



Food Safety: From Z to Alpha

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“Democrats pass historical bill to lower healthcare costs and combat climate change”



“Biden signs massive spending bill amid soaring inflation, bringing new tax burdens”



“US economy adds robust 250,000 jobs, showing resilient growth despite high interest rates”



“Job growth slows as inflation pressures squeeze American employers”



“U.S. hiring remains steady in mixed labor market report”



“White House slaps sweeping tariffs on China to protect American clean energy jobs”



“New tariffs on Chinese imports threaten supply chains and auto sector costs”

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BALLROOM DERANGEMENT SYNDROME

FOX NEWS
channel

00:13 / 03:50

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THE BALLROOM HEARD ROUND THE WORLD

COVER
SUPPORT FOR WHITE HOUSE BALLROOM
PUBLIC SUPPORT CONTROVERSY
TRUMP'S PROPOSALS
CHANCE NEW BALLROOM IS COMPLETED BY 2020
SUBSCRIBER RANKER
BLACKBOARD

AMERICANS WHO SUPPORT OR BELIEVE IN...

GHOSTS	39%
TELEPATHY	29%
NEW WHITE HOUSE BALLROOM	28%

SOURCE: GALLUP, ABC/WAPO

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A middle-aged mom makes her morning *coffee + protein powder + caramel shot + ice + collagen* drink, fixes her hair and goes to the gym, then Target.

A backyard farmer in NC carries a chicken into his house to see if his partner will notice it. He does, they laugh.

An Australian man dances in public.

A single dad of four brings home the groceries and puts them away. Loudly. ASMR.

A survivalist replaces a headlight in his truck and does pullups on a shopping cart return at Walmart.

A work-from-home programmer with a Tesla truck talks about the new deodorant he's using.

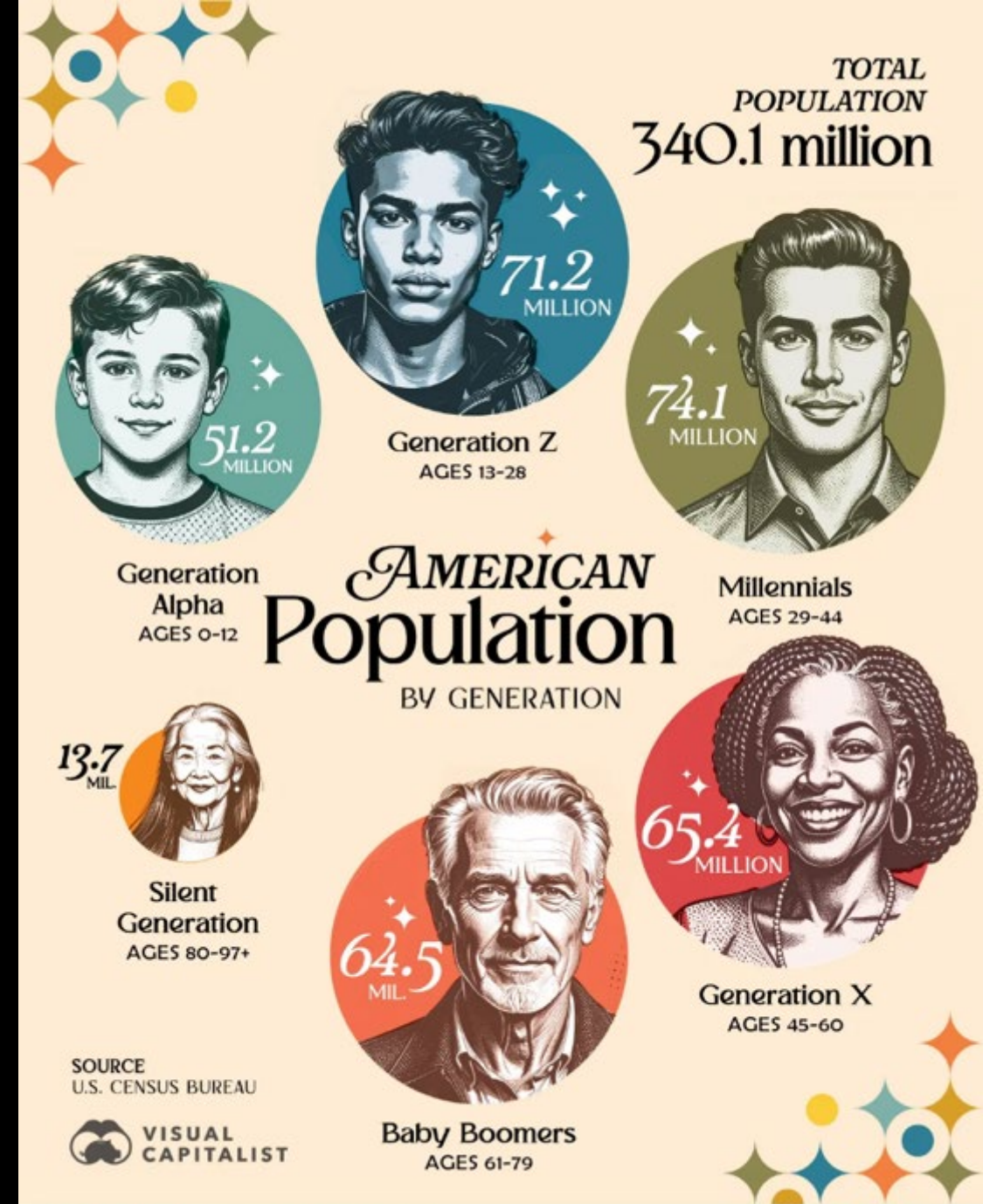
A grandma makes tater salad with Duke's mayonnaise.

