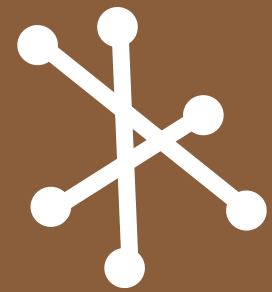




THE FAMILY DINNER

OVERVIEW





THE CONNECTOR

► Ways people can access food

THE FAMILY DINNER

 **FOOD CHANNELS**

There are a variety of options for getting food on the table to accommodate different user needs and lifestyles.

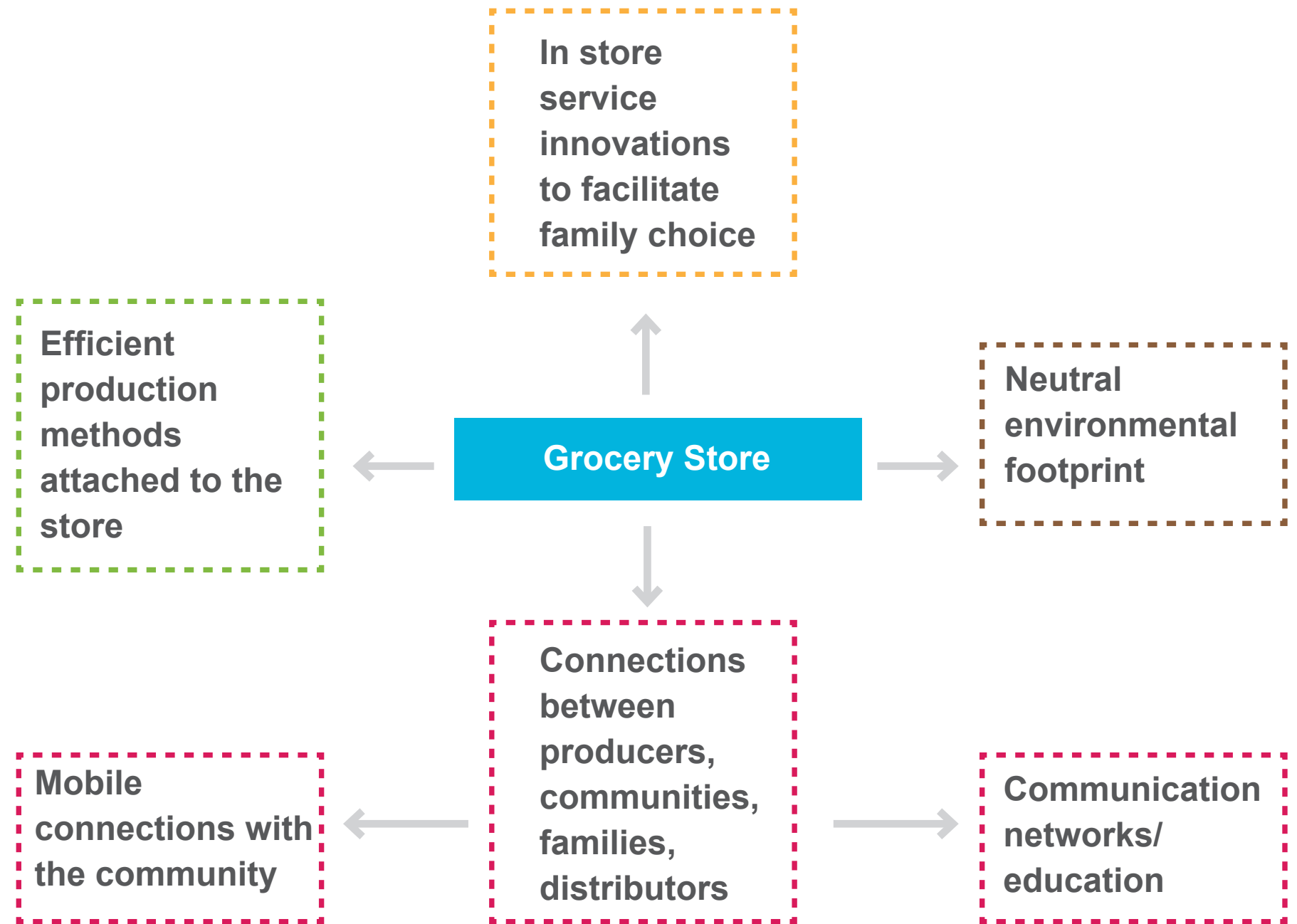
GROCERY STORE

A MULTIPURPOSE HUB

The character of the grocery store is expanded to include:

- Hydroponic and aeroponic cultivation of fresh produce readily available to the consumer
- Smart in-store applications to provide the family's daily nutrition plan
- A network of connections and communications to facilitate better the needs of the community
- An operational setup that is neutral in terms of environmental impact

The grocery store, becomes the family's nutritional hub offering nutritious food and life long education.

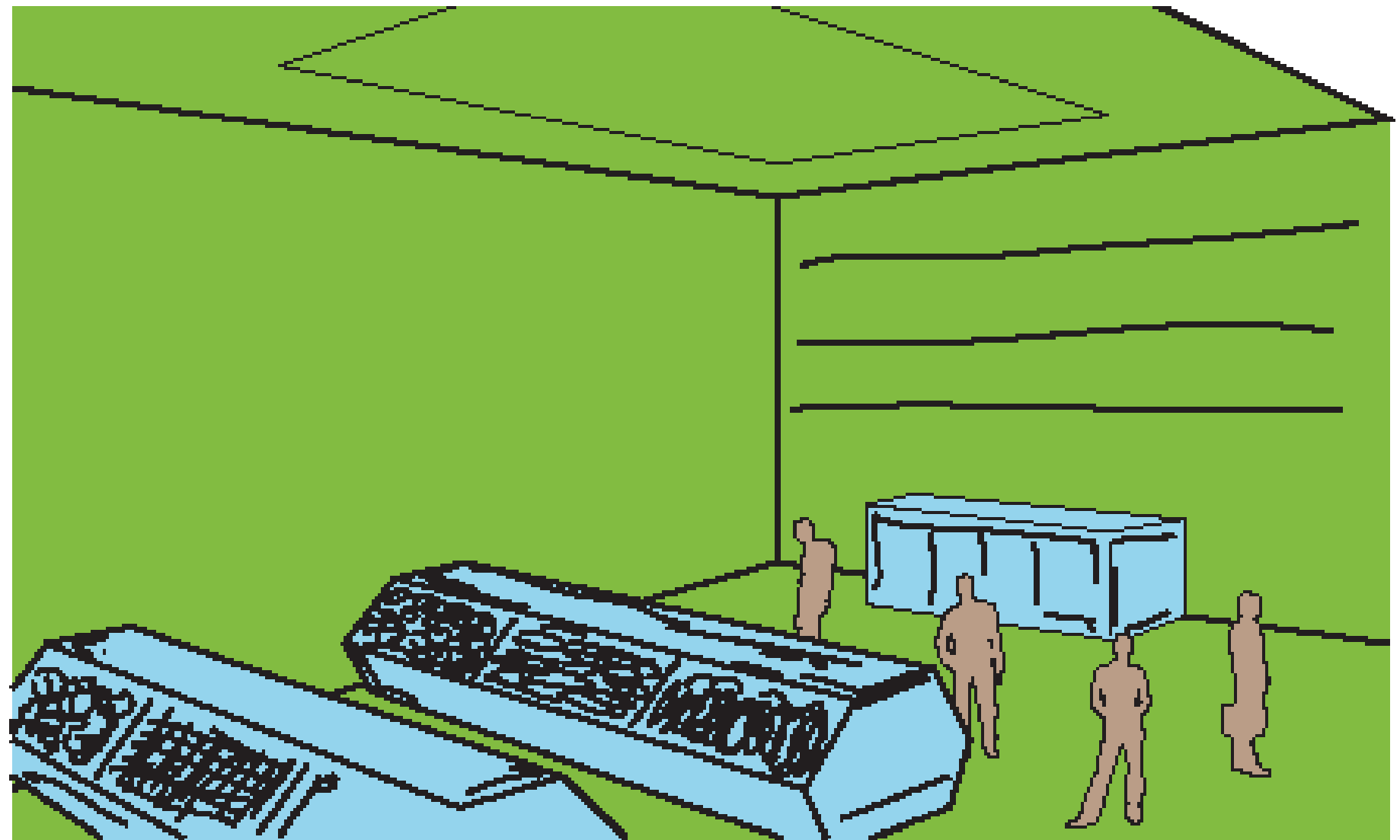


GROCERY STORE

AGROPOLIS: FRESH PRODUCE METHODS

Agropolis is a new concept of a store that provides a holistic experience around food production and preparation. At the point of sale customers see:

- Vegetables sold in the store being grown on site through hydroponic, aeroponic and aquaponic farming, which do not use of soil
- Underneath your feet you see fish swimming in the aquaponics fish tanks. The nutrients they process going directly to feed the plants
- An organic approach to farming that relies on farming independent of chemicals and pesticides



