



3 Days.
35+ Speakers.
250 Industry Leaders.
Unlimited Opportunities...



THE FOOD LEADERS SUMMIT

April 27-29, 2015

The Westin Chicago River North
Chicago, IL





The Food Leaders Summit:
 Where industry leaders come together
 to shape the future of food **3**

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35+ speakers over 3 days—
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The Food Leaders Summit:
Where industry leaders come
together to **shape the future of food**

Welcome to the new food economy. The Food Leaders Summit is where the leading players in food management, marketing, research and manufacturing address the most important issues facing the industry.

With three tracks focused on different industry aspects - Business & Marketing, Emerging Technology, and Product Development - getting ahead has never been easier:

The Food Leaders Summit sets the stage for you to build relationships in an intimate setting, have in-depth conversations with presenters, and find answers to the questions that matter most to you and your business. It's your opportunity to look closely at the transformative changes impacting every aspect of your business -- and work collaboratively with your industry peers to succeed in this new environment.

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reasons why The Food Leaders Summit is 2015's must-attend event:

- ▶ The Audience. Limited to 250 food industry professionals in the R/D, marketing, and IT sectors, FLS is where you will meet, network and brainstorm with those who understand your industry and goals.
- ▶ The Speakers. With 35+ speakers coming from all aspects of the food and beverage industry, you'll have access to case studies and proven strategies from the best and brightest.
- ▶ The Content: FLS is built into three tracks, ensuring you access to relevant and targeted content.
- ▶ Answers to your tough questions: Are you reading the market correctly to gauge where your business is going? What do you do with all of the data you've collected? Where are future trends taking ingredients, proteins and dietary guidelines?
- ▶ Actionable strategies for maintaining and growing in the face of transformational change.

▶ **Register for The Food Leaders Summit now.**
Visit <http://www.cvent.com/d/v4qctz/4W> to begin.

Content Preview

The Food Leaders Summit will offer an unprecedented amount of valuable insights and content that's relevant to every role within the evolving food industry. Visit the Content Library today to view, download, and share information—and continue the conversation about the future of food.
<http://www.thefoodleaderssummit.com/content-library>

Agenda

The Agenda for the Food Leaders Summit is evolving; please visit <http://www.thefoodleaderssummit.com/agenda> for the latest news.



Whatever your role, there's a track for you at **The Food Leaders Summit!**



Keynotes & General Sessions

The Food Leaders Summit keynotes and general sessions will explore the major drivers of change in the industry, and won't shy away from controversy. Touching on issues of trust and transparency, GMOs, legislation, sustainable sourcing and more, the general session will appeal to all attendees.

Topics include:

- ▶ Keynote: Facing The Restless Generation: Finding What It Takes To Connect with the Millennial Generation
- ▶ Keynote: Food Trends of Today and Tomorrow
- ▶ Building Consumer Trust Throughout the Supply Chain
- ▶ So, You've Committed to Sustainable Sourcing. Now What?
- ▶ Consumer Shifts and the Innovation Imperative: Seems of Disruption Reshaping the Food Industry

The Product Development Track

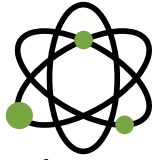
Innovation is at the heart of growth in the US food and beverage industries today. But while small players' product developers are structured to respond quickly to changing taste preferences and create innovative product categories, legacy brand companies don't operate with the same flexibility. Conversely, large CPG companies have the resources to test and launch innovative products and buy emerging brands, where small companies lack the bandwidth to do so.

The Product Development track will explore how industry innovators are redefining the landscape in terms of taste/sensory perception, affordability, and sustainability, and how success can be redefined by exploring best practices by large and small food innovators.

Breakout sessions for this track include:

- ▶ Future Innovation in Product Development for the Critical Consumer
- ▶ Sustainable Supply Chain of Natural Ingredients Through Biotechnologies
- ▶ Avoid Marketplace Failure: Work Smarter!
- ▶ Beyond Clean Label
- ▶ Sneak Peak: 2015 Dietary Guidelines
- ▶ Eat This Not That: Options for PHO and Trans Fat Replacements
- ▶ Innovations in Protein





The Business & Marketing Track

Business and marketing stakeholders face volume and earnings growth challenges driven by changing consumer habits and low success rates of new product introductions. Recent studies indicate that gaining consumer trust in our food system may be the biggest long-term challenge to the food industry — but also the biggest opportunity.



