

FOOD FOREVER CHICAGO

What's On Your Plate: A Solutions Symposium

11 JULY, 2019



Above: Zambian woman drying Cassava plants

Catalyzing an agro-biodiversity revolution

The United Nations Sustainable Development Goal 2 is commonly known as the goal for Zero Hunger. But there's much more to it than feeding the world: It identifies a range of issues affecting our food systems, with specific targets to address them.

Target 2.5 calls for the international community to safeguard and share the "genetic diversity" of both crops and livestock by 2020. But what does it mean?

Genetic diversity is the foundation of our food supply. It includes all of our food crops and their wild relatives, and all the different types of livestock.

Farmers and scientists need this diversity to develop new crops and livestock breeds that can tolerate heat, drought and disease. They need it to sustainably produce enough nutritious food for a growing world population in spite of challenges like climate change. Genetic diversity can help make agriculture better, stronger, and more resilient.

The wealth of food diversity in the world is amazing. However, despite the seemingly endless diversity we appear to have in our supermarkets, we're losing biodiversity every day. For example, Mexico, where corn

originated, has lost 80% of its corn varieties since the 1930s and 17% of livestock breeds are at risk of extinction.

What's more is that we're not utilising all of the diversity that we do have. There are over 30,000 edible plant species that exist, but just 12 crops provide 80% of our calories. Wheat, rice, maize and potato alone provide 60% of all calories. Food diversity matters, both within and between crops. We must conserve all food diversity if we're going to nourish nearly 10 billion people by 2050. Especially in the midst of a churning climate with increased pests and diseases, rising sea levels, hotter temperatures and less predictable rain.

The good news is by conserving and using the characteristics found in our foods, we can tackle these challenges and not only survive but thrive. The Food Forever Initiative was created to raise awareness of the exciting work going on around the world in support of SDG Target 2.5.

What's on Your Plate?

We're excited to partner with The Hatchery to bring together world-renowned chefs, regional change makers, business leaders and scientists for a solutions symposium dedicated to changing our food system.

Creating better food systems requires us to rethink, and to realize the opportunities we already have. **How can we connect seed banks with farmers and chefs?** How can we design and implement more efficient food policy? **How do we achieve a better local food economy using the diversity of our foods?** How do we innovate for the benefit of people and planet?

By diving into what we eat, where it's sourced and how it's produced, we can better understand the challenges our food systems currently face and the solutions that can be found in utilizing the diversity of our foods. **Our goal: to shape an ecosystem that can drive action and help safeguard the foundation of our food, forever.**



The Program

The Hatchery 1:00 – 2:00

Register and sample diverse snacks from local entrepreneurs

Session 1

From Seed Bank to Table

2:00

Welcome and introduction,
Cierra Martin, *Food Forever*, Emcee

2:05 – 2:15

Keynote: Rick Bayless,
Frontera Grill

2:15 – 2:45

Panel Discussion

Moderator: Jody Eddy,
Chef and Cookbook Author

Panelists:

- Marty Travis, *Spence Farm*
- Erik Oberholtzer, *Cohere*
- Greg Wade, *Publican Quality Bread*
- Harold Wilken, *The Mill at Janie's Farm*
- Mark Kaplan, *(En)visible LLC*

2:45 – 2:55

Q&A from Audience

Session 2

The Power of Agrobiodiversity

2:55

Introduction, Emcee

3:00 – 3:10

Keynote: Marie Haga, *Crop Trust*

3:10 – 3:40

Panel Discussion

Moderator: Laura Shulman,
Food Future Strategies

Panelists:

- Chavanne Hanson, *Google*
- Alexander Olesen, *Babylon Micro-Farms Inc.*
- Lisa Curtis, *Kuli Kuli*
- Haile Thomas, *HAPPY(Healthy Active Positive Purposeful Youth)*
- Kevin Pixley, *CIMMYT*

3:40 – 3:50

Q&A from Audience

3:50 – 4:15

Break, introduced by
Shayna Harris, *Farmers Fridge*
(go try some diverse snacks!)

Session 3

An Inclusive Ecosystem

4:15

Introduction, Emcee

4:20

Keynote: Alesha Black,
Chicago Council of Global Affairs

4:30 – 5:00

Panel Discussion

Moderator : Rodrigo Barrios,
Food Forever Initiative

Panelists:

- Douglas Gayeton, *Lexicon of Sustainability*
- Danielle Nierenberg, *Food Tank*
- Natalie Shmulik, *The Hatchery*
- Erika Allen, *Urban Growers Collective*
- Ellen Bennett, *Hedley & Bennett*

5:00 – 5:10

Q&A from Audience

5:10 – 5:15

Closing: Marie Haga,
Crop Trust

Session One

From Seed Bank to Table

What if forward-thinking chefs joined a network of farmers to bring “uncommon” crops to a new audience of diners starving for connection and diversity? Learn how chefs and farmers alike are working with seed banks to rediscover varieties of old and bring them to the modern-day table.

Seed banks around the world store an amazing diversity of crops, yet all of these conservation efforts are incomplete if this diversity is not also known and accessible for farmers, chefs, and of course, consumers. Conservation is half of the work but ensuring the sustainable use of biodiversity to improve nutrition and the resiliency of food systems is the ultimate goal. In this session, we will explore how forward-thinking chefs and producers are working closely to ensure the biodiversity in our seed banks translates into more diversity on the plate, bringing back varieties of the past to transform them into the foods of our future.

KEYNOTE:



Rick Bayless

Frontera Grill, Chef & Restaurateur

@rick_bayless

Most people know Rick Bayless from winning the title of Bravo's Top Chef Masters, beating out the French and Italian with his authentic Mexican cuisine. His highly-rated Public Television series, Mexico—One Plate at a Time, is broadcast coast to coast and has earned him multiple Daytime Emmy nominations for Best Culinary Host.