GROCERY STORE

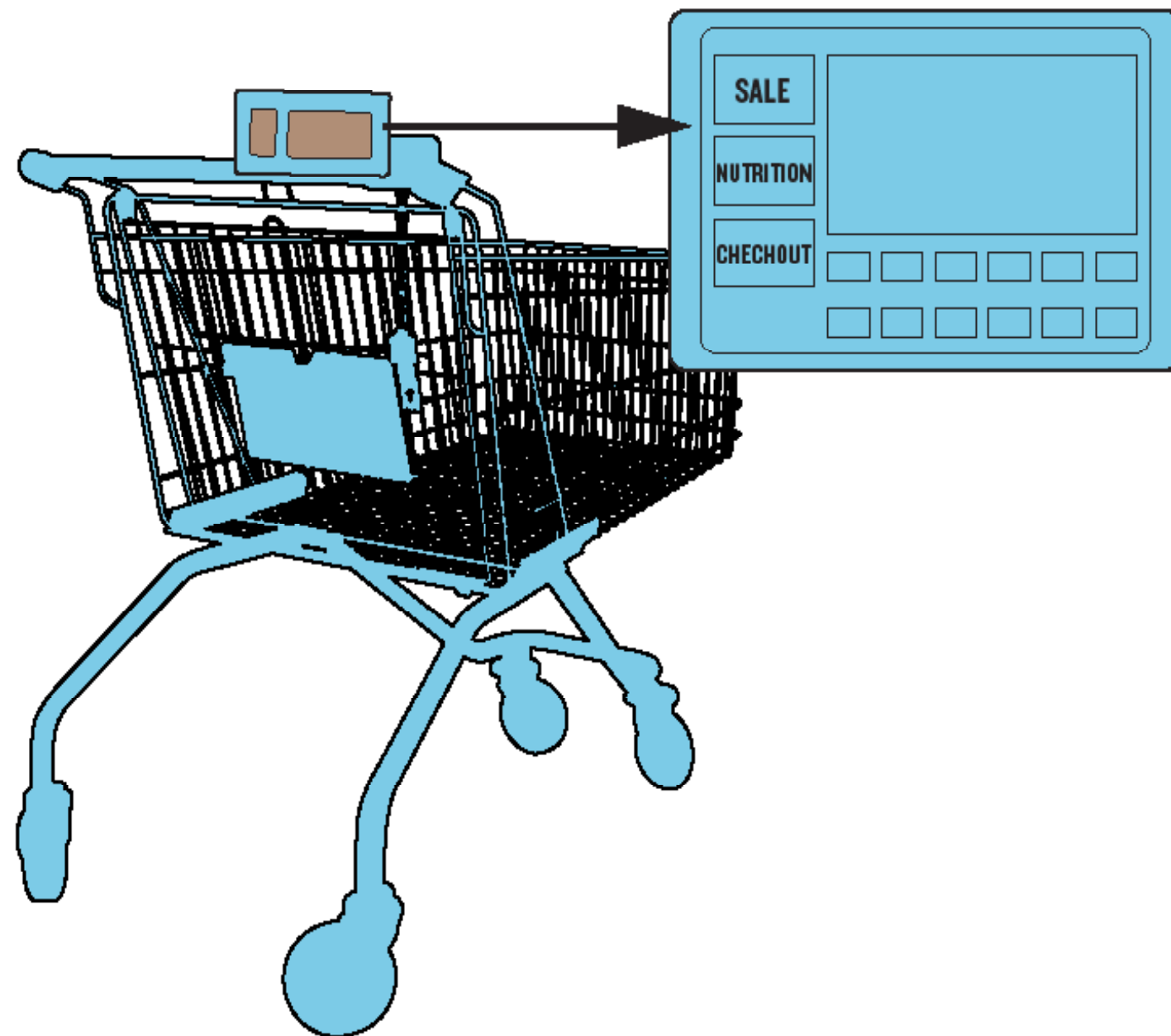
IN STORE APPLICATIONS: SHOPPING CART

Wireless shopping carts with mini-computers will allow customers to:

- Follow their nutrition plan (links with shopping list)
- Keeps a running tally by scanning products as they shop
- See what's on sale in each aisle
- Search for nutritional information
- Pay and avoid waiting in long lines

Grocers can save on labor costs and advertisers can connect with highly specific target audiences.

Sources:
IBM shopping Buddy, Business Week



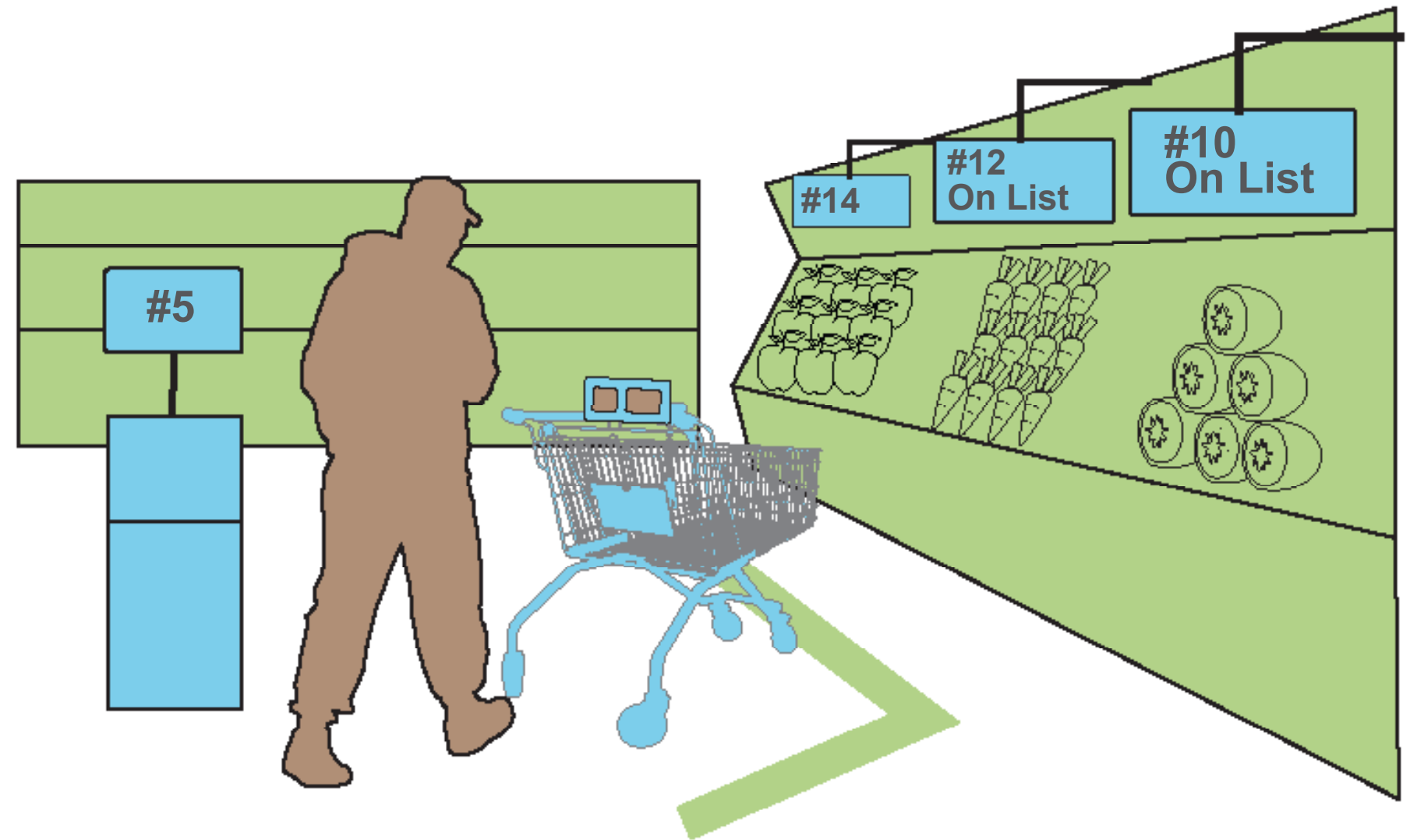
GROCERY STORE

IN STORE APPLICATIONS: SMART AISLES

Smart with mini-projections and wireless connections provide:

- Visual guidance on the optimum route in store
- Identify foods in the shopping list and quantity to be purchased
- Automatically update the smart cart computer for check out and payment

Grocers can use the spaces to project seasonal promotions and suppliers can frequently update product information.



Sources:
IBM shopping Buddy, Business Week

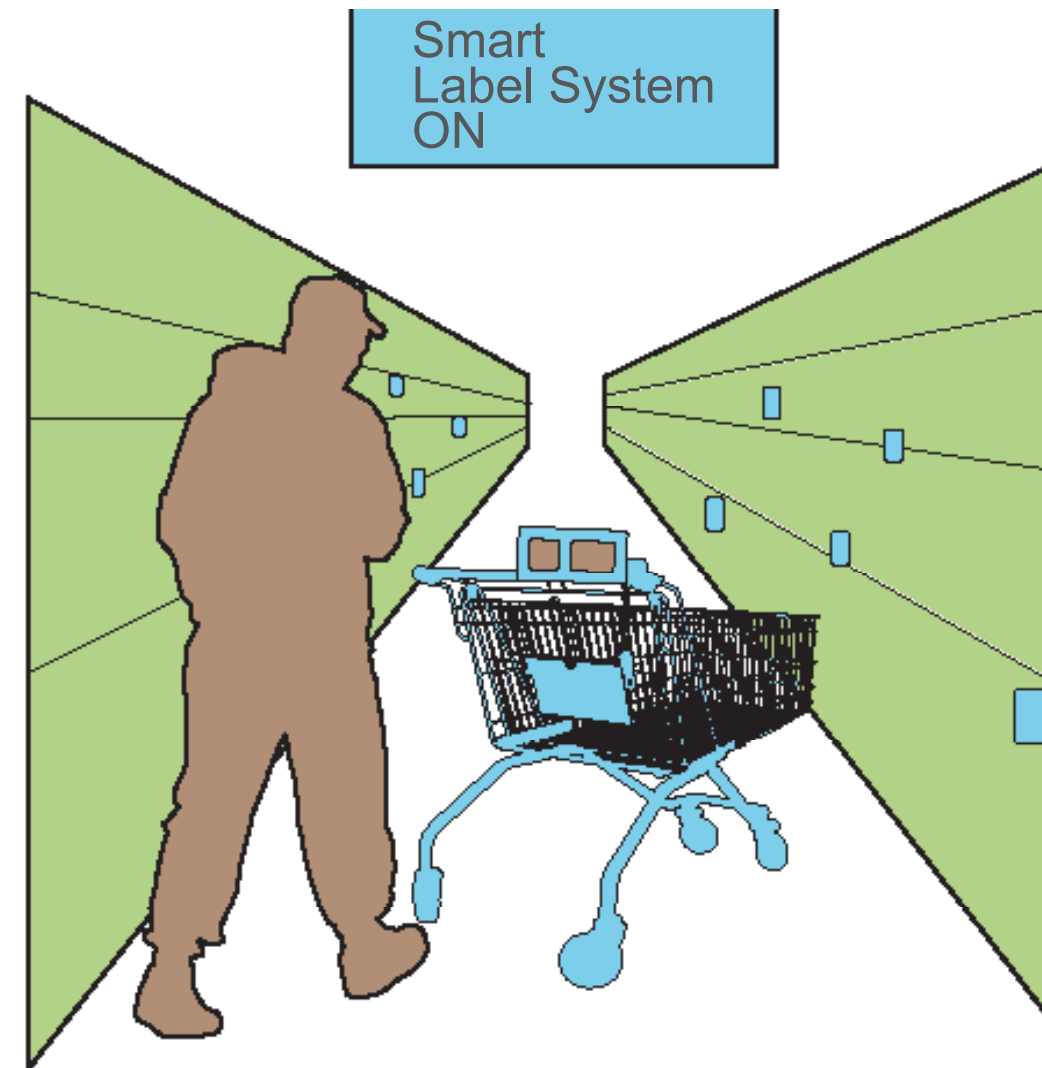
GROCERY STORE

IN STORE APPLICATIONS: LABELING

When the family approaches with the cart, smart labeling in the store and on the products on the shelf will provide:

