



Lockdown & Development

or the flexibility of food industry companies to innovate, challenge conventions, and reinvent themselves during a crisis.

In this time of transition, renewal and global social responsibility, the 2020 SIAL Paris, the International Food Trade Fair, is confirming its ambitions: to federate the food ecosystem around the major transitions underway in the industry, and to be a source of inspiration for the entire worldwide food community: to Inspire Food Business.

SIAL Paris is the largest trade fair of the sector, an essential for trendsetters and those seeking new ideas to develop their businesses. For more than 50 years, SIAL Paris has been assembling a wide variety of the industry's players in the French capital, offering them the opportunity to share their expertise and concoct the recipes for tomorrow's success.

The 2020 event goes one step further, aiming to open the floor on an **important, unifying theme, #Own the Change**. This subject invites food industry players to examine their actions and initiatives in facing change and to address an essential question: **"How will we feed the world's population in 2050?"**

That is the issue currently being considered by food industry professionals from all over the world, organized in partnership with **Make.org**. [You may access the international consultation in English](#) (available until May 29, 2020) and the themes addressed at the two discussion forums of 2020 SIAL Paris: **the SIAL talks and the Alternative Food Forum**.

FOCUS ON

SIAL ALTERNATIVE FOOD FORUM

The #Ownthechange theme of 2020 SIAL Paris incites us to take a closer look at food industry companies' initiatives and innovations during times of crisis. How can a Food business develop and adapt when disaster strikes? What are the new technologies available that enable the population to eat healthy food and stay in shape during confinement?

The Alternative Food Forum is a place for discussion and the confrontation of different expert perspectives on current and future issues. Talks by a number of professionals from distribution, industry, and the restaurant business join forces with the expertise of partners **Atlantic Santé** and **NutriMarketing** to offer visitors an opportunity to understand and anticipate the food of the future.

Béatrice de Reynal, PhD, a nutritionist and the CEO of **NutriMarketing**, and **Nathalie Hutter-Lardeau**, a nutritionist and the Founding Director of the agency **Atlantic Santé**, will take stock of the current situation.

Agility is the key to this crisis, and companies must reinvent themselves to develop new prospects.

Frugal innovation is an innovative, improvised solution arising from ingenuity and intelligence.

Béatrice de Reynal

Food retailers and grocers are seeing increasing demand, but they are also encountering difficulties in their supply chains. They must address consumers seeking reassurance and turning to foods that are reputed as healthy, such as immunity boosters (citrus juices and fruits), probiotics and organic foods.

To rise to this challenge, companies in this sector are innovating in "frugal" ways.

This means unlearning the concept of innovation as it has been understood until 2020 and taking into account three rules:

- Simplify as much as possible: move towards natural products and common sense
- Make use of local resources: raw materials, skills, workshops, and so on
- Relocate to be as close as possible to consumers



Espace SIAL Alternative Food Forum 2018

To adapt to current events, and to deter the consumer mistrust of prepared dishes delivered to their doors during this confinement period, companies such as **UberEats**, **Deliveroo** and even **La Poste** are offering no-contact delivery, and especially fresh, local food.

Indeed, having fresh products delivered at home is a way to maintain a healthy lifestyle. Nathalie Hutter-Lardeau, a nutritionist and the Founding Director of the agency Atlantic Santé, reminds us that people in confinement want to consume good ingredients and raw materials, rediscover the pleasure of cooking and sharing meals, and engage in a little physical activity... While staying at home. This is what brings structure to the day, and it is made possible by a number of technologies.

New technologies, such as applications, webinars and online coaching services, help keep us in shape. This is a golden opportunity to begin truly examining the way we eat: to maintain good eating habits or to adopt new ones.

A number of online systems have been developed to foster access to fresh, local products, such as **Produits Locaux.bzh in Brittany**, which already assembles 48,289 consumers and 1,359 farmers, operators, and craftsmen registered with the fair trade platform.

During this period of confinement, the kitchen has become a refuge. An opportunity to step back and take a closer look at what we are eating and the impact it has on the environment. How? By using applications like **ScanUp**, which enables users to co-create products with industrials; and through solutions aiming to combat food waste, such as **Olio**, **Foodcloud**, **Too Good To Go** or **Framdrop**. They variously provide recommendations on how to make leftovers more exciting, or indicate the unsold, surplus food available at lower prices with grocery stores and other shops. These applications make it possible to cook in a new way, and to take an interest in the nutritional content and environmental impact of the food we eat. But the power of new technologies doesn't end there. 3D printers offer additional culinary possibilities during confinement: cooking utensils such as ice cube trays, bottle openers and cake pans may be produced at home. Then there is the Japanese food tech start-up Open Meals, which didn't wait for the confinement to launch its "Cyber wagashi" project, with 3D-printed pastries.

