The Future of Food

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

4-5th June, London
DAY 1 – 4th June

9.00-9.30 Can Bordeaux eliminate pesticides in agriculture? One man thinks it can. (Constellation)

Thomas Duroux, CEO, Chateau Palmer
Moderator: Toby Webb, founder, Innovation Forum

9.30-10.45 We all know that food is too cheap, how are we going to spread the cost of a sustainable food system? (Constellation)

Price is a key factor in our behaviour with food. In Britain, food is cheaper than at any time in history. We spend less than 10% of household income on food and drink, whilst in 1950, we spent around 25%.

The bottom line is that food is too cheap. Consumers are used to rock bottom prices and farmers are paid in government subsidiaries just to be able to survive. This isn’t sustainable. Sustainably produced food may need to cost us more, to support farmers and their businesses. So how are we going to spread this cost, and will consumers put their money where their mouth is?

Michael Goebbels, director, corporate responsibility strategy and reporting, Metro
Libby Bernick, managing director and global head of Trucost Corporate Business, S&P Global
Anna Turrell, head of sustainability, UK and Ireland, Nestlé
Moderator: Ian Welsh, publishing director, Innovation Forum

10.45-11.15 Break

11.15-12.30 “Radical transparency”: How far can the food industry take it? The potential and limits (Constellation)

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 consumers are demanding from brands and the latest innovations enabling consumers to trace their food
• How brands can tackle the existing barriers to full transparency and traceability

Mark Wong Joon Loi, head of downstream sustainability, Sime Darby
Jonathan Horrell, director, sustainability, Mondelēz International
Robert Waterworth, CEO, Mullion Group
Moderator: Ruth Thomas, director, strategy and operations, Global Agribusiness Alliance

12.30-13.30 Lunch

13.30-14.30 Breakout sessions

Climate track: Tackling climate change: A look at how companies are implementing Science Based Targets in their operations (Constellation)
Carole Dubois, senior sustainability consultant, Quantis
Ellen Rasmussen, vice president, sustainability programmes and global projects, Yara
Chris Brown, vice president, corporate responsibility and sustainability, Olam International
Moderator: Toby Webb, founder, Innovation Forum
Farms track: How can business access the right data from farmers? (Copernicus)
Gavin Milligan, ESG director, William Jackson Food Group
Nicolas Mounard, chief executive, Farm Africa
Adrian Greet, director general, SAI (Sustainable Agriculture Initiative) Platform
Dan Wolfson, chief technology officer, director of data and analytics, The Weather Company, an IBM business
Moderator: Danielle Morley, CEO, Bonsucro

Land track: All about soil: The vital element to agricultural health (Isaac Newton)
James Ede, sustainability manager, Cargill
Agnès Martin, health and diets advocacy director, global public affairs, Danone
Moderator: Lesley Mitchell, associate director, Forum for the Future

Innovation track: Sustainable packaging: A look at the latest developments in product design to reduce your plastic footprint (Alexander G. Bell)
Louise Nicholls, corporate head of food sustainability, food packaging and human rights, Marks & Spencer
Norah Lewis, technical specialist, WRAP
Moderator: Ian Welsh, publishing director, Innovation Forum

14.30-15.30 Breakout sessions

Climate track: Dealing with the inevitable: How can business guarantee food security and help build climate change resilience? (Constellation)
Michael Alexander, global head of water, environment, agriculture sustainability, Diageo
Dr Matthew Morell, director general, International Rice Research Institute (IRRI)
Ronald Guendel, global head food security and advocacy, Bayer
Moderator: Ruth Thomas, director, strategy and operations, Global Agribusiness Alliance

Land track: Precision agriculture: Case studies of scalable solutions in action (Isaac Newton)
David Wilkinson, head of agricultural procurement, PepsiCo
Melissa Miners, senior global advocacy manager, forests, Unilever
Dan Wolfson, chief technology officer, director of data and analytics, The Weather Company, an IBM business
Moderator: Toby Webb, founder, Innovation Forum

Innovation track: Blockchain’s potential to revolutionise traceability within sustainable agriculture (Alexander G. Bell)
Katie Hoard, global director of agricultural innovation and sustainability, Anheuser-Busch InBev
Moderator: Ian Welsh, publishing director, Innovation Forum

Circular economy and a regenerative food system: The latest developments in recycling, reducing food waste and engaging consumers (Copernicus)
Victoria Spadaro Grant, chief technology officer, Barilla Group
Jean Billant, senior business advisor, Advance London, London Waste and Recycling Board (LWARB)
Moderator: Emma Chow, project manager, Ellen MacArthur Foundation

15.30-16.00 Break

16.00-17.00 Breakout sessions

Climate track: How to effectively calculate your climate footprint and communicate your results (Constellation)
Danielle Morley, CEO, Bonsucro
Robert Waterworth, CEO, Mullion Group
Tony Siantonas, director, climate smart agriculture, WBCSD
Moderator: Tom Cumberlege, associate director, Carbon Trust
**Farms track:** The business case behind higher animal welfare *(Copernicus)*
Dr Rory Sullivan, independent advisor, Business Benchmark for Animal Welfare (BBFAW)
Priya Motupalli, global sustainable sourcing specialist, IKEA
**Moderator:** Lesley Mitchell, associate director, Forum for the Future