GENERATION Z

- The “Zoomers”
- Born 1996 – 2010
- Raised mostly by Gen X (‘65 – ’80) and older millennials (‘81 – ’96)

GENERATION ALPHA

- Born 2010 – Now
- Raised mostly by millennials
- Most racially/ethnically diverse in US history
- Globally, largest generation
- 58% will have a tablet by age 4
- 100 photos of themselves published to the world before birthday #1



The Alpha Economy

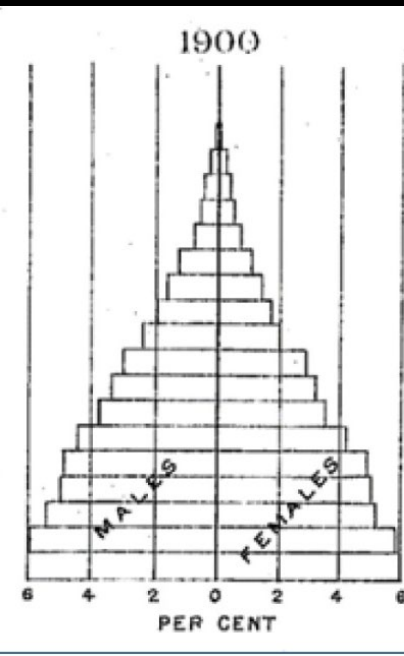
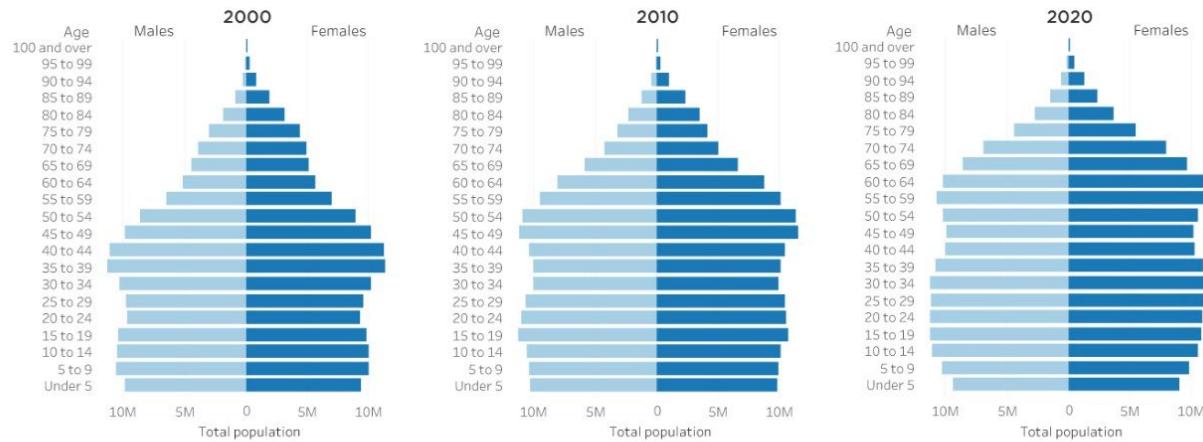
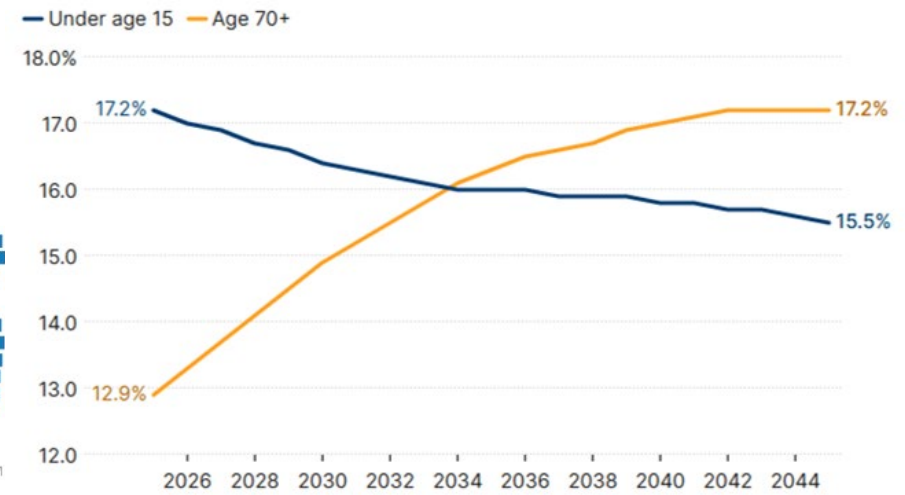


Figure 2.
Population Pyramids for the United States: 2000, 2010 and 2020
 (In millions)



