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In the Loop

Drivers in Agriculture Technology + Food System Innovations

August 2016



Demand for organic and non-GMO ingredients continues to outstrip supply from growers with organic food sales growing 4x faster (11%) than overall food sales in 2015. In response, companies including General Mills, Kellogg and Ardent Mills are stepping in to support growers in their supply chain by underwriting [conversion from conventional to organic production](#). This month we feature two articles on the [value of data aggregation and analysis](#) technology on the farm and the implications for the [next generation of farm managers](#). Food waste continues to be a major topic these days with new technologies and business models emerging to address the 20% of fruits and vegetables wasted on-farm often for cosmetic reasons. A recent Huffington Post article highlights the [opportunity to bring "ugly" produce to market](#), thus enhancing farm-level income, reducing on-farm waste and increasing marketable food products. Following the establishment of its Sustainable Development Goals, the United Nations has stepped up efforts to entirely alleviate global hunger by embracing new agriculture and food technology development with the [World Food Programme's Innovation Accelerator](#).

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



ORGANICS

Paying Farmers to Go Organic, Even Before the Crops Come In
(The New York Times)



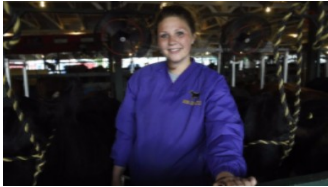
AG DATA

Data Aggregation: What Does It Mean? And Why Should You Care?
(Farm Industry News)



AG TECH

Feeding the World - With Math
(Fast CoExist)



AG EDUCATION

A Future in Agriculture: Technology Education Key to Cultivating Farming Culture
(Daily Journal)



FOOD WASTE

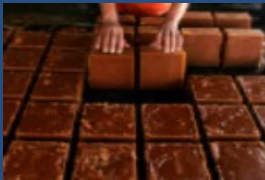
The Slow-Moving Disaster Happening at Farms Around America
(Huffington Post)



HUNGER

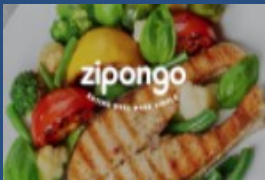
With the Latest Tech, U.N. Seeks to End Hunger Silicon Valley-Style
(Thomson Reuters Foundation)

Closed Loop Capital Portfolio Company News:



MYCOTECHNOLOGY

Researchers Have Finally Discovered the Key to Naturally Stripping Sugar from All our Foods
(Quartz)



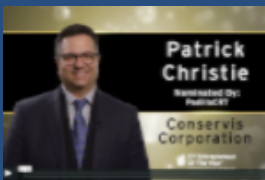
ZIPONGO

Provant Partners with Zipongo to Engage People in Healthy, Sustainable Eating Habits that Drive Optimal Well-Being
(PR Newswire)



BEYOND MEAT

The Shockingly Beeflike Veggie Burger That's Not Aimed at Vegetarians
(The Washington Post)



CONSERVIS

Pat Christie EY Entrepreneur of the Year Award Video
(Vimeo - Conservis)

Check out open positions with CLC portfolio companies across North America [here](#).

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.

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