

## Farmers, here's what the public wants to know about food

Tyson Foods is the biggest U.S. food company .... [E]arlier this year it formed the Trendtellers Council and packed it full of food leaders and innovators. That council has now delivered its first list of projected food trends.

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### Transparent food takes hold

Yes, we all know that consumers want more information about their food. They want to know where it was grown, how it was grown, how it was harvested, and how it landed on their plates. And while much of this seems trivial to farmers, its a reminder that this trend isn't going anywhere soon.

.... Someone is going to tell the story of agriculture. If it isn't farmers, it probably won't be the narrative we like. So we need to continue to open up and let consumers get to know us.

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### Food as a form of self-expression

.... As discussed on A User's Guide to Cheating Death, the natural fallacy takes hold because people see food as a form of self-expression. That's why organic and non-GMO foods are forms of identity. It makes people feel really good about their choices and who they are.

.... I purchase Land O'Lakes products because the company has always supported family farmers. I don't buy groceries with The Non-GMO Project labels because the label is toxic. We need to make supporting good brands that don't use fear as fashionable as possible!

**Read full, original article:** [Tyson's Trendtellers Council Projects Food Trends for 2019](#)