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# *In the Loop*

*The Revolution in Food & Agriculture*

May 2017



Demand for a more sustainable and transparent food system continues to shape the entire food and agriculture value chain in positive and oftentimes disruptive ways. While this demand is propelling segments like local foods (\$20 billion by 2019) and supply chain innovations like traceability (\$14 billion by 2019), opportunities and challenges abound for both incumbent enterprises and new entrants. Our selection of recent articles below feature some of the ways organizations and individuals are responding to stay on the forefront of sustainability in an increasingly competitive environment.

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



## **FOOD INNOVATIONS**

Prescriptions For Fresh Produce, And Other World Changing Ideas In Food  
(*Fast Company*)



## **PUBLIC BENEFIT CORP**

This Dairy Company Says Its Business Model Is the Future of Corporate America  
(*Fortune*)



## **GENERATION CHANGE**

Young Midwestern Farmers Want To Grow Sustainable Food – But They Need Help  
(*The Guardian*)



### LOCAL

Growing Pains: Why Supermarkets Are Struggling To Source Local Products  
*(FoodDIVE)*



### TRACEABILITY

Where In The World Is This Food From? Traceability Initiatives Let Consumers Know  
*(FoodDIVE)*



### FOOD WASTE

ReFED Launches New Tools To Combat Food Waste  
*(Food Tank)*

## Closed Loop Capital Portfolio Company Recent News:



### INOCUCOR TECHNOLOGIES

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Inocucor's Biological Crop Input Receives Organic Certification in Canada  
*(AgriBusiness Global)*



### ZIPONGO

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Zipongo CEO Jason Langheier Wins Benefit Technology Innovator Award  
*(PR Newswire)*



### MYCOTECHNOLOGY

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Cutting Out Sugar: Are Mushrooms The Answer To Healthier Chocolate?  
*(The Guardian)*



### MERCARIS

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Kellee James' Company Mercaris Helps Markets Encourage Sustainable Innovation  
*(Eco Centric)*



### CONSERVIS

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Raising Your Accounting Game  
*(Farm Industry News)*



### INOCUCOR TECHNOLOGIES

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Leading Fermentation Process Engineering Expert Chairs Inocucor Manufacturing Advisory Board  
*(Inocucor.com)*

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[Innovator's Wellness App Aims To Improve Employee Nutrition](#)  
(*Employee Benefit News*)



## BEYOND MEAT

[The Beyond Burger, Beyond the U.S.: Plant-Based Burger Expands Into Meat Capital of the World, Hong Kong](#)  
(*Business Wire*)



## INOCUCOR TECHNOLOGIES

[Biosimulants Clamor For A Piece Of The Row Crop Market](#)  
(*CropLife*)



## MERCARIS

[Mercaris Announces Record Organic Grain Volume Traded on Auction Platform for 2017](#)  
(*Mercaris.com*)

*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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