The Future of Food

22nd-23rd May 2019, Chicago

Trust, traceability and transparency: How business can manage food systems sustainably to build supply chain resilience and deliver on customer expectations

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DAY 1 – 22nd May 2019

8.45-9.00am Opening remarks by Alain Turenne, vice president, corporate social responsibility, Walgreens Boots Alliance

9.00-9.15am Keynote with Mariano Lozano, CEO, Danone North America

Since being appointed president and CEO of Danone North America in 2014, Mariano Lozano has focused on highlighting the company’s commitment to sustainable food. In this opening keynote, Mariano will share his plans for the company’s future and discuss how, as the largest Certified B Corporation in the world, Danone aims to balance shareholder’s financial interests with social and environmental considerations.

9.15-10.00am Leadership and board-level perspectives on the evolution of agriculture: How will brand and consumer demands change the North American food market by 2030?

In this opening session, we’ll ask business leaders to outline their views, discuss the trends and debate how changes in consumer demands are affecting food and beverage businesses.

Global agriculture needs to double in the next 30 years in order to satisfy the world’s rapidly growing population. In order to do this in a sustainable way, food systems will need to continue to ramp up their efficiency and productivity levels. Even still, food systems and the demand that drives them are likely to evolve drastically in the coming years.

Dave Stangis, chief sustainability officer, Campbell Soup Company
Nicole Johnson-Hoffman, chief sustainability officer, senior vice president, OSI Group, LLC
Moderator: Toby Webb, founder, Innovation Forum

10.00-11.00am GHG emissions in agriculture: How far and how fast are leading food companies reducing their climate footprints?

The agricultural sector accounts for roughly 13% of total global emissions, making it world’s second largest emitter of GHGs after the energy sector. Emissions are projected to increase, reaching nearly 7 billion tonnes per year in 2030.

These increases are mainly driven by population growth and changes in dietary preferences in developing economies. Trends which are very likely to continue. This session will look at what’s required for the industry to drastically reduce its GHG contributions and cover:

- How companies can track and measure their GHG emissions
- To what extent are science-based targets impacting company policies and practices?
- How to practically calculate your wider climate footprint

Amy Braun Senter, chief sustainability officer, Kellogg Company
Duane Martin, traits product manager, Syngenta
Amanda Davies, global vice president, procurement directors, Mars
Moderator: Stephen Donofrio, director, Forest Trends’ Supply Change Initiative

11.00-11.30am Break

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11.30am-12.30pm Debate: “Radical transparency”: How far can the food industry take it? The potential and limits

Food chain transparency is largely about building relationships with your consumers, enabling them to trust that they know exactly what they are eating. There’s a lot of talk about radical transparency, but what does it actually mean? In this session we’ll ask our food industry protagonists to define what it means for them, whether it’s possible or even desirable and assess the practical applications.

Our speakers will discuss:
- What are the pros and cons of “radical transparency”?
- What it takes to achieve the highest level of traceability
- What are consumers demanding from brands and the latest innovations enabling them to trace their food
- How brands can tackle the existing barriers to full transparency and traceability

Adrienne Gifford, global head of sustainability, Olam
David Horlock, managing director, global food and retail supply chain, BSI
Jill Kolling, vice president, global sustainability, Cargill
Moderator: Daniel Katz, founder, board chair, Rainforest Alliance

12.30-1.30pm Lunch

1.30-2.30pm Breakout sessions

Farmers track: The future is not subsistence farming. How to develop your farmers into profitable entrepreneurs
Matt Carstens, senior vice president, SUSTAIN, Land O'Lakes
Jeff Keiser, lead offering manager, agribusiness solutions, The Weather Company, IBM
Moderator: Betsy Hickman, vice president, Stakeholder Engagement & Implementation, Field to Market

Land track: Agricultural intensification: Practical implementation
Rod Snyder, president, Field to Market
Josiah McClellan, corporate sustainability leader, Corteva AgriscienceTM, Agriculture Division of DowDuPont
Moderator: Erin Fitzgerald, CEO, U.S. Farmers and Ranchers Alliance

Climate track: Zero deforestation: Are companies going to achieve their targets?
David Cleary, director, agriculture, The Nature Conservancy
Jill Kolling, vice president, global sustainability, Cargill
Moderator: Toby Webb, founder, Innovation Forum

