

Designing the Store of the Future

**Farm Foundation Round Table
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THE VOICE OF FOOD RETAIL

Feeding Families  Enriching Lives

The FMI Emerging Issues initiative

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Objective

- Identify issues that have the greatest potential to affect the food industry within the next 3-5 years.

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How FMI gathered this information

- Staff brainstorm, Multiple Cross-Committee vetting, 2 Board feedback exercises, member survey, and 20 one-on-one CEO-level interviews.

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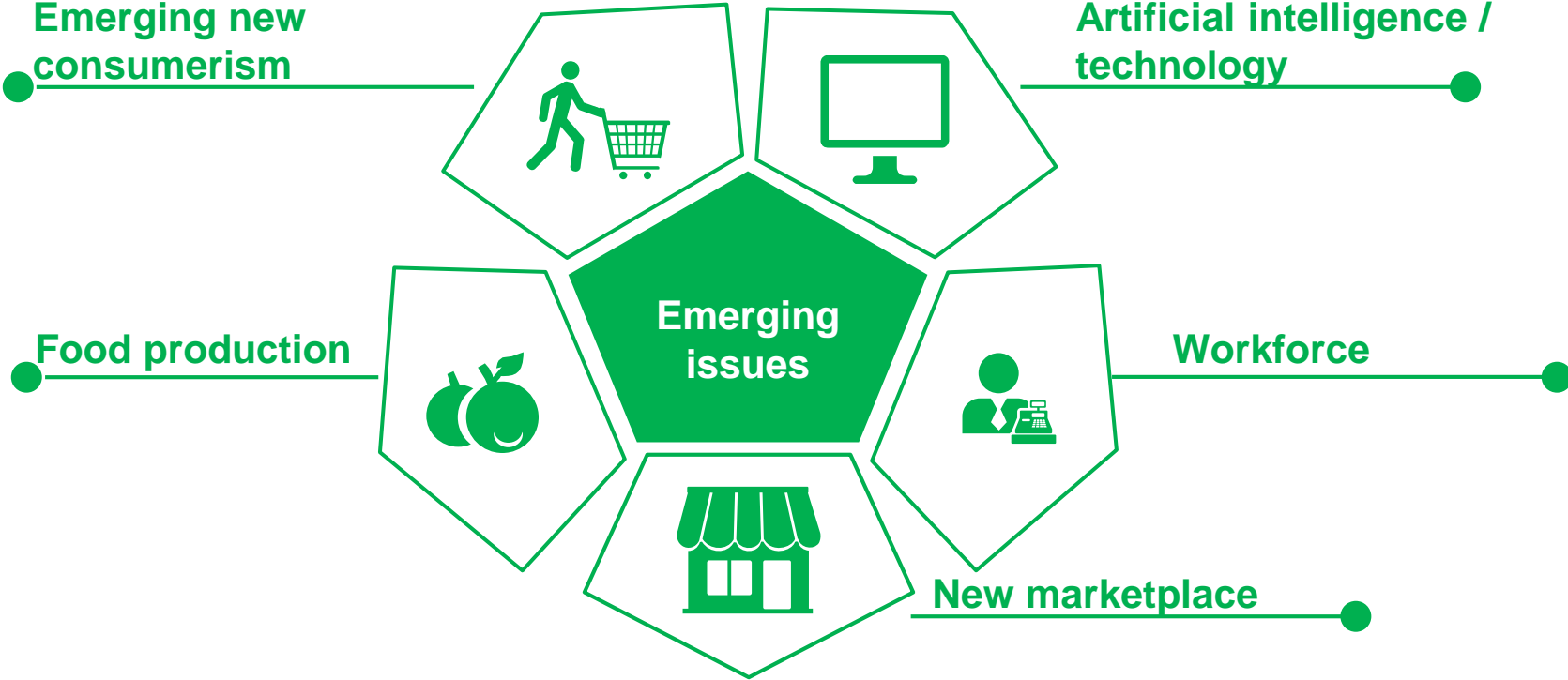


How FMI will use this information

- Help inform FMI's Strategic Plan and help set its agenda for future initiatives and work across
 - Government relations
 - Food safety
 - Total store collaboration / thought leadership
 - Voice of food retail / communications

Emerging Issues overview

FMI identified five major categories of emerging issues after synthesizing findings from external research and internal focus groups.



Emerging new consumerism

New definitions of value calling for greater consumer involvement in food choices

- A. Beyond cost, taste, and convenience
- B. Demand for transparency
- C. Specialized product choice
- D. Personalized health and wellness suggestions





Reimagined marketplace and the new role of the physical store

- A. Consolidation**
- B. Blurring boundaries**
- C. Pressure on brick-and-mortar channels**
- D. Speed of change and disruption**
- E. Labor implications**

Artificial intelligence/ technology



The ways in which technology will transform the food industry and alter the role of humans throughout its processes

- A. Role of humans
- B. Industry operations
- C. Consumer actions
- D. Privacy concerns



The impact of global changes on hiring, training, management, and corporate culture

- A. Competition for labor
- B. Talent identification and recruiting
- C. Evolution of job responsibilities
- D. Compensation and benefits

Workforce

Shifts caused by global changes, whether technological, environmental, values-based, or otherwise

- A. Food safety
- B. Regulatory burdens
- C. Food supply sufficiency
- D. Pressure for sourcing to meet CSR requirements

Food production



Thank you!!

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