

# The Future of Food and Beverage

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*Risk, resilience, and regeneration: How brands can utilise  
innovation to accelerate food system transformation*

**ALTRUISTIQ** **Agreena**



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## Day 1: Building business value through resilient and regenerative strategies

9.00-9.20 **From insight to impact:** How are leading brands aligning on resilience, sustainability and business value?

Evolving consumer trends are placing new demands across the supply chain, accelerating the need for stronger integration of sustainability across business strategy. In this opening session, we will explore how integrating insight, innovation, and activation can accelerate a future where nutritious, sustainable products become mainstream. By connecting the dots between consumer health, environmental resilience, and commercial value, we will uncover a roadmap for how food brands can future-proof their portfolios and lead the shift to a regenerative, resilient food future.

- Dorothy Shaver, global food sustainability director, **Unilever**

*Moderator: Ian Welsh, co-founder and conference chair, **Innovation Forum***

9.20-10.10 **The consumer is king:** How consumer demand is connecting strategy around health, nutrition, and sustainability

Nearly 80% of global consumers say health and wellness are top priorities, and over half now associate personal health with the health of the planet (McKinsey & Company, 2024 Global Consumer Health Survey). With more information than ever at their fingertips, consumers are increasingly aware of how their choices impact both their own health and the environment.

As personal and planetary health converge, consumer demand is set to reshape corporate strategy. Organic is no longer enough. Brands are being challenged to innovate with healthier, more sustainable products and to communicate it all with authenticity, transparency and simplicity.

In this session, we'll unpack the latest consumer insights, and discuss:

- Converging agendas: How are evolving consumer expectations connecting corporate strategy across health, nutrition, and sustainability?
  - A market for regen: How brands can capitalise on consumer trends to create demand for regenerative
  - How can food and drinks businesses ensure brand managers, nutritionists and agronomists are all aligned with R&D
  - Trust and transparency: How can brands cut through the noise and build credibility in a landscape of misinformation?
- Imke van Gasselt, global vice president health and sustainable diets, **Ahold Delhaize**  
- Lauren Woodley, head of nutrition and sensory science, **Nomad Foods**  
- Irina van der Hoorn, global sustainability lead, **Asahi Group Holdings**  
- Vanessa Harrer, global impact lead business, ingredients and packaging, **Mondelēz International**

*Moderator: Ian Welsh, co-founder and conference chair, **Innovation Forum***

10.10-10.40 **Balancing production, food security, and sustainability:** How to place farmers at the heart of agricultural policy

In February 2025, the European Commission unveiled their Vision for Agriculture and Food. The vision pledged to recentre farmers and rebuild trust across the supply chain. The current European Commission, led by Ursula von der Leyen, will serve until 2029 and has a clear runway for implementation. But given the recent uncertainty, controversy and stop-start nature of food and ag policy, can we finally align and reach consensus?

In this session, we'll take a reality check from farm to fork. Our panellists will discuss and debate:

- Progress update: How far is the EC's long-term vision translating to real world impact now?
- Bridging the gap: What needs to change to ensure a more robust, resilient and competitive European market for food production?
- Incentives, investment and regulation: How we can better align to strengthen resilience from farm to fork
- On-the-ground realities: How are current policies sustaining farmer livelihoods and encouraging the next generation?

- Mayke Geradts, sector lead, commodities, food & agriculture, **ING Wholesale Banking**
- Howard Koster, regenerative farmer, **De Biesterhof**

*Moderator: Emily Norton, NED and chair of advisory board, **Soil Association Exchange***

#### 10.40-11.20 **Break and Speed Networking**

11.20-12.05 **Beyond science-based targets:** What will it take to turn corporate ambition into credible action?

Hailed as the gold standard for climate ambition, science-based targets have become a token of corporate climate leadership. But setting a target is only the first step. Companies now face mounting pressure to demonstrate that their commitments are both credible and actionable.

In the food and beverage sector, where complex supply chains and Scope 3 emissions dominate, businesses are translating ambition into delivery through supplier engagement, regenerative practices, and stronger focus on methane and deforestation.

