

FOOD & BEVERAGE
FARM ^{to} LABEL
SUMMIT



Thank you for coming.

Welcome to our sixth food and beverage executive summit. After using 2018 to implement more intimate, conversational Community Table events, we are thrilled to present Farm to Label again this year. We are grateful for the high-caliber speakers, partners and guests who continue to support Farm to Label with their time and knowledge.

BETTER TOGETHER

Thoughtful panels will explore how we can work together to create better products, processes, and businesses to nourish a healthier and more sustainable future. From seeds to store shelves, and employees to consumers, strategic thinking about how we source our ingredients, pack our goods, and produce and sell our products in a globally influenced era can improve the way we plan for the future. We invite you to share your own experiences, learn from others in the food and beverage industry, and leave committed to working better – together.

PEOPLE. PLANET. PROFITS. PERSPECTIVE.

As we aim to be better together, we focus on the areas where we can have a meaningful impact: our people, our planet, our profits, and our perspective. Our panels combine relevant business topics with timely perspectives regarding sustainability, safety, nutrition, innovation, and our environmental resources. Your contribution to these topics is invaluable as we explore and share best practices moving forward.

Thank you for your continuing support of outstanding food and beverage brands, from Farm to Label.

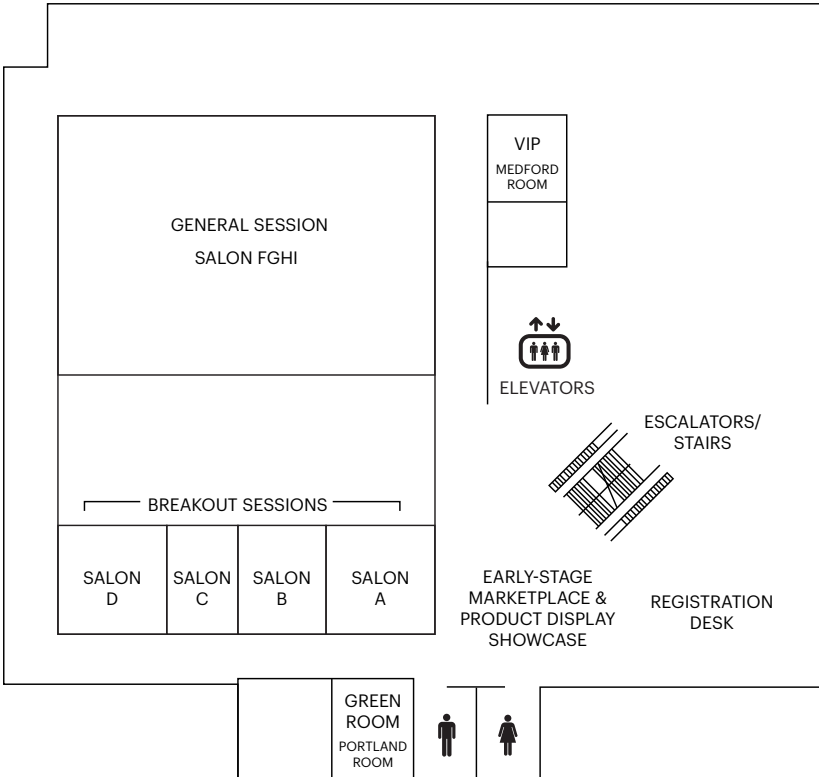


Jesse D. Lyon

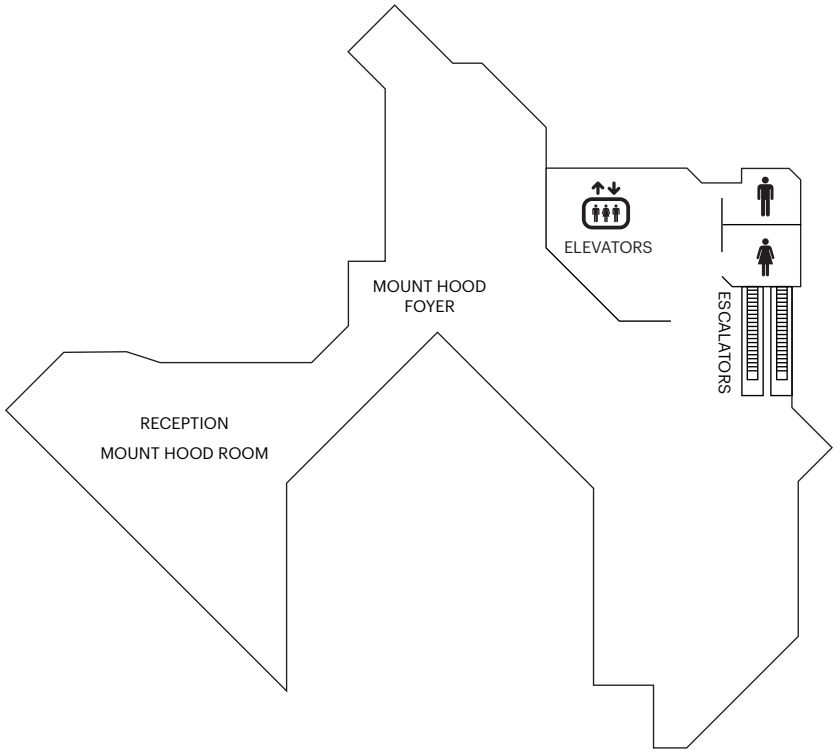
Partner and Chair, Food + Beverage Group
Davis Wright Tremaine LLP
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Maps

