

The Reducetarian Summit 2018

Tentative Agenda

Legend

Professional Development
Policy and Research
Marketing and Communications
Business, Finance and Management
Campaigns and Culture Change
Plant-Based Lifestyle
Food Technology

Friday, September 28th

6:00 pm to 6:50pm

Special fireside chat with Evanna Lynch (moderated by Jane Land and Matthew Glover- Veganuary)

6:50 pm to 7:10 pm

Ethan Brown- Beyond Meat (samples provided throughout)

7:10 pm to 8:00 pm

Special fireside chat with Michael Shermer (moderated by Brian Kateman- Reducetarian Foundation)

8:00 pm to 10:00 pm

Welcome Reception for Speakers and Sponsors (ticketed event)

Saturday, September 29th

7:00 am to 8:00 am

Meditation with Ari Nessel- 50by40

8:00 am to 9:00 am

Registration and breakfast

9:00 am to 10:00 am

Welcome- Carlyn Cowen- Reducetarian Foundation, Tim Finnigan- Quorn, Brian Kateman- Reducetarian Foundation

10:00 am to 10:30 am

Break

10:30 am to 11:30 am

Plenary

Topic	Moderator	Speakers
Transforming Food Service: How can we encourage food service providers and institutions to promote and incorporate more plant-based foods on the menu?	Nil Zacharias- One Green Planet	Kristie Middleton- The Humane Society of the United States Audrey Lawson-Sanchez- Balanced Kim Huskey- Google Sebastian Joy- ProVeg International

Breakouts

Topic	Moderator	Speakers
How to start a plant-based company	Thomas King- Food Frontier	Annie Ryu- The JackFruit Company Eugene Wang- Sophie's Kitchen

11:30 am to 12:00 pm

Break/Office Hours

12:00 pm to 1:00 pm

Plenary

Topic	Moderator	Speakers
Campaigning for Change: How can we influence companies to adopt progressive welfare standards?	Dylan Matthews- Vox	Leah Garces- Compassion in World Farming David Coman-Hidy- The Humane League Leslie Samuelrich- Green Century Capital Management

Breakouts

Topic	Moderator	Speakers
How to be a social entrepreneur or changemaker	N/A	Kristine Sloan- StartingBloc Melina Martinez- StartingBloc Lorena García Durán- Ashoka

1:00 pm to 3:00 pm

Lunch

Lunch and Learn Sessions

Topic	Moderator	Speakers
Getting started with your brand — establishing your why and brand platform	N/A	Suzanne Duvald'Adrian- Enrich Creative Gretchen Schisla- Enrich Creative
Diversity and inclusion	N/A	Amy Yip- Google

3:00 pm to 4:00 pm

Plenary

Topic	Moderator	Speakers
When Reality Meets Narrative: What are the opportunities and challenges associated with mass communication media?	Simone Friedman- EJF Philanthropies	Meredith Blake- ProSocial Consulting

Breakouts

Topic	Moderator	Speakers
How can the medical community advance plant-forward diets?	?	Dr. Robert Ostfeld- Montefiore Medical Center Dr. Dexter Shurney- Zipongo Dr. Kim Williams- American College of Cardiology Lamiaa Bounahmidi- leCupboard/Looly's
How to be more strategic today by imagining future of food possibilities of tomorrow	N/A	Max Elder- Institute for the Future

4:00 pm to 4:30 pm

Break

4:30 pm to 5:30 pm

Plenary

Topic	Moderator	Speakers
Money Talks: How can we leverage impact investing?	Erin Brodwin- Business Insider	Seth Bannon- Fifty Years Vicki Benjamin- Karner Blue Capital Lisa Fera-Stray Dog Capital

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Menus: How can we make the foodservice industry more plant-centric?	Mona Holmes- Eater	Chef Babette- Chef Babette Greg Brown- The Land of Kush Matthew Kenney- Matthew Kenney Cuisine Sam Polk- Everytable
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5:30 pm to 6:30 pm

Structured networking: Mix and Mingle

6:30 pm to 7:30 pm

Happy hour

Sunday, September 30th

7:00 am to 8:00 am

Yoga with Melissa Breslow- Mind-Body-Space

8:00 am to 9:00 am

Breakfast

9:00 am to 10:00 am

Plenary

Topic	Moderator	Speakers
Food Justice: How can we better address the intersection of food, food access, health, and environmental issues?	Aryenish Birdie- Encompass	Jacqui Patterson- NAACP Naijha Wright-Brown- The Land of Kush Keith Tucker- Hip Hop is Green Olympia Auset - SÜPRMARKT LA

Breakouts

Topic	Moderator	Speakers
How to start and run a successful non-profit organization	N/A	Anna Sweet- Sweet Farm Nate Salpeter- Sweet Farm Tracy Vogt- Charlie's Acres

10:00 am to 10:30 am

Break/Office Hours

10:30 am to 11:30 am

Plenary

Topic	Moderator	Speakers
Considering Scale: What efforts can we implement on the international level?	Leslie Barcus- VegFund	Elissa Lane- Humane Society International Sharon Nunez- Animal Equality

		Monique Mikhail- Greenpeace Steve Mclvor- World Animal Protection
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Breakouts

Topic	Moderator	Speakers
The Politics of Meat, Eggs, and Dairy: What legislative and regulatory measures can we implement?	Clare Fox- Los Angeles Food Policy Council	Sujatha Bergen- NRDC Stephen Wells- Animal Legal Defense Fund Suzanne McMillan- ASPCA
How to build a successful wellness and lifestyle brand	N/A	Nikki Sharp, wellness expert

11:30 am to 12:00 pm

Break/Office Hours

12:00 pm to 1:00 pm

Plenary

Topic	Moderator	Speakers
Plant-Powered: How can we build mainstream popularity of plant-based foods and ingredients?	Hilary Hanson- The Huffington Post	Julie Mann- Ingredion Tim Finnigan - Quorn Bryan Crowley- Soylent

Breakouts

Topic	Moderator	Speakers
How to publish and market a book	N/A	Linda Konner- Linda Konner Literary Agency Kelly Snowden- Ten Speed Press Jasmin Singer- VegNews

1:00 pm to 2:30 pm

Lunch

Lunch and Learn Sessions

Topic	Moderator	Speakers
How to collaborate	N/A	Martin Tull- American College of Lifestyle Medicine Zach Anderson- Converge for Impact
Lightning Talks	N/A	David Meyer- Food System

		Innovations Danielle Staunton- Chef Ann Foundation Donovan Will- ProVeg South Africa J.P. Rose- Center for Biological Diversity Brianna Cameron- The Good Food Institute Claire Fox - Farm Forward Matthew Walker- S2G Ventures Elena Lopez- L.A. Kitchen
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2:30 to 3:30 pm

Plenary

Topic	Moderator	Speakers
A Technological Revolution: How can we deploy advancements in cellular agriculture in order to create competitive, palatable cultured meat, egg, and dairy products?	Isha Datar- New Harvest	Arturo Elizondo- Clara Foods Alexander Lorestani- Geltor Benjamina Bollag- Higher Steaks Lou Cooperhouse- BlueNalu

Breakouts

Topic	Moderator	Speakers
How to bring a plant-based initiative to your non-plant-based company	N/A	Cole Deloye- Dropbox Darina Bockman- Vegan Leaders in Corporate Management

3:30 pm to 4:30 pm

Structured networking: Speed Networking