SMART TECH, SMARTER SUPPLY

CHICKEN MARKETING SUMMIT

July 28-30, 2025

DeSoto Savannah
Savannah, Georgia

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Chicken 2030: The tech and trends shaping what's next

Kevin Ryan, founder/CEO, Malachite Strategy and Research

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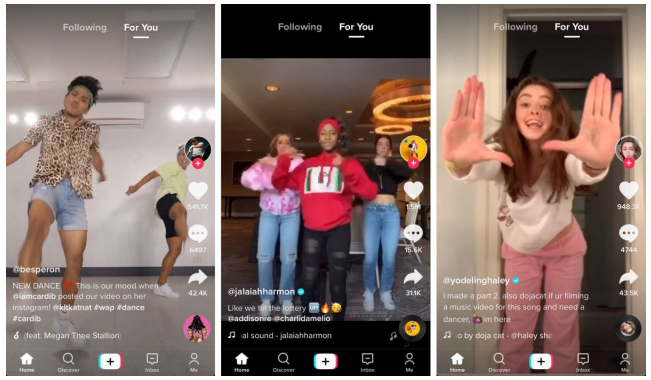
TikTok



2018

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"Technology always has unforeseen consequences, and it is not always clear, at the beginning, who or what will win, and who or what will lose..."

Neil Postman

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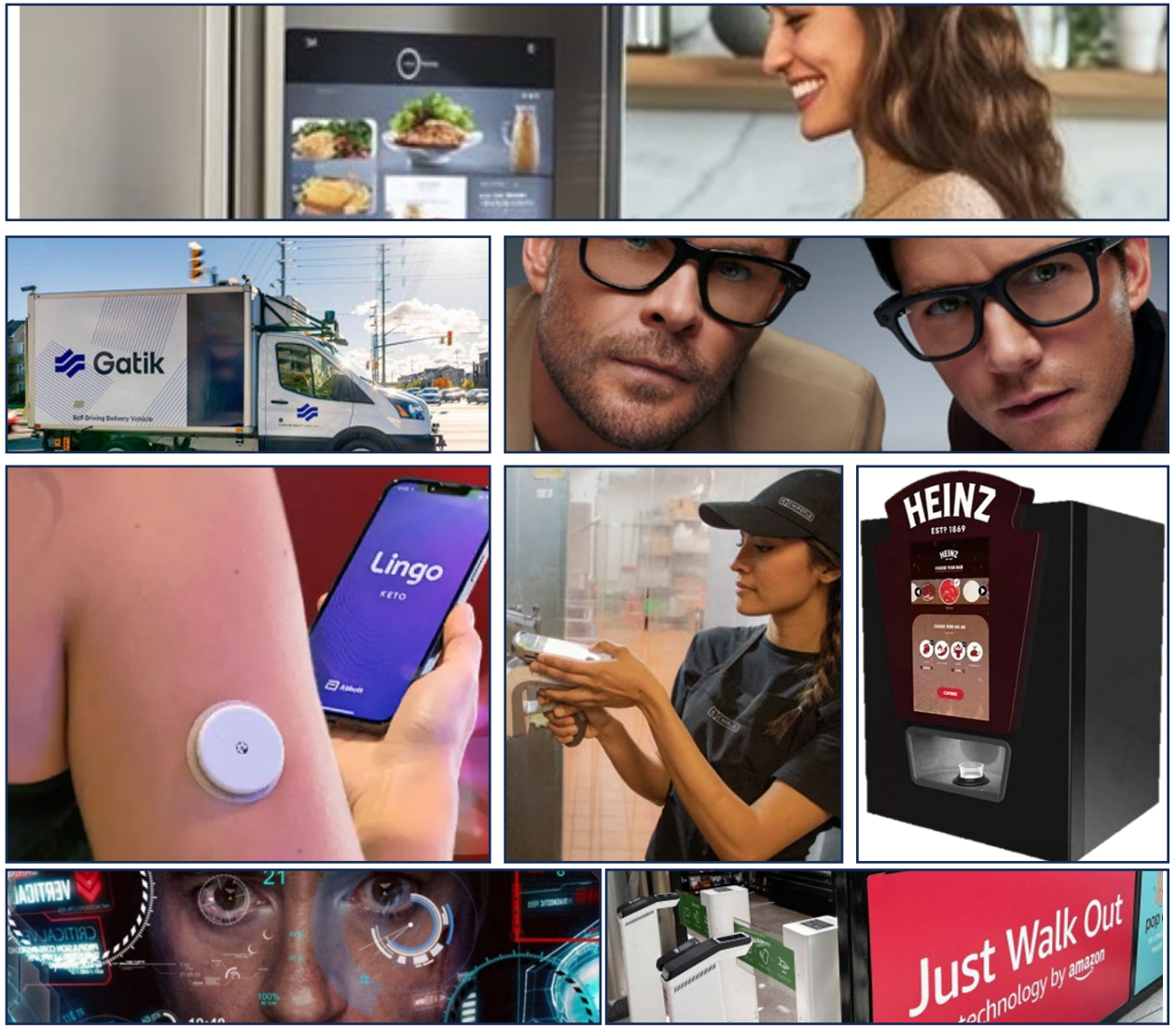
8 Tech Trends and Their Future Chicken Industry Possibilities



