



FOOD SYSTEM 6 ACCELERATOR, INC



# FOOD SYSTEM 6 ACCELERATOR



2019 SEASON







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## WHAT WE DO



**Super impactful. Great subject matter experts. Great cohort of companies. Amazingly authentic group of people all around.**

**- Andrew Falcon**  
CEO, Full Cycle Bioplastics



### FS6 Accelerator Program

FS6 is a mission-driven non-profit organization that surfaces, supports and helps scale entrepreneurs who are transforming how we grow, produce and distribute food. We focus on innovations across the food system that can positively impact environmental, physical and social health. Our goal is to provide a platform for diverse stakeholders to help support, invest in and learn from the entrepreneurs we work with who are fundamental to building our next food system. We take a systems-based approach to innovation in the food system and seek to build cohorts that represent the diversity of solutions required to address the scope and scale of current food system challenges.

The core of our programmatic work brings small groups of entrepreneurs together in a cohort for 16-weeks. During this time we leverage our mentoring, education and networking platform to provide core knowledge in a series of intensive group sessions as well as offering customized support and guidance to each entrepreneur. Group cohort sessions include storytelling, diversity in the food system and workforce development, public speaking, legal/regulatory issues for startups, Board development, hiring practices, cash flow accounting, feedback from investors, funders and customers, and more.

Our goal is to help each of our entrepreneurs navigate normal start-up challenges and achieve their next critical milestones. Each of our entrepreneurs is working on solutions that can contribute to the creation of the sixth food system, and we recognize that organizations can only have a positive impact if they have a financially sustainable business model. To help support their ongoing success, FS6 anticipates working with each portfolio company/organization for 2-3 years after the conclusion of our formal program.

Our work recognizes that for innovation to succeed in the long-term, it must be contextualized within the broader ecosystem. We seek to bring together diverse stakeholders and to understand how their work can help drive innovation forward. We also leverage our work with entrepreneurs to inform our perspective on both a framework for supporting individual entrepreneurs as well as a model for how the food system is evolving.

We welcome you to join the FS6 ecosystem. As we continue to build the infrastructure for FS6 entrepreneurs, we seek support in a number of ways including investments of time, talent or financial support of our mission. There are many ways to get involved, we'd love to talk with you about becoming a mentor, an advisor, a partner or a funder and supporter.

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## FS6 TEAM



**RENKE LYNDE**  
Co-Founder & Managing Director

Renske has worked in the non-profit sector on food, agriculture, and nutrition policy for nearly 20 years. Her work has included grassroots education and community organizing, strategic campaign development, quantitative policy analysis, and legislative advocacy. She began her career in Minneapolis, Minnesota at the Institute for Agriculture & Trade Policy working on behalf of small-scale sustainable agriculture producers and went on to build direct markets for Pennsylvania farmers in the Philadelphia marketplace. Renske subsequently directed Advocacy and Research for the San Francisco Food

Bank working primarily on cross-sector partnerships to improve the federal food stamp and school lunch programs. She holds BA degrees from Boston University in Political Science and Psychology and a Masters in Public Policy from UC Berkeley's Goldman School of Public Policy.



**PETER HERZ**  
Co-Founder & Managing Director

Peter is a serial entrepreneur, board member and advisor to early stage companies. He was forced to confront his relationship to food due to a set of chronic medical conditions. By turning his attention to food and agriculture he was able to address these conditions without medication, and is now committed to addressing the root causes for poor health that lie within the current food system. He previously served as CEO of irisnote, a SaaS based application provider for scientists to manage their research, interim President of the biological simulation company Entelos, and founding CEO of 3ware, a revolutionary data storage company sold to AMCC. Prior to co-founding 3ware,

Peter ran North American Consulting for Synopsys and managed customer engineering for Siemens Semiconductors (now Infineon Technologies AG) North American embedded control business. He has broad international experience including a startup in Munich, Germany and managing sales and partnerships in both Europe and Asia. Peter also serves as a member of the board of directors of Kendall Investments, a private equity fund-of-funds company and previously IPextreme, Inc., a semiconductor intellectual property company. He holds a B.S. in Electrical Engineering and Mathematics from Carnegie Mellon University and completed A-levels at Eastbourne College, Sussex, United Kingdom.

