

PART OF:

RETHINK AG FOOD  
INNOVATION WEEK

# WORLD AGRI-TECH

## INNOVATION SUMMIT

San Francisco, March 20-21, 2018

[worldagritechusa.com](http://worldagritechusa.com)



**Mark Thompson**  
Vice President  
Strategy  
NUTRIEN,  
CANADA



**Poornima  
Parameswaran**  
CEO &  
Co-Founder  
TRACE  
GENOMICS, USA



**Karsten Temme**  
CEO  
PIVOT BIO,  
USA



**Mariano Mayer**  
Secretary of  
Entrepreneurs  
& SME's  
ARGENTINE  
GOV'T, ARGENTINA



**Paul Rea**  
Senior VP, BASF  
Crop Protection,  
North America  
BASF, USA



**Jorge Heraud**  
CEO  
BLUE RIVER  
TECHNOLOGY,  
USA

PLATINUM PARTNERS:

GOLD PARTNERS:

HOSTED BY:



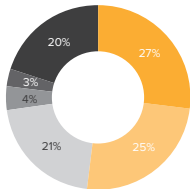
# Connecting Innovation, Investment and Business in Food & Farming Systems

Future-focused global investors, agtech start-ups and agribusinesses share critical intelligence and uncover the newest technologies that are redefining the industry.

The World Agri-Tech Innovation Summit returns for a 4<sup>th</sup> year in San Francisco, at a new downtown venue to extend the networking opportunities for our 600 delegates.

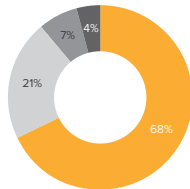


## WHO WILL YOU MEET?



By company type:

- Technology
- Investors
- Agribusiness
- R&D/Academic
- Media/Association
- Other



By attendee:

- President/CEO/Director
- Senior Management
- Management
- Other

“The exciting thing is everybody’s here. I’ve expanded my network considerably, it’s a very efficient use of my time.”

Managing Director,  
MONSANTO GROWTH VENTURES

## ? WHY ATTEND?

### A global gathering:

Visionary leaders, investors, major corporates and agtech innovators from around the world

### Critical intelligence:

Essential insight into future agtech opportunities, from genome-editing and soil health to AI, robotics and the IoT

### Unparalleled networking:

Dedicated meeting spaces, social events and 1:1 matching tool to grow your network, fast

### Focus on innovation:

New and emerging start-ups showcase their solutions to potential investors and partners

### Access to investment:

More investors and accelerators in the audience than at any other agtech event

### A week of opportunities:

Part of RAFI week, featuring Vertical Farming and Blockchain workshops and the Future Food-Tech summit.

# Confirmed Speakers include:

“The best gathering of senior executives from across the equipment, service and agrochemical providers worldwide.”

Head of Product Development, Industrial & Energy,  
CAMBRIDGE CONSULTANTS



**Cameron Holbrook**  
Head of Global Business Development, AgTech  
AMAZON WEB SERVICES, USA



**Adam Anders**  
Managing Partner  
ANTERRA CAPITAL, USA



**Adrien Percy**  
Head of R&D  
BAYER CROPSCIENCE, GERMANY



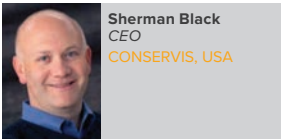
**Jorge Heraud**  
CEO  
BLUE RIVER TECHNOLOGY, USA



**Niall Mottram**  
Head of Product Development, Industrial & Energy  
CAMBRIDGE CONSULTANTS, UK



**James Weed**  
Vice President & Leader, Global Trading Analytics  
CARGILL, USA



**Sherman Black**  
CEO  
CONSERVIS, USA



**Andy Ziolkowski**  
Managing Director  
CULTIVIAN SANDBOX, USA



**Zachary Bogue**  
Co-Managing Partner  
DATA COLLECTIVE, USA



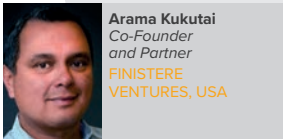
**Neil Gutterson**  
CTO  
DOW DUPONT USA