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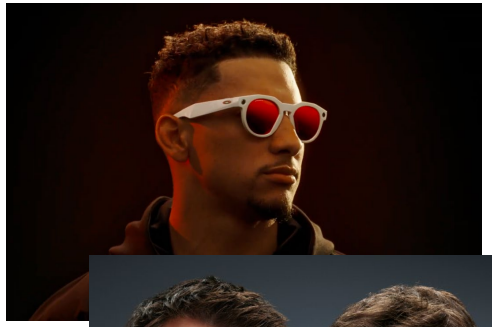
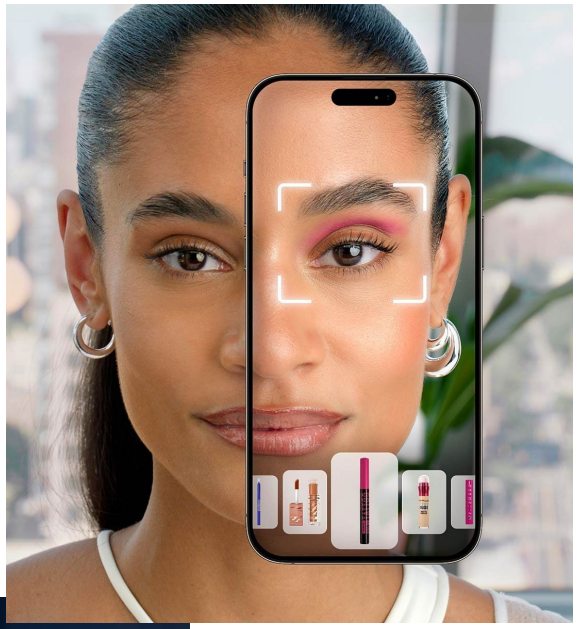
Spatial Computing





What it is Now?

Today we have early examples of AR glasses, in-home furniture showcasing and make-up virtual try-ons. But the tech that allows the real and virtual worlds to collide has only just begun.

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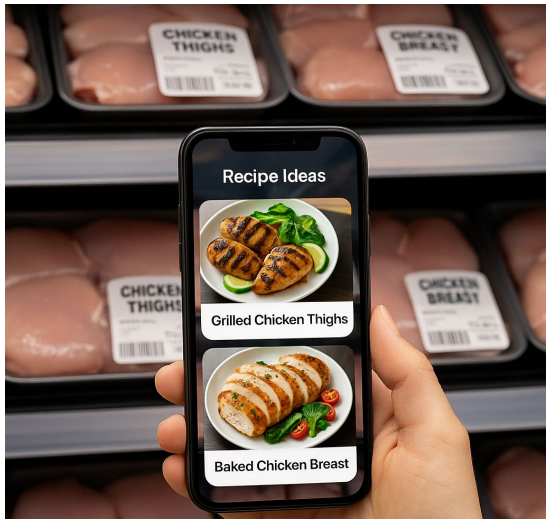
Spatial Computing

Future Chicken Industry Possibilities



AR Recipe Matching

Point your phone at the case, and recipe ideas pop up based on what's in your home kitchen or the AI suggests cuts based on your dinner plan.

