



Cultivating Tomorrow: *Customer Trends to 2050*

DIAL Ventures, Oct. 2025



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McGill
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WHAT WE DO...



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Recent research

- Most Influential Nations Ranking
- Canadian Food Sentiment Index
- Food Safety
- Breakfast survey
- GLP1 Survey
- Grocery Discounts
- Farmers Trust Survey
- Nova Scotia Local
- End of year survey 2023
- Xmas dinner alternatives
- Restaurants 2023
- Blue Economy
- Inflation impacts nutrition
- Maritimes University Food Banks
- AI Report
- Plant-based Products
- Grocer Distrust

1. Climate-Resilient Food Systems

Extreme weather and shifting climates will drive adoption of resilient crops, regenerative practices, and localized adaptation strategies.



2. Precision Agriculture and Smart Farming



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AI, drones, robotics, and advanced sensors will optimize resource use and reduce waste at the production level, boosting sustainability and traceability.



3. Clean Labelling Goes Mainstream

Consumers are demanding transparency and simplicity. Expect ingredient lists to get shorter, more natural, and free of artificial additives, with clear front-of-pack messaging.



4. Alternative Proteins Redefine Protein Norms



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Cell-cultured meat, plant-based foods, precision-fermented dairy, and insect protein will move from niche to norm, reshaping diets and supply chains.





5. The Rise of the Middle Mile

The middle mile, where food is sorted, packed, and moved, is becoming key to reducing losses, boosting efficiency, and ensuring quality, leading to fresher, safer, and more consistent products for consumers.



6. Hyper-Localization of Food Systems



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Urban farming, local processing hubs, and distributed supply chains will reduce transport distances and increase food system resilience.



7. Digital Traceability and Transparency

Blockchain, cloud platforms, and QR-code scanning will give consumers full access to a product's journey, from soil to shelf.



8. Personalized and Functional Nutrition



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Data-driven diets based on genetics, microbiome, and wearable health metrics will tailor food choices to individual needs and goals.



9. Food Waste Circularity and Upcycling

Retailers and producers will transform food loss into new value streams through upcycled ingredients, circular packaging, and resale platforms.



10. Carbon and Water Footprint Labeling



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Environmental labelling will become as common as nutrition facts, allowing consumers to make climate-conscious choices instantly.



Thank You!

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