Rick has nine cookbooks. His second book, Mexican Kitchen, won the Julia Child IACP cookbook of the year award in 1996, and his fourth book, Mexico—One Plate at a Time won James Beard Best International Cookbook of the Year award in 2001. Fiesta at Rick's spent a number of weeks on the New York Times best seller list.

Rick's side-by-side award-winning restaurants are in Chicago. The casual Frontera Grill was founded in 1987 and received the James Beard Foundation's highest award, Outstanding Restaurant, in 2007. The 4-star Toplobampo, which served its first meals in 1991, earned the Beard Foundation's award for Outstanding Restaurant in 2017 — an unprecedented feat for side-by-side restaurants. The wildly popular, LEED GOLD-certified, fast-casual Xoco has been around since 2009, serving wood-oven tortas, steaming caldos, golden churros and bean-to-cup Mexican hot chocolate. In 2018, Rick and his daughter Lanie opened Bar Sótano, a speakeasy-style mezcal bar with modern Mexican bar food.

Rick's quick-service Tortas Frontera have changed the face of food service at O'Hare International Airport, while Frontera Fresco has brought Frontera flavors to several Macy's stores and Northwestern University. His award-winning Frontera line of salsas, cooking sauces and organic chips can be found coast to coast.

In 2016, he opened two new restaurants in Chicago's bustling West Loop neighborhood — the Baja-inspired, wood-fired Leña Brava and the adjacent Cervecería Cruz Blanca, a craftbrewery and Oaxacan-style taquería. Both have earned critical acclaim. Also in 2016, he opened Frontera Cocina in Disney Springs.

Rick and his staff established the Frontera Farmer Foundation in 2003 to support small Midwestern farms. Each year, grants are awarded to farmers for capital improvements to their family farms, encouraging greater production and profitability. To date, the Foundation has awarded nearly 200 grants totaling nearly \$2 million. In 2007, Bayless and his team launched the Frontera Scholarship, a full tuition scholarship that sends a Mexican-American Chicago Public School student to Kendall College to study culinary

arts. In 2007 Rick was awarded the Humanitarian of the Year by the International Association of Culinary Professionals for his many philanthropic endeavors.

Rick has received a great number of James Beard Award nominations in many categories, and he has won seven: Midwest Chef of the Year, National Chef of the Year, Humanitarian of the Year, Who's Who of American Food and Drink, Best Podcast, plus two for his Cookbooks.

The Government of Mexico has bestowed on Rick the Mexican Order of the Aztec Eagle—the highest decoration bestowed on foreigners whose work has benefitted Mexico and its people.

Recently, Rick finished up a sold-out 5-week run on stage at Lookingglass Theatre, where he created Cascabel—offering theatergoers the story of a meal, told through flavor, memory, song, dance and amazing physical feats. In 2016, he earned the Julia Child Foundation Award, a prestigious honor given to "an individual who has made a profound and significant impact on the way America cooks, eats and drinks."

**MODERATOR:****Jody Eddy**

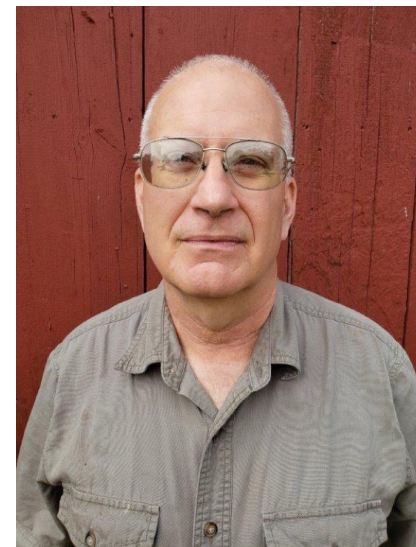
Chef and Cookbook Author
@jodyeddy

Jody Eddy is a graduate of the Institute of Culinary Education and has cooked at Jean Georges, Tabla and The Fat Duck. She was the Executive Editor of Art Culinaire magazine and is a James Beard nominated and IACP award-winning cookbook author. She is currently producing a television show for a major network and is working on books for W.W. Norton and Clarkson Potter. She has written for Saveur, The Wall Street Journal, Food & Wine, among others. Her website is www.jodyeddy.com.

PANELIST:**Marty Travis**

Spence Farm, Owner & Farmer
@spencefarm

Marty Travis did not start out as a farmer. For nearly 35 years he reproduced Shaker furniture from museums and private collections around the country. Then in 2005, Marty, with his wife Kris and son Will, created Spence Farm and became equal partners. Today the three of them work full time on the 160 acre, biodiverse farm growing a huge variety of ancient grains, heirloom fruits and vegetables and raising a number of heritage breed livestock. Nearly all of their products goes to chefs in Chicago and Central Illinois. Marty and Kris are also co-founders of the not-for-profit, Spence Farm Foundation and two for-profit farmers' cooperative marketing groups.



**PANELIST:****Erik Oberholtzer**

Cohere, Advisor

@erikoberholtzer

@cohere_co

Erik Oberholtzer is the co-founder of Tender Greens, a pioneering fine casual brand founded in Los Angeles, CA in 2006 with a mission to democratize good food. A vision of the future, he continues to drive as a Food Forever Champion on global biodiversity for the Crop Trust with whom he cooks globally alongside the world's leading chefs. He joined the Rodale Institute's board in 2019 to help drive awareness around soil health, regenerative organic agriculture and food as medicine. In 2009, he founded The Sustainable Life Program, a six-month paid culinary internship program with a mission to provide a path forward for foster youth. Many of the students now hold leadership positions at Tender Greens, serving as beacons of success and inspiration to those at the edge of society.

In 2019, Erik joined Cohere as an advisor to founders of conscious brands as they navigate the headwinds of scale.

