Post-conference Webinar:

Environmental Challenges and Solutions in the Food Sector

March 11-12, 2015
Discussion led by Forest Reinhardt and David Bell
Wednesday, March 11, 2015

- Alumni Launch Lab and Harvard Innovation Lab Tour
- Reception and Dinner

Keynote:

System Dynamics in the Food Sector

Peter Senge, MIT Sloan School of Management, The New England Complex Systems Institute; Founder, The Society for Organizational Learning
Case Discussion

Simplot: Designing a Better Potato

Discussion leader:

David Bell
George M. Moffett Professor of Agriculture and Business

Case protagonist:

Haven Baker
Vice President, Plant Sciences, J.R. Simplot Company
Panel Discussion

Room to Grow: Expanding Farmland Sustainability

Moderator: **Forest Reinhardt**, John D. Black Professor of Business Administration; Co-chair, Business and Environment Initiative

Panelists: **Mohamed Hage**, Founder and CEO, Lufa Farms
**Kip Tom**, Managing Member, Tom Farms LLC; President and CEO, CereServ Inc.
**Jesus Madrazo**, Vice President of Corporate Engagement, Monsanto
Lunch Keynote

Nitin Nohria  Dean of the Faculty, Harvard Business School; George F. Baker Professor of Administration
## Small Group Discussions

<table>
<thead>
<tr>
<th>Facilitator</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gabriel Wilmoth</td>
<td>Investing in Precision Ag: Fundamental Change or Farming as Usual?</td>
</tr>
<tr>
<td>Meredith Lobel</td>
<td>How do we feed [the rapacious appetite of] cities?</td>
</tr>
<tr>
<td>Adam Heltzer</td>
<td>Friends and foes: Can business, governments, and NGOs work together to solve wicked problems?</td>
</tr>
<tr>
<td>Joshua Hinerfeld</td>
<td>Feeding more people while reducing CO2 and restoring ecological health: plausible or fantasy?</td>
</tr>
<tr>
<td>Shawn Cole</td>
<td>The value of advice: Can mobile phones improve ag productivity?</td>
</tr>
<tr>
<td>Karan Chopra</td>
<td>What should Africa's Green Revolution look like?</td>
</tr>
<tr>
<td>Doug Rauch</td>
<td>How can we end food waste?</td>
</tr>
<tr>
<td>Jose Alvarez</td>
<td>Will consumers need supermarkets in the future?</td>
</tr>
<tr>
<td>Mary Shelman</td>
<td>Sustainable agriculture, sustainable diet: What does sustainable food mean?</td>
</tr>
</tbody>
</table>
Panel Discussion

The Burger Without the Cow? The Future of Meat Production

Moderator: Michael W. Toffel, Associate Professor of Business Administration

Panelists: Mark Post, MD, PhD, Chair of Physiology and Vice Dean of Biomedical Technology, Maastricht University; Team Lead, Cultured Beef

Nicole Johnson-Hoffman, Vice President and Managing Director, Cargill McDonald’s Business Unit
Panel Discussion

Sustainable Food: Consumer Fad or Industry Disruption?

Moderator: José Alvarez, Senior Lecturer of Business Administration

Panelists: Jared Simon, Senior Director of Marketing and Food Policy, Hain Celestial

Doug Rauch, Former President, Trader Joe’s; Founder and President, Daily Table
Looking Ahead

The BEI would like to thank all alumni, faculty members, and practitioners who participated in the Environmental Challenges and Solutions in the Food Sector conference.

To learn more about the Business and Environment Initiative at HBS, visit us at:  www.hbs.edu/environment

To connect with alumni across Harvard about issues facing the agricultural sector, visit Harvard Alumni for Agriculture at: www.harvardagriculture.org