



FUTURE FOOD SYSTEMS

6 FEBRUARY 2025 | LONDON

[FUTUREFOODSYSTEMS.CO](https://futurefoodsystems.co)

Organised by:

Supported by:



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“Creating an improved food system is not altruism, it’s good business sense.

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**And the best
companies will
invest, create,
share and inspire
as they lead us into
a better, healthier
future.”**

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About



FFS25

Future Food Systems is about opportunity and innovation.

Every year, the event unites a curated group of sustainability, supply chain, sourcing, agriculture, R&D, innovation, and nutrition leaders across the food and drink sector to harness progressive thinking, technology, and collaborative approaches to transform current systems.

Informed by futures thinking, the content examines what's on the emerging horizon for food systems. Through a systemic lens, it makes connections across various themes to demonstrate how their interconnectedness can support the sector in igniting innovation to deliver sustainable outcomes at scale.

Every detail is designed to provide an engaging backdrop for knowledge sharing, boundary pushing ideas, and meaningful connections.

Audience



FFS25

Retailers, Food Brands, Hospitality Providers, Ingredient Manufacturers, & Agri-Business Companies

- Founder/CEO
- Head of Strategy
- Head of Sustainability
- Head of Supply Chain
- Head of Sustainable Sourcing
- Head of Agriculture/
Regenerative Agriculture
- Head of R&D/Innovation
- Head of Product
- Head of Consumer Insights
- Head of Culinary
- Head of Food & Beverage

Consultants & Tech Providers

- Head of Food / FMCG

Investors

- Partner
- Head of ESG
- Head of Impact Investing
- Head of Food/FMCG

In addition to:

- Farmers
- NGOs
- Academics
- Think Tanks
- Research Institutes

Previous Participants



Participant Feedback

Future Food Systems brings together an influential group of changemakers and decision makers every year.

77% of attendees had decision making authority / influence



"The Future Food Systems event provided high-level thought-provoking information and discussion points for the key sustainability challenges facing the industry. As well as the expert speakers, the audience provided insight and inspiration throughout the day."



of respondents rated the quality of information 4+ out of 5 stars



of respondents rated the quality of speakers 4+ out of 5 stars

"High quality event that got straight to solutions!"

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**“By courageously
asking the right
questions, we can
ignite the
innovation we
want to see.”**

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Agenda

Future Food Systems

6 February 2025 | London, UK

09:00 **Registration**

09:30 **Welcome**
Dominica Andrews, Managing Director, Independent Forums

09:35 **Chair's opening remarks**
Duncan Williamson, Founder, Nourishing Food Systems

09:40 **Keynote: Accelerating the shift to a more sustainable and resilient food system**
Dr Sally Uren OBE, Executive Director and Chief Acceleration Officer, Forum for the Future

09:55 **Keynote: The role of the financial system in facilitating and financing a just food transition**
Vicky Grinnell-Wright, Director and Food Tech Lead, Lloyds Banking Group

10:10 **Panel: Accelerating the shift to a more sustainable and resilient food system**

- How can the system be incentivised to accelerate the shift towards sustainability?
- What role can subsidies, taxes, infrastructure, and regulation play in building long-term resilience?
- What role can regulation and finance play in bringing new technologies and solutions to market in an efficient and safe way?

Vicky Grinnell-Wright, Director and Food Tech Lead, Lloyds Banking Group
Cai Linton, Co-Founder & CEO, Multus
Giulia Stellari, Director, Fall Line Capital
Rebecca Sudworth, Director of Policy, Food Standards Agency
Dr Sally Uren OBE, Executive Director and Chief Acceleration Officer, Forum for the Future

Agenda

11:00

Coffee

11:30

Panel: Creating shared value - the future of regenerative agriculture

- Where are organisations seeing the biggest wins with scaling regenerative programmes?
- Financing and de-risking the transition – how do you create shared value for all supply chain partners, especially farmers?
- How can stakeholder interests be more effectively aligned to fund the rotation vs the crop?

Jonathan Calland, Head of Sustainability & External Affairs, Tilda

Martina Henry, Former Director, Agriculture Sustainability, Kraft Heinz

Dr Emma Keller, Head of Sustainability, Nestlé UK&I

Jessica McGhie, Senior Global Sustainability Manager, McCain Foods

Nick Padwick, Estate Director, Wild Ken Hill

Natasha Stromberg, Interim Director, Thematic Research & Corporate Innovation, FAIRR Initiative

12:20

Lunch

13:20

Keynote: Unlocking the potential of data, science, and technology to drive supply chain resilience and food system sustainability

Zbigniew (Zibi) Lewicki, Global R&D Head Ice Cream, Unilever

13:35

Panel: Leveraging the power of trust, data, and collaboration to drive supply chain resilience

- How do mindsets and behaviours need to shift to create a trusted relationship across the supply chain?
- How can different players across the value chain align to build the data ecosystem needed to accelerate the transition to an intelligent food system?
- What is required from companies to build their own data flows tied to decision making?
- How can transparency be improved to make problems and solutions more visible downstream?

Claire Atkins Morris, Sustainability Director, Sodexo

Harriet Cullum, Global Head of Water, Agriculture, and Nature, Diageo

Kirsty Law, CFO Sustainability, ofi

Zbigniew (Zibi) Lewicki, Global R&D Head Ice Cream, Unilever

Agenda

14:25 **Coffee**

14:45 **Keynote: How brands (big and small) can change the world**
Chris Baker, Founder, Serious Tissues, Co-Founder, Change Please, and
Author, *Obsolete: How Change Brands are Changing the World*

15:00 **Demand side change: Leveraging data, innovation and communication to drive consumer choices**

- How close are we to the consumer tipping point, and how can brands accelerate the transition?
- How are brands re-designing products and experiences to drive consumers towards healthier and more sustainable choices?
- How can brands more effectively collect and utilise data to drive innovation?

