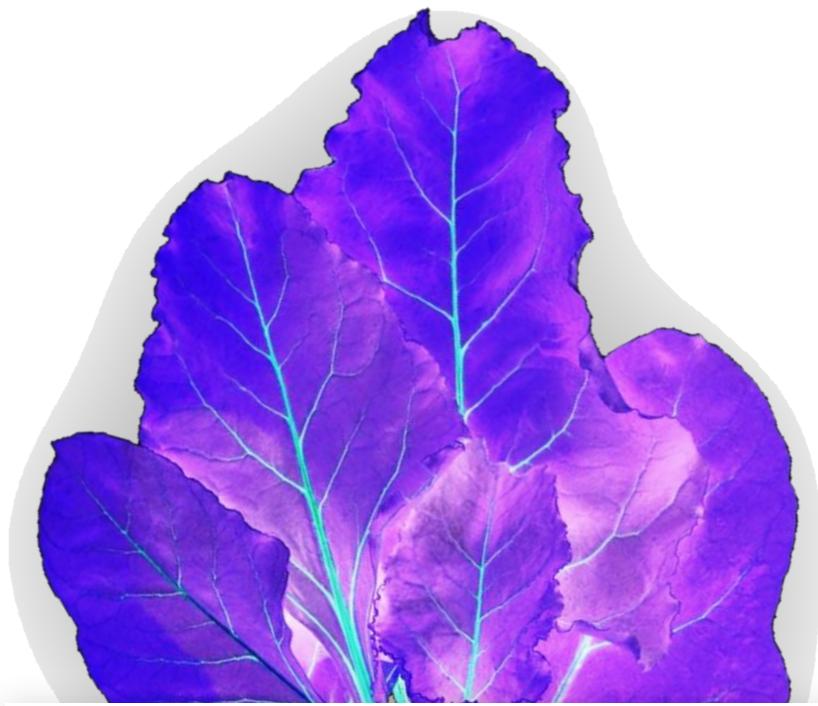


# FoodInno Symposium 2019

DIGGING DEEPER INTO FOOD WASTE



Thursday May 23rd, 2019 from 9AM-7PM  
Stanford University - Bldg. 550 Atrium

# Notes





# **My name is**

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**If I were a food, I'd be a**

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# Welcome to FoodInno 2019!

At FoodInno, our 100+ attendees represent the most innovative and creative individuals in our food chain including farmers, chefs, designers, entrepreneurs, academics, and more from across the world. We gather annually to envision and co-create the future of sustainable eating, harvesting, and cooking. We hope you have as much fun as we had putting this together! Soak it up!

## May 23rd, 2019

9:00-10:00AM	Registration + Bread SRSLY + Counter Culture Coffee + The Tea Bar
10:00-10:15AM	Opening Remarks <i>Soh Kim, Anand Upender, and the 2019 FoodInno Team</i>
10:15-10:45AM	Opening Keynote: Designing a Food Future with Less Waste <i>Marta Harding (IDEO Food Studio)</i>
10:50-11:10AM	Finding the Beauty in Ugly Produce: Cultivating Taste and Reducing Waste in our Food System <i>Reilly Brock (Imperfect Produce)</i>
11:15-11:30AM	Break: Boba Guys + Makhana Supersnacks
11:30-12:10PM	Panel: A Resource Revolution <i>Larissa Zimberoff, Timothy Childs, Jessica Vieira, Minh Tsai</i>
12:15-12:35PM	Sustainable Food on Campus: From Research & Education to Impact <i>Dara Silverstein (Stanford Residential &amp; Dining Enterprises)</i>
12:35-12:45PM	Food Mindfulness Meditation
12:50-1:50PM	Lunch + Björn Öste Foodside Chat

1:50-2:05PM	Post-Lunch Entertainment
2:10-2:30PM	Speculative Futures: Personal Carbon Economy <i>Shihan Zhang (Food Futurist)</i>
2:30-3:15PM	Food Recovery: Collaborating to Find Scalable and Sustainable Business Models <i>Michael Wolf, Sueli Shaw, Robin Martin, Maen Mahfoud</i>
3:15-3:45PM	Break: Garden Creamery + Sweet Nothings + Algae Smoothies + Cult Crackers
3:45-4:10PM	Edible Upcycling and Entrepreneurship to Promote Best Use <i>Daniel Kurzrock (ReGrained)</i>
4:10-4:40PM	Keynote Q&A: From Seed to Salad: Sustainable Supply Chains <i>Kevin Quandt (sweetgreen) with Michael Wolf</i>
4:45-5:15PM	Ending Keynote: Maximizing the Intersection of Human Health and the Health of the Environment <i>Chris Gardner (Stanford Medicine)</i>
5:15-5:30PM	Closing Remarks
5:30-7:00PM	Reception



