



Narrating the Future of Food

Jack Bobo

Executive Director

Rothman Family Institute for Food Studies

Disclosures

Affiliation/Financial Interest	Entities
Speaker	Various conferences Sodexo Flora Food Group Food Minds NPPC EvokAg NZ Life Sciences Summit NAMI EIT Food
Employee	UCLA



Why we should talk about the past

How we should talk about the future



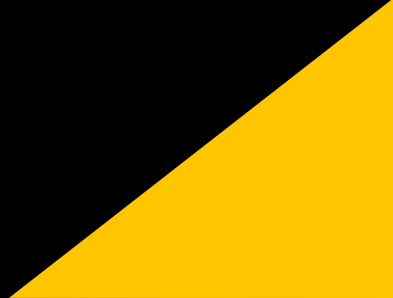
**The stories we tell
determine the future we get.**



Current Narrative



Things are bad and getting worse



We're all doomed!



Fear leads to *apathy*, not action



Problems

Solutions



Lack Trust

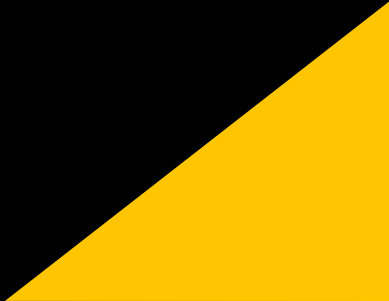


Science tells us what we can do.

The public tells us what we should do.



We need a new narrative



What's missing?

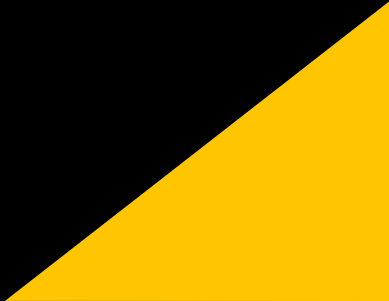


Historical Context

The Past

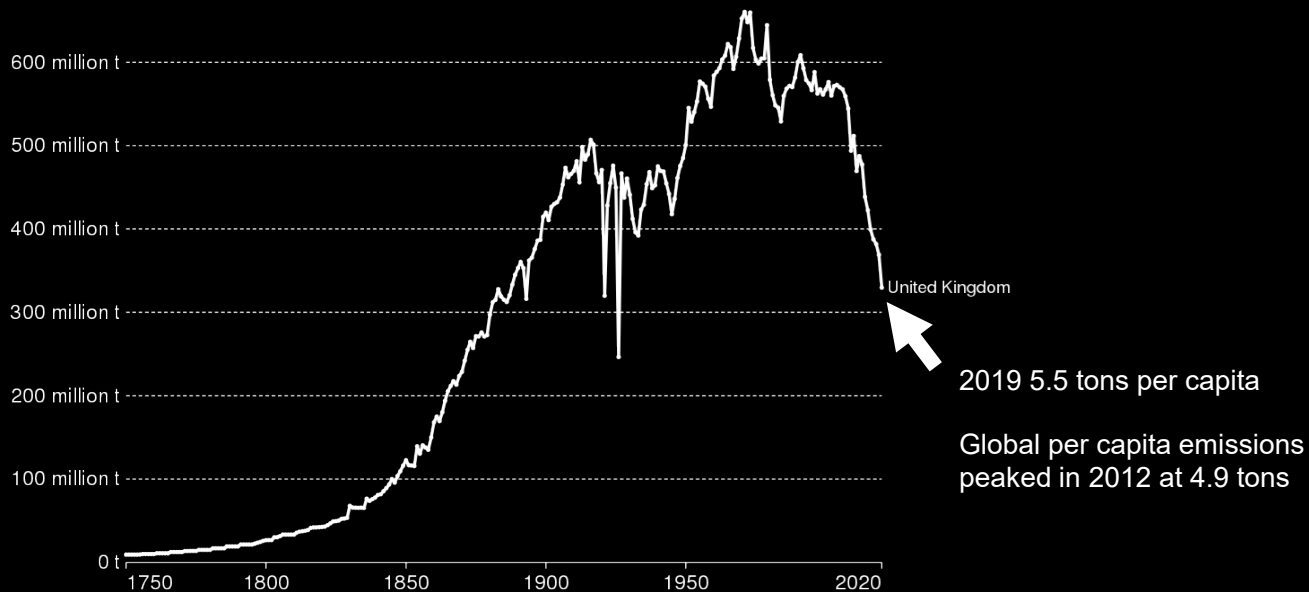


**UK CO2 emissions
5.5 tons per capita**



Annual CO₂ emissions

Carbon dioxide (CO₂) emissions from the burning of fossil fuels for energy and cement production. Land use change is not included.