Lower Level



Second Floor



Early-Stage Marketplace

10:00 – 11:30 am

Come meet a select group of early-stage food and beverage companies with great people, products, and plans. Ideal for investors and potential strategic partners.

American Soul Brothers

The Better Meat Co.

Cauldron Broths

Choi's Kimchi Co.

Cocacao

Freeland Spirits

Honey Mama's

La Familia Cider

LEVEL

lil'POP

Los Roast

Pan's Mushroom Jerky

F2L fed Talks are back! Now in their second year, we are pleased to welcome another great crop of speakers to impart some bite-size inspiration, stories, and wisdom.

Room: Salon FGHI

10:20 – 10:40 am

Cory Carman | Owner, Carman Ranch

Cory Carman's love of her community and a passion to create new opportunities brought her home to her family's ranch in Wallowa, Oregon, in 2003. Since then, she has transitioned the operation her family ran for more than 100 years to raise and finish cattle exclusively on pasture. In 2007, she partnered with other local ranchers and created a meat company to market the grass-fed cattle. Today, the Carman Ranch brand has grown to include some of the West Coast's best grass-fed beef producers who are unified in their mission to demonstrate that building community, restoring the soil, and respecting the animals are essential to growing great beef.

10:45 – 11:05 am

Cedric Habiyaremye | Winner of the 2018 World Hunger Leadership Award

Cedric Habiyaremye is recognized for his work in international agricultural development and the fight against hunger. He is the youngest member of the Global Agriculture Task Force of the Chicago Council on Global Affairs, founder and CEO of Quinoa Hub, serves on the board of directors and as executive secretary for Building Bridges with Rwanda, and is a Ph.D. candidate in agronomy/crop science at Washington State University.

11:10 – 11:30 am

David Israel | Founder and CEO, GOOD PLANeT Foods

David Israel is a seasoned food industry entrepreneur. He is the founder and CEO of GOOD PLANeT Foods, which offers premium plant-based vegan cheese. He was also the founder of POP! Gourmet Foods, co-founder of AvoLov, and founder of the BFY Food Group, notable for its healthy and quality products. David is also a co-founder of What's Next Washington, a coalition that focuses on facilitating the successful transition of those re-entering society from prison.



Join the Conversation

Share your Farm to Label experience on Twitter and Instagram with the hashtag #farmtolabel. After the event, keep an eye out for an email with resources, photos, and more from today's program!



1:00 – 1:30 pm **REGISTRATION AND PRODUCT DISPLAY SHOWCASE**

1:30 – 1:45 pm **WELCOME AND OVERVIEW**

Jesse Lyon, Partner and Chair, Food + Beverage Group,
Davis Wright Tremaine LLP

1:50 – 2:35 pm **BREAKOUT #1**

- Recruiting, Retention, and Company Culture
- Getting “Global” Right in an Era of Tariffs and Trade Disputes
- Agriculture Answers to Consumer Demands
- Harnessing the Horsepower of F&B Communities

2:40 – 3:25 pm **BREAKOUT #2**

- Are You My Customer?
- WARNING: Prop 65 Conversation
- To B-Corp or Not to B-Corp
- Co-Packing and Private Label Trends and Terms

3:25 – 3:35 pm BREAK

3:40 – 4:25 pm **BREAKOUT #3**

- Place Matters: Origin and Geographic Designations
- CBD and F&B
- Cashing in on Conservation
- Anticipating M&A in a Down Market

4:30 – 5:15 pm **BREAKOUT #4**

- Later-Stage Financing
- Passing the Torch: Legacy Planning
- Food Safety at the Intersection of Law and Science
- Strategies for Branded Varieties and Ingredients

5:15 – 5:25 pm BREAK

5:30 – 6:00 pm **KEYNOTE SESSION**

Timothy Egan, Award-Winning Author and
The New York Times Op-Ed Writer

6:00 pm **FARM TO LABEL PARTY**

Breakout Sessions

1:50 – 2:35 pm

RECRUITING, RETENTION, AND COMPANY CULTURE

Room: Salon A

Lessons for successful employment relationships.

