reThink Food Webcast Schedule

The following sessions will be webcasted live and available on-demand at http://www.re-thinkfood.org/multimedia/webcast/

Wednesday, November 7

3:45 PM   **reThink Food: Welcome and Overview**
Introduction: **Greg Drescher** (VP of Strategic Initiatives and Industry Leadership, CIA)

3:55 PM   General Session I
R&D, the Art and Science: Using Machine Learning for Data-driven Ideation
Until now, no tool has existed to support the culinary ideation process with data. Drawing upon their massive data sets with over 11 million consumer ratings, Datassential's newly launched Food Studio does just that. Hear how machine learning and big data are poised to revolutionize the culinary innovation process by giving instant feedback relative to the menu adoption cycle through an easily accessible web interface. Colleen McClellan breaks down the elements so that you can quickly understand whether that cricket cheeseburger you've been sketching on the whiteboard will be a best-selling LTO…or if it's years away from ubiquity.
Presenter: **Colleen McClellan** (Director, Datassential)

4:20 PM   General Session II
Food and Technology Innovation: Three Global Perspectives
The greater San Francisco Bay Area – from its Silicon Valley pioneers to its Napa Valley top chefs – dominates technology and food headlines, but what innovation is going unheralded in the rest of the world? In this session we'll examine nascent trends in the food and technology sectors as observed by three global leaders working across the United States, Asia, and Europe, and what they portend for these sectors as a whole.
Presenters: **Sara Roversi** (Founder, Future Food Institute)
Hirotaka Tanaka (Director – Smart Kitchen Summit Japan, Sigmaxyz)
Additional Presenters to Be Announced

5:05 PM   General Session III
Flavors of Change: Connecting Sensory and Other Innovation Strategies to Social Values Leadership
With seven billion people around the world requiring food each day and today's food industry estimated at $1.46 trillion in the U.S. alone, food is big. It is impossible to think comprehensively about advancing social values without considering the role of food. In this session, three innovators discuss their work and its potential to reveal larger strategies for addressing the major food system challenges we face. And as a key part of this, we will ask: how can we rethink flavor discovery to accelerate progress on issues from health and sustainability to labor and food security?
Presenters: **Jean-Xavier Guinard** (Professor, University of California Davis)
Soren Bjorn (President, Driscoll's of the Americas)
Additional Presenters to Be Announced

6:15 PM   **Webcast concludes for the day**

*** SUBJECT TO CHANGE ***

reThinkFood

Thursday, November 8

8:30 AM　　General Session IV
New Geographies of Food: Using Technology to Redesign "Where" We Dine
From health trackers to immersive media headsets, wearables and virtual reality are steadily becoming commonplace consumer technologies. The hospitality industry, however, has yet to adopt and leverage them with any substantial impact. In this session, Grant Martin will demystify current and emerging applications of these technologies for the food and beverage world, highlighting their potential to increase guest engagement, drive revenues, and amplify marketing efforts.
Introduction:　**Michael Wolf** (CEO and Founder, The Spoon)
Presenter:　　**Grant Martin** (VP Marketing, Fat Shark; Writer/Editor)
　　　　　　Additional Presenters to Be Announced

9:40 AM　　General Session V
Designing for the Future: Building Diverse and Inclusive Food Systems
As the food industry's current focus on personalization and customization grows into designing for inclusion – building brands, environments, and experiences that give guests a sense of belonging regardless of their personal identity – hear how two organizations are keeping diversity at the forefront to drive business outcomes and cultivate talent. In this session, we'll get a glimpse into how Adobe is designing food spaces for its future workforce and the future work environment, and learn about La Cocina's unique entrepreneur-incubation model which has created one of the most successful restaurant groups in San Francisco.
Presenters:　**Mirit Cohen** (Global Food Program Manager, Adobe)
　　　　　　Geetika Agrawal (Program Director, La Cocina)

10:20 AM　　**Break**

10:45 AM　　**reThink Conversations, Block A (Breakouts)**

A-4: How to be a Food Futurist: Foresight for Designing Future Food Experiences
Copia Theater (1ˢᵗ floor)
Institute for the Future's Food Futures Lab will share their newly released toolkit, Future Food Experiences: Designing Good Food for the 21ˢᵗ Century. *This hands-on session will take you through a process of examining what "good" food means and how those values impact our design choices. Participants will receive a copy of IFTF's forecast map and toolkit, which can be used to facilitate your own process of reThinking the future of food.*
Presenter:　**Sarah Smith** (Research Director, IFTF Food Futures Lab)

