

FOOD & BEVERAGE

FARM ^{to} LABEL

2025



WELCOME

Thank you for coming.

Welcome to our 8th Farm to Label Food and Beverage Executive Summit.

We are grateful for the high-caliber speakers, partners, and guests who continue to support Farm to Label with their time and knowledge.

Thoughtful panels will explore critical themes that are shaping the future of food and beverage, including executive leadership, AI advancements, workforce dynamics, supply chain strategies, and the changing regulatory landscape. Strategic thinking in our rapidly evolving world is critical. The complex food system provides no shortage of opportunities: from seeds to store shelves, idea to box, and employees to consumers, we plan to examine how we grow and source our ingredients, pack our goods, and produce and sell our products. We invite you to share your own experiences, learn from others in the industry, and leave inspired to lead change and drive impact.

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



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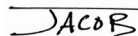


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Join the Conversation

Share your Farm to Label experience on LinkedIn and Instagram with the hashtag **#farmtolabel2025** and **#F2L2025**.

After the event, keep an eye out for an email with resources, photos, and more from today's program.

Be sure to @ us and follow our social media!



DWTLAW



DAVIS WRIGHT TREMAINE LLP

AGENDA

11:30 am	Check-In
11:45 am – 12:40 pm	Networking Luncheon
12:40 – 1:30 pm	Welcome + Executive Panel Discussion What Does Leadership Look Like?
1:30 – 1:40 pm	BREAK
1:40 – 2:25 pm	Panel Session #1 <ul style="list-style-type: none">• How to Make Brands and Influence People• Finding Your Regulatory North
2:25 – 2:35 pm	BREAK
2:35 – 3:20 pm	Panel Session #2 <ul style="list-style-type: none">• Mastery and Mistakes in Brand Messaging• Thinking Broadly About Boards• Recipe for Resilience
3:20 – 3:30 pm	BREAK
3:30 – 4:15 pm	Panel Session #3 <ul style="list-style-type: none">• How to Be a Good Retail Partner?• On the Move• Keeping DEI on the Menu
4:15 – 4:25 pm	BREAK
4:25 – 5:10 pm	Panel Session #4 <ul style="list-style-type: none">• Follow the Money• Artificial Intelligence: The New Ingredient?• What Works?
5:10 – 5:20 pm	BREAK
5:20 – 6:00 pm	Keynote Session Sana Javeri Kadri , Founder of Diaspora Spice Co.
6:00 – 8:00 pm	Farm to Label Party & Early Stage Marketplace

F2L WELCOME SESSION

We are pleased to welcome our industry colleagues for a conversation exploring leadership lessons and perspectives on today's food and beverage industry.

What Does Executive Leadership Look Like?

ROOM: REGENCY BALLROOM A/B



MODERATOR

Jaime Drozd

Firmwide Managing Partner,
Davis Wright Tremaine LLP

PANELISTS



Ben Goodwin

Co-Founder, CEO, and Formulator of OLIPOP

Ben Goodwin co-founded OLIPOP in 2018, alongside business partner, David Lester. Ben, who forwent an environmental science degree in favor of his entrepreneurial spirit, has a passion for health and wellness that stems from personal experience. After a childhood on the standard American diet, Ben had an epiphany at just 14 years of age, losing 50 pounds with the implementation of daily exercise and more mindful eating habits. These positive changes resulted in a deep curiosity about nutrition's effect on physical and mental health, making Ben a relentless scholar of the human microbiome and ways to leverage it for overall wellness.



Mike Messersmith

CEO, Tender Food

Mike Messersmith is the CEO of Tender Food, a Boston-based food technology platform company creating next-generation consumer brands across a number of high-growth categories, including alternative proteins, snacking, and consumer pet. Prior to joining Tender Food, Mike led all aspects of business and organizational development for the leading oat milk brand OATLY since its US launch in 2017. OATLY created breakthrough growth in the plant-based dairy industry through superior products and innovative branding. Previously, he held senior growth roles at The Nature's Bounty Company, Chobani, and Frito-Lay, and was an Officer in the US Navy. Mike lives in NYC with his wife Laura and dog Kelce.



