

reThinkFood

Innovation • Technology • Behavior • Design

6 - 8 November 2015. Napa Valley, California.



Program Schedule

Unless otherwise indicated, all sessions, breakfasts, and refreshment breaks take place in the Ventura Center for Menu Research & Development (3rd floor).

Please visit the Vitamix Networking Lounge (2nd floor), open throughout reThink Food, to meet with colleagues and continue your conversations.

Friday, November 6

- 3 PM **Registration and Refreshments**
Atrium (1st floor) and Ventura Center for Menu Research & Development (3rd floor)
- 4 PM **Welcome**
Speakers: **Greg Drescher** (CIA)
 Caleb Harper (MIT Media Lab)
- 4:05 PM **Why Do We (Mis)Trust Technology?**
To create a market for new products and services, gaining customers' trust is paramount. Delving on the insights provided by the longstanding annual Edelman Trust Barometer, Tish Van Dyke will explore the key factors that increase and decrease trust when it comes to business and define a new formula for building trusted innovation.
Introduction: **Anne E. McBride** (CIA)
Presenter: **Tish Van Dyke** (Edelman)
- 4:35 PM **Keynote**
Food for Thought
Introduction: **Caleb Harper** (MIT Media Lab)
Presenter: **Nicholas Negroponte** (MIT Media Lab)
- 5:05 PM **A Conversation with Randy Komisar**
What can big brands learn from artisanal companies? What are some of the strategies that make a company stand out, when it comes to trust and transparency? What characteristics does an entrepreneur need to have in order to be innovative for tomorrow's market? In this candid interview,

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Randy Komisar will take on these questions and more, to help meaningfully connect food and technology.

Moderator: **John Markoff** (The New York Times)

5:35 PM **Will Robots Cook Our Food? Humanizing Technology and Engineering Creativity**

What will the kitchen of the future look like, and, more importantly, what will it feel like to cook, eat, and socialize there? What are the key technological changes for restaurants that chefs must expect? How will humans and technology interact in the kitchen of the future? What shapes the engineering of creativity for chefs and what role will the human element continue to play in that process? This session will take on those questions and more, from the kitchen of 2025 designed in partnership between IDEO and IKEA to the future of technology of the restaurant world and how the role of the chef evolves in relation to technological advancement.

Moderator: **Paul Adams** (Popular Science)

Presenters: **Mark Stech-Novak** (Restaurant Consultation & Design)
Vivian Barad (IDEO)

Stuart Brioza/Nicole Krasinski (State Bird Provisions/The Progress)

6:35 PM **Opening Flavor Discovery Reception**

Vintners Hall of Fame Barrel Room (2nd floor)

Featuring our Silver and Copper Program Sponsors

With book signings by Randy Komisar and John Markoff. Books will be available for purchase during the reception.

7:45 PM **Program Concludes for the Evening**

Participants are on their own for dinner to enjoy Napa Valley's great restaurants. Please make reservations for after 8:15 p.m., to ensure that you can stay until the end of the day's program.

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Saturday, November 7

8 AM **Napa Valley Breakfast**
Sponsored by National Pork Board

8:45 AM **Follow the Money: What Investor Interest Suggests about the Future of Food Innovation**
Investors have their pulse on the future of food at an unparalleled level, since they evaluate both the ideas that make it and those that do not. This session will candidly explore the key elements that make funders decide that a company is worth the investment of their resources, where the future of food innovation lies, and what established companies can learn from how start-ups get built, among many other topics.
Moderator: **Stephanie Strom** (*The New York Times*)
Panelists: **Christine Day** (Luvo)
Rob Hurlbut (Equilibrium Capital)
Will Rosenzweig (Food Business School, Phycis Ventures)

10 AM **Refreshment Break**

10:30 AM **Breakout Seminars**

Seminar A-1: The Flavor Learning Curve: Creativity, Free Association, and the Science of How it Works

Ecolab Theater (1st floor)

What determines how we perceive flavor? How do culture and science combine to affect those perceptions? And how do chefs come up with dishes that allow them to speed up the food acceptance cycle of their customers? This session follows the process behind recent dishes found on the menu at State Bird Provisions and the Progress, in a lively dialogue between scientist and chefs, complete with culinary demonstration.

