

rethink.

“I really enjoyed the event. Was absolutely worth my time. I enjoyed the day, a fast paced 24h tour d’horizon through the food-tech world - highly informative, insightful, interactive.”

VP Strategy & Business Development, Unilever

fft future food-tech

INNOVATION & INVESTMENT FROM FARM TO FORK

New York, May 24-25, 2016

Building a food industry that’s fit for the future: Innovation & investment in food traceability, protein, nutrition and delivery

Key Speakers



Ethan Brown,
Founder and CEO,
BEYOND MEAT



Laura Harkness,
Senior Director, Global
R&D Nutrition Sciences,
PEPSICO



Greg McParland,
Senior Investment Manager,
DSM VENTURING USA



Michiel Bakker,
Director,
GOOGLE FOOD



Kimbal Musk,
Founder,
THE KITCHEN



Erika Smith,
Technology Director,
GENERAL MILLS

Partners



Media Partners



Confirmed Speakers



Andy Ziolkowski, *Partner*,
CULTIVIAN SANDBOX VENTURES



Vishal Vashishth, *Co-Founder*,
OBVIOUS VENTURES



Ephraim Lindenbaum, *Managing Director*,
ADVANCE VENTURES



Simon Barnes, *Managing Director*,
TATE AND LYLE VENTURES



Ravinder Reddy, *Technology Business Partner*,
UNILEVER



Rob Leclerc, *Co-Founder*,
AGFUNDER



Victor Friedberg, *Co-Founder and Managing Director*,
S2G VENTURES



Bernhard van Lengerich,
FOOD SYSTEM STRATEGIES



Bruce Friedrich, *Founding Partner*,
NEW CROP CAPITAL



Bobby Chacko, *Global Chief Marketing Officer*,
MARS DRINKS



David Lee, *COO and CFO*,
IMPOSSIBLE FOODS



Lila Preston, *Partner*,
GENERATION INVESTMENT MANAGEMENT



Scott Horner, *Managing Director*,
MIDDLELAND CAPITAL



Matthew Roberts, *Chief Scientific Officer*,
NBTY



“ Absolutely brilliant event,
according to everyone
who attended.

CEO,
Bio-Bean

”



DAY ONE – TUESDAY MAY 24, 2016

8:00

Registration

9:00

Keynote welcome address – Building a food industry that is fit for the future

- Understanding the rapid evolution of the food industry: Envisioning the next 5 years, and beyond
- Identifying future opportunities for investment across the value chain: Do we need to completely rethink the food supply chain?
- What are the barriers to changing how we think about food?
- Defining how the latest technical innovations can be harnessed to drive innovation and solutions
- To what extent will start-ups disrupt the changing market?

Speaker:

Robert Sutor, VP Mobile, Solutions & Mathematical Sciences, **IBM**

9:25

09:25 Keynote address – Food @ work

- The role of food at Google: Why is food so important for Google as an employer of top talent?
- What is the function of food? Is it truly just about individual nutrients?
- Enabling individuals to make the best food choices: What do individuals need and want?
- Affecting changes in food behaviour: How to get individuals to eat well
- The growing intersection of food and technology
- The future of sustainable food experiences: Will technology be the solution?

Speaker:

Michiel Bakker, Director, **GOOGLE FOOD**

9:45

Innovation in technology and product development in response to consumer demand

- Mapping the seismic shift from concerns about shelf-life and preservation to interest in health, nutrition, sustainability and safety
- Envisaging how consumer demand is impacting food composition and purchasing: Trends and opportunities
- How equipped is the food industry to keep pace with changing consumer trends? Considering the gap between what consumers are demanding and what the system has been set up to produce
- What new solutions are required to meet the needs of this rapidly evolving market?

Session chair:

Ben Fishman, Private Equity Investor, **ARLON GROUP**

Speakers:

Geoff Smith, Managing Partner, **DIGITALIS VENTURES**
Simon Barnes, Managing Director, **TATE AND LYLE VENTURES**
Andria Long, VP of Innovation, **JOHNSONVILLE**
Bobby Chacko, Global Chief Marketing Officer, **MARS DRINKS**

10:30

Networking coffee



11:00

The future of animal-based and alternative protein

- Mapping the market for alternative proteins, now and for the next 5-10 years
- Determining long-term investment value: What is the potential for mass consumer demand and the future market for plant-based alternatives?

Session chair:

Bernhard van Lengerich, FOOD SYSTEM STRATEGIES LLC
and former Chief Science Officer, GENERAL MILLS INC.

