

FOOD & BEVERAGE

FARM ^{to} LABEL

SUMMIT 2016



INFORM YOUR INSTINCT

Share. Succeed. Sustain.



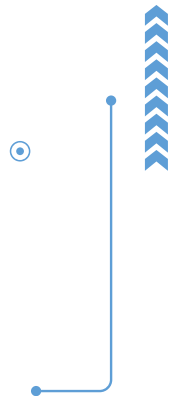
Davis Wright Tremaine (DWT) is a full-service law firm, with approximately 500 attorneys operating across our nine offices throughout the West and East Coasts of the United States and in Shanghai, China.

DWT is proud to have one of the most comprehensive and coordinated food and beverage legal teams in the United States. We work on food and beverage, agriculture, and alcohol supplier projects every day. How do we do it? With know-how covering what is important to your business. Such as direct-from-farm sourcing relationships, ingredient supplies, co-packing, and distribution. Labeling, marketing, and direct-to-consumer strategies. Human resources. Food safety and compliance. Stewarding water and energy. Innovating and integrating technology. Developing and protecting brands and trade secrets. Finding and deploying smart capital. Resolving “bet-the-farm” disputes. And leading game-changing mergers and acquisitions.

Don't confuse “lawyers who are foodies” with experienced “food lawyers” – we're passionate about the industry, enough to get past what's delicious, and really dig in on what matters to your business. Our clients know the difference.



foodbev.dwt.com



Thank you for coming.

Now in its fourth year, Farm to Label has developed into a much-anticipated and exceptionally productive food and beverage business summit. The caliber of the leaders, the quality of the programming, and the magnitude of the opportunity at Farm to Label has never been greater.

INFORM YOUR INSTINCT

A number of impressive panels will bring to light real-world data and first-hand experiences to inspire and validate your intuition. We will feature a range of perspectives...including young entrepreneurs plugged into leading edge consumers, in-the-know market researchers, executives from global brands, and my colleague Governor Gary Locke, the former ambassador to China. We also welcome Alexia Howard, the renowned U.S. Food Analyst from AB Bernstein as our featured guest. Our hope is that good decisions get made more boldly as a result of the conversations today.

SHARE. SUCCEED. SUSTAIN.

We look forward to bringing your diverse expertise to bear in support of our common goal: bettering your business (and the world) through outstanding food and beverage brands. A number of our panels tackle head-on the opportunity to do well by doing good...hard-core business topics will be infused with fresh perspectives on diversity, nourishment and safety, resource stewardship, and economic sustainability. Please, join the conversation.

