

FoodNavigator
USA

Editorial Calendar

2024 & 2025

WilliamReed.

Yearly Overview 2024

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<div>31</div> <div>Sustainable Sourcing: From Carbon-Neutral To Upcycling</div>	<div>29</div> <div>Healthy Beverage Trends</div>	<div>13</div> <div>Future Of Seafood</div> <div>28</div> <div>Dairy Trends: From Lactose-Free To Zero Sugar</div>	<div>18</div> <div>Expo West: The Highlights</div> <div>25</div> <div>Snacking Innovations</div>	<div>29</div> <div>Plant-Based 3.0: Emerging From The Trough Of Disillusionment</div> <div>30</div> <div>Better-For-You Sweets And Snacks</div>	<div>27</div> <div>Dietary Trends</div>
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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SPECIAL EDITION



EDITORIAL WEBINAR



ONLINE EVENT



FACE-TO-FACE EVENT

Yearly Overview 2025

JANUARY

27 Alternative Proteins

FEBRUARY

25 Flavours And Colors In Focus

MARCH

5 Expo West Preview

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



SPECIAL EDITION



EDITORIAL WEBINAR

**ONLINE EVENT**

FACE-TO-FACE EVENT

2024

JANUARY

31

SUSTAINABLE SOURCING: FROM CARBON-NEUTRAL TO UPCYCLING

Firms across the food supply chain are under increasing pressure to reduce their environmental footprint, and CPG companies now expect ingredients and packaging suppliers to provide lifecycle analysis data. But how are companies – and consumers – assessing claims from ‘climate-friendly’ and ‘regenerative’ to ‘sustainably-sourced’ and ‘carbon-neutral’? And what certifications underpin these claims?

FEBRUARY

29

HEALTHY BEVERAGE TRENDS

Beverage brands are continuing to reduce or eliminate sugar as consumers look to avoid ‘empty calories’ or ‘drinking their calories.’ But there is also a trend towards adding health ingredients, from probiotics and prebiotics to proteins, vitamins and minerals, and botanicals. We explore market trends and speak to some innovative players in the space.

MARCH

13

THE FUTURE OF SEAFOOD: FROM PLANT-BASED TO MICROALGAE TO SUSTAINABLE SOURCING

With concerns over sustainability, climate change and evolving consumer preferences, the seafood industry is at a pivotal crossroads. In this webinar, industry experts come together to discuss the challenges and opportunities that lie ahead. From sustainable fishing practices and aquaculture advancements to the promise of plant-based and microalgae technology, we examine the cutting-edge innovations reshaping the seafood landscape. Moreover, we explore the evolving demands of conscious consumers and the strategies that enable businesses to meet their expectations while ensuring environmental stewardship.

28

DAIRY TRENDS: FROM LACTOSE-FREE TO ZERO SUGAR

While sales of fluid dairy milk might be declining, there are pockets of growth throughout the category, from lactose-free ice creams and A2 creamers to high-protein milks and zero-sugar yogurts. We speak to key stakeholders to find out what consumers are looking for.



SPECIAL EDITION



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ONLINE EVENT



FACE-TO-FACE EVENT

APRIL

18

EXPO WEST – THE HIGHLIGHTS

Highlights from Natural Products Expo West in Anaheim, Calif., featuring videos, trend galleries, podcasts and text interviews with speakers and exhibitors at the world's largest natural products show.

25

SNACKING INNOVATIONS: FROM BETTER-FOR-YOU TO PERMISSIBLE INDULGENCE TO MEDITATIVE MUNCHING

From on-the-go convenience to permissible indulgence to finding mindful moments with products that support overall wellbeing, we explore evolving consumer snacking behaviors, preview innovations to be showcased at the Sweets & Snacks Expo, and examine key trends driving the market, including convenience, natural and organic ingredients, functional benefits and sustainable packaging solutions.

MAY

29

PLANT-BASED 3.0: EMERGING FROM THE TROUGH OF DISILLUSIONMENT

After a challenging few years in which falling sales and units dragged plant-based protein into the trough of disillusionment, stakeholders are looking for a way up the other side of the Gartner Hype Cycle where the promise of full integration, success and fulfillment await and to get there they are leveraging emerging technology, novel ingredients, and new culinary techniques to drive innovation and consumer engagement. We bring together experts from across the industry to discuss the intersection between science and food, highlighting the role of research, nutrition and technological advancements in creating products that not only satisfy taste buds, but also address health and environmental concerns.

30

BETTER-FOR-YOU SWEETS AND SNACKS

How are brands reformulating fan favorites and innovating new products to meet demand for cleaner labels, healthier products? Even as consumers seek better-for-you options many still want to indulge their sweet teeth – just without the consequences. How are manufacturers leveraging the increasing range of sweeteners to reformulate and innovate confections that balance these demands? How is the evolving clean-label movement influencing consumers' snack purchases? We explore the latest market developments, including trendspotting at the Sweets & Snacks Expo, reformulation challenges and consumer research.



