

## **The Future of Food**

*Climate action, supply chain resilience and market transformation:*

*How food brands can adapt to drive regenerative food systems*

*14<sup>th</sup>-15<sup>th</sup> June 2022, Minneapolis*

### **Day 1 – Tuesday 14<sup>th</sup> June**

*All timings are in CST and are subject to change.*

#### **09:00 – 09:30 Climate leadership: How food brands can drive net-zero transformation**

In 2022, in his annual letter to CEOs, Larry Fink stated “Every company and every industry will be transformed by the transition to a net zero world. The question is, will you lead, or will you be led?”

In this opening session, we will speak with a leading food brand to establish what climate leadership really means. We’ll assess how brands can transition from strategy to practice and discuss what this means for the future of food systems.

#### **09:30 – 10:30 The regenerative food company: What does this look like in practice, at scale?**

Regenerative agriculture is becoming the gold standard in sustainable supply chains. But more and more, companies are committing to a broader approach to regeneration. Walmart has set a goal to become a ‘regenerative company’, Nestlé has committed to supporting the transition to a ‘regenerative food system’, and more. But what does this look like in practice?

In this session, we’ll discuss with leaders who have made commitments and been implementing practices that aim to revitalize and replenish the environment. Our panel of experts will discuss:

- How can the principles of regeneration be integrated across the entire value chain?
- The role of technology to leverage and scale regenerative practices
- The opportunities and challenges for brands, farmers, and partners in implementing regenerative programs
- How to ensure social and economic indicators are incorporated into a regenerative strategy
- Where does standardization fit into this business model?

#### **10:30 – 11:00 Networking Break**

*For more information on how to get involved, please contact Emily Heslop at  
[emily.heslop@innovationforum.co.uk](mailto:emily.heslop@innovationforum.co.uk)*

**11:00 – 12:00 Rethinking procurement: How must sourcing practices adapt to deliver climate targets, supply chain resilience, and market transformation?**

Over 10% of global GHG emissions come from agriculture. To align company practices with 1.5 degrees, many of the world’s largest food companies have made commitments to Net Zero and set Science-Based Targets. To achieve these targets, corporate procurement practices are firmly in the spotlight.

In this session, we will talk to procurement experts who have been reconsidering sourcing practices. We’ll assess how climate targets will fundamentally impact the way food brands engage with supply chain partners and how to support these partners in sustainable transformation. Our panel of experts will debate:

- How must procurement processes adapt for companies to reach climate targets?
- How brands can work with suppliers to establish Science-Based Targets throughout supply chains
- The frameworks and mechanisms that enable brands to support suppliers and hold them to account on climate targets
- How evolved procurement processes can drive resilience within supply chains and operations

**12:00 – 13:00 Lunch Break**

**13:00 – 15:00 Breakout Sessions**

	<i>Regenerative food systems</i>	<i>Climate adaption and mitigation</i>	<i>Farming and land-use</i>
13.00 - 14.00	The business case behind regenerative: How to convince suppliers and farmers to join the journey	Decarbonizing agriculture: What innovations are being used to reduce farming emissions?	Enhanced crop performance: How to reduce inputs, costs, and waste through on-farm technologies and precision agriculture
14.00 - 15.00	Renewed commitments on forests: What does ‘forest positive’ look like in practice for a food brand?	What lies beneath? How to measure and verify the carbon benefits of improved soil health and crop protection?	Biodiversity on the ground: What are realistic KPIs on biodiversity protection and enhancement?

