



FARM FOUNDATION ROUND TABLE
Stone Barns Center for Food and Agriculture, Tarrytown, NY
Jan. 10-12, 2018

Agenda
(as of Jan. 4, 2018)

The Future of the Supermarket

Wednesday, Jan. 10, 2018

- 11:00 a.m.** **Round Table Steering Committee Meeting**, *Pelham Room, Crowne Plaza Hotel*
- 12:30 p.m.** **Registration**, *Pool Patio, Crowne Plaza Hotel*
- 2:00 p.m.** **Round Table Briefing**, *Larchmont, Crowne Plaza Hotel*
- 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.** **Conversation with Blue Hill Restaurant Chef and Co-Owner Dan Barber**, *Lower Haybarn*
Moderator: Julie Borlaug, Inari Agriculture, Inc.
- 5:15 p.m.** **Young Farmers Perspectives on the Future of Agriculture**, *Lower Haybarn*
Moderator: Charlene Finck, Farm Journal Media
Panel members:
Benjamin Carr, Cultivator Alumnus '14
Andrew Uden, Cultivator Alumnus '15
Two graduates of Stone Barns' Agriecology Apprenticeship & Young Farmer program
- 6-7:30 p.m.** **Cultivators Reception**, *Hayloft*

Thursday, Jan. 11, 2018

- 7:00 a.m.** **Depart hotel for Stone Barns**
- 7:30 a.m.** **Breakfast**, *Blue Hill Restaurant at Stone Barns*
- 8:30 a.m.** **Introductions:** Constance Cullman, President, Farm Foundation, *Hayloft*
- 9:00 a.m.** **Welcome:** Joe Swedberg, Chairman, Farm Foundation
- 9:30 a.m.** **Keynote Address:**
Moderator: Constance Cullman
Speaker: *To be named*
- 10:30 a.m.** **Break**
- 11:00 a.m.** **Session One: Key Trends Shaping the Future of Grocery Retailing**
Moderator: Greg Heying, Heying and Associates
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**
Moderator: Kip Tom, Chair, Round Table Steering Committee
- 12:30 p.m. Lunch, *Blue Hill Restaurant***
- 2:00 p.m. Session Two: Designing the Store of the Future**
Moderator: Bill Boehm, Food and Ag Industry Expertise
Speakers: Mike Lee, The Future Market
Jane Andrews, Wegmans Food Markets
David Fikes, Food Marketing Institute
- 3:30 p.m. Break**
- 4:00 p.m. Session Three: Giving the Consumer What They Want**
Moderator: Cheryl Queen, Compass Group
Speakers: Jared Simon, Hain Celestial
Tom Stenzel, United Fresh Produce Association
- 5:00 p.m. Round Table Member Meeting**
- 5:30 p.m. Annual Farm Foundation Benefit Auction & Reception, *Lower Haybarn***
- 7:00 p.m. Chairman's Dinner, *Hayloft***
- 9:00 p.m. Last bus leaves Stone Barns to return to hotel**

Friday, Jan. 12, 2018

- 7:00 a.m. Depart hotel for Stone Barns**
- 7:30 a.m. Breakfast, *Blue Hill Restaurant at Stone Barns***
Table Talks Session One
On-Farm Processes for Traceability & Quality: Is it realistic? Craig Yunker
SNAP and the Future of the Supermarket Craig Gundersen
Preserving Farmland John Piotti
Key Trends in Global Trade for 2018 Richard Fritz
Gearing Up for the 2018 Farm Bill Sara Wyant
Agritourism 2.0: The Next Generation of Customer Engagement David Hill
Consumers' Need to Know Where Their Food Comes From John Foltz/Cheri DeJong
Antimicrobial Initiative One Year Later Joe Swedberg
Future of Plant-Based Proteins Jim Borel
- 8:45 a.m. Table Talks Session Two**
Topics repeated from Session One
- 10:00 a.m. Session Four: Supply Chain Stresses and Opportunities**
Moderator: George Hoffman, Restaurant Services Inc.
Speakers: Ken Goldman, J.P. Morgan
Kraig Kayser, Seneca Food
- 11:00 a.m. Closing Keynote:**
Moderator: Constance Cullman
Speaker: Sarah Frey, Frey Farms
- Noon Open Mic Session**
- 12:30 p.m. Adjourn. Buses to airport or to hotel**