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## FS6 TEAM



**CAESARE ASSAD**  
Program Director

Caesare has led several food business innovations with a focus on driving progress around food system change. Her 20 years of food industry expertise spans the private, non-profit, and corporate sectors, with a wide range of hands on, operational leadership roles as an executive chef, general manager, and C-level executive. Prior to joining Food System 6, Caesare launched back-to-back start-up concepts for Whole Foods Market, co-founded The Cleaver Group - a food environment design consultancy, developed culinary programs for at-risk populations, and launched a plethora of food businesses

and food-service concepts around the US for clients that include Tesla, SpaceX and LinkedIn. Growing up in rural Oklahoma massively influenced her perspectives on health, food, and agriculture, seeding a commitment of working towards more regenerative, resilient, and equitable living systems that benefit all people. She holds a B.A. degrees in Painting and Philosophy and advanced certifications in nutrition and fitness.



**MELISSA ROUSE**  
Program & Communications Manager

Melissa is a writer and editor with a passion for food system change. She is dedicated to supporting small and mid-sized organizations with big-picture plans for the betterment of local and global food communities. Growing up to a beekeeping family on the Big Island of Hawaii, Melissa has been immersed in the food and agriculture world since day one - and has been captivated by the challenges and opportunities that this industry creates. By turning her editorial background towards the FoodAg space, Melissa has been able to combine her skill and passion; she is excited to be partnering with Food System 6 as they work to transform the traditional structures of this age-old industry. Melissa

has a Bachelor's degree in English Literature and Critical Social Thought from Mount Holyoke College, where she graduated Phi Beta Kappa and Magna Cum Laude.

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## FS6 FUNDING PARTNERS



Susan and Paul Matteucci  
Susan and David Rockefeller  
Timi and John Sobrato



The Overbrook Foundation

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CHARITABLE FOUNDATION

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## FS6 LEGAL PARTNERS

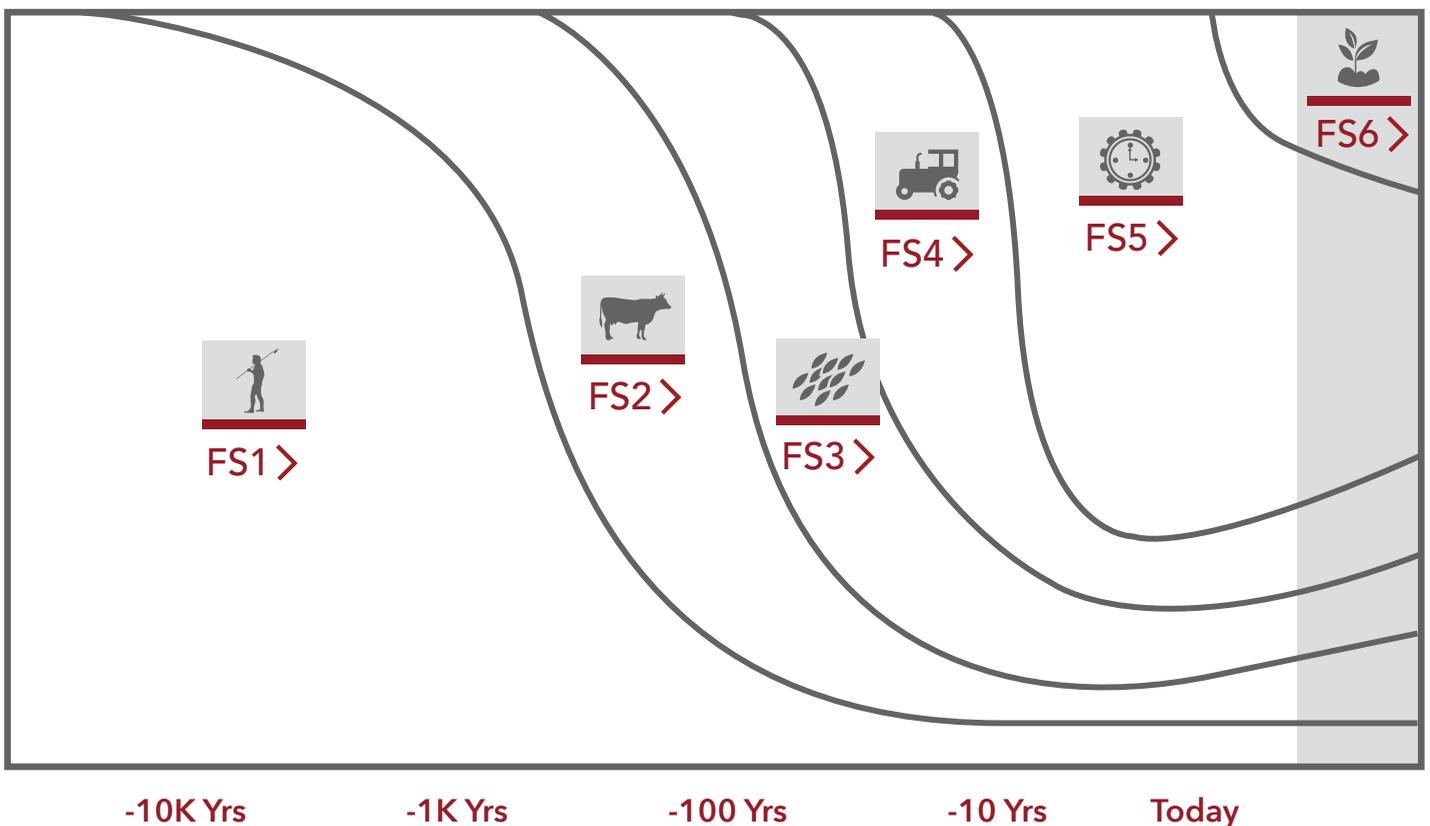
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# THE EVOLUTION OF OUR FOOD SYSTEM