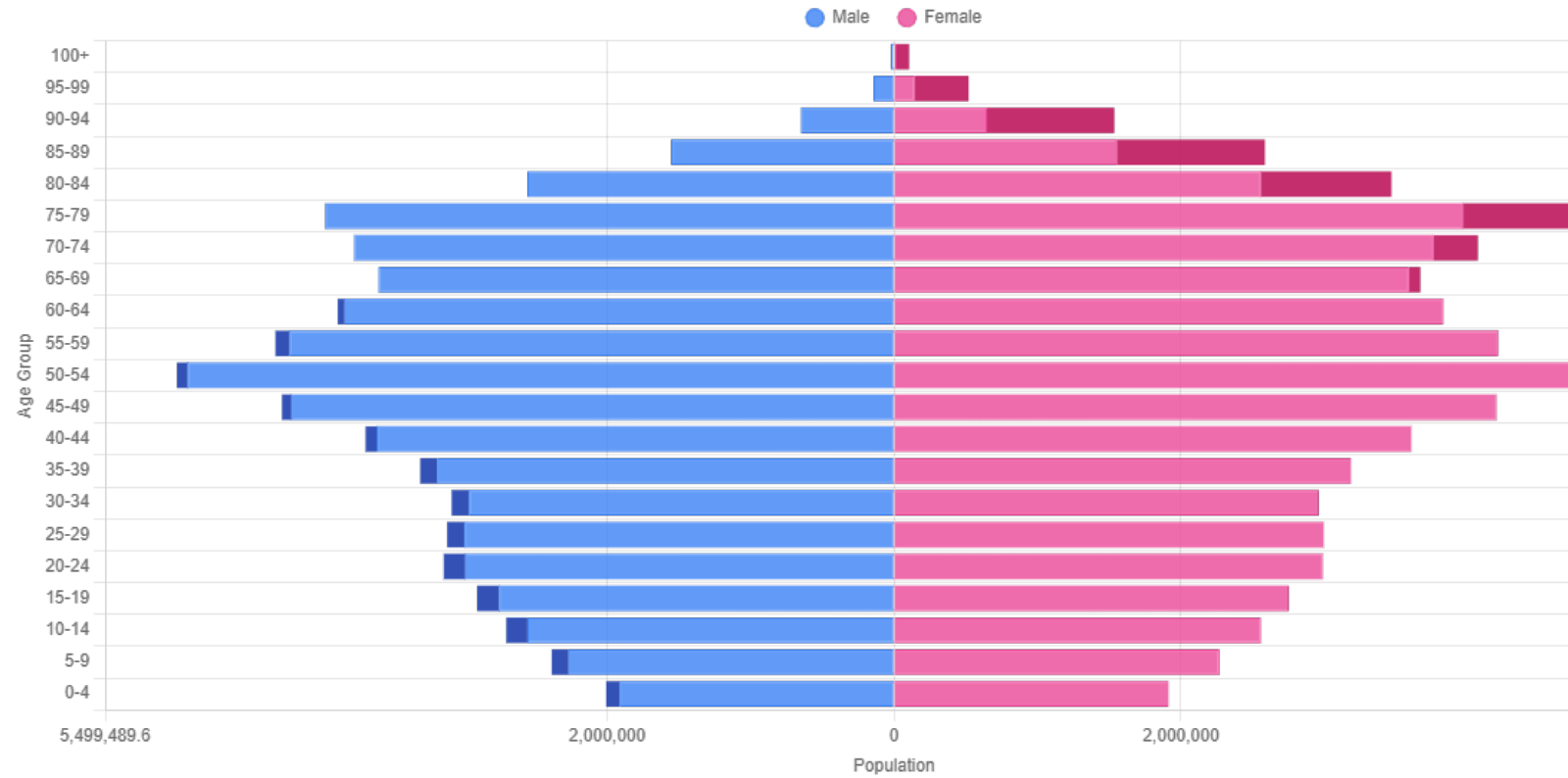
Source: U.S. Census Bureau, Census 2000 Summary File 1 (SF1), 2010 Census Summary File 1 (SF1) and 2020 Census Demographic and Housing Characteristics File (DHC).