Source: Global Carbon Project

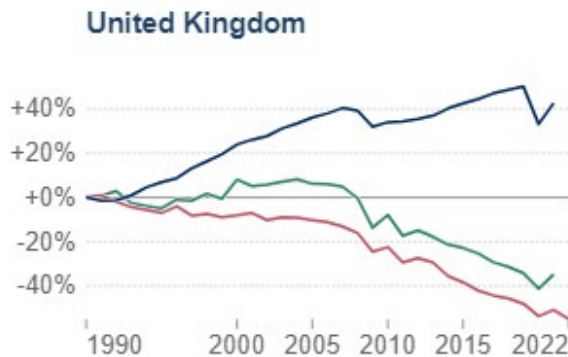


Change in per capita CO₂ emissions and GDP

Our World
in Data

Consumption-based emissions include those from fossil fuels and industry. Land-use change emissions are not included.

■ GDP per capita ■ CO₂ emissions per capita ■ Consumption-based CO₂ emissions per capita



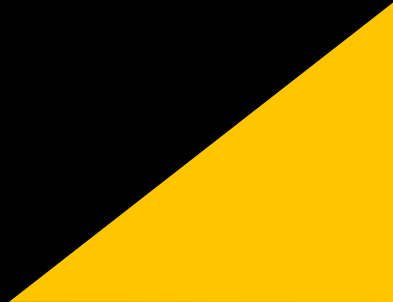
Data source: World Bank (2023); Global Carbon Budget (2023); Population based on various sources (2023)

Note: GDP figures are adjusted for inflation.

OurWorldInData.org/co2-and-greenhouse-gas-emissions | CC BY

What about agriculture?





Things are not necessarily bad and getting worse.

**They are good and getting better...
but not fast enough.**



How we communicate matters.



The Future



How do people think about the future?

What do I think will happen?

What can I do about it?



Strategic Planning



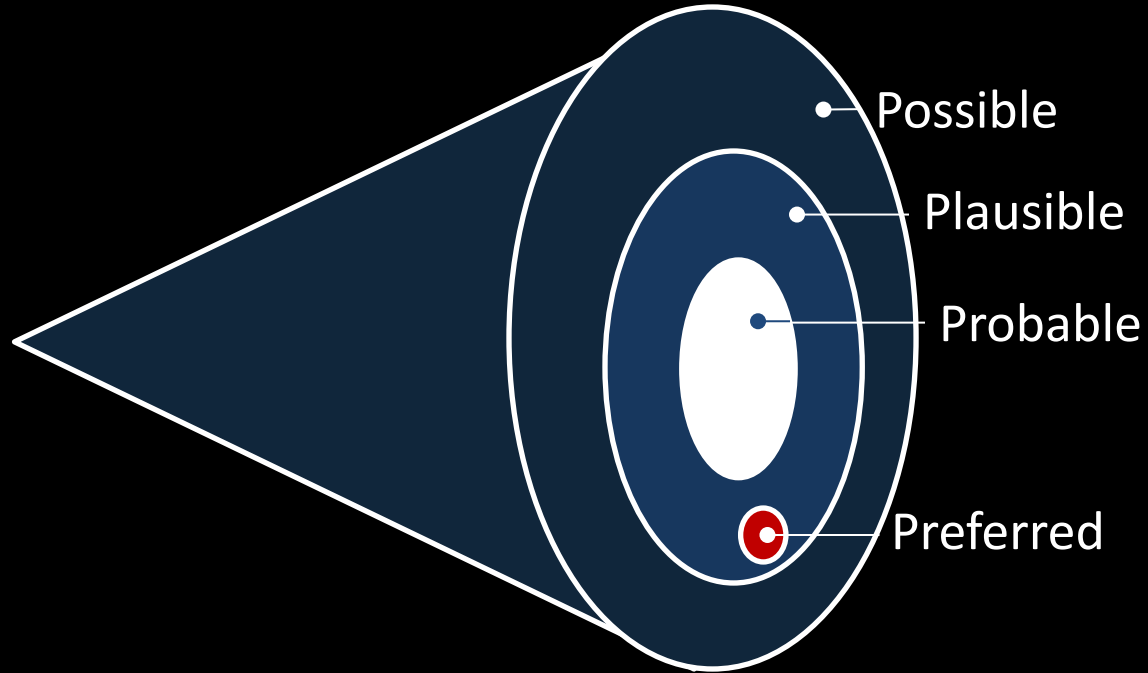
Strategic planning is
about preparing
for the place you
expect to go.



