



Three Days of Thought Leadership

INDUSTRY INSIGHT STAGE SPEAKER SCHEDULE

MONDAY, 21 MARCH

11:00 AM

SUSTAINABILITY ACTION PLAN

Nic Jooste

Director

Dutch Business Development Partners

Barendrecht, Netherlands

European fresh produce suppliers often see sustainability dominating the discussions with retailers and foodservice companies. These organisations see it as their moral responsibility to be involved in sustainability all the way down the supply chain. They also understand that such an involvement can provide a competitive edge in marketing to the new generations of consumers, who have a true passion for respecting and protecting the world.

In his presentation, Nic will unveil his 5-step plan for establishing a sustainability strategy in small and mid-size enterprises.

BIO: Nic Jooste was born in South Africa and has spent the past 30 years in Europe. He is a sustainability specialist with a penchant for social issues. His experience includes the interaction between sustainability, marketing, communication, brand development and storytelling. Nic has developed and activated 12 global fresh produce brands.

1:00 PM

SUPPLY CHAIN ECONOMICS AND OTHER INDUSTRY OBSERVATIONS

John Pandol

Director of Special Projects

Pandol Bros.

Delano, California (USA)

Veteran international observer and speaker on a broad range of industry topics, John will look at the latest dynamics of supply and demand along the supply chain. He will also comment on his perspectives as a cutting-edge grower and marketer of fruit from various sources.

BIO: John Pandol is director of special projects for Pandol Brothers, a farming and sales concern based in Delano, California, which specialises in table grapes.

After graduating in International Marketing from the University of Southern California, John undertook additional studies at the Catholic University of Chile. John has the experience of 25 years of supplier development in Chile and Mexico, and export trading from the USA to 20 countries. In the early 2000s, John began focusing on observing the entire supply chain in the North American market.

Currently, John spends more than 120 days a year visiting production areas, retail outlets and all intermediate points, in addition to trade shows and industry events.

John comments frequently at industry events, in the press and online. He also serves as Chairman of the Grape Division of the Fresh Produce Association of the Americas, which is a trade group of importers based in Nogales, Arizona.

2:00 PM

WHAT MOTIVATES KIDS TO EAT MORE VEGGIES?

Dan Parker

Chief Executive

Veg Power

Brighton, England

Veg Power Chief Executive Dan Parker will share the experiences of the non-profit organisation's wildly successful campaigns, including the award-winning "Eat Them to Defeat Them."

Dan will also be unveiling detailed insight from retail sales data and consumer surveys to look at the motivations and habits of different segments of the market — from the ethically engaged youth to the dietary diehards who barely touch a vegetable. The insights will be publicly shared for the first time at the London Produce Show and Conference.

3:00 PM

RECONSIDERING THE SALAD BAR

David von Laskowski

President & CEO

Picadeli & Greenfood Group

Helsingborg, Sweden

The humble salad bar has much more potential than one can imagine. When you combine the latest Artificial Intelligence technology, cutting-edge software and hardware applications and consider the consumers' desire for sustainable and healthy eating, you've got the potential to take salad bars into a new dimension.

BIO: David von Laskowski is President and Chief Executive of the Nordic healthy food and convenience company Greenfood Group, as well as CEO for its subsidiary Picadeli. An experienced international executive, David has previously worked as Chief Executive of numerous international retail players, including Axcent of Scandinavia, Visma Retail and Candyking Group, as well as holding the position of board member and CFO for other private and publicly companies. Furthermore, he has been a researcher at Stanford University and Columbia University and holds a PhD from Stockholm School of Economics.

11:00 AM

GLOBAL BUSINESS INSIGHTS

Kees Rijnhout

Owner

Jaguar The Fresh Company

Ridderkerk, Netherlands

Kees will provide insights into how his teams have managed to stay at the forefront of global developments commercially, and with a focus on sustainability.

BIO: Kees Rijnhout has been very actively involved as an entrepreneur in the food industry since 1980. He is the owner of Jaguar The Fresh Company, and is also a supporting investor in various trading and production companies. As a supporting investor, he contributes intensively to the (re)development of companies, and focuses on creating synergy benefits in different commercial, operational and financial areas.