SPECIAL EDITION



EDITORIAL WEBINAR



ONLINE EVENT



FACE-TO-FACE EVENT

JUNE

27

DIETARY TRENDS: HOW DO CONSUMERS DEFINE AND SUPPORT WELLBEING?

Roughly half of Americans report following a specific diet or eating pattern and while top motivators are to lose weight and improve their physical appearance, consumers increasingly understand the impact of diet on their overall mental and emotional well-being, according to the International Food Information Council. We explore how consumers define ‘healthy’ and the diets, claims and ingredients that attract them – from energizing and calming to keto and carb-cycling to mindful-eating and plant-based.

JULY

09

IFT FIRST SHOW PREVIEW

Want to stay up to speed with what's happening at the cutting edge of food science, technology and product development? This FoodNavigator-USA preview of what to look out for at the IFT Annual Meeting & Food Expo in Chicago July 14-17 will help you make the most of your trip.

10

HEALTHY SNACKING TRENDS

How can manufacturers meet demand for snacks that deliver more nutritional bang for their caloric bucks? In this FoodNavigator-USA webinar, we explore how manufacturers are adapting to changing eating patterns, what consumers now expect from their snacks, and what ingredients are trending in the category.

AUGUST

08

IFT FIRST SHOW HIGHLIGHTS

Highlights from the world’s biggest food science symposium, featuring videos, trend galleries, podcasts and text interviews with speakers and exhibitors at the IFT First annual meeting and Expo in Chicago.



SPECIAL EDITION



EDITORIAL WEBINAR



ONLINE EVENT



FACE-TO-FACE EVENT

SEPTEMBER

12

18

OCTOBER

25

NOVEMBER

13

NATURAL PRODUCTS EXPO EAST PREVIEW

Highlights from Natural Products Expo East in Philadelphia, featuring videos, trend galleries, podcasts and text interviews with speakers and exhibitors at one of the fastest growing and most influential natural products shows on the East Coast..

LOW- AND NO-SUGAR BEVERAGES: FROM SODA 2.0 TO FLAVORED WATERS

Beverage brands are under increasing pressure to reduce or eliminate sugar as consumers look to avoid ‘empty calories’ or ‘drinking their calories.’ We bring together a panel of experts to explore what’s trending in the low and no sugar arena, from low-sugar drinks for kids to the next generation of flavored waters.

DAIRY TRENDS: FROM ZERO-SUGAR TO ‘ANIMAL-FREE’ TO PLANT-BASED

From a wave of ultra-low sugar yogurts and zero-sugar dairy milk, to a new generation of animal-free cheese, ice cream and creamers made with ‘real’ dairy proteins (minus the cows) to ever-evolving and -expanding plant-based alternatives, we explore what’s trending in the dairy aisle.

MOOD FOOD FOR MENTAL WELLBEING – HOW CAN INDUSTRY CAPITALIZE?

While consumers have long turned to food for emotional comfort, what they are reaching for is changing. Rather than just reaching for indulgent and nostalgic foods as a coping mechanism during difficult times, consumers increasingly are reaching for natural, healthier products to proactively support their emotional and mental wellbeing. From adaptogens, nootropics and botanicals to pro- and pre-biotics that support the gut-brain axis, we explore what types of foods, beverages and ingredients consumers lean on for emotional support and how consumer brands are incorporating them in products and talking about them in marketing.

NOVEMBER

19 – 21

FUTUREPROOFING THE FOOD SYSTEM

DECEMBER

18

BIGGEST TRENDS OF 2023 AND WHAT TO EXPECT IN 2025

We pull together the most-read articles from FoodNavigator-USA in 2024 and include forward looking articles about what 2025 might hold.

2025

JANUARY

27

ALTERNATIVE PROTEINS: BALANCING CONSUMER DEMAND FOR HEALTH AND TASTE

The initial spike of enthusiasm for plant-based meat that closely mirrors its animal counterparts has ebbed in recent years as consumers give more weight to products' nutritional value and health impact – opening the door for the next generation of protein alternatives from mycelium that mimics 'whole-cut' steaks and bacon to flakey seafood made from konjac root and everything in between, including upcycled barley protein and protein-packed but neutral tasting algae. We explore how consumer preferences for alternative proteins are evolving and how brands are innovating to better balance their desires for tasty but healthy options.



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FACE-TO-FACE EVENT

FEBRUARY

25

FLAVORS AND COLORS IN FOCUS: FROM EMERGING CONSUMER DEMAND TO NEW MANUFACTURING STRATEGIES

Consumers emerged from the pandemic more adventurous than ever – looking for new flavors and eating experiences that are equally a feast for their eyes as their tastebuds. We explore emerging culinary trends and new manufacturing strategies to quickly and cost-effectively deliver the colors and flavors consumers want.

MARCH

5

NATURAL PRODUCTS EXPO WEST PREVIEW

Get a sneak peak at what will happen – and what booths and education sessions to check out – at Natural Products Expo West. We highlight must-see new companies and innovations debuting at the show as well as brand refreshes and marketing campaigns that will be unveiled at the show. We also flag emerging trends and explore evolving market dynamics to help you make the most of your time in Anaheim, Calif.



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