Moderator: **J. Kenji López-Alt** (Serious Eats)

Presenters: **Ali Bouzari** (Pilot R+D)

Stuart Briozza/Nicole Krasinski (State Bird Provisions/The Progress)

Seminar A-2: Consumers Transform Path to Plate

*Rudd Center for Professional Wine Studies / Viking Range Corporation
Tasting Theater (1st floor)*

Equipped with abundant access to information and increased knowledge and care about how their food and beverage choices impact their health and the world around them, today's consumers are driving large scale, yet rapidly occurring transformative shifts in the foodservice industry. How can we innovate to keep pace with consumer demand toward greater transparency, social responsibility and sustainability and ultimately earn both their trust and foodservice dollars? Kelly Weikel, director of consumer

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insights at Technomic, examines consumers' emerging interest in understanding food's path to the plate, and how that information shapes consumer attitudes, purchasing behavior, and price thresholds.

Presenter: **Kelly Weikel** (Technomic)

Seminar A-3: Design Thinking, Consumer Empathy, Prototyping: The Keys to Breakthrough Ideas

DeBaun Theater (1st floor)

Leading global design firm IDEO has developed a three-tiered strategy to creating breakthrough ideas. In this interactive session, Lynda Deakin, partner and food studio managing director, and Lauren Shimek, senior portfolio director, will take attendees through these three phases: design thinking, consumer empathy, and prototyping, sharing a handful of new skills that can help you in your business and beyond.

Introduction: **Sophie Egan** (CIA)

Presenters: **Lynda Deakin** (IDEO)

Lauren Shimek (IDEO)

Seminar A-4: Innovative Supply Chain Companies

Rudd Center for Professional Wine Studies / Napa Valley Vintners

Association Tasting Theater (2nd floor)

The vision of Compass Group is to make it easy for people to make better food choices, create environments that drive overall well-being, and very simply, do the right thing. There is tremendous talent and experience within the company; however, Compass recognizes that through key partnerships, they can mutually accelerate pace, drive growth, increase impact and most importantly, make positive change. "Compass Labs" was created to leverage open innovation with the goal of forming deep strategic partnerships. Whether emerging start-ups, non-profits, entrepreneurs with big ideas, industry thought leaders or well-established companies, they want to explore what's out there—food, systems, technology, processes—and seek out partners that share their goals and values. In this session, you will hear about the impact of current partnerships, how Compass Labs emerged, and, most importantly, through scale and partnerships, how we collectively can improve the food system.

Presenters: **Christine Seitz** (Compass Group USA)

Susie Weintraub (Compass Group USA)

Jason Langheier (Zipongo)

Ben Roche (Hampton Creek)

Seminar A-5: Trust: Rebuilding Dialogue and Innovation Between Food and Tech

Joseph Phelps Classroom (2nd floor)

Growing consumer demand for information about where our food comes from, what's in it, and how it's produced is forcing manufacturers and restaurants to be radically more transparent than ever before. Despite a

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move toward greater transparency, however, many consumers still distrust large brands. In this panel, we'll look at some of the ways startups are helping to bridge this gap and rebuild trust between consumers and companies, with strategies that will help anyone involved in the business of food.

Moderator: **Danielle Gould** (Food+Tech Connect)

Panelists: **Elliot Grant** (Shopwell)

Na'ama Moran (Sourcery)

Mahni Ghorashi (Clear Labs)

11:30 AM **Time to Walk Back to General Session**

11:45 AM **Transparency: Striking a New Deal between Consumers, Retailers, and Restaurants**

More than ever, consumers demand to know where their food comes from, whether it is raw produce or a complex multi-element dish. A strong transparency policy goes a long way in gaining and retaining that trust. Traceability systems are also ever important. This session will explore successful transparency strategies that companies follow, from sourcing to communication, the challenges they face, and some of the tools they can use.

Moderator: **Kaitlin Yarnall** (National Geographic)

Presenters: **Charles Sweat** (Frequentz)

Jeff Dunn (Bolthouse Farms)

Sara Burnett (Panera)

12:45 PM **Walk-Around Lunch**

Vintners Hall of Fame Barrel Room (2nd floor)

Featuring our Silver and Copper Program Sponsors

With book signings by J. Kenji López-Alt and Courtney Burns/Nicolaus Balla. Books will be available for purchase during the reception.

1:45 PM **Dessert Tasting**

2 PM **Foods of Tomorrow: The Future of Food Production, From Prototypes to Palates**

What will we eat tomorrow? From methods of productions to types of foods to the ways we'll prepare them, this session interrogates what might make its way to the plate in both short and long term and how consumer tastes might evolve when faced with new products. Presenters will discuss harvesting sea vegetables, making insects (think beyond crickets) appealing, the future of biotechnology, next-level preservation techniques both in restaurants and at home.