Live-Prep Visuals in Foodservice

AR in glasses shows a demo of how the 'fire-grilled chicken bowl' is made, providing transparency and engagement.

Augmented Prep Assistance

AR in glasses provides consumers a step-by-step cutting guide to prep chicken correctly. Similarly, AR glasses will guide recipe prep to ensure perfect results.

Smarter Kitchens

What it is Now?

Kitchens today, both in the home and BOH, have significant tech but much of it consists of one-offs that are not integrated. While smart appliances might make for faster or more efficient cooking, they aren't revolutionary…yet.

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Smarter Kitchens

Future Chicken Industry Possibilities

Smart Prep Surfaces

Counters, islands and trays that recognize foods and ingredients and guide next steps in prep.

Zoned, Smart Refrigerators

Refrigerators will consist of zones that will optimize food freshness and help with prep. They will have modified atmosphere and UV. Other zones will have a vacuum assist for quick marination.

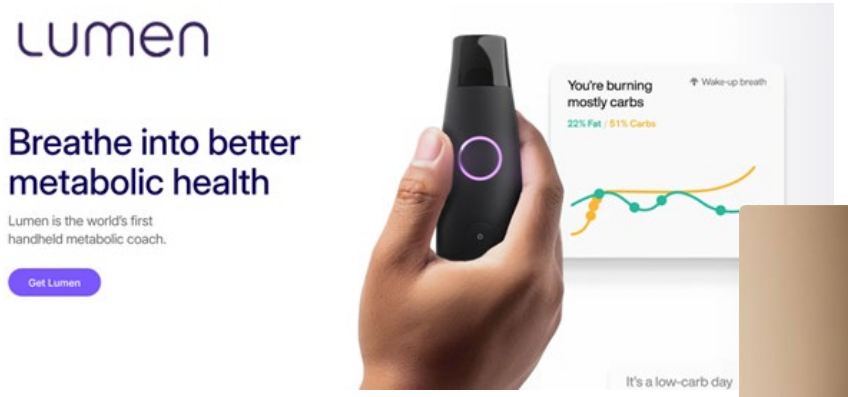
BOH-FOH Orchestration

Tech stations that slow down or speed up cooking or holding based on sensors throughout BOH and FOH. A customer eating slower or a component taking longer than expected will automatically alert a cook or prep machine to alter timing.

Wearable Tech

What is it Now?

Today we have rings, wristbands, and glucose monitors that track real-time health signals like sleep, metabolism, and activity. Most focus on fitness or generalized nutrition but they are often not connected to commerce, will that change?



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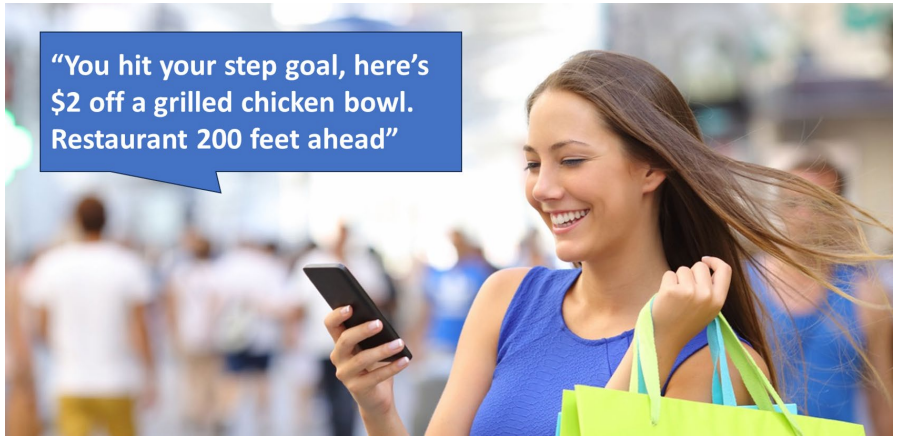
Wearable Tech