Share of population ages 70-plus and under 15, 2025 to 2045



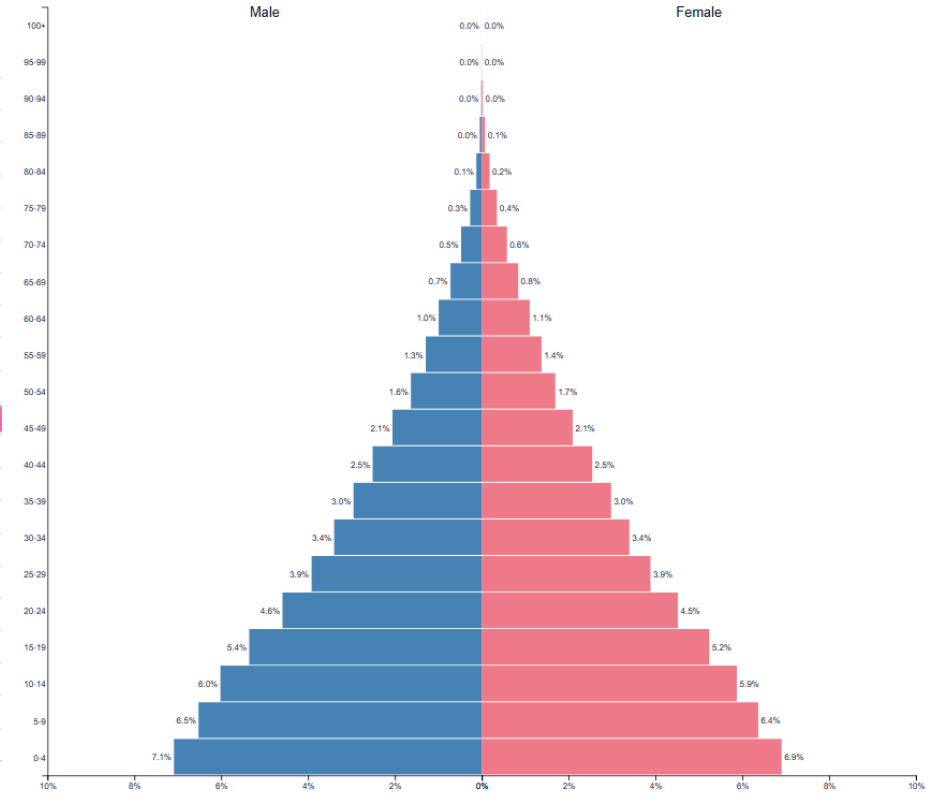
Source: William H. Frey analysis of U.S. Census Bureau population projections

Japan Population Pyramid (2025)



AFRICA ▼
2025

