



## Share Experience

**Seeds&Chips, International Summit  
on Food Tech: business  
opportunities for a better tomorrow**

MedSpring\* 3rd Brokerage and  
Venturing Event on Research and  
Innovation

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# What's on today's agenda?

1. Why is research and technology so important for our food system? What are some of the issues? How about the economy? Why is this especially true for Italy? Why are we here in Bari to discuss it?
2. Who's who and what will they talk about?
3. Conclusions

# Why are research and technology so important for our food system?

Food Innovation is the application of technology in all areas of the food system from farm to fork.

We are breaking the boundaries and coming up with amazing, new ideas every day. From precision agriculture to hydroponics – from 3D printers to food sensors, applications designed to reduce waste, big data and food data, new e-commerce models and platforms – the new trends in precision cooking and precision nutrition make us an integral part of the new digital renaissance in food. Technology and innovation have for sure the leading roles.



# Why are research and technology so important for our food system?

Technology is and will be our ally. The evolution of universal computing –

sensors that capture real-time data from the field. The cloud and machine learning allow us to use this data to make smarter real-time decisions that improve yield and reduce costs.

These advancements are what will spur us into the next food frontier.



# Economy & Food

- ❖ From an economic perspective, farming, for example, is becoming more expensive. While economic costs are increasing at an alarming rate, environmental costs are increasing even more. To sustain this we need to reduce the net environmental footprint of agriculture, use data to better manage the production and use precision agriculture to leverage the existing resources more effectively.
- ❖ An investor's job is to find the visionaries that dream up the future and partner with them to help make that dream a reality.
- ❖ With the latest advancements in technology, we have imagined small harvesting robots, skyscraper vertical farms in every city and sensor-studded fields overseen by drones. We imagine computers preparing our dinner with what's left in the fridge. Before we come to that there are some issues to be addressed.



# What to do?

- ❖ We need to find more reliable and sustainable ways to produce, we need to understand our land and soil, create transparency and optimize decisions, and find cheaper/faster R&D methods to increase waste reduction. In addition to supply challenges, the demand side of the equation is evolving. Just think of the increasing demand in organic markets vs. the overall increase of consumer awareness about food production.
- ❖ Winds are changing — we are becoming more stringent around safety, traceability and the impact on our environment.



#BILLSAYS



“ Food is the next barrier for information technologies. We are just at the beginning of enormous innovation in this space. ”

# Food Tech by Numbers

- ❖ **Food industry includes 40% of our global work force**
- ❖ Food industry valued at + **5.000 billion Euro**
- ❖ Intersects with different/large industries (aerospace; logistics; ICT; design etc.)
- ❖ Delivers solutions to our more imminent challenges – in **10 years our population will reach 9 billion people resulting in** greater demand for animal protein consumption
- ❖ 1,3 billion tons of food is wasted per year globally (FAO)
- ❖ Guaranteed new opportunities – almost 6 billion Euros invested in 2015; anticipated growth of 1M new jobs in our near future



# Food Innovation in Italy by Numbers

- ❖ Excels in 4 categories: Food security; sustainability; production variety as well as organic production. Food system's **revenue** = more than **130** billion Euro. The sector contributes to the **13,4%** of its **national PIL**, with an estimated total value of **208** billion Euro.
- ❖ Italy has the second largest agricultural area dedicated to organic farming – more than **1 billion** acres with more than **52K** farmers; It is the 7th country in the world for organic production with a market that is worth more than **3 billion** Euro. These numbers as well as the growth strategic roles are impossible to ignore.
- ❖ **Export: 36** billion Euro
- ❖ Fight against the “**Italian Sounding**”: decreases annually by **6** billion Euro the revenue of Italian companies. It affects **25%** of the sector's total export revenue. Counterfitting globally valued at around **60** billion Euro. In Europe, it affects **22** billion Euro. The Italian government invests more than **70** million Euro to fight “Italian Sounding.”