Consumers track: How do we talk to consumers about choices using labels and packaging?
Dave Stangis, chief sustainability officer, Campbell Soup Company
Robin Averbeck, agribusiness director, Rainforest Action Network
Ian Lifshitz, vice president, sustainability and stakeholder relations, APP
Moderator: Stephen Donofrio, director, Forest Trends’ Supply Change Initiative

2.30-3.15pm Breakout sessions

Farmers track: Encouraging the right behaviour amongst smallholder farmers: Stopping illegal deforestation
Rob Meyers, sustainable agriculture director, PepsiCo
Moderator: Toby Webb, founder, Innovation Forum

Land track: Sustainable water usage: technology and techniques to promote water-use efficiency
Andre Fourie, global director of water sustainability, Anheuser-Busch InBev
Erin Fitzgerald, CEO, U.S. Farmers and Ranchers Alliance
Moderator: Daniel Katz, founder, board chair, Rainforest Alliance

Climate track: Dealing with the inevitable: How can business guarantee food security and help build climate change resilience?
Kevin O’Donnell, sustainability director, worldwide sourcing, General Mills
Moderator: Betsy Hickman, vice president, Stakeholder Engagement & Implementation, Field to Market

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3.15-3.45pm Break

3.45-4.45pm Breakout Sessions

Farmers track: Funding for farmers: Providing crucial access to finance for smallholders
Nicole Carta, senior partnership officer, private sector, International Fund for Agricultural Development
Dan Zook, executive director, ISF Advisors
Moderator: tbc

Land track: How companies can and are tackling soil health challenges and regenerative agriculture
Kevin O’Donnell, sustainability director, worldwide sourcing, General Mills
Jon Dettling, global director of innovation and services, Quantis
Moderator: Toby Webb, founder, Innovation Forum

Climate track: The role of financial institutions in encouraging sustainable commodities and climate smart investments
Anne van Riel, head of sustainable finance, Americas, ING
Adam Bergman, head of agtech and foodtech investment banking, Wells Fargo
Nathan Shuler, sustainability solutions architect, Schneider Electric
Moderator: Stephen Donofrio, director, Forest Trends’ Supply Change Initiative

4.45-5.00pm Sustainability and the next generation of consumers
Presentation of findings from an ongoing research process between Ipsos and Innovation Forum on the next generation of consumers and how they engage in sustainability.

5.00-6.00pm Can brands and agri-business partner with advocacy groups more effectively on consumer education?

The everyday consumer cannot be expected to understand the intricate nuances of different sustainability issues. However, some issues (such as palm oil for example) have been over simplified and resulted in misguided consumers believing that these topics are black and white. It is important to give consumers enough information to make informed decisions.

Is it possible to have a more concerted effort between food businesses and advocacy groups to educate consumers? We will debate how it can be done and showcase a few examples.

Bill Shireman, president and CEO, Future 500
Robin Averbeck, agribusiness director, Rainforest Action Network
Shawna Lemke, vice president of food safety, health and nutrition stakeholder affairs, Bayer
Moderator: Toby Webb, founder, Innovation Forum

6.00-7.00pm Networking drinks hosted at The Weston North Shore Chicago

See next page for day 2

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DAY 2 - 23rd May 2019

09.00-10.00am The landscape approach: What is it and how does it work?

The landscape represents an ideal scale at which to implement strategies and evaluate progress of initiatives designed towards more sustainable outcomes for both people and nature.

However, there remains a lack of consensus on how to define a landscape approach; how to best apply the approach in practice; and what the appropriate scale for implementation is.

In this session, we will look at these issues and answer questions such as:

- What is the landscape approach and what is its role in improving sustainable sourcing?
- How can brands effectively bring government and stakeholders from all sectors to work together?
- What are some examples of the landscape approach being successfully implemented?

Christine McGrath, vice president and chief of global impact, sustainability, and well-being, Mondelez International
John Buchanan, vice president, sustainable production, Conservation International
Chris Jochnick, CEO, Landesa
Moderator: Toby Webb, founder, Innovation Forum

10.00-11:00am Breakout sessions – case studies

Session one: Proven and new ways to reduce and upcycle food waste across the supply chain
Soren Hojfeldt Lund, head of strategic growth, Novozymes
Bernardo Guillamon, head of partnerships, Inter-American Development Bank
Moderator: Erin Fitzgerald, CEO, U.S. Farmers and Ranchers Alliance