Carly Arnold, Chief R&D Officer, Nomad Foods
Chris Baker, Founder, Serious Tissues, Co-Founder, Change Please, and
Author, *Obsolete: How Change Brands are Changing the World*
Alex Robinson, CEO, Hubbub
Sarah Webster, Director of Sustainable Business, Carlsberg Britvic
Bianca Woolley, Global Marketing Sustainability Senior Manager, Diageo

15:50 **Chair's closing remarks**
Duncan Williamson, Founder, Nourishing Food Systems

16:00 **Social hour**

17:00 **End of Future Food Systems 2025**

Speaker Profiles



CARLY ARNOLD

Chief R&D Officer, Nomad Foods

Carly has spent more than 18 years working in large multinational FMCG brands, with a proven track record of brand strategy and innovation in global and local market roles. Carly has worked at Nomad Foods since 2012 and before that, she worked for global snack company Mondelez. Before becoming Chief R&D Officer, Carly's previous roles at Nomad Foods included Marketing Director for Findus Italy, Group Fish Category Director and most recently, Portfolio Director.



CLAIRE ATKINS MORRIS

Sustainability Director, Sodexo

Claire is the Sustainability Director at Sodexo, leading the company's transformation to decarbonise. This work was recently recognised at the 2024 edie Net-Zero Awards winning the Net-Zero Strategy of the Year and Supply Chain Decarbonisation Project of the Year. She is dedicated to delivering impactful social and sustainable change. Claire is an EMCC accredited coach supporting change makers to be their best selves.



CHRIS BAKER

Founder, Serious Tissues, Co-Founder, Change Please and Author, *Obsolete: How Change Brands are Changing the World*

Chris Baker is Author of *Obsolete: How Change Brands are Changing the World* from Bloomsbury. He is also Co-Founder of Change Please and Serious Tissues and has over 20 years' experience working on some of the world's biggest brands within leading advertising agencies.



JONATHAN CALLAND

Head of Sustainability & External Affairs, Tilda

Jonathan began working for British and Irish MEPs in Brussels before moving into consultancy with a focus on international trade policy for multinational clients and industry groups in retail, food manufacturing and broadcasting. He joined Tilda the rice company in 2000 and is currently Chairman of the UK Rice Association. He enjoys the international nature of the rice industry and supporting progress towards more sustainable farming and manufacturing practices.

Speaker Profiles



HARRIET CULLUM

Global Head of Water, Agriculture, and Nature, Diageo

Harriet is Global Head of Water, Nature and Agriculture at Diageo, representing the company as Liaison Delegate at the WBCSD and as an Advisory Group Member for the UN Global Compact Network UK. In April 2024, she was appointed to the Technical Advisory Committee, advising the UK Government on endorsement of the International Sustainability Standards. Harriet's career spans sustainability strategy and disclosure in corporates and not-for-profits in Europe and Asia Pacific.



VICKY GRINNELL-WRIGHT

Director and Food Tech Lead, Lloyds Banking Group

Vicky leads initiatives that drive innovation and sustainability within the food industry. Her work focuses on leveraging financial solutions to support the development and scaling of cutting-edge food technologies, ensuring a resilient, equitable and sustainable food system for the future. Vicky is a passionate advocate for integrating technology and finance to address global food challenges and is committed to fostering collaborations that deliver systemic change.



MARTINA HENRY

Former Director, Agriculture Sustainability, The Kraft Heinz Company & Founder, The Only Planet Guide

Martina is the Founder of The Only Planet Guide – a sustainability training, consultancy and research organisation that harnesses her two decades of experience in sustainable supply chain management, strategic marketing and regenerative agriculture. The organisation supports clients in the development and delivery of ESG goals aligned to transformational change and long-term shared value for business, people and planet.



DR EMMA KELLER

Head of Sustainability, Nestlé UK&I

Emma is Head of Sustainability for Nestlé UK&I, focusing on delivering the ambitious net zero climate commitment and driving the business to be a force for good. Prior to joining Nestlé, Emma led a team at WWF on food system transformation and before that was in Unilever's sustainability team working on bringing the Unilever Sustainable Living Plan to life. She also holds a doctorate in supply chain sustainability.

Speaker Profiles



KIRSTY LAW

CFO Sustainability, ofi

Kirsty Law is the CFO of the Sustainability function in ofi, leading efforts to ensure ofi's sustainability ambitions and impacts on the world around us are clearly defined and accurately reported, while developing greater financial rigour. Kirsty is driving greater alignment between the Finance and Sustainability functions to support the integration and implementation of ofi's new corporate sustainability strategy, *Choices for Change*. Kirsty has significant capital market expertise from strategic finance roles.



ZBIGNIEW (ZIBI) LEWICKI

Global R&D Head Ice Cream, Unilever

Zibi has driven the sustainable growth of purposeful brands such as Lipton, Pukka, Knorr, Magnum, Hellman's, Tazo and Pure Leaf across a global career of 27 years. He has shaped impact strategies to unleash value from sustainability. Zibi has experience in nurturing B-corp enterprises and crafting a culture which accelerates talent and business growth including the co-creation and carve-out of a 'corporate start-up'.



CAI LINTON

CEO, Multus

Cai Linton combines technical knowledge in tissue engineering and data science with management experience. His motivation to create a sustainable future using biotechnology led him to co-found Multus to shorten routes to market and lower entry barriers in the cultivated meat industry. Multus creates the key ingredients for the affordable scale-up of cellular agriculture.



JