For Mark Schatzker, it’s all about the flavor. He explains how our natural foods have been made blander through the pursuit of increased yields on farms—and to make up for it, we’ve started artificially manufacturing the very flavors we’ve lost. On April 9, Schatzker will argue that we’re on the cusp of an agricultural revolution that will produce healthier food that also tastes great, letting us have snacks that are both healthy and tasty.