



Farm Foundation® Round Table

Stone Barns Center for Food and Agriculture, Tarrytown, NY
January 10-12, 2018

The Future of the Supermarket Agenda

Wednesday, Jan. 10, 2018

11:00 a.m.	Round Table Steering Committee Meeting
Noon to 2:00 p.m.:	Registration
2:00 p.m.:	Round Table Briefing
2:30 p.m.:	DEPART HOTEL FOR STONE BARNS CENTER
3:00 p.m.:	Tour Stone Barns Center for Food and Agriculture
4:30 p.m.:	Dialogue with regional food and agriculture leaders Moderator: Julie Borlaug, Inari Agriculture, Inc.
6:00 p.m. to 7:30 p.m.	Cultivators Reception

Thursday, Jan. 11, 2018

7:00 a.m.:	Depart hotel for Stone Barns
7:30 a.m.	Arrive at Stone Barns
7:30 a.m.:	Breakfast
8:30 a.m.	Introductions of guests and Cultivators Constance Cullman, President, Farm Foundation
9:00 a.m.	Welcome Address Joe Swedberg, Chairman, Farm Foundation
9:30 a.m.	Keynote Address Rodney McMullen, Kroger, <i>invited</i>
10:30 a.m.	Break
11:00 a.m.	Session One: Key Trends Shaping the Future of Grocery Retailing <i>Consumers are firmly in control of the retail world. Competition from online shopping, farmers markets, and new types of grocery stores are pushing retailers to be more creative and innovative in their marketing, products, offerings, services and even store designs.</i> Moderator: Greg Heying Speakers: Mary Shelman, Mary Shelman Group John L. Stanton, Saint Joseph's University Dave Donnan, A.T. Kearney

- 12:15 p.m.:** **Round Table Recognitions**
- 12:30 p.m.:** **Lunch**
Moderator: Kip Tom, Chair, Round Table Steering Committee
- 2:00 p.m.:** **Session Two: Designing the Store of the Future**
The ability to offer a convenient shopping experience is more important than ever. New store concepts, cutting edge technology and a bursting e-retail market is quickly re-inventing the shopping experience.
Moderator: Bill Boehm
Speakers: Mike Lee, The Future Market
Leslie G. Sarasin, Food Marketing Institute
Jane Andrews, Wegmans Food Markets
- 3:30 p.m.** **Break**
- 4:00 p.m.** **Session Three: Giving the Consumer What They Want**
Tastes are changing for a variety of reasons, leaving retailers scrambling to meet consumer demands. Large, emerging consumer blocks, such as Millennials and Latino's are shaping multiple areas of American life, and value grocery retailers are paying significant attention to meeting the needs of these two increasingly influential demographic cohorts.
Moderator: Cheryl Queen
Speakers: Jared Simon, Hain Celestial
- 5:00 p.m.** **Round Table Member Meeting**
- 5:30 p.m.** **Annual Farm Foundation Benefit Auction & Reception**
- 7:00 p.m.** **Chairman's Dinner**

Friday, Jan. 12, 2018

- 7:00 a.m.:** **Depart hotel for Stone Barns**
- 7:30 a.m.:** **Arrive at Stone Barns**
- 7:30 a.m.:** **Breakfast Table Talks Session One**
- 8:45 a.m.:** **Breakfast Table Talks Session Two**
- 10:00 a.m.** **Session Four: Supply Chain Stresses and Opportunities**
Meeting the demand for more fresh food, more organics and more choices is putting incredible stress on both retailers and growers. How can this food system be better managed to react to these consumer demands, and what are the best opportunities for growth throughout the supply chain?
Moderator: George Hoffman
Speakers: Ken Goldman, J.P. Morgan
Kraig Kayser, Seneca Foods
- 11:00 a.m.:** **Friday Keynote Address:**
Speaker: Jeff Turnas, 365 by Whole Foods Market
- Noon:** **Open Mic Session**
- 12:30 p.m.:** **Adjourn/Return to Hotel**