**Nolan Paul**  
Head of R&D Strategy & Emerging Technology  
DRISCOLL'S, USA



**Eric O'Brien**  
Co-Founder and Managing Director  
FALL LINE CAPITAL, USA



**Arama Kukutai**  
Co-Founder and Partner  
FINESTERE VENTURES, USA



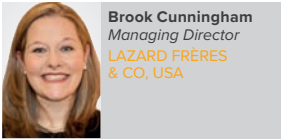
**Donald Marvin**  
President & CEO  
INOCUCOR TECHNOLOGIES CORPORATION, USA



**Al Eisaian**  
CEO  
INTELINAIR, USA



**Jim Chambers**  
Senior Leader, Global Ag Technology & Productivity  
ITERIS, USA



**Brook Cunningham**  
Managing Director  
LAZARD FRÈRES & CO, USA



**Howard-Yana Shapiro**  
Chief Agricultural Officer  
MARS, USA



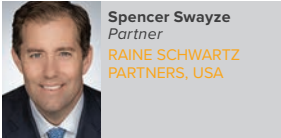
**Brian Mixer**  
Managing Partner  
MIDDLELAND CAPITAL, USA



**Robb Fraley**  
CTO  
MONSANTO, USA



**Michael Ward**  
Head of Patent Practice Group  
MORRISON FOERSTER, USA



**Spencer Swayze**  
Partner  
RAINE SCHWARTZ PARTNERS, USA



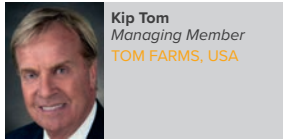
**Matt Barnard**  
CEO  
PLENTY, USA



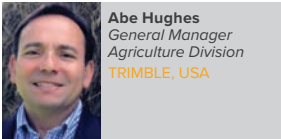
**Seena Amidi**  
Director of Food and Beverage and New Materials and Packaging  
PLUG & PLAY TECH CENTER, USA



**Mark Gupta**  
Principal  
PRELUDE VENTURES, USA



**Kip Tom**  
Managing Member  
TOM FARMS, USA



**Abe Hughes**  
General Manager Agriculture Division  
TRIMBLE, USA



**Joy Basu**  
Food & Agriculture Lead, The Rise Fund  
TPG ART, USA



**Phil Pardey**  
Professor of Science and Technology Policy in the Department of Applied Economics  
UNIVERSITY OF MINNESOTA, USA



**Hank Giclas**  
Vice President  
WESTERN GROWERS ASSOCIATION, USA

**PRE-SUMMIT: MONDAY MARCH 19, 2018**

11:00 **Vertical Farming Workshop** (see page 10)

3:00 **The World Agri-Tech Pitch Day and The Radicle Challenge**  
 (see page 11)

6:30 **VIP Reception (by invitation) hosted by:**



**DAY ONE, TUESDAY MARCH 20, 2018**

7:45 **Latin America Breakfast Briefing:**  
 Accessing Markets that Are Set To Scale Rapidly

As the Latin American agtech ecosystem continues to expand, representatives from leading regional hubs will explore the opportunities for greater collaboration and partnership within the food and farming sector, and examine how the hi-tech model is set to scale across Latin America.

9:00 **Welcome Remarks**

9:15 **Leaders Debate: Innovation, Consolidation & Nourishing Future Generations Sustainably**

- Technology is the key to balancing the food equation but to what extent do technology capabilities today equip us to deal with the global food challenges of tomorrow?
- Is it possible to blend the best ideas of commercial agriculture and the green revolution with organic farming, local food and environmental conservation to deliver a healthy planet and healthy diet that consumers will accept?
- How does the supply chain need to evolve with the consumer trend towards speciality crops and mass specialization? What opportunities does digital agriculture open for growers to get closer to buyers? Against a backdrop of consolidation, what new ecosystem of collaboration is set to emerge?

“The opportunity to network and meet with strategic, sales channel and crop trial partners vastly exceeded our expectations. We will be back every year.”

CEO, GROWCENTIA



10:10 **Presentation: Invest Now to Feed Tomorrow's Planet**

10:30 **Networking Coffee Break hosted by:**



**CSIRO**

11:00 **Rethinking Yield, Nutrition & Crop Protection:**  
 Genomics, Cloud Biology & Next Generation Technologies

- How are big data and computational analysis being applied to develop new seed traits and genomic discoveries and offer new ways to measure, map and drive information into better products at a faster rate?
- How are companies using next generation tools to target specific traits to increase yield, nutrition, health, taste, texture and resistance? What can be done to move products through the regulatory system at the right speed? How can these solutions be scaled within the existing supply chains?