Population: 1,549,867,579



The Alpha Economy

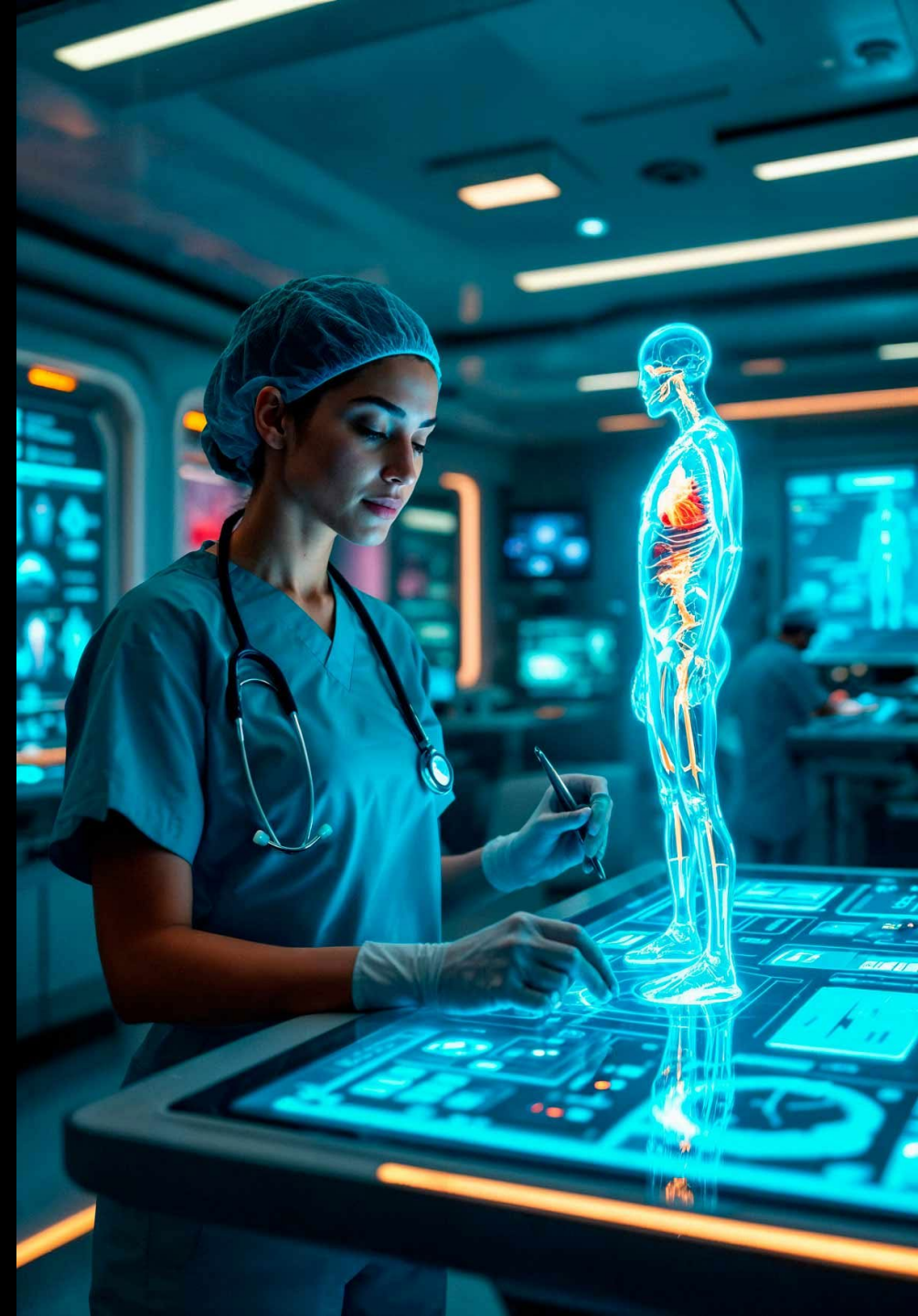
Optimists: Years away from AI displacing labor given challenges related to scalability (raw data and power-dependent) and machine learning

