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

Providing an interactive environment to build a sustainable food chain that consumers desire, businesses can deliver and regulators approve
09.00 **OPENING ADDRESS:** Introducing: biostimulants and the next-gen food chain
Luca Bonini, President, EBIC and CEO, Italpollina Italy; and Luke Hutson, Chief Editor, NewAg International UK*

09.20 - 14.15 **SESSION 1: BIOSTIMULANTS AND THE FARM-TO-FORK INVESTMENT ARENA**
This session is essentially an investor engagement playbook for the biostimulants industry, looking at where investment is being directed today, exploring how to communicate with investors, and learning how to attract funding. Investors will explain what they expect, with case studies of successful investment attraction. Entrepreneurs in the biostimulants sector will share the challenges they faced in attracting substantial financing and how they overcame them. Structured investee/investor “speed-dating” will provide innovators and investors with thoughtfully managed opportunities to meet. The session will also look at governments as sources of finance. Drawing on research showing that most successful innovations have broken through at least partly because of substantial subsidies, we will consider the role of “the entrepreneurial state” in getting innovations to market and scaling them.

09.20 **SESSION 1 INTRO:** In context: a framework for thinking about biostimulants and the investment arena, with some key regulatory, policy and societal implications
Co-presenter(s): Kristen Sukalac, EBIC Secretariat France and/or Sarah Cayrafourcq, EBIC Secretariat Belgium, with qualified Gold Sponsor representative (as discussant/thought-leader)

09.30 **KEYNOTE PRESENTATION** Innovation trends and competitiveness: what the biostimulants industry needs to know now
Giuseppe Natale, CEO, Valagro Italy

10.00 **PANEL DISCUSSION |** The investor engagement playbook: understanding the investment arena today
Key discussion points:
- What do biostimulants represent for investors and their stakeholders?
- Investment criteria: what are investors seeking?
- The winners: where is investment currently being directed?
- Investor engagement: how should you communicate with investors?
- Differentiation: how can you stand out from the crowd?
- The ag-tech boom: are investors seeing ROI?
- Learning from experience: what are the most common reasons for refusing to invest?
- Dos and don’ts: How can you get the investment that you require?
- What role can M&A dynamics play in funding for expansion?
- What other sources of funding are available to cover big upfront costs as you seek to grow (taking your business public, building research capacity)?

Moderator: Aaron Powers, Co-Founder and Managing Director, Hunit Norway, Principal, Korrigan Investment, Co-Founder, Agrinos
Confirmed Panelists:
- Giuseppe Natale, CEO, Valagro Italy
- Rob Wylie, Chairman, Five Seasons Ventures UK
- Shubhang Shankar, MD, Syngenta Ventures Switzerland

10.40 **Coffee break**

11.10 **FOLLOW-UP PRESENTATION 1 |** Positioning your company to meet the challenge of investor engagement: a success story in raising capital
Carlos Alexander Rodriguez-Villa Förster, Managing Director, AlgaEnergy Spain (formerly Country Manager, Zalando SE, Country Director, The Worldfolio; or Leonardo Valenti, CEO, Biolchim (formerly COO at Valagro).

11.40 **FOLLOW-UP PRESENTATION 2 |** The long game for investees: leveraging the power of investment in your company over time
A Senior Representative, Rovensa/Tradecorp Spain

12.00 **SESSION 1 WRAP-UP |** Participative sense-maker: lessons learned about investment, the challenges for the future, and where we go from here
Facilitator(s): EBIC Secretariat

12.30 **Lunch break & networking time in the exhibition hall**

13.30 **NETWORKING 1 |** Structured networking time: start-ups, investors and sustainable ag professionals meet on-site
Coordinator(s): EBIC Secretariat

14.15 **Transition break**

* Countries refer to the main working location of the person listed.
Tuesday 16 June 2020

14.30 - 17.30  **SESSION 2: BIOSTIMULANTS AND THE DISRUPTION OF AGTECH**

This session looks at the role of innovation as part of a visionary paradigm for the food chain that has yet to be fulfilled. Speakers and panellists will focus on the current and future state-of-play in precision-ag, artificial intelligence, vertical farming and their relevance for the development, use, and commercialization of biostimulants. We will explore how these complementary technologies will change the market for (and marketing of) biostimulants, as well as research and product development in the sector. More broadly, 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 biostimulants industry is connecting dots among its “farm” stakeholders (namely, farmers, advisors, ag-distributors and ag-retailers, and those involved in crop production, including other agricultural input sectors).