**15:00 – 15:30 Networking Break**

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### 15.30 - 16:30 Breakout Sessions

	<i>Regenerative food systems</i>	<i>Climate adaption and mitigation</i>	<i>Farming and land-use</i>
	Investing in NCS: How to determine the projects that deliver on climate, biodiversity, and community empowerment	Climate risk and resilience: The leading tools and technologies that enable farmers to predict and adapt to the effects of climate change	Farmer productivity and income diversification: The role of brands to support farmers and boost livelihoods

### 16:30 – 17:15 **The carrot (and the stick): How carbon accounting can incentivize and accelerate action within the forest and land use sector**

The agriculture, forestry, and land use sector accounts for more than 18% of global GHG emissions. There is therefore a huge opportunity for the sector to transform and deliver on climate mitigation through the conservation and restoration of natural ecosystems. This session will explore the importance of carbon accounting in this equation. We'll assess how the right frameworks can act as catalysts and incentives for change within the food and land-use system. Our panel of key stakeholders will discuss:

- The role of carbon accounting rules to incentivize the right interventions for transformation
- Types of interventions that can conserve and restore natural ecosystems in landscapes that companies' source from
- Practical challenges of implementing and utilizing carbon accounting in the forest and land-use sector
- Opportunities for companies with land-use footprints to invest and scale up natural climate solutions at the landscape level

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## **Day 2 – Wednesday 15<sup>th</sup> June**

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### **09:00 – 09:50 Who pays for sustainable innovation? The role of brands and investors to incentivize and enable supply chain innovation.**

Much of the action required to tackle food’s social and environmental impact takes place in the supply chain. But suppliers, farmers, and producers often operate with tight margins and limited resources. Many are unable to take on the financial risk and upfront costs associated with ‘innovation’.

This session will assess the role of brands and investors to engage and incentivize the supply chain in new technologies and approaches. We’ll discuss:

- What funding models exist to finance supply chain innovation? What are the key challenges, risks, and unintended consequences of these models?
- The shared cost of innovation: strategic alliances to minimize cost and risk
- How to engage with farmers to adopt innovative, more sustainable practices
- How to scale up programs to drive a greater impact

### **09:50 – 10:30 Shark Tank: What scalable innovations will impact the farm of the future?**

In 2020 “FoodTech” start-ups received \$18.9B of VC investment, a nearly 10% increase over the 2019 total. 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 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.

### **10:30 – 11:00 Networking Break**

### **11.00 - 12:00 Breakout Sessions**

	<i>Data for Transformation</i>	<i>Technology for Traceability</i>
11.00 – 12:00	Farmer-friendly data: How to overcome the barriers to data collection, verification, and application	Blockchain and beyond: The latest practices and solutions that deliver complete traceability

### **12:00 – 13:00 Lunch**

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**13:00 – 14:00 Transparency and trust: The power of honest marketing to build trust and reconnect consumers with their food**

According to Label Insight, food companies that prioritize ‘complete transparency’ are rewarded with consumer loyalty of about 94%. With increasingly complex global supply chains, monitoring the complete journey from farm to fork is more difficult than ever. Communicating the nuance and complexity behind decision-making in this journey is an even greater challenge.

In this session, we will explore how modern-day food brands are utilizing transparent and honest marketing techniques to build brand trust and reconnect consumers with their food. Our panel of marketing experts will discuss:

- How brands can build more open and participatory relationships with their consumers
- What evidence is there that marketing sustainability builds trust and brand value?
- The technologies available that can reconnect consumers with stakeholders working upstream in the supply chain
- Are the FDA’s food labeling regulations the bare minimum for brands?

**14:00 – 15:00 What does a closed-loop for food really look like?**

The Ellen MacArthur Foundation argues that a closed-loop circular economy for food could reduce the sector’s greenhouse gas emissions by 49%, or 5.6 billion tonnes of CO<sub>2</sub>, by 2050. In this final session, we will explore the multi-faceted strategy of implementing a circular supply chain. Panelists’ will discuss what this looks like on the ground with a particular focus on closing the loop by handling by-products and waste. We will cover the following:

- Designing circularity into different streams of the supply chain
- Does a regenerative food brand have to be circular to be successful?
- Localising supply loops to support circularity, is this possible for large multinationals?
- The climate-positive impact of waste reduction by closing the loop

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