<b>Food System 1 &gt;</b>	Hunting, Gathering, Fishing, Foraging	
<b>Food System 2 &gt;</b>	Early Agriculture and Domestication of Animals	
<b>Food System 3 &gt;</b>	Hybrids and Trait Selection	
<b>Food System 4 &gt;</b>	Green Revolution and Synthetic Chemicals	
<b>Food System 5 &gt;</b>	Industrial Food System	



Source: Paul Matteucci, Founder of FoodCrunch & Co-Founder of FS6

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## STAKEHOLDERS

All stakeholders play a critical role in creating Food System 6. The ongoing push and pull between different sectors' actions (and inactions) drives change and opportunity in our food system.



The FS6 Accelerator supports the work of food system entrepreneurs whose focus is developing solutions that transform the way we grow, produce and distribute food in a sustainable and regenerative way. To foster these entrepreneurs and scale their impact, they need direct financial and operational support and they need to understand and engage with the entire ecosystem of stakeholders that can shape and influence their work.

To develop our next food system, we need to foster and support innovations that will improve the environmental, physical and social health of the food value chain.

# THE EVOLUTION OF OUR FOOD SYSTEM

The evolution of food systems over humanity's history has been driven by the evolving needs of populations and the priorities of various actors across their food value chain.

Food System / Onset	Need
<b>FS1</b>	Hunter / Gatherer
> 200,000 years ago	<b>Survival!</b> The first food system has several hundred thousand years of history behind it. Human kind successfully survived and thrived in diverse ecosystems around the planet.
<b>FS2</b>	Agriculture
10,000 years ago	<b>Beer leads to settling down.</b> The transition from a nomadic hunter / gatherer existence to the first instances of agriculture isn't known but is generally dated to 10,000 years ago. Some researchers believe that the development of fermentation and specifically beer drove this shift. This multiplied food production, allowed for specialization, and generally enabled enormous strides in civilization.
<b>FS3</b>	Hybrids & Selections
150 years ago	<b>Do a better job!</b> Farmers were likely doing this for a very long time, finding that certain combinations in both plants and animals produced better tasting, higher yielding or other useful attributes in food production. This was formalized 150 years ago in the work of Gregor Mendel, an Augustinian Friar and botanist.
<b>FS4</b>	Petroleum Based / "Green Revolution"
75 years ago	<b>Explosion in population drives the need to grow a great deal more food.</b> Utilization of explosives manufacturing capacity idled as WW II ended.  FS4 was driven by a number of factors and revved up substantially after WW II. This was in part due to the enormous capacity of ammonia production that was created for bomb-making, along with the general efficiency gains achieved through petroleum in application across all aspects of food production. Ammonia was re-purposed for fertilizer and the Green Revolution optimized and scaled agricultural production to meet the exploding populations particularly in India, Mexico, among others.
<b>FS5</b>	Industrialized / Processed Foods
35 years ago	<b>The drive for efficiency, consistency and scale.</b> FS5 was largely driven by the relentless pressure in large companies to increase profits each quarter in perpetuity. This drove efficiencies in logistics, shelf-life and production yield. However, externalities to FS5 like long-term soil, human, and social health were not primary objectives.  While the productive capacity of FS5 is unparalleled in human history, the degradation of the soil and aspects of the ecosystem will ultimately degrade our ability to grow food and nourish people.