# Italy after Milano Expo 2015

- ❖ Expo2015: In 6 months Expo registered more than 20 million visitors, 62 heads of state, 10K volunteers. 1K workers to built 1 million square meters of infrastructure and pavilions for 150 countries. Expo's legacy therefore has two key points that we cannot ignore:
  - The Milan Charter. With over 1 million signatures this document is a promise to our fundamental right to food.
  - Human Technopole. An area with 1.600 people, finalized to build a recognized global site. This 150 million Euro a year project will include Italy's excellence – research institutions such as CNR, corporations and innovative startups working for a better tomorrow in one of the most technologically advanced sites in the world.

# Why we are here – 4 reasons

1. We have a **3** year agreement with our co-host today (CIHEAM-Bari) to:

- ❑ Develop actions together finalized **to add value** to research and innovation in the food system
- ❑ Work together to achieve a program of events that aim to add value not just to this country's excellence in the food system but as a whole. Through SEEDS&CHIPS, the international global summit on Food Innovation, we will do just that. Our 3<sup>o</sup> edition will take place in Milan [May 8-11, 2017 – Save the Date!](#)



# Why we are here – 4 reasons

2. Because together with the whole Italian ecosystem, we will invest in startups.
3. Because we aim to bring the digital revolution to our more traditional companies in all areas and help them become more internationally recognized.
4. Because the **Middle East** and **North Africa** are also target countries – we have to work together on this and help each other!

# Why Bari?

**Puglia** is one of the richest regions for our food system. Its territory expands through almost 2 million acres in which 90% is cultivable land. It holds more than 80K businesses, provides jobs to over 30K people that in turn produce a gross resalable production of over 2 billion Euros. This region's policies tremendously help its producers and are in line with the project Europe 2020.

Smart Puglia 2020 is centered on innovation as well as research.



# Friends in Common

Companies, organizations, young entrepreneurs and researchers from different EU and Mediterranean countries.

A 'family' joined by research and innovation as well as R2B. Food's implications are therefore also about ethics and a shared value system important to us all.



# So? What do we do?



Seeds&Chips, the first International Summit on Food Innovation led by our founder and CEO Marco Gualtieri.

Third Edition: May 8 – 11, 2017

FAQ's: [www.seedsandchips.com](http://www.seedsandchips.com)

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# Objectives

The objective of Seeds&Chips is to represent the evolving food tech landscape in Italy. As a country, we are poised to lead this movement as innovation and local traditions unite. In doing so, we are creating more opportunities for the young entrepreneurs of today, future generation and startups. We believe startups are our future. During Expo, we discussed important topics and addressed issues such as Food Security, Food Policy, Waste Reduction and feeding 9 billion people in the very near future. **NOW IS THE TIME** to act and find ways to resolve these issues by working together, creating a functioning goal-oriented ecosystem and truly revolutionizing the food industry innovatively and sustainably.

#FoodTech #FoodInnovation #InternetOfFood #IDFood



# #Freedom is #participation! S&C on social media

3 social international campaigns in the last 2 months –

#Internet of Food: April 5, 2016 in collaboration with Danielle Gould's Food+Tech Connect. (followed worldwide)

#IDFood: on May 29 & 30, Livestreaming from an agronomy institute in Busto Arsizio (VA) for Italian Internet Day. First trending topic in Italy during event.

#SaC16: During the event (May 11-14, 2016):

5.000 Tweet; 31.000 RT; 1.700 users; 82 million Social Impression. First trending topic in Italy during event.



# In Conclusion

*Our challenges are nothing more than opportunities. It is thanks to events like MedSpring and Seeds&Chips that we can plant the seeds for our future.*

*“Innovation requires a mind set that rejects the fear of failure and replaces that with the joys of exploration and experimental learning.”*

*E. Hess*





Join us!

Let's go change the world together!

Seeds&Chips

May 8-11, 2017

Thank You!

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