Future Chicken Industry Possibilities



Gamified Rewards
Wearables tied to coupons and geolocation

Nutrition Missions X Deals
Wearables connected to grocery and delivery loyalty

Metabolic Mode Menus
In-store kiosks that sync with your wearables and offer customized selections and suggestions based on your needs.

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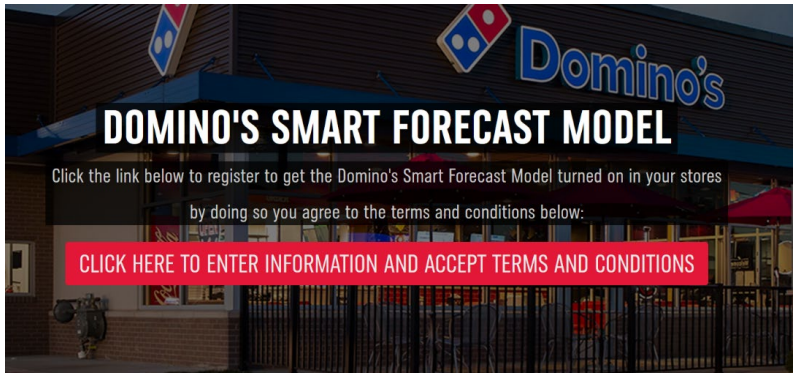
Predictive AI

What is it Now?

Predictive analytics uses data from multiple sources to forecast outcomes. Today, large companies use it to manage inventory or delivery, but we're still early. To date, it's not consumer-facing, but that could change.



DELTA TechOps

Predictive Maintenance

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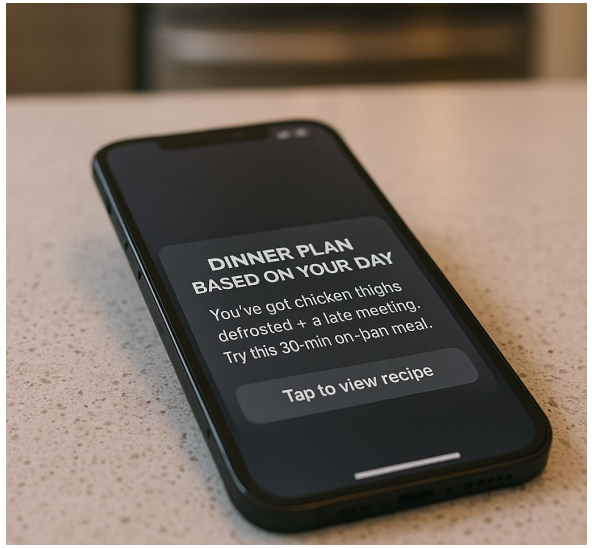
Predictive AI

Future Chicken Industry Possibilities



Fridge & Calendar Sync Suggestions

Your fridge sees defrosted chicken thighs + your calendar shows a late meeting = "You'll be tired, try this one-pan recipe with what you have."

Digital Twin Predictions

Your actions and your biology metrics train a digital twin. Your gut microbiome, continuous glucose monitoring, and boredom signals train your digital twin and influence the suggestions it makes in menus (including boredom alerts)

FOH Predictive

A series of cameras, lidar and RFID scanners at store entrances scan incoming diners and app-order pickups. Each customer's presence is cross-referenced with regional trends, their loyalty app history, current weather, and even their emotional state to prepare automation in BOH.

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Autonomous Transport

What is it Now?

We are slowing starting to see more self-navigating vehicles across the supply chain, from trucks and drones to robots. However, as the technology becomes more common, how will it impact the chicken industry?

