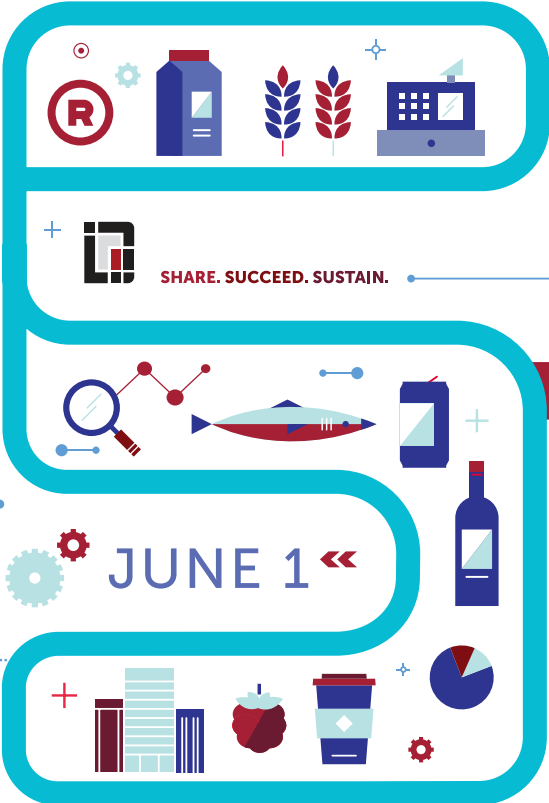


FOOD & BEVERAGE
FARM ^{to} LABEL
SUMMIT 2017



SHARE. SUCCEED. SUSTAIN.

TH

ANNUAL

JUNE 1 <<

»»»»»» WELL + GOOD



Davis Wright
Tremaine LLP

Davis Wright Tremaine (DWT) is a full-service law firm, with approximately 550 attorneys operating across our nine offices throughout the West and East Coasts of the United States and in Shanghai, China.

We are 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 and agriculture 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.



#FARMTOLABEL

foodbev.dwt.com



Thank you for coming.

We are celebrating the fifth anniversary of what 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 continues to exceed our already high expectations.

WELL + GOOD

Impressive panels will explore how businesses can be successful while still doing well for various stakeholders and the world around us. And how strategic thinking and our processes can evolve to improve our bottom lines and reflect our values from the bottom up. We hope you will share your stories, learn from your peers, and leave more inspired and prepared to tackle the opportunities ahead. Together, we are in good company and we thank you for joining us.

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...hardcore 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.