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

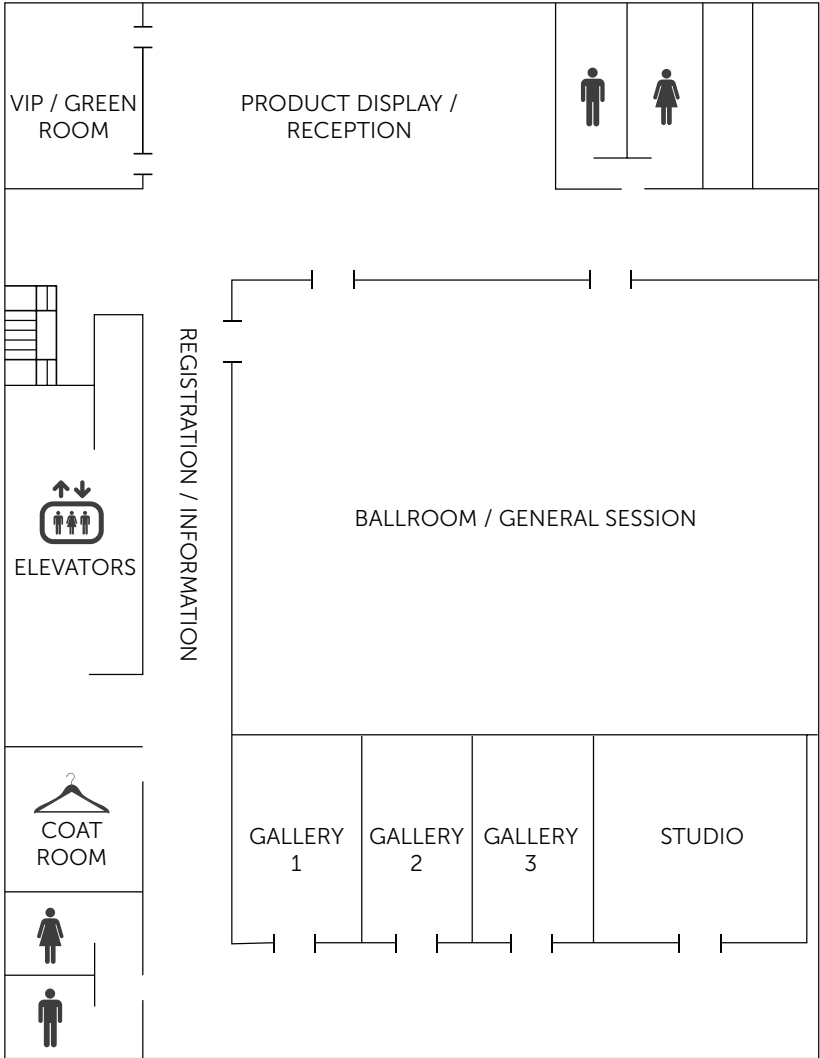


Jesse D. Lyon

Partner and Chair, Food + Beverage Group
Davis Wright Tremaine LLP
503.778.5268 | jesselyon@dwt.com

The Nines

6TH FLOOR



12:45 – 1:30 p.m. REGISTRATION & PRODUCT DISPLAY

1:30 – 1:45 p.m. WELCOME & OVERVIEW

Jesse Lyon, Partner and Chair, Food + Beverage Group, Davis Wright Tremaine LLP; **Will Rosenzweig**, Dean and Executive Director, The Food Business School, The Culinary Institute of America

1:50 – 2:35 p.m. BREAKOUT #1

- Realizing Opportunity from New Retail Channels
 - Are You My Joint Employer?
 - GMOs (Generating Much Objection?)
 - Building Brand Momentum to Reach Investors
-

2:40 – 3:25 p.m. BREAKOUT #2

- Borderless Marketing
 - Embracing Diversity
 - When the Government Knocks
 - Overcoming Impediments to Growth
-

3:25 – 3:35 p.m. BREAK

3:40 – 4:25 p.m. BREAKOUT #3

- The Criminalization of Food Safety
 - Meet the Farmers
 - (Not) All in the Family
 - Credible Edibles?
-

4:30 – 5:15 p.m. BREAKOUT #4

- Top Shelf: Selling in Luxury Channels
 - Apps & Agility: Food and Ag Tech Gets Funded
 - Supply Chain Diversification
 - Food as a Change Agent for Community Good
-

5:30 – 6:00 p.m. FEATURED GUEST:

A Conversation with **Alexia Howard**, U.S. Food Analyst, AB Bernstein

6:00 p.m. THE FARM TO LABEL PARTY

breakout sessions

1:50 – 2:35 PM

REALIZING OPPORTUNITY FROM NEW RETAIL CHANNELS

Room: Studio

Hear from entrepreneurs about the retail road less traveled: How can companies grow their business by creating or tapping into new retail channels? What are some risks involved and lessons learned from breaking new ground?

Panelists: **Sanin Mirvic**, CEO, Meadow Organics; **Amelia Pape**, Food Access Coordinator, Whole Foods Market; **Jeff Davis**, Founder, SamplingLab

Moderator: **Jisoo Kim**, Davis Wright Tremaine LLP

ARE YOU MY JOINT EMPLOYER?

Room: Gallery 1

Hear real-world experience with DOL audits, recognize which workers may actually be your “employees,” and learn strategies to minimize expensive claims.

Panelists: **Aaron Colby**, Davis Wright Tremaine LLP; **Gretchen Boock**, COO, Dobbles Family Estate/Wine by Joe; **Joshua Lute**, General Counsel, Dutch Bros. Coffee

Moderator: **Christie Totten**, Davis Wright Tremaine LLP

GMOs (GENERATING MUCH OBJECTION?)

