

Christophe Pelletier

Futurist and Strategist, Food and Agriculture

Food and Farming of the Future. Set of presentations that show the audience the rationale behind future changes and what it will mean for food and farming. The focus is on technological innovations to meet the challenges of producing more and better in a sustainable manner to provide the world population with affordable food. However, technology is not everything and, by mixing futuristic scenarios with practical sense, Christophe Pelletier tells how important the role of leadership, development and training will be to make innovations successful and effective for all the players in the chain from farm to plate.

Future Evolution of Food and Agricultural Markets. Set of presentations that explain the future dynamics of markets and how the type of demand from consumers markets will evolve as much in terms of volumes as in terms of food categories and quality standards. Future demand will require all actors in food production to increasingly look beyond their direct business relations and understand how events that take place elsewhere and in other activities will affect them eventually. The objective of these talks is to help members of the audience to identify challenges and opportunities and develop the future winning strategies and partnerships, as much in undifferentiated commodities as in specialized niches.

From Vision to Execution. The execution of a vision or a plan is always the most challenging part of action. Creating the future of food and farming certainly is no exception. The presentations insist on the importance of selling the vision to other stakeholders, by demonstrating the concrete and practical advantages of the objectives to achieve. By using an approach of what's in for me-what's in for you, Christophe Pelletier tells the importance of the right partnerships, collaboration, and persistence to build a prosperous future for all the stakeholders who need to be involved.