This session will explore how corporates are strengthening the credibility of their net zero pathways through robust data, consistent reporting, and collaboration across the value chain. We'll highlight emerging frameworks, practical tools, and case studies showing how companies are moving beyond pledges to demonstrate real progress and accountability.

- Nicolas Clerget, global director net zero strategy, **Heineken**
- Ilya Kleyner, principal – strategic accounts, **Altruistiq**
- Sarah Lockwood, global regenerative agriculture director, **Danone**
- Isabella Tonaco, chief sustainability officer, **Symrise**

*Moderator: Ian Welsh, co-founder and chair, **Innovation Forum***

12.05-12.45 **From farm to boardroom:** Reframing regeneration around risk, resilience, and competitive advantage

There won't always be boardroom consensus on doing what's right for the planet. But there will always be a consensus on doing what's right for the business. The key to widespread adoption of regenerative practices isn't in the carbon benefits. It's in risk mitigation, business resilience and commercial advantage.

To future-proof agricultural supply chains, regenerative agriculture has rapidly become one of the most cited business solutions. The environmental benefits are clear: healthier soils, greater biodiversity, improved water retention. The key is to demonstrate the value of sustainability criteria in financial terms – costs savings, security of supply, business continuity.

In this session, our expert speakers will share real-world examples that demonstrate the ROI in regenerative practices. We'll look beyond carbon, to assess how regeneration can drive financial resilience.

- Hugo Stuurman, global sustainability program lead, **JDE Peet's**
- Aurelie Oberti, global nature lead, **Mars**
- Reineke van Riemsdijk, technical quality manager & head of sustainability, **Nespresso**

*Moderator: Brigid McAleer, communications director, **SAI Platform***

12.45-13.45 **Lunch**

13.45-14.30 **Breakout sessions**

*\* Join us in 'This house believes' for a dynamic, high-energy debate designed to spark meaningful conversations and challenge perspectives.*

**1. Healthy, sustainable and affordable: Can consumers have all three?**

- Mark Wijne, research director, **Access to Nutrition Initiative**
- Lauren Woodley, head of nutrition and sensory science, **Nomad Foods**
- David Moore, ESG director, **The Compleat Food Group**
- *Moderator: Jeroen Gerlag, director, **Climate Group***

**2. ROI for regen: How is business demonstrating the value and impact of regenerative agriculture?**

- Geraldine Bernard, global regenerative agriculture and nature lead, **Heineken**
- Mayke Geradts, sector sustainability lead, commodities, food & agriculture, **ING Wholesale Banking**
- James Ede, director, sustainability – food EMEA, **Cargill**
- *Moderator: Jennifer Black, head of company and industry engagement, **World Benchmarking Alliance***

**3. The economics of farming: What needs to change to incentivise the next generation of farmers?**

- Sara Zeidan, head of agriculture and sustainability, **Kraft Heinz**
- Camille Theron, sustainability coordination manager, **Sodiaal**
- *Moderator: Emily Norton, NED and chair of advisory board, **Soil Association Exchange***

**4. SBTs in action: How leading companies are implementing FLAG**

- Florian Routier, global climate modelling manager, **Nestlé**
- Mark Day, principal consultant, **South Pole**
- Kim Schoppink, Europe regional lead, **SBTi**
- *Moderator: Tanya Richard, COO and head of stakeholder engagement, **Innovation Forum***

**5. This house believes: We can scale production whilst reducing emissions**

- *Moderator: Isabella Tonaco, chief sustainability officer, **Symrise***

14.30-15.15 **Breakout sessions**

**1. The climate-nutrition trade off: Can the lowest-carbon diets be the healthiest?**

- Enda Buckley, director of sustainability, **Carbery Group**
- David Pettet, group head of sustainability, **Nomad Foods**
- Claire Grimstead, senior sustainable sourcing manager, **Princes Group**
- *Moderator: Tanya Richard, COO and head of stakeholder engagement, **Innovation Forum***

**2. Credibility and transparency: How brands can back up claims with data and storytelling**

- Anastasia Volkova, CEO and co-founder, Regrow
- *Moderator: Ian Welsh, co-founder and chair, **Innovation Forum***

**3. Soil carbon claims: What do we really know about the science and the long-term effect of soil carbon stores?**

- Speaker TBC, **Biome Makers**
- *Moderator: Emily Norton, NED and chair of advisory board, **Soil Association Exchange***

