

Forthcoming: Farm to Fork Europe 2021

A live demo of the key content you won't want to miss and how to make the most of this uniquely interactive conference

Thursday, 3 June 2021 | 16:00-17:00 CEST

The conference at a glance

Theme:

**EMERGING OPPORTUNITIES AND TRENDS IN
EUROPEAN AGRI-FOOD & THE ROLE OF
BIOSTIMULANTS IN THE NEXT-GEN FOOD CHAIN**

Organised By:

New AG
International



22-24 June 2021
100% Digital Event,
Delivered in CET Time Zone

Register: <https://informaconnect.com/farm-to-fork/>

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Thank
you!

A learning journey over 3 days

DAY 1: Tues
22 June 2021

“Biostimulants
and Farm-to-
Fork
Investment”

DAY 2: Wed
23 June 2021

“Biostimulants
and Next-Gen
Food
Production”

DAY 3: Thurs
24 June 2021

“Biostimulants
and the Wider
Food Chain”

Day 1: A closer look

Biostimulants and Farm-to-Fork Investment

- This session is an investor engagement playbook for the biostimulants industry, considering key milestones and metrics in the journey.
- It looks at how investors value IP, the organization itself, and sustainability issues like climate-smart agriculture.
- It explores how to communicate with investors and attract funding, including how to address the sales cycle and the tension between short-term expectations and building long-term relationships with farmers.
- Entrepreneurs will share the challenges they faced in attracting financing, how they overcame them, and how to plan for exit.

Day 2: A closer look

Biostimulants and Next-Gen Food Production

- This session looks at the role of innovation as part of a visionary paradigm for the food chain that has yet to be fulfilled.
- We explore how disrupting yet complementary technologies will change the operating environment, farmer experience, research and product development.
- We will debate how to engage the next generation of ag professionals in achieving a new vision for agriculture to which disruptions are key.
- The session will also explore how the food and farming industries are connecting the dots among their stakeholders as the landscape changes.

Day 3: A closer look

Biostimulants and the Wider Food Chain

- The session features the European Commission's "Farm to Fork" strategy, which sets the policy context for rethinking how we produce and consume food.
- We will see how the changing relationship between food retailers, distributors, farmers and the biostimulants industry is moving from a purely transactional model to one in which the players co-create new food chains of the future.
- We will also look at the growing influence of young innovators and farmers as part of a next-gen movement that is both technological and ideological.
- And we hear how the UN FAO is working towards food systems change at the global level.

Access content before the conference

Why content on-demand?

- We want to **focus on actual conversations** and **engagement with you**, the participants
- **Remember:** Please be sure to have accessed the on-demand content before the conference (released the week before)

Programme features

What can you expect each day?

- 1) **Introductory frameworks** for thinking about the day's theme
- 2) **Keynotes and other presentations** with unique insights
- 3) **Thematic recaps** of all the on-demand content before we begin
- 4) **Panel discussions** on the issues and questions that matter most
- 5) **Virtual exhibitions** showcasing the future of biostimulants and related ag technologies
- 6) **Moderated Q&A sessions** to help you engage with the speakers
- 7) **Networking in small groups** to enable new business exploration
- 8) **Interactive sense-making** sessions to embed the day's learning

Day 1 | Programme highlights

Theme: Biostimulants and Farm-to-Fork Investment

10.00 – 10.15 | Opening address: Biostimulants today and developments in the next-gen food chain

KS



LUCA BONINI

President EBIC at & CEO Hello Nature

AND



LUKE HUTSON

Chief Editor at New Ag International, UK

What you'll learn

- The significance of changing food chain dynamics for the biostimulants sector and vice versa
- The critical relevance of the key conference themes for your business

Day 1 | Biostimulants and Farm-to-Fork Investment

KS

Keynote (on-demand) | Innovation trends and competitiveness: what the biostimulants industry needs to know now



GIUSEPPE NATALE

CEO at Valagro

About Giuseppe | speaker + panelist

Giuseppe is a highly successful and globally recognized entrepreneur, investor and thought leader in sustainable innovation and the founding President of EBIC

What you'll learn

- How sustainability concerns should shape your business model
- How to build a compelling case for investors based on a sustainability narrative

Day 1 | Biostimulants and Farm-to-Fork Investment

KS

Panel discussion | The investor engagement playbook: understanding the investment arena today