14.40  **KEYNOTE PRESENTATION | Accelerating agtech: unmet opportunities for disruption and the changing pace of innovation**

Robert Walker, European Growth Officer, Alltech Ireland.

15.10  **PANEL DISCUSSION | Farm to fork transformed: the growing significance of disruptive technologies for biostimulants**

Key discussion points:

- How will AI change the market for (and commercialization of) biostimulants?
- What is the potential of big data and computational biology for the future of biostimulants?
- How will the interplay between biostimulants and plant genetics change the farmer’s toolbox?
- How can the biostimulants industry build bridges between precision agriculture players and farmers?
- Which disruptions are most beneficial to farmers and how can biostimulants be integrated into them?
- What kind of company culture is required to accelerate innovation and sustain it over time?
- What are the main features of the external operating environment that enable disruption?
- Which disruptive technologies have the most potential to advance the biostimulants sector?

**Moderator:** TBC

**Panelists:**

- Giovanni Povero, Plant Science Manager, Valagro Italy
- Robert Walker, European Growth Officer, Alltech Ireland
- Pierdomenico Perata, Professor of Plant Physiology, the Scuola Superiore Sant’Anna Italy
- Matija Zulj, CEO & Founder, Agrivi, Digital Agriculture Strategy, Agrivi Croatia

15.50  **Coffee break & networking time in the exhibition hall**

16.20  **FOLLOW-UP PRESENTATION 1 | Digital farming: understanding and meeting farmer requirements in a disrupted food chain**

**Lead Speaker:** TBC

**Co-Speaker:** a farmer from within the Lead Speaker's network who can speak to the farmer experience of the relevance of the issues raised by the Lead Speaker.

16.40  **FOLLOW-UP PRESENTATION 2 | The hands-free hectare: a case study in robotic farming**

**Invited:** Kit Franklin, Agricultural Engineering Senior Lecturer, Harper Adams University UK (formerly Technical Service R&D at AGCO Corporation, Design and Development Engineer at Lite-Trac)

17.00  **SESSION 2 WRAP-UP | Participative sense-maker: lessons learned about the disruption of agtech, the challenges for the future, and where we go from here**

**Facilitator(s):** EBIC Secretariat

17.15  **End of day one and networking reception**
09.00 MORNING WELCOME | Continuing: biostimulants and the next-gen food chain
   Jean-Marc Sanchez, Vice President, EBIC and Technical Marketing Director, Lallemand Plant Care France

09.10 - 12.10 SESSION 3: RETAILING FOOD GROWN WITH BIOSTIMULANTS

This session considers the perspectives, needs and requirements of food producers, supermarkets and consumers for sustainable food solutions. The session features the European Commission’s forthcoming “Farm to Fork” strategy, which will set the policy context for rethinking the way we produce and consume food. The new “Farm to Fork” strategy is part of the EU’s New Green Deal, and reflects related social, economic and environmental objectives. We will explore emerging societal expectations of the agri-food space and how the use of biostimulants in agriculture is helping to respond to those needs. We will consider 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 in partnership. On a more technical level, this will look at how the biostimulant industry’s “fork” stakeholders (namely food processors, food retailers, and those in the downstream part of the food chain) can integrate biostimulants into their private standards.

09.10 SESSION 3 INTRO | In context: a framework for thinking about retailing food grown with biostimulants, with some key regulatory, policy and societal implications
   Co-presenter(s):
   Kristen Sukalac and/or Sarah Cayrafourcq (EBIC Secretariat), with qualified Gold Sponsor representative (as discussant/thought-leader)

09.20 KEYNOTE PRESENTATION | The European Commission’s new Farm to Fork Strategy: meeting sustainability goals by transforming the ways we produce and consume food
   A representative from the European Commission has been invited to host this keynote session - TBC

09.50 PANEL DISCUSSION | Co-creating the next-gen food chain: working together to build the sustainability that we all want
   Key discussion points:
   • What are the implications of the Commission’s Farm to Fork Strategy for the biostimulants industry?
   • What structural transformations in the food chain are key to fulfilling the Commission’s Farm to Fork Strategy?
   • How can the downstream food chain integrate an appreciation of biostimulants into private food standards?
   • How will the role of agricultural advisory services change as a more integrated food chain develops?
   • What will food producers and retailers demand of farmers as cultural expectations are codified into standards?
   • What are the challenges and opportunities for agri-retailers in bringing the benefits of biostimulants to farmers?
   • What do food chain players need to achieve collectively to build a truly sustainable supply chain?
   • What are the potential pitfalls for the biostimulants industry as it strives keep pace with a changing food chain?
   Moderator: TBC
   Panelists:
   Aoife Dillon, Technical Director, EMEAA, Plant Health Care, UK
   Ludwig Tanchot, Head of licensing & Innovations, Max Havelaar, France