With the success of Tender Greens, he provides a founder-centered roadmap to growth with emphasis on culture, supply chain integrity and long-term strategic planning. Currently he is advising brands that are putting the health of people and the planet first, such as The Butcher's Daughter in NYC/LA, Pocono Organic's regenerative farm and Genuine Foods in NYC.

Prior to founding Tender Greens, Erik worked as a chef in many of California's best restaurants. This chef identity informs his intense dedication to ingredient providence, technique and deliciousness without compromise. A daily practice of meditation, fitness and good food helps Erik show up with a calm demeanor in a dynamic world. Erik is based in Brooklyn, NY, and he also operates a small farm in Pennsylvania where he and his family grow organic hemp, native flowers and heirloom crops.

**PANELIST:****Greg Wade**Publican Quality Bread,
Head Baker

@publicanqualitybread

@gregwadebakes

Leading America's bread renaissance in Chicago is Greg Wade, Head Baker at Publican Quality Bread, the wholesale bakery under the Publican family of restaurants. A graduate of the Illinois Institute of Art's Culinary Program, Wade started his career at Taxim in Wicker Park, where he specialized in breads and pastries. To deepen his knowledge of bread-making, Wade joined the opening team at Girl & the Goat in 2010, excelling under Chef Stephanie Izard's guidance. In 2013, Wade moved to Izard's Little Goat to oversee bread baking at Girl & the Goat, Little Goat and Little Goat French Market.

Since joining Publican Quality Bread as head baker in 2014, Wade has transformed the concept's baking program from a seedling operation within Publican Quality Meats to a highly successful wholesale division that works hand-in-hand with One Off Hospitality's other concepts as well as the top chefs, farmers and retail owners in the Windy City. Specializing in whole grains and fermentation, Wade was honored with a James Beard Award for "Outstanding Baker" in 2019, and has been featured in the recently released documentary, "Sustainable: A Documentary on the Local Food Movement in America," which is available for streaming on Netflix.

**PANELIST:****Harold Wilken**

The Mill at Janie's Farm,
Owner and Farmer
@themillatjaniesfarm

When Harold Wilken was about two years old, his father put him in a wooden box he'd made to fit next to him so he could take his son on the tractor as he cultivated his fields. For this and many other reasons, farming was Harold's destiny – although it wasn't until many years later that Harold, together with his wife Sandy and son Ross, became the proprietors of Janie's Farm Organics.

From the first 33-acre field that Harold farmed organically, Janie's Farm Organics has grown to include over 2,400 acres of USDA Certified Organic grains.

"One of the things I'm proud of on my farm is that we're feeding people," says Harold. "My goal is that everything we raise feeds people."

At last count, Janie's Farm Organics was growing wheat, oats, rye, emmer, einkorn, buckwheat, corn, soybeans (for soy milk and tofu), black turtle beans, alfalfa, popcorn, and seed corn. Harold is also growing Kernza, a perennial grain developed by The Land Institute.

**PANELIST:****Mark Kaplan**

(En)visible LLC, Partner
@envisibleco

Mark is a globally-experienced and recognized industry leader in the mobile marketing, sustainability and telecommunications industry. Mark is a Partner in (en)visible LLC, a technology focused food company. Mark is also a Non-Resident Fellow with the Chicago Council on Global Affairs focused on Food & Agriculture and Global Cities.

Prior to joining (en)visible, Mark was Global Vice President of Sustainable Solutions for Unilever. At Unilever, Mark was responsible for integrating technology across the Chief Sustainability Office's partnerships,

establishing new digital partnerships, expanding existing digital partnerships and leveraging Unilever's existing technical assets to accelerate the economic, social and environmental impact of initiatives driving towards the Unilever Sustainable Living Plan.

Prior to joining Unilever, Mark was CEO of Tone Mobile LLC, a start-up focused on digital inclusion. Tone led the mFish Initiative with the U.S. State Department and GSM Association, representing the world's mobile operators.

Session Two

The Power of Agrobiodiversity

Anyone working in the financial sector will be familiar with the idea of spreading risk. Investing too much in a limited portfolio means you're vulnerable to a crash in the price of your stock. Our food system is a bit like that. There are around 30,000 edible plants out there, but just a few big staples – wheat, maize, rice, and potato – provide around 60% of our calories. That's a very risky strategy: one dry year could cripple wheat production in one country; a pest or disease outbreak could quickly topple maize in another. Rice and potato are no less exposed to such risks.

And if just one of these crops were to fail, even in a limited geographic area, the fallout could be felt globally, so interconnected and interdependent is the world. Millions could go hungry, or be forced to move. The likelihood of this happening increases due to climate change. That should be enough to send a shiver down the spine of even the most bullish investor.

Fortunately, there are ways to minimize the risks. On the one hand, we need to make the big four crops more robust – they are vitally important now and will continue to be in the future. But we also need to conserve, grow and consume a wider range of plants. In both instances, this will depend on a very special kind of “banking” system, one which deals in seeds rather than money.

This panel will explore how conserving and using the diversity of our foods offers solutions

for making agriculture more resilient and in the end leads to improving nutrition, increasing competitiveness in the marketplace and increasing farmer livelihoods. Whether it is a unique variety of biofortified wheat that can revert nutrient deficiency in children; a rare Andean lupin with an exceptional protein content; an heirloom tomato variety capable of withstanding droughts and high temperatures, or perhaps a coffee variety highly coveted for its taste that can significantly improve farmers' living conditions, nature offers us an invaluable toolkit that we must learn to understand, cherish and use to ensure sustainability, development and competitiveness. This panel will look at the power of agrobiodiversity from different perspectives across the value chain and in different economic sectors, while highlighting its potential to build more sustainable and resilient food systems.

KEYNOTE:



Marie Haga

Crop Trust,
Executive Director

@croptrust
@aslaugmariehaga

Marie Haga joined the Crop Trust as Executive Director in March 2013. She had previously been member and Deputy Chair of the Crop Trust Executive Board. She also currently serves as Board Chair of the Norwegian Peace Research Institute.

