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# In the Loop

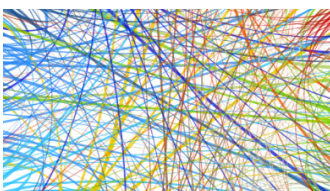
*Drivers in Agriculture Technology + Food System Innovations*

JULY 2016



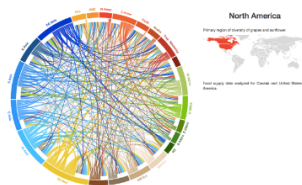
This month's *In the Loop* kicks off with a visual tour featuring two articles that provide infographics and maps on diet patterns and the movement of key crops around the globe. Jim Budzynski's recent article in *CropLife* provides a great check-in on the state of agriculture technology, where it's headed and anticipated bumps along the way. CNBC reports that new agriculture career opportunities continue to emerge as more farms integrate technology into their operations. Internet of Things ("IoT") is a hot topic in agriculture and now we're seeing more innovative IoT technology applications for the seafood supply chain as reported by *Food+Tech Connect*. Our final article selection this month is *The Protein Flip* - a striking visual report by *Menus of Change* and *The Culinary Institute of America* challenging chefs to re-think the concept of protein and expand beyond meat-centric dishes.

*Explore our selection of articles below for more details on these recent developments and topics.*



## GLOBAL DIETS

A Visual Feast: Three New



## GLOBAL FOOD

These Maps Show That Most



## AG INNOVATION

Agriculture 3.5: A Bumpy

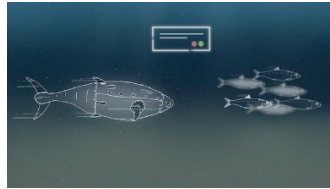
World  
(Scientific American)

(FastCo.Exist)



### FARM LABOR

New Fertile Ground for Tech Jobs: The Farm  
(CNBC)



### INTERNET OF THE SEA

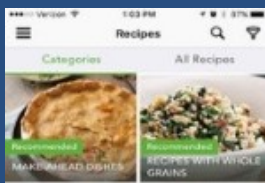
Building the Internet of the Sea to Reinvent Commercial Fishing  
(Food+Tech Connect)



### PROTEIN

The Protein Flip: A Delicious Strategy for Change  
(Menus of Change)

## Closed Loop Capital Portfolio Company News:



### ZIPONGO

Wellness App Aims to Improve Workplace Nutrition  
(The New York Times)



### BEYOND MEAT

Plant-Based, the Beyond Burger Aims to Stand Sturdy Among Meat  
(The New York Times)



### CONSERVIS

Harvesting Financial Data From The Farm  
(PYMTS.com)



### INOCUCOR

Leading Agronomist Joins Inocucor as Director, Field Trials and Nutrition  
(Inocucor.com)



### MERCARIS

Black, Female Funding Stories  
(Fast Company)

### MYCOTECHNOLOGY

Are Mushrooms the Answer to America's Sugar Epidemic?  
(Inc.)



### **About Closed Loop Capital**

Closed Loop Capital is an early-stage venture capital platform founded in 2010 that invests in exceptional entrepreneurs leading ventures in agriculture technology and food system innovation in the United States and Canada.