The Business & Marketing track will explore the most relevant trends impacting brand positioning, including transparency, trust, and how rethinking business models can help expand your customer base.

Breakout sessions for this track include:

- ▶ Facts, Trust & Transparency:
Navigating Consumer Desires in the Era of Too Much Information
- ▶ Snack Happiness
- ▶ Generational Perceptions of Packaging and Messaging
- ▶ The Value of Weak Signals
- ▶ Trends from the Base of the Supply Chain:
What you need to know about sourcing issues for organic, non-gmo, and other identity-preserved commodities and ingredients

The Technology Track

Technology is considered one of the key drivers of change and growth in the food industry today. Recent research points to the tremendous opportunities that data, analytics and cloud computing present not only for engaging with consumers, but for driving decision making, product innovation and exploring growth opportunities. However, almost 50 percent of food industry executives believe that their ability to use the analytics they gather is adequate. The FLS15 Emerging Technology track will unlock the value of big data and other new technologies to help you innovate and expand product offerings while generating new revenue streams.

Breakout sessions for this track include:

- ▶ Navigating the Deep Waters of Big Data to Impact the Bottom Line
- ▶ The Food Transparency Mandate:
Next-Gen Genomics
- ▶ The Future of Food Delivery Systems and the Importance of Convenience to Consumers
- ▶ The Business Case for a Holistic Approach to Retail Product Data Platforms and Data Transparency
- ▶ Use More, Waste Less: An Interactive Panel Discussion on Reducing Food Waste
- ▶ The Connected Cow: Precision Agriculture and the Internet of Things



Let's ask the tough questions — together.

The challenges facing the food industry aren't always easy to talk about.

But in an era of flat growth, increasing scrutiny, social media, and heightened consumer sensitivity, asking tough questions is absolutely critical. At The Food Leaders Summit, we'll discuss the most relevant topics facing your business. Here's a sampling.

Growth Through Transformative Change in the Food Industry

The food processing industry is at an inflection point. Population trends no longer guarantee year-over-year revenue growth. Taste preferences are changing. Consumer demand for transparent production is growing. What does transformative change mean? How do you get there? What does it mean for your company?

Transparency and Consumer Trust

In order to effectively communicate with consumers about the food they grow and produce, suppliers and manufacturers need to understand how important transparency is to American consumers. We'll address transparency in labeling, supply-chain, ingredient sourcing, and packaging.

Beyond Clean Labels

Consumers are looking more closely than ever at nutritional information on food containers, driving the industry's interest in clean labels. We'll examine proactive vs. defensive labeling strategies and discuss labeling in the context of long-term trends toward healthier eating and their impact across brand portfolios.

What are Healthy and Sustainable Foods?

There are trends, and there are transformations. An enduring, decade-long consumer trend toward healthier eating has revolutionized retail supply-chain requirements, product formulations, and package labeling. We'll explore the food processing industry's response and discuss the future of healthy, sustainable foods.



The Future of GMOs

There's perhaps no topic as controversial in the mind of the educated consumer as GMOs. Are they simply the new reality? Will education pave the way for even more widespread use and acceptance? What does the best science available say about their impact on human health and environment? What does the US legislative landscape tell us about doing business in the future?

Market and Consumer Insights

As manufacturers look to gain an edge in a changing market, recognizing consumer trends and deploying the insights that they yield becomes essential. We'll explore the role of business intelligence and consumer behavior modeling in shaping brand portfolios over the next five years.

Supply-Chain Sustainability

Sustainability can mean many different things. For category leaders like WalMart and Target, sustainability is a business strategy that drives long-term growth. For mid-sized manufacturers, it can be a challenging concept to internalize and put into practice. How are companies implementing sustainable supply-chain programs? What does a supply-chain "code of conduct" look like? And what if a key supplier is unable to meet the requirements?

Big Data, Technology, and Innovation

Data is everywhere. But where can we find real insights about consumer behaviors and preferences? Where is our data coming from? How can we interpret and maximize the value of it? And, how can it impact our bottom line?

New Product Innovations as a Recipe for Growth

Population growth is no longer a guarantor of top line revenue growth, and many legacy branded foods will continue to see anemic volume gains. The opportunity for the US food industry lies with the changing consumer taste preferences and consumer demand for foods that meet their expectations for healthier formulations.



35+ speakers over 3 days — representing every area of the food industry.