Aurora

STARSHIP

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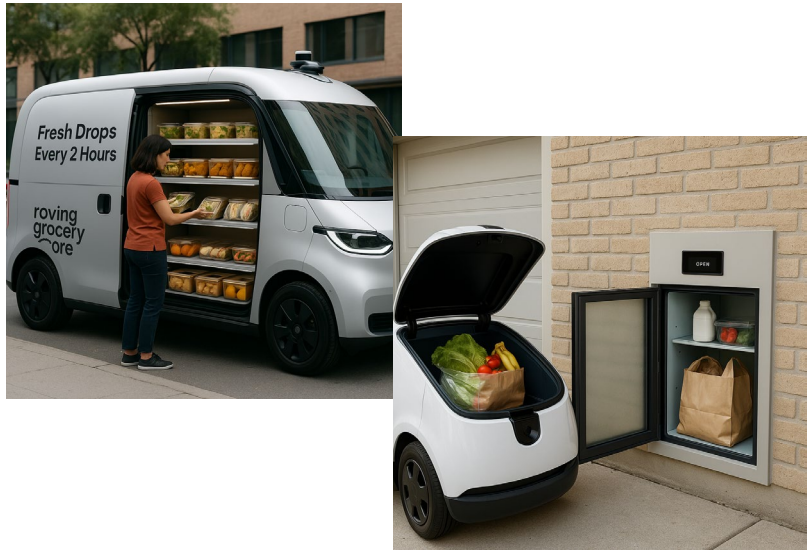
Autonomous Transport

Future Chicken Industry Possibilities

Autonomous Replenishment Model
Offsite prep of hot and cold dishes for c-stores and micro-locations. Autonomous deliveries of fresh chicken items throughout the day/night coming from automated commissaries.



Roving Grocery Fleets/ Home Delivery Bays
Stocked grocery vehicles allow consumers to shop in the moment without visiting a store. Additionally, groceries will be delivered autonomously via home delivery bays.

Drone Meal Delivery
The weight requirements and speed of drone delivery is ideal for meals even more than grocery. 'Dark stores' will meet demand by fully automating meal production and delivery.

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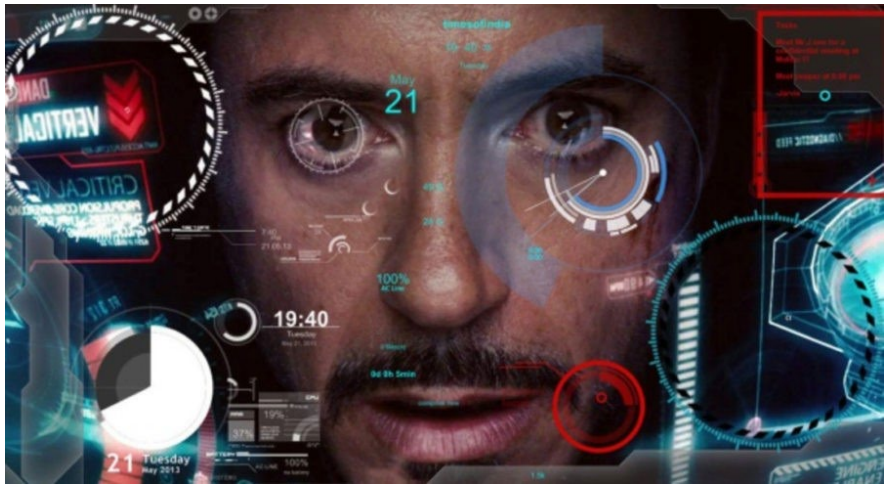
AI Agents



What is it Now?

The dream is for everyone to have their own version of Iron Man's Jarvis, an agent that can do things independently on your behalf. Today, only early examples exist, but billions of dollars are currently being spent to build them for tomorrow.

OpenAI Operator

Amazon Nova

AI Agents

Future Chicken Industry Possibilities

Kitchen Orchestration Agent
A BOH agent that schedules staff, syncs machines, and manages ingredient flow all on its own.

