



FOURTH ANNUAL FOODSCAPE INNOVATION™ SUMMIT



Fourth Annual Foodscape Innovation Summit

a Š^%Žš rUN `NnVJAa NAnr oocJVArVca JcaxNaNL cs n €nor os``\

Discussion Themes

Leadership is needed at the intersection of nutrition and environmental sustainability.

3UN VarNnnN^ArVcaoUVko INryNNa asrnVrVca AaL NaxVnca`NarA^ oso
NcTnAkU{š NJcac`VJoš AaL nAJVA^ AaL NrUaVJ LVokAnVrVNo JnNArN
AJncoo rUN T^cINš yUVJU V`kAJr Us`Aa AaL k^AaNraN{ UNA^rU™

<Nrš rUN TncyVaT `cxN`Nar rc ALLnNoo J^V`ArN JUAaTN cSrNa NzJ^sL
o{orN`™ -nNoNarNno AaL ArrNaLNNo LVoJsooNL rUVo Jc`k^NzVr{ AaL
JcaoNmsNaJNo cS VaacxArVca™ cn NzA`k^Nš yUV^N JNnrAVa ATnVJs^
rc J^V`ArN JUAaTNš rUN SAN`Nn_o AIV^Vr{ rc Tncy Sccl Vo A^oc INVa
JUAaTNo™ ncyVaT A ^V`VrNL as`INN cS Jncko ca A yVLN oJA^N ^NAL
kArrNnao™ r A^oc nNLsJNo rUN asrnVrVcaA^ msA^Vr{ cS SsrSnN Sccl
lVcLVxNnoVr{™ cn NzA`k^Nš JNnrAVa NaxVnca`NarA^ NSScnro rc IAa
yVrUcsr ALLnNooVaT lcr^NL ostAn{ INxNnATNoš VTacnVaT rUN UNA^r
`cnN kcoVrVxN acrnš NSScnro rc nNLsJN Sccl yAorN Va `Aa{ JAoNo oV
rc UNA^rU{ Sccl™

ArA ca rUN V`kAJr cS JsnnNar osorAVaAIV^Vr{ VaacxArVcao Vo `VaV`
V`kNnArVxN rc V`kncxN rUN NaxVnca`NarA^ V`kAJr cS rUN Sccl oskk^
INUVal™ 1c ksl^VJ®knVxArN kAnraNnoUVk Va NxA^sArVaT rUN V`kAJr
o{orN` Vo JnVrVJA^™

Opportunities for Action

Enhance collaboration across all sectors to increase equity and health into the food system.

“Innovating to Inspire Healthy Eating Practices Through a Social/Cultural Lens” breakout group discussion.

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rcTNRUNn rc JUA^^NaTN oV^cNL rUVa]VaT A
VaacxArVxN AkkncAJUNo Scn ALxAaJVaT Us
k^AaNrAn{ UNA^rU rUncsTU rUN ScCL o{orN`
A`caT AJALN`VAš TcxNna`Narš aca®TcxNna`
cnTAaV~ArVcao AaL VaLsorn{ JAa UN^k ^NxI
NzkNnrVoN3AaL nNocsnJNo rc s^rV`ArN^`Va
"cnN asrnVrVca AaL ScCL o{orN`o nNoNAnJU
Isr rUNnN Vo A ^AJ] cS rnsor Va nNoNAnJU SsaLNL I{ VaLsorn{™ nNA
NSScnro rc NaosnN rUAr nNoNAnJU ALxAaJNo yUV^N knCrNJrVaT oJVN
`cLN^o `A{ A^oc IN aNNLNL rc ALLnNoo rUNoN IAnnVNno™

“It’s important to break down silos if we are to really make a difference.
It’s the collective impact that’s really going to move the needle.”

- Sylvia Rowe, SR Strategy LLC

“There’s so much opportunity to work together.”
- Jessica Fanzo, Ph.D., Johns Hopkins University

“[My ‘a-ha’ moment at the summit] wasn’t a moment but the a-ha feeling
that all these people from different work backgrounds [and] in different
professions had similar ideas, which proves to me that solutions can be possible.”
- Summit 2019 Participant

Elevate the importance of nutrition and environmental sustainability in tandem.

sor Ao JcaxNaVaT AJncOO group discussion.

“Diets: An entry point for human and planetary health” presentation by Jessica Fanzo, Ph.D.

Help consumers navigate the complex foodscape with authentic, accessible and innovative solutions.

"Foodscape Innovation Successes and Lessons Learned" panel.