Speakers:

Ory Zik, VP of Analytics, LUX RESEARCH
Erika Smith, Technology Director, GENERAL MILLS
Bruce Friedrich, Founding Partner, NEW CROP CAPITAL
and Executive Director, THE GOOD FOOD INSTITUTE

11:30

Protein technology showcase: Early-mid stage technology entrepreneurs present 7 minute snapshots of their solutions

Speakers:

Arturo Elizondo, CEO, CLARA FOODS
Perumal Gandhi, Co-Founder, MUUFRI
Tony Sberna, VP Nutritional Products, SYNTHETIC GENOMICS
Larry Feinberg, CEO & Co-Founder, KNIPBIO

12:00

Using science and technology to help achieve sustainable protein security: Risks and opportunities in alternative proteins

- Considering the alternatives available: Plant-based, ocean-based, lab-based
- Overcoming the “uncanny valley”: What is needed to make alternative proteins appealing for consumers?

Speakers:

Ethan Brown, Founder and CEO, BEYOND MEAT
David Lee, COO and CFO, IMPOSSIBLE FOODS
Jim Flatt, Director of Food Safety and Quality, HAMPTON CREEK

12:30

Networking lunch



13:30

Personalizing nutrition and wellness: Trends, technologies and innovation

- Clarifying the appetite for personalized nutrition: What is the longevity of this trend and how much further can it go?
- Scientific advances in understanding the microbiome: What are the business opportunities?
- Technology's role in nutrition: Exploring opportunities in wearable technologies, augmented realities, apps, consumer diagnostics and more
- Opportunities to combine big data with food science and consumer diagnostics: What data can do to determine individual health & nutritional requirements

Session chair:

Greg McParland, Senior Investment Manager, **DSM VENTURING USA**

Speakers:

Drew Taylor, Head of New Ventures, **TAYLOR FARMS**

Lihi Segal, Founder and CEO, **DAYTWO**

Danielle Gould, Founder & CEO, **FOOD+TECH CONNECT**

14:15

Nutrition and health: Meeting demand for fortified, free-from and functional food and ingredients

- Contextualizing the trend for healthy foods that do more: Population growth, health concerns and sustainability
- Focusing on how nutritional value of foods can be improved
- How do we assess the long term risk of new ingredients?
- Opportunities in supplements and novel ingredients: The role of food in disease prevention
- Analyzing the free-from trend: The role of technology and innovation in developing new solutions
- Why aren't the most popular products always the most science-based? Lessons learned in understanding what the market wants and how the food industry can respond

Session chair:

Arif Fazal, Co-Founder and Managing Director, **BLUEBERRY VENTURES**

Speakers:

Siobhan Mitchell, Senior Principal Scientist, Global R&D Nutrition Sciences, **PEPSICO**

Matthew Roberts, Chief Scientific Officer, **NBTY**

Laura Harkness, Vice President, R&D, **CHURCH AND DWIGHT**

15:00

Networking coffee

15:30

**Nutrition and health technology showcase:
Early-mid stage technology entrepreneurs present 7 minute snapshots of their solutions**

Speakers:

Nora Khaldi, CSO, **NURITAS**

Lihi Segal, Founder and CEO, **DAYTWO**

David Woodburn, CEO, **BLUE PRAIRIE BRANDS**

David Kyle, CEO, **EVOLVE BIOSYSTEMS**



16:15

Investor round up from day one: Identifying the most exciting trends, opportunities for the industry

Session Chair:

Niccolo Manzoni, Family Office Venture Investor

Speakers:

Ephraim Lindenbaum, Managing Director, **ADVANCE VENTURES**

Anne Lo, Investor, **HORIZONS VENTURES**

Alain Bankier, Early Stage Investor, **NEW YORK ANGELS**

DAY TWO – WEDNESDAY MAY 25, 2016

8:00

Registration

9:00

Keynote address: Food is the new internet

Speaker:

Paul Lightfoot, CEO, **BRIGHTFARMS**

9:15

Improving food safety and transparency throughout the value chain

- Why has the issue of food safety become so central in recent years? Determining the economic and social importance and possible implications right down to plant level
- Understanding the impact of the Food Safety Modernization Act and labelling regulation
- Considering case study examples of product recalls: What went wrong and how could it have been prevented?
- How to use technology to create a robust supply chain with transparency and agility, able to identify and respond to issues in real time
- Applying big data to mitigate risk and build intelligence on products

Session chair:

Andrew Ive, Managing Director, **FOOD-X**

Speakers:

Timothy Fischer, Senior Vice President Supply Chain, **BUMBLE BEE FOODS**

David Rosenberg, Co-Founder and CEO, **AEROFARMS**

David Creasey, Vice President, **OCEAN OPTICS**

Ravinder Reddy, Technology Business Partner, **UNILEVER**



FFT went extremely well and it was a great forum for both the investor community and innovators to meet, share ideas and lay foundations which will significantly shape the future of food.