11:45 **Presentation: Leveraging the Power of Machine Learning, Automation and Bioengineering**

## 12:00 Networking Round Tables:



Delegates break into round table discussion groups, each focused on a business-critical issue within agtech and hosted by an industry leader – bring lots of business cards!

**Topics include:** Data IP & Collaboration, Soil Health & Microbials, Channel Partners, Retail Disruption, On-Farm Adoption, Future Farms, Biologicals, Open Innovation, Public Research, Natural Products, IoT, Robotics, Remote Sensing, Synthetic Biology, New Business Models, UK Opportunities, Intelligent Crop Marketing, AI & Machine Learning, Blockchain & Traceability

## Announcement: The Winner of the World Agri-Tech Pitch Day and the Radicle Challenge



## 12:45 Networking Lunch hosted by:



## 2:00 The World Agri-Tech Innovation Showcase: Early Stage Technology Innovators Pitch Seven-Minute Snapshots of their Solutions

### Presenting companies:

PLANTEDIT, Ireland | ARBIOM, USA | AGROBOT, Spain | PROFARM, Finland

## 2:45 On Farm Robotics, AI & Automation from Speciality Crops to Row Crops

- What is it going to take to bring full AI driven automation onto the farm? What does it mean for existing infrastructure and do we need to redesign the farm and farming systems to deliver the right set of tools that farmers can use?
- What is the future of ag equipment? How are OEMs connecting equipment with automation? How are they looking to diversify and what factors are driving their partnerships and M&A activity in robotics?
- To what extent will robotics and automation relieve pressure on labour shortages in the agricultural sector? How are growers investing in technologies today?

## 3:30 Fireside Chat: The Anatomy of a Successful AgTech Entrepreneur

Entrepreneurs reveal their biggest failures and pivotal moments en route to success, and share their tips for creating valuable businesses in tomorrow's food and farming systems.

## 4:00 Networking Coffee Break



## 4:30 The World Agri-Tech Innovation Showcase: Early Stage Technology Innovators Pitch Seven-Minute Snapshots of their Solutions

### Presenting companies:

SKYY, Israel | EQUINOM, Israel | METOMOTION, Israel | FLUROSAT, Australia

## 5:15 Investor Panel: Unlocking Silicon Valley Style Ambition & Thinking in Agriculture

- How is the agtech investment space evolving? What new segments in agtech are emerging – what are the hot verses hyped segments?
- How are private equity, institutional investors, pension funds and large-scale family offices ready to support new opportunities they are seeing in agtech? What is their primary driver for investing and where is their sweet spot?

## 6:00 AgFunder Innovation Awards

The AgFunder Innovation Awards recognize the innovators and disruptors redefining the future of the agri-food space. The winners are peer-selected by AgFunder's global network.



**NEW FOR 2018:** Winners to be announced at the World Agri-Tech Innovation Summit, followed by networking with all the nominees at the drinks reception.

## 6:30 Networking Drinks Reception hosted by:



### DAY TWO, WEDNESDAY MARCH 21, 2018

**7:45 Breakfast Briefing (by invitation):**  
Opportunities in Australia's Fast-Growing AgTech Sector hosted by:



Austrade will host an interactive roundtable discussion focused on current Australian initiatives in ag and food tech innovation and explore opportunities for international investment and collaboration in this fast-growing market.

**9:00 Welcome Remarks**

**9:15 Enriching the Lives of Farmers and Consumers**

**9:30 AI & Data-Driven Optimization on the Farm**

- How is data driving greater efficiency on the farm today? What efforts are being made within the agtech ecosystem to unify information and translate this into actionable insights?
- How are deep learning and AI approaches to image analysis being applied to crops to give information about yield? What value does this data to bring growers and the supply chain?
- Edge computing is set to unlock new frontiers in IoT, next generation sensors, AI and Block Chain. What areas are being revolutionized by these hardware/software innovations?

