FOOD IS FASHION. GROCERY IS DATA. GROWTH NEEDS SPEED.

FAST TASTES. AI. NEW SCIENCE. INTELLIGENT SUPPLY CHAINS.



STAGE PHOTO FROM JIM CARROLL ARCHIVE

THE CLIENT INQUIRY / ILLUSTRATIVE, NOT A RECEIVED EMAIL

We are looking for a speaker for a food-industry summit with grocery, restaurant, food-manufacturing and supply-chain leaders. We need someone who can bring together changing consumer tastes, AI, personalized nutrition, food science, packaging innovation and supply resilience. The audience should leave with a useful strategic direction rather than a list of futuristic gadgets.

EVERY PART OF THE FOOD SYSTEM IS CHANGING—AT A DIFFERENT SPEED.

Consumer tastes can change in weeks while production, distribution, research and packaging investments take years. Leaders must connect the clocks.

01

FAST CONSUMERS

Health, convenience, social influence and value can rapidly reset category demand.

02

SCIENCE + INNOVATION

Food biology, ingredients, materials and processing methods expand product possibilities.

03

INTELLIGENT SUPPLY

AI, sensing and the cold chain can improve visibility, quality and responsiveness.

04

BUSINESS MODEL CHANGE

Restaurants, grocery, packaging and food manufacturing need different responses to the same acceleration.

NOT A GENERIC TRENDS KEYNOTE.

A career of working inside the industry, paired with research built for this particular audience.

THE INDUSTRY EXPERIENCE

From food manufacturing, grocery and packaging keynotes in the 1990s and early 2000s to restaurant innovation, faster taste cycles and AI in cold-chain operations.

30+

YEARS OF CROSS-INDUSTRY FUTURES RESEARCH

10

RELEVANT CLIENT ENGAGEMENTS PROFILED IN THIS BRIEF

CONNECT THE SIGNALS. DELIVER A DECISION FRAMEWORK.

Connect consumers, science, factory, retail and logistics into a coherent food-growth agenda.

01

UNDERSTAND

Show how food fashion, personalized health, AI and technology are reshaping demand and capability.

02

CONNECT

Examine the interdependencies among product development, packaging, menus, grocery and logistics.

03

ACT

Identify where to improve forecasting, formulation, customer insight and resilient operations.

THINK BIG. START SMALL. SCALE FAST.

FIVE CONNECTED ACTS. ONE PRACTICAL STORY.

Topics are combined and calibrated to the actual audience, not delivered as a canned speech.

01	THE FAST TASTE ECONOMY	Consumer tastes, food fashion, creators and product cycles.
02	FOOD BECOMES PERSONAL	Health data, personalized nutrition, biology and emerging ingredients.
03	SMARTER PLANTS AND SUPPLY	Robotics, sensors, forecasting, traceability and cold-chain intelligence.
04	GROCERY AND RESTAURANTS CHANGE	Mobile behavior, automated ordering, menu innovation and digital expectations.
05	GROWTH DESPITE UNCERTAINTY	Protect core performance while experimenting with new products and business models.

INSIGHT IS NOT ENOUGH. THE ROOM NEEDS DIRECTION.

Four practical outcomes connect the future story to how people make decisions.

01

READ THE CONSUMER

Recognize demand signals before category assumptions become obsolete.

02

LINK THE VALUE CHAIN

Bring innovation, production, packaging and supply planning into the same conversation.

03

USE AI PRACTICALLY

Choose applications with clear quality, visibility or customer benefits.

04

BUILD RESILIENCE

Shorten learning cycles and maintain options amid volatility.

TEN REAL ROOMS. TEN DISTINCT STRATEGIC CONVERSATIONS.

01 RICH FOODS

02 NESTLÉ / PURINA

03 FLAVOR & EXTRACT MANUFACTURERS

04 YUM! BRANDS

05 PRODUCE MARKETING ASSOCIATION

06 CANADIAN FEDERATION OF INDEPENDENT GROCERS

07 FMC FOODTECH

08 TETRAPAK

09 GLOBAL COLD CHAIN ALLIANCE

10 GODIVA / PLADIS

The next five pages explain the audience, the strategic question, the actual keynote themes and the relevance to this client inquiry. These are speaking engagements, not claims of client technology deployment.

THE REAL KEYNOTES BEHIND THE CLAIM.

Each example ties a specific audience to the messages presented, not a claimed client business outcome.

01 RICH FOODS

CEO-led food-business leadership event

STRATEGIC QUESTION Help food leaders understand changes that persisted after the pandemic.

KEYNOTE THEMES Consumer behavior; digital interaction; retail changes; shifting food preferences and operating models.

WHY IT FITS A direct industry precedent for a mixed food manufacturing and retail audience.

SOURCE: JIM CARROLL INDUSTRY / EVENT ARCHIVE • LINK

02 NESTLÉ / PURINA

Food, pet-care, consumer and agribusiness audiences

STRATEGIC QUESTION Make consumer fickleness and category change tangible to a global brand organization.

KEYNOTE THEMES Hyper-innovation; shifting tastes; food and agriculture; growth and commoditization.

WHY IT FITS Decades of evidence across several connected food sectors.

SOURCE: JIM CARROLL INDUSTRY / EVENT ARCHIVE • LINK

THE REAL KEYNOTES BEHIND THE CLAIM.

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03 FLAVOR & EXTRACT MANUFACTURERS

Industry association leadership

STRATEGIC QUESTION Explain how food science and consumer taste cycles accelerate together.