One of the unique aspects of The Food Leaders Summit is the high ratio of speakers to attendees: about 1:7. This will provide ample opportunity for Q&A, speaker follow-up and networking, and a more intimate setting for information sharing.

▼ Here's a current list of speakers scheduled to join us at the 2015 Food Leaders Summit:

Sally Aaron

Marketing Director, *Solazyme*

**Facts, Trust and Transparency:
Navigating Consumer Desires in the
Era of Too Much Information**

Sally Aaron serves as Marketing Director, Solazyme Food Ingredients and is responsible for global marketing and communications for the AlgaVia™ Oil, Protein, and Lipid Powder product lines. In this position, Sally works with cross-functional teams to launch new products and brands, drive growth and awareness with customers and consumers, and help product lines meet their business goals.

Charlie Arnot

CEO, The Center for Food Integrity

**Transparency & Consumer Trust [Workshop]; Building
Consumer Trust in the Supply Chain**

Charlie Arnot is recognized as a thought leader in food and agriculture. He is highly regarded as both a writer and sought-after speaker who engages audiences across the globe. Charlie has more than 25 years of experience working in communications, public relations and issues management within the food system. He is the founder and president of CMA, an employee-owned consulting firm with offices in Missouri and Iowa. He also serves as CEO of the Center for Food Integrity, a

national non-profit organization dedicated to building consumer trust and confidence in today's food system.

Gail Barnes, PhD

Managing Partner, *Personify*

**Use More, Waste Less: An Interactive Panel Discussion
on Reducing Food Waste**

Dr. Gail Barnes is a technical expert and strategic partner to processors, manufacturers and packaging suppliers, providing insights on sustainability, product innovation, consumer insights, food safety and regulatory processes and procedures. She has previously served as vice president of technology and packaging for the Innovation Center for U.S. Dairy and Dairy Management Inc™. In this position, she helped the dairy industry realize its sustainability goals by working as an expert resource internally and directly with processors, manufacturers and transporters.

Julie Berling

Brand Advocacy & Marketing Director, *GNP Company*
**Generational Perception of Values in
Packaging and Messaging**

Julie leads the brand advocacy, marketing and communications team for GNP Company and its Just BARE and



Gold'n Plump brands of natural chicken. She's spent the last 25 years advocating for agriculture and important human issues--educating consumers as a public relations specialist, copywriter, blogger, journalist, food marketer, and thought leader.

Joseph Berman

Manager of Corporate Social Responsibility, LEED AP BD&C, GGP, The Golub Corporation—Price Chopper/Market32

Building Consumer Trust Throughout the Supply Chain

Joseph Berman, LEED AP BD&C, GGP, is the Manager of Corporate Social Responsibility for Price Chopper Supermarkets. He joined the progressive Northeastern chain in 2009 as the company's Environmental Certification Specialist, and in house LEED AP BD&C. In 2012, Mr. Berman was promoted to Manager of Sustainability en route to settling into his current position, which encompasses all areas of environmental sustainability and corporate social responsibility. Mr. Berman has a BA from UMASS Boston and a Masters Degree from University College London in the UK. He has maintained LEED AP accreditation with the United States Green Building Council since 2009 and recently obtained his Green Globes Professional accreditation in 2014. Mr. Berman currently serves on numerous boards and committees at local, regional and national levels including: The Trade Partner Alliance GMO Communications Sub-Committee, The Food Marketing Institute Sustainability Executive Committee, The Business Council of New York State Environment Committee, New York State Energy Research Development Authority Commercial/Institutional Emerging Technologies and Accelerated Commercialization (ETAC-CI) Advisory Group and the Schenectady County Environmental Advisory Council. In 2013 Mr. Berman was honored by the Business Review as one of the top 40 professionals under forty years old in the Capital Region of New York State.

Charlotte Biltekoff, PhD

Associate Professor of American Studies and Food Science Technology, UC, Davis

Facts, Trust and Transparency: Navigating Consumer Desires in the Era of Too Much Information

Charlotte Biltekoff is Associate Professor of American Studies and Food Science and Technology at the University of California Davis, where she builds bridges between scientific and cultural approaches to questions about food and health. She is author of *Eating Right in America: The Cultural Politics of Food and Health* (Duke University Press, 2013), an exploration of the social and cultural dimensions of dietary advice and the changing meaning of "eating right" over the course of the last century.