AARON POWERS

Co-Founder and Managing Director at Hunit

About Aaron | moderator

Aaron is a serial disruptor with deep knowledge of investment in innovative sectors and one of the original founders of EBIC

What you'll learn

- Key milestones and metrics in the journey
- How investors value your intangible assets
- How to overcome challenges in attracting financing and how to plan for exit

Day 1 | Biostimulants and Farm-to-Fork Investment

KS

Panel discussion | The investor engagement playbook:
understanding the investment arena today

Panelists:



GIUSEPPE NATALE

CEO at Valagro



ROB WYLIE

Chairman at Five Season Ventures



SHUBHANG SHANKAR

Managing Director at Syngenta Ventures



DIMITRIOS DRISIS

Agri Expert & Board Member at Various
Agri Organisations

Day 1 | Biostimulants and Farm-to-Fork Investment

KS

Presentation (on-demand) | Positioning your company to meet the challenge of investor engagement: a success story in raising capital



CARLOS ALEXANDER RODRIGUEZ-VILLA FÖRSTER

Managing Director at AlgaEnergy

Participate in a
live, moderated
Q&A session

About Carlos | speaker + discussant

Carlos is a leader in the microalgae sector, with deep expertise in the leadership and leveraging of investment partnerships

What you'll learn

- How AlgaEnergy approaches investment
- How to position your company for success too

Day 1 | Biostimulants and Farm-to-Fork Investment

KS

Presentation (on-demand) | The long game for investees: leveraging the power of investment in your company over time



JOSÉ ALFREDO GARCÍA

COO Bionutrition at Tradecorp - A Rovensa Company

Participate in a **live, moderated Q&A** session

About José Alfredo | speaker + discussant

José Alfredo is a seasoned operations leader with unique, business-critical experience in the investment arena

What you'll learn

- Taking a long-term, strategic view as an investee
- What it takes to reap the rewards

Day 1 | Biostimulants and Farm-to-Fork Investment

KS

Networking groups with sponsors | Join small-group roundtable discussions, hosted by conference sponsors, addressing the key investment topics that matter to you



Interactive sense-making session | What are the lessons learned about investment and the challenges for the future?

You will:

- Identify and synthesize key learnings from the morning sessions and on-demand content
- Work in break-out groups with colleagues, peers and friends and report back in plenary



Day 2 | Programme highlights

Theme: Biostimulants and Next-Gen Food Production

Day 2 | Biostimulants and Next-Gen Food Production

KS

Keynote (on-demand) | Accelerating agtech: unmet opportunities for disruption and the changing pace of innovation



ROBERT WALKER

European Growth Officer at Alltech

About Robert | speaker + panelist

Robert is passionate about driving business growth in agtech and has opened markets across Europe, North America, South Africa, and the Middle East

What you'll learn

- 10 lessons for successful agrifood entrepreneurs
- 5 factors constraining agrifood supply chains
- How to leverage data-driven product and service development
- 3 models of innovation

Day 2 | Biostimulants and Next-Gen Food Production

KS

Panel discussion | Farm to fork transformed: the growing significance of disruptive technologies for biostimulants



HARALD SCHMIDT

SVP Consumer Research & Innovation -
New Business Development at Evonik

About Harald | moderator

Harald holds deep and exceptional expertise in the human processes of innovation and the consumer experience of biostimulants

What you'll learn

- The impact of AI, big data and computational biology
- How plant genetics are changing the farmer's toolbox
- The key disruptions into which biostimulants can be integrated

Day 2 | Biostimulants and Next-Gen Food Production

KS

Panel discussion | Farm to fork transformed: the growing significance of disruptive technologies for biostimulants

Panelists:



ROBERT WALKER

European Growth Officer at Alltech



GIOVANNI POVERO

Plant Science Manager at Valagro



PIERDOMENICO PERATA

Professor of Plant Physiology at Scuola
Superiore Sant'Anna



MATIJA ZULJ

CEO & Founder at Aqrivi | Digital
Agriculture Strategy at AGRIVI

Day 2 | Biostimulants and Next-Gen Food Production

KS

Presentation (on-demand) | Building climate resilience into the farmer's toolbox: biostimulants and the management of environmental stressors



OLIVER COR

Agronomy R&D at Lallemand



FRÉDÉRIC THOMAS

Conservation agriculture specialist
at Farmer/Grower Perspective

About Olivier and Frédéric |
speakers + discussants

Oliver is a research agronomist and Frédéric is a farmer specializing in conservation agriculture