AI will augment the need for and nature of human labor, not displace it as with the internet

Pessimists: AI will displace jobs without replacements. It's already outperforming humans. Limited saving grace will be regulations that protect licensed professionals, need for human verification and cultural preference for human involvement

Policy has historically failed to shield, retain or compensate workers when their jobs were automated or outsourced. Instead, it has accelerated technology diffusion in the name of national security.

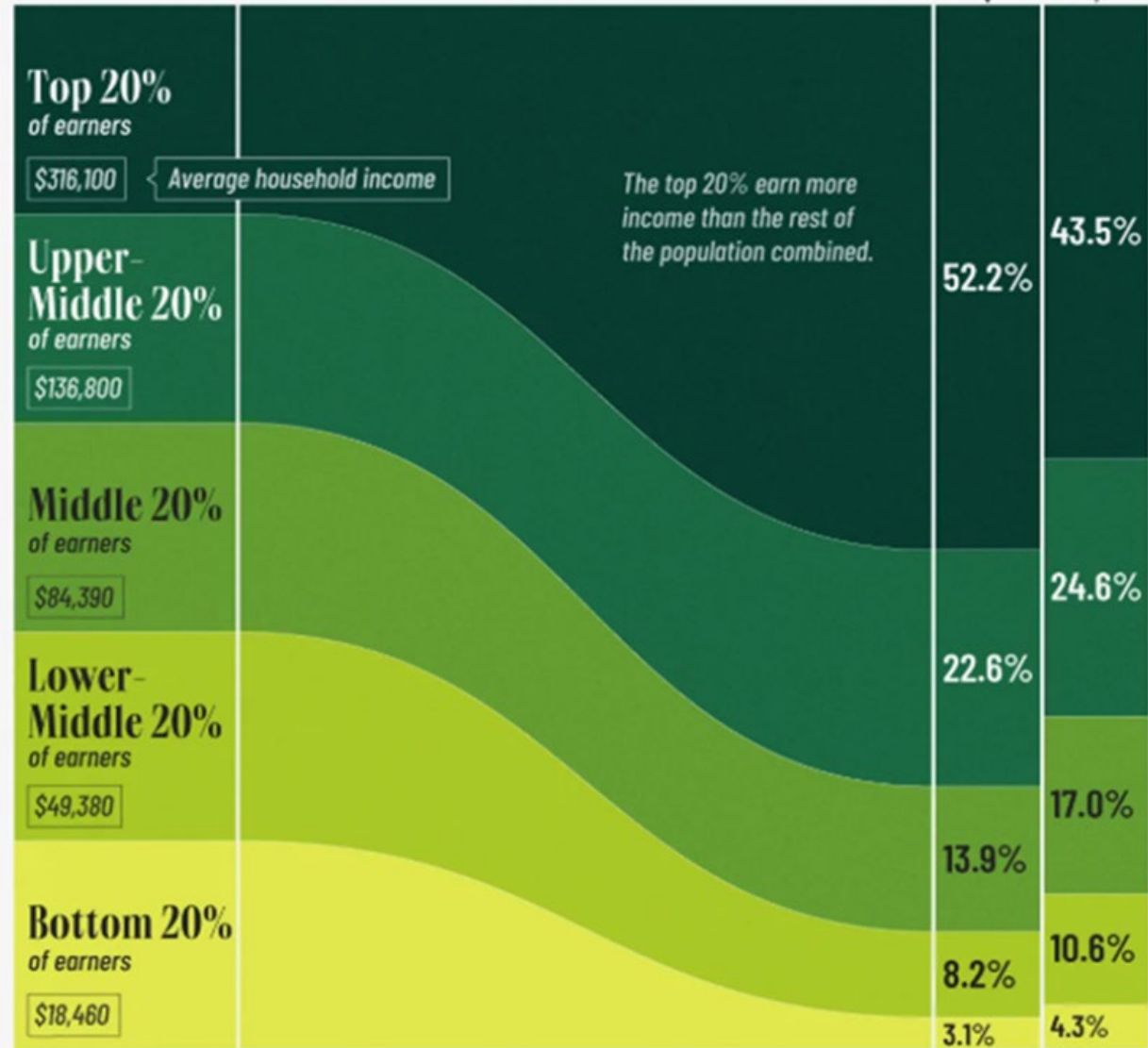
Will further the K-Shaped Economy.