**10:15 The World Agri-Tech Innovation Showcase: Early Stage Technology Innovators Pitch Seven-Minute Snapshots of their Solutions**

**Presenting companies:**

BOOST BIOMES, USA | TERALYTIC, USA | AGUNITY, Australia | Name tbc, Pitch Day Winner

**11:00 Networking Coffee Break**



“ It’s good to take time to really listen to colleagues like I can here and see how other people see the future. That helps me to calibrate my own thinking, and I come back with a thick wad of business cards and lots of insights and ideas that I’m keen to put into action. ”

SVP Research & Development, **ARLA FOODS**



**11:30 Open Innovation & Pathways to Accelerating Growth**

- What collaboration models and global partnerships are being rolled out to push the boundaries of innovation in agriculture and deliver new insights and new solutions?
- How do corporates inspire internal innovation and how do they work with external innovation platforms to accelerate growth?
- What new trends and strategies are emerging across governments and institutions to enhance technology transfer and exploitation of public research?

**12:15 The Changing Face of Crop Protection**

- What bio-based solutions are set to disrupt the crop protection industry? How is the market evolving and what hurdles remain to greater adoption?
- How are major input providers integrating chemical and biological crop protection solutions? How are biologicals being incorporated into their portfolio and how important are they for their future business growth strategy?
- What role will retailers and food companies have in driving forward the transition to sustainable agriculture and the demand for biobased crop protection solutions?

**1:00 Networking Lunch hosted by:**



1:45 **Monetizing the Microbiome:** Healthy Soils, Healthy Animals, Healthy People

- As our understanding of the health of soil, livestock and people develops, how is the relationship between soil health and food being integrated to deliver new insights? What are the limits to our understanding and how will this change over the next 5-10 years?
- What technologies, such as diagnostics, sensors and predictive modelling, are being developed to deliver the next big breakthrough?
- How is our understanding of gut health and the microbiome delivering new approaches to animal health and wellbeing? How will investments cross over from the human health industry?
- What innovations are being developed that will enable producers to move away from antibiotics?

2:30 **Closing Investor Debate**

- How are investors taking a systems approach to investments? What new business models are they applying to de-risk investments and accelerate technology adoption in the market?
- What is happening to valuations and what are the exit time lines for digital agtech versus Ag Biotech?
- What are investors predictions for 2018 and beyond?

3:00 **Close of Summit**

**POST-SUMMIT:**

3:00 - 6:00 **1:1 Meetings continue**

Make the most of this valuable networking time without any clash with speaker sessions. Connect with other delegates in advance via the meeting tool to pre-arrange meetings in this dedicated space.

4:00 **Blockchain Workshop:**  
Filling the Trust Gap in the Agri-Food Business

Join this specialist workshop on the application of blockchain in the agri-food supply chain.

See page 10 for details.



Delegates in 2017 included:



BILL & MELINDA GATES foundation



“The quality of companies and people attending in this event is unsurpassed! The meetings and panels are very efficient and effective.”

Chairman & CEO,  
INTELINAIR, INC.

# Start-Ups



## Technology Showcase

A highlight of the program, these fast-paced sessions offer a unique opportunity for early-to-mid stage agtech companies to showcase their solution to an audience of global agribusinesses, technology integrators and VC investors.

Each company has 7 minutes to present the highlights of their technology and business model, and to outline their go-to-market strategy before taking questions from the panel of investors and the audience.

## TechHub

Introducing the new Start-Up TechHub, a focused meeting area showcasing the most exciting agtech start-ups on the market.

For investors and strategic partners, the TechHub offers a space to engage with early-stage companies, discover new and disruptive solutions, and meet some of the most innovative entrepreneurs at the summit.

## Confirmed Start-Ups include:

Agribody Technologies

AgUnity

AGROBOT

ARBIOM

BOOST BIOMES

CORDOBA TECHNOLOGIES

EQUINOM

FluroSat

METOMOTION

Nofence

PlantArcBio

PLANTEDIT  
DNA FREE GENOME EDITING

PROFARM

SKYX

teralytic

“The conference was a great place to connect with entrepreneurs with novel ideas looking to grow and scale their businesses. I really enjoyed the networking.”

CEO & Managing Partner,  
**RADICLE GROWTH**



# A Unique Opportunity

Nowhere else will you meet this powerful group of decision makers and thought leaders from across the entire agri-food value chain. You'll join the biggest agribusiness corporates, manufacturers and distributors, global investors and accelerators alongside a host of dynamic agtech start-ups.

We know how important it is for you to network, making the most of this valuable time to sit down and discuss commercial deals, partnerships and future collaboration.