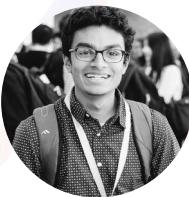
# Digging Deeper into Food Waste

In 2019, we wanted to take a step back and look at systematic problems of food waste. Our speakers this year both actively and passively reduce, upcycle, or eliminate food waste. We will dive into every portion of the food system from the storage of produce before shipment to the waste of raw materials after a new CPG is made. At every stage, we will hear stories of immense waste but also of the scientific, logistical, and technological tools that our speakers have used to reduce it.

## The FoodInno 2019 Team



**Soh Kim, PhD**  
Director of FoodInno &  
Stanford Food Design



**Anand Upender**  
Director of  
FoodInno 2019



**Summer Jung**  
PhD Researcher &  
Organizer



**Andy Chen**  
Speaker Curation



**Sahej Claire**  
Guest Experience  
and Networking



**Leni Peterson**  
Visuals and Design



**Nicole Aw**  
Guest Experience



**Noelle Chow**  
Design and Social Media



**Ian Esfandiari**  
Design and Guest  
Experience



**Rosa Lutz**  
Guest Experience



**Rachel Fong**  
Guest Chef



**Hailey Zhou**  
Alumna and Advisor

# Our Keynote Speakers

## Marta Harding

Design Director at IDEO Food Studio



As a Design Director at IDEO, Marta uses her experience in visual design and brand strategy to simplify complex thinking into tangible constructs, align teams, inspire organizations, and develop brands from the inside out. From local to global, Marta has collaborated with clients like Suntory, Intuit, Nestlé, Planned Parenthood, Anheuser-Busch, Revolution Foods, and The J.M. Smuckers Company to push their brands, culture, and approach to innovation.

## Kevin Quandt

Vice President of Sustainability at sweetgreen



Across 90 restaurants, Kevin uses a digital-first, arm-partnership approach to enable sweetgreen's over 4,000 team members to make food from scratch, using fresh ingredients and produce delivered that morning. He passionately believes that real food should be convenient and accessible to everyone and he's leading his team in the thoughtful creation of a new platform that will make that vision a reality.

## Christopher Gardner

Professor of Medicine at Stanford



Christopher Gardner's research has examined the potential health benefits of dietary components in the general population. He has explored motivators other than health for making positive dietary changes, linking to ongoing social movements around animal welfare, climate change, social justice, and their relationships to food. He has also focused on a food systems approach to dietary improvements that addresses the quality and sourcing of food provided by schools, worksites, hospitals, food banks and other institutional food settings, and considers a range of stakeholders including farmers, consumers, parents, chefs, and dining operators.

# Our Speakers



**Reilly Brock**  
Content Manager at  
Imperfect Produce



**Timothy Childs**  
Founder of Treasure8 &  
TCHO Chocolate



**Larissa Zimberoff**  
Bay Area  
Food Writer



**Jessica Vieira, PhD**  
Director of Sustainability at  
Apeel Sciences



**Minh Tsai**  
Founder and CEO of  
Hodo Tofu



**Dara Silverstein**  
Sustainable Food Manager  
at Stanford R&DE



**Björn Öste**  
Co-Founder of Good  
Idea Inc & Oatly



**Shihan Zhang**  
Design Futurist



**Sueli Shaw**  
Social Impact Manager  
at DoorDash

# Our Speakers



**Maen Mahfoud**

Founder and CEO  
of Replate



**Michael Wolf**

Founder of The Spoon &  
Smart Kitchen Summit



**Robin Martin**

Executive Director of Silicon  
Valley Food Rescue



**Daniel Kurzrock**

Co-founder and "Chief Grain  
Officer" of ReGrained



# Speakers' Stories

As the content manager at Imperfect produce, **Reilly Brock** is a communications bridge between the world of agriculture and the grocery buying public. Every day, he dives deep into the literature, policy, and business landscape surrounding agriculture and food waste, find and distill the most salient information, and translate it into terms that a wide variety of audiences can understand and act on.

**Timothy Childs** is the CEO/Co-Founder of Treasure8, a company simultaneously tackling global food waste & insecurity by utilizing proprietary technological methods. Previously, as Founder of TCHO Chocolate, Timothy created TCHOSource, a vertically integrated flavor-driven supply chain engineered for cost-effective supply premiumization and a scalable model to improve the livelihoods of its stakeholders. In partnership with USAID, it has been used for sustainably focused programs for farmers in South America, Africa, and beyond.

