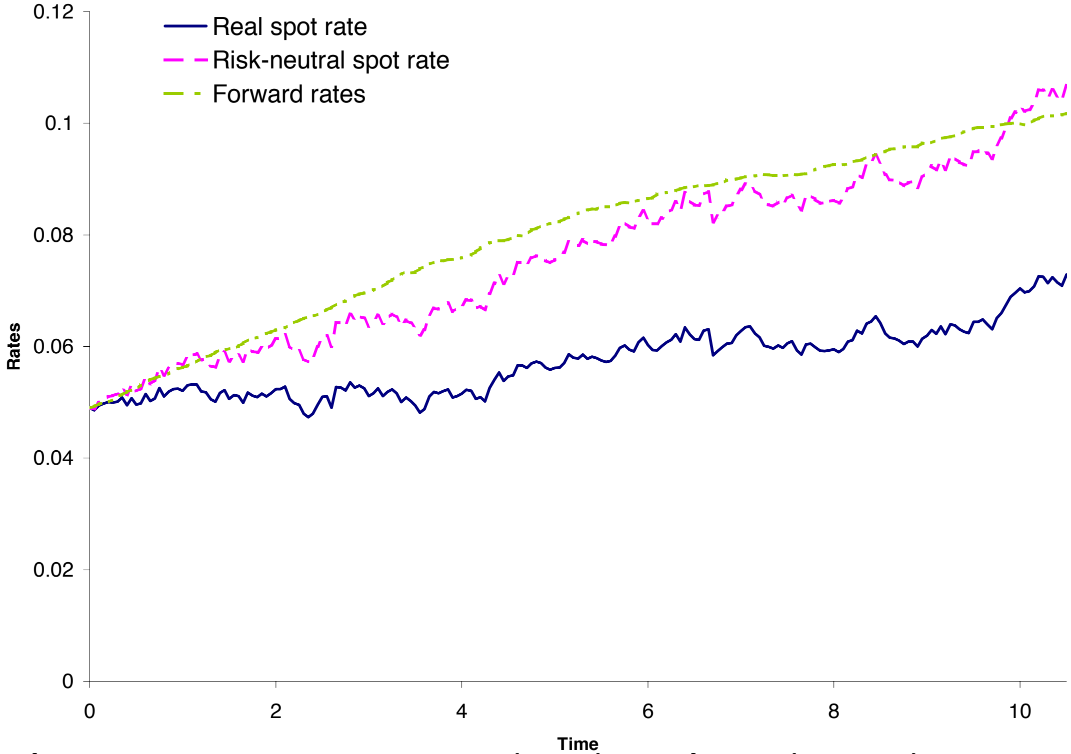
Easy. . . the forward curve is the expected future path of the *risk-adjusted* spot rate!

It allows for the valuation of risk!



If you tie your money up by buying bonds you expect a premium since you can't access your money in the meantime! (At least, not without risk.)