Amy Prosenjak

President, Oregon Brands, Ste. Michelle Wine Estates

Amy Prosenjak is President of Ste. Michelle Wine Estates' Oregon brands – A to Z Wineworks, Erath, and REX HILL. Recently, Amy navigated A to Z Wineworks' ownership transition from its founders to Ste. Michelle Wine Estates and now serves on the executive leadership team for the 5M case Pacific Northwest wine company. She integrated the three Oregon brands that account for approximately 1 out of every 4 bottles of Oregon wine sold, while maintaining the commerce with conscious culture as a certified B Corporation. Named a Woman of Influence in Portland in 2023, Amy is an active member of the community and currently serves on the boards for Oregon Business & Industry, Oregon Business Council, Literary Arts, YPO's Oregon Gold Chapter, and the Virginia Garcia Holdings Board.

PANEL SESSIONS

PANEL SESSION #1

1:40 – 2:25 pm

How to Make Brands and Influence People

ROOM: REGENCY BALLROOM C

How brands, agencies, and creators navigate partnerships, audience engagement, and evolving digital trends

CJ Bruce, Founder, The Missing Ingredient

Alexander Deleuse, Partner, Co-Owner and Creative Director, both/and

Channing Frye, President, Chosen Family Wines

Ben Garner, President, The Absorption Company

Moderator: Taylor Hurwitz, Associate, Davis Wright Tremaine LLP

Finding Your Regulatory North

ROOM: REGENCY BALLROOM D

Navigating changes and identifying opportunities with FDA, USDA, trade policy, and more

Mark FeDuke, Director of Trade Compliance & Policy, ArdoVLM

Sally Keefe, Principal, skFigures Consulting

Megan Olsen, Senior Vice President & General Counsel, Council for Responsible Nutrition

John Weber, Principal, Monument Advocacy

Moderator: Alli Condra, Of Counsel, Davis Wright Tremaine LLP

PANEL SESSION #2

2:35 – 3:20 pm

Mastery and Mistakes in Brand Messaging

ROOM: REGENCY BALLROOM C

Real-world advertising lessons from people who know

Angela Glandorf, Vice President of Marketing, Honey Mama's

Jen Maxwell-Muir, Founder & Principal, Think Maxwell

Scott Metzger, President & COO, Craft 'Ohana dba Maui Brewing Company

Megan Russell-White, Brand/Marketing Director, formerly Wieden+Kennedy

Moderator: Kristi Wolff, Partner, Davis Wright Tremaine LLP

Thinking Broadly About Boards

ROOM: REGENCY BALLROOM D

Strategies for effective governance and advice

Christy Goldsby, Founder & Board Chair, Honey Mama's

Chris Sarles, Board Member, Beaverton Foods

Jessica Sturzenegger, Founder & CEO, Amara

Bradaigh Wagner, Managing Director, Endeavour Capital

Moderator: Aakshita Bansal, Associate, Davis Wright Tremaine LLP

Recipe for Resilience

ROOM: WILLAMETTE 1

Navigating lawsuits, social media triage, and avoiding public relations pitfalls

Eric Mills, General Counsel & Director of Legal Affairs, Pacific Seafood

Daren Williams, Senior Vice President, Public Relations & Reputation Management, Curious Plot

Ashley Vulin, Founder, Partner, Davis Wright Tremaine LLP

Moderator: Heather Canner, Counsel, Davis Wright Tremaine LLP

PANEL SESSION #3

3:30 – 4:15 pm

How to Be a Good Retail Partner?

ROOM: REGENCY BALLROOM C

Supplier, distributor, and retailer collaboration to ensure continued mutual success

Brenna Davis, CEO, Organically Grown Company

Chris Tjersland, Director of Brand Development, New Seasons Market

Jaime Tulley, COO & Co-Founder, Heyday Canning Co.

