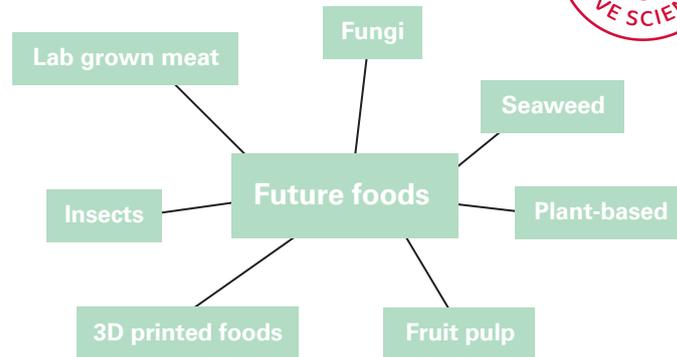


# Activity- Future Food Challenge

## Background:

By 2080, the global population is estimated to have grown by approximately 2 billion, increasing demand for food, water, and energy in a world where these resources are already under pressure. With limited farmland, shrinking water supplies, and rising energy costs, we will need much smarter food solutions to keep up with rising demand.

Climate change adds further pressure with extreme weather, declining soil health, and biodiversity loss, disrupting food production. Innovative technologies, like plant-based proteins and lab-grown meat, can cut emissions, make better use of scarce resources, and ensure global food security.



## Your challenge:

Invent a futuristic food product that is nutritious, sustainable and delicious! Think about:

- What ingredients will you use?
- How will it help the planet?
- What will it taste like?
- How will it be packaged / presented?

Use the chart on the right to get inspired! Explore unusual ingredient combinations or futuristic technologies to create a never seen before product.

Be bold, imaginative, and think about how your product could solve real-world problems.

Consider who your target audience might be-is your product designed for children, athletes, families?

Design a poster to advertise your future food product. Include a detailed sketch, key selling points, and a catchy slogan to grab your customers' attention!