Income Distribution

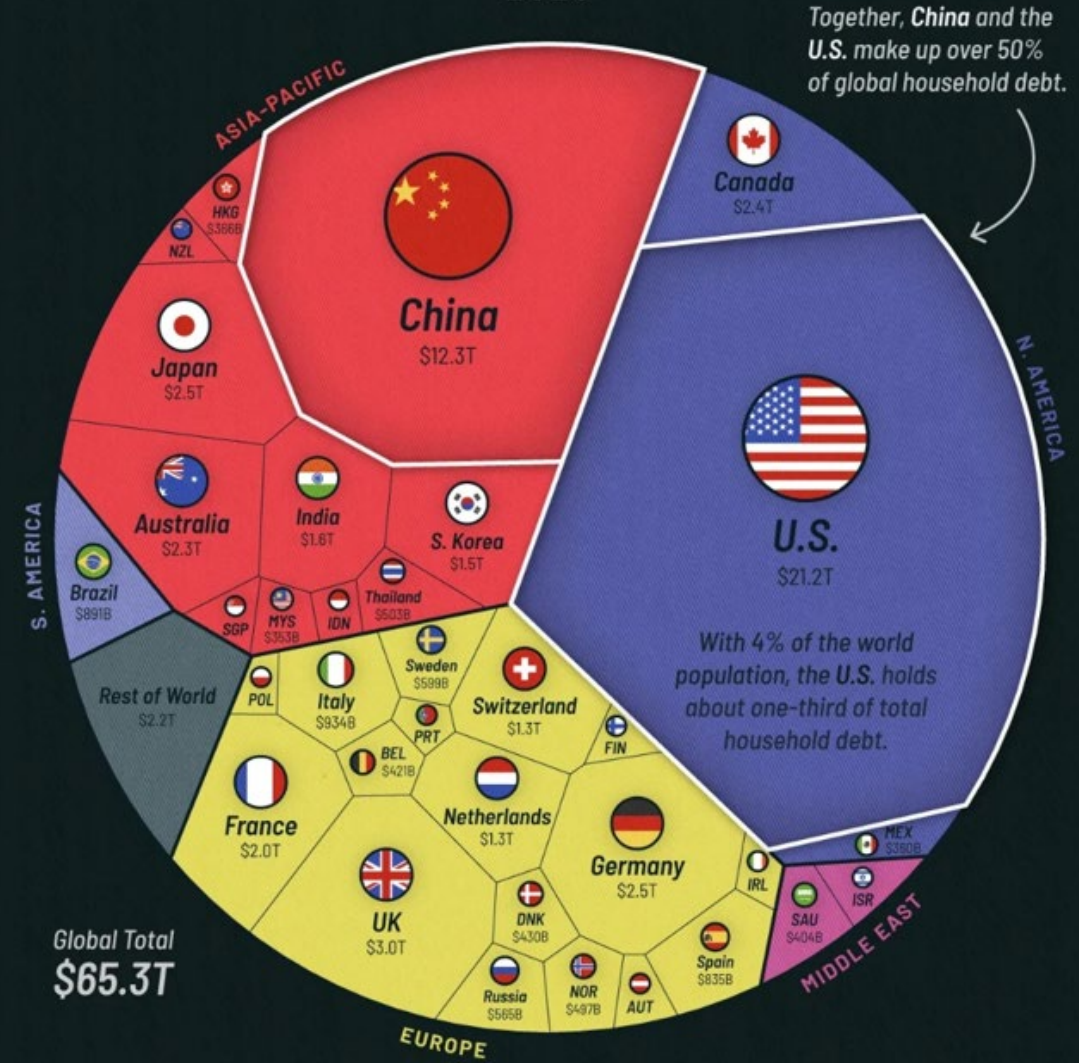
by Quintile in America

Share of total household income 2024 1974



THE WORLD'S HOUSEHOLD DEBT

2026



GENERATION Z (AFDO '23)

The Good

Incredibly diverse

Respectful of diversity

Values-driven (their view of right v. wrong has been affirmed)

Rules/process-driven

Risk averse (and appreciative of STABILITY & the predictable)

Opinionated (may belong in yellow box)

Into the idea of changing the world

The Bad

Risk Averse

Socially isolated and not fans of “teams”

Stressed, anxious and self-conscious

Working with limited appreciation for language/vocabulary

Entitled to speak with the boss

The Ugly

Thinking about something entirely different while at work

Dubious about the value of work

Afraid of failure and not terribly resilient

Uninclined toward creativity

Indoctrinated to conflict as a means to an end

GENERATIONS Z & ALPHA

The Similarities

- ✓ Political/social consciousness
- ✓ Champions of sustainability with disdain for corporate excess**
- ✓ Consumer choices aligned with personal values
- ✓ Emphasis on inclusivity and personal wellbeing
- ✓ Opinions and ideology fully affirmed
- ✓ “Socially progressive dreamers”
- ✓ Vocabulary/communication & socio-emotional challenges stemming from isolation

The Differences

- The Alpha world is even more tailored and hyper-curated to personal beliefs, needs, preferences (Z = “digital natives”; Alpha = algorithm-dependent) ; generative AI is a baseline tool for learning, communication and play
 - From content creators to world creators
- ** Alpha less wedded to brands; more fickle and influenced by targeted positioning

Managing Alpha? “Z” Strategies AMPLIFIED plus...

- Socializing for Alpha is collaborative and activity-based
- Social/Emotional Learning opportunities for better team dynamics
- Gamified, sensory-rich and interactive learning toward tailored professional certifications/milestones
- Competing with innate drive toward entrepreneurial, independent pursuits with work flexibility, project autonomy and agency to build/create
- Critical thinking enrichment
- Early engagement

For Food Safety...

- Inclination and know-how for digital tools for traceability, predictive analytics and regulatory compliance
- Embrace of food system modernization including food safety “frontiers” of lab-grown meats, upcycled ingredients and shorter supply chains
- Good news for multidisciplinary, collaborative work environments