"NNr Jcaos`Nn LN`AaL Scn Ssaš AJJNooVI^N
oJVNaRV€JA^^{ JnNLVI^N VaVrVArVxNo AaL
4aLNnorAaL rUAr Jcaos`Nno AnN LVxNnoN™
kncLsJr LNxN^ck`Nar AaL `An]NrVaT cn Aa N
JA`kAVTaš TNr rc ]acy rUN rAnTNr `An]Nr,o
AaL yUNrUNn UNA^rU AaL osorAVaAIV^Vr{ y
ONokNJr rUN Jcaos`Nn,o Js^rsnNš ocJVA^ A
realities, and their desire for food and eating to be
Na\c{AI^N™

"[We need to] create an enabling environment."

- Jessica Fanzo, Ph.D., Johns Hopkins University

"We need to be consumer-centric to have success in the marketplace."

- Jeff Zachwieja, Ph.D., PepsiCo

"The real-life practical application through [innovation] case studies was highly motivating and inspiring."

- Summit 2019 Participant

Appendix

Agenda continued

10:15 a.m. – 10:30 a.m. Break

10:30 a.m. – 11:45 a.m. Foodscape Innovation Successes and Lessons Learned
These panels will share innovation vignettes, highlighting successes and lessons learned in foodscape innovation.

Panel

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nVLTNr :c\JVA]š 0™™#™š™™š 1NaVcn #srnVrVca ccnLV
NSS ?AJUyVN\Aš -U™™š 1NaVcn VnNJrcnš ^cIA^ #srnVrV
NoovJA A`kIN^Aš -U™™š 1NaVcn #srnVrVca "AaATNnš Na

11:45 a.m. – 11:55 a.m. AHA News: The Path Forward for Industry Nutrition Forum

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#cnrU `NnVJAš aJ AaL aLsorn{ #srnVrVca cns` UAVnš

12:00 p.m. - 12:55 p.m. Lunch & Keynote: The Sustainable Shopper

This session will explore cutting-edge insights from Nielsen's expansive consumer and market research program, within the context of the business case for food system innovation to promote public health and environmental sustainability in an equitable manner.

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9VJN -nNoVLNar AaL ncsk ^VNar VnNJrcnš #VN^oNa

1:00 p.m. - 3:15 p.m. Bridging from Dialogue to Collaboration: Break-Out Groups Discussion

AJV^VrArNL I{ 1{^xVA 0cyN

3:15 p.m. - 3:30 p.m. Closing Remarks

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3:30 p.m. Adjourn

Appendix

Foodscape Innovation Breakout Groups

Innovating to Inspire Healthy Eating Practices through a Social/Cultural Lens > 1cJVA^ AaL Js^rsnA^ SAJrcno AnN kcyNnSs^ Va•sNaJNo ca NArVaT knAJrVJNo™ 4a ocJVA^|Js^rsnA^ NArVaT knAJrVJNo JcaxNnTN cn Jca•VJr yVrU UNA^rU V`kncxN NSScnro rc knc`crN UNA^rU{ NArVaTš yUNrUNn rUncsTU asrnV rnAVaVaTš Sccl `An]NrVaTš cn crUNn `NAao™

Innovating for the Nutritionally Vulnerable > 3UN asrnVrVcaA^^{ xs^aNnAI^N osloNro cS kcks^ArVca UAxN LVxNnoN asrnVrVcaA^ aNNLo AaL SAJrcno Va rUNVn AaL AnN IAnnVNno rc ALLnNooVaT aNNLo™ zk^cnVaT rUNoN Jc`k^NzV knVcnVrV~VaT rAntNro AaL `NrUcLo Scn AJrVca JAa ^A{ rUN TncsaLyd Varc rUN Sccl o{orN`™

Innovating for Health and Sustainability > 3UN snTNaJ{ rc ALLnNoo NaxVnca`NarA^ osorAV VaJ^sLVaT rUAr cS rUN Sccl o{orN` ± Vo VaJnNAoVaT™ a `Aa{ NSScn V`kAJrš asrnVrVca oJVNaJN Vo VTacnNLš `VaV`V~NL cn `VonNknNoNar nN^NxAar oJVNaV€J LVoJVk^VaNo rcTNrUNn rc NaosnN rUAr rUN Sccl JnVrVJA^ Scn Sccl kncLsJrVca Varc rUN SsrSnN AaL oskknro rUN UN. acsnVoUVaT Va msAarVr{ AaL asrnVrVcaA^ msA^Vr{™