- Identification of genetically engineered food with a clear, understandable label
- The level of preservatives and chemicals used
- Optimum food combinations
- Clear calorie intake per serving.
- Labels can be scanned by smart cart and compared against daily nutrition plan requirements
- Compatible with disease-related nutritional plans (e.g. diabetes related nutrition)

Source: Life.com

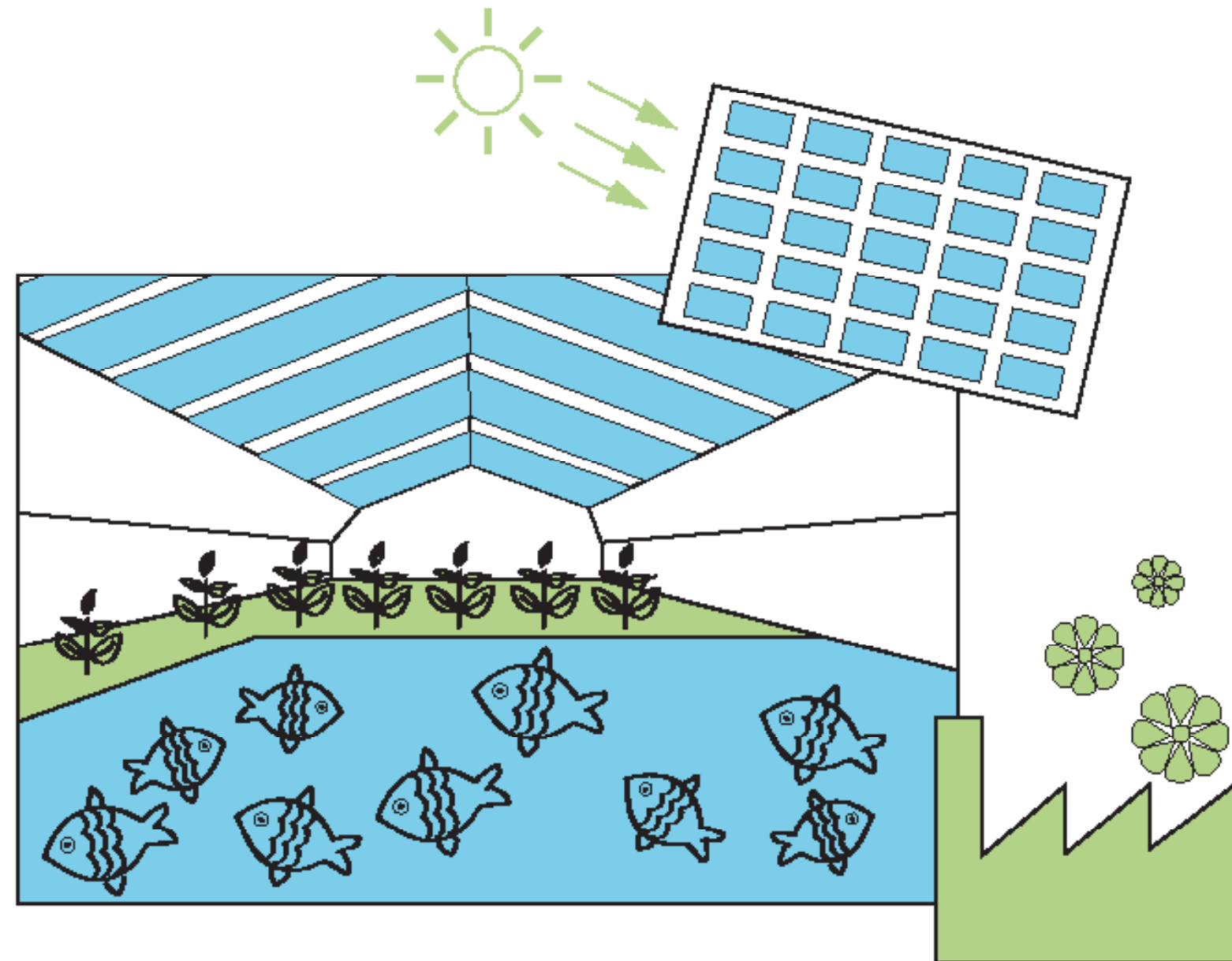


GROCERY STORE

NEUTRAL ENVIRONMENTAL FOOTPRINT

The grocery store is a steward of sustainable methods by lowering overall average store energy footprint.

- Use of solar panel to fuel both the grocery store and farm equipment
- Capturing and recycling water from the aquaponics system for irrigation and food processing
- Ethanol producing from food waste (example: heating the unsold food supplies)

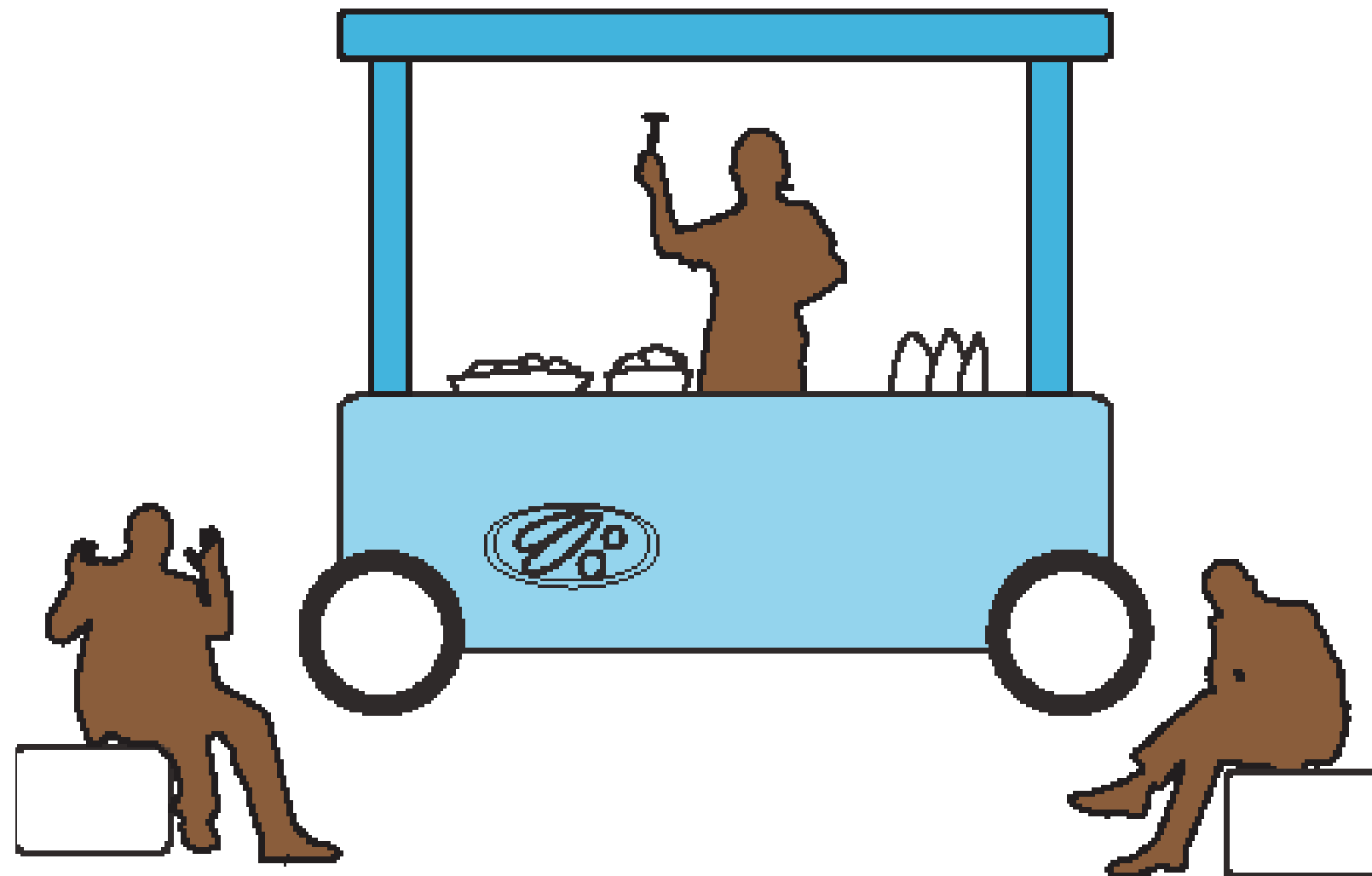


GROCERY STORE

MOBILE CONNECTIONS

The grocery store moves out of its physical boundaries and comes closer to the family in cooperation with the Mobile Food Collective.

- It brings fresh and healthy food to people living in food deserts.
- It delivers mobile classes into local communities and teach food nutrients and cooking.
- Promotes social responsibility activities at a neighborhood level.
- In coordination with local schools, it motivates younger groups to learn how to cook and get interested in the quality of the family food.
- It hires homeless people to work for their daily food needs.



