

Beat: Lifestyle

## "FOOD MORNING: SUPER POWERS" CONFERENCE Exploring ALL THE POWERS OF FOOD

### WHAT DO THESE POWERS SAY ABOUT US

PARIS, 24.10.2023, 14:04 Time

**USPA NEWS** - The 2023 Theme is "Food Morning: Super Powers" It's Impossible to get around, during this Ninth Edition of The Conference "Food Morning", what's giving us a Headache: Purchasing Power... Inflation is galloping and Certain Actors are donning their Superhero Capes to find Solutions, Chefs are increasing their Inventiveness and the Media are doing the Same. If the Superheroes are out - they have never really left our Imaginations - it is because the Crisis has been there for so long, that we are in it too.

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What do these Powers say about us when we go shopping, for example? When do we make Choices? Which Personalities do we want to believe, to follow?

Perhaps Ourselves... One of People main passions in Life is Food. Hands down, no question. Why? Because Food has the Power to bring People together, whether it be in the cooking of the Meal, or Dining out together. Food is an Important Part of Any Celebration all around the World, regardless of the Nation's Geography, Culture or Religion.

A plate of Good Food has the Ability to drastically alter your Mood. Food is Essential in All of our Lives; we eat Food to sustain Ourselves, and need it to fuel our Bodies and our Minds. Our Brains are hardwired to make us feel Good about doing so. Our Brains have evolved to develop a Reward System, and when we carry our Primal Behaviours, like eating, it releases Dopamine...

Photo right:

- Charlotte LELUC - Founder Bande de Cheffes
- Vincent BRASSART - Ceo & Founder La Tablée des Chefs

In Recent Years, Food Producers and Suppliers have had to deal with the Increasing Power of Customers. In more and more Countries, Large Retailers are joining Forces to work together to improve Food Safety. In Today's Globalized and Rapidly Urbanizing World, what we eat is changing. Food Systems are changing and becoming Increasingly Complex and this tends to create Uncertainty and Concern for Us as Consumers.

Purchasing Power refers to the Number of Goods or Services purchased with a Given Amount. Therefore, it results from Factors such as Inflation, Interest Rates, and Exchange Rates. Also, Consumers have the Power to influence the Food System through the Food Choices they make. As we have seen, Consumer Choice is driving Changes such as the increasing Area of Organic Agriculture, the expansion in Vegetarian/Vegan Food Products and the increasing range of Sustainability Logos.

During the "Food Mornig: The Superpowers" Event, the Themes developed were as follow:

- \* The Power of "Bubbles"
- \* From Popeye to Krishna Chocolate
- \* The special counter-power Interview
- \* The power to reduce Inequalities
- \* Did you say Super Powers?
  
- \* The Antidepressant Interview
- \* Common Sense Explorers

- \* The Power to bring Us Together
- \* The Interview: Small Pleasures and Big Media
- \* The Anti-Inflation Interview: The Power of Brands

- \* The Power to travel Through Time
- \* The Power of the Madeleine... by Proust
- \* End Spiritual Hunger

Source:

Food Morning #9

"Food Morning: Super Powers" Event

Held on October 10, 2023

@ Comet Bourse in Paris

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**Article online:**

<https://www.uspa24.com/bericht-23689/food-morning-super-powers-conference-exploring-all-the-powers-of-food.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSiV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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