**Land track:** Regenerative agriculture: What is it and will it take hold *(Isaac Newton)*
Michael Warmington, microfinance partnerships director, One Acre Fund
Günter Hemrich, deputy director, nutrition and food systems division, Food and Agriculture Organisation (FAO)
**Moderator:** Ian Welsh, publishing director, Innovation Forum

**Innovation track:** Has the Gene editing revolution been stymied in the EU? What are the ramifications? *(Alexander G. Bell)*
Mark Buckingham, chair, Agricultural Biotechnology Council (ABC)
Johnathan Napier, professor of plant genetics, Rothamsted Research
**Moderator:** Toby Webb, founder, Innovation Forum

17.00-18.00 The elephant in the room: Can you truly engage consumers in the sustainability of their food? And what are they willing to offer in return? *(Constellation)*

Millennials are often hailed for their support of the green economy. According to a 2015 Nielsen report almost 75% of 15-20 year olds are willing to pay more for sustainable products and services. However, to date, it has been rather rare to see this trend in action when it comes to customers putting their money where their mouth is. Even millennials have been willing to offer relatively little in return for sustainability.

But is this trend changing? Are companies slowly seeing that, in large, customers are truly willing to offer something in return for a sustainable business model? Or does the “price of sustainability” have to be simply built in to every product because that’s what the customer expects?

This session will address the ongoing debate on how much more consumers are willing to offer for more sustainable products. Is there finally enough demand in the marketplace to support the drive for more sustainable food and drink production? Do customers have the information they need to make this choice?

Anna Koklanakis, global Knorr brand director, Unilever
Louise Nicholls, corporate head of food sustainability, food packaging and human rights, Marks & Spencer
Fabio Ziemssen, director of food innovation, NX-FOOD (Metro)
**Moderator:** Ian Welsh, publishing director, Innovation Forum

18.00-19.00 Networking drinks sponsored by Carbon Trust
DAY 2 – June 5
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9.15-9.30 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.

Dr Tamara Ansons, behaviour science consultant, Ipsos

Moderator: Ian Welsh, publishing director, Innovation Forum

9.30-10.15 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.

Tor Harris, head of CSR, health and agriculture, Waitrose
Sabita Banerji, private sector advisor, Oxfam

Moderator: Ian Welsh, publishing director, Innovation Forum

10.15-10.45 Break

10.45-11.15 Q&A: How procurement can engage farmers in sustainable food production

David Wilkinson, head of agricultural procurement, PepsiCo

Moderator: Toby Webb, founder, Innovation Forum

11.15-12.15 The role of financial institutions in encouraging sustainable commodities and climate smart investments

The objective of sustainable finance is broadly to achieve economic growth whilst reducing environmental impact, minimising waste, and reducing greenhouse gas emissions. The expected transition to a lower-carbon economy is estimated to require around US$1 trillion of investments a year for the foreseeable future. Financial institutions therefore have an important role to play in promoting sustainable development and re-orientating the global economy towards more sustainable investments.

In this session, the speakers will give us an insight into:
- Has sustainability finally started to take centre stage within financial institutions?
- Which sustainable financing options are now available?
- How are investors taking climate impacts into their decision making?

Juultje van der Wijk, managing director, commodities group lead agri, ING
Anna Creed, head of standards, Climate Bonds Initiative
Libby Bernick, managing director and global head of Trucost Corporate Business, S&P Global

Moderator: Ian Welsh, publishing director, Innovation Forum

12.15-13.15 Lunch
**13.15-14.30 Dragons Den: 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 four AgTech start-ups and SMEs pitch their businesses to the sharks - the audience. 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.

Krijn De Nood, CEO, **Meatable**
Moayad Abushokhedim, founder, **FOODITIVE Ingredients**
Kate Hofman, CEO and co-founder, **GrowUp Farms**

**Dragons:** Anna Turrell, head of sustainability, UK & Ireland, Nestlé; Adrian Greet, director general, **SAI (Sustainable Agriculture Initiative) Platform**; Victoria Spadaro Grant, chief technology officer, **Barilla Group**

**Moderator:** Toby Webb, founder, **Innovation Forum**

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**14.30-15.30 Meat substitutes, organic options, clean eating: The consumer trends that will shape the future of food**

In this 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.

Isabelle Grosmaitre, health and alimentation, catalyst, **Danone**
Lesley Mitchell, associate director, **Forum for the Future**
Victoria Spadaro Grant, chief technology officer, **Barilla Group**
Tim Finnigan, chief scientific advisor, **Quorn Foods**

**Moderator:** Ian Welsh, publishing director, **Innovation Forum**