Mobile Grocery

HEALTHY STREET MARKET

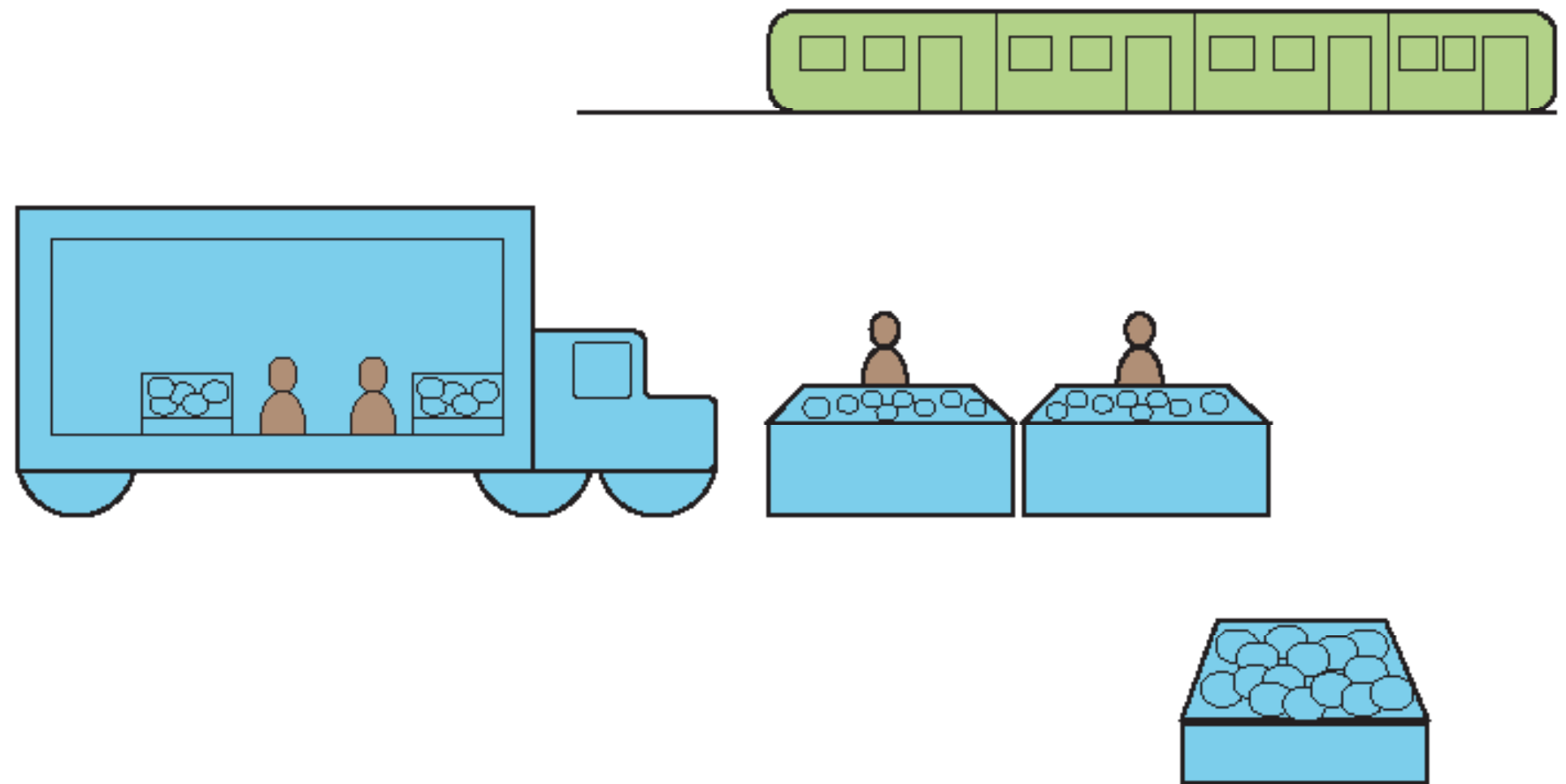
A CONVENIENT SOURCE OF FOOD



Daily market/collection of healthy street vendors, offering a variety of portioned healthy items.

- Located near major transportation hubs or popular city blocks
- Locations rotate, and specific vendors may change based on set schedule; may extend into night markets, on weekends
- Vendors take the form of food trucks, carts, stands, and so on
- Larger markets, such as at transportation hubs, will hold at least 15-20 vendors, the smallest markets have 5-10, and weekend markets may hold 25+

Sources:
CityofBoston.gov/business/foodtruckchallenge



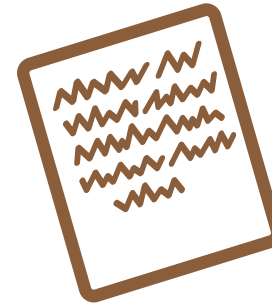
Healthy Street Market near Transportation Hub

DELICIOUS EXCHANGE

FOOD SERVICES



Services Required



Peapod



Irv & Shelley's



eDiets, Nutrisystem



Kit Bien a Manger, Yakibox, I Love Mother



Book of Cooks, Super Marmite, Meals on Wheels



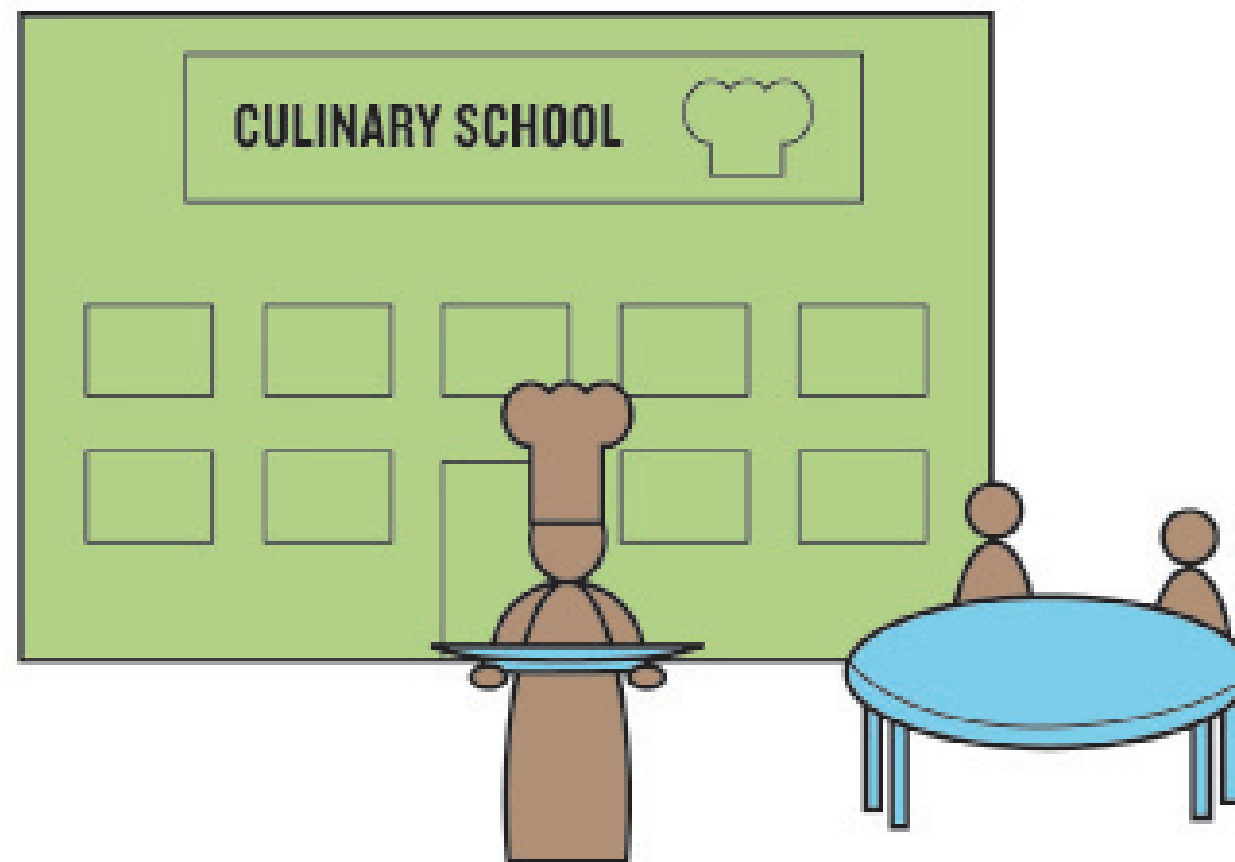
CULINARY SCHOOL PARTNERSHIPS

STUDENT-RUN RESTAURANT

A network of cooking institutions that uses culinary student labor to provide healthy foods to the local community.

- An on-campus student-run restaurant and is open to the public serving affordable healthy, balanced meals using seasonal ingredients
- Restaurant is able to operate at lower cost because it leverages unpaid students who work there as part of their curriculum, and ingredients are bought in bulk for the school
- Exposes local community to variety of foods, and shows how healthy food can be tasty

Sources:
CIAChef.edu



Student-Run Restaurant

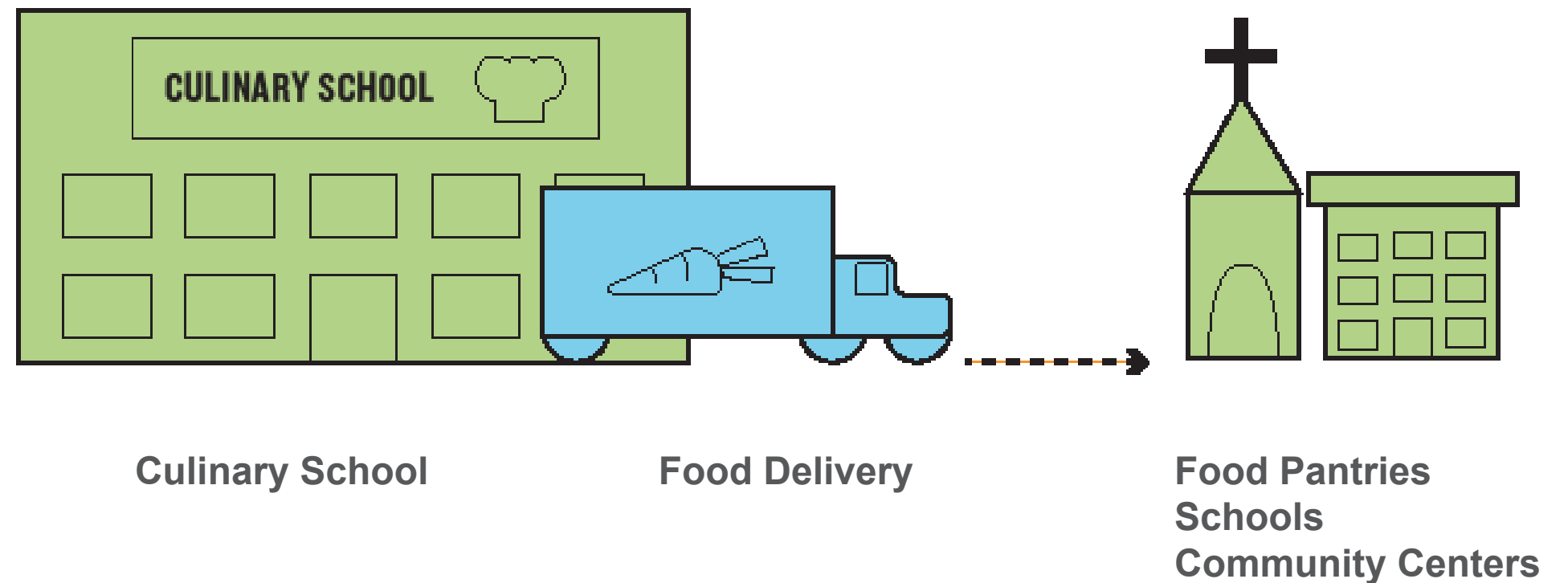
CULINARY SCHOOL PARTNERSHIPS

LOCAL FOOD DISTRIBUTION



Provides for underserved communities.