Strategic Foresight



Futures Cone

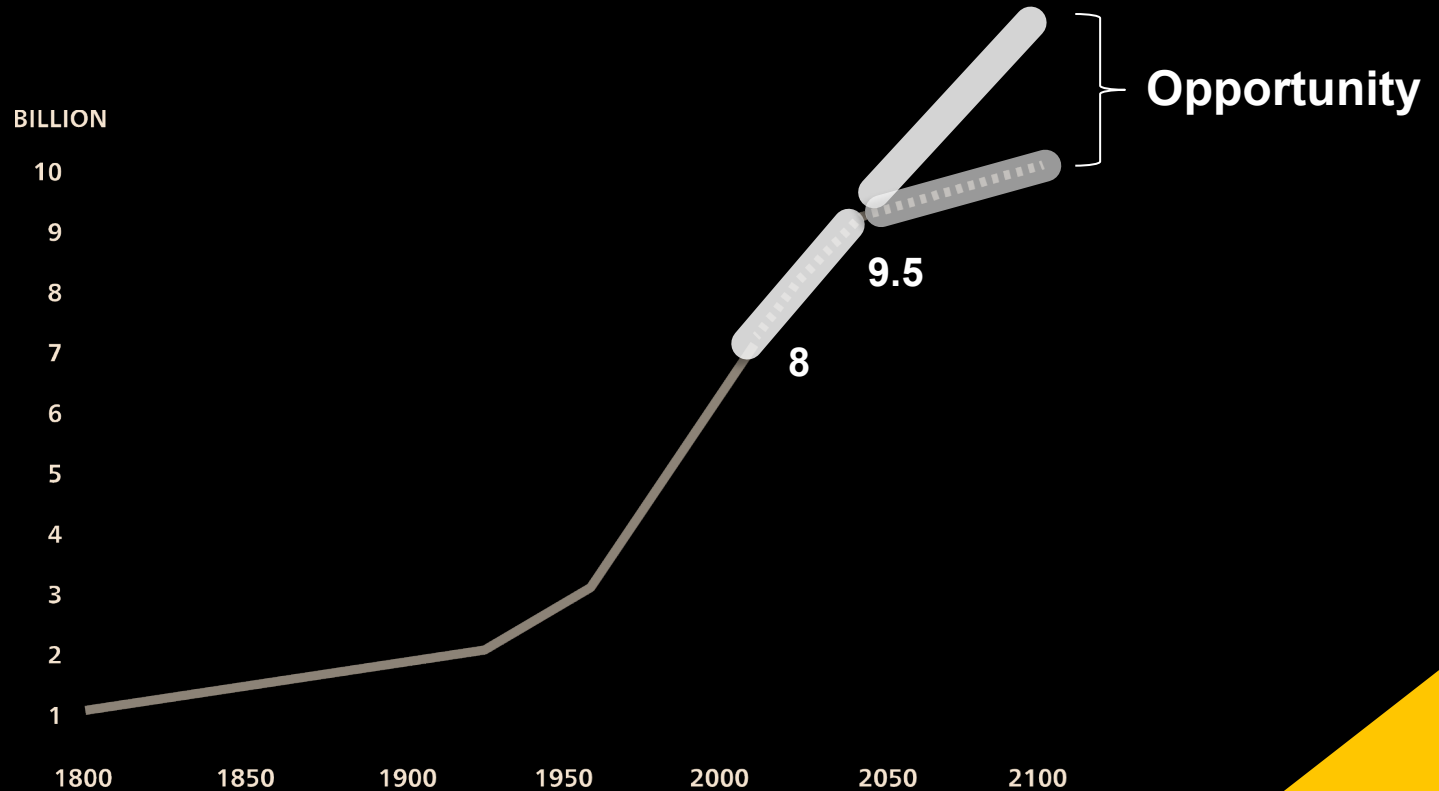


**Stop preparing for the
future you expect.**

**Start creating the
future you want!**



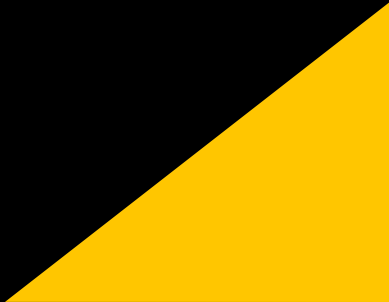
Why now matters



Opportunity

**Don't ask people to
sacrifice for the future.**

**Invite them to
embrace the future!**



Thank you!

Jack Bobo
Rothman Family Institute for Food Studies

Jbobo@college.ucla.edu