Panelists: **Andrea Evanter**, Vice President, Human Resources, The CORE Group Inc.; **Rob Hurlbut**, Principal, Agriculture Capital; **Joth Ricci**, President, Dutch Bros Coffee
Moderator: **Aaron Colby**, Partner, Davis Wright Tremaine LLP

GETTING “GLOBAL” RIGHT IN AN ERA OF TARIFFS AND TRADE DISPUTES

Room: Salon B

Strategies for managing global supply chains and sales channels.

Panelists: **Dan Block**, CEO, DairyAmerica; **Chris Sarles**, President/CEO, Oregon Fruit Products; **Theresa Yoshioka**, International Trade Manager, Oregon Department of Agriculture
Moderator: **Chip English**, Partner, Davis Wright Tremaine LLP

AGRICULTURE ANSWERS TO CONSUMER DEMANDS

Room: Salon C

Farming for what end-users favor in nutrition, flavor, and more.

Panelists: **Stephanie Alexandre**, Owner, Alexandre Family Farm; **Janice Cooper**, Managing Director, Wheat Marketing Center; **Jeanne Debons**, Executive Director, Potato Variety Management Institute
Moderator: **Alli Condra**, Associate, Davis Wright Tremaine LLP

HARNESSING THE HORSEPOWER OF F&B COMMUNITIES

Room: Salon D

Creating an ecosystem for innovation, education, scale, and economic opportunity through successful food and beverage businesses.

Panelists: **Mitch Daugherty**, Co-Founder, Built Oregon; **Mike Dovbish**, Executive Director, Nutrition Capital Network; **Mike Thelin**, Co-Founder, Feast Portland
Moderator: **Don Buder**, Partner, Davis Wright Tremaine LLP

2:40 – 3:25 pm

ARE YOU MY CUSTOMER?

Room: Salon A

Opportunities for consumer learnings — on steroids and on shoestring budgets.

Panelists: **Katie Bray**, Executive Director, Oregon Cheese Guild; **Ann Colonna**, Sensory Program Manager, OSU Food Innovation Center; **Dan Letchinger**, Senior Vice President, Growth Brands - Dave's Killer Bread and Cobblestone Bread Company, Flowers Foods; **Marty Wall**, President, Brew Dr. Kombucha
Moderator: **Laura Warf**, Associate, Davis Wright Tremaine LLP

WARNING: PROP 65 CONVERSATION

Room: Salon B

How California's Prop 65 affects your business and your customers.

Panelists: **Cory Comstock**, CEO, Full Sail Brewing Company; **Denise Webster**, Food Safety & Brand Protection, CuliNex
Moderator: **Kerry Shea**, Partner, Davis Wright Tremaine LLP

TO B-CORP OR NOT TO B-CORP

Room: Salon C

Lessons from the B-Corp experience and what lies ahead for social impact investing.

Panelists: **Amy Prosenjak**, President, A to Z Wineworks; **Claire Randall**, CEO, Grand Central Bakery; **Narendra Varma**, Founder, Our Table Cooperative
Moderator: **Knute Gregg**, Partner, Davis Wright Tremaine LLP

CO-PACKING AND PRIVATE LABEL TRENDS AND TERMS

Room: Salon D

Insights to facilitate win-win relationships and long-term success.

Panelists: **Zachary Fitzgerald**, President and CEO, Bake Works; **Shannon Oliver**, Co-Founder, Red Duck Foods; **Paul Taylor**, Vice President and General Counsel, Ajinomoto Foods North America; **Keeley Tillotson**, CEO, Wild Friends Foods
Moderator: **Meghan Moran**, Counsel, Davis Wright Tremaine LLP

Breakout Sessions

3:40 – 4:25 pm

PLACE MATTERS: ORIGIN AND GEOGRAPHIC DESIGNATIONS

Room: Salon A

Selling your brand based on a place can be effective but risky.

Panelists: **Hillary Barbour**, Director of Strategic Initiatives, Burgerville; **Jim Bernau**, Founder, Willamette Valley Vineyards; **Lara Gish**, Category Manager, Tillamook; **Marcus Reed**, General Counsel and Corporate Secretary, Craft Brew Alliance

Moderator: **Jacob Harper**, Partner, Davis Wright Tremaine LLP

CBD AND F&B

Room: Salon B

The Farm Bill passed...now what?

Panelists: **Patrick Moen**, Managing Director and General Counsel, Privateer Holdings; **Alex Rullo**, Vice President of Sales & Operations, Strength of Hope; **Cindy Young**, Project and Category Manager, New Seasons Market

Moderator: **Jeff Giametta**, Associate, Davis Wright Tremaine LLP

CASHING IN ON CONSERVATION

Room: Salon C

Carbon markets, renewable energy, conservation easements.