Janet Carver

Culinology Group Manager, Ingredion

Beyond Clean Labels

Janet has been working in the Customer Solutions & Product Innovation Division of Ingredion for the last 24 years. She created and manages the company's Culinology Team. While managing her day job as a food technologist, she attended Peter Kump's NY Cooking School, graduating in January 2000 with her diploma in Pastry & Baking. She has been an active member of Research Chefs Association (RCA) for over 15 years and is currently serving as Board Representative for their Past Presidents Council. She served as the organization's President from 2010 – 2012. She also served as RCA Vice-President and Treasurer prior to her election to the office of President.

Peter Cokinos

General Manager and Executive Vice President, Grecian Delight Foods, Inc.

Navigating the Deep Water of Bog Data to Impact the Bottom Line

Peter Cokinos has an impressive track record of success with more than 20 years of experience. In addition



to his executive roles with Grecian Delight and Little Lady Foods, Peter has worked with marketing and development teams at Kraft, Kellogg's, Heinz, Nestle, Schwan's, Wal-Mart, Costco, Starbuck's and Dunkin Donuts to develop and commercialize over a billion dollars' worth of food products during his career. Mr. Cokinos has served on various industry boards in the food industry including the National Frozen Pizza Institute as its past President, The International Foodservice Manufacturing Association and the American Frozen Food Institute. Mr. Cokinos attended DePaul University majoring in Marketing. He, his wife Tracy and his three children live in Orland Park, IL.

Lori Colman

Founder & CEO, CBD Marketing

The Future of Food Delivery Systems and the Importance of Convenience to Consumers

Lori Colman is the founding partner and Co-CEO of CBD Marketing. She has been instrumental in developing brand strategies and marketing initiatives for numerous B2B and B2C marketers, and heads the agency's food ingredient practice area. Lori is a firm believer in understanding consumer behavior and putting customers at the core of all marketing and communications decisions.

Vance Crowe

Director of Millennial Engagement, Monsanto Company

Keynote: Facing the Restless Generation: Finding What It Takes To Connect With the Millennial Generation

Vance is the Director of Millennial Engagement at Monsanto and founder of Articulate Ventures, a communications firm.

After earning a degree in public relations from Marquette University, Vance set out to see the world. He's been a deckhand on a ship that traveled the Western hemisphere, dug wells in a remote mountain village in Kenya,

and learned to surf while working on the rocky shores of California's Northern Redwood Coast.

Vance hold a Master's Degree in Cross-Cultural Negotiations from the Seton Hall School of Diplomacy, is a former Communications Strategist for the World Bank Group, a returned U.S. Peace Corps Volunteer, and a former staffer of a National Public Radio (NPR) affiliate station.

Vance is experienced in working with people that have deep technical knowledge and teaching them how to explain the value of what they do to lay audiences. He lectures on crisis communication planning, negotiations, presenting, and public speaking at leading universities including Washington University and Seton Hall University.

Rick Cummisford

Quality Manager, Columbus Vegetable Oils

Eat This, Not That: Options for PHO and Trans Fat Replacements

Rick Cummisford holds a Bachelor's degree in Chemistry from Bradley University and excelled in Organic Chemistry. His career of over twenty years has taken him through many aspects of the fats and oils industry, from applied Sciences in specialized industries, process development and engineering projects to sales of Oleo-chemical products to upper management roles overseeing research and development, product development, quality assurance and control, regulatory and many direct customer related consultations for a variety of processes, products and applications. For almost fourteen years, he has been with Columbus Vegetable Oils in a leadership position for development in a variety of industries and markets.

Shree Dandekar

Sr. Director of Marketing & Strategy, BI & Analytics, Dell Software

The Connected Cow: Precision Agriculture and the Internet of Things

Shree Dandekar has been at Dell for the past 15



years in a number of roles covering software design, product development, enterprise marketing and technology strategy. Currently, he is Sr. Director, BI/Analytics Strategy responsible for developing and driving the product strategy for Dell's Business Intelligence & Analytics solutions.

Edi Eliezer

Sr. VP Bioprocess Engineering & Manufacturing, CONAGEN Inc.

Sustainable Supply Chain of Natural Ingredients through Biotechnologies

Mr. Eliezer has three decades of experience in industrial bioprocesses, with expertise in biopharmaceuticals, nutritionals, biochemicals and, commercial operations experience in bioprocess development, fermentation systems, scale-up, downstream process integration, process and facility engineering, manufacturing and management.

