Re-Shaping a Generation’s Food Behavior -
The ‘Disruptors’ of Food E-Commerce and How Best to Regulate

Biography

Dr. Kai Zhong is the Deputy Director of China Food Information Center (CFIC), and also a Standing Member of Chinese Preventive Medicine Association, health communication branch. Dr. Zhong is a well-known, productive science writer in food area, being very active in major media. He also serves different departments from central to local level and leading food companies as an independent consultant. Dr. Zhong was the former director of Risk Communication Division II in China National Center for Food Safety Risk Assessment (CFSA), responsible for media monitoring and response, science communication and risk perception research.

Abstract

With the blooming of food e-commerce in China, the behavior of consumers is also evolving rapidly, especially for the Millennial. Online food business has expanded dramatically, not only for the pre-packaged food, but also the food delivery sectors.

Millions of take-out orders were delivered each day, and tons of imported lobsters and cherries were sold in minutes. Infant formula and health food have become the largest commodities during sales season. E-commerce helps people to consume more foods, but is it considered healthy?

The new business model brings a huge challenge to the regulators because the risk profile is different, and the risk is not easily traceable. The Chinese government has been putting in great efforts to impose laws and regulations to tackle this challenge, but has the effort paid off?