- Leverages student work, leftover, still edible dishes resulting from classes, practice to feed local, underprivileged communities
- Each day, distribution trucks will deliver leftovers or any unused fresh foods to local food pantries
- Optional exchange program with local K-12 schools and colleges, leveraging culinary school to design and implement healthy school meals
- Culinary school graduates are incentivized by local government to open up healthy restaurants in underserved neighborhoods



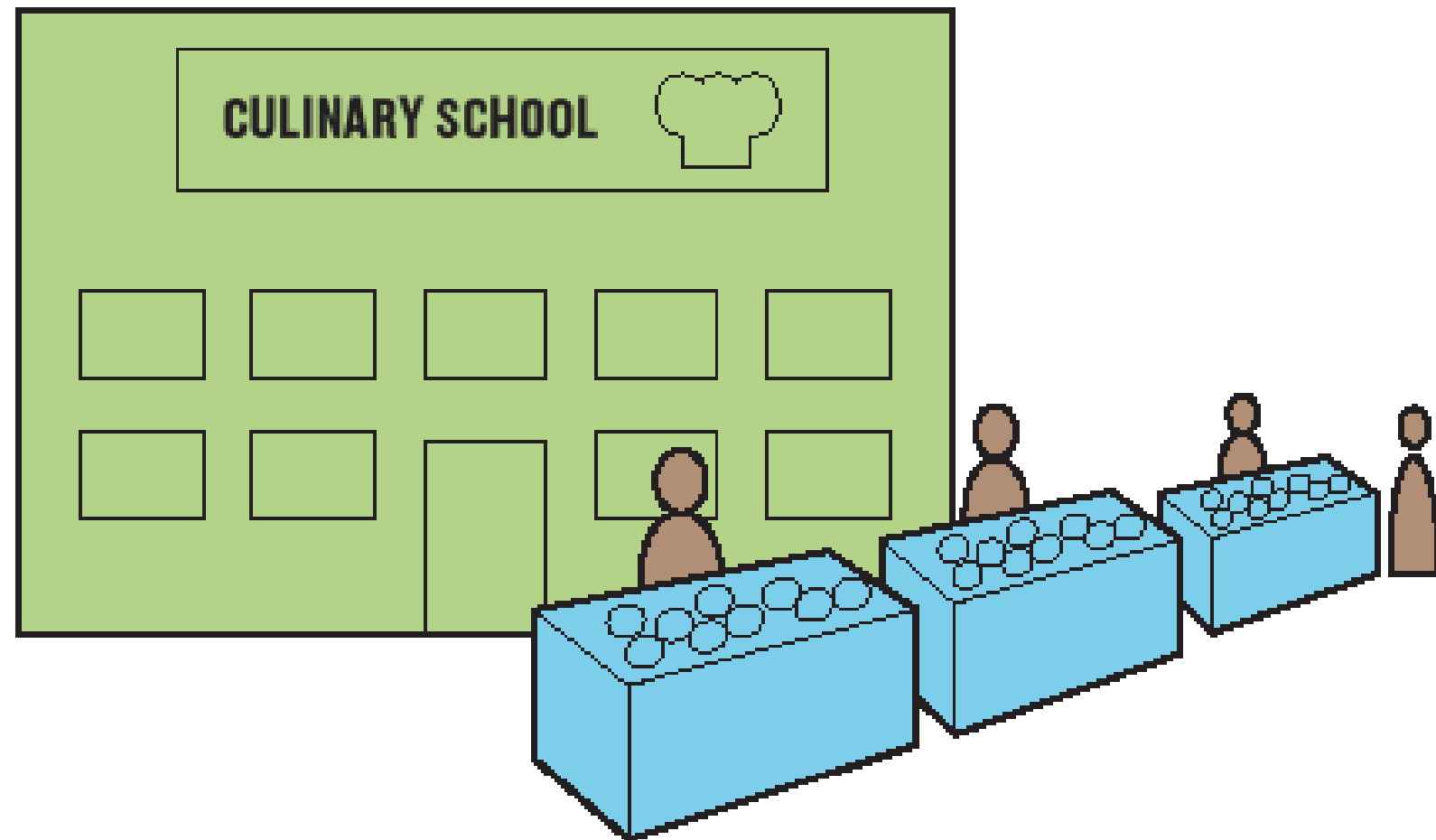
Sources:
DCCentralKitchen.org

CULINARY SCHOOL PARTNERSHIPS

END-OF-DAY FARMERS MARKET

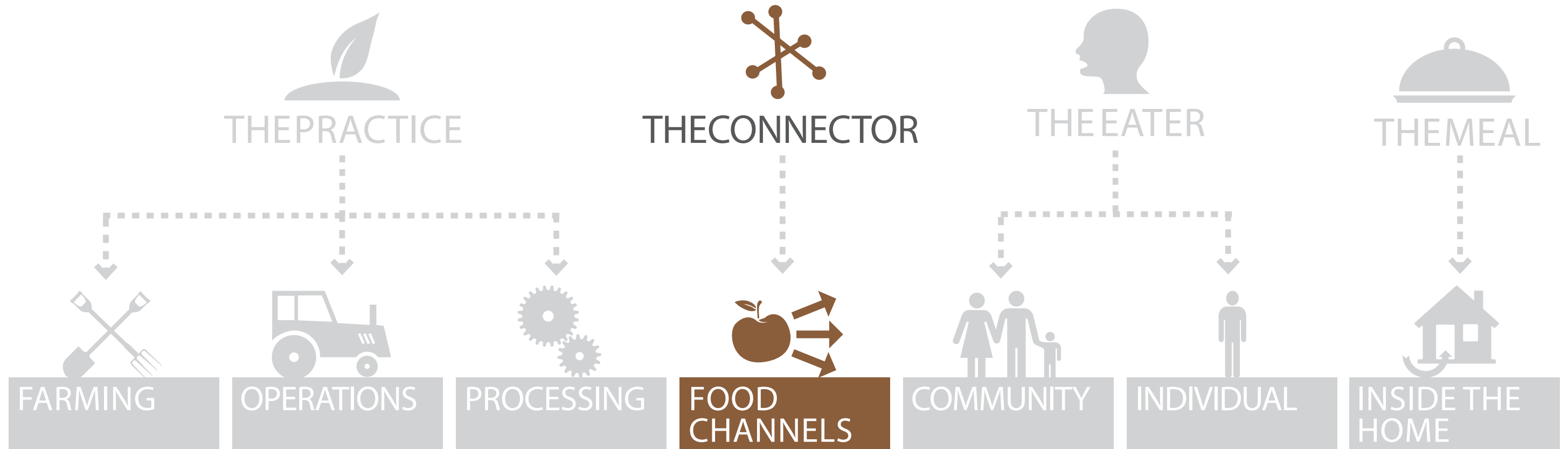
Provide healthy meals while minimizing waste.

- Surplus produce from classes are divided based on shelf-life, so items that will perish within 3-5 days are shipped out to food pantries, while items that have 1-2 days left are sold on campus at an informal, end-of-day public farmer's market at a fraction of the original price
- Students and staff are able to take home these produce



End-Of-Day Farmer's Market

SUMMARY





THE EATER

► **Ways to help people make healthy choices**

THE FAMILY DINNER



 **INDIVIDUAL**

Showing how people can make choices with experts and tools to help them overcome complexities of their environment.

