

IBA President's outlook into 2016



Predictions are always difficult, especially when they deal about the future. Luckily, I have a crystal ball which shows the future (it is a very interesting and powerful tool, only presidents can borrow it). Working with it is not easy, because it shows blurred pictures. But there are future trends which are not surprising: for example that we get older and work longer - or that everything goes digital.

The evolution shaped our bodies: moles got the best hands for digging, other animals got a long throat to get the best leaves in high trees. We humans have the biggest brain - which is often useful, but all the other parts of our body are still a very ancient construction with old fashioned needs. The fittest survive - and today, it seems the fittest may be those who sit in front of their computers. I was curious to see how it would affect our being in many generations? Is evolution still working? I therefore switched my crystal ball into the long range mode, scared to discover humans consisting of only two parts: a bottom to sit on, with a finger for wiping displays. But as far as I could see, it seems a bottom with a finger is not our appearance in the future.

After this very relieving discovery, I continued to look into the ball - and was very pleased to discover that health is among the future mega trends! Pleased, because health and nutrition belong together; and we blackcurrant people are lucky to make the best natural food available. That is good news!

Unfortunately, the short range mode was more serious. It showed a world in disorder: extremists, climate change, refugees, just to name a few. There are big tasks ahead. Luckily, we have political recipes which enabled us to live in peace and wealth for the last decades. Nationalism, separation, fencing and other dividing forces played no role in it. My crystal ball told me that the political recipes we experienced will work again in future.

It also showed me that our IBA is small and without big influence - for the

moment. But as we understood that working together is better than working against each other, I could see that our future is bright. And this future is not so far away.

Best wishes to all of you for a Good Year 2016 !

Dirk Herdieckerhoff,

IBA President