Ms. Haga has a background in Foreign Service as a career diplomat, in politics and private sector. She has held various positions in the Norwegian Ministry of Foreign Affairs including to the Norwegian Mission to the United Nations in New York and the Embassy at New Delhi. She was politically appointed and held the position as State Secretary/ Deputy Minister in the Ministry of

Foreign Affairs 1997-1999.

Ms. Haga has wide experience from politics and served as a Member of Parliament in Norway from 2001-2009. She was a political advisor to the Minister for Development Cooperation from 1997-1998. She was Chairperson of the Centre Party from 2003-2008. Ms. Haga has held three Ministerial positions: Minister of Cultural Affairs (1999-2000), Minister of Local Government and Regional Development (2005-2007) and Minister of Petroleum and Energy (2007-2008).

Marie Haga has held the position as Director for Renewable Energy

in the Federation of Norwegian Industries (2009-2011) and as Secretary General of the Norwegian Air Ambulance (2011-2013) – the biggest voluntary organization in Norway.

Ms. Haga has been on several boards, including as Chair of the Governing Board of the Norwegian Institute for Nature Research (NINA) (2009-2013) and Chair of the Governing Board of the Industrial Development Corporation of Norway (2010-2013).

Marie Haga has also published three books – one novel and two on Norwegian politics.

**MODERATOR:****Laura Shulman**

Food Communications
Strategist, Brand Builder
& Storyteller

Laura Shulman is the President and Founder of Food Future Strategies, Inc., a consultancy focused on building break-through positioning and communications strategies to establish differentiation and accelerate growth for entrepreneurial-minded brands, big and small.

Laura has nearly 20 years of experience developing insight-driven, creative, multi-stakeholder initiatives for global CPG companies, commodity groups and associations including Mondelez International, Campbell Soup Company, Frito Lay, PepsiCo, ADM, Quaker, Kraft, National Cattlemen's Beef Association, Dairy Management, Inc., MilkPep, and ADM.

Her expertise spans the entire food system spectrum including nutrition strategy, reputation management, strategic partnerships, purpose platforms, thought leadership and issues and crisis management.

Before launching FFS, Laura most recently built and ran the Food and Nutrition Practice for FleishmanHillard Chicago. She has also held senior executive and leadership roles at Edelman and Weber Shandwick. Prior to her PR career, Laura was a television reporter and anchor.

**PANELIST:****Chavanne Hanson**

Google - Food Choice
Architecture & Nutrition Manager
@google
@chavannehanson

Chavanne is Google's Food Choice Architect and Nutrition Manager on the Global Food Team. She joined Google in December 2018. The Google Food Team is responsible for creating food experiences that promote collaboration and engage Googlers every day. With cafes, teaching kitchens and events that serve thousands of meals daily, the team works with a variety of partners to deliver delicious, nutritious food and innovative experiences to fuel Google's culture and future. Chavanne is working to creatively leverage nutrition sciences programming, food choice architecture, behavioral sciences and the

development of well-being approaches in order to create meaningful user experiences for Googlers.

Before joining Google, Chavanne was the Assistant Vice President and Senior Public Affairs Manager of Nutrition, Health & Wellness at Nestlé SA located in Vevey, Switzerland. Chavanne received her B.S. in dietetics from Baylor University and her M.P.H. in human nutrition from the University of Michigan.

**PANELIST:****Alexander Olesen**

Babylon Micro-Farms Inc. CEO
& Co-Founder

@babylonmicrofarms

Alexander Olesen is the CEO & Co-Founder of Babylon Micro-Farms, a technology company that has developed a turnkey vertical farming solution that is shattering barriers to entry through a proprietary remote management platform. They're pioneering new plant science research by leveraging their proprietary platform to develop unique growth recipes for historic heirloom varieties and reintroducing them into the supply chain.

**PANELIST:****Haile Thomas**

HAPPY (Healthy Active
Positive Purposeful Youth),
Founder/CEO

@thehappyorg

@hailethomas

Haile Thomas is 18 years old, an international speaker, wellness + compassion activist, vegan food and lifestyle content creator, the youngest Certified Integrative Health Coach in the United States, and the Founder/CEO of the nonprofit HAPPY (Healthy Active Positive Purposeful Youth). Haile founded HAPPY when she was 12 years old to redefine wellness education and provide peer-to-peer free/affordable plant-based nutrition and culinary education in under served/ at-risk communities, as well as in schools and through annual summer camps.

Haile has personally engaged over 40,000 kids through her non-profit work and speaking around the world since beginning her activism in 2010. She was inspired to pursue this passion

after her family successfully reversed her father's type-2 diabetes without the use of medication, only healthy eating and lifestyle choices, and upon learning that kids were also increasingly being diagnosed with conditions like diabetes, heart disease, and obesity. At the core of Haile's activism, projects, and initiatives is to create safe spaces to engage, educate, and empower her peers to fuel and take care of their bodies with kindness, step into their power and voices, and see everyday as an opportunity to create change.

Haile and her work have been featured on the Today Show, Food Network, CNN, BuzzFeed, MTV, NowThis, VegNews, Brit+Co, Dr. Oz, Teen Vogue, Fortune, O Magazine, and Experience Life Magazine to name a few.

**PANELIST:****Kevin Pixley**

CIMMYT, Director Genetic
Resources Program

@cimmyt

Kevin is a plant breeder trained at the University of Florida and Iowa State University. For nearly 30 years he has worked on food and nutrition security issues across low- and middle-income countries of Africa, Asia and Latin America, while living in Mexico and Zimbabwe. He is currently directing the genetic resources program at CIMMYT, where more than 180,000 maize and wheat seed collections are maintained and distributed to scientists worldwide for use in addressing the

needs of humankind. Biodiversity, including these seed collections, are the 'raw material' for all improved crop varieties. His research interests include the use of biodiversity to develop varieties that contribute to environmental sustainability and nutritional output of farming systems. He is also adjunct faculty at the University of Wisconsin, where he teaches about the links between agriculture, nutrition, health and poverty or wealth.