Moderator: Beth Hatef, Of Counsel, Davis Wright Tremaine LLP

On the Move

ROOM: REGENCY BALLROOM D

Navigating emerging food and beverage transportation issues

Tara Foster, COO, Evergreen

Austen Kuehl, Director, Warehouse, Inventory & Logistics, Portland Bottling Company

Justin Lewis, Founder & Principal, J.C. Lewis & Co

Moderator: Ruben Pagán, Partner, Davis Wright Tremaine LLP

Keeping DEI on the Menu

ROOM: WILLAMETTE 1

What diversity initiatives look like today

Jill Kuehler, Founder & CEO, Freeland Spirits

Tiffani Lambie, Director of DEI Operations, Davis Wright Tremaine LLP

Zanele Mutepfa-Rhone, Founder, Brand Zanele

Moderator: Olivier Jamin, Counsel, Davis Wright Tremaine LLP

PANEL SESSION #4

4:25 – 5:10 pm

Follow the Money

ROOM: REGENCY BALLROOM C

Private equity trends and perspectives in today's food and beverage marketplace

Cory Comstock, Partner, Bochi Investments

Nicole Nugent, Managing Director, Armory Securities

Robert Parzick, Managing Director, Cody Peak Advisors

Moderator: Shelly Malik, Counsel, Davis Wright Tremaine LLP

Artificial Intelligence: The New Ingredient?

ROOM: REGENCY BALLROOM D

An exploration of the ways that AI is being integrated into the food and beverage sector

Steve Gundrum, Chief AI Officer, Mattson

"Leo," Mattson

Pedro Noyola, CEO, Balanced Business Group

Moderator: Filipp Kofman, Partner, Davis Wright Tremaine LLP

What Works?

ROOM: WILLAMETTE 1

Scaling up (or down) your operations, talent, and workforce

Snow Le, President, FreshRealm

Nick Popper, Vice President & General Counsel, Stemilt Growers

Sonya White, CFO & Business Operations Officer, pFriem Family Brewers

Moderator: Jeremy Merkelson, Partner, Davis Wright Tremaine LLP

KEYNOTE SESSION

5:20 – 6:00 pm



FEATURED GUEST

Sana Javeri Kadri
Founder of Diaspora Spice Co.

A Conversation With Sana Javeri Kadri

ROOM: REGENCY BALLROOM A/B

Born and raised in Mumbai, India, in a big, mixed-up Muslim-Jain-Hindu family where food was the great unifier, Sana has been immersed in the food industry since she was a teen. She's worn many hats—line cook, farmworker, food photographer, marketing consultant, CSA manager—before ultimately stepping into the role of spice sourcer turned CEO.

She founded Diaspora Spice Co. in 2017 with a bold vision and a shoestring budget. Since then, it has grown exponentially, now working with over 140 regenerative farms across India and Sri Lanka, paying \$2.5 million directly to farm partners over the past 6.5 years, and bringing 25 single-origin spices and 12 bestselling blends to the world. With over 125,000 customers globally and products stocked in 525+ retail stores across the US and UK, the company is reshaping the spice trade—one fair, flavorful, and transparently sourced spice at a time.

Sana currently splits her time between Mumbai, India, and Menlo Park, California, continuing to push for a food system that values the farmers and flavor at its foundation.

EARLY STAGE MARKETPLACE

6:00 pm

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.

Astral Wellness

Buji Brown Butter

JAS Alcohol-Free Functional Cocktails

Mickelberry Gardens, Inc.

Self Care Non-Alcoholic Beer by Three Magnets

Vehicle Mushrooms

FEATURED KEYNOTE VENDOR:

Diaspora Spice Co.

PRODUCT DISPLAY SHOWCASE

All attendees are welcome to bring their branded items for display. All items will be donated to the **St. Andrew Emergency Food Pantry** following the event.



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