Room: Gallery 2

Where we are going, what to expect, and how to navigate state regulation of food labels.

Panelists: **Marni Karlin**, Vice President of Government Affairs/General Counsel, Organic Trade Association; **James Curry**, Director of State & Local Government Affairs, Monsanto

Moderator: **Chip English**, Davis Wright Tremaine LLP

BUILDING BRAND MOMENTUM TO REACH INVESTORS

Room: Gallery 3

The art of communicating your brand and business plan to reach investors at each stage of your company’s lifecycle.

Panelists: **John Tucker**, CEO, Farmhouse Culture; **Lisa Donoughe**, Founder & Principal, Watershed Communications; **Cory Comstock**, President, Full Sail Brewing Co. and Portfolio Adviser, Sherbrooke Capital

Moderator: **Sarah Tune**, Davis Wright Tremaine LLP

2:40 – 3:25 PM

BORDERLESS MARKETING

Room: Studio

Rapidly increasing incomes + increasing demand for trusted products + increasing smartphone adoption + the Trans Pacific Partnership (TPP) = unprecedented marketing opportunities for your brand in China and Asia Pacific.

Panelists: **Gary Locke**, U.S. Ambassador to China (2011-2014); **Stan Firestone**, President & Owner, Firestone Pacific Foods; **Jan Chernus**, Director of International Sales, Bob's Red Mill

Moderators: **Craig Ostbo**, Managing Partner, Koopman Ostb & **Riley Lagesen**, Davis Wright Tremaine LLP

EMBRACING DIVERSITY

Room: Gallery 2

Partnering with diverse entrepreneurs can help you build an authentic brand story—the best way to resonate with Millennials (and Plurals). Hear the latest research on young, diversity-minded consumers and learn how to connect with these important business partners.

Panelists: **Abdul Mohamad**, Doolies Hot Hot Sauce; **Omar White** and **Kevin Shirley**, Co-Founders, American Soul Brothers; **Natalie Padilla**, Research Analyst-Consumer Strategy, Watershed Communications; **Andrew Welch**, Depth Finder, Boly:Welch

Moderator: **Erica Rosales-Kinney**, Davis Wright Tremaine LLP

WHEN THE GOVERNMENT KNOCKS

Room: Gallery 3

Are you ready? Being transparent while protecting your business can be a tricky balancing act—just because an inspector asks, doesn't mean you have to say yes... except when you should.

Panelists: **Eric Lent**, VP & General Counsel, Ste. Michelle Wine Estates; **William (Bill) Dougherty**, Assistant VP, Hays Companies; **Samuel Grubb**, CFS, Regulatory Compliance Manager, Kerr Concentrates

Moderator: **Cary Greene**, Davis Wright Tremaine LLP

OVERCOMING IMPEDIMENTS TO GROWTH

Room: Gallery 1

Transforming obstacles into action to scale your business for sustainable and strategic growth.

Panelists: **Keith Cupp**, CEO, Gazelles; **Jody Hall**, CEO, Cupcake Royale; **Chris Sarles**, President/CEO, Oregon Fruit Products

Moderator: **Laura Warf**, Davis Wright Tremaine LLP

breakout sessions

3:40 – 4:25 PM

THE CRIMINALIZATION OF FOOD SAFETY

Room: Studio

When can a recall become a prison sentence? Join the federal prosecutor from the Peanut Corporation of America case and a pre-eminent consumer food safety lawyer to discuss the role of the criminal and civil justice systems in food safety enforcement.

Panelists: **Alan Dasher**, Assistant U.S. Attorney, U.S. Department of Justice;

William Marler, Managing Partner, Marler Clark

Moderator: **Ashley Vulin**, Davis Wright Tremaine LLP

MEET THE FARMERS

Room: Gallery 1

Fresh perspectives on modern farming, supply chain relationships, and the intersection of science + sustenance.