Autonomous Merchandising Agent
Lives in the store's camera, inventory, and POS systems. Monitors shopper behavior, traffic flow, ambient conditions, and sell-through to dynamically adjust shelf layout, product prominence, and pricing.

Home Kitchen Agent
Learns your schedule, dietary needs, fridge inventory, and cooking habits.
Plans daily meals based on constraints suggests options, and orders needed ingredients autonomously.

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Real-Time Personalization

What is it Now?

Consumers want the flavors they want, even if it isn't on the menu or not easy to replicate. Today we have early examples of how personalization could be done at scale: Coke Freestyle, Heinz Remix Sauce and Spicerr custom seasoning dispenser. But there is much more coming.

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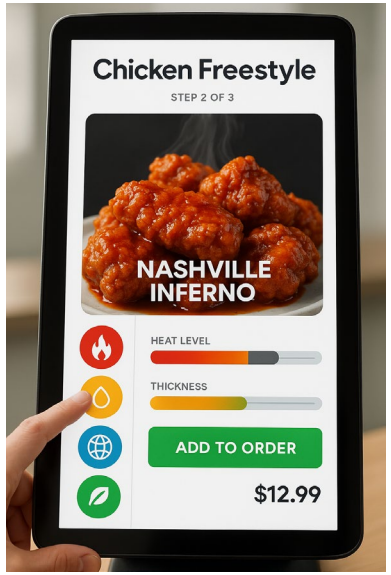
Real-Time Personalization

Future Chicken Industry Possibilities



Chicken Freestyle Ordering

App or kiosk ordering that allows for alteration of heat/spice level, crunchiness, batter thickness, piece size, etc. Ordering can also be done based on AI assessment of previous ratings of experiences.

At-Home Sauce Appliance

Appliances that make cooking or dipping sauces on-demand based on protein, craving, or functional data from wearables (e.g., post-workout).

In-Store/Online Personalized 'Flavor Station'

Customers choose their own marinade mixes which are automatically injected and mixed with pieces.

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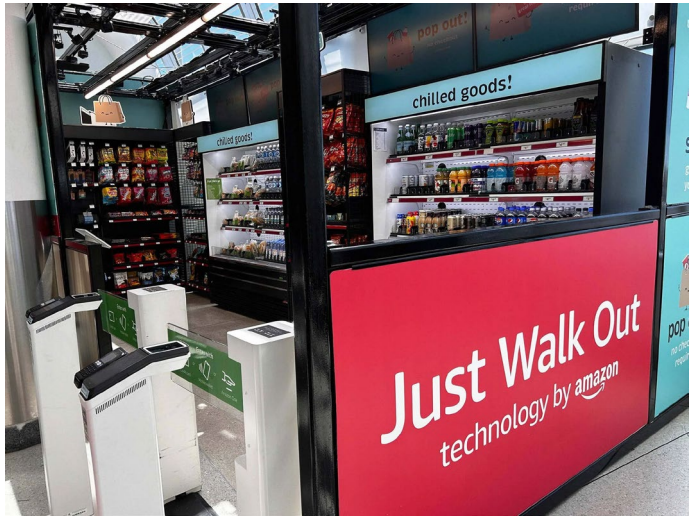
Contextual Intelligence

What is it Now?

Computer vision has moved beyond just recognizing objects. Technology like ‘just walk out’ shopping, driver fatigue sensing in cars, and motion sensing for thermostats are already here. However, much more is on the way.