**Larissa Zimberoff** is a Bay Area food writer covering the intersection of food and technology. She has an MFA in creative non-fiction from The New School, and a B.A. in Visual Arts from UCSD. She frequently writes for Bloomberg Businessweek, The New York Times, The Wall Street Journal, and Fortune and is currently at work on a book covering the surge in food technology startups and what it means for todays informed consumer. A passionate food upcycler, she turns her carrot peels into jerky, soft apples into chips and fermented tea leaves into salad dressings.

**Jessica Vieira, PhD** leads the Sustainability function at Apeel Sciences, where she is responsible for development and execution of the company's Sustainability Strategy. A core competency of Sustainability at Apeel involves using Life Cycle Assessment (LCA) to make informed decisions around product development and business strategy that aim to maximize the environmental benefits of Apeel's technology in the market.

**Minh Tsai** is disrupting tofu in America - and has shaped the growth of plant-based eating today. His artisan tofu, yuba, soy milk - and collaboration with some of the country's most creative chefs - earned Hodo the namesake, "The Trendiest Tofu" from the New York Times. Hodo combines deeply traditional and pure methods with innovative production that changes what we know of these ingredients. Today, Tsai's mission is to craft delicious, pure ingredients for chefs and ready-to-eat plant-based products for everyone.

**Dara Silverstein** is Stanford Residential & Dining Enterprises' Sustainable Food Program Manager where she focuses on purchasing, teaching gardens, operations (waste reduction, food donation, water, & energy), and education. She is also a Lecturer in Earth Systems and the d.school at Stanford. Prior to joining Stanford, she managed Harvard's Food Literacy Project and worked at Harvard's Office for Sustainability. Dara has her Masters in Urban and Environmental Policy and Planning from Tufts University and a BA in Anthropology from Harvard University.

# Speakers' Stories

**Björn Öste** has over 20 years of business development in plant based dairy (oats) and Sustainable Nutritional Health. He co-founded Oatly with his brother, Professor Rickard Öste back in his native Sweden in 2001. Together they have helped building the company into a world leader in oat based dairy-style products with sales in Europe, US and China.

**Shihan Zhang** is an interdisciplinary design futurist whose passion lies in challenging cultural stereotypes and social preconceptions through building experiences of future-present intersections. Her works are expanding technologies' possibilities and extrapolating world conditions to address Anthropocene challenges. She is currently an artist incubator member in Gray Area Foundation for the Arts, and director for PRIMER Speculative Design Exhibitions and San Francisco Design Week Award Exhibitions.

**Sueli Shaw** leads social impact programs at DoorDash, the leading e-commerce platform for food delivery. In her role, she develops programs that leverage DoorDash's platform to cultivate a more sustainable and inclusive food system. She also oversees corporate giving and community engagement. Prior to joining DoorDash, Sueli worked at Rockefeller Philanthropy Advisors.

**When Maen Mahfoud** came to the U.S. from Syria, he was shocked to see the level of poverty and hunger across the Bay Area. He decided to start Replate when he saw a man in San Francisco reach into a trash can for a sandwich. Maen knew that food waste is a solvable problem and what people consider "waste" is often times still edible and nutritious food people can eat. He started to rescue surplus food from businesses himself and donate to nearby nonprofits.

**Michael Wolf** is the creator of the Smart Kitchen Summit, host of the Smart Kitchen Show podcast and founder of NextMarket Insights a research and advisory firm focused on the connected home. He decided to put SKS together because he is fascinated by how technology will change the way we cook, eat and live. Today, his clients have used his advisory services to assist with product development, go-to-market strategy, marketing, and mergers and acquisition.

**Robin Martin** joined Joint Venture Silicon Valley in 2017 to head the A La Carte pilot program and Silicon Valley Food Rescue Initiative. Martin has worked on national and international public environmental health issues. She founded a summer camp program for at-risk middle school students focused on food and nutrition, and worked in emergency preparedness, developing and directing the Medical Reserve Corps of Franklin County.

**Dan Kurzrock** is the co-founder and Chief Grain Officer of ReGrained. Dan founded ReGrained out of his hobby for homebrewing beer, where he first discovered that "spent" grain could be given a delicious second life. He is now obsessed with the impact edible upcycling and closing nutrient loops can have on our food system. As Chief Grain Officer, Dan is "Mr. Outside" for ReGrained, handling all elements of growing the business.

# Friends of FoodInno



Rachel Farah  
Selections



The  
PlantEat



TCHO brewguru nona lim. CleaningTime



sweet heart  
nothings

Keep up with us at [FoodInno.org](http://FoodInno.org)