What you'll learn

- How system-wide thinking is imperative for using innovations like biostimulants in climate-smart agriculture

Participate in a **live, moderated Q&A** session

Day 2 | Biostimulants and Next-Gen Food Production

KS

Presentation (on-demand) | Next-gen robotics in agtech: the latest in smart, small, per-plant solutions



BEN SCOTT-ROBINSON

Co-Founder at The Small Robot Company

Participate in a **live, moderated Q&A** session

About Ben | speaker + discussant

Ben is a precision-ag innovator and firm believer in the 4th agricultural revolution, in which small robots will be crucial to sustainability and profitability alike

What you'll learn

- Challenges to on-farm uptake of precision-ag and potential solutions
- Mistakes innovators make and how to learn from them

Day 2 | Biostimulants and Next-Gen Food Production

KS

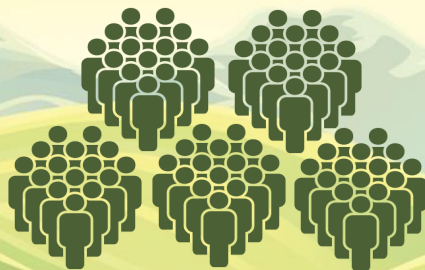
Networking groups with sponsors | Join small-group roundtable discussions, hosted by conference sponsors, addressing key issues in next-gen food production



Interactive sense-making session | What are the lessons learned about next-gen food production and how can you apply them?

You will:

- Identify and synthesize key learnings from the morning sessions and on-demand content
- Work in break-out groups with colleagues, peers and friends and report back in plenary



Day 3 | Programme highlights

Theme: Biostimulants and the Wider Food Chain

Day 3 | Biostimulants and the Wider Food Chain

KS

Keynote (live) | The Commission's Farm to Fork Strategy in a post-Covid world: increasing resilience and sustainability in the food chain



LUIS VIVAS-ALEGRE

Policy Coordinator at European Commission

About Luis | speaker + panelist

Luis is policy coordinator in the Farm-to-Fork Strategy unit of the European Commission's Directorate-General for Health and Food Safety (SANTE)

What you'll learn

- Key elements of the EU's Farm-to-Fork Strategy and the implications for business
- The impact of the pandemic on EU policy directions around food and farming
- How new policies will transform the wider food chain

Day 3 | Biostimulants and the Wider Food Chain

KS

Panel discussion | Co-creating the next-gen food chain: working together to build the sustainability we all want



MODERATOR (TBC)

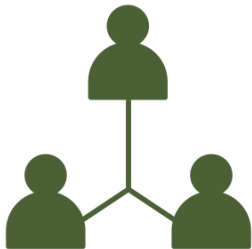
What you'll learn

- Structural transformations in the food chain that are key to fulfilling the Commission's Farm to Fork Strategy
- Challenges and solutions to integrating an appreciation of biostimulants into private food standards
- How evolving producer and retailer demands on farmers are influenced by societal expectations

Day 3 | Biostimulants and the Wider Food Chain

KS

Panel discussion | Co-creating the next-gen food chain: working together to build the sustainability we all want



Panelists:



JARI PENTTINEN

VP Marketing and Agronomy Europe at Yara



LUDWIG TANCHOT

Head of Licensing & Innovations at Max Havelaar



ALICE TODERI

Chief Marketing Officer, Hello Nature

Day 3 | Biostimulants and the Wider Food Chain

KS

Video (on-demand) | Why and how young people will make the next-gen food chain a reality



CHRISTINE GOULD

Founder and CEO at Thought for Food

Participate in a **live, moderated Q&A** session

About Christine | speaker + discussant

Christine is a global leader in agri-food-tech innovation, inspiring legions of young change-makers to feed the world differently

What you'll learn

- What a radically different food chain could look like
- How it will be driven by next-gen food producers
- The key technologies to watch

Day 3 | Biostimulants and the Wider Food Chain

KS

Presentation (on-demand) | Future-focused farming and food: the promise of biostimulants in a transformed and transformative food chain



ALICE TODERI

Chief Marketing Officer, Hello Nature

About Alice | speaker + panelist

Alice is a marketing leader who drives competitive advantage in the biostimulants sector, with unique insights into the marketing of innovative agtech

What you'll learn

- How biostimulants are helping to transform the food chain of today and tomorrow
- What the biostimulants sector can do in the marketplace to ensure the promise of biostimulants is fulfilled