## 1:1 Meetings & Matchmaking

All delegates have access to our 1:1 meeting tool online. See who else is attending and contact them in advance to pre-arrange meetings. More than 1,000 meetings took place at the last summit. The dedicated meeting room has everything you need away from the auditorium, or you can catch up informally over a coffee, lunch or end-of-day drinks.

## New Downtown Venue

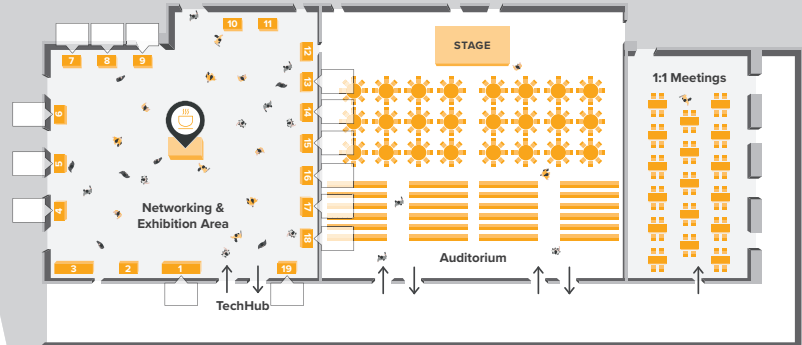
The Hilton Union Square in downtown San Francisco provides a larger venue for the event, and great opportunities to socialize with your network after the formal program for the day concludes.



“It’s an event with an incredible return on investment, it saves me about half a year of flying around the world. Everyone is here. It’s a very valuable place to be for investors, corporates and especially for new start-ups that don’t have this network yet.”

Commercial Director,  
**VITALFIELDS**

## Networking & Exhibition Space



## Exhibitors



To secure your exhibition stand, contact  
**[glen.pearce@rethinkevents.com](mailto:glen.pearce@rethinkevents.com)**  
or call +44 (0)1273 789 910



# Vertical Farming: Scaling Production to Meet Future Global Demand

11:00 - 2:00 MONDAY, MARCH 19, 2018

## Vertical Farming Workshop

Join this dedicated workshop to learn how leading investors and operators in Vertical Farming are scaling production and accessing new markets, with discussion topics including:

- **Plant Science:** What are the latest approaches to optimizing yields in vertical, controlled environment agriculture? Where is the next wave of innovation coming from?
- **Finance & Business Models:** In what creative ways are vertical farms being funded, and how do capital stacks compare?
- **Retail / Marketing:** Indoor grown greens offer the benefits of local sourcing, longer shelf life, fewer chemicals and a reduced chance of foodborne illness, but how will consumers be convinced?
- **Global Potential:** Understanding the drivers for adoption in Asia, the economics of vertical farming and the value placed on clean food production
- **Future Growth:** What else can be grown vertically? What's next and what will never happen?



Registration: **\$395** for World Agri-Tech delegates

# Blockchain Workshop: Filling the Trust Gap in the Agri-Food Business

4:00 - 6:00 WEDNESDAY, MARCH 21, 2018

Join this specialist workshop on the application of blockchain in the agri-food supply chain, as we review the most significant developments in blockchain technology and use case studies to understand its potential impact on agri-food businesses, and how to overcome the challenges of scaling and adoption.

## Technology & Scaling:

- Is blockchain the ultimate solution for delivering sustainable supply chains?
- How will blockchain change the landscape for the agri-food supply chain?
- How will the industry adopt this new technology?
- Does this spell the end of intermediaries and what new partnerships will we see emerging?
- What challenges exist with scaling and mainstreaming blockchain technology within agri-food systems?

## A Fintech Perspective:

- With the fintech industry still at the stage of trialing new blockchain technologies, when will the agriculture industry have a 'viable' path forward?
- What can agri-food systems learn from ICOs?

## Applications & Advantages:

- Beyond tracking and traceability, where will blockchain innovation create most impact?
- How is blockchain enabling small holder farmers to plan, co-operate and share resources and farming equipment?
- How will blockchain bring finance and financial services to farmers? How does this allow for regional, multicurrency, low cost systems?
- What competitive advantage will participation within a blockchain platform bring to the supply chain? Can we pinpoint a time scale for this shift towards adoption?

