

INDUSTRY INSIGHTS



FOOD
AS
MEDICINE



Antonio Tataranni

Chief Medical Officer



PEPSICO

Why is Food as Medicine so important?

Let's start with the economics. On average, people with chronic metabolic diseases represent 2 out of every 10 members of the population worldwide, but they consume 80% of the health care resources. In the US, according to the CDC, 90% of America's \$3.8 trillion in annual health care expenditures is directed to people with chronic physical and mental health conditions. The therapeutic model, as it currently stands, is unsustainable. At the same time, technology is enabling the production of more functional, nutritious foods and beverages (F&Bs).

Where do you see Food as Medicine in its lifecycle, and where is the ceiling?

First, let me dispel the notion that "food as medicine" is in any way a new concept. Ancient civilizations discovered the functionality and medicinal benefits of certain foods, ingredients and spices centuries ago. The whole foods movement in the West, whose momentum has accelerated since the 1970s, to some extent advanced these ancient notions. The next frontier, it seems to me, is to bring more of these types of F&Bs to more people in more places worldwide. We're still relatively early in the journey. I believe that if we can figure out the business model coupled with emerging digital technologies, the sky's the limit in terms of future potential. Bottom line: To the extent we can nudge people in the right direction—and make it not only easier to eat better, but also equally enjoyable to eat better—the opportunity is huge.

What impact is Covid-19 having on the industry?

The COVID-19 pandemic has disrupted the industry in many ways, but it's also

INDUSTRY INSIGHTS



FOOD
AS
MEDICINE



made the need for accelerated innovation more urgent—across supply chains, at our production facilities, in food service and distribution, and so on. PepsiCo has been undergoing a digital transformation for several years, and those investments in new technologies across R&D put us at an advantage during the height of the pandemic as we were able to continue collaborating, innovating and performing throughout this crisis. Further, we are taking proactive steps grounded in science to protect the safety of our products, care for our more than 260,000 associates, their families and support our communities around the world.

What is PepsiCo's vision in this space and what will the next few years hold?

Our aim is to produce foods and beverages that make it easier for consumers to make choices that feel

good for themselves and are also good for the planet. Around the world, consumers enjoy PepsiCo products more than one billion times a day. With that global scale comes an enormous opportunity — and responsibility — to provide our consumers with products that meet human needs for nutrition and enjoyment.

What is the biggest limiting factor holding back Food as Medicine?

In my opinion, there are two:

Factor one: taste. It's no mystery that "health foods" (among them plants, legumes, etc.) are often less tasty than their indulgent food counterparts. Making so-called "health foods" tastier is a top priority for us. Fortunately, we're already deeply skilled at flavor science. Advances in digitization will bolster this skill in the years ahead, allowing us to scour databases for millions of digital inputs to source complementary ingredients and flavors.

Factor two, related, is a broader challenge. For most consumers, health and nutrition are not the top priority:

INDUSTRY INSIGHTS



FOOD
AS
MEDICINE



price, taste and convenience are. Accordingly, we must master — and harmonize — the “3A’s.” We must bring F&Bs to market that are Affordable (for which, problematically, no standard definition exists), Accessible (which I define as legal, safe and widely distributed) and Acceptable (which I define as great tasting, culturally relevant and actually joyful to consume).

Is multi-stakeholder collaboration key in advancing this space?

The intersection of food and health is a complex, multifaceted issue. Dietary habits are rooted in complex social, cultural and geographic traditions.

Accordingly, it’s crucial we look at systemic approaches. I’m guided by the notion that “all of us is always smarter than only one of us.” No one institution or

sector will solve the huge challenges we face single-handedly. From our perspective, partnering with other food producers and retailers across the value chain, with consumers, governments, NGOs and even peer companies in a pre-competitive space is fundamental to developing and implementing solutions at scale to affect systemic change.

What are you most looking forward to at the Food as Medicine Summit?

These forums are vital. We have very big challenges to address and overcome, and I am looking forward to a robust, respectful exchange of ideas.

You can hear more from Dr. Tataranni at the Food as Medicine Summit, which will be held virtually this May 25-26th 2021, EST Timezone. Dr. Tataranni will be participating in the panel discussion titled “How and Why Should We Transition to a Food as Medicine Approach?”, followed by open Q&A, on Day 1 of the Summit.

For more information on the Food as Medicine Summit, and to view the full speaker faculty and agenda, please visit www.foodmedicinesummit.com/.