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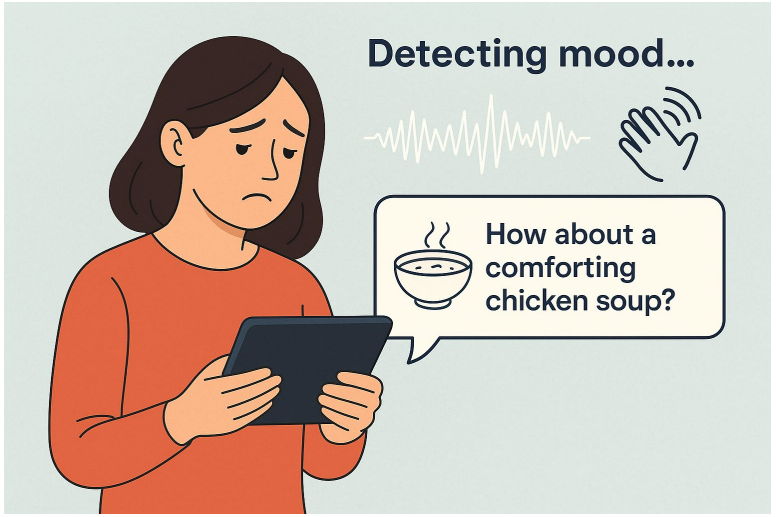
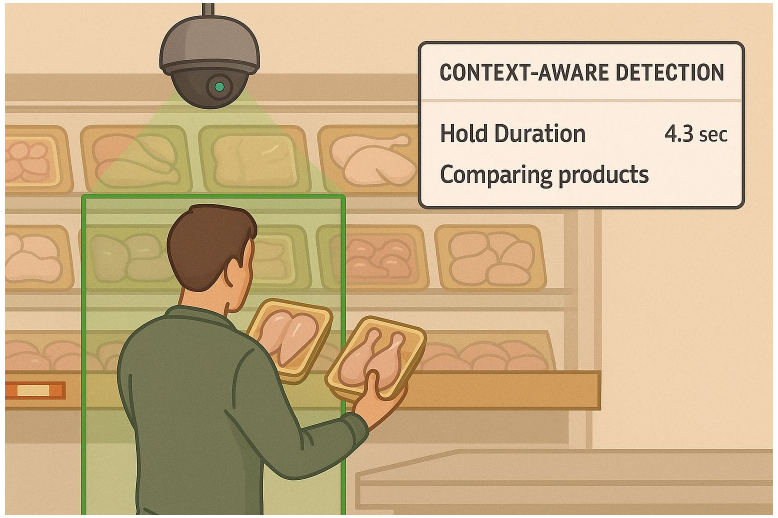
Contextual Intelligence

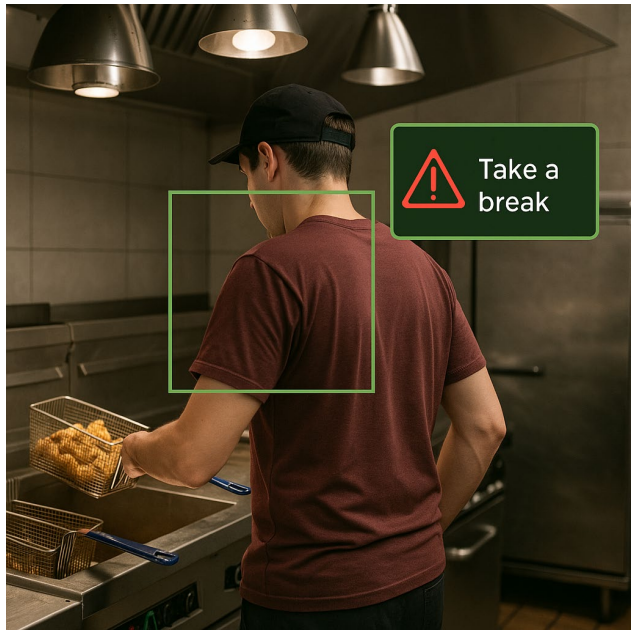
Future Chicken Industry Possibilities



Mood-Sensing Recommendations
Smartphones and tablets will be able to sense your mood through voice, posture and gestures. Suggesting meals or orders.



Shopping Analytics
Camera systems will be able to track customer age, loyalty card data, and demographics and track dwell time in grocery aisles, decision time, and merchandising that draws trial and purchase.



BOH Performance and Safety System
BOH cameras will be able to detect fatigue and repetitive strain issues before they occur, incorrect preparation procedures, and waste issues.