Since 2006, Kees has built Jaguar into a global fresh produce specialist with offices on four continents. In addition, he has developed Jaguar New Energies, a South African specialist in providing solar energy solutions to fruit growers.

12:00 PM

SHALL THIS BE UK HORTICULTURE'S DEFINING DECADE?

John Giles

Divisional Director

Promar International

(The value chain consulting arm of Genus plc)

Nantwich, Cheshire UK

John Giles begins this survey thinking about things, like if we mechanize harvesting, what happens to the towns that depend on the business of serving harvest labor? If online grocery delivery expands, what happens to the economic viability of physical shops? So much more.

This presentation is an opportunity to think broad and think deep... to find ways to use this transformational moment to leap ahead as an industry.

BIO: John joined Promar in the 1990's and has spent 25 years supporting clients to make positive changes to their businesses.

Many years of involvement with the Institute of Agricultural Management, the Chartered Institute of Marketing's food, drink and agricultural group, and the City Food Lecture has allowed John to improve his knowledge and experience of agri-food markets and broaden his network.

With experience in market research, global markets and strategy development, John has spent the past 12 months speaking at a range of conferences and evening events, going from West Wales to North Yorkshire and back again, talking and answering questions on what he sees happening in both local and international supply chains.

1:00 PM

THE FUTURE FOR BRITISH FOOD - WHAT NEXT?

Jan England and Clare Otridge

England Marketing

Cambridgeshire UK

Jan and Clare will talk about current consumer thinking on British-produced food, the issues from the consumer point of view and from the producer point of view and how these challenges can be overcome.

BIOS: Jan founded England Marketing in 1994 to fill a niche in the food and agriculture sector of conducting research with a full understanding of the length and breadth of the supply chain. For more than 25 years, England Marketing has gathered insight from over ten thousand farmers and tens of thousands of consumers, as well as the stakeholders and specialists in between. The company has developed capabilities and partnerships along the way with highlights including a strategic partnership with British Growers, as well as their own consumer and agriculture insight panels.

Clare has over a decade of experience in marketing, branding and customer development, spanning several sectors, that enhances the England Marketing research offering. She joined England Marketing in 2020 to grow the digital capabilities of the agency as well as broadening the offering beyond traditional research practice. As Jan's daughter, there is a shared passion for working in partnership with clients, many of whom are in the fresh produce industry and operate as family firms themselves.

2:00 PM

INCREASING PRODUCE CONSUMPTION - ONE RETAIL CHAIN AT A TIME

Maria Wieloch

Senior Category Manager Fruit, Vegetables And Flowers

ICA Sweden

Stockholm, Sweden

Ica Sweden, a supermarket chain of approximately 1300 stores, is rare amongst retailers to take on a Health Strategy all its own. With the goal to increase fruit and veg consumption to 500 grams per day by 2025, the retailer is adopting innovative tactics to change behavior at store level. In this presentation, you will learn how the retailer is approaching this goal from a multi-pronged perspective.

BIO: Maria is the Senior Category Manager for fruit, vegetables and flowers at ICA, the market leading supermarket chain in Sweden. Maria joined ICA in 2008, and since then she has held several different positions within the retailer's fruit, vegetables and flowers business.

Before her current position, Maria was the Head of Business Development at ICA, where she looked after issues such as sustainability, among others. Maria graduated in economics and management from Lund University in Sweden in 2004.

Maria has graced the stage of The New York Produce Show and Conference for many years. She also participated on the Thought Leaders Breakfast Panel at The London Produce Show and Conference 2018, where she accepted, on behalf of ICA, the award for Best International Initiative for Marketing Fresh Produce to Children for 2018.

3:00 PM

NEXT-LEVEL FIELD TO FORK FOODSERVICE STRATEGIES

Ian Nottage

Head of Food Development

Fresh Direct (UK) a Sysco Speciality Company

Bicester, Oxfordshire UK

Ian heads up the fabulous Food Development Team for the UK's leading supplier of fresh produce and dairy products. He is an experienced Chef Director with a long history of working in the food & beverages industry. His skills cover profitable menu, recipe and product development, training and customer retention.

