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Changing the Food Game | Taylor & Francis Group

Strategic consultancy NewForesight, founded by author Lucas Simons, drives the sustainable market transformations discussed in Changing the Food Game. NewForesight has contributed to sustainable market transformations in agricultural sectors such as coffee, cocoa, sugar cane, floriculture, aquaculture and cotton.

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CHANGING THE FOOD GAME Market Transformation Strategies for Sustainable Agriculture. By 2050, the world's population is estimated to grow to 10 billion. To feed everyone, we will have to double our food production, and produce more food in the next 40 years than in the last 6,000 years combined. Changing the Food Game shows how our present ...

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Changing the Food Game: Market Transformation Strategies ...

Market transformation all means collectively working towards a higher level of connectedness between actors that in turn leads to a higher level of "connectability" within the system. The transformation curve model is meant to make sense of complex realities, to find patterns of behavior, to predict the next steps, and to suggest intervention strategies that can accelerate change.

Phases of market transformation | Changing the Food Game ...

The book “Changing the food game: market transformation strategies for sustainable agriculture”, written by Lucas Simons, discusses how markets can be changed to support a sustainable food system. Chapter topics include how food production impacts the world, market failures, and phases of market transformation.

Food Climate Research Network (FCRN) | Knowledge for ...

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