New Horizons for Eco-Labels and Sustainability

San Francisco, 24-25 January 2024

Conference sessions

• Moving to Circularity
• Food Ingredients
• Biodiversity Impacts
• Marketing & Consumer Insights

Including presentations from…

Dana Gunders, Executive Director, REFED
Reginaldo Haslett-Marroquin, CEO
Tree Range Farms
Douglas Gayeton, Co-Founder and Chief Investigator, The Lexicon
John Roulac, Co-Founder
Agroforestry Regeneration Communities

And so much more…

www.sustainablefoodssummit.com/northamerica/
About the Summit:

The Sustainable Foods Summit will discuss approaches to move to circularity in the food industry. What are the opportunities with regenerative agriculture and nature-positive methods? How can food and beverage firms innovate with sustainable ingredients? What developments are happening with upcycled foods? What new sustainability schemes and labels are emerging? What are the sustainable packaging alternatives to single-use plastics? How can operators reduce waste and close their material loops? Such questions will be addressed in this 14th North American edition, hosted in San Francisco on 24-25th January 2024.

Since 2009, the Sustainable Foods Summit has been covering major sustainability developments in the food industry. The aim of the Sustainable Foods Summit is to explore new horizons for eco-labels and sustainability in the food industry by discussing key industry issues. Other editions of this international series are hosted in Latin America, Europe, and the Asia-Pacific.

Who Should Attend?

The Sustainable Foods Summit is devised for key stake-holders in the food industry that include:

- Food manufacturers
- Ingredient & raw material companies
- Retailers & distributors
- Packaging companies
- Industry organizations
- Certification agencies
- Academics & researchers
- Investors & financiers
- Other stake-holders

Reasons to Attend the Summit

1. Learn how sustainability issues are evolving in the food industry.
2. Explore the various ways operators are moving to circularity.
3. Get a deeper understanding on how to implement & scale regenerative agriculture.
4. Discuss approaches to move to biodiversity-friendly and nature-positive methods.
5. Discover how to innovate using upcycled ingredients.
6. Evaluate the green alternatives to single-use packaging materials.
7. Get detailed insights on consumer behavior towards biodiversity & sustainable foods.
8. Debate the sustainability implications of precision fermentation.
9. Get a deeper understanding on how operators are selecting ingredients for sustainability.
10. Learn how to encourage sustainable purchases and responsible consumption.
11. Discuss the opportunities provided by new regenerative agriculture schemes.
12. Expand your industry network by meeting key executives involved in sustainability in the food industry.
Session 1: Moving to Circularity

There is a growing call for operators in the food industry to start making a transition to the circular economy. Producers are encouraged to look at sustainable agriculture and/or production methods that have lower impacts. Brands are also requested to close their packaging loops by looking at green materials and/or develop new packaging formats. This session looks at practical approaches to help operators move to circular systems.

Regenerative agriculture is getting recognition for its sustainability merits, especially in helping operators mitigating their impacts. Details are given of the leading standards for regenerative agriculture, followed by a discussion on scaling. How can producers overcome barriers to implement and scale regenerative agriculture? What positive case studies can be given?

The move to circularity involves tackling food waste; it is estimated that about a third of all food for human consumption is lost or wasted in the supply chain. The environmental, social and economic impacts of food waste are outlined, followed by waste reduction techniques. An update is given on the upcycling food market, including market trends and certification scheme. Details are given of new materials that can replace single-use plastics in packaging. The subject is further explored in the panel discussion. What innovations are occurring in packaging materials? How is packaging evolving for circularity? What new packaging materials & formats are on the horizon?

09:00 Opening Keynote: Building a Purpose-Driven Brand
TBC

09:25 Redesigning The Food Industry
TBC, ELLEN MACARTHUR FOUNDATION

09:50 Regenerative Agriculture Standards Update
Elizabeth WHITLOW, Executive Director, REGENERATIVE ORGANIC ALLIANCE
Salar SHEMANI, Chief Executive Officer, REGENIFIED

10:20 Panel Discussion: Scaling Regenerative Agriculture

10:40 Exhibitor Break

11:00 Food Waste: Impacts and Reduction Approaches
Dana GUNDERS, Executive Director, REFED