**PANELIST:****Lisa Curtis**

Kuli Kuli, Founder and CEO

@kulikulifoods

@lisacurtis

@lisamcurtis

Lisa is the Founder & CEO of Kuli Kuli, the leading brand pioneering a new sustainably sourced superfood called moringa. Lisa began working on Kuli Kuli while serving in the Peace Corps and, alongside her amazing team, has grown it into a multi-million dollar social enterprise with products in over 7,000 stores. Lisa was recently recognized on the Forbes 30 Under 30 2018 list and she has appeared in numerous outlets including the New York Times, Wall Street Journal and on MSNBC's Morning Joe.

**SPEAKER:****Shayna Harris**

Chief Growth Officer,
Farmer's Fridge

@farmersfridge

A passionate champion for the power of food supply chains to shape and improve lives, Shayna Harris has spent the past 15 years leading change across multiple continents and more than 20 countries. Currently the Chief Growth Officer of Chicago-based company Farmer's Fridge, she's making healthy food as accessible as a candy bar. An MBA graduate from MIT, Shayna is also a Fulbright scholar and author of the MIT Press Book Confronting the Coffee Crisis.

Session Three

An Inclusive Ecosystem

With climate change and population growth increasingly challenging our natural resources, we all have a vested interest in more resilient food systems. Food is something that concerns us all. It is the source of our energy supply, the foundation of our culture, and the most important point of encounter with our loved ones. Without food there is no life. Safeguarding agrobiodiversity means protecting the very foundation of our food supply, and we all have a role to play in ensuring its conservation.

The global community has set an ambitious goal to safeguard all food diversity by 2020. If we want to achieve this goal, we must rally the support necessary from all stakeholders – be it politicians, farmers, chefs, businesses, or individuals- to drive a positive change in the way we conserve, grow, sell and consume crop and livestock diversity.

Whether it is a coalition of chefs and caterers willing to include more ingredients on their menus; key corporations in the food and beverage sector willing to diversify their supply chains; or perhaps a consumer association or think tank driving policy changes at the top level, we are stronger when we work together. This panel will highlight disruptive and ambitious projects aimed at transforming food systems and explore how they can be enhanced and complemented under an inclusive ecosystem where everyone thrives.

KEYNOTE:



Alesha Black

Chicago Council
of Global Affairs,

Managing Director of the Global
Food and Agriculture Program

@thechicagocouncil

Alesha Black is the Managing Director of the Global Food and Agriculture Program at the Chicago Council on Global Affairs. In this role she oversees research publications, public events on food security and nutrition, and represents the Council externally. From 2007 to 2015 she worked at the Bill & Melinda Gates Foundation in multiple roles, ranging from strategic partnerships with bilateral governments and UN agencies to managing a grant portfolio working to connect smallholder

farmers to better market opportunities in sub-Saharan Africa. Black also co-led internal activities to link nutrition and agriculture programs, developed the first gender strategy, and supported advocacy activities to raise the profile of smallholder agriculture globally. Black received her bachelor's degree from the University of Arizona and her master's from the Maxwell School at Syracuse University.



**MODERATOR:****Rodrigo Barrios**

Food Forever Initiative,
Campaign Manager

@foodforever2020

Rodrigo is a Peruvian economist with a BSc from Universidad del Pacifico. After working for several years in Apoyo, a local economic consultancy firm in Lima, Rodrigo joined the staff of the Vice President and later, Primer Minister of the Republic of Peru, HE Mercedes Araoz. During this period, he was appointed as a member of the Special Delegation of Peru to join the OECD, focusing on environmental and biodiversity-related issues. Since 2018, Rodrigo has been the Campaign Manager of the Food Forever Initiative, a global campaign to raise awareness on the importance of safeguarding and using agricultural biodiversity for food and nutrition security.

**PANELIST:****Ellen Bennett**

Hedley & Bennett, Founder
and CEO

@ellenmariebennett

@hedleyandbennett

Hedley & Bennett is the L.A.-based culinary brand that produces the best aprons and kitchen workwear in the marketplace. Ellen Bennett started the company at the age of 25 while working as a line cook at a renowned Los Angeles restaurant. Her goal: to craft a pro-grade apron that looked better, performed better and made the person wearing it feel prouder, more confident and more creative than anything else out there.

Today, Hedley & Bennett outfits 6,000+ restaurants/cafes/coffee shops and home cooks from coast to coast. A creative at heart, Bennett has always been eager to lock arms with fellow creators, and to collaborate in out-

of-the box ways—her intuition and approach has led to collaborations with Vans, Rifle Paper Co., (RED) and more. In 2018, in collaboration with Samsung, Bennett built a state-of-the-art Test Kitchen Studio within the 16,000 square-foot apron factory in DTLA for hosting cookbook parties, chef demos or dinners, cooking classes, conferences, etc. In 2019, as a partner and creative-at-large, she helped to open the Firehouse Hotel, the first boutique hotel in L.A.'s Arts District. Hedley & Bennett's story has been featured in the New York Times, Fast Company, Inc., Bon Appetit, Martha Stewart, and the Today Show. She lives in Echo Park with her husband Casey, their pet pig Oliver and six chickens.

**PANELIST:****Danielle Nierenberg**

Food Tank, President

@foodtank

In 2013, Danielle Nierenberg co-founded Food Tank, a 501(c)(3) nonprofit organization focused on building a global community for safe, healthy, nourished eaters. Food Tank is a global convener, research organization, and non-biased creator of original research impacting the food system.

Food Tank's Summits, held across the United States and expanding internationally, have hosted hundreds of speakers and sold-out audiences of thousands of participants, with hundreds of thousands joining via livestream reaching millions across social media.