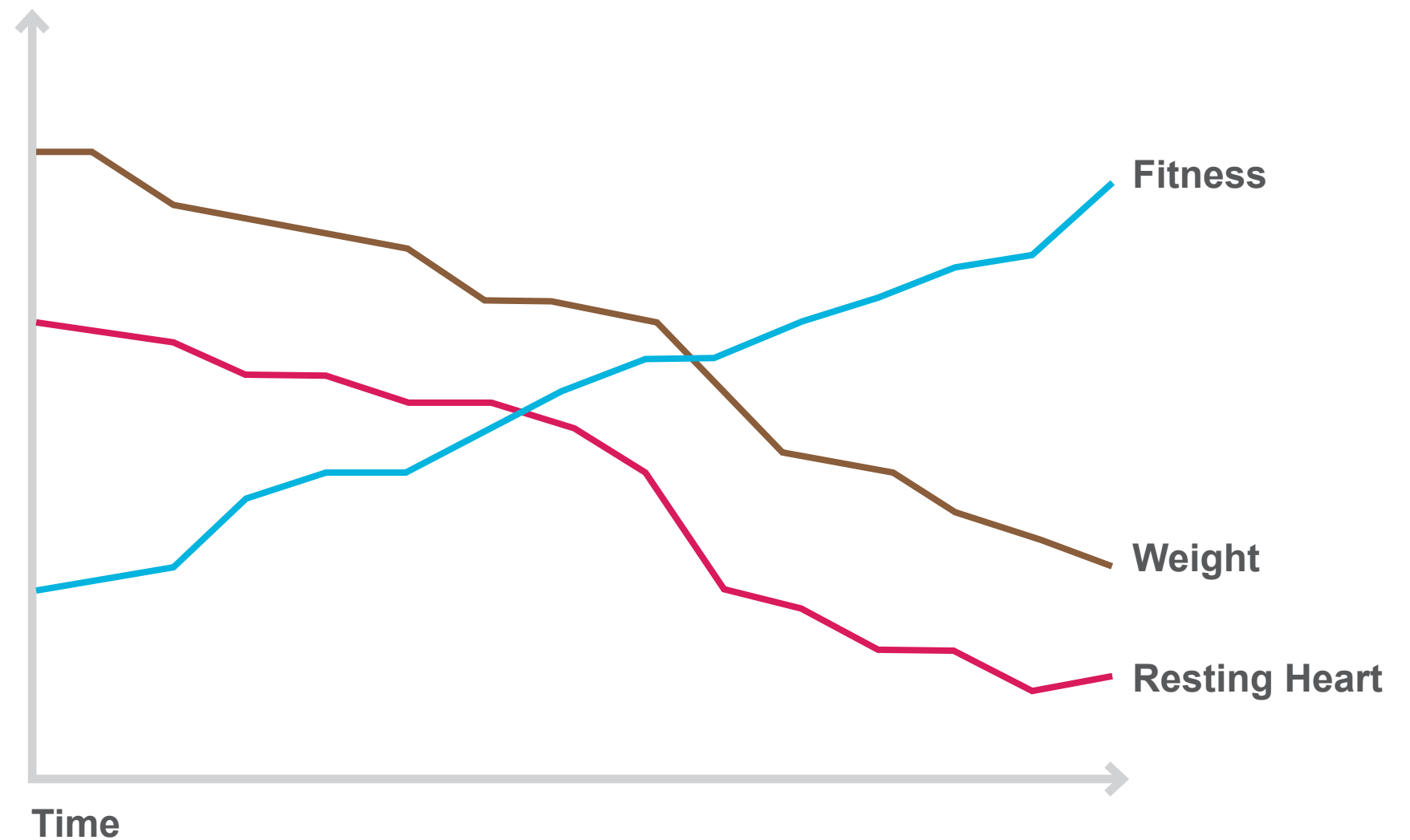
PERSONAL HEALTH MONITORING

HEALTH DATA IN ONE CENTRAL PLACE



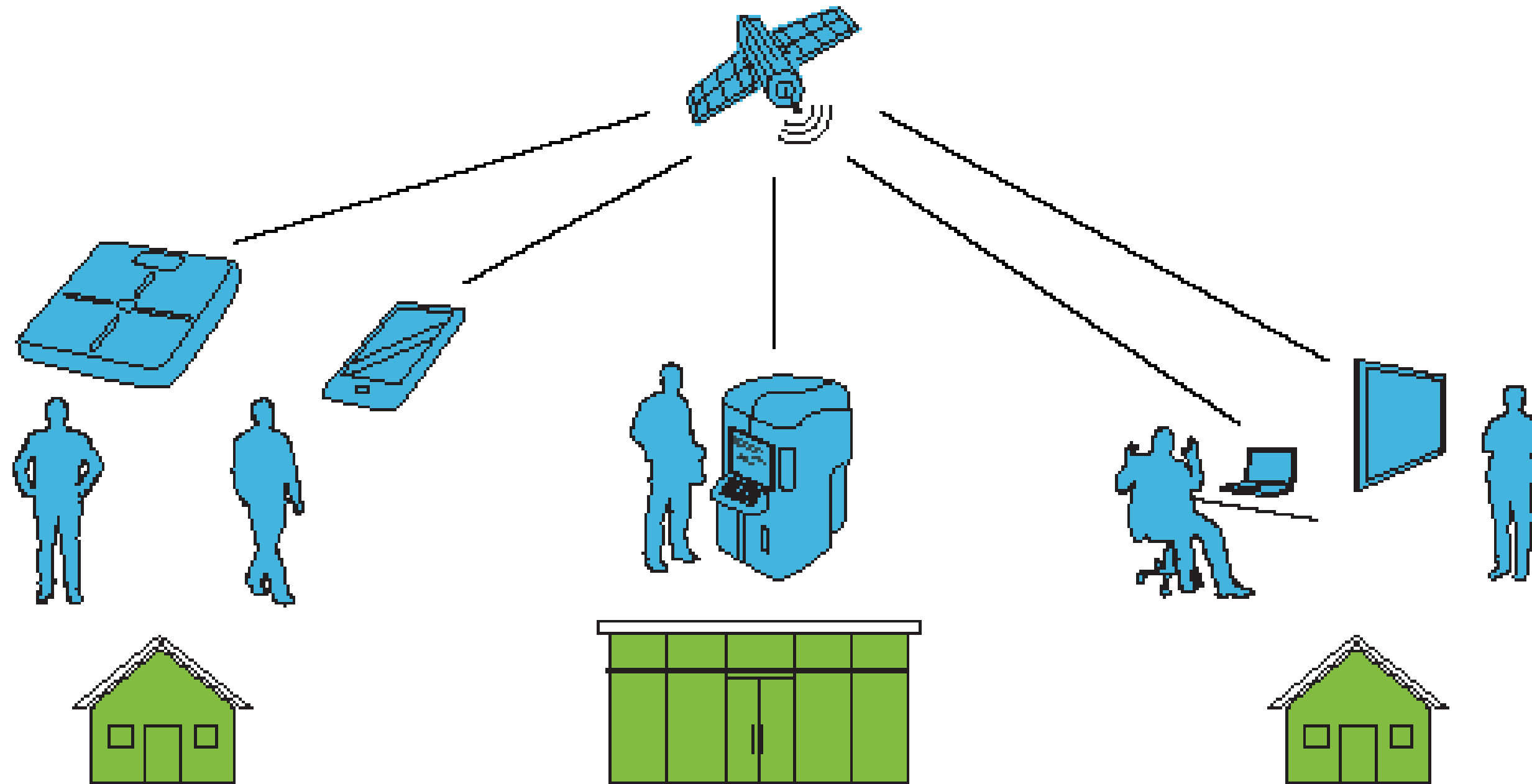
It's easier to eat well when you can see the benefits.

By using the growing range of mobile applications, connected devices and public kiosks, the eater sees their health improve as they make better decisions.



PERSONAL HEALTH MONITORING

UBIQUITOUS HEALTH DEVICES

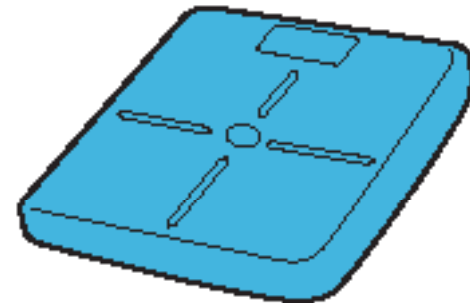


PERSONAL HEALTH MONITORING

UBIQUITOUS DEVICES AND CENTRAL DATA STORAGE



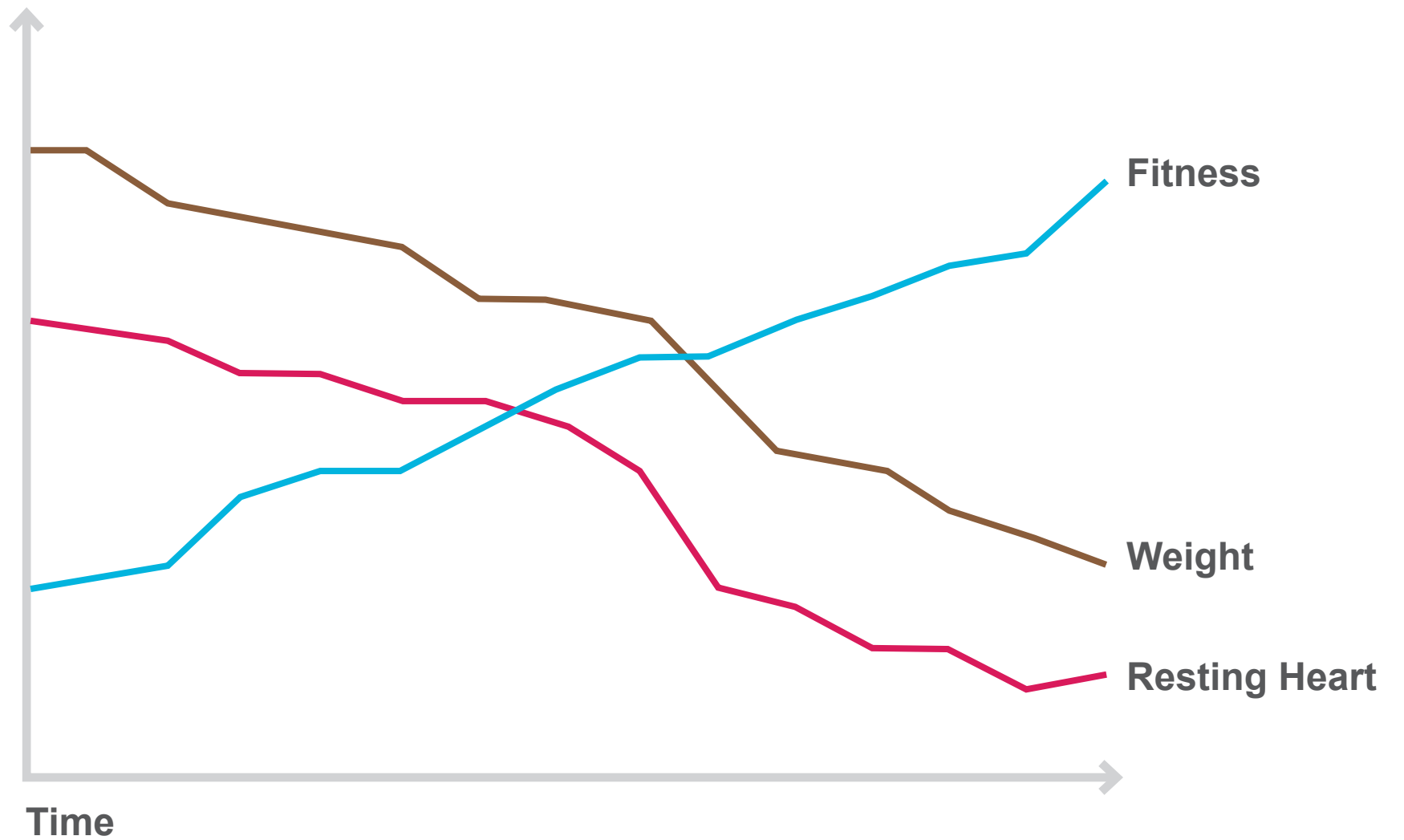
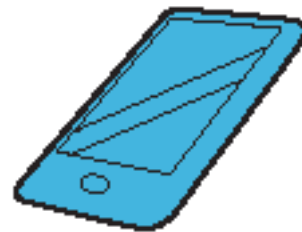
Connected devices in the home
(e.g. *Withings Scale tracks your weight*)