Panelists: **Ty Meyer**, Executive Director, Pacific Northwest Direct Seed Association and Agriculture Manager, Spokane Conservation District; **Mark Mondik**, Vice President, Carbon Markets, 3Degrees Group Inc.; **Sean Penrith**, CEO, Gordian Knot Strategies

Moderator: **Elaine Albrich**, Counsel, Davis Wright Tremaine LLP

ANTICIPATING M&A IN A DOWN MARKET

Room: Salon D

Realizing opportunities when distress occurs.

Panelists: **Marc Cramer**, Finance Director, The Healy Foundation; **Ryan Osgood**, Vice President, Juggernaut Capital Partners; **John Siegler**, Managing Director, Cascadia Capital; **Bradaigh Wagner**, Managing Director, Endeavour Capital

Moderator: **Ryan Maughn**, Partner, Davis Wright Tremaine LLP

4:30 – 5:15 pm

LATER-STAGE FINANCING

Room: Salon A

Preparations, expectations, and ambitions for Series B and C capital.

Panelists: **Melissa Baker**, President and CEO, Fenwick Brands; **Blythe Jack**, Managing Director, TSG Consumer Partners; **Junea Rocha**, Co-Founder, Brazi Bites
Moderator: **Cliff DeGroot**, Partner, Davis Wright Tremaine LLP

PASSING THE TORCH: LEGACY PLANNING

Room: Salon B

Bridging generations and transitioning leadership.

Panelists: **Christine Clair**, Winery Director, Willamette Valley Vineyards; **Jordan Dunn-Small**, Director of Direct to Consumer Sales/Owner, Woodward Canyon; **Deborah Steintal**, Managing Director and Founder, Scion Advisors
Moderator: **Bill Weigand**, Partner, Davis Wright Tremaine LLP

FOOD SAFETY AT THE INTERSECTION OF LAW AND SCIENCE

Room: Salon C

Technology, transparency, traceability, and accountability.

Panelists: **Elisha Daigneault**, Managing Principal, Foodwit; **Tony Dal Ponte**, General Counsel and Director of Legal & Government Affairs, Pacific Seafood; **Dr. Alan Melnick**, Public Health Director and Health Officer, Clark County Public Health
Moderator: **Dave Ernst**, Partner, Davis Wright Tremaine LLP

STRATEGIES FOR BRANDED VARIETIES AND INGREDIENTS

Room: Salon D

Building value through brands, starting at the farm gate and the ingredient panel. How ag businesses and ingredient suppliers create and promote branded food varieties and ingredients to leverage consumer loyalty.

Panelists: **Brooke Golden**, Vice President Marketing & Innovation, Navitas Organics; **Casey Peck**, Citrus Associate, Agriculture Capital; **Albert Y. Tsui**, Business Development Specialist, CAHNRS, Washington State University
Moderator: **Sheila Fox Morrison**, Partner, Davis Wright Tremaine LLP

Keynote Session

5:30 – 6:00 pm



FEATURED GUEST

Timothy Egan

Award-Winning Author and *The New York Times* Op-Ed Writer

A CONVERSATION WITH TIMOTHY EGAN

Room: Salon FGHI

The writings of our guest, the award-winning author, reporter, and columnist Timothy Egan, reveal his deep personal connections with the land, farms, food, and people of his native state of Washington and beyond.

We will draw on Tim's observations of history, from the potato fields of Ireland, the forests of the Mountain West, the dusty terrain of the Great Plains, and the salmon streams of the Pacific Northwest, to discern lessons about leadership in the face of both great hardship and great opportunity.

We will seek Tim's insights about how the timeline and time-horizon for decision-making at key moments in history – and the relative degree of instinct, analysis, and assumptions behind those decisions – can alter the course of entire enterprises, industries, communities, and landscapes.

And in an era in which our interconnectedness seemingly coincides with greater disconnect in human discourse, we will explore Tim's thoughts about how leaders might build consensus to achieve "better together, win-win outcomes" for key stakeholders, both inside and outside their organizations.



Dave's Killer Bread Foundation sees tremendous potential to educate and encourage businesses about the practical side of Second Chance Employment. We realize that sometimes a lack of information or understanding about employing people with criminal backgrounds is the reason that businesses are hesitant to explore this option, and we're here to change that. The programming developed by the Foundation helps employers gain a more complete understanding of the why and how to implement Second Chance Employment within their organizations.

dkbfoundation.org

Notes

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[FOODBEV.DWT.COM](https://www.foodbev.dwt.com)

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