Day 3 | Biostimulants and the Wider Food Chain

KS

Video (on-demand) | The changing relationship between food producers, retailers and consumers: a multi-stakeholder approach to business development



WILLIAM SURMAN

Director of Public Affairs and Communications
at FoodDrinkEurope

About Will | speaker + discussant

Will is a public affairs and comms expert, managing complex relationships between the food industry and the wider stakeholder ecosystem

Participate in a **live, moderated Q&A** session

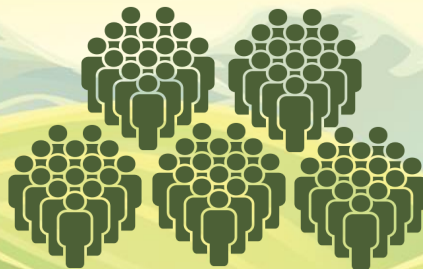
What you'll learn

- How the food and drink industry is grappling with its sustainability impacts through engagement with farmers, consumers and others

Interactive sense-making session | What are the lessons learned about the wider food chain of the future and how can you apply them?

You will:

- Identify and synthesize key learnings from the morning sessions and on-demand content
- Work in break-out groups with colleagues, peers and friends and report back in plenary



Farmer perspectives | Closing panel with farmers synthesizing and reacting to all three days of the conference

Moderator:



KRISTEN SUKALAC

Secretariat at EBIC

Farmer panelists:



DORIS LETINA

Vice President at CEJA Young Farmers



FRÉDÉRIC THOMAS

Conservation agriculture specialist
at Farmer/Grower Perspective

Day 3 | Biostimulants and the Wider Food Chain

KS

Closing keynote (live) | Towards more sustainable food systems around the globe



BETH BECHDOL

Deputy Director General at FAO

About Beth | speaker

Beth is leading international advocate and diplomat, advancing innovation and partnerships to achieve Zero Hunger

What you'll learn

- Systemic challenges to global food security and sustainability
- The impact of the pandemic on global food systems and the way forward
- How public and private actors can collaborate to build the food systems we need

10.00 – 10.15 | Closing remarks: Pathways to the next-gen food chain



LUCA BONINI

President EBIC at & CEO Hello Nature

AND



LUKE HUTSON

Chief Editor at New Ag International, UK

What you'll learn

The technological, political and relational pathways to the sustainable food chain that:

- consumers desire
- businesses can deliver
- regulators approve



Any questions
about the
programme
content?

And now: a preview of the **virtual interface**



Any questions
about the
**virtual
interface?**

Using the conference to network

A recap

- Set up your badge and participant profile so people know who you are and why you're interesting
- Networking opportunities start 8 June!
- Send an e-mail or text message to start a one-to-one conversation or set up a meeting
- Scan the room before a session and ping someone to chat before it starts
- Drop into the café for spontaneous interactions
- Start a group conversation that others can opt into
- Find someone at their booth or leave your contact details for follow-up



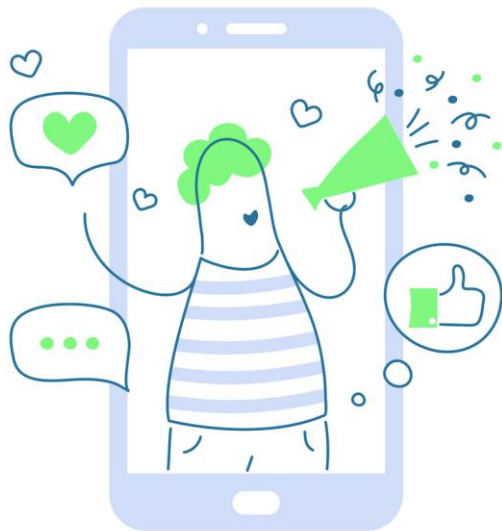
Register online

<https://informaconnect.com/farm-to-fork/>

Farm to Fork
Europe

- Special rates for non-commercial entities and students
- It's not too late to sponsor or exhibit, just contact partners@newaginternational.com

Sharing the conference



Tell your network

- Share the recording of this preview from New Ag International's YouTube channel
- Share our tweets: @NewAgIntl @biostimulantsEU #F2FEU
- Share our updates from our LinkedIn pages

Thank you

See you at Farm-to-Fork Europe 2021

Farm to Fork
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