Breathe
your values

Interacting with the consumer of 2035



Interaction: future evolution

From
communicating to
connecting

From telling to
showing

From talking to
listening

Better balance
Facts - Empathy

From reactive to
proactive

Fully transparent,
truthful, faithful to
values, no false
promise

Answering the needs

Interaction

Training

Combination human-robot-AI

Personalized tips: recipes, shopping, nutrition, food safety, etc...

Tech: tools vs. gadgets

Interacting tools

Customer
experience

Entertaining

Visual
Audio

Short

Immersive

3D

Virtual

“Talking”
objects

Personalized
message



How to produce to meet the wants & needs

On environment

GHG

Carbon
footprint

Water

Waste

Energy
systems

Feed
ingredients

Genetics
GenEng

Optimization
Value chain
& Logistics

Robotics, AI

Less waste,
quality issues

On health

Health care
issues and
costs

Nothing
“weird”

What is a
healthy food?

Good
nutritional
value

Physical,
Mental, Gut
health

Diseases,
pathogens

Less
antibiotics,
medicines

Chicken in a
healthy diet

Emphasize
your product
qualities

Traceability

On animal welfare

Relation
to animals

Life on the
farm

Life after
the farm

Death

Procedures

Staff training

AI
Understanding
welfare

Monitoring

Transparency

On flavors

Variety

Tasty

Adventure
Culinary travel

Experimental,
“surprise me”

Keep ears on
the ground

Flexible and
agile

Be
adventurous

Initiate
options

Personalization

Personal
data

Personal
preferences

Personalized
diet

Personalized
tips

Personalized
marketing/
messaging

Tailor-made
diet/dish

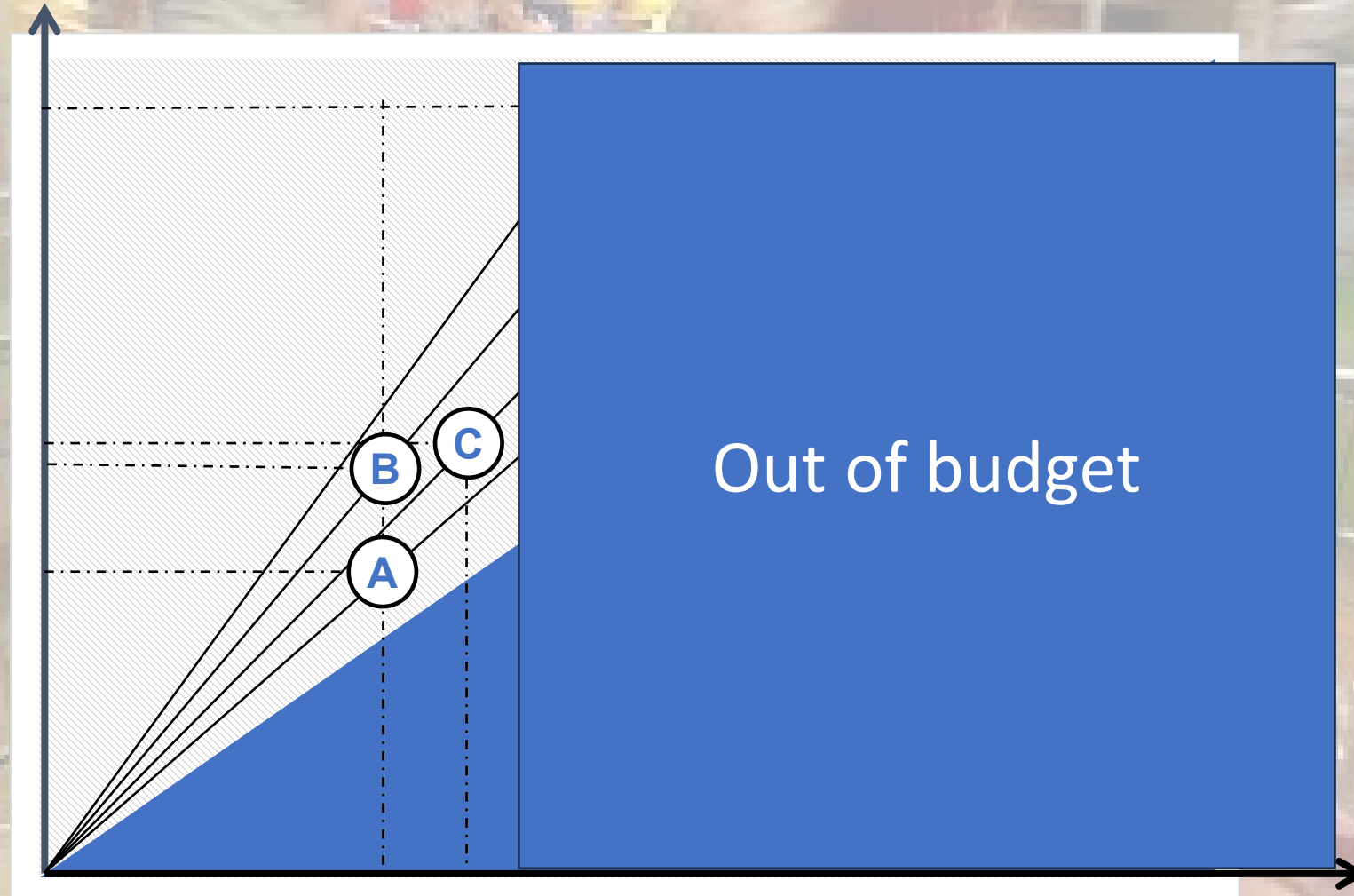
Dish on demand

Micro
manufacturing

AI, Robotics
in kitchens

Focus on value

Value V
"bang"



Out of budget

Price P
"buck"

Preparing now for 2035: you have 10 years

No pressure, no need for hard selling or pushy in convincing

Time to engage in real conversation

Ask consumers

Story of hope

Lead the entire value chain, from a market-driven point of view

Creative times

The power of
information

Follow
evolution in
other sectors

Critical
Thinking

Brainstorm

Encourage
innovation

Organize
contests

Foster
collaboration

Mindset for the future

Curiosity

Pursuit of
excellence

Openness &
pragmatism

De-clutter

Result-
oriented

Helping
others

Reward
doing right

Future discussion topics

Ingredients

Sodium,
Sugar

Genetic
engineering

Ultra
processed
foods

Ethics

What is meat?

Taste

Nutrition &
Health

Natural
Authentic

Environmental
Footprint

Price & Value

Image, reputation

And probably
more

Thank You!



THE FOOD FUTURIST

**CHICKEN
MARKETING
SUMMIT**

#ChickenMarketingSummit

Christophe Pelletier

Web: www.hfgfoodfuturist.com

Email: cpelletier@telus.net