Public kiosks for checkups
(e.g. *Lifeclicnic Medical Stations monitoring blood pressure*)



Personal health tracking apps
(e.g. *GPS route tracker for runners*)



Data stored in Electronic Health Records
(e.g. *Google Health, Microsoft HealthVault*)

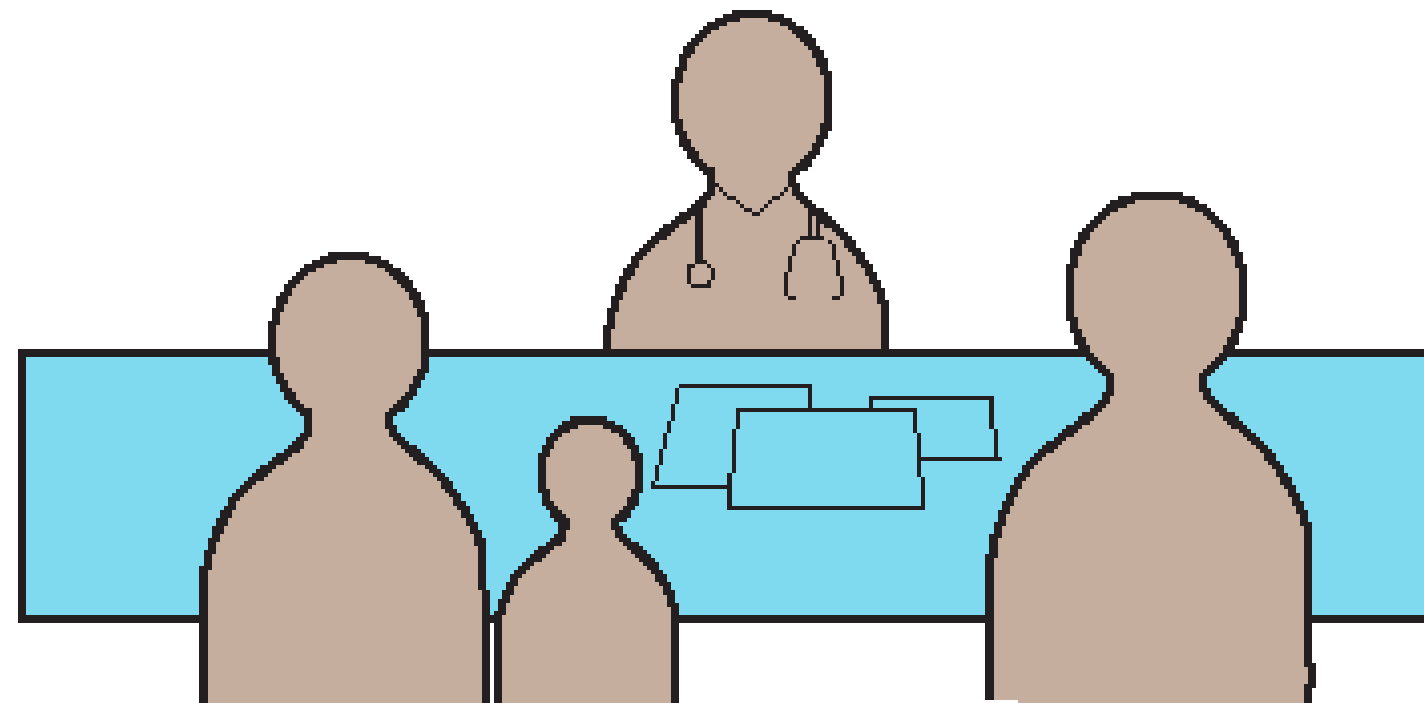
SMART NUTRITION PLANNING



A Nutrition Expert (NE) is assigned to each family. His or her responsibility is to develop, maintain and monitor the family's nutrition usage profile.

That profile is provided to each head of the household family member and is updated and refreshed every quarter, so as to:

- Allow for variety in taste and culinary elements
- Include users' changing preferences
- Adapt to changing demands of everyday life



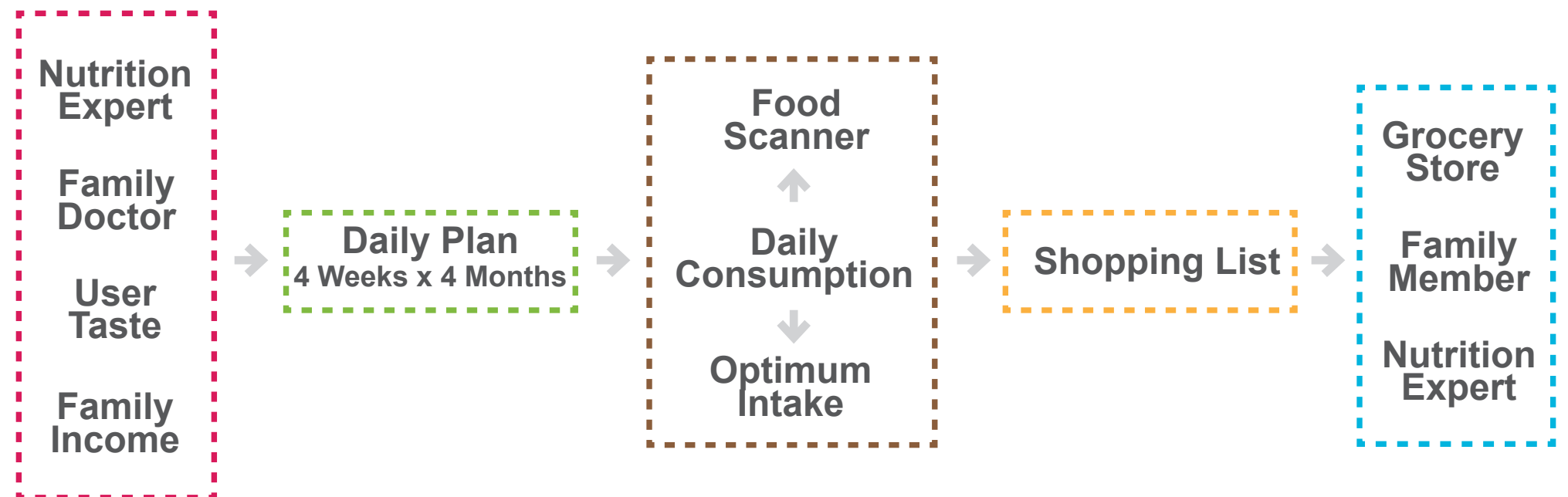
SMART NUTRITION PLANNING



A Nutrition Expert (NE) is also assigned to each family to develop maintain and monitor the family's nutrition usage profile.

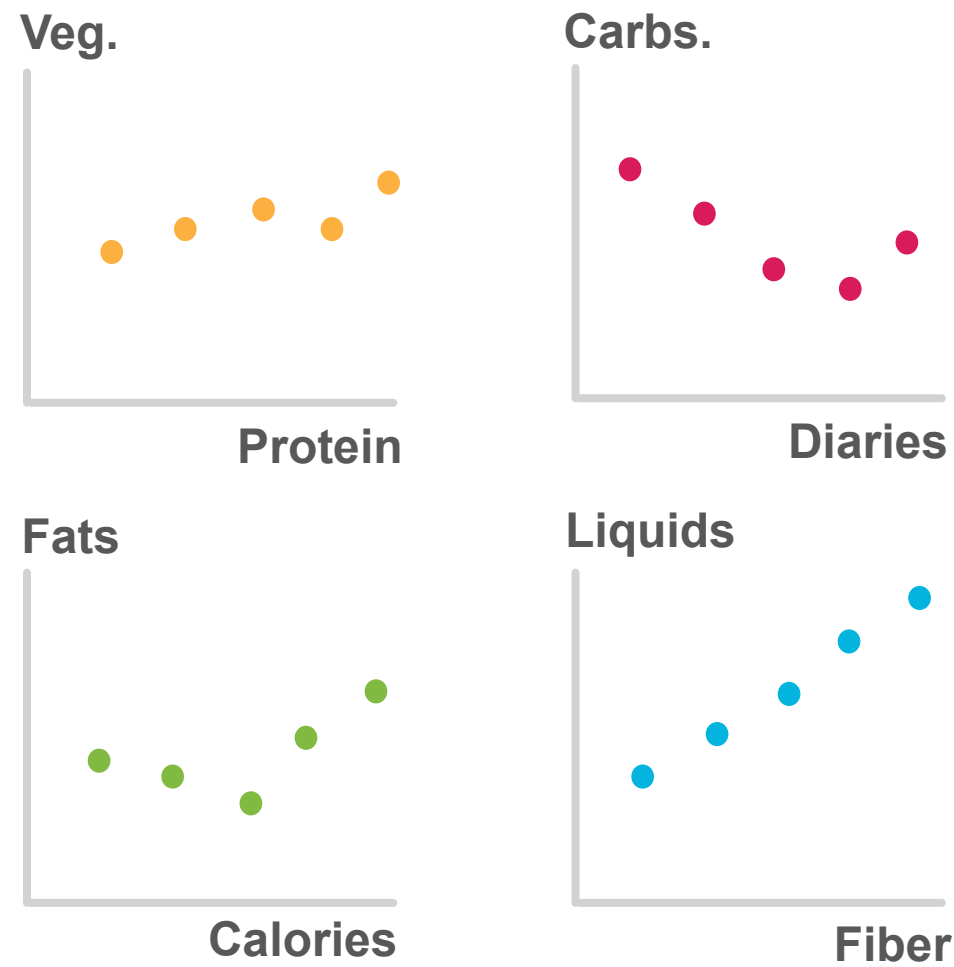
The profile is developed based on the following variables:

- Physical characteristics (height, weight, etc.)
- Activity demands (student vs. manual labor)
- Special needs (diabetic, overweight etc.)
- NE's input is informed by family medical records
- NE's input is also informed by family's financial capacity