Panelists: **Tom Hunton**, Grain Grower & Owner, Camas Country Mill; **Kim Binczewski**, Managing Director, The Bread Lab; **Brigid Meints**, Crop Scientist, Washington State University

Moderator: **Stacey Lee**, Davis Wright Tremaine LLP

(NOT) ALL IN THE FAMILY

Room: Gallery 2

Discerning best practices for the delicate and important role of leading non-family executives in family-owned food and agricultural businesses.

Panelists: **Dirk Davis**, CEO, Sunshine Dairy; **Art Anderson**, General Manager/COO,

J. Frank Schmidt & Son Co.; **Miles Kohl**, CEO, Allan Brothers Inc

Moderator: **Andrew Steen**, Davis Wright Tremaine LLP

CREDIBLE EDIBLES?

Room: Gallery 3

There's no shortage of opportunities for food companies to participate in the evolving recreational cannabis market. If you make the leap and develop an innovative edible, the challenge is to produce, label, package and market responsibly – and to protect your core business.

Panelists: **Patrick Devlin**, Co-Founder, Db3; **Camille Messina**, Founder, Messina Bitters

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

4:30 – 5:15 PM

TOP SHELF: SELLING IN LUXURY CHANNELS

Room: Studio

Retailer and brand perspectives on the opportunities and challenges that arise from selling high-margin products in high-end retail environments.

Panelists: **Tamailpais Star Roth-McCormick**, Chef & Founder, Bunches & Bunches; **Kaie Wellman**, Co-Owner, Pastaworks & Providore Fine Foods; **Nicholas Doughty**, General Manager & Store Director, Elephants Delicatessen
Moderator: **Sheila Fox Morrison**, Davis Wright Tremaine LLP

APPS & AGILITY: FOOD AND AG TECH GETS FUNDED

Room: Gallery 1

What's driving today's unprecedented investment activity in the food-tech and ag-tech sectors?

Panelists: **Rob Trice**, Founder, The Mixing Bowl; **Rob Leclerc**, PhD, Co-Founder/CEO, AgFunder; **Darwin Melnyk**, CEO/President, IRON Solutions
Moderator: **Don Buder**, Davis Wright Tremaine LLP

SUPPLY CHAIN DIVERSIFICATION

Room: Gallery 2

What are the pros and cons of having a varied supply chain? What are some ways to better manage alternative sources and multiple vendors while minimizing risk and still adhering to quality parameters inherent to your brand?

Panelists: **Kipp Baratoff**, COO & VP of Supply Chain Management, fishpeople Seafood; **Ted Farthing**, President, Fresh & Wild; **Will Madden**, Senior Partner, Right Brain Consulting; **Mark Crowell**, Founder & Principal Culinologist, CuliNex
Moderator: **Meghan Moran**, Davis Wright Tremaine LLP

FOOD AS A CHANGE AGENT FOR COMMUNITY GOOD

Room: Gallery 3

Successful brands (and consumers) can shape and leverage our food system to improve our communities and environment, and increase access to good food for all.

Panelists: **Donna Duncanson**, SVP, Research Operations, The Hartman Group; **Cindy Cooper**, Chief Marketing & Impact Officer, Koopman Ostbo; **Genevieve Martin**, Executive Director, Dave's Killer Bread Foundation; **Wood Turner**, Vice President, ACM
Moderator: **Allison Condra**, Davis Wright Tremaine LLP

keynote discussion

5:30 – 6:00 PM



FEATURED GUEST

Alexia Howard

U.S. Food Analyst, AB Bernstein

IMPLICATIONS & SUCCESS FACTORS IN A RAPIDLY CHANGING FOOD MARKET

Room: Ballroom

Alexia will share the insights she has gained through her vast experience evaluating capital markets, industry mergers & acquisitions, and directly working with food and beverage companies on strategic growth initiatives. Alexia is a regular guest on CNBC and Bloomberg Business and has been named to the Institutional Investors' All-America Research Team each year from 2008 to 2015.