**4. A deep dive into water risk: How should business respond in an 'era of hydrological disarray'?**

- Mickaël Clément, global head of water stewardship, stakeholder engagement and CSV, **Nestlé Waters**

- Moderator: Theresa Lieb, VP, Europe and Nature, **Trellis**

**5. This house believes: Food waste targets should be mandatory for large businesses**

- Moderator: Ignacio Gavilan, senior director, food systems & partnerships, **The Global FoodBanking Network**

15.15-15.45 **Networking Break**

15.45-16.30 **Breakout sessions**

**1. Cultivating platforms for change: How are digital platforms transforming on-farm knowledge, data, and communication?**

- Speaker TBC, **xFarm**

**2. From targets to delivery: Building an agriculture enterprise approach to Scope 3 emissions**

- Ryan Stilson, senior project development manager, agriculture, **3Degrees**
- Nicolas Clerget, global director net zero strategy, **Heineken**
- Moderator: Ian Welsh, co-founder and chair, **Innovation Forum**

**3. The tools and techniques for measuring biodiversity: What's working, what's next, and how can we quantify impact?**

- Ashley Montcalm, senior sustainability specialist, **Arla Foods**
- Jolanda van de Sande - de Rooij, senior advisor business engagement, **WWF-NL**
- Emilie Daien, EMEA carbon business developer, **Bayer**
- Moderator: Ignacio Gavilan, senior director, food systems & partnerships, **The Global FoodBanking Network**

**4. This house believes: Regen ag is the next great greenwash**

- Moderator: Tanya Richard, COO and head of stakeholder engagement, **Innovation Forum**

16.30-17.00 **Case study breakout sessions**

**1. Communicating regeneration: Is nutrition the key to winning consumer trust?**

- Arne Driessen, agroforestry farmer, **Koperwiek**
- Jamie Measor, regional nutritionist, Europe and Africa, **Griffith Foods**
- Moderator: Jennifer Black, head of company and industry engagement, **World Benchmarking Alliance**

**2. Scaling on-farm adoption: How can business, finance, and policy align to support farmers?**

- Nicoline van Gerrevink, executive director food system transition, **Rabobank**
- Speaker TBC, **McDonald's**
- Hens Gunneman, sustainability manager, **Farm Frites**
- Moderator: Brigid McAleer, communications director, **SAI Platform**

**3. Collaborating to future-proof fruit production: Lessons from regenerative apple supply chains**

- Silvi Navarrete, sustainability manager, **DöhlerGroup**
- Mario Diaz Marcos, sustainability manager, **innocent drinks**
- Moderator: Ignacio Gavilan, senior director, food systems & partnerships, **The Global FoodBanking Network**

17.00-18.00 **Networking drinks**

## Day 2: Scaling innovation for food systems transformation

9.00-9.25 **From innovation to resilience:** How can we transform our food system at scale?

- Una Hrnjak, group director, international sustainability, **Aldi South**
- Anna Turrell, global chief sustainability officer, Mars Snacking, **Mars**

*Moderator: Ian Welsh, co-founder and conference chair, **Innovation Forum***

9.25-9.50 **Reimagine, redesign, regenerate:** How R&D is transforming business models amongst shifting regulatory, climate and consumer landscapes

Sustainability isn't just an environmental imperative - it's a commercial one. As regulation tightens, supply chains evolve, and consumer expectations rise, R&D holds the keys to sustainable transformation that drives competitiveness, resilience, and long-term growth.

This session will explore how brands are integrating climate commitments within R&D. We'll highlight how leading brands have established product development and innovation frameworks centred around regenerative food systems. And we'll also assess sustainable innovation as a catalyst for profitability, diversification, and to future-proof rapidly shifting food supply chains.

- Caroline Reid, senior sustainability director, **Oatly**
- Andre van den Beld, chief sustainability officer, **ETG Group**

*Moderator: Ian Welsh, co-founder and conference chair, **Innovation Forum***

9.50-10.30 **Climate adaptation in practice:** How are companies building resilient supply chains in an era of volatility?