The Summits are one of the most important forums bringing together all sides of food issues for critical discussion partnered with major universities and moderated by major food journalists.

Food Tank is also publishing original articles daily and partners with over 70 major organizations including academic institutions like George Washington University and Tufts; U.N. organizations like the FAO, UNEP, and IFAD; funding and donor community organizations such as the Rockefeller Foundation and the Christensen Fund; and global nonprofits such as Slow Food USA and Oxfam America.

Danielle also conducts extensive on-the-ground research, traveling to more than 70 countries across sub-Saharan Africa, Asia, Eastern Europe, and Latin America. She has met with thousands of farmers and farmers' groups, scientists and researchers, policymakers and government leaders, students and academics, as well as journalists, documenting what's working to help alleviate hunger and poverty while protecting the environment.

Danielle's knowledge of global agriculture issues has been cited widely in more than 20,000 major print and broadcast outlets worldwide, including The New York Times, The Wall Street Journal, USA Today, the International Herald Tribune, The Washington Post, BBC, MSNBC, Fox News, CNN, The Guardian (UK), The Telegraph (UK), Le Monde (France), the Mail and Guardian (South Africa), the East African (Kenya), TIME magazine, the Associated Press, Reuters, Agence France Presse, Voice of America, the Times of India, the Sydney Morning Herald, and many more.

Danielle speaks at more than 100 events per year, including major conferences and events all over the world. She has an M.S. in Agriculture, Food, and Environment from the Tufts University Friedman School of Nutrition Science and Policy and spent two years volunteering for the Peace Corps in the Dominican Republic.

**PANELIST:****Natalie Shmulik**

The Hatchery, CEO

@thehatcherychi

Natalie Shmulik is the go-to resource for everything food business related. Along with an M.L.A. in Gastronomy from Boston University, she has a wide range of experience working with supermarkets, culinary publications, consumer packaged goods companies, and food service establishments.

After successfully operating her own restaurant, Natalie was hired as a specialty consultant for one of Ontario's largest supermarket chains, where she enhanced consumer experiences through educational initiatives. Discovering her passion for innovation, Natalie was brought on as a brand strategist for the first cold brew tea company and later moved to Chicago, Illinois, to run a food business incubator. With over 8 years of food incubation experience, Natalie has gained a unique perspective on the industry and what it takes to launch and

grow a successful business. She is best known for her unparalleled perspectives on branding, marketing, and trend forecasting. Natalie is currently the CEO of The Hatchery, a state-of-the-art nonprofit food and beverage incubator and innovation hub.

The Hatchery supports startup food and beverage entrepreneurs in their brand-new, 67,000-square foot facility through private and shared kitchen production space, event and coworking space, a full curriculum of robust offerings, and an on-site micro-lender Accion; and also assists local residents in job training and placement in the food and beverage industry through a variety of programs. Natalie has been featured in publications such as Forbes, Food Dive, WGN Radio, WTTW, Chicago Woman, and Food Business News.

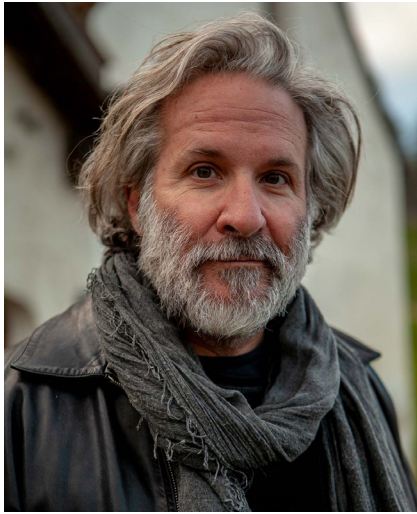
**PANELIST:****Erika Allen**Urban Growers Collective,
Co- Founder and Chief
Executive Officer, Operations

@urbangrowerscollective

"Rooted in growing food, we cultivate nourishing environments, which support health, economic development, healing and creativity through urban agriculture."

Urban Growers Collective's approach is to demonstrate and support communities in developing community-based food systems where food is grown, prepared, and/or distributed within these same communities. In this way, vulnerable populations help themselves by learning how to provide for their own needs in a sustainable way. UGC tackles food insecurity through a variety of programming. Our portfolio

of programs includes: the Fresh Moves Mobile Market; Farmers for Chicago, a job-readiness program which trains over 200-250+ teens annually, 30 - 100 formerly incarcerated adults through an 18-month job-readiness program, as well as an Incubator Farmer program which provides land and technical assistance for new Chicago farmers; and a head-start preschool farm which serves over 150 preschoolers and their families. We also provide education to a larger audience through a series of agriculture, small business development, and equality building workshops.

**PANELIST:****Douglas Gayeton**

Lexicon of Sustainability,
Director

@lexiconoffood

Douglas is a taxonomist, filmmaker, photographer and writer specializing in impact storytelling in food and water. He has written and directed film series for PBS, HBO and Condé Nast. His stories and iconic photography about agriculture and food systems have appeared in thousands of pop up art shows, a concept pioneered by the Lexicon. Douglas is the author of SLOW: Life in a Tuscan Town, and Local: The New Face of Food & Farming in America. His photographs are held in museums and private collections around the world.

Douglas' life with the creative arts is informed by his early life as a professional skateboarder. As a technical media pioneer, he has worked in Europe, China and the Middle East. As a taxonomist, his focus is the environment and he gleans inspiration from life on a farm as a husband, father and wrangler of goats. Douglas co-founded the Lexicon of Sustainability with Laura Howard-Gayeton in 2011. Together from a few old converted chicken barns they created Laloo's goat's milk ice cream, Rumblefarm Productions and the Lexicon of Sustainability.



Taste The Future of Food

Throughout the symposium space, guests will have the opportunity to sample sustainable snacks made from unusual ingredients such as cricket powder power bars, moringa smoothies and more showcased at pop-up displays from local innovators.