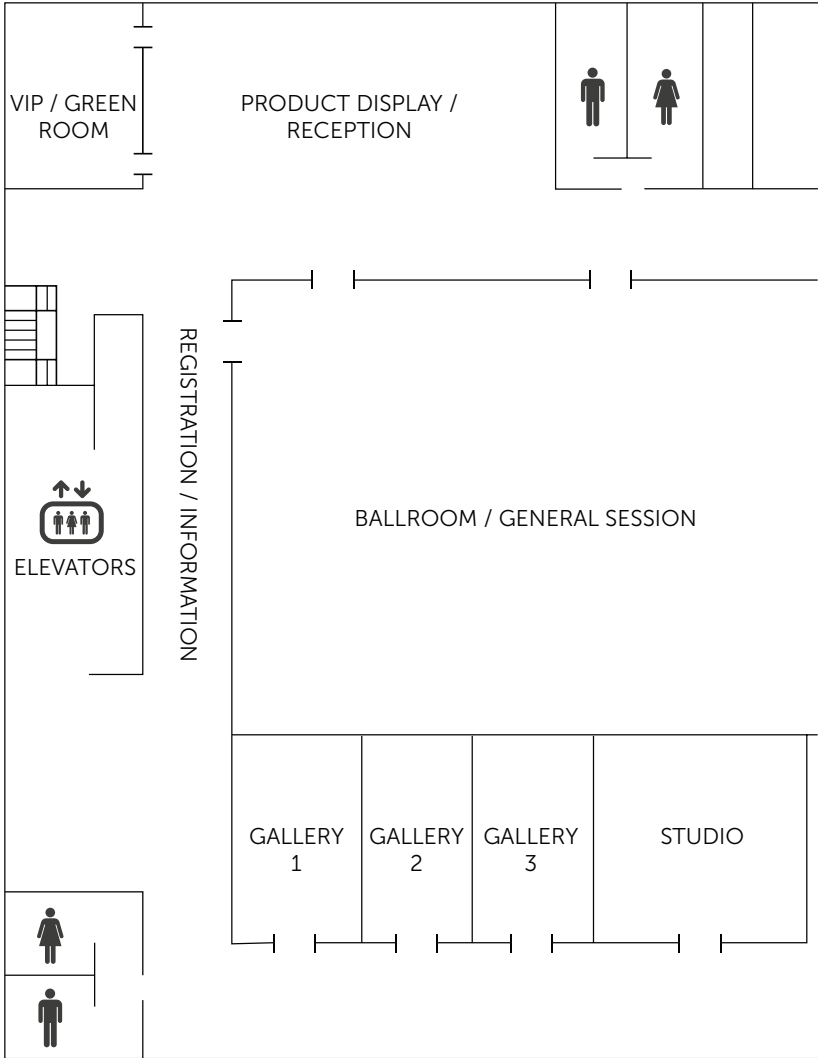


Jesse D. Lyon

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

The Nines

6TH FLOOR



12:45 – 1:30 pm **REGISTRATION & PRODUCT DISPLAY SHOWCASE**

1:30 – 1:45 pm **WELCOME & OVERVIEW**

Jesse Lyon, Partner and Chair, Food + Beverage Group,
Davis Wright Tremaine LLP;
Deb Hatcher, Founder, A to Z Wineworks

1:50 – 2:35 pm **BREAKOUT #1**

- Many Faces of Food
 - Channel Disruption
 - Incubate & Accelerate
 - The Risky Business of Meeting Consumer Demand
-

2:40 – 3:25 pm **BREAKOUT #2**

- Mashups: Unique F&B Partnerships
 - Supply Chain Traceability
 - Grow Your Own Way
 - WASTED: Waste in the Food System
-

3:25 – 3:35 pm **BREAK**

3:40 – 4:25 pm **BREAKOUT #3**

- ABCs of Distribution to Grocery
 - Is Your Label a Liability?
 - Winning Nontraditional Accounts
 - The Breakroom
-

4:30 – 5:15 pm **BREAKOUT #4**

- Off the Record
 - Tales from the Tank
 - New Ideas for Old School Companies
 - Navigating (Trade) Customs
-

5:15 – 5:25 pm **BREAK**

5:30 – 6:00 pm **KEYNOTE SESSION**

Patrick Criteser, President & CEO,
Tillamook County Creamery Association
Kevin Carroll, Best-Selling Author, Expert on Creativity and
Innovation, Agent for Social Change

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

breakout sessions

1:50 – 2:35 pm

MANY FACES OF FOOD

Room: Gallery 1

What successful companies are doing to attract, hire, and promote diverse talent and to resonate with diverse customers, in anticipation of a U.S. population without any material racial or ethnic majority.

Panelists: **Augusto Carneiro**, Owner, Nossa Familia Coffee; **Luis Dominguez**, President, Juanitas; **Cathi Hunt**, Director, Corporate Counsel, Starbucks Coffee Company; **Serilda Summers-McGee**, MBA, M.Ed., Director of HR and Workforce Development, Portland Development Commission
Moderator: **Erica Rosales**, Associate, Davis Wright Tremaine LLP

CHANNEL DISRUPTION

Room: Studio

Meet the innovators bringing radical change and new consumer channels.

Panelists: **Madeline Haydon**, Founder, Nutpods; **Robert Jones**, Senior VP Business Development, Chef'd; **Kyle Ransford**, Founder & Chef, Chef'd
Moderator: **Alli Condra**, Attorney, Davis Wright Tremaine LLP

INCUBATE & ACCELERATE

Room: Gallery 2

It takes a village to raise your business.

Panelists: **Gigi Lee Chang**, Managing Director, Food Future; **David Israel**, CEO, Better for You Food Group; **Will Rosenzweig**, Dean and Executive Director, The Food Business School, The Culinary Institute of America
Moderator: **Sarah Tune**, Partner, Davis Wright Tremaine LLP

THE RISKY BUSINESS OF MEETING CONSUMER DEMAND

Room: Gallery 3

How consumer demands are impacting food safety and how companies are responding.

Panelists: **Dr. Robert McGorin**, Department Head & Jacobs-Root Professor, Food Science & Technology, Oregon State University; **Dr. Urvashi Rangan**, Chief Science Advisor, GRACE Communications Foundation
Moderator: **Ashley Vulin**, Associate, Davis Wright Tremaine LLP

2:40 – 3:25 pm

MASHUPS: UNIQUE F&B PARTNERSHIPS

Room: Studio

Finding alignment and opportunity with non-food & beverage brands.