Climate change is no longer a distant threat; it's a business reality. From extreme weather and drought to flooding and volatile production landscapes, companies need to adapt to ensure food security and business continuity.

This session will explore how business can amplify supply chain resilience through innovation, technology, and strategic adaptation. We'll move beyond the environmental impacts to focus on what's needed for long-term business success: resilient food systems, diversified sourcing, and security for those at every stage of the supply chain.

Our expert panel will share practical insights and real-world examples on:

- How to build resilient supply chains that can withstand climate volatility
  - Integrating innovation and R&D into adaptation planning and long-term business strategy
  - The practical steps for future-proofing food systems to deliver security and stability
- Thijs Giejer, team lead global sector research & senior economist, **ING**
  - Verity Lawson, group sustainability director, **SSP Group**
  - Sara Zeidan, head of agriculture and sustainability, **Kraft Heinz**

*Moderator: Niels Haak, director, sustainable coffee partnerships, **Conservation International***

10.30-11.00 **Networking Break**

11.00-11.45 **Trust, transparency, and traceability:** How can business navigate the challenges around evolving reporting standards and expectations?

As sustainability reporting standards evolve, F&B companies face rising pressure from regulation, retailers, and consumers to demonstrate the integrity of their claims. Supply chains are under scrutiny, and the ability to trace and prove responsible sourcing has become a commercial necessity, not just a compliance exercise.

This session will unpack how shifting frameworks, “greenhushing,” and growing consumer scepticism are reshaping how food and beverage brands communicate their impact. We’ll explore how businesses can turn transparency into a competitive advantage, using data, digital traceability, and authentic storytelling to build trust, strengthen partnerships, and protect brand value.

- Mario Abreu, head of group CSR and sustainability, **Ferrero**
- Marianne Van Keep, chief sustainability officer, **Verstegen**
- David Pettet, group head of sustainability, **Nomad Foods**

*Moderator: Graeme Taylor, food and ag policy expert*

11.45-12.30 **Financing climate-smart food systems:** How do we bridge the funding gap in food system transformation?

Transforming our global food system will require vast investment. But where will it come from, and what will it take to unlock it?

With rising expectations around impact, transparency, and climate resilience, the financial landscape for food systems innovation is rapidly shifting. Meeting the challenge will demand new models of collaboration, including partnerships that connect finance more directly to farmers and producers on the ground. Our panellists will reflect on the mechanisms that are proving most effective in bridging the climate finance gap, looking at:

- What investors are prioritising as they look to finance more resilient food systems
  - How can partnerships between financial institutions and farmers unlock greater impact?
  - How to ensure funding goes to where it’s needed most, especially in rural and smallholder communities
- Frederik Aagaard, chief commercial officer, **Agreena**
  - Nicoline van Gerrevink, executive director food system transition, **Rabobank**
  - Arne Driessen, agroforestry farmer, **Koperwiek**

*Moderator: Ian Welsh, co-founder and conference chair, **Innovation Forum***

12.30-13.30 **Lunch**

13.30-15.00 **Roundtables**

These roundtable sessions are focused discussions for deeper engagement and learning. The sessions aim to drive innovation and collaborative problem-solving across the food and beverage industry.

We’ll run 2 x 45-min rounds of each session on a first-come first-served basis.

On-farm transformation

- a) **Farmer first:** How can we strike a realistic balance between sustainability and productivity at farm level?

b) **Sustaining the future of farming:** How do we align policy with on-farm transformation?

#### Supply chain strategy

c) **Engaging and incentivising suppliers:** Do existing approaches go far enough?

d) **Science-based targets and FLAG:** What's working, what's not, and what's next?

#### Consumer trends

e) **Accessing sustainable nutrition:** How can we reframe the narrative around UPFs?

f) **Buzzwords, microtrends and misinformation:** How can we uncover the truth of food sustainability?

#### Innovating solutions

g) **Challenging the status quo:** What can legacy brands learn from challenger brands?

h) **Speak up:** What are the opportunities for sustainability communications in the age of the ECGT Directive?

#### 15.00-15.20 **Closing remarks**

- Dorothy Shaver, global food sustainability director, **Unilever**

*Moderator: Ian Welsh, co-founder and chair, **Innovation Forum***