<b>FS6</b>	Integrated System with Holistic Emphasis on Social, Environmental and Physical Health
The future!	<b>The need for a sustainable, healthy and socially beneficial food system.</b> We envision a food system driven by objectives like sustainability: our ability to grow food indefinitely into the future, even regenerative practices that will restore ecosystems; physical health: producing nutritious food that supports human health rather than producing metabolic diseases and other disorders; addressing and supporting the needs of all those involved in food productions, distribution, and consumption.

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One can find all these food systems active somewhere in the world today. FS1 still exists amongst tribes in Africa and South America, for example. The predominant food system in the US today is FS5.

## Major Attributes

**Hunting, Gathering, Fishing, Foraging:** Food gathered by foraging of wild plants and hunting of wild animals. The majority of society's time is spent gathering and preparing food.



**Early Agriculture and Domestication of Animals:**

The domestication of plants and animals, with the introduction of agriculture, enabled societies to settle in one place and support larger populations.



**Hybrids and Trait Selection:**

Selective breeding became a scientific practice in the 1800s and led to greater levels of variety and production.



**Green Revolution and Synthetic Chemicals:**

A wide range of new technologies ushered in the Green Revolution. Oil enabled the mechanization of the farm and the introduction of the tractor while biological, chemical and mechanical engineering altered the productivity of the food system.



**Industrial Food System:**

By the 1970s, the productivity enabled by Food System 4 led to a massive increase in scale and a system optimized for long supply chains with the standardization of products and experiences.



**Food System Six:**

This system is being developed by the types of entrepreneurs and innovators that we support at FS6.



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## FS6 PORTFOLIO



### The Food System 6 Portfolio Companies

Food System 6 is excited to be working with entrepreneurs from across the food and agriculture value chain who are changing the way that food is produced, distributed, and consumed. In selecting our portfolio, we seek out exceptional entrepreneurs whose innovations have the potential for transformative impact on our food system.

The FS6 program prioritizes working with entrepreneurs who are building a more regenerative, transparent, equitable and climate-beneficial food system – whether through ag-tech, food-tech, supply chain, access-focused solutions, and more. We approach our programmatic work through multiple impact lenses, including gender, equity, and diversity.

As such, the portfolio is economically, geographically, and culturally diverse – with 29 cohort member teams to date; 13 female founders; 21 for-profit companies; and 8 nonprofit organizations working from 7 U.S. states and 4 countries globally.”

Beyond the central focus on impact and diversity, the primary marker of an FS6 entrepreneur is a commitment to collaboration and a dedication to the broader entrepreneur community. Our program is based on the idea that, in order to

succeed in this complex innovation space, entrepreneurs need to be able to lean in and help one another. We have learned that radical openness, vulnerability, a willingness to ask for help are among the essential characteristics of the innovators that we work with.