Working with our growers, producers and customers to support menu and recipe innovation, seasonality and provenance, Ian will bring some of his learnings to discuss UK Foodservice trends and their relevance to fresh produce supply.

4:00 PM

UKRAINE, RUSSIA AND THE IMPACT ON LATIN AMERICAN PRODUCERS

Gustavo Yentzen

General Manager

Yentzen Consulting

Las Condes, Santiago, Chile

Much is happening with South American exports to Europe since the beginning of the pandemic and now with war in Ukraine. The stagnation of Chile has been ongoing, for example, and Peru's growing base has taken advantage.

Now we are looking at what happens to fruit that was destined for the Ukraine and for Russia. In some exporting countries, the impact is minimal and in others the impact is very, very powerful. This analysis will explore which are the countries and the products that are being affected and possible solutions.

In addition, there will be the unveiling of a special mini-case study on the impact on Ecuadorian bananas.

BIO: Gustavo Yentzen has a degree in business administration engineering from Adolfo Ibañez University, where he specialized in marketing and consumer behavior. He has worked for companies like 3M, CSAV (Chilean shipping company) and San Pedro winery. In 2001, the Chilean Exporters Association (ASOEX), which is responsible for the Chilean fruit global image project, appointed him senior marketing manager.

In 2006, he started his own business, Yentzen Consulting (YC), in Santiago, where he focuses on representing and aiding foreign entities that want to do business in the Chilean and Latin American produce markets. He also assists in positioning Chilean companies in North American markets.

YC is dedicated to providing value through marketing ideas and plans, searching for synergies and economies of scale. The company is responsible for producing such well respected online publications as *FreshFruitPortal.com*, *PortalFruticula.com* and *ChinaFruitPortal.com*, and a new print publication, *Vision Fruticula*.

11:00 AM

DOING BUSINESS IN THE NETHERLANDS

John van Wijk
CEO

RAAD International Group of Companies
Financial, Fiscal, Company Administration, Human Resources,
Payrolling Services
Barendrecht, Netherlands

Nic Jooste
Director
Dutch Business Development Partners
Barendrecht, Netherlands

Nic and John will be doing a presentation on how the Netherlands can be a springboard into Europe.

While the Netherlands may be a small country, coming in as the 22nd largest EU country by land mass, it has a lot to offer:

- It is 7th in overall population, making it the second densest country in Europe, behind only Malta.
- It is one of the top five most innovative countries in the world, and according to the 2019 Global Competitive Report, it has the most competitive economy in all of Europe.

For companies looking to enter the European market, which is rife with different languages, cultures, and economic systems, the Netherlands can be a good entry point, as the country can help companies navigate all of those complexities.

12:00 PM

MAKING INDOOR AGRICULTURE SCALABLE

Bernhard Baumgartner
Middle Eastern and European Markets
CleanGreens Solutions
Molondin, Switzerland

Bruno Cheval
Finance Director
CleanGreens Solutions
Molondin, Switzerland

Better local food at current prices: Consumers are looking for local and pesticide free products but often aren't willing to pay a higher price for that premium quality. The combination of the aeroponic technology and the indoor environment of a greenhouse allows to bridge the gap between the resources needed for a local high quality product and a cost that is in line with what

retailers and wholesalers are paying for imported produce thus effectively reducing fresh food independence.

The worldwide supply chain is going through unprecedented changes in the last few years, and the UK is especially exposed through Brexit, the COVID crisis and the recent war in Ukraine.

For a country that imports 56% of its vegetables and 67% of its lettuce, this is a particularly risky situation. Through an innovative mobile aeroponic system used in greenhouses, that is built for quality and cost optimization, CleanGreens Solutions helps growers and processors to produce fresh, local and clean leafy greens at market price for the consumers.

