Feeding the World Population Today and Tomorrow

According to current projections, the global population will reach eight billion by 2025-2030, and will likely reach nine billion by 2045-2050. Feeding this expanding population and meeting rising consumer expectations will present production, nutritional and food safety challenges that will require new approaches and unique solutions. Local issues will quickly become global issues with the continuing globalization of the food supply.

The Food Safety Modernization Act is the most sweeping reform of U.S. food safety regulations in more than 70 years and is designed to shift safety of the food supply from responding to contamination to preventing it. FSMA stresses increased collaboration between regulatory agencies, both foreign and domestic, and the food industry in designing and implementing new food safety systems that provide assurance foods meet acceptable safety standards. Focusing the consumers’ attention away from “chemo- and micro-phobia” and towards the measures taken by industry and regulatory to assure safety will place new demands on the message and how it is communicated. The importance of processed foods in feeding the growing population while meeting nutritional requirements for preventing disease and other food-associated maladies will be stressed.

The JIFSAN Advisory Council’s 2012 Symposium will focus on some of the issues and requirements of feeding the growing global population while meeting increasing domestic and international regulatory requirements and expanding consumer expectations for nutrition and safety. Emphasis will be on domestic markets, regulations and consumers, but global implications will be discussed.

Information, and how it is presented to the consumer, is important in forming consumers’ perceptions of food, the food industry, and government agencies that regulate the food industry. The message, and the medium for delivering the message, will be discussed in each session, and insight will be provided to help understand consumers’ concerns, how they hear and react to information, and what will be necessary to strengthen consumer confidence.

JIFSAN has made great strides towards becoming a world leader in food safety training and is well positioned to make significant positive contributions to meeting the growing demand for safe food.