INNOVATORS





BABYLON MICROFARMS

@babylonmicrofarms

Babylon is developing an intelligent platform that makes indoor farming simple and accessible allowing anyone to grow their own fresh food.

Experience: The biodiversity research we are carrying out at our test facility in Charlottesville that gives our vertical farming solution a unique competitive edge.

The takeaway: Biodiversity is crucial to building a sustainable and nutritious future, and at Babylon we believe AI can be used to develop technology that can enhance humanity's ability to feed populations anywhere around the world no matter what the climate is like.



TOMATO BLISS

@tomatobliss

Tomato Bliss uses over 100 varieties of heirloom tomato seeds, and there are over 30 varieties of tomatoes in every batch of Tomato Bliss. Heirloom tomatoes are great for the earth and they're nutritionally better than commercial tomatoes. Best of all, a diverse group of tomatoes has exceptional flavor. Our farm is an individual farm dedicated to sustainable approaches to land preservation and food production. Our essential goal is to create an integrated farm that is self-sustaining and good for the soil.

Experience: Roasted Heirloom Tomato Products which include a soup, salsa verde, clarified tomato broth and roasted heirlooms in extra virgin olive oil and balsamic vinegar. All of our heirloom tomatoes are farmed responsibly in South West Michigan and have no added preservatives or sugars.

The takeaway: We believe that by using seed diversity and finding consumer support for flavorful and nutrient-dense colorful tomatoes, we can find a new way to farm that will regenerate the soil.



GOURMET GORILLA

@gourmetgorilla

Gourmet Gorilla and our subsidiary brand, Grow Good Foods, are committed to creating healthy and great-tasting meals using locally and sustainably grown ingredients. Gourmet Gorilla is a school foodservice company that provides 40,000 meals made from scratch daily. Grow Good Foods creates unique menu items using simple, nutrient dense ingredients sourced from regional farms who use regenerative growing practices.

Experience: Our GrowBars and GrowYos which are part of a new line of clean label products designed to meet school nutrition requirements and available for wholesale to hospitals, universities, airlines and emergency feeding programs as well.

The takeaway: If we don't change what we grow and how we grow it to create a more biodiverse region that sequesters carbon dioxide through regenerative agricultural practices, we are putting our communities at risk.



THE COFFEE CHERRY CO

@coffeefflourlab

The Coffee Cherry Co. upcycles the pulp of the coffee cherry, before it becomes a waste product in fields and waterways, using a proprietary process that results in a powder and flake that meets the highest global food safety standards for use as a super-nutritious all natural ingredient in foods & beverages.

Experience: The Coffee Cherry Co's process and end product - with a taste of cold brew tea at the finish!

The takeaway: Upcycling food waste to become a new source of nutrition and function delivers a Triple Bottom Line, with improved global nutrition, measurable environmental impact and creating new jobs and revenue across all stakeholders.



KULI KULI

@kulikulifoods

Kuli Kuli is the world's leading moringa brand with the highest quality moringa on the market. Moringa is a leafy green more nutritious than kale that provides powerful anti-inflammatory benefits rivaling those of turmeric. Our Moringa Superfood Bars, Pure Organic Moringa Powder, Moringa Green Energy Shots, and Organic Moringa Green Smoothie Mixes are made in the US with moringa sourced directly from women's cooperatives and small family farmers around the world. By importing a portion of the moringa to the US for our products, we've created an international market for moringa and a sustainable livelihood for our farmers. Over 60% of Americans say incorporating more vegetables into their diet is their #1 priority but only 4% of Americans are getting our recommended serving of veggies per day. Kuli Kuli's delicious moringa products make it easy for Americans to get their greens on the go. You can find our products in over 7,000 stores across the US, including Whole Foods, Sprouts and Safeway.

Experience: Pure Organic Moringa Powder and Moringa Energy Bars. We'll have different recipes with moringa, designed to help you experience the incredible power and versatility of this green superfood.

The takeaway: Moringa is a green superfood that is easy to use in everything you make.

FARMER'S FRIDGE

FARMER'S FRIDGE

@farmersfridge

Farmer's Fridge is committed to making fresh, healthy food as accessible as a candy bar. The rapidly growing network of 300+ automated smart Fridges across Chicago, Milwaukee and Indianapolis is stocked with chef-curated, restaurant-quality meals and snacks. Founded in 2013, the company serves as a valued food provider for thousands of daily customers in hospitals, universities, airports and office buildings. For more information, visit <http://www.farmersfridge.com>.

Experience: turkey sandwiches made on bread from artisan, ancient grains; chips and guacamole

The takeaway: Farmer's Fridge is committed to making fresh, healthy food as accessible as a candy bar.



BURLAP AND BARREL

@burlapandbarrel

Burlap & Barrel works directly with smallholder spice farmers around the world to source unique, beautiful spices for professional chefs and home cooks.

Experience: Diverse single origin spices

The takeaway: Equitably sourced spices taste better and are better for partner farmers



LONGTABLE PANCAKES

@longtablepancakes

Our goal is to bring you a tender cake that is also an unshakeable breakfast. Our method is to source heritage grains in small batches from local farmers and millers. Our hope is that you love them.

Experience: Our gluten free Sorghum pancakes, together with popped sorghum

The takeaway: The midwest is a paradise for grain production. We can and should be doing so much more than growing feed corn and soybeans.



ARTISAN GRAIN COLLABORATIVE

@artisangraincollab

Artisan Grain Collaborative is a collective of bakers, chefs, nonprofits, farmers, millers, distributors, agriculture researchers, market developers, entrepreneurs, food system venture investors, and school nutrition experts working together to promote a regenerative food system. Both Sandra and Bobby are bakers / restaurateurs and partner members of AGC, which means they support the tenants of AGC, and use midwestern grown grains and locally milled flours.

