Celebrating Hacking Food - Silicon Valley's Food Festival

What does it take to disrupt the traditional methods of sourcing, producing and distributing food? In pursuit of answers to this question, ONE WORLD Training & Investments hosted Silicon Valley's first Hacking Food - Sustainable Food Festival on July 13.

Uniting social entrepreneurs, industry experts, impact investors and everyday consumers, the unique event, held at Menlo Park's co-working space BootUp Ventures, featured live demonstrations and tastings from a long line up of Bay Area based companies working all across the food supply chain, from *source* - Pasturemap, Tiny Farms, Farming Hope, Renewal Mill, Imperfect Produce, to *table* - Chirps Chirps, FarmHill, NUMI Tea, Rebbl, Sweetgreen, Wine + Moxxi, Regrained, Adelante Coffee, IGZU and Ripple.

"We believe that in order to scale impact, we must connect players across the ecosystem." says Scott Saslow, founder of One World. "The Food Festival represented an opportunity to educate players from all across Silicon Valley about the latest trends & technologies and forge a path for breaking down barriers to the creation of a more resilient and healthy food system."

Kicking off the event was Dr. Liz Carlisle, lecturer at the School of Earth, Energy, and Environmental Sciences at Stanford University and author of Lentil Underground. In her keynote, Liz spoke about why sustainable food systems are critical and how economics and environment must be united if we are to move towards more sustainable food and agriculture.

The keynote was followed by an expert panel, with Dave Cooper, General Partner at Nourish Ventures, Renske Lynde, co-founder and Managing Director of FS6, an accelerator for food system innovators, and Christine Su, founder and CEO of Pasturemap. A lively discussion led to agreement: raising capital, building partnerships and scaling in food & AgTech relies not only securing funds, but gaining deep technical expertise and finding mission-aligned supporters.

Before exchanging toasts and informal conversations over delicious samples in Boot Up's garden, the event program rounded off with a selection of workshops, each hosted by an inspiring innovator.

While Barnraiser, an online platform for discovering sustainable food producers, focused on how entrepreneurs can successfully go to market, other hosts, such as Kevin Bayuk, owner, LIFT Economy engaged attendees into dispelling the myths surrounding sustainable food. Chirps Chirps founders Rose Wang and Laura D'Asaro shared their experience of scaling their cricket based snacks to get featured on Sharktank. Ian Proudfoot, Head of Agribusiness at KPMG, also joined the event, sharing a global perspective on latest industry trends.

Commenting on the program, Dave Toffey, a Silicon Valley Consultant said "It's exciting to be able to hear so many different perspectives related to food and the industry surrounding it. It has me thinking about the trends." Catherine Crystal Foster, Executive Director at Westly Foundation, reinforced the value of education: "For people who have a toe in the space but might not be as knowledgeable as they want to be, it's great to uncover the gaps and spaces where innovation will happen."

The event and networking reception certainly allowed One World to further their long-standing mission of connecting the ecosystem. "I enjoy the community that is created at this One World event." commented Jena Martin, Co-founder of Tiny Farms. "I've know Scott and Angie for years and they are focused on bringing the right people together. It's a refreshing change from the typical ecosystem of who knows who." added Christine Su, Founder and CEO of PastureMap.

Feel inspired by this post and want to know more? Then join us at our event on September 21 - Impact Investing in Silicon Valley.

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