

OCTOBER 7, 2019

PROGRAM

Updated 9-22-2019 | globalfood.wsj.com

- 7:15 AM **NETWORKING BREAKFAST**
- 8:15 AM **WELCOME AND OPENING REMARKS**
- MATT MURRAY, Editor in Chief, The Wall Street Journal & Dow Jones Newswires
JOHN BUSSEY, Associate Editor, The Wall Street Journal
- 8:30 AM **BIG FOOD, BIG DILEMMA**
Packaged-food companies have to keep up with fast-changing consumer tastes. If they don't, startups can gobble up market share. A look at the race.
- DIRK VAN DE PUT, Chairman and CEO, Mondelez International
INTERVIEWER: ANNIE GASPARRO, Reporter, The Wall Street Journal
- 9:50 AM **MEATLESS BURGERS? MILK-FREE DAIRY?**
Cattle ranchers and dairy farmers are scrambling to defend their turf against plant-based alternatives to traditional meat and milk. Is market share at risk?
- JESSICA ALMY, Director of Policy, The Good Food Institute
JENNIFER HOUSTON, President, National Cattlemen's Beef Association
JAMES MULHERN, President and CEO, National Milk Producers Federation
INTERVIEWER: HEATHER HADDON, Reporter, The Wall Street Journal
- 9:15 AM **TECH DEMO: BRAIN WAVES**
Can your brain tell the difference between good and bad food? The latest in neuroscience.
- MARIO UBIALI, Co-Founder and CEO, Thimus
ANDREA BARISELLI, Co-founder and Chief Scientist, Thimus
INTERVIEWER:
DANIELA HERNANDEZ, Digital Science Editor, The Wall Street Journal
- 9:30 AM **THE DIGITAL FOOD CHAIN**
Agricultural companies have struggled for years to reliably predict consumer purchasing habits and the profitability of crops. Now they're betting on automation and data analysis to change that.
- DAN STEERE, CEO, Abundant Robotics
JOHN H. STONE, SVP, Intelligent Solutions Group. Deere & Company
INTERVIEWER: JACOB BUNGE, Reporter, The Wall Street Journal

- 9:50 AM **FOOD RX: A PERSPECTIVE**
The connections between obesity, malnutrition, and climate change.
- MEERA SHEKAR, PH.D., Global Lead, Nutrition, Health, Nutrition & Population
Global Practice. World Bank
- 10:05 AM **REFRESHMENT BREAK**
- 10:40 AM **SILICON VALLEY’S GREEN THUMB**
Entrepreneurs who want to deploy tech-industry tools in the Farm Belt are getting billions of dollars in investment from venture capital firms and food companies. But profits are elusive.
- SANJEEV KRISHNAN, CIO and Managing Director, S2G Ventures
KIERSTEN STEAD, PH.D., Managing Partner, DCVC Bio, Data Collective (DCVC)
INTERVIEWER:
KEN BROWN, Financial Enterprise Editor, The Wall Street Journal
- 11:05 AM **WHEN THE BIG GUYS PIVOT**
New technology and changing consumer tastes are transforming the fast-food business. Here’s how the world’s largest fast-food restaurant chain aims to keep pace.
- CHRIS KEMPCZINSKI, President, McDonald’s USA, McDonald’s Corporation
INTERVIEWER: NIKKI WALLER, Editor, Live Journalism & Special Coverage,
The Wall Street Journal
- 11:25 AM **WATER SECURITY: PART I**
It’s a global problem. What do the best practices—and solutions—look like?
- ERTHARIN COUSIN, Distinguished Fellow, The Chicago Council on Global Affairs;
Visiting Scholar, Center on Food Security and the Environment, Stanford
University; Executive Director, World Food Programme (2012–2017)
INTERVIEWER: ROBERT LEE HOTZ, Science Writer, The Wall Street Journal
- 11:45 AM **PLANT TINKERERS**
A new generation of startups are harnessing gene-editing technologies to take on the multibillion-dollar giants of the crop-seed industry. Will consumers buy in?
- PETER BEETHAM, PH.D., Co-Founder, President and CEO, Cibus
JAMES A. BLOME, CEO, Calyxt, Inc.
PONSI TRIVISVAVET, CEO and Director, Inari
- INTERVIEWER:
STEFANIE ILGENFRITZ, Bureau Chief, Health & Science, The Wall Street Journal
- 12:20 PM **LUNCH AND ROUNDTABLE DISCUSSIONS**