11:25 Upcycled Food Market Update & Outlook
Angie CRONE, Chief Executive Officer, UPCYCLED FOOD ASSOCIATION

11:50 Agricultural Fibres for Paper and Packaging
Ivy SCHLEGEL, Strategic Lead, CANOPY

12:15 Novel Packaging Materials
TBC

12:40 Panel Discussion: Packaging Innovations for Circularity

13:00 Networking Lunch
Many food and beverage companies focus on raw materials to reduce their impacts. This session gives details of new and emerging ingredients that add sustainable value to such products. As regenerative agriculture gains popularity, the range of ingredients is widening. A farmer shares their experiences in making the transition to regenerative agriculture, whilst another case study is given of a pioneer that is making novel proteins from the pongamia tree. A growing number of companies are looking at precision fermentation to produce food ingredients. However, there are questions about the sustainability implications of such production methods. In a dedicated panel, speakers will discuss the role of precision fermentation in the sustainable food industry.

Other speakers will cover upcycled ingredients, sourcing from the forest, novel functional and forgotten ingredients. To conclude, the panel will discuss criteria when selecting raw materials for sustainability. What environmental issues do they look for? How important are sustainability schemes? What social aspects are being considered? Guidance will be given to operators looking to supply food ingredients for sustainable food and beverages.

### Session 2: Food Ingredients

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<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>14:00</td>
<td>Regenerative Agriculture: The Farmers Perspective</td>
<td>Reginaldo HASLETT-MARROQUIN, CEO, TREE RANGE FARMS</td>
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<td>14:25</td>
<td>Sustainable Proteins from Regenerative Agriculture</td>
<td>Chris QUEVEDO, Head of Enterprise Sales, TERVIVA</td>
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<td>14:50</td>
<td>Innovations in Upcycled Ingredients</td>
<td>TBC</td>
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<tr>
<td>15:15</td>
<td>Panel Discussion: Sustainability Implications of Precision Fermentation</td>
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<td>15:35</td>
<td>Networking Break</td>
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<tr>
<td>16:00</td>
<td>Sustainable Sourcing From The Forest</td>
<td>TBC</td>
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<td>16:30</td>
<td>Novel Functional Ingredients</td>
<td>TBC</td>
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<tr>
<td>17:00</td>
<td>Reviving Forgotten Ingredients</td>
<td>Douglas GAYETON, Co-Founder and Chief Investigator, THE LEXICON</td>
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<td>17:30</td>
<td>Panel Discussion: Selecting Ingredients for Sustainability</td>
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<td>17:55</td>
<td>Closing Remarks from the Chair</td>
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<td>18:00</td>
<td>Networking Drinks Reception</td>
<td>Sponsored by: ecovia INTELLIGENCE</td>
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### Summit Testimonials

This is the 14th North American edition of the Sustainable Foods Summit. Here is a selection of testimonials from participants at the previous (2023) North American edition...

**‘Thank you to the team at the Sustainable Foods Summit for putting on a great event! We learned so much about Regenerative Organic farming, carbon neutrality, upcycled food ingredients and so much more... Thank you to all the presenters for sharing their knowledge, and for the deeply engaged community who gathered in San Francisco.’**

Global Organics

**‘I had an excellent time at the Sustainable Food Summit! I made some excellent connections and deepened my knowledge about topics that are vital to my work- thank you for accommodating me.’**

Sustainable Agriculture Network

**‘Congratulations for a successful Sustainable Foods Summit in San Francisco. Great presentations on regenerative agriculture, food system innovation and upcycled foods. Appreciated the opportunity to see old friends and make new contacts.’**

Plant Based Foods Association
Industrial agriculture and intensive food production are a major cause of biodiversity loss. Food and drink production has led to 75% of deforestation, whilst agriculture is the main threat to some 86% of the 28,000 plus plant and animal species known to be at risk of extinction (Chatham House). This session discusses the biodiversity impacts of agriculture, as well as the opportunities & challenges associated with nature-positive production.

To begin, a leading sustainable food brand shows how ethical sourcing can have a positive impact on biodiversity. Subsequent speakers will discuss approaches to encourage nature-positive production. How can regenerative agriculture be combined with nature-positive methods? How can operators set up deforestation-free supply chains? Some consumer insights on biodiversity will be presented, followed by a panel on ethical sourcing. As biodiversity rises on the sustainability agenda, how can operators adapt their sourcing programs? What is the role of sustainability schemes and charters?