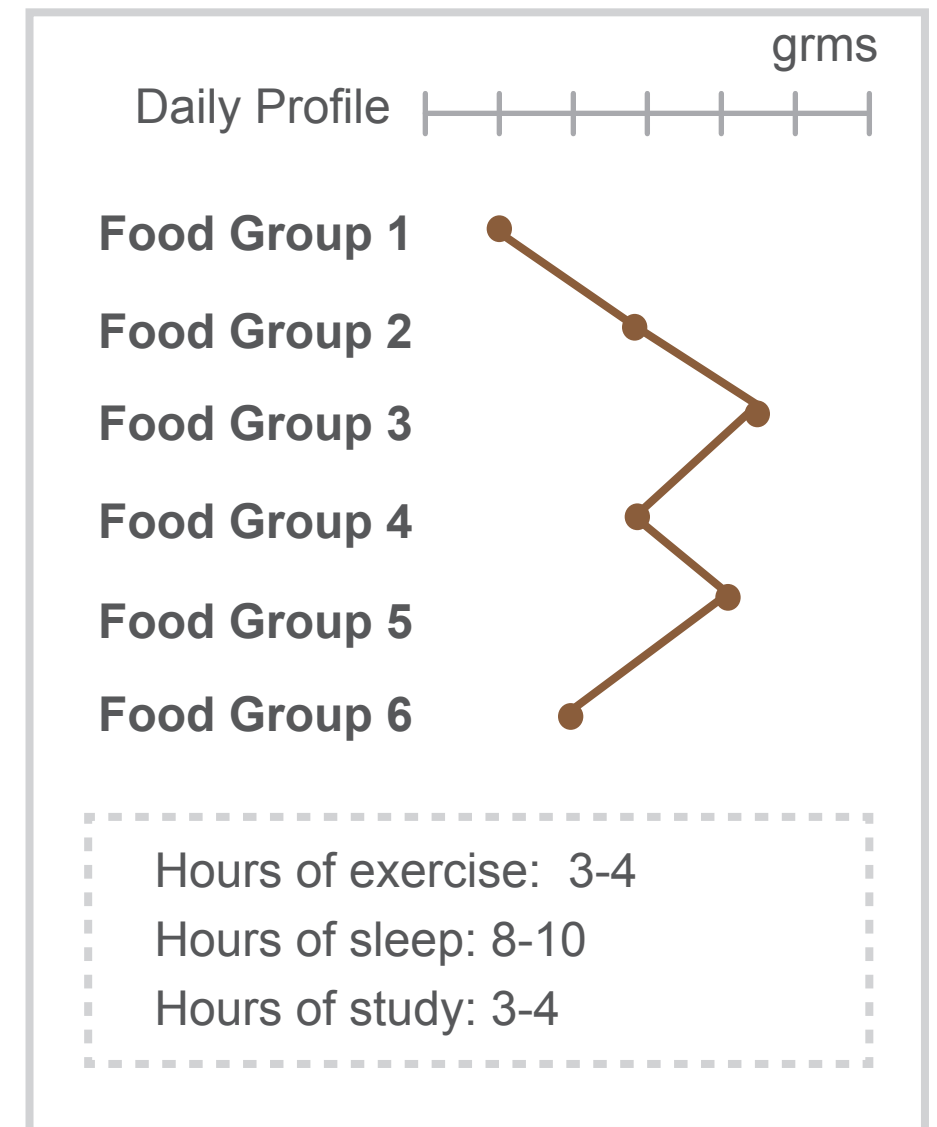


SMART NUTRITION PLANNING

PERSONAL PROFILE



Age: 9
 Height: 5 ft
 Weight: 90 lbs
 BMI: 20 (normal)
 BFI: 12%



Profile for each family member considers nutritional needs in combination with physical activity, lifestyle as well as life stage and developmental characteristics.

THE FAMILY DINNER

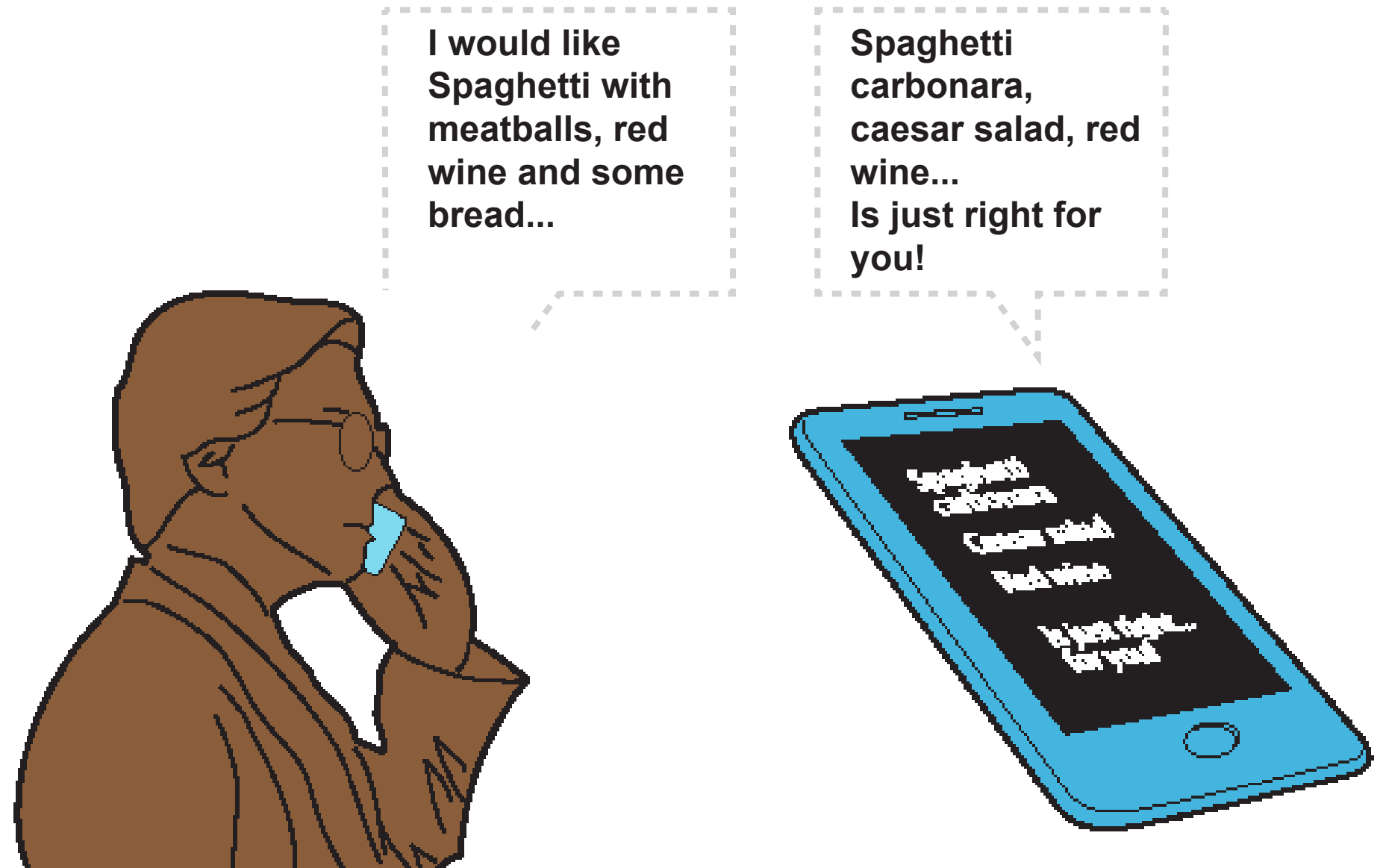
SMART NUTRITION PLANNING

USER INTERACTION

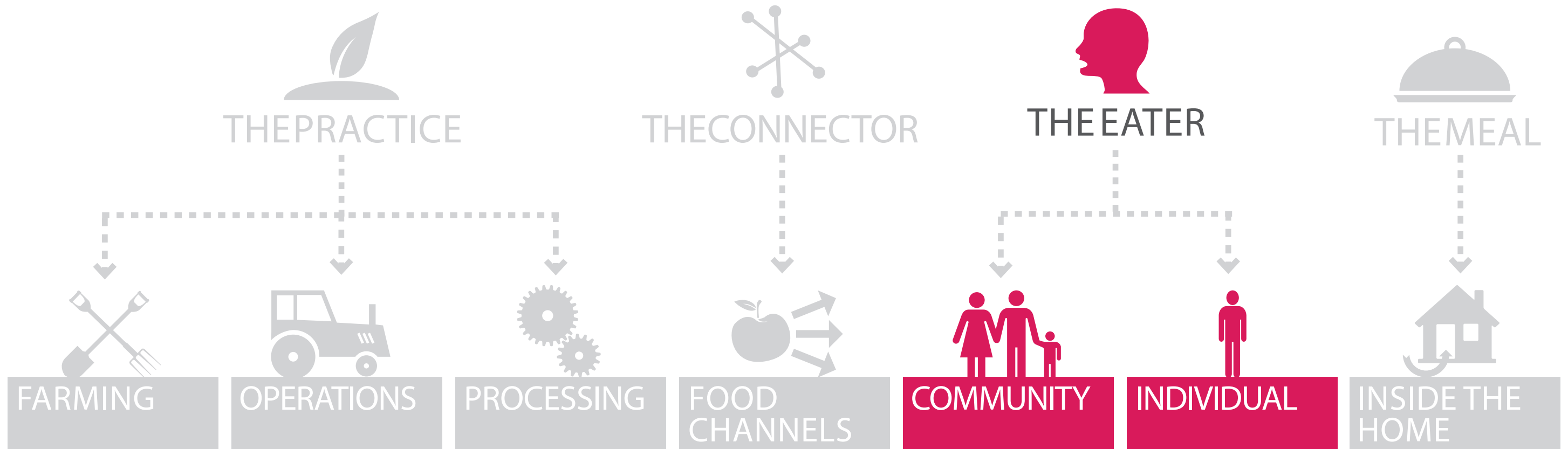


A family member can feed his or her preference for a daily menu. This is compared to his or her daily nutrition plan and adjusted accordingly and provides:

- User access with a smart voice automated number
- Connected to the main nutrition plan saved at home
- Daily final menu feedback provided to the nutrition expert for next session's review and family discussion
- Possible reward system that assigns rewards for following the prescribed menu



SUMMARY



OVERVIEW