Bank of the West is a full-service commercial bank with more than \$60 billion in assets and 1.6 million clients. Its Agribusiness Division serves every area of the Ag industry, from farm to table and beyond. With strategic offices in the regions that drive U.S. agriculture—from the Bank’s Premium Wine Group in Napa, California, to its Grain and Protein specialists across the Great Plains—the Bank provides tailored financial products and specialized sector expertise to help clients’ businesses grow.

bankofthewest.com

boly:welch

Boly:Welch connects employers with talent and human capital solutions through service offerings in Executive Search, Recruiting, Temporary Staffing and HR Matters Consulting. Our team members create value by leveraging relationships and best practices to ensure innovative solutions, with a special passion for the food and beverage industry.

Recognized as one of the 100 Best Companies to Work for in Oregon since 2003, we’ve also been on the 100 Best Green list since its inception. Backed by our local presence of nearly 30 years, financial strength, deep business partnerships and tenured staff, our successes reinforce the firm belief that FIT MATTERS MOSTsm.

bolywelch.com

partners



In 1994, six people set out on a mission to take a different approach to insurance. Today, through organic growth, Hays Companies has nearly 40 offices across the U.S and 700+ industry experts. Our entrepreneurial assembly of professionals listens first to understand the nuances of your business, and then designs custom, comprehensive and cost-effective solutions to help you sleep at night. We've created synergies within our teams that are unparalleled in the industry and our deep understanding of the food and beverage industry allows us to navigate and leverage the insurance market. Visit www.hayscompanies.com to discover how we are All. Together. Different.

hayscompanies.com



KOOPMAN OSTBO
MARKETING COMMUNICATIONS

At Koopman Ostbo Marketing Communications, we grow brands that change the world. And we've done that since 1994—by identifying audiences, engaging consumers and building relationships with them. While our methods have evolved over the years, our dedication to partnering with clients aiming to make the world a better place has not. We're also integrated, so you don't have to be. Whether your needs call for a dynamic digital strategy, a sound social approach, magnificent media relations, amazing advertising, perfect packaging—or all of the above—we've got you covered.

koopmanostbo.com

MOSS ADAMS_{LLP}

Certified Public Accountants | Business Consultants

Moss Adams LLP provides accounting, tax, and consulting services to food and beverage companies throughout the United States. Founded in 1913, Moss Adams is the largest national accounting firm headquartered on the West Coast. Moss Adams is an industry-focused firm with a team of professionals dedicated to serving the agribusiness, wine, food, and beverage industries. Our dedicated food and beverage professionals serve more than 1,100 clients firmwide from dirt to branded consumer products.

mossadams.com



Organized in 1914, Northwest Food Processors Association (NWFPA) supports the needs of the Pacific Northwest food processing industry through food policy and education in Idaho, Oregon and Washington. Membership includes some of the foremost brand names in the food industry in the United States, key producers of private label and institutional products, and locally run family businesses. NWFPA is one of the nation's largest food processing trade associations.

nwfpa.org

watershedtm

Watershed builds food and beverage brands in the artisan economy. We define the artisan economy as the fast growing number of sophisticated consumers who crave quality and great tasting products backed by authentic stories.

We shape a brand's narrative into strategic communications campaigns that cut through the clutter, create cover stories and build brand equity.

Tastemakers we partner with in Oregon are Steven Smith Teamaker, Deschutes Brewery, Oregon Brewers Guild, Cattail Creek Lamb and Face Rock Creamery. In Chicago we work with Goose Island Beer Company, Virtue Cider and Terlato Wine and Spirits. On the East Coast we work with Top Hops, League of Kitchens and Blue Point Brewing.

watershedcom.com

philanthropic partner



At Zenger Farm we believe nourishment is a basic human right. We are a working, urban farm that models, promotes and educates about sustainable food systems, environmental stewardship, community development and access to good food for all. We teach thousands of kids and families annually about good, healthy food.

zengerfarm.org



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!



#FARMTOLABEL



#FARMTOLABEL



FOODBEV.DWT.COM

Anchorage | Bellevue | Los Angeles | New York | Portland
San Francisco | Seattle | Shanghai | Washington, D.C.