Registration: **\$295**

Book your place at [worldagritechusa.com/register](http://worldagritechusa.com/register) or contact Jamie Alexander on +44 (0)1273 789 918 or [jamie.alexander@rethinkevents.com](mailto:jamie.alexander@rethinkevents.com).

# The World Agri-Tech Pitch Day and The Radicle Challenge

**WORLD AGRI-TECH**  
INNOVATION SUMMIT  
San Francisco, March 20-21, 2018

**Radicle Growth**

For start-ups and emerging agribusiness technology innovators, the toughest challenge is securing investment. How do you gain traction and support in a competitive market?

World Agri-Tech has teamed up with San Diego-based acceleration fund Radicle Growth to host a Pitch Day on Monday March 19 for early and seed-stage agtech start-ups. In an industry first, Radicle will offer \$250,000 investment to the winning company.

Following an open call for nominations, eight finalists will present at the World Agri-Tech Pitch Day and The Radicle Challenge on March 19, to a group of high ranking investors and agribusiness experts. The winner will be announced on Summit Day 1 and will present as part of the Technology Showcase.

See all details at [worldagritechusa.com/pitch-day-radicle-challenge](http://worldagritechusa.com/pitch-day-radicle-challenge)



**RETHINK AG & FOOD**  
INNOVATION WEEK

**fft future food-tech**  
INNOVATION & INVESTMENT FROM FARM TO FORK  
San Francisco, March 22-23, 2018

**Rethink Ag & Food Innovation Week (RAFI)**, San Francisco, March 19-23, 2018, is anchored by two major summits: The World Agri-Tech Innovation Summit and the Future Food-Tech Summit.

Senior executives from across the entire agri-food supply chain are brought together at the same venue for five intensive days of networking and knowledge sharing.

Highlighting the most urgent opportunities for innovation in the downstream food industry, Future Food-Tech explores the rapidly evolving landscape in plant-based and alternative proteins, ingredients, personalized nutrition, supply chain transparency, and food waste reduction.

Acclaimed as the most international gathering of food business leaders, VC investors and food-tech entrepreneurs, the high-level program seeks to accelerate the transformation of our food system through innovation, investment, partnership and collaboration.

[futurefoodtechsf.com](http://futurefoodtechsf.com)

Partners include:



Join us with a two-summit pass to double your market insight and maximize your partnering and alliancing opportunities for the year ahead. [worldagritechusa.com/register](http://worldagritechusa.com/register)



# Register today

## Prices

### World Agri-Tech Innovation Summit

Delegate Registration \$1,995

### Two Summit Pass

### World Agri-Tech Innovation Summit & Future Food-Tech Summit

Delegate Registration \$2,995

### Add-on Workshops for Summit Delegates

Vertical Farming Workshop (11am - 2pm Monday March 19) \$395

Blockchain Workshop (4pm - 6pm, Wednesday March 21) \$295

“ I'm here simply because it's a gathering of some of the most important names in this space. I'm here to see some innovative companies, hear panel discussions on the state of agriculture and specifically how ag-tech is going to play a role for the future. ”

General Manager – Agriculture, **TRIMBLE**

## Marketing & Media Partners



## 3 Ways to Register

**By Phone:** +44 (0)1273 789989

**By Email:** [jamie.alexander@rethinkevents.com](mailto:jamie.alexander@rethinkevents.com)

**Online:** [www.worldagritechusa.com/register](http://www.worldagritechusa.com/register)

## Venue

**Hilton San Francisco Union Square,**  
333 O'Farrell Street, San Francisco CA 94102

## Accommodation

Overnight accommodation is not included within the delegate package, however we have secured a special rate for delegates at the summit hotel. Visit [www.worldagritechusa.com/venue](http://www.worldagritechusa.com/venue) for details.

## Your Summit Registration Includes:

- ✓ Access to all sessions at the two-day summit
- ✓ A delegate pack including the full attendee list
- ✓ Your choice of a roundtable discussion group
- ✓ Personal login for the online 1-1 meeting system
- ✓ All presentations available to download after the event
- ✓ Access all areas – auditorium, meetings room, exhibition area
- ✓ Networking drinks on the first evening of the summit
- ✓ Breakfast, luncheon and refreshments

SILVER PARTNERS:

CONTENT PARTNER:

COUNTRY PARTNER:



Department for  
International Trade