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Strategic consultancy NewForesight, founded by author Lucas Simons, drives the sustainable market transformations discussed in Changing the Food Game. NewForesight has contributed to sustainable market transformations in agricultural sectors such as coffee, cocoa, sugar cane, floriculture, aquaculture and cotton.

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Market transformation all means collectively working towards a higher level of connectedness between actors that in turn leads to a higher level of "connectability" within the system. The transformation curve model is meant to make sense of complex realities, to find patterns of behavior, to predict the next steps, and to suggest intervention strategies that can accelerate change.

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