Matthew Gardner, PhD

Managing Partner, SustainServ

Trends from the Base of the Supply Chain: What you need to know about sourcing issues for organic, non-GMO, and other identity-preserved commodities and ingredients

Dr. Matthew Gardner is a Founder and Managing Partner of SustainServ, Inc., a Boston Massachusetts and Zurich Switzerland based firm that works with public and private sector organizations to design and implement sustainability strategies, programs and communications. Matt received his doctorate in Chemistry from Michigan State University, and he spent ten years managing environmental research programs at MIT. His work on sustainability gives him the opportunity to consult, teach, write and speak throughout the Western Hemisphere, Europe, Asia, and Africa, where he applies his multidisciplinary background to find opportunities to move the world towards a more sustainable future."

Mahni Ghorashi, PhD

Founder & Head of Marketing, GeneStamp

The Food Transparency Mandate: Next-Gen Genomics

Mahni Ghorashi is a Silicon Valley entrepreneur focused on exploiting the potential of genomics. He got his start in genomics and biotechnology at Bina Technologies, a company that analyzes human genomes at a fraction of the time and cost it used to take. Mahni realized that as sequencing technology improves rapidly, it will begin to impact industries other than clinical research and health-care. He jumped at the opportunity to apply advanced genomic technologies in an industry that badly needs disruption: food. Mahni now serves as the co-founder and Head of Marketing at GeneStamp, the standard for genomic analysis in the global food industry.

John Grubb

Managing Partner, Sterling Rice Group

Consumer Shifts and Innovation Imperatives: Seams of Disruption Reshaping Food Industry

John Grubb is Managing Partner of the Sterling-Rice Group, a Boulder, Colorado based, 100-person brand strategy and innovation firm. John leads engagements across a full range of global blue-chip clients, as well as more entrepreneurial businesses and private equity backed brands. He has deep experience in nutrition and in natural, organic, and functional food and beverages.

Matthias Guentert, PhD

Former President of Flavor & Nutrition, Symrise

Future Innovation in Product Development for the Critical Consumer

Matthias Guentert holds a Ph.D. in food chemistry from the University of Karlsruhe, Germany. He just recently retired from his executive leadership position with Symrise and has become a consultant. His 28 year career with Symrise started in 1986 in Holzminden, Germany and brought him to Teterboro, NJ in 1999.



Janice Harte, PhD

Associate Professor, Michigan State University
Avoid Marketplace Failure. Work Smarter!

Dr. Janice Harte is an Associate Professor in the Department of Food Science and Human Nutrition, MSU, and is in charge of planning and executing sensory research and development activities to promote plant agriculture such as: hard apple cider, carrots, organic apples, sliced fresh apples, asparagus, cherries, cherry juice concentrate, dried beans, tomatoes, chestnuts, meat products and other packaged food products. This has included multidisciplinary team projects to develop value added products, new packaging systems and insure food safety.

Kellee James

CEO at Mercaris

Trends from the Base of the Supply Chain: What you need to know about sourcing issues for organic, non-GMO, and other identity-preserved commodities and ingredients

Kellee founded Mercaris as the only place to get real-time information on organic, non-GMO and other certified commodity and ingredient pricing and online trading. Mercaris is a Chicago-based company with industry partners like Whole Foods Market, Organic Valley and others. Prior to Mercaris, Kellee spent five years at the start-up company Chicago Climate Exchange (CCX), the first electronic trading platform and registry for spot, futures and options on carbon, sulfur, clean energy and other environmental derivatives. In 2009 she was appointed by President Barack Obama as a White House Fellow and was Crain's Chicago Business Magazine '40 under 40' rising leader.

Previously, Kellee worked with commodity banks in Latin America on risk management and income diversification strategies. Kellee is an Aspen Institute Catto Environmental Fellow and has also served on the board of Net Impact, a membership organization of more than 12,000

MBA professionals committed to sustainability through corporate responsibility. Kellee received her MBA and MA in International Development from American University in Washington, D.C., and completed a BA in Spanish from the University of Kentucky.