Moderator: **J. Kenji López-Alt** (Serious Eats)

Presenters: **Mark Bomford** (Yale Sustainable Food Project)

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Andrew Hessel (Autodesk)
Cortney Burns/Nick Balla (Bar Tartine)
Gregory Mueller (Sensa.io)
Charles Fracchia (MIT Media Lab)

- 3:30 PM **Ideation Overview**
- 3:45 PM **reThink, reDo: Networks of Action**
Various Campus Locations
Time to determine paths of action. In this interactive session, attendees will break out into small groups and ideate around a variety of thematic areas related to food and business innovation. Part brainstorming, part networking, this is your chance to come up with what you think will shape the future of food.
- 4:50 PM **Ideation Teams Report In**
Ventura Center for Menu Research & Development (3rd floor)
- 5:10 PM **Reception**
Vintners Hall of Fame Barrel Room (2nd floor)
- 6 PM **Program Concludes for the Evening**
Participants on their own for dinner to enjoy Napa Valley's great restaurants. Please make dinner reservations for after 7 p.m., to ensure that you can stay until the end of the day's program.

Sunday, November 8

- 8:15 AM **Napa Valley Breakfast**
- 9 AM **Revolutions in Healthcare: Impacts on the Future of the Food Industry**
One of the most significant directions for the future of both food and healthcare centers around personalization of services. We look for food experiences that feel tailored and personal, and now we look for our healthcare to do the same. This session will explore innovations in digitalized and personalized healthcare, from new technologies and wearables to implications in the relationship between consumer and producer, and how those innovations allow food to be an ever-growing aspect of health prevention.
Moderator: **Kevin Slavin** (MIT Media Lab)
Presenters: **Molly Maloof** (Physician Entrepreneur)
Ian Peikon (Google X)
Nathan Price (Arivale)
Shireen Yates (6SensorLabs)
- 10:15 AM **Refreshment Break**

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10:45 AM **Breakout Seminars**

Seminar B-1: Foods of Tomorrow: An Edible Exploration with Culinary Demonstration

Ventura Center for Menu Research & Development (3rd floor)

This session continues to explore what we'll produce and eat tomorrow, this time with culinary demonstration, as a chef and a sustainability expert explore how to push consumers' boundaries of taste, cultural context, and acceptance.

Moderator: **Paul Adams** (*Popular Science*)

Presenters: **Patrick Clark** (CIA)
Mark Bomford (Yale Sustainable Food Project)

Seminar B-2: Food System Innovators on the Leading Edge of Social Change

Ecolab Theater (1st floor)

This trio of dynamic food systems change makers are rethinking the ways food—products, practices, and policies—are designed, delivered, financed, and scaled. Join this provocative discussion to learn how integrated approaches to changing the food system for the better are being applied on the farm, in schools and in small and large businesses and how these leaders are tackling some of the toughest and most entrenched challenges of our time.

Moderator: **Will Rosenzweig** (Food Business School)

Panelists: **Gwyneth Borden** (Golden Gate Restaurant Association)

Kirsten Saenz Tobey (Revolution Foods)

Kat Taylor (Fahr LLC)

Seminar B-3: Visions of the Future: Humans, Machines, and the Senses

DeBaun Theater (1st floor)

Technology is changing the ways in which we interact with our food—from handheld verification sensors to cloud intelligence to engineered flavors. As our bodies become the next frontier of technology adoption, the ways we use our senses to explore the culinary wonders around us will shift. How might we amplify our natural senses or mediate them through machine interfaces? In this session, Institute for the Future will introduce you to its latest humans+machines research and innovative tools to help you imagine new possibilities for the future of food. In this interactive session, we will draw insights from the weekend to develop concrete visions of the future to help you take strategic action today.

Presenters: **Miriam Lueck Avery** (IFTF Food Futures Lab)

Rebecca Chesney (IFTF Food Futures Lab)

11:45 AM **Time to Walk Back to General Session**

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- 12 PM **Developing an Innovation Agenda**
This closing session will help attendees set an agenda for food and agriculture innovation, setting models for collaboration that range from policy to entrepreneurship. It will explore what our existing challenges are and where innovation is needed, with examples of successful ways in which entrepreneurs and innovators of all types are rising to meet those challenges.
Introduction: **Greg Drescher** (CIA)
Presenter: **Karen Ross** (California Department of Agriculture)
- 12:45 PM **“Inside the CIA Kitchens” Lunch**
Teaching Kitchen (3rd floor)
- 2 PM **Conference Concludes**

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