

'MY LIFE IN A DAY'

Dr Morgaine Gaye food futurologist
The trend forecaster, 46, tells us how she predicts what we'll be eating in five years

My job demands a ridiculous amount of travel, so I never have a typical day, but I know it has begun once I've indulged in my guilty pleasure – Assam tea with homemade almond milk – while catching up on global news and social media. Once I'm up to speed, I'll head out for a run, a Bikram yoga class or a hotel gym session if I'm abroad. I often have my first meal – one of my Dr Gaye Super-Shakes (£27 for 500g; drgayesupershake.com), which gives me all the vitamins, minerals and micro-nutrients I need – between 12 and 2pm. I don't think of food in terms of breakfast, lunch and dinner, because I juggle too many balls and have very little structure in my life. When I do eat, I make everything from scratch and cook rarely, using lots of raw chopped veg and salad.'



Dr Gaye has had a 100 per cent success rate when predicting the future of food



Morgaine travels a lot

She drinks 'Super-Shakes'

She eats lots of raw food

INTO THE FUTURE

'I find it almost impossible to explain how I became a food futurologist because I fell into it gradually. From a young age, I was very interested in the way people thought, particularly around the subject of food, as it knits societies together. My job is unique, and came about when I met some science futurologists. I realised I could use my fascination with how, what, and why people eat, to predict the future of food. The majority of my work is as a consultant for global brands looking for help to create new products. My role is to tell them what people will be eating in the future and prove why that prediction will come true within three to five years, otherwise companies could spend millions devising products that might fail. So far, I have a 100 per cent success rate.'

'When I eat I make everything from scratch and cook rarely'

up so what effect will this have on how it looks and tastes?), and ideas around what its size, shape, texture and packaging should be. I explain why changes will be happening. For example, nowadays it's seen as shameful to eat a huge chocolate bar, so consumers want "nibbleability" or something little to eat on the go. I point brands in the right direction so they can give consumers what they want, even if they don't know it yet!

ALL IN THE MIND

'My job is research-based, and I spend lots of time going to trend fairs, trade shows, and obscure shops all over the world, reading websites, the news, journals and information sent to me – even just

people watching. I take in and retain loads of information.

Some of it might link to a trend months or years later and some will never be useful. I have a great memory for my work, but a terrible memory for everything else!

'I try to stop working at 6pm and be in bed by 10pm, but I find it hard to switch off in between. I hate going out to dinner, as I'll be looking at how the menu is presented, what people are eating and why, and I'm not a TV person for the same reason. The one way I do relax is by singing in two competitive barbershop groups – a quartet, and a group of 40 women called Vocal Dimension. We're European Champions and busy practising for the World Championships in Las Vegas in October. So much of my spare time is spent learning new music, rehearsing and performing. It's like *Glee* on speed, and has nothing to do with food!'

DR GAYE'S EATING TIPS

- The food you eat affects how you feel physically and mentally. Unprocessed foods are best.
- Make your first meal of the day healthy and you'll want to eat better foods as the day goes on.
- Most people have good intentions but lack of time stops them – so carry raw veg with you to snack on.

'My team looks at creating a product based on how and why people will eat it in the future'

WORDS: Joanna Ebsworth PHOTOGRAPHY: iStock