The work we do with our entrepreneurs does not end upon completion of the 16-week program; in fact, in many important ways, it really only begins there. We provide support to our portfolio companies for 2-3 years after completion of the program. In addition to the value of the programming itself, the 16-week accelerator model allows us to develop a relationship with each entrepreneur, which serves their ongoing work in many ways. The needs of entrepreneurs grow and change over time as their companies evolve, and a long-term trusting relationship is core to our ability to bolster their success. As one entrepreneur pointed out to us – **FS6 plays the role of a C-suite on speed dial.**

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## FS6 COHORT 4



### AMERICAN OSTRICH FARMS

**American Ostrich Farms** is the leading producer of ostrich in America. Our vertically integrated and family operated farm aims to increase awareness of ostrich as the preferred sustainable animal protein choice. We produce premium quality product with an increased nutritional profile and smaller environmental footprint than any other red meat.



### THE CHEF ANN FOUNDATION

**The Chef Ann Foundation** is a national non-profit dedicated to improving school food for kids across the country. Our mission is to provide school communities with the tools, training, resources, and funding that enables them to create healthier food and redefine lunchroom environments. Since 2009, our programs have reached over 3 million kids in 10,000 schools in all 50 states.



### FARE RESOURCES

**Fare Resources** is a values-driven food management company offering smart design, empowered people, and responsible food to companies and institutions. We aim to transform the institutional food system to do good for the world by prioritizing local supply chains and the wellbeing of all stakeholders.

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## FS6 COHORT 4



### HEALTHY COW

**Healthy Cow** is an ag-biotech company developing products to help dairy farmers reduce their reliance on antibiotics and hormones, by engaging the animal's microbiome, so that they can produce a more wholesome, natural, sustainable, and nutritious milk product.



### SOÑAR!

**Soñar!**™ is a Latina-owned organic food company on a mission to empower and nourish a nation of dreamers. They provide 1% of annual sales to advance the mission of the Latino Community Foundation, which exists to unleash the civic and economic power of Latinos by investing in leaders, youth, and change-makers to create a more just, equitable future for all.

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The  
Curriculum  
of Cuisine

### THE CURRICULUM OF CUISINE

The Curriculum of Cuisine brings culinary education back into high schools by turning classrooms into kitchens, and chefs into teachers. Our mission is to ensure that all students graduate with basic culinary skills while supporting academic rigor and advocating for food justice. To do this, we partner with high school teachers and professional chefs to provide hands-on culinary lessons during the school day.

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## FS6 COHORT 3



### AGRIDIGITAL

**Agridigital** develops solutions to real world problems in the agriculture sector. We bring transparency, efficiency and trust to global agri-supply chains by solving three key problems: payment security for farmers and sellers, access to next generation supply chain finance for buyers and provenance and supply chain assurance from farmer to consumer.



### FLUROSAT

**FluroSat** provides agronomists and farmers with an online analytics platform which uses on-farm observations to calibrate remote sensing multi- and hyper-spectral imagery captured using drones, airplanes and satellites to produce actionable insights generated by per-paddock crop growth models specific to the farm. Centered around nutrient management and stress detection, the FluroSat solution helps agronomists and farmers tailor nutrient strategies to manipulate the yield of commodity crops in every paddock.



### KUNOA

**Kunoa** is a vertically integrated, regenerative Hawaii meat company located on Oahu and Kauai. We manage 2,000 head of cattle, operate Hawaii's largest animal harvesting and meat processing facility, and sell branded Hawaii Grown meat products to retailers, food service, and direct to consumers.

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## FS6 COHORT 3



### FOOD CORPS

Most schools spend barely \$1 a day on food to feed a child lunch. FoodCorps can improve what that \$1 buys. Sitting in the space between food service and food industry, FoodCorps has an industry-focused consulting arm that will assist good food companies in entering or expanding their presence in the \$10 billion school food market, while also helping the big players in the space adopt new sourcing and production practices. This will enable FoodCorps to play a key role in driving food products that support nutrition, local economies, a valued workforce, animal welfare, and environmental sustainability to market.