1:35 PM

THE NEXT FOOD CENTURY

Where does a 200-year-old agricultural dynasty look for opportunities to profit in the next century? Continental Grain invests in companies ranging from soybean processors to startups like plant-based burger-maker Impossible Foods.

PAUL J. FRIBOURG, Chairman and CEO, Continental Grain Company
INTERVIEWER: JOANNA CHUNG, Chicago Bureau Chief, The Wall Street Journal

1:55 PM

FIXING THE SUPPLY CHAIN

Sourcing and delivering food depends on supply chains that are sustainable. Agriculture has the most to gain, or lose. Will Big Ag lead the way?

RUTH KIMMELSHUE, SVP, Business Operations and Supply Chain & Chief Sustainability Officer, Cargill
INTERVIEWER: JACOB BUNGE, Reporter, The Wall Street Journal

2:15 PM

FAST FOOD 3.0

New restaurant companies are nipping at the heels of the big chains. And there's more to their success than data and technology.

JONATHAN NEMAN, Co-Founder and CEO, Sweetgreen
INTERVIEWER: HEATHER HADDON, Reporter, The Wall Street Journal

2:35 PM

PERSPECTIVE: HOT HOUSE

The forces shaping what we'll be eating in decades to come.

AMANDA LITTLE, Author, The Fate of Food: What We'll Eat in a Bigger, Hotter, Smarter World

2:50 PM

REFRESHMENT BREAK

3:25 PM

WATER SECURITY: PART II

U.S. farms, ever more productive, are draining water supplies and often fouling the nation's rivers. What can farmer's do to improve water quality? And how is that objective balanced against the increasing demand for food?

SUZY FRIEDMAN, Senior Director, Agricultural Sustainability, Environmental Defense Fund

DON NILES, D.V.M., Owner, Dairy Dreams, President, Peninsula Pride Farms
INTERVIEWER: ROBERT LEE HOTZ, Science Writer, The Wall Street Journal

3:45 PM

UP THE BEANPOLE

Vertical agriculture is expanding to satisfy demand for "hyper-local" greens. Can it scale?

SONIA LO, CEO, Crop One Holdings
INTERVIEWER: SARAH NASSAUER, Reporter, The Wall Street Journal

4:05 PM

THE FARM ECONOMY

The U.S. farm economy has been hammered by bad weather and trade tariffs, among other factors. What's this mean for prices, growth—and recovery?

WANDA PATSCHE, Co-Owner, CW Pork, Inc.

PATRICK WESTHOFF, Professor and Director, Food and Agricultural Policy Research Institute, University of Missouri

INTERVIEWER: JOHN BUSSEY, Associate Editor, The Wall Street Journal

4:30PM

THE VIEW FROM WASHINGTON: PART I

Incidence of food-borne illness in America is outpacing prevention. How can regulators best respond to emerging threats?

FRANK YIANNAS

Deputy Commissioner for Food Policy and Response, U.S. Food and Drug Administration

INTERVIEWER: JOANNA CHUNG, Chicago Bureau Chief, The Wall Street Journal

4:50 PM

THE VIEW FROM WASHINGTON: PART II

Here's what's on the White House's agenda, at a time when trade tariffs and other global trends are clouding the outlook for U.S. agriculture.

TED MCKINNEY, Under Secretary for Trade and Foreign Agricultural Affairs, U.S. Department of Agriculture

INTERVIEWER: GERALD F. SEIB, Executive Washington Editor, The Wall Street Journal

5:15 PM

CLOSING RECEPTION