Emerging Food Marketing Technologies: A Preliminary Analysis

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Foreword

Food marketing technologies in the United States are undergoing major changes with a number of global implications. The purpose of this preliminary analysis was to gain a better perspective of these changes. It has helped to define the need for a major assessment of alternative global food futures.

The staff of the OTA Food Group conducted the preliminary analysis with the assistance of the OTA Food Advisory Committee and a 22-member Food Marketing Technologies Working Group. The analysis is a synthesis of many inputs and does not necessarily reflect the position of any individual.

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