

## Will fear-based product labels fade in 2019? 5 food and farming predictions for the new year

Welcome, 2019! [In 2018 we] experienced newer diet trends where Keto and Whole30 reigned as some of the most popular weight loss methods. Where will we go into next year? Will more people adopt vegan diets? Is there a higher demand for organic, natural, and non-GMO foods? Here are my predictions for the Top 5 food and farm trends for 2019.

**Older labeling fads will fade.** Organic Valley, Hunt's, [A&W Canada](#), [Panera](#), Chipotle, [Stonyfield](#), [Smirnoff](#), Triscuit. What do these brands have in common? They all used marketing labels and campaigns which strongly backfired .... [T]hese companies were heavily called out by science-based shoppers for fearmongering .... I believe in 2019 fewer companies will do this based on the fact they may lose business ....

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**New label trends will emerge.** Regenerative? Is it “organic enough?” As more consumers catch on to the fact that so many of our [food labels are misleading](#), food corporations will have to come up with new label trends to try and differentiate themselves.

**New [dieting trends](#) will show up.** Move over Keto ... something new is in town. I'm not sure what that is, but you know it's gonna happen. Eliminate a food group ... pay for some pill ... come up with a trendy new fearmongering campaign .... Someone will profit in some way. That's just how the diet and exercise industry tends to work ....

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