Session two: Blockchain’s potential to revolutionise traceability within sustainable agriculture
Dawn Jutla, board chair, president and founder, Peer Ledger Inc
Dr Gordon Agnew, CEO, Peer Ledger Inc
Moderator: Stephen Donofrio, director, Forest Trends’ Supply Change Initiative

Session three: Antimicrobial resistance: Evolving strategies to combat a global threat
Jon Hixson, vice president, government relations and global citizenship, Yum! Brands
Moderator: Tbc

Session four: Genome editing: Opportunities and complications
Bill Even, CEO, The National Pork Board
Andy LaVigne, president and CEO, American Seed Trade Association
Moderator: Toby Webb, founder, Innovation Forum

11.00am-12.00pm Breakout sessions – case studies

Session one: The business case behind higher animal welfare
David Horlock, managing director, global food and retail supply chain, BSI Group
Ryan Bennett, executive director, U.S. Roundtable on Sustainable Poultry and Eggs
Moderator: Tbc

Session two: How can business access the right data from farmers?
Betsy Hickman, vice president, Stakeholder Engagement & Implementation, Field to Market
Shefali Mehta, executive director, The Soil Health Partnership
Jeff Keiser, lead offering manager, agribusiness solutions, The Weather Company, IBM
Moderator: Toby Webb, founder, Innovation Forum

Session three: Sector profile: Practical insights into sustainability solutions in the beef industry
Nicole Johnson-Hoffman, chief sustainability officer, senior vice president, OSI Group, LLC
Moderator: Tbc

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Session four: A New, Real Life Circular Economy in Our Food Supply Chain
Amy Yoder, CEO, Anuvia Plant Nutrients
Maggie Monast, senior manager of economics incentives, Agricultural Sustainability, EDF
Kraig Westerbeek, senior director of Smithfield renewables and hog production division environmental affairs
Smithfield Foods, Inc
Moderator: Willie Vogt, executive director, content and user engagement, Farm Progress

12.00-1.00pm Lunch

1.00-2.00pm Is soy the new palm oil? Lessons learned in driving transparency and traceability in sustainable commodity sourcing

Levels of soy production have become an ever-greater factor in the deforestation debate. While the US remains the world’s leading soy grower, since the 1970s the crop has expanded into the South American tropics, with industrial-scale production stretching across Brazil in particular, and in Argentina and Paraguay.

In a similar fashion to palm oil, there are layers in soy’s supply chain that add to traceability complexity for retailers or manufacturers with no-deforestation commitments. In this session we will discuss the role of roundtables in supporting sustainable soy production and how to accelerate progress by learning from the experiences shared by others.

Glenn Hurowitz, CEO, Mighty Earth
Michel Santos, director, global sustainability, Bunge
Moderator: Toby Webb, founder, Innovation Forum

2.00-3.00pm Shark Tank: What scalable tech innovations are out there?

Food is the new tech when it comes to investment hotspots. The number of investors backing food and beverage start-ups has tripled in the last four years. The industry is no doubt full of intelligent innovations that may have the potential to disrupt traditional agriculture practices.

This session will see three AgTech start-ups and SMEs pitch their businesses to the sharks and the audience. The sharks and the audience are then welcomed to ask as many questions as they wish to gain a deeper understanding of the technologies and to decide which participant they would invest in. A winner will be chosen at the end of the session following an open vote.

Robert Colangelo, founder and CEO, Green Sense Farms
Dr Gordon Agnew, CEO, Peer Ledger Inc
Jonathan McIntyre, chief executive officer, Motif Ingredients
Sharks: Daniel Katz, founder, board chair, Rainforest Alliance; Christine McGrath, vice president and chief of global impact, sustainability, and well-being, Mondelēz International

3.00-4.00pm Meat substitutes, organic options, clean eating: The consumer trends that will shape the future of food

In this closing session, leading food companies will predict which key trends and shifts are likely to stick over the next ten years and explain what changes they will bring about within their business.

There is a lot of momentum behind alternative protein sources such as cellular meat or plant-based alternatives. Will big meat producers turn to these avenues to keep their market share or is the answer simply to improve the sustainability of current animal production systems?

Clean and healthy eating is another consumer trend that big business will want to stay on top of. We will evaluate just how drastically business models will need to change to adapt to these demands.

Udi Lazimy, global plant sourcing and sustainability lead, JUST, inc.
Nick Halla, senior vice president, international, Impossible Foods
Rob Morasco, senior director culinary development, Sodexo
Moderator: Toby Webb, founder, Innovation Forum

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