Innovation in Agrifood Supply Chains: People-Planet-Profitability

The global food and beverage industry is facing pressing global challenges including water scarcity, food insecurity and climate change. Growing attention to food safety, transparency and sustainability is adding a new dynamic to the industry. A sustainable food system requires holistic solutions that encompass the entire supply chain. Innovation is critical to unleashing the transformative potential of supply chains to enhance profitability, sustainability and social well being. These innovations can range from developing new technologies and processes, to producing new goods and services, to discovering radically new business models.

About the Workshop

UC Berkeley, in collaboration with Solidaridad North America, has designed a comprehensive two-day training workshop which will examine the social, economic and environmental aspects of agrifood supply chains and their potential for innovation.

This program brings together top-notch faculty and researchers from premier academic institutions, industry leaders who are driving innovation in their organizations, and civil society organizations that have changed the agricultural landscape, to present insights on global trends in supply chain innovation, processes, challenges and success factors.

Your Takeaways

- Gain a comprehensive understanding of the economic, social and environmental aspects of agrifood supply chains and related challenges
- Learn about the tools and processes being used to address these challenges
- Utilize the case-working sessions to put the tools in action
- Expand your network of professionals in the sector
- Obtain a certificate of completion from UC Berkeley

Date: April 18 - April 19, 2017
Location: Berkeley, CA

Who Should Attend?

Senior and emerging leaders and professionals associated with the agrifood industry; members of the non-profit, academic and public sectors who are engaged in the sector

Program Director
David Zilberman
Department of Agricultural and Resource Economics, University of California, Berkeley

Solidaridad North America
Solidaridad is a global non-profit organization with over 45 years of experience in facilitating the development of socially responsible, environmentally sound, and economically viable commodity supply chains. For more information, visit: www.solidaridadnetwork.org

For further information and registration, visit: iep.berkeley.edu/agrifood2018
Workshop Highlights
Day One: April 18, 2018

Supply Chains - Why They Matter
David Zilberman, Professor, Robinson Chair, Agricultural and Resource Economics, UC Berkeley*

Economic Innovation through Value Addition
John Scharffenberger, Founder, Scharffen-Berger Chocolate*
Ron Cook, President, Ag-View Consulting, Inc.*
Dennis Hoover, Founder, Organic Coup*

Future of Canadian Agrifood Industry
Julia Christensen Hughes, Dean, College of Business and Economics, University of Guelph*

Social Innovation in Supply Chains - Challenges and Solutions
Nico Roozen, Executive Director, Solidaridad Network*
Avishay Braverman, Former President, Ben-Gurion University of the Negev*
Paul Rice, President and CEO, Fair Trade USA*

Transition of Agriculture in Developing Countries
Julia Christensen Hughes, Dean, College of Business and Economics, University of Guelph*

Beyond Certification to Sector-wide Transformation
Nico Roozen, Executive Director, Solidaridad Network*

Day Two: April 19, 2018

Environmental Innovation - Protecting our Natural Resources
Naty Barak, Chief Sustainability Officer, Netafim*
Stuart Woolf, President, Woolf Farming & Processing*
Steve Graves, Strategic Program Manager, OSRAM
Timo Bongartz, Innovation Manager Horticulture Business, OSRAM
Leonardo C. Fleck, Program Officer, Conservation and Markets Initiatives, Gordon and Betty Moor Foundation

Technological Innovation in Agrifood Supply Chains in US, Europe, and Emerging Markets
Michael Boland, Ikoller Professor and Director, University of Minnesota Food Industry Center*
Kannan Pashupathy, Director and COO, Research, Google*
Carl Pray, Professor, Agriculture, Food and Resource Economics, Rutgers University*
Jim Lugg, President, J. Lugg & Associates*

Case Working - Group case discussion and presentations

Bioeconomy and Supply Chains
Gregory Graff, Associate Professor, Agricultural and Resource Economics, Colorado State University*
Kent Bradford, Interim Director, World Food Center, UC Davis*
Felicia Wu, John A. Hannah Distinguished Professor, Department of Food Science and Human Nutrition, Michigan State University*
Harold Schmitz, Chief Science Officer, Mars, Inc.

Agrifood and Sustainability - Taking the Long-term View
Stewart Lindsay, Vice President, Global Corporate Affairs, Bunge Limited*
William Rosenzweig, Founding FBS Dean, The Food Business School*
Marc Bellemare, Director, Center for International Food and Agricultural Policy, University of Minnesota*
Max Auffhammer, George Pardee Jr., Professor of Sustainable Development, UC Berkeley*
Rafael Flor, Director, YieldWise, The Rockefeller Foundation

*indicates confirmed speaker. Updated on 03/01/2018

Sponsors

For further information and registration, please visit

http://iep.berkeley.edu/agrifood2018