09:00  Opening Keynote: Sustainable Foods for Biodiversity
       TBC, SAMBAZON

09:25  Regenerative Agriculture & Nature-Positive Production
       John ROULAC, Co-Founder, AGROFORESTRY REGENERATION COMMUNITIES

09:50  Nature-Positive Farming Success Stories
       TBC

10:15  Panel Discussion: Encouraging Nature-Positive Techniques

10:40  Exhibitor Break

11:00  Setting Up Deforestation-Free Supply Chains
       TBC

11:30  Biodiversity of Organic Ingredients
       TBC

12:00  Consumer Insights on Biodiversity
       TBC, UNION FOR ETHICAL BIOTRADE

12:30  Panel Discussion: Future of Sustainable Sourcing

13:00  Networking Lunch
Session 4: Marketing & Consumer Insights

The first part of this session covers marketing issues associated with sustainable products. Case studies are given of brands that have developed novel sustainable foods. What are the green credentials of these products, and how are they marketed to consumers? Livestock products have come under scrutiny for their high environmental impact; details are given of a new brand that has developed carbon-neutral organic milk. How is it measuring and reducing its carbon emissions? How is it communicating carbon neutrality to its customers? In the first panel, industry experts will share their experiences in building distribution for sustainable products.

The second part looks more closely at consumer behavior. Some insights are given into consumer and retailing trends. As the millennials and Gen Z have more purchasing power, how can brands effectively target these expanding consumer segments? What can be done to encourage sustainable consumption? The subject is further explored in the panel discussion: how can consumers be encouraged to purchase sustainable products and be more responsible in their behavior?

14:00 Developing New Sustainable Foods
Iveta KOVACOVA, Research Manager, ECOVIA INTELLIGENCE

14:30 Marketing Climate-Neutral Products
Dana PAGE, Senior Marketing Director, NEUTRAL

14:55 The Potential of the Catering & Foodservice Sector
TBC, THE PLANTING HOPE COMPANY

15:20 Panel Discussion: Building Distribution

15:40 Networking Break

16:00 Sustainable Food Retailing Trends
Sherry FREY, Vice President Total Wellness, NIELSEN IQ

16:30 Marketing to Gen Z and Millennials
Sourabh SHARMA, Head of Digital Marketing, FIG OR OUT

17:00 Encouraging Sustainable Consumption
TBC, OATLY

17:30 Panel Discussion: Levers to Change Consumer Behavior

17:55 Closing Remarks from the Chair

18:00 End
About the organizer

The **Sustainable Foods Summit** is organized by Ecovia Intelligence. We were established in 2001 with the mission to encourage sustainable development in the food & related industries. We are a specialist research & events firm that tracks ethical sectors: organic foods, natural personal care products, fair trade products, plant-based foods, green cleaning products, etc.

Our business services include research publications, business & technical consulting as well as events like seminars, workshops and conferences. We now organize sustainability summits in the major geographic regions of the world: Europe, Latin America, Asia-Pacific, as well as in North America. For more information, please visit [www.ecoviaint.com](http://www.ecoviaint.com)

Venue details

The Sustainable Foods Summit will be held at **The City Club of San Francisco**. An historic building located in the financial district, it is positioned close to major landmarks and cultural attractions.

**The City Club of San Francisco**
155 Sansome Street
San Francisco, CA 94104
Tel: (415) 854 7241

[https://cityclubsf.com/](https://cityclubsf.com/)

Accommodation

Delegates are responsible for arranging their own travel and accommodation. A list of nearby hotels is available for delegates attending the Sustainable Foods Summit. Please contact the organizer for booking details.

Note

Additional speakers are still to be confirmed. The organizer reserves the right to change the content and / or speakers of this program. The organizer reserves the right to cancel, defer or modify the event proceedings without prior notice. The organizer does not accept liability for any loss or damage of the personal belongings of summit participants.

If you have sent a booking to us and have not yet received confirmation, please contact Iveta at [services@ecoviaint.com](mailto:services@ecoviaint.com) or +44 20 8567 0788.