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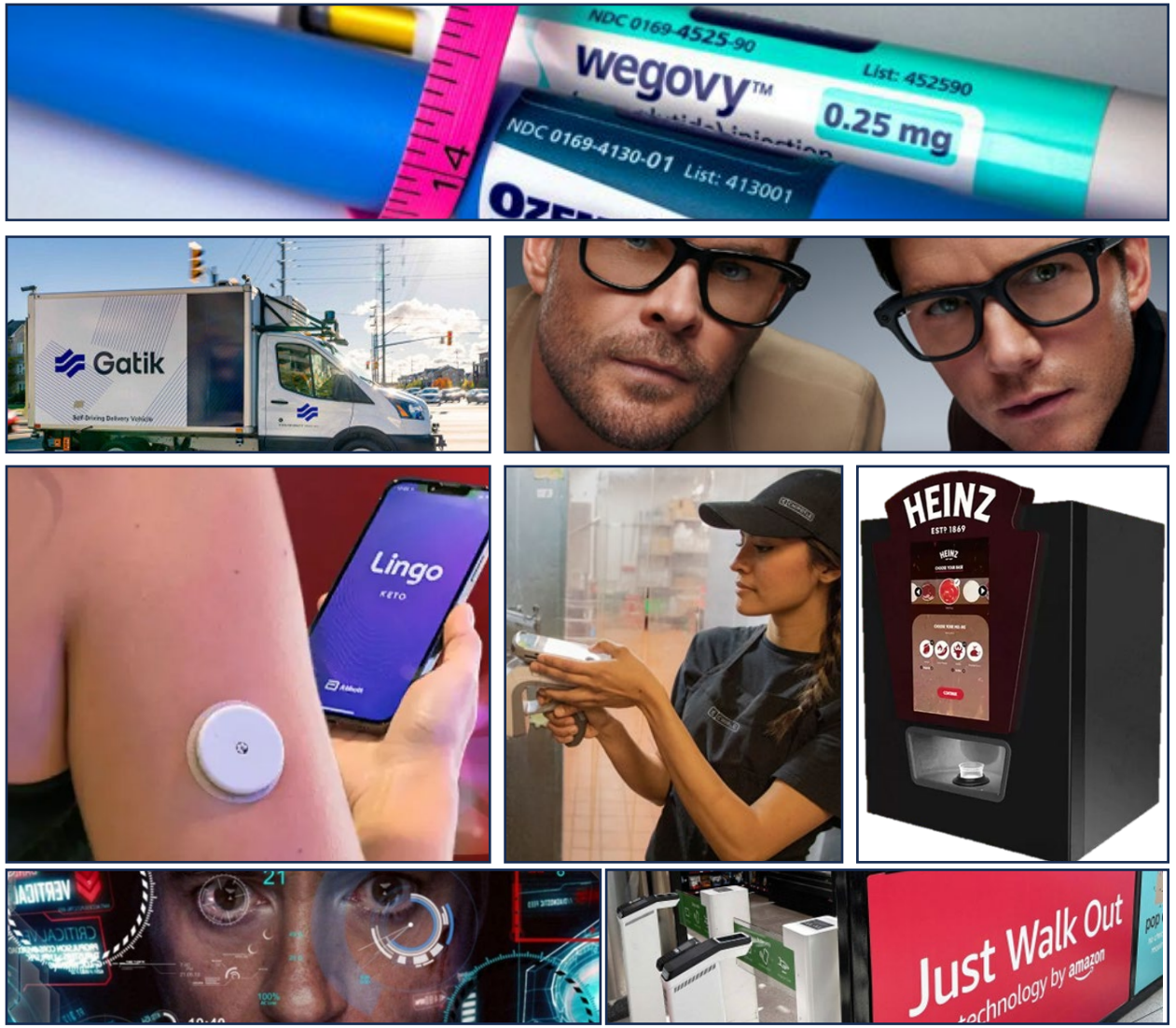

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Challenge

Do not judge today's technology by its current form but by its potential for tomorrow

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Kevin Ryan, founder/CEO, Malachite Strategy and Research

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