10.30 Coffee break & networking time in the exhibition hall

11.00 FOLLOW-UP PRESENTATION 1 | Future-focused farming and food: the promise of biostimulants in a transformed and transformative food chain
   Alice Toderi, Marketing Manager, Italpollina Italy (formerly Brand Manager, Limoni Spa); Co-Speaker: a farmer from within the Lead Speaker’s network who can speak to the farmer experience of the relevance of the issues raised by the Lead Speaker.

11.20 FOLLOW-UP PRESENTATION 2 | The changing relationship between food producers, retailers and consumers: a multi-stakeholder approach to business development
   TBC

11.40 SESSION 3 WRAP-UP | Participative sense-maker: lessons learned about food retail and consumption, the challenges for the future, and where we go from here
   Facilitator(s): EBIC Secretariat

12.00 Lunch break & networking time in the exhibition hall
Wednesday 17 June 2020

13.15 - 16.00  SESSION 4: BIOSTIMULANTS AND CLIMATE-SMART FOOD PRODUCTION

This session explores the biostimulants industry as a generator of key enabling technologies to manage and adapt to climate-related challenges within food production. It asks how policy frameworks can accelerate scaling up of innovations that help address the climate crisis. Speakers and panellists will address the technical, political and business strategy challenges posed by the growing need for genuinely climate-smart food production. The session also explores the role of young farmers and innovators in helping to make the next-gen food chain a reality for all.

13.15 SESSION 4 INTRO | In context: a framework for thinking about biostimulants and climate-smart food production, with some key regulatory, policy and societal implications

Co-presenter(s): Kristen Sukalac, EBIC Secretariat France and/or Sarah Cayrafourcq, EBIC Secretariat Belgium, with qualified Gold Sponsor representative (as discussant/thought-leader)

13.25 KEYNOTE PRESENTATION | Climate smart agriculture: taking a systems approach to transforming agriculture and food systems

TBC

13.55 PANEL DISCUSSION | Climate intelligence for the food chain: economic, environmental and social perspectives on the policy, technological and business adaptations required

Key discussion points:
- What key systemic changes in the food chain are pre-requisites for climate-smart food production?
- How can biostimulants help produce food that withstands the stressful growing conditions related to climate change?
- How can biostimulants be used in tandem with other key enabling technologies to make food production climate-smart?
- How will increasing recognition of the importance of nutrient use efficiency and soil health impact biostimulants?
- How do young farmers see the impact of the climate crisis on their future and what do they expect of agtech?
- Is it possible for the sustainable intensification of food production to be genuinely climate-smart?
- What innovations do farmers need to help them adapt their practices to new climactic conditions?
- How can industries and institutions approach the need for climate-smart food production in a co-responsible way?

Moderator: Oliver Cor, Agronomy R&D, Lallemand France

Panelists:
- Fotini Giannakopoulou, General Manager, Hellenic Fertilizer Association Greece
- Juan Jose Serra, Regulatory Affairs Manager, LIDA Plant Research Spain

14.35 Coffee break & networking time in the exhibition hall

15.05 FOLLOW-UP PRESENTATION 1 | Building climate resilience into the farmer’s toolbox: biostimulants and the management of environmental stressors

Lead Speaker: TBA
Co-Speaker: a farmer from within the Lead Speaker’s network who can speak to the farmer experience of the relevance of the issues raised by the Lead Speaker.

15.25 FOLLOW-UP PRESENTATION 2 | Climate justice for a better food system: why and how young people will make the next-gen food chain a reality

Christine Gould, Founder and CEO, Thought for Food Switzerland (formerly Head of Next Generation Innovation, Syngenta, Senior Policy Manager, CropLife International)
Co-Speaker: a young agtech developer/advocate from within the Lead Speaker’s network who can speak to his/her experience of the relevance of the issues raised by the Lead Speaker.

15.45 SESSION 4 WRAP-UP | Participative sense-maker: lessons learned about climate-smart food production, the challenges for the future, and where we go from here

Facilitator(s): EBIC Secretariat

16.05 CLOSING REMARKS | Pathways to the next-gen food chain

Luca Bonini, President, EBIC and CEO, Italpollina Italy; and a representative, NewAg International UK

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