Rajesh Karmani

Founder & Chief Impact Officer, Zero Percent
Use More Waste Less. An Interactive Panel Discussion on Reducing Food Waste

Rajesh "Raj" Karmani is the founder and CEO of Zero Percent, a Chicago startup. Zero Percent's online platform and mobile apps make it easy, efficient and safe for food service businesses such as The Signature Room, Lou Malnati's, Goose Island Catering, Eataly, and Eurest Services to donate unsold food, and unlock new value such as tax write-offs and sustainability branding. Raj has a PhD in Computer Science from the University of Illinois at Urbana-Champaign. During the last year of his PhD, he co-founded Zero Percent that combines his passion for technology, volunteerism, and entrepreneurship.

Melissa Jeltema, PhD

Consultant, The Understanding and Insight Group
Avoid Marketplace Failure. Work Smarter!

Dr. Melissa Jeltema is a thought leader for strategic consumer product research, with over 30 years experience. Her creativity and strategic thinking have manifested themselves in the development of a wide variety of new research methodologies that answer fundamental business questions. Many of her methods have been shown to be far superior to current methodologies and have led to a substantial decrease in the time for product development, optimization, and determining whether the product is market-ready. Dr. Jeltema, in conjunction with Jacqueline Beckley, discovered the key driver (mouth behavior) of texture preference. This work is a game changer for texture research and has far reaching implications for the way products are developed and messaged.



Bill Layden

Managing Partner, Food Minds

Sneakpeak: 2015 Dietary Guidelines

Based in Oakbrook Terrace, Illinois, Bill is a FoodMinds partner and specializes in leveraging food and nutrition science and policy to achieve client objectives. Bill has been at the forefront of national issues, including child obesity, food safety, biotechnology and nutrition profiling. He provides strategic counsel across FoodMinds' portfolio and has designed several programs to transform consumer and thought leader mindsets on the nutritional value of foods and beverages. He has also been the senior strategist for national science symposia that changed policy, influenced national dialogue or launched products.

The food most often on Bill's mind is the next meal with family and friends.

Mike Lee

Founder & CEO, Studio Industries

The Future of Food [Workshop] & The Value of Weak Signals

Mike Lee is the founder and CEO of Studio Industries, a Food Design & Innovation agency, specializing in the application of design thinking to food products and experiences. Mike is also the founder of the Future Market, a conceptual grocery store that illustrates what the world, our food, and our retail experiences could look like in the year 2065. The Future Market is a project that aims to enhance how the food world innovates today, by thinking more ambitiously about tomorrow.

Justin Massa

CEO, Food Genius

Navigating the Deep Waters of Big Data to Impact the Bottom Line

Justin Massa is the Founder and CEO of Food Genius, an award-winning technology and services company that delivers big data and insight solutions to the food

industry. Food Genius, a leading data provider, serves nationally recognized restaurant chains, convenient store and grocery retailers, consumer packaged goods manufacturers and food distributors such as Applebee's, Kraft, Procter & Gamble and Safeway. Food Genius is an award recipient of the Chicago Innovations Awards and has been named to Entrepreneur Magazine's 2013 list of 100 Brilliant Companies.

Dr. Gerald McNeill

VP Research & Development, IOI LodersCroklaan

Eat This, Not That: Options for PHO and Trans Fat Replacements

Dr. McNeill is currently VP of Research & Development for the oils and fats division of LodersCroklaan NA. He joined LodersCroklaan from Unilever Research UK, where he led a team to develop enzyme based processes for the modification of fats and oils, and initiated a discovery program for the development of nutritional lipids. Prior to Unilever, Dr. McNeill carried out various aspects of fats and oils research at public research institutions including the USDA (Philadelphia), Hannover University (Germany) and Nagoya University (Japan). Dr. McNeill took his doctoral degree in biochemistry at Galway University, Ireland.

Anthony Michaels

CEO, MidWesternBioAg

Trends from the Base of the Supply Chain: What you need to know about sourcing issues for organic, non-GMO, and other identity-preserved commodities and ingredients

Dr. Anthony Michaels (Tony) is CEO of Midwestern Bio-Ag. Past business positions include roles as Managing Director of Proteus Environmental Technologies, Chief Scientist at Pegasus Capital Advisors, President of MPH Energy and CEO of PhycoSystems. Proteus creates economic value through novel connections between middle-market businesses, early-stage innovations, academic research and investors. Dr. Michaels has experience in sustainable agriculture, food security, aquaculture,



bio-energy, zero-waste and energy efficiency. In its latest venture, Proteus and Dr. Michaels are leading a team that will expand the reach of Midwestern BioAg, the leader in biological agriculture and one of the pioneers in sustainable food production.

