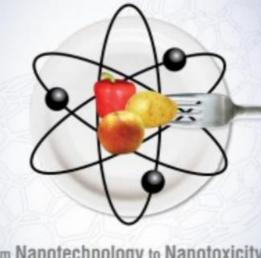


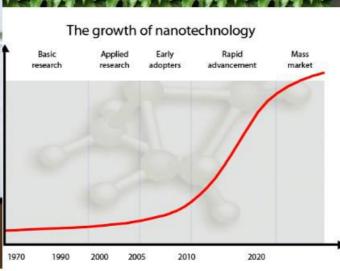
"The first supermarket appeared on the American landscape in 1946. Until then, where was all the food? ... It was in homes, gardens, local fields, and forests. It was in the pantry, the cellar, the backyard." Joel Salatin

## **Unseen Hazards**



from Nanotechnology to Nanotoxicity

Completely Rebellion...



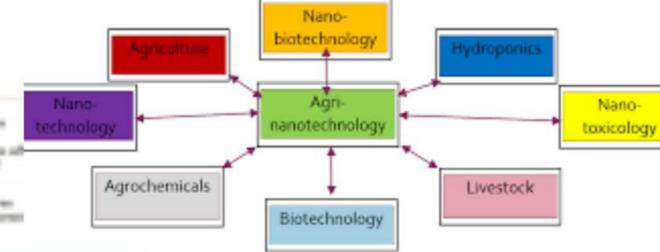


#### Singapore's Sirius Venture invests US83 million in Israeli food tech startup SuperMeat



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# 40 Billion Business

## Why should you know something about Nanotechnology?



The National Science Foundation estimates that by the year 2015. there will be a need for 2 million workers worldwide in the fields of nanoscience and nanotechnology.

> An additional 5 million workers will be needed in support areas for these fields.

By 2015, nanotechnology is expected to be a \$3 trillion "industry"

#### Agriculture

- Single molecule detection to determine enzyme/ substrate interactions
- Nanocapsules for delivery of pesticides, fertilizers and other agrichemicals more efficiently
- Delivery of growth hormones in a controlled fishion
- Nanosensors for monitoring soil conditions and crop growth
- Nanochips for identity preservation and tracking
- Namosensors for detection of animal and plant pathogens
- Nanocapsules to deliver vaccines
- Nanoparticles to deliver DNA to plants (targeted genetic engineering)

#### Food Processing

- Nanocapsules to improve bioavailability of neutraceuticals in standard ingredients such as cooking oils
- Nanoencapsulated flavor enhancers
- Nanotubes and nanoparticles as gelation and viscosifying agents
- · Nanocapsule infusion of plant based steroids to replace a meat's cholesterol
- · Nanoparticles to selectively bind and remove chemicals or pathogens from food
- Nanoemulsions and -particles for better availability and dispersion of nutrients

### Food Packaging

- Antibodies attached to fluorescent nanoparticles to detect chemicals or foodborne pathogens
- Biodegradable nanosensors for temperature, moisture and time monitoring
- Nanoclays and nanofilms as barrier materials to prevent spoilage and prevent oxygen absorption
- Electrochemical nanosensors to detect ethylene
- Antimicrobial and antifungal surface coatings with nanoparticles (silver, magnesium, zinc)
- · Lighter, stronger and more heat-resistant films with silicate nanoparticles
- Modified permeation behavior of foils

#### Supplements

- Nanosize powders to increase absorption of nutrients
- Cellulose nanocrystal composites as drug carrier
- Nanoencapsulation of neutraceuticals for better absorption, better stability or targeted delivery
- Nanocochleates (coiled nanoparticles) to deliver nutrients more efficiently to cells without affecting color or taste of food
- Vitamin sprays dispersing active molecules into nanodroplets for better absorption