Experience: The taste of local, diverse whole grains and local ingredients featuring 100% whole grain rye bread with millet, buckwheat and sunflower seeds, as well as whole grain carrot cake with black walnut and gooseberry. This isn't your standard bread!

The takeaway: Diverse grains can be more nutritious and delicious!

FEATURED: ARTISAN GRAIN COLLABORATIVE MEMBERS



BOBBY SCHAFER & LOST LARSON

@lostlarson

Lost Larson is a neighborhood bakery focused on pastries and breads with a Scandinavian influence, utilizing whole grain flours milled in house on a granite stone mill from local Illinois farmers.

The bakery features naturally fermented breads which feature a diversity of organic grains. In the evenings the bakery transforms into a natural wine bar, featuring local ingredients from Midwest farms.

Bobby Schaffer is the chef and owner of Lost Larson, opened in 2018 in the Andersonville neighborhood of Chicago. At Lost Larson he focuses on pastries and breads with a Scandinavian influence, utilizing whole grain flours milled in house on a granite stone mill from local Illinois farmers. Prior to opening his bakery Bobby had led the pastry programs for some of the world's best restaurants, most notably Blue Hill at Stone Barns in New York and three star Michelin restaurant Grace, in Chicago.

FLORIOLE

SANDRA HOLL & FLORIOLE CAFE & BAKERY

@floriole

Sandra Holl the chef/owner of Floriole Cafe & Bakery was born and raised in the Midwest. She returned to the area after attending culinary school, working in France and San Francisco. In 2006 Sandra and her husband started Floriole with a table, tent and a few pastries at the Chicago Green City Market. By 2010 they had grown their business into a flourishing full service cafe and bakery in Lincoln Park specializing in French-inspired pastries rooted in midwestern ingredients.

In 2016, Sandra was named Pastry Chef of the Year at Chicago's Jean Banchet Awards. She is a graduate of the James Beard Foundation Women in Entrepreneurial Leadership Program, a member of the Green City Market Junior Board, sits on the steering committee of the Artisan Grain Collaborative and a proud member of Les Dames d'Escoffier.



About the Food Forever Initiative

Food Forever is an awareness raising campaign to support Target 2.5 of the United Nations Sustainable Development Goals. Our aim is to make sure the message about the importance of conserving crop and livestock diversity reaches as many people possible, so that come 2020, the prospect of ending hunger isn't just a goal – but a reality.

Food Forever is rallying support from stakeholders – be they politicians, farmers, chefs, businesses, or individuals - to drive the campaign.

The What's on Your Plate Symposium is part of the Food Forever Experience Chicago, in partnership with The Hatchery, Spence Farm, the Chicagoland Food and Beverage Network, Cohere, and the Rediscovered Food Initiative.

Follow us at @FoodForever2020 #LetsPlantTheSeed

You can be a part of the solution.

Food Forever is trying to get your attention because awareness matters. Everyone deserves to know that what they eat is under threat and that there is a solution. They also deserve to know that there's much more out there for our taste buds to enjoy.

Encouraging more resilience in our food systems – ones that can withstand the extreme pressures of a changing climate and more mouths to feed – is a cause that will benefit us all.

Now that you know, what can you do? Food Forever was built on the foundation that knowledge is power, and we want you to share yours! It starts by challenging your grocer, family and friends to find out how much food diversity is really on our plates.

Most of us are fortunate to eat three times a day. That's three opportunities we have to decide which foods to consume, where to source them and which establishments to support. By demanding more diverse foods, we can provide the foundation for a more nutritious and resilient food system.

Follow us @FoodForever2020 and visit our website www.food4ever.org to learn more.

Partners

This experience is made possible by the commitment of our partners, dedicated speakers and innovative Chicago entrepreneurs, thank you!

The Hatchery

The Hatchery is a non-profit food and beverage incubator dedicated to helping local entrepreneurs build & grow successful businesses. Through its cutting-edge kitchen facilities, robust entrepreneurship curriculum, and its partnerships with generous corporate sponsors and foundations, they support local food and beverage entrepreneurs, cultivate local job opportunities, and accelerate local economic growth.

Spence Farm

Spence Farm is a bustling center of activity with a wide array of heirloom and native crops, heritage animals, and a huge diversity of agricultural opportunities on the 160 acres. Visitors come from all over the world to enjoy learning about small scale

family farming in the Midwest. It is a working small family farm managed today by the seventh and eighth generations – Marty and Will Travis.

Chicagoland Food and Beverage Network

Chicagoland Food & Beverage Network is a trade association and non-profit founded with the mission of driving inclusive economic growth in Chicagoland by bringing together the region's food and beverage industry to explore and leverage collaborative opportunities. CFBN acts as a platform to bring industry players together to collaborate, connect, and build.

Erik Oberholtzer, Cohere, Advisor: Erik Oberholtzer is the co-founder of Tender Greens, a

pioneering fine casual brand founded in Los Angeles, CA in 2006 with a mission to democratize good food. He continues to drive this vision as a Food Forever Champion where he works closely with the Crop Trust and other Food Forever partners to advocate for conservation of agricultural diversity.

Rediscovered Foods Initiative

The Lexicon of Sustainability, a US-based NGO that provides communications strategy on food and agriculture with a focus on sustainability, is working in partnership with the Food Forever Initiative and other stakeholders around the world, to bring much needed awareness to the diversity in food systems. The Lexicon conceived Rediscovered Foods as a campaign to highlight 25 forgotten smart foods

which could feed the world in 2050. The campaign will share success stories of farmers, scientists and chefs from 14 countries.

Journey Foods

At Journey Foods, they know there's a better way to approach the future of food. Journey Foods is an AI-powered platform that supports product management and data services to help thousands of food businesses save money and create better products efficiently. They've sold several thousand units of their inaugural data-driven product line, Journey Bites, with more than 1 million cubes manufactured, which supports their machine learning-based algorithms.



