

The New Food Economy

Robyn O'Brien
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The Frontlines of Wall Street




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Generation Rx

Parenthood has changed.

1 in 13 has food allergies	1 in 68 U.S. children has autism	Cancer is the leading cause of death by disease in American children.
1 in 10 has asthma	1 in 3 has allergies, asthma, ADHD or autism	



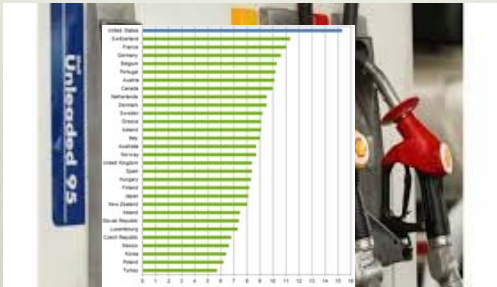
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To Walls of EpiPens



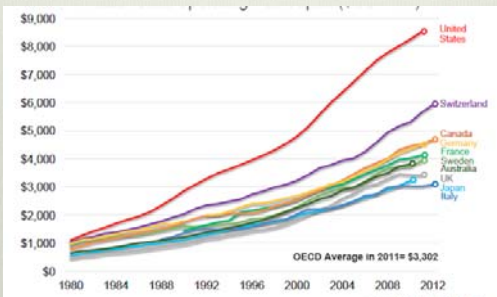
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Economic Impact of Disease Management



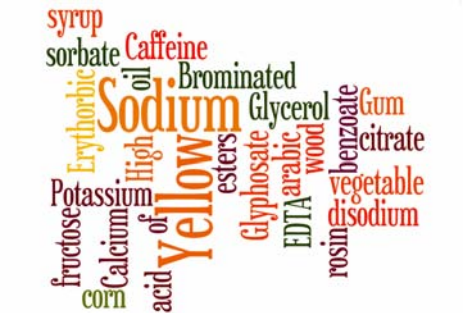
Total U.S. health care spending as a percent of U.S. GDP. Organization for Economic Cooperation and Development, OECD Health Data, 2008 (Paris: OECD, 2008).
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Health Care Spending Per Capita



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How much is safe?



A word cloud of various food additives and ingredients. The most prominent words are 'Sodium', 'Yellow', and 'Caffeine'. Other visible words include 'syrup', 'sorbate', 'oil', 'Brominated', 'Glycerol', 'Gum', 'Erythorbic', 'High', 'esters', 'Glycophosphate', 'arabic', 'EDTA', 'wood', 'benzoate', 'citrate', 'vegetable', 'disodium', 'rosin', 'acid', 'of', 'Potassium', 'fructose', 'Calcium', 'corn', and 'fructose'.

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Correlation is not causation...

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What Has Changed?



A photograph of a baby lying on its stomach on a light-colored couch. The baby is wearing a striped shirt and suspenders, looking directly at the camera with a surprised expression.

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Double Standards

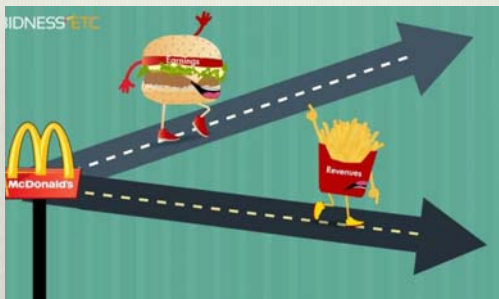


Demand for Free-From Food

- ✓ Artificial colors
- ✓ Artificial dyes
- ✓ Artificial flavorings
- ✓ Artificial growth hormones
- ✓ Antibiotics
- ✓ High fructose corn syrup
- ✓ Non-GMO
- ✓ Allergen-free

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Not Lovin' It



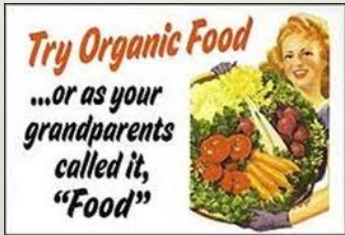
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A New Prototype



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A Country Rethinks Organic



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Produced without:

- ✓ Artificial colors
- ✓ Artificial dyes
- ✓ Artificial flavorings
- ✓ Artificial growth hormones/Antibiotics
- ✓ Chemical food additives
- ✓ Genetically modified organisms (GMOs)
- ✓ Toxic, persistent pesticides
- ✓ Chemical fertilizers
- ✓ High fructose corn syrup

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Our Nation's Food Budget

Prices from a range of grocery stores across the country



BREAD
One loaf, whole wheat



EGGS
One dozen, large



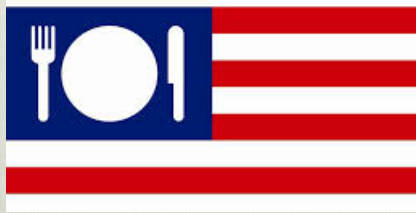
MILK
One half gallon

ORGANIC	\$3.19 - 4.55	\$3.99 - 6.39	\$3.29 - 4.99
REGULAR	\$1.19 - 3.79	\$1.34 - 3.59	\$1.99 - 2.99

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Food + Tech

AMERICAN FOOD 2.0



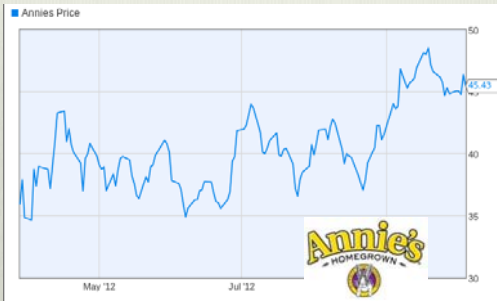
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Venture Capitalists Betting on Clean Food



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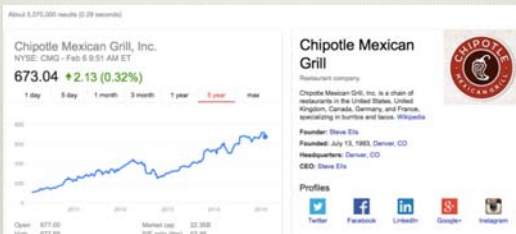
Wall Street Falls in Love



The Case for Shareholders



Burrito Love



What to Do?



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21st Century Ideas



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Do One Thing

- ❖ Do it with a friend
- ❖ Take Baby Steps
- ❖ Don't make "the perfect" the enemy of "the good."
- ❖ Offer 'free-from' products
- ❖ Focus on progress not perfection



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Companies: Standardize & Label



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Solution: Patriotism on the Plate



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