Before entering business in 2008, Dr. Michaels worked at the Bermuda Biological Station for Research and University of Southern California where he studied global nutrient and carbon cycling. In 1996, he became the first Director of the USC Wrigley Institute for Environmental Studies. The Wrigley Institute is an interdisciplinary home for environmental scholarship across USC and works to make that research relevant, usable, and understandable to decision-makers in society, business, and governments. Dr. Michaels has been Chair of the Council of Environmental Deans and Directors (a network of 160 universities), the Catalina Island Conservancy and the NSF Advisory Committee on Environmental Research and Education. He is on the board for the National Council for Science and the Environment and the Global Institute on Sustainability at Arizona State University. Dr. Michaels was educated at the University of California, San Diego, the University of Arizona (BS, MS) and the University of California, Santa Cruz (Ph.D.). In the past 30 years he has published 100 scholarly papers.

Teresa Paulsen

VP Communication & External Relations,
 ConAgra Foods

Building Consumer Trust Throughout the Supply Chain

Teresa Paulsen is vice president of Communication & External Relations, at ConAgra Foods, the Fortune 200 company that makes popular food such as Chef Boyardee, Egg Beaters, Healthy Choice, Hebrew National, Hunt's, Marie Callender's, Orville Redenbacher's, Reddi-wip, PAM, and many others. Teresa has over 20 years of experience in the communication field. She began her communication career as a public information officer for the State of Nebraska and also held external and internal

communication roles at Corporate Express (now Staples), before joining ConAgra Foods in 2003.

Beth Robertson-Martin

Head of Sustainable Supply Chain, General Mills

Trends from the Base of the Supply Chain: What you need to know about sourcing issues for organic, non-GMO, and other identity-preserved commodities and ingredients

John Roulac

Founder & CEO, Nutiva

Keynote: Food Trends of Today and Tomorrow

John W. Roulac is the founder and CEO of Nutiva®, the world's leading brand of hemp, coconut, chia, and red palm organic superfoods. John founded Nutiva in 1999 with a mission to nourish both people and the planet. Through his leadership, Nutiva has become the fastest-growing superfoods company in the world, with a 55 percent annual growth rate since 2002, and for five years in a row has been named one of Inc. magazine's fastest-growing food companies in America. This growth keeps bringing John closer to his dream of revolutionizing the way the world eats. Through the Nutiva Nourish Foundation, the company donates 1% of all sales to support sustainable agriculture and other environmental programs – over \$2 million to date.

Ronak Sheth

CCO, Food Essentials

The Business Case for a Holistic Approach to Retail Product Data Platforms and Transparency

Ronak brings over a decade of experience in software applications, consulting, technology, manufacturing, and sales. He has helped drive strategic initiatives for global companies including Diageo, Heinz, Johnson & Johnson, Unilever, Clorox, and Jaguar across Australia, Thailand, Malaysia, India, China, Europe, and North America.



Ronak earned a BS degree in Industrial Engineering from Northwestern University and an MBA from Washington University in St. Louis.

Barbara Stuckey

EVP Sales & Marketing, Mattson

Snack Happiness

Barb Stuckey has been a food industry professional for 24 years. She spent her formative years in a Chinese restaurant her best friend's parents owned in suburban Baltimore. There she absorbed a love of the restaurant business through the pores of her skin as she did the sweet, oil-born aroma of fried eggrolls and shrimp toast.

Wood Turner

Use More, Waste Less: An Interactive Panel Discussion on Reducing Food Waste

Wood Turner has most recently been VP of Sustainability Innovation for organic yogurt pioneer Stonyfield Farm and was the company's lead advocate, facilitator and educator on sustainability issues. He was responsible for catalyzing efforts that fulfill Stonyfield's mission of not only minimizing negative environmental impact in all areas of its operations but also advancing innovative impact-reduction solutions. Previously, he was the founding executive director of Climate Counts, a leading corporate rating organization. Wood holds degrees from Duke and the University of Washington. He has advised many high-profile projects, including the Seattle mayor's Green Ribbon Commission on Climate Protection and Newsweek Magazine's corporate green rankings.

John Van't Slot

Member Manager, The Forest Trust

So, You've Committed to Sustainable Sourcing.

Now What?

John Van't Slot has been a Member Manager with TFT since 2012. He is focused on the global palm oil supply

chain is based in Seattle, WA. He has worked in the food safety and food equipment industries as a Product Line Manager, Director of Marketing and General Manager for multiple business units. Prior to his 14 years in the corporate world he worked eight years on economic and community development projects in Indonesia, the Pacific Islands and South America. John holds a BBA from Baylor University and an MBA from Georgia Southern University.

Hugo van der Goes

VP Strategic Accounts and Sustainability, Cargill

So, You've Committed to Sustainable Sourcing.

Now What?

Hugo van der Goes currently holds the position of Vice President Strategic Accounts and Cocoa Sustainability. He is responsible for the overall strategic governance and coordination of Cargill Cocoa & Chocolate North America corporate customers. In his sustainability role, he leads the development of the overall sustainability strategy and approach for North America.

Donna Westerman

VP, Responsible Sourcing, Mars, Inc.

So, You've Committed to Sustainable Sourcing.

Now What?

Donna Westerman has a 30 year track record of optimizing people, process and systems across Global Supply Chain's with a strong focus on Responsible Sourcing, Procurement, Sustainability and Diversity. She has derived success through a combination of strategic and operational leadership roles with extensive experience in creating comprehensive social compliance and integrity programs which are designed to ensure that suppliers operate consistently with the laws, rules and regulations of the countries in which they located.

Donna started her career with Bristol-Myers Squibb Pharmaceutical and held a variety of positions including Project Management, Purchaser of Raw Materials and Packaging which led to overseeing the US initiative of



the Diversity and Social Compliance Programs. Moving on to Avon Products, Donna developed and executed the Global Social Accountability and the US Diversity Program. With her exceptional track record in these 2 focused areas Donna joined Wrigley and Mars, Inc. to implement a globally aligned Corporate Responsible Sourcing framework and protocol that encompasses all Mars Commercial Operations, and navigates, manages and monitors the, economic, social governmental and environmental risks that affect new growth opportunities for business, especially in emerging markets.

Known in the industry for her commitment to Diversity and Responsible Sourcing, Donna has served on the Board of Directors of several US National and International Boards, most recently to Include Sedex and the Leadership Team of Aim-Progress. She has also served in the academic environment as an adjunct professor in the area of Business Ethics at LIM, NYC.

Donna holds a MBA degree in Industrial Relations and a BS in Business Administration, both from Seton Hall University in New Jersey, and in 2006 received her certification from the Harvard Business School in Corporate Social Responsibility.

Anton Xavier CEO, Food Essentials

The Business Case for a Holistic Approach to Retail Product Data Platforms and Transparency

With experience in management, operations and marketing, Anton led the Food Essentials team from its inception in Australia and subsequent move to the US, to its current position as a leader in this niche industry. Completing postgraduate degrees in Australia, Anton gained invaluable management and marketing experience working with a variety of firms in Asia.





Meet our **Advisory Board**

We're fortunate to have the support of the most respected names in the food industry.

These executives and visionaries are committed to building a successful future by working together and getting behind the Food Leaders Summit. We're grateful for their leadership and contributions to this landmark event.

Brent Bauer

Marketing Director
Cargill Food Ingredients & Systems

Jacqueline H. Beckley

President & Founder
The Understanding and Insight Group

Julie Berling

Brand Advocacy Director
Just BARE Chicken

Lori Colman

CEO
CBD Marketing

Jill Costelow

Senior Director Technical Operations
Pressed Juicery

Mary Beth Gangloff, PhD

Senior R&D Manager
Gorton's

Matthew Gardner, PhD

Managing Partner
SustainServ

Marc E. Green

Director, Marketing Communications
Ingredion

Mark Wm. Hanley

Senior Asset Reliability Manager
Land O Lakes

Leslie Herzog

Vice President of Operations & Research Services
The Understanding & Insight Group, LLC.

Joan Menke-Schaenzer

Chief Global Quality Officer
ConAgra Foods

Cecilia McCollum

E.V.P.
Blue California

Dr. Howard Moskowitz

Chairman
i-Novation LLC

Craig Nielsen

CEO
Nielsen-Massey

Dr. Michael Okoroafor

VP, Global Packaging R&D and Innovation
H.J. Heinz Company

Cedric Robinson

Sustainability Director
Frito Lay

Brita Rosenheim

Principal
Rosenheim Advisors

Shauna Sadowski

Director of Sustainability
Annie's Inc.

John Stanton, PhD

Professor of Food Marketing
St. Joseph's University

Joni Stern

President / Owner
Stern Ingredients

Wood Turner

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