KEYNOTE THEMES Food is fashion; taste trends crossing from specialty to mainstream in months; faster innovation.

WHY IT FITS Speaks directly to ingredients, R&D and new product development.

SOURCE: JIM CARROLL INDUSTRY / EVENT ARCHIVE • LINK

04 YUM! BRANDS

KFC, Taco Bell and Pizza Hut global leadership

STRATEGIC QUESTION Help restaurant leaders keep finding growth during a major recession.

KEYNOTE THEMES International expansion; changing consumers; mobile technology; menu and brand innovation.

WHY IT FITS A strong example of opportunity-focused leadership despite volatility.

SOURCE: JIM CARROLL INDUSTRY / EVENT ARCHIVE • LINK

THE REAL KEYNOTES BEHIND THE CLAIM.

Each example ties a specific audience to the messages presented, not a claimed client business outcome.

05 PRODUCE MARKETING ASSOCIATION

Produce / Fresh Summit industry audience

STRATEGIC QUESTION Help fresh-food leaders adjust to faster consumer and supply-chain expectations.

KEYNOTE THEMES Health and freshness trends; packaging; food fashion; supply-chain speed.

WHY IT FITS Broadens the briefing beyond packaged goods and restaurant brands.

SOURCE: JIM CARROLL INDUSTRY / EVENT ARCHIVE • LINK

06 CANADIAN FEDERATION OF INDEPENDENT GROCERS

Independent grocery sector

STRATEGIC QUESTION Address misconceptions about digital grocery and the economics behind it.

KEYNOTE THEMES E-grocery myths; clicks-and-mortar; consumer behavior; distribution and supply-chain integration.

WHY IT FITS A long-standing retail-grocery perspective from well before AI commerce.

SOURCE: JIM CARROLL INDUSTRY / EVENT ARCHIVE • LINK

THE REAL KEYNOTES BEHIND THE CLAIM.

Each example ties a specific audience to the messages presented, not a claimed client business outcome.

07 FMC FOODTECH

Global food processing sector

STRATEGIC QUESTION Explore industrial change affecting the food-processing value chain.

KEYNOTE THEMES New processing approaches; supply-chain speed; global production competition.

WHY IT FITS Makes production capability a central part of the food future.

SOURCE: JIM CARROLL INDUSTRY / EVENT ARCHIVE • LINK

08 TETRAPAK

Food packaging and production value chain

STRATEGIC QUESTION Show how packaging and CPG operations affect product innovation.

KEYNOTE THEMES Packaging innovation; product time-to-market; integration across the consumer-goods value chain.

WHY IT FITS Adds manufacturing and package design to the customer trend discussion.

SOURCE: JIM CARROLL INDUSTRY / EVENT ARCHIVE • LINK

THE REAL KEYNOTES BEHIND THE CLAIM.

Each example ties a specific audience to the messages presented, not a claimed client business outcome.

09 GLOBAL COLD CHAIN ALLIANCE

Cold-chain infrastructure and logistics, 2023

STRATEGIC QUESTION Explain AI opportunity for an industry where temperature, quality and reliability are essential.

KEYNOTE THEMES AI in logistics, facilities and operations; sensors; predictive handling and supply intelligence.

WHY IT FITS Direct precedent for applied AI and resilience in perishable supply chains.

SOURCE: JIM CARROLL INDUSTRY / EVENT ARCHIVE • LINK

10 GODIVA / PLADIS

Global confectionery and brand leadership

STRATEGIC QUESTION Connect changing retail habits and food preferences to brands and distribution.

KEYNOTE THEMES Consumer speed; retail disruption; supply-chain intelligence and evolving tastes.

WHY IT FITS Shows the strategic story in a global food and consumer-brand context.

SOURCE: JIM CARROLL INDUSTRY / EVENT ARCHIVE • LINK

THE LONG VIEW IS THE DIFFERENTIATOR.

This is not expertise assembled after the latest trend arrived.

1990s–2005	Early e-grocery, consumer brands, food processing, packaging and supply-chain innovation.
2006–2012	Fast tastes, new restaurant formats, mobile consumer behavior and growth through crisis.
2013–2019	Food is fashion; innovative packaging; ingredients science and brand velocity.
2020–2026	Post-pandemic buying, supply resilience, AI cold chain and predictive food demand.

The wider archive includes Maple Leaf Foods, Heinz, StarKist, PrintPack, NatureWorks, Mondi, PMMI, grocery chains, restaurant operators and more.

THE KEYNOTE IS BUILT AROUND YOUR ROOM.

A flexible 45–60 minute arc, with the emphasis changed for the event and its audience.

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A RESPONSE YOUR BUREAU CAN ACTUALLY SEND.

This responds to the illustrative inquiry, without claiming the request was received.

PROPOSED CLIENT-FACING RESPONSE

Jim Carroll would be a strong fit because his food-sector work is broad and long established. He has addressed Rich Foods, Nestlé/Purina, Yum! Brands, Flavor & Extract Manufacturers, the Produce Marketing Association, independent grocers, FMC FoodTech, TetraPak, Godiva/Pladis and the Global Cold Chain Alliance. He understands that grocery, restaurants, manufacturing, ingredients and logistics are different businesses being reshaped by the same accelerated consumer and technology trends. His customized keynote would connect taste, personalized nutrition, AI, packaging, food science and supply-chain resilience to a practical agenda for growth and adaptation.

Source note: Historical engagements and keynote messages are summarized from Jim Carroll's industry site and earlier industry briefing archive. The inquiry is fictional but representative. No operational results at client organizations are claimed.

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