### THE PHILOSOPHER'S STONEGROUND

**The Philosopher's Stoneground** is a Consumer Packaged Goods company promoting the flourishing of Earth's organisms and ecosystems. We currently produce small-batch stone-ground coconut butter, sprouted almond butter, and chocolate versions of both. We source our ingredients from perennial polyculture orchards that utilize the most regenerative practices for each ingredient. We are committed to proliferating regenerative agriculture through sourcing, marketing, and cross-enterprise collaboration, which will catalyze social and ecological evolution in the food system.



### VALLEY VERDE

**Valley Verde's** mission is to promote the widespread cultivation of organic home vegetable gardens to encourage healthier eating and address food insecurity in Silicon Valley. Since its founding in 2012, Valley Verde has helped over 275 low-income families learn to grow healthy, organic food and share that knowledge with others.

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## FS6 COHORT 2

### AGROTICS

#### AGROTICS

**Agrotics** is an analytics platform that helps farmers and agriculture companies operate more efficiently and make better business decisions through Real-Time Monitoring & Tracking. Agrotics integrates 3rd party sensors into an information platform enabling farmers to improve their decision-making and response to real-time conditions on their farms.



#### BIOGEN

**BioGen AG Systems** develops solutions to the problems facing farmers and ranchers, in both their daily operations, as well as during emergencies. Biogen's first product is a feed/fodder solution that is delivered into emergency situations where livestock are at risk of death due to disruption in their normal feed supply. Biogen's goal is to facilitate the health and wellness of livestock to the benefit of human life.



#### THE COMMON MARKET

**The Common Market** is a nonprofit, regional distributor that connects communities with good food from sustainable family farms. The model builds an interdependent distribution network that links small and mid-scale producers who strive to produce safe, highly-nutritious products, directly with institutions and retailers who seek to implement regional food procurement practices that are socially responsible and environmentally sound.

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## FS6 COHORT 2



### FULL CYCLE BIOPLASTICS

**Full Cycle Bioplastics** unlocks hidden value from organic waste streams and provides a sustainable alternative to fossil-fuel derived plastics. Our upcycling technology keeps organic waste out of landfills and converts it into compostable bioplastic. We maximize value from waste, mitigate greenhouse gas emissions, and reduce plastic pollution and toxicity effects - creating system-level change for a sustainable, circular economy.



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### GOOD PASTURES

**Good Pastures Meat Company** connects the best small and mid-sized producers of livestock with customers who desire products that represent the highest standards of meat quality, animal care, environmental stewardship, and community welfare. Good Pastures has developed a proprietary model for whole animal utilization that distributes products through multiple channels with minimized waste and better profitability for ranchers. The company connects consumers with the sources of their food through a range of authentic, branded products that provide for unique levels of supply chain traceability, transparency, and quality.



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### FEAST

**Feast** is a nonprofit organization promoting holistic wellness through the power of healthy foods and human connection, understanding that a healthy world has three ingredients -- whole foods, whole individuals, and whole communities. By combining nutrition education and healthy cooking in a support group structure, Groceryships is working to ensure that wellness is a right enjoyed by all.

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## FS6 COHORT 2



### MILKRUN

**MilkRun** is a platform that creates a direct retail channel for local producers by leveraging existing wholesale local distribution. We are a true marketplace for local small and mid-sized producers that enables them to sell their products directly to local consumers and wholesale buyers. We offer consumers access to home delivery of local, fresh food at an affordable price while also increasing the income of producers by providing them a retail price for their goods and paying them to extend their existing restaurant and institutional delivery routes.



### SMARTCATCH

**SmartCatch** provides a suite of technologies for fishermen to increase marketable catch, decrease operating costs, and reduce the potential of fines. DigiCatch (Edison Gold Prize 2016), provides a live video feed from the trawl-net and associated "point of capture" data of the harvest (species, quantity, etc.), enabling fishermen to reduce bycatch, fines, and fuel usage. Future solutions in data management and blockchain will increase traceability and reduce waste in the supply chain.

