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# *In the Loop*

*The Revolution in Food & Agriculture*

February 2017



The industrial, geo-political and socio-economic forces that shape consumer choice in food selection are very powerful. When calibrated towards positive outcomes, these forces could transform the health of both people and planet. Our February issue of *In the Loop* features a selection of recent articles that present challenges of the current system and highlight some of the exciting shifts underway to a new potential paradigm where corporate strategy, technology and government programs direct consumers to healthy choices. From the concept of "food as medicine" pushing further into the mainstream, to industry's opportunity to revolutionize access to healthy food for America's most vulnerable, we're experiencing what could blossom into the great re-calibration of our domestic and global food system.

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



**FOOD & HEALTHCARE**



**FOOD AS MEDICINE**



**FOOD PRICE & HEALTH**

America's Healthcare Crisis  
(Inc.)

(NPR)

(FastCoExist)



### BIG FOOD

Products, Not Marketing, Are  
The Future Of Big Food  
(Food+Tech Connect)



### FOOD STAMPS ONLINE

Food Stamps Online: The  
\$75B Grocery Game-Changer  
(PYMNTS.com)



### FUTURE OF FOOD

4 Possible Futures For The  
Global Food System  
(FastCo Exist)

## Closed Loop Capital Portfolio Company News:



### BEYOND MEAT

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This Vegan Burger Is So Real It Actually Bleeds  
(Huffington Post)



### INOCUCOR

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Montreal-Based Ag Biotech Chief Talks Equity, Expansion and Exits  
(Global AgInvesting)



### CONSERVIS

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Conservis Corporation and FBS Announce Partnership  
(Easy Newswire)



### BEYOND MEAT

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Dr. Oz. To Feature Plant-Based Company Beyond Meat  
(Plant Based News)



### CONSERVIS

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In Other Agribusiness News...  
(High Plains/Midwest Ag Journal)

### BEYOND MEAT

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Why Plant-Based Protein Will Be A Major 2017 Food Trend

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**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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