BIO: Bernhard grew up on a farm in France where he had an early exposure to sustainability and the importance of responsible farming. After his masters degree in International Management in France, he started working in the solar industry, developing large scale projects in Europe for large EPC companies.

Bernhard then helped engineering consulting companies scale their growth in Switzerland and Europe before looping back to the sustainability world with the Agtech specialist CleanGreens Solutions, where he leads the international development of the company putting an emphasis on the European and Middle Eastern markets.

BIO: Bruno Cheval counts more than 25 years of experience in financial markets and corporate finance, developing economic models and valuations. He started his career as a financial trader and hedge fund manager before completing an Executive MBA. He then assisted business leaders in the funding and growth of their companies while overlooking all finance-related matters.

Bruno joined CleanGreens in April 2020 as its Finance Director. After a long history of helping CEOs make better decisions and raise capital, Bruno Cheval has taken over this leadership position himself as the CEO of CleanGreens since January 2022.

1:00 PM

WHAT IS FUELING PRODUCE GROWTH AT RETAIL?

Joe Shaw Roberts
Consumer Insight Director
Kantar Worldpanel (UK)
London

Industry expert Joe Shaw Roberts provides insight into the evolution of the supermarket and grocery sector in the U.K. and how that has affected produce.

BIO: Joe Shaw Roberts joined Kantar Worldpanel in 2016 as a Client Manager, having previously worked in two other market research roles at Psyma in Germany, as a student placement officer, and at GfK in London, as a graduate research executive.

Joe worked with a variety of chilled convenience manufacturers at Kantar Worldpanel for two-and-a-half years, before moving to look after half of the produce team at the end of 2018 as a Consumer Insight Director.

Joe is passionate about fitness and health.

2:00 PM

FEEDING AND EDUCATING UNDERSERVED FAMILIES ABOUT F&V

Rich Dachman

CEO

Brighter Bites

Houston, Texas

Rich will be talking about the unique model behind Brighter Bites in not only feeding families with daily deliveries of fruits and vegetables at schools but also in educating families about the benefits of consuming fruits and vegetables on a long-term basis.

BIO: Rich Dachman, former VP of Produce for Sysco, first participated in the London Produce Show and Conference as part of the 2018 Thought Leader Panel, and this year, Dachman, now Brighter Bites CEO, returns to the 2022 show as a presenter. At Brighter Bites, Dachman brings his lifelong expertise in the produce industry, as well as his passion for making healthy fruits and vegetables accessible to all.

Brighter Bites is a nonprofit that delivers fresh fruits and vegetables directly into underserved families' hands, with a goal of changing behavior among children and their families to prevent obesity and achieve long-term health. Since 2012, Brighter Bites has provided more than 50 million pounds of produce and millions of nutrition education materials to more than 500,000 individuals (including teachers) in Houston, Dallas, Austin, TX; New York City; the Washington, D.C. metropolitan area; southwest Florida and Salinas, CA.

In January 2022, Brighter Bites expanded its programming to Los Angeles, CA, and will be expanding to Bakersfield, CA, this fall.

3:00 PM

APPLYING ARTIFICIAL INTELLIGENCE, FORECASTING AND PLANNING TO INCREASE PROFITABILITY

Michele Dall'Olio

COO

Fresh4cast

London, England

Here at Fresh4cast we are all about applied AI, Forecasting and Planning with the aim of increasing profitability for the sector and limiting waste along the supply chain. When yield and shelf-life remain among the industry's biggest challenges, Artificial Intelligence can be a real game-changer in predicting future outcomes along the supply chain. See how Michele Dall'Olio applies this technology at Fresh4cast.

BIO: Michele has based his career on the synergy between innovation and fresh produce. Starting with a degree in Agribusiness and a master's degree in Management and Marketing, he explored the complexity of fresh produce data working as Head of Research for a leading Italian consultancy.

He then moved to London and started a new journey with Fresh4cast, where he is now the COO. Using machine learning and other cutting-edge technologies, Michele and the Fresh4cast team help customers in the fruit and vegetable sector to improve productivity, increase margins and reduce waste.