11:45 AM　　**Break**

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11:55 AM   General Session VI
Seeding and Cultivating Innovation: Perspectives from Big to Small Food
What does innovation mean when you are a multi-million dollar legacy brand? What does it mean when you are in the early stages of incubating the next great food brand? Leaders from both the Big Food world and a start-up incubator will share their perspectives on how to discover and nurture innovation at every stage of scale.
Introduction: **Cathy Jörin** (Director – Food Business School, The Culinary Institute of America)
Presenters: **Rizal Hamdallah** (Head of Innovation Lab, Tyson Foods)
Eric Frost (Founding Partner, Zeus Jones), **Missy Reinikainen** (Designer, Zeus Jones), and **Chris Flora** (Director of Marketing, Nestlé)

12:50 PM   **Break**

1:50 PM   General Session VII
Foodservice Models Re-imagined: The Lasting (or Not?) Impact of Millennials and Future Generations?
Much has been made of the ways in which Millennial have changed food culture and food service in the United States, but Generation Z is newly coming of age as consumers who are just beginning to establish their food identities. How will Millennials' interests in novelty, global flavors, and convenience play out in the restaurant models of the future? Will Generation Z's patterns and preferences upend the revolutions in eating culture that Millennials instigated? What innovations in the away-from-home food experience can we imagine 10 years out? 20 years out? This session will engage both consumer research and innovative food operators to discuss the future of the $800 billion American foodservice sector.
Moderator: **Michael Kaufman** (Partner, Astor Group)
Presenters: **Laura Shulman** (SVP, Partner, Food and Nutrition Practice Group Leader, FleishmanHillard)
Matt Cohen (Founder and CEO, Off the Grid)
Phil Colicchio (Founder, Colicchio Consulting)

2:50 PM   **Break**

4:10 PM   General Session VIII
Communicating the Future of Food
Food technologists and food systems change agents may wax poetic about their latest inventions or menu strategy, but how to ensure the guest and everyday eater aren't lost in the process? We'll discuss how language, menus, and marketing have evolved as technology, innovation, consumer trends, and health and environmental imperatives have changed the food in front of us.
Introduction: **LinYee Yuan** (Founder and Editor, MOLD Magazine)
Presenters: **Daniel Vennard** (Director, Better Buying Lab, World Resources Institute)
Nicki Briggs (Founder and President, Near Boil Brand Communications)
Additional Presenters To Be Announced

5 PM   General Session IX
Designing the Future: An Exercise in Design Thinking and Speculative Storytelling
Presenter: **Matt Rothe** (Co-founder, FEED Collaborative, Stanford d.school)

5:25 PM   **Webcast concludes for the day**

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Friday, November 9

8:20 AM   General Session X
               MIT: An Intra-Institutional Perspective on the Future of Food
               How do the varied interests in food at MIT provide a window into how food – as a subject of value, complexity, and urgency – is coming to be viewed inside and out of academia? Hear how this leading research institution coordinates its research in food and water, technology, design, and behavior across multiple departments and academic centers, from food security and food waste to breeding plants to address disease risk. Learn how food in education beyond the walls of MIT is also a rising priority for students and researchers at the institution.
               Presenters: **Caleb Harper** (Principal Investigator and Director, OpenAg, MIT Media Lab)
               Hildreth England (Assistant Director, OpenAg, MIT Media Lab)
               László Barabási (Director, Center for Complex Network Research; Distinguished University Professor, Northeastern University)
               Additional Presenters To Be Announced

9:20 AM   General Session XI
               Robotics and Machine Learning: Less Labor and More Creativity from Field to Fork
               From produce fields to university dining halls to the commercial restaurant sector, the shortage of labor is having an immense impact on the food system. This session brings together operators and roboticists from both the industry and academic worlds to discuss the power and potential of robotics and automation across the food chain. And we'll ask: when can we expect the future, with real utility, to arrive?
               Moderator: **Shirley Everett** (Senior Associate Vice Provost, Residential & Dining Enterprises, Stanford University)
               Presenters: **Matthew Travers** (Professor, Robotics Institute, Carnegie Mellon University) and **Howie Choset** (Professor, Carnegie Mellon University)
               Ali Bouzari (Chief Science Officer and Co-founder, Pilot R&D)
               Henny Admoni (Assistant Professor, Robotics Institute, Carnegie Mellon University)
               George Kantor (Senior Systems Scientist, Carnegie Mellon University)
               Linda Pouliot (CEO and Founder, Dishcraft Robotics)
               Additional Presenters To Be Announced

11 AM   **Closing Remarks**

11:10 AM   **Webcast concludes**