



## FUTURE DEMAND IN FOOD: A Scenario Planning Session

### Align Your Thinking with Evolving Food Culture

*Spend a half-day with Hartman Strategy—where industry executives turn for breakthrough perspectives*

### What You Can Expect

*This private half-day session:*

- Offers a unique vision of the key components of future demand in food
- Delivers an independent perspective from a company focused on finding under-leveraged consumer demand opportunities and helping clients monetize them appropriately
- Not limited to the near term interests of your current categories
- Helps generate the key questions your organization needs to be able to answer in order to sustain competitive advantage 5-10 years from now

#### *Part I: Presentation*

- Synthesis of both infrastructural and consumer demand trends affecting everyone in the value chain
- A proprietary, synthetic analysis of key 'pull' forces affecting the food industry in the next five years: retail, foodservice and consumer behavioral trends
- Key uncertainties in food demand over the next five years
- Four scenarios for the future of food demand

#### *Part II: Live Scenario Planning*

- Discuss how each scenario creates risk/opportunity for your company
- Outline key questions your business would need to answer in order to compete effectively in each scenario

#### *For more information, please contact:*

Shelley Balanko, Ph.D., Senior Vice President, Business Development  
shelley@hartman-group.com

