



# FOURTH ANNUAL FOODSCAPE INNOVATION™ SUMMIT





# Fourth Annual Foodscape Innovation Summit

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a Š^%Žš rUN `NnVJAa NAnr oocJVArVca JcaxNaNL csn €nor os``

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# Discussion Themes



Leadership is needed at the intersection of nutrition and environmental sustainability.

3UN VarNnnN^ArVcaoUVko INryNNA asrnVrVca AaL NaxVnca`NarA^ oso  
NcTnAkU{š NJcac`VJoš AaL nAJVA^ AaL NrUaVJ LVokAnVrVNo JnNArN  
AJncoo rUN T^cINš yUVJU V`kAJr Us`Aa AaL k^AaNraN{ UNArU™

<Nrš rUN TncyVaT `cxN`Nar rc ALLnNoo J^V`ArN JUAaTN cSrNa NzJ^sL  
o{orN`™ -nNoNarNno AaL ArrNaLNNo LVoJsooNL rUVo Jc`k^NzVr{ AaL  
JcaoNmsNaJNo cS VaacxArVca™ cn NzA`k^Nš yUV^N JNnrAVa ATnVJs/  
rc J^V`ArN JUAaTNš rUN SAN`Nn\_o AIV^Vr{ rc Tncy Sccl Vo A^oc INVa  
JUAaTNo™ ncyVaT A ^V`VrNL as`INn cS Jncko ca A yVLN oJA^N ^NAL  
kArrNnao™ r A^oc nNLsJNo rUN asrnVrVcaA^ msA^Vr{ cS SsrSnN Sccl  
IVcLVxNnoVr{™ cn NzA`k^Nš JNnrAVa NaxVnca`NarA^ NSScnro rc IAa  
yVrUcsr ALLnNooVaT Icurr^NL ostAn{ INxNnATNoš VTacnVaT rUN UNAr  
`cnN kcoVrVxN acrnš NSScnro rc nNLsJN Sccl yAorN Va `Aa{ JAoNo o  
rc UNArU{ Sccl™

ArA ca rUN V`kAJr cS JsnnNar osorAVaAIV^Vr{ VaacxArVcao Vo `VaV`  
V`kNnArVxN rc V`kncxN rUN NaxVnca`NarA^ V`kAJr cS rUN Sccl oskk^  
INUVaL™ 1c ksI^VJ@knVxArN kAnraNnoUVk Va NxA^sArVaT rUN V`kAJr  
o{orN` Vo JnVrVJA^™

# Opportunities for Action

Enhance collaboration across all sectors to increase equity and health into the food system.

“Innovating to Inspire Healthy Eating Practices Through a Social/Cultural Lens” breakout group discussion.

VxNnoN orA]NUc^LNno UAxN rUN ckkcnrsaV  
rcTnrUNn rc JUA^^NaTN oV^cNL rUVa]VaT A  
VaacxArVxN AkkncAJUNo Scn ALxAaJVAT Us  
k^AaNraN{ UNARU rUncsTU rUN Sccl o{orN`  
A`caT AJALN`VAš TcxNna`Narš aca@TcxNna`  
cnTAaV~ArVcao AaL VaLsorn{ JAa UN^k ^NxI  
NzkNnrVoN3AaL nNocsnJNo rc s^rV`ArN^`Va

“cnN asrnVrVca AaL Sccl o{orN`o nNoNAnJU  
Isr rUNnN Vo A ^AJ] cS rnsor Va nNoNAnJU SsaLNL I{ VaLsorn{™ nNA  
NSScnro rc NaosnN rUAR nNoNAnJU ALxAaJNo yUV^N knCrNjrVaT oJVN  
`cLN^o `A{ A^oc IN aNNLNL rc ALLnNoo rUNoN IAnnVNno™

“It’s important to break down silos if we are to really make a difference.  
It’s the collective impact that’s really going to move the needle.”

- Sylvia Rowe, SR Strategy LLC

“There’s so much opportunity to work together.”

- Jessica Fanzo, Ph.D., Johns Hopkins University

“[My ‘a-ha’ moment at the summit] wasn’t a moment but the a-ha feeling  
that all these people from different work backgrounds [and] in different  
professions had similar ideas, which proves to me that solutions can be possible.”

- Summit 2019 Participant

Elevate the importance of nutrition and environmental sustainability in tandem.

sor Ao JcaxNaVaT AJncoo group discussion.

“Diets: An entry point for human and planetary health” presentation by Jessica Fanzo, Ph.D.



Help consumers navigate the complex foodscape with authentic, accessible and innovative solutions.

"NNr Jcaos`Nn LN`AaL Scn Ssaš AJJNooVI^N  
oJVNaV€JA^^{ JnNLVI^N VaVrVArVxNo AaL  
4aLNnorAaL rUAR Jcaos`Nno AnN LVxNnoN™  
kncLsJr LNxN^ck`Nar AaL `An]NrVaT cn Aa N  
JA`kAVTaš TNr rc ]acy rUN rAnTNr `An]Nr\_o  
AaL yUNrUNn UNa^rU AaL osorAVaAIV^Vr{ y  
ONokNJr rUN Jcaos`Nn\_o Js^rsnNš ocJVA^ A  
realities, and their desire for food and eating to be  
Na\c{AI^N™

"Foodscape Innovation Successes and Lessons Learned" panel.

"[We need to] create an enabling environment."

- Jessica Fanzo, Ph.D., Johns Hopkins University

"We need to be consumer-centric to have success in the marketplace."

- Jeff Zachwieja, Ph.D., PepsiCo

"The real-life practical application through [innovation] case studies was highly motivating and inspiring."

- Summit 2019 Participant







# Appendix

## Foodscape Innovation Breakout Groups

Innovating to Inspire Healthy Eating Practices through a Social/Cultural Lens › 1cJVA^ AaL

Js^rsnA^ SAJrcno AnN kcyNnSs^ Va•sNaJNo ca NArVaT knAJrVJNo™ 4a  
ocJVA^|Js^rsnA^ NArVaT knAJrVJNo JcaxNnTN cn Jca•VJr yVrU UNArU  
V`kncxN NSScnro rc knc`crN UNArU{ NArVaTš yUNrUNn rUncsTU asrnV  
rnAVaVaTš Sccl `An]NrVaTš cn crUNn `NAao™

Innovating for the Nutritionally Vulnerable › 3UN asrnVrVcaA^^{ xs^aNnAI^N osloNro cS

kcks^ArVca UAxN LVxNnoN asrnVrVcaA^ aNNLo AaL SAJrcno Va rUNVn  
AaL AnN IAnnVNno rc ALLnNooVaT aNNLo™ zk^cnVaT rUNoN Jc`k^NzV  
knVcnVrV~VaT rAntNro AaL `NrUcLo Scn AJrVca JAa ^A{ rUN TncsaLy  
Varc rUN Sccl o{orN`™

Innovating for Health and Sustainability › 3UN sntNaJ{ rc ALLnNoo NaxVnca`NarA^ osorAV

VaJ^sLVaT rUAr cS rUN Sccl o{orN` ± Vo VaJnNAoVaT™ a `Aa{ NSScn  
V`kAJrš asrnVrVca oJVNaJN Vo VTacnNLš `VaV`V~NL cn `VonNknNoNar  
nN^NxAr oJVNaV€J LVoJVk^VaNo rcTNRUNn rc NaosnN rUAr rUN Sccl  
JnVrVJA^ Scn Sccl kncLsJrVca Varc rUN SsrSnN AaL oskknro rUN UN  
acsnVoUVaT Va msAarVr{ AaL asrnVrVcaA^ msA^Vr{™