

Report: Food Innovation Followers Seek Better-For-You Products And Value Corporate Responsibility

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"Food early adopters," or consumers that are more "trend forward" regarding food and technology, are especially interested in better-for-you food and beverages and those products that are more sustainable and manufactured by companies that treat their employees well, according to The Hartman Group's recent report on the future of food technology. Fair-trade certified and social justice are important to consumers.

About 66% of early adopters of both food and technology trends are interested in purchasing products that were developed with hydroponic farming, the report stated.

The management consulting group posted a recording of a webinar discussing the results [here](#).

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