Innovations Projects Director,
DSM Nutritional Products



10:00

Exploring technology solutions to providing traceability in production processes and to the consumer

- Quantifying investment in traceability solutions: Sizing the market
- Innovations in technology enabling consumers to identify the provenance of their food: What is the scope of what can be achieved?
- How are consumer concerns over food fraud and provenance shaping the current market for food traceability systems?
- How can leading retailers use traceability systems in production processes and beyond to enhance customer service and communication?
- How is consumer demand for local products disrupting the supply chain?
- Opportunities for innovation and investment in more a direct consumer-producer connection

Session chair:

Andre Sharon, Director, **FRAUNHOFER CMI - CENTER FOR MANUFACTURING INNOVATION** and Professor, Mechanical Engineering, **BOSTON UNIVERSITY**

Speakers:

Scott Horner, Managing Director, **MIDDLELAND CAPITAL**
Ron Kaplan, Managing Director, **CLOSED LOOP FUND**
Adam Rein, Managing Director, **MISSIONPOINT PARTNERS**
Jonathan Berger, CEO, **THE KITCHEN – FOODTECH HUB**
Neshat Soofi, Director – Food Safety / Quality, **TARGET**
Wade Barnes, President & CEO, **FARMERS EDGE**

10:45

Technology showcase: Traceability, safety and transparency: Early-mid stage technology entrepreneurs present 7 minute snapshots of their solutions

Sheri Governo, VP of Business Development, **EXIGENCE TECHNOLOGIES**
Konstantin Zvereff, Co-Founder & CEO, **BLUECART**
Tom Schultz, President & CEO, **FRESHSURETY**
John Hudson, EVP & Chief Intellectual Property Officer, **ASEPTIA**
Anthony Zografos, CEO, **SAFETRACES**
Benny Shoham, CEO, **GREENONYX**

11:30

Networking coffee



FFT had a great mixture of major corporates, SMEs, investors with experience of investing in the sector and money to deploy, as well as leading research centres and innovative young companies looking to commercialise. The Rethink team were genuinely interested in assisting me connect with my specific targets during the day and there was sufficient space and time to network effectively. I'm looking forward to next year's event.

Investment Director, Australian Trade Commission



12:00

Alternative food and drink delivery methods: Investment and technologies

- What has made the alternative food delivery market so attractive to investment? How much more can this sector achieve?
- Identifying key challenges and risks to different models
- Determining the real long-term commercial viability of such businesses: Likely winners and losers
- How far can technology go to create innovation in this market? Autonomous vehicles, drones and beyond

Session chair:

Brita Rosenheim, Strategist and Advisor, **ROSENHEIM ADVISORS**

Speakers:

Rob Leclerc, Co-Founder, **AGFUNDER**

Benzi Ronen, CEO and Co-Founder, **FARMIGO**

Venky Balakrishnan, Global Vice President – Digital Innovation, **DIAGEO**

Nick Taranto, Co-Founder & President, **PLATED**

12:45

Closing investor debate

- Focusing for the future: What are the main barriers to growth the industry needs to find solutions to?
- Exploring other possible areas of focus: Are there opportunities in new food delivery models, food waste or packaging technologies?
- Identifying the biggest market needs and drivers: Insight into what investors are looking for and where they'll be investing next

Session chair:

Lila Preston, Partner, **GENERATION INVESTMENT MANAGEMENT US LLP**

Speakers:

Victor Friedberg, Co-Founder and Managing Director, **S2G VENTURES**

Nick Rosa, Managing Director, **CULTIVIAN SANDBOX VENTURES**

Vishal Vasisht, Co-Founder, **OBVIOUS VENTURES**

Armand Lavoie, Managing Director, **KIRCHNER GROUP**

13:30

Summit concludes



Afternoon site visit to AeroFarms:
the world's largest indoor vertical farm.



Register Today



By Phone:

+44 (0)1273 789989



By Email:

stephan.groves@rethinkevents.com



Online:

futurefoodtechnyc.com

Accommodation

Overnight accommodation is not included in the registration fee. You will receive accommodation options on registration.

Your Summit Registration Includes:

- Access to all sessions at the two-day summit
- A delegate pack including a full attendee list
- A personal log-in for the online 1-1 meeting system
- All presentations available to download after the event
- Networking drinks on the first evening of the summit
- Breakfasts, lunches and refreshments

Prices:

Early Bird Registration Fee: **\$1500**
if booked before March 31 2016

Delegate Registration Fee: **\$1750**

AeroFarms Site Visit: **\$100**

Start-up rates available. Please contact stephan.groves@rethinkevents.com for your registration code

Venue

The Westin New York
Times Square
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