

Creating Tomorrow's Functional Foods

The World according to Monsanto

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The World according to Vitality Concepts

The key argument for unrestricted, unregulated Biotech GMO activities hinges on the growing world population and the resulting need to produce more Food. Biotech contends that only it can meet these future demands – Vitality Concepts begs to differ, we believe in;

– Food must have the nutrients embedded, it must taste, look and feel like originally rendered by Nature

– Food can be sustainably mass produced without genetic manipulation

– When Food has no flavor it is not enjoyable to eat it – people will gulp it down and it is not digested properly

– The Appearance of Food must be represented by the flavor – if it doesn't have any, people eat too much because they are yearning for the expected taste which they cannot find

– We can produce organically grown fruits and vegetables indoor, 365 day a year, with no toxic chemicals and programmable nutrients content according to needs.

– Vitality Concepts is ready to demonstrate that GMO-Food is unnecessary and unsustainable; it is inferior in taste, flavor, structure and nutritional content.

Our Mission: Re-introducing Nutrients into Food

We have always held that eating nutrients depleted, tasteless Food, particularly Fruits and Vegetables – and then pop a handful of pills and capsules to supplement what we are otherwise missing – is an irrational abomination of the culinary culture. Worse: it is making us sick. In 2003 Vitality Concepts introduced to the U.S. a dietary supplements concept that does without pills and capsules; a Granule that hosts the nutrients in hydro-colloidal fibers and passes through the digestive system just like food, slowly releasing the nutrients. This system has the added advantage that it can be formulated to the person's actual needs. Certainly a great improvement over conventional supplements, but still not food and doesn't taste like it either. In our quest for the perfect food, we started researching cutting-edge technology to be able to grow fresh food in potentially large, economical scale – that would taste great and have all the nutrients we need and want. It is clear from this synopsis that we have now reached the point, where there is a viable, wholesome alternative to GMO Produce.

Pasona, a Japanese recruiting firm, opened a showcase –Future of Food– exhibit in a high-rise Building at Tokyo Station. In this display they are growing produce in selective light colors to demonstrate the growth under various light conditions.

The Japanese company "Cosmoplant" spearheaded hydroponic –Salad Factories– in 2002, where Lettuce was grown exclusively under red LED lighting. The very high price of the LED panels and Utilities at that time – white light LED's were not yet commercially available – Cosmoplant went into bankruptcy.

The lettuce racks descended from the growth level above to the packing area

Pasona grew this indoor rice field in an office tower in the Marounochi district in Tokyo entirely in incandescent lighting.

These aquatic plants are grown under mixed lighting and white LED panels

Stacked hydroponic shelves under all fluorescent lighting; this method is not energy efficient and the chemical analysis of the produce shows relatively high levels of toxins

Verde Company in Japan (a start-up venture supported by Marubeni) developed –Indoor Farming– with stackable shelves where the produce grows in –conventional– soil, rather than hydroponic. How can this be done? The soil weighs only 10 percent of the soil in open fields and has excellent water retention ability. However, the soil mix is not from renewable resources.

This ultra light soil saves weight and allows stacking of helves in a cost effective way

The huge advantage of this system is that it can be designed cost effective at almost any shape and size, thus it is feasible to harvest fruits and vegetables all year and locally – virtually next to the consumer.

These lettuces are harvested 12 times per year in a model Indoor Mini Farm at a local store in a big city with no daylight and no windows.

Unlike hydroponically grown produce – these vegetables are certified organic (JAS) and the chemical analysis shows lower level nitrates and higher vitamin content than conventionally grown produce.

A combination of organic nutrients and cutting-edge lighting system with selective wavelengths allows us to customize the nutrient content of the produce – essentially re-introducing nutrients into food, so that supplement capsules will become obsolete. This, together with the fact that local and macro-production eliminate food miles, transportation costs and the loss of nutrients associated with the delay time from harvest to the table. Here – Garden-fresh on the dinner plate – is the truth again – we are creating the –FOODTURE of FOOD–

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