

RE
THINK
eat!

Group Unigrains Private Meeting



MEET - INSPIRE - GROW

BEST OF RETHINK EAT! 2016

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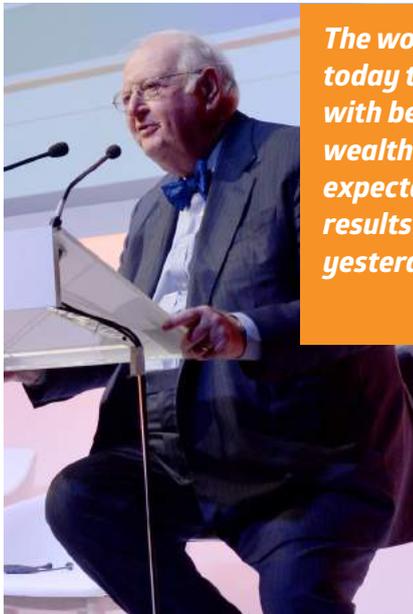
Thank you!

It was an honor for us to welcome the more than 150 participants who made the inaugural edition of RethinkEat a success. As the **first international forum for investment companies specializing in food and agri-business**, we brought together investors, CEOs and industry experts from every continent to discuss the challenges and opportunities facing our industry. With the views of some of the world's

leading experts and by sharing experiences we have gained insights to better support our companies and their investment choices. Starting this discussion is only the first step in creating a platform for reflection which we must continue to build. In the coming months, we will propose initiatives to keep the dialogue open whilst looking forward to and preparing the next edition.

Jean-François Laurain, Unigrains CEO

Special Guest: Angus Deaton, 2015 Nobel Laureat in Economics,
Author of *The Great Escape: Health, Wealth and the Origin of Inequality*.



The world is better today than it used to be with better health, more wealth and longer life expectancy, but these results are thanks to yesterday's progress.

Angus Deaton

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“Adequate nutrition is a key determinant of health and the link between income, food and nutrition is direct. The same can be said for clean water and waste disposal.”

“The number of poor people in the world has never been so small and there is an unescapable link between falling poverty and demand for food.”

“Inequality is increasing everywhere around the globe, but global inequality is falling.”

“There are two kinds of inequality: the first is good and reflects innovation, but the second is bad and is created by rent seeking, lack of competition and monopolies...”

“Potential danger lies ahead as inequality combined with slow growth generates anger putting pressure on the post-war liberal order.”

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AGRICULTURE EXPLORING THE FIELDS OF TOMORROW

The idea of a single model, applied globally has reached its limits. Going forward, it is new technology and tailored solutions that will address complexity and enhance agricultural practices.

Sébastien Treyer, Agronomist, Director of programs at IDDRI:
“Food security is not just about producing more, we must look at distribution and access.”

Pamela Ronald, Plant biologist, Professor at UC Davis:
“All appropriate technology and techniques must be used to create sustainable agriculture.”



Philippe Bloch, Jacques Wery, Mark Trimer, Sébastien Treyer and Pamela Ronald.

Mark Trimer, Managing Partner at Dunham Trimmer LLC:
“The increasing use of biological products in agriculture in the next 5 years will enhance productivity and protect against pathogens.”

Jacques Wery, Agronomist, Professor at SupAgro Montpellier:
“Redesigned farming systems must be multi-functional, providing food, of course, but also tackling other issues: protecting water, biodiversity and contributing to rural and urban development.”



FOOD

LEADING THE WAY TO HEALTH

The link between health and food is now fully accepted, but consumers need clear and precise information to make conscious choices.



Marie H el ene Saniez Degrave, Thierry Marx, Jo el Dor e, Marion Nestle.

Marion Nestle, Nutrition professor and author, New York University: "There is a food movement in the United States, advocating diets that are better for people and the planet."

Jo el Dor e, Researcher at INRA, Microbiome specialist: "We now know that diversity of microbes is associated with health, while atrophy of gut microbiota is always connected to disease and pathologies."

Thierry Marx, Michelin-starred chef, specialist in innovative cuisine: "Seek pleasure in eating but also in health and well being."

Marie H el ene Saniez Degrave, Consultant, Match&Health: "Industry must reconcile itself with consumers through increased transparency and improved information."



DATA: CREATING VALUE

ALONG THE FOOD CHAIN

Look beyond overabundant data to find pertinent indicators that can serve as a vector for value creation.

Henri Isaac, Specialist in digital transformation, University of Paris-Dauphine: "Datafication generalization and acceleration is rewriting the supply chain from producer to consumer."

Hannelore Daniel, Specialist in customized nutrition, University of Munich: "If developed on solid ground, I am absolutely convinced personalized nutrition will be all over the place."

Paul Clarke, Chief Technology Officer, OCADO: "Companies still speaking about digitalization without putting it into action are already dead."

Herv  Pillaud, Farmer, writer of "l'Agronum ricus": "The increase of digital tools in agribusiness will transform management styles."



Hannelore Daniel, Paul Clarke, Herv  Pillaud, Henri Isaac.



INSPIRING IDEAS



Frugal innovation with Navi Radjou, Innovation Strategist

"As quality of growth becomes more important than quantity of growth, it requires a new kind of innovation to achieve it. Such innovation is possible and with fewer resources."

"We are spending more and more on R&D, but what are we getting out of it?"

"Food will become a global problem without borders. Co-creation of frugal solutions represents the best bet to rise to this challenge on a global scale."

Eatnomics with Marius Robles, CEO of Reimagine Food

"We are entering a new era, trying to create disruption within the food market and building the basis for a new food economy."

"This is the first era where technology meets food and food meets technology: the kitchen is the next stop for Silicon Valley."

"That the 20 biggest companies in the food sector

have lost 4% of market share to start-ups reflects a revolution with new consumer behaviors and new interactions."