Conference



Come discover some pertinent solutions and meet our experts at the Alternative Food Forum of the SIAL from October 18 to 22, 2020.

The five conferences themes are:

- **Nutritional changes**
- **International food industry changes**
- **Geopolitical changes**
- **Changes in sourcing practices / access to food**
- **Technological changes**

THE VIEWPOINT OF Xavier Boidevézi and Agathe Mathey

FoodTech experts



The way we eat is continually changing, and the mission of FoodTech is to federate all the innovative digital, technological and entrepreneurial initiatives relating to food.

In the words of **Xavier Boidevézi**, Digital Workshop Director of the SEB Group and National Secretary of the FoodTech network, **"The FoodTech sector is undergoing radical change, and the crisis is going to ramp up that change. At this phase, it is difficult to imagine everything that is underway and what will come out of it."** However, he remains convinced that a number of companies are innovating and inventing new products and services that will bring lasting change to our way of eating on an everyday basis.

He also adds that **"Existing initiatives – such as networks like 'La ruche qui dit oui' that enable communities to directly purchase from local farmers – are on the rise, with sales and suppliers skyrocketing: 30% more farmers have registered since the beginning of the crisis."**

To assist in making this a reality, **Via Terroirs** is a shining example of the positive solidarity that has emerged during this crisis. To deal with the Covid-19 crisis, Via Terroirs got involved to help farmers sell off their products, and quickly adapted to the situation by making its platform available to the food stores that were still open, including supermarkets, to enable local farmers to organize their distribution and liquidate their stocks.

Another remarkable, innovative measure has been taken by **Monoprix** to facilitate the sharing of orders and the fluidity of deliveries. Five Parisian stores – selected because they were located in business zones and were therefore deserted – were transformed into “dark stores.” According to the brand, these points of sale, now dedicated to e-commerce order preparations, are already operational. Agathe Mathey, General Delegate of the FoodTech Dijon BFC, explains:

When the confinement period will be over, the consumer will certainly recover the pleasure of shopping again, but the use of drive-throughs and short food supply chains could largely become a long-term habit.”

The FoodTech also notes that consumers wish to eat healthy, locally produced food, and to do so they are choosing “do-it-yourself” solutions.

In particular, marmiton.org has recorded a 300% increase in organic traffic to its website just for the consultation of “how to make homemade bread.”



SIAL Paris 2018

INNOVATION AT THE HEART OF THE SIAL

The SIAL, decoding tomorrow's food

With SIAL Innovation, the trade fair asserts itself as a **forerunner for market trends, providing visitors with up-to-date expert content** on the development and innovation of the markets on a worldwide scale. **This forum for invention, transition, re-invention and futurology** decodes the new concepts and trends in food industry consumption throughout the world. **This international observatory for food innovation is presented in partnership with ProtéinesXTC, which selects some 700 products out of more than 3,000 submissions.** The selection is all the more fascinating with food industry companies all over the world reinventing themselves, **developing new products with new ingredients set to become tomorrow's foods!**

**SIAL
INNO-
-VATION**

KANTAR

ProtéinesXTC
creative scientists & game activists

censcil
GIRA

Join us at the SIAL Talks (in the gallery) for the conferences and discover the Food Study 360 at the SIAL Innovation space at Hall 6.

A unique examination of offer and demand

Expert partners of SIAL – Kantar, ProtéinesXTC and Gira Conseil – engage with visitors, proposing direct access to a specialized analysis of major trends and how they evolve over time with the results of the **Food 360 study**. This “consumer survey” conducted in 11 different countries sheds light on consumer expectations in terms of innovation and offers insight to understand popular perceptions of food. **This unique analysis is the only one on the market today to have surveyed the eleven countries in question using a list of similar questions.**



Espace SIAL Innovation 2018

AN INTERVIEW WITH

Philippe Chapuis

Director of the Food Industry Department of Crédit Agricole, SA
and Member of the Executive Board of SIAL Paris

1- In the special Covid-19 edition of your publication PRISME, which reports on major news from the farming and food industry relating to the pandemic, you focus on "online grocery stores that are dealing with a skyrocketing demand." In your view, what are the most remarkable initiatives?

There are several development and distribution concepts that were already getting off the ground and that are now taking on a whole new dimension, although I would not call them groundbreaking innovations. My first observation is that supermarkets, which were in a slump, are now awakening to considerable opportunities, with drive-throughs showing exponential growth.

The second observation is the activity of pure players in distance sales such as "La Belle Vie" in Paris, which proposes a selection of several thousand product references, including artisanal and mass-produced supermarket products – with an orientation towards organic and sustainable agriculture – and promises one-hour delivery within Paris and three-hour delivery within the larger Ile-de-France region. And let's not forget the reinvention of home delivery organizations such as "Frichti" or "Uber Eats," which are now offering fresh products.

These developments constitute key factors for the success of the sector and opportunities for it to recruit tomorrow's clients during this period of confinement.

2- Phygital sales models – combining bricks and clicks – appear to be prevailing during this period. What, in your opinion, are the platforms showing a good example?

Food business platforms are going to proliferate, but they are not the only ones; the whole online sales world is mushrooming. For example, a new circular e-commerce platform has been designed to eliminate waste by proposing products in sustainable – instead of disposable – packaging. Single-use packages are replaced by attractive reusable containers. Through partnerships with a great number of brands and distributors, Loop is available in the northeastern United States and in Paris, and the concept is intended to quickly spread to the rest of the country. Then there is InVivo, which federates cooperatives to sustainably transform the agricultural sphere, ensuring food quality in France and throughout the world through innovative, responsible solutions that benefit both farmers and consumers.

We have noticed two phases since the beginning of the crisis. The first was stockpiling, which was beneficial for the entire agricultural sphere, as well as industrials. The second was the beginning of the end of "agribashing," a term adopted by farmers feeling denigrated and forsaken; today there is a better awareness of how essential agriculture is, although it must continue pursuing sustainable practices, of course.

3- Solidarity has appeared in different forms throughout the field. Will this cooperation last in the long term?



Philippe CHAPUIS, Director of the Food Industry Department of Crédit Agricole, SA and Member of the Executive Board of SIAL Paris

It is indeed emerging in various forms, and it will especially make it possible to help all kinds of organizations. Small-scale businesses benefit from crowdfunding, with the example of MiiMOSA, which invites the public to invest their savings in a meaningful, participative agricultural or food-related project. Investment funds are also appearing: Crédit Agricole is preparing the first transition funds, which will raise €200M to provide transition assistance to farmers, medium-sized companies and corporations. And there is eco-investment, a concept that encourages businesses to launch environmentally friendly concepts. This financial movement is supporting every size of company, at all levels of the sector, in their transformations. More generally, the development of partnerships between suppliers and distributors throughout the production chain is an inevitable step in ensuring a more secure future, and one that corresponds with today's societal expectations. Crédit Agricole, InVivo and the horticultural industry (currently facing considerable hardship) is planning to test out three-party partnerships to ensure sustainable prospects to struggling companies from that industry.

4- What do you think of the theme of the 2020 SIAL event, #Ownthechange, which invites the profession to claim the change as its own?

There is indeed an opportunity to seize today: supported by sustainable farming, oriented towards more eco-friendly projects, encouraging short supply chains and local consumption, and involving the industry's players – industrials, the National Federation of Agricultural Holders' Unions, and farmers as a whole – to safeguard our food supply.

The theme of this year's SIAL is a timely one, addressing today's central concerns.

KEY FIGURES



2018



119
countries



7 200
exhibitors
87% international



2 355
products
presented during the SIAL Innovation



+400 000
products presented



France
1st exhibiting country



21
product sectors represented

All SIAL news on the [online press room](#)

INTERNATIONAL PRESS CONTACT

Agence 14 Septembre Milano



sial_international@14septembre.com

+39 02 35 999 293

About SIAL Paris

About SIAL Paris Organized by Comexposium Group, SIAL Paris is a member of SIAL Network, the world's largest network of food and beverage trade shows. These nine regular events (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL China, SIAL Middle East, SIAL Interfood in Jakarta, SIAL India in New Delhi, Gourmet Selection by SIAL and Djazagro in Algiers) bring together 16,700 exhibitors and 700,000 professionals from 200 countries.

www.sialparis.fr

The COMEXPOSIUM group

Comexposium is one of the world's leading event organizers. Globally, it hosts more than 135 B2B and B2B2C events across many different sectors, significantly in agriculture, construction, fashion, food, health, leisure, real estate, retail, security, students, tourism, and works council. At events, in over 30 countries, Comexposium welcomes more than 3,5 million visitors and 48,000 exhibitors annually. Headquartered in France, Comexposium's employees and sales network operate in 22 countries. Comexposium aims to be seen as the place to be, building bridges between people and business.

www.comexposium.com