

# Why we need a food revolution: Democratising nutrition for a healthier society and planet

*The democratisation of healthy and sustainable food is no longer an idealistic aspiration - it is a moral, social and environmental imperative. Equitable access to nutritious and environmentally responsible food options must transcend barriers of income, geography and social status.*

Temps de lecture : minute

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Recent global crises, from pandemics to supply chain disruptions, have exposed the fragility of current food systems. Centralised and industrialised networks fail to adapt during crises, leaving vulnerable populations at greater risk. A decentralised and inclusive system, powered by diverse and localised production, offers greater resilience. Democratising food ensures no one is left behind, creating systems capable of adapting to climate shifts, natural disasters and geopolitical challenges.

## For public health

The connection between diet and health is clear. Access to nutritious food lowers the prevalence of chronic conditions such as obesity, diabetes and heart disease. Yet, for many low-income and marginalised communities, fresh and healthy food is a luxury. Food deserts—areas with limited availability of affordable, nutritious options—perpetuate cycles of poor health and economic disadvantage.

Breaking this cycle requires equitable access to healthy food. When everyone can afford and obtain nutritious meals, society benefits through improved public health, reduced healthcare costs and stronger communities.

## For the planet

The global food industry is one of the greatest drivers of environmental destruction, contributing to deforestation, greenhouse gas emissions and water pollution. Intensive farming depletes soil health while overfishing damages marine ecosystems and depletes critical fish stocks. These practices threaten biodiversity, accelerate climate change and undermine the long-term sustainability of the planet's resources.

This destruction is exacerbated by the food industry's monolithic structure, where a handful of powerful corporations dominate the market. Subsidies for globally traded commodities such as corn, soy and palm oil encourage unsustainable monocultures. These practices prioritise cheap, high-volume production over environmental and social responsibility.

Transitioning to sustainable food systems is essential for preserving resources and mitigating climate change. Sustainability, however, must be inclusive. Affordable and accessible eco-friendly food empowers consumers to make responsible choices, reducing dependence on harmful agricultural practices.

## For all

Unequal access to nutritious food entrenches systemic inequality. Low-income communities often bear the brunt of poor diets, with limited access to healthy options worsening health disparities and perpetuating poverty.

Universal access to affordable, sustainable food creates a society where opportunity and well-being are shared. Further, by prioritising local production, we can create jobs, reduce food miles and strengthen community resilience. Supporting small-scale farmers and local producers reduces reliance on imported, mass-produced goods that come at significant environmental and social costs.

## Action plan

Despite the clear need for change, systemic barriers continue to hinder progress. Many startups, investors and corporations focus on short-term trends rather than addressing the deeper issues of affordability, scalability and inclusivity. To overcome these challenges, we must take a targeted approach:

1. Shift from trends to Mission-Driven innovation: Market trends like plant-based foods often overshadow broader goals, catering to affluent consumers while leaving marginalised populations behind. Companies must prioritise solutions that are adaptable, affordable and scalable to ensure sustainable food systems benefit everyone.

2. Invest with vision and oversight: Short-term thinking among investors has led to the failure of many promising initiatives. Long-term strategies, rigorous due diligence and hybrid partnerships between startups and larger corporations are critical for scalability and sustainability.

3. Broaden market reach: Many sustainable food products remain niche, limiting their impact. To democratise access, companies must:

- Develop cost-effective products for the mass market
- Create culturally inclusive options that align with diverse traditions
- Invest in global infrastructure to scale efficiently and reduce distribution costs

4. Prioritise taste, texture and nutrition: Consumers won't compromise on taste or texture, regardless of a product's sustainability. Sustainable foods must match or surpass traditional options while maintaining nutritional transparency and focusing on natural ingredients.

5. Foster collaboration over competition: Startups and corporations often see each other as adversaries, stifling innovation. Collaboration can unlock potential: startups bring agility while corporations offer scale and infrastructure. Government incentives and co-branding initiatives can further support partnerships focused on inclusivity and sustainability.

6. Address affordability amid inflation: Rising costs have marginalised sustainable food options, particularly for middle- and low-income consumers. Supply chain efficiencies, vertical farming and public-private partnerships can help make sustainable options more affordable.

7. Restore credibility through accountability: Overpromising on sustainability undermines trust. Companies must use measurable metrics—like carbon footprint reductions and resource conservation—to back their claims and shift from emotional appeals to transparent, data-driven communication.

## The way forward: Multi-stakeholder approach

Democratising food requires a multi-stakeholder approach:

- Innovators must focus on scalable solutions
- Investors must prioritise long-term impact
- Corporations must adopt inclusive practices and collaborate with smaller players
- Governments must provide incentives for sustainable food systems



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Meet Born Maverick, driving innovation in the food industry

*Born Maverick* exemplifies the leadership needed to drive this revolution. By emphasising collaboration, transparency and inclusivity, the company transcends market success to inspire a movement. Its proprietary biotech platforms focus on diversified processes, creating multiple products that address accessibility and sustainability challenges.

At Born Maverick, our philosophy—"Saving the planet is not a one-company show"—reflects the belief that the future of food depends on collective action. By aligning innovation, investment and policy, we can create equitable, resilient and sustainable systems. Together, we can build a world where nutritious, sustainable food is accessible to all, transforming lives and protecting the planet for generations to come.

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