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## FS6 COHORT 1



### BLUE FARMS HAWAII

**Blue Farms Hawaii**, a partnership of Urban Ecological Systems, AU, and Hawaii Fish Company, is building an aquaponics farm based on patented technology to grow horticultural produce and fish that optimizes growing conditions and reduces the risk from pests and adverse weather conditions. Blue Farms use less chemical inputs, produce less waste and effluent, and deliver higher margins and return on investment. Blue Farms Hawaii will produce locally grown food that is healthy and sustainably grown to reduce Hawaii's reliance on imported food and relieve the pressure on ocean fish stocks.



### CENTER FOR GOOD FOOD PURCHASING

**Center for Good Food Purchasing** is a non-profit organization that leverages the purchasing power of large-scale institutions to encourage supply chain changes that support a more economically, socially and environmentally sustainable and equitable food system. The Center for Good Food Purchasing works with national partners, local food policy councils and grassroots coalitions, administrators, and elected officials in cities across the United States to transfer, scale, and network the Good Food Purchasing Program.



### EMMER & CO

**Emmer & Co** produces the most delicious, the most sustainable, and the most humanely raised 100% heritage chickens. Through forming regional production hubs where chickens are raised entirely outdoors and by focusing on pasture rotations that enhance soil health, Emmer & Co. is building an alternative model to the industrial factory system. One that raises animals that grow the way they're supposed to, produced with practices that improve the environment, and that focuses on grower relationships that allow family farms to thrive.

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## FS6 COHORT 1



### EQUITABLE FOOD INITIATIVE

**Equitable Food Initiative** is a non-profit organization that has developed an innovative program for the produce industry that simultaneously reduces food safety risks while improving conditions for farmworkers. By engaging farmworkers on the ground, EFI ensures better compliance and monitoring of food safety standards, pesticide management and working conditions while delivering a value-adding solution for growers and retailers.



### PastureMap

### PASTUREMAP

**PastureMap** provides a grazing management platform for ranchers using their records, soil, rainfall and imaging to help plan their cattle grazing rotations. PastureMap can help ranchers build soil health, sequester carbon, increase land water holding capacity, drought resistance, and increase biodiversity. If all grasslands globally were managed to their full potential, we would have the ability to reverse atmospheric carbon to pre-industrial levels within 20 years.



### PORT OF MOKHA

### PORT OF MOKHA

**Port of Mokha** is disrupting and re-creating the coffee value chain in Yemen to empower farmers and create a more economically and environmentally sustainable farming economy. By elevating the market for Yemeni coffee, Port of Mokha is changing the economics for farmers through sustainable wages and interest free loans. As a result, it has enabled farmers to shift production from Qat, an illegal drug that consumes 35% of Yemen's water resources. Port of Mokha also emphasizes female grower inclusion and requires that 50% of coop boards and 75% of staff are women.

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## FS6 COHORT 1



### RENEWAL MILL

**Renewal Mill** utilizes undervalued byproduct streams from current food production processes to create nutritious and wholesome products by using optimized drying technology. Renewal Mill's first product is an okara flour blend, a more nutritious alternative to white flour that is made from a byproduct of tofu and soymilk processing. Over 40% of all food produced in the US is wasted which represents both an environmental and economic loss. By creating new products from byproduct streams that can generate economic value, Renewal Mill provides a sustainable solution to our planet's need to grow more with less.



### SCANX

**ScanX** is all about providing transparency to our food supply. The patent pending process takes lab capabilities into the field. It interprets the molecular signatures, or fingerprints of contaminants on your food, from farm to fork. This innovative solution can reduce the occurrence and magnitude of food borne illnesses, while making the food system safer for consumers. By increasing the speed and ease of detection, ScanX reduces food waste, protects users' brands, reduces costly recall and litigation expenses and improves the operational efficiency of perishable supply chains.



### TINY FARMS

**Tiny Farms** has developed a scalable and efficient model for the production of insects. There is an imminent global need for sustainable alternatives to the traditional sources of animal protein. Insects represent a viable alternative to current sources for animal feed and fishmeal as well as a significant market for human consumption. Tiny Farms is using data-driven design to build sustainable and scalable insect farms that can help feed our planet's growing population.





[www.foodsystem6.org](http://www.foodsystem6.org)

