

## How Will We Feed Our Planet?

1:00 – 2:15 p.m. – Sustainability and Food (Norden Auditorium)

- ***Alumni working in the sustainability and food sectors will discuss new technologies in agriculture, how they got involved in the space, challenges facing the industry, and what we (and you) can do about it. They will explore topics like regenerative agriculture and soil health, climate change, and improving our food system.***
  - **Jake Felser '11 (moderator) – CTO at Freight Farms**
    - **Lauren Hafford '07 – Evaluation Coordinator for the FARMS Project**
    - **Christie Lee '07 – Founder of Nourishing Food Marketing**
    - **L. Stupin '07 – Data scientist product manager at PivotBio**
    - **Mariko Thorbecke '16 – Independent consultant focused on climate change and agriculture**

### More about our Alumni Guests:

**Host: Jake Felser '11** - Freight Farms

Freight Farms is the world's largest manufacturer of containerized hydroponic farms, with over 500 farms deployed worldwide in 49 US states and territories and 35 countries. A single shipping container can produce 3-4 tons of produce annually and provide a profitable business for the end users, who are primarily small business farmers, educational and research institutions, and restaurants/grocery stores. The farm uses 99% less water than traditional farming, 99% less land, and when powered by renewable sources is 30-40% as carbon-intensive as the traditional comparison.

**Bio:** In his role as CTO at Freight Farms, Jake leads the technology development efforts across both hardware and software teams. Prior to joining Freight Farms, Jake was VP of Engineering at Eatsa, where he led the development of ground-breaking robotic food assembly and delivery systems. He has previous experience in a variety of engineering and leadership roles and has developed and launched products across several categories—consumer, IoT, sports technology, industrial/energy, medical.

Panelists:

- **Lauren Hafford '07 – Evaluation Coordinator for FARMS (Farmers Advancing Regenerative Management Systems) Project.**  
Lauren supports producers who are innovating in soil health: innovating, large-scale grain producers who want to rebuild their soils, reduce chemical use, and work in concert with Mother Nature. Profitable farmers are the best possible advocates for these soil health practices, and FARMS is supporting them by facilitating peer group discussions, providing incentive payments, and supporting their experimentation.
- **Christie Lee '07 – Founder of Nourishing Food Marketing**

[Nourishing Food Marketing](#) is a brand marketing consultancy that helps emerging food and beverage brands take flight and scale. Christie launches memorable brands and best-selling products by taking classical marketing frameworks from Big Food and using them to create engaging brands like [Moonshot](#), the US' first explicitly climate-friendly snack brand, and [Connect](#), delicious popcorn that is better for our planet's health.

- **L. Stupin '07- Data Scientist Product Manager at PivotBio - sustainable fertilizer from microbes**  
L has spent the last 15 years working in startups that nurture people and the planet. Her career has ranged across renewable energy, sewage treatment, agriculture, and tech job training for youth in Africa. She spent over 10 years living and working outside the USA in countries including Rwanda, Kenya, Ghana, India, and the United Arab Emirates. Her current company, Pivot Bio, is on the cutting edge of providing farmers with a better fertilizer fueled by microbes. We are changing how fertilizer works, and building a future to eliminate the global pollution that synthetic fertilizer creates.
- **Mariko Thorbecke '17 - Independent Climate Change and Agriculture Consultant**  
Mariko helps large food and ag companies understand the role of regenerative agriculture in meeting their carbon reduction and net-zero goals. She is currently focused on the development of climate roadmaps to support the alignment of agriculture with global climate goals and initiatives. She and her husband Kris have a 2 acre homestead raising goats, chickens, ducks, fruits, and vegetables. Check her out on this recent podcast: <https://investinginregenerativeagriculture.com/2022/07/26/mariko-thorbecke/>