Panelists: **Cory Comstock**, CEO, Full Sail Brewing Company; **Kurt Krasneski**, Sales Director, Hopworks Urban Brewery

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

SUPPLY CHAIN TRACEABILITY

Room: Gallery 1

Discovering new technology models to ensure provenance and safety in food systems.

Panelists: **Raja Ramachandran**, Co-CEO and COO, ripe.io; **Andrea F. Huberty**, Ph.D., Senior Policy Analyst, National Bioengineered Food Disclosure Standard,

Agricultural Marketing Service, USDA; **Larry Logan**, CMO, Digimarc

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

GROW YOUR OWN WAY

Room: Gallery 2

Crowdfunding and other capital growth strategies.

Panelists: **Don Buder**, Partner, Davis Wright Tremaine LLP; **Ross Davisson**, VP of Business Operations, CircleUp; **Seana Day**, Partner, Better Food Ventures; **Mike Dovich**, Executive Director, Nutrition Capital Network; **Jim Huston**, Managing Director, Portland Seed Fund

Moderator: **Cliff DeGroot**, Partner, Davis Wright Tremaine LLP

WASTED: WASTE IN THE FOOD SYSTEM

Room: Gallery 3

Practical and creative business solutions to address waste in the food system.

Panelists: **Matt O'Hayer**, CEO, Vital Farms; **Katie Pearmine**, Strategic Sourcing Manager, Oregon Food Bank; **Kristen Rainey**, Global Vendor & Supplier Relations Manager, Google; **Kate Storey**, Vice President, Renewal Funds

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

breakout sessions

3:40 – 4:25 pm

ABCs OF DISTRIBUTION TO GROCERY

Room: Studio

The ins and outs of billbacks, free fills, MCBs, price protections, promotional allowances, EDLPs and how to track, negotiate, and leverage related grocery channel opportunities.

Panelists: **Brittany Sienia**, Trade Pricing Analyst, Tillamook Cheese; **Chris Tjerstrand**, Partner Brands Development Manager, New Seasons Market; **Ray VanWetten**, Vice President-PNW Sales, Unified Grocers, Inc.

Moderator: **Meghan Moran**, Counsel, Davis Wright Tremaine LLP

IS YOUR LABEL A LIABILITY?

Room: Gallery 1

Perspectives on creative labeling and potential threats in the legal system.

Panelists: **Greg Fleishman**, Co-Founder, Purely Righteous Brands LLC; **Amit Pandhi**, CEO, Arctic Zero; **Stuart Turner**, Esq., Assistant VP/Director of Claims Management, Hays Companies; **Renee Wicklund**, Of Counsel, The Richman Law Group

Moderator: **Rebecca Cross**, Counsel, Davis Wright Tremaine LLP

WINNING NONTRADITIONAL ACCOUNTS

Room: Gallery 2

Navigating unique sales channels for profit and brand-building.

Panelists: **Ben Forsythe**, General Manager, Centerplate at Providence Park; **Chris Oxley**, Senior Vice President, Venue Operations, Portland Trail Blazers; **Neha Patel**, Founder, Masala Pop

Moderator: **Sheila Fox Morrison**, Partner, Davis Wright Tremaine LLP

THE BREAKROOM

Room: Gallery 3

Perspectives from the hourly workers who keep your business moving.

Panelists: **Ronnie Elrod**, VP of Operations, Dave's Killer Bread; **Jessica Olson**, Western Regional Sales Manager, Bob's Red Mill Natural Foods, Inc.; **Ashley Picerno**, Strategic Project Manager, Craft Brew Alliance

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

4:30 – 5:15 pm

OFF THE RECORD

Room: Studio

Ingredients for a successful story in traditional and new media outlets.

Panelists: **Melissa Dalluhn**, Creative Director, Koopman Ostbo; **Karen Foley**, Publisher, Imbibe Magazine; **Mike Thelin**, Co-Founder, FEAST Portland

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

TALES FROM THE TANK

Room: Gallery 1

Shark Tank survivors share their experiences and take-home lessons.

Panelists: **Bryan Boches**, Founder & CEO, Safe Catch; **Heidi Lovig**, Co-Founder, Heidi Ho Veganics, LLC; **Junea Rocha** & **Cameron MacMullin**, Co-Founders, Brazi Bites

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

NEW IDEAS FOR OLD SCHOOL COMPANIES

Room: Gallery 2

Reinvigorating established businesses for the long haul.

Panelists: **Joth Ricci**, President & CEO, Adelsheim; **Chris Sarles**, CEO, Oregon Fruit Products

Moderator: **Drew Steen**, Partner, Davis Wright Tremaine LLP

NAVIGATING (TRADE) CUSTOMS

Room: Gallery 3

Understanding the customs and logistics of doing business abroad.

Panelists: **LaDonna Carlile**, Sourcing Coordinator, GloryBee; **Mark FeDuke**, Director of Operations and Regulatory Affairs, VLM Foods Inc.; **Debra Jones**, COO & Partner, Magnolia Trading LLC

Moderator: **Nick Kampars**, Partner, Davis Wright Tremaine LLP

keynote session

5:30 – 6:00 pm



FEATURED GUEST

Kevin Carroll

*Best-Selling Author, Expert on Creativity and Innovation,
Agent for Social Change*

PLAY@WORK: UNLEASHING GROWTH THROUGH CREATIVITY AND INNOVATION

Room: Ballroom

As children our days were filled with productive play. What was entertaining was also instructive. Games of tag were exercises in planning, teamwork, strategy, design, decision-making, creativity, interpersonal communication and risk-taking. Play was serious business in our youth—and it should be even more serious business in our professional lives if we hope to unleash the creative genius that spurs organizational growth. By cleverly drawing from childhood lessons, Kevin Carroll reveals the relevance of play and how we must continue to tap into those lessons for our future success. An innovator who passionately inspires leaders to create sustainable change in their own organizations, Carroll raises a variety of questions during the session including:

- Are you continuing to strengthen the creative genius of your organization?
- Do you have the necessary passion and creative endurance to deliver consistent and amazing insight and business ingenuity?
- Why should an organization's business culture embrace the power of play even more so in the 21st century?
- How can a business culture that incorporates "purposeful play" impact leadership, employee quality of life and retention and attract new talent?



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 Matterssm 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

The Burbank Hafeli Schiller Group

Morgan Stanley Private Wealth Management

The Burbank Hafeli Schiller Group at Morgan Stanley Private Wealth Management is focused on helping grow and preserve the long-term, permanent capital of food, beverage and consumer products entrepreneurs, private equity firm partners, and investment banking professionals. Our practice has evolved over the past 30 years to serve exceptionally affluent clients with complex investing and planning needs. Mike Burbank's family co-founded Bristol Farms, a Los Angeles-based gourmet grocery store chain that raised private equity growth capital in 1994 and was acquired by Albertsons in 2004. The Burbank Hafeli Schiller Group has been structured to help entrepreneurs and their families grow and preserve their personal financial capital and simplify their financial lives through sophisticated financial planning and thoughtful investment management.

Today the Burbank Hafeli Schiller team at Morgan Stanley Private Wealth Management is a national practice with partners in San Francisco and Washington, D.C., and manages over \$1.2 billion for approximately 55 families as of October 2016.

morganstanleypwa.com/the.burbank.hafeli.schiller.group

philanthropic partners



We rescue millions of pounds of surplus food from farmers, manufacturers, grocery stores, and restaurants. We then deliver this healthy and nutritious food to 275 food banks, shelters and meal programs across Western Washington. Thanks to your support, we provide 90,000 meals to our hungry neighbors every day. This, combined with our policy and advocacy work creates a sustainable solution for ending hunger.

foodlifeline.org



Today, Oregon Food Bank collects food from farmers, manufacturers, wholesalers, retailers, individuals and government sources. We distribute that food through a statewide network of 21 regional food banks and approximately 970 partner agencies serving all of Oregon and Clark County, Washington.

oregonfoodbank.org



Our mission is to end hunger in San Francisco and Marin. We envision a community where everyone is able to obtain enough nutritious food to support the health and well-being of themselves and their families. There's a common misconception that only people who are homeless face the threat of hunger. But in a region as expensive as the Bay Area, people from all walks of life struggle with hunger. Our efforts focus on the immediate distribution of food while simultaneously working on long-term strategies to address hunger and empower neighbors in need.

sffoodbank.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



A series of 18 horizontal dotted lines spaced evenly down the page, providing a template for handwritten notes.

notes



A series of horizontal dotted lines spaced evenly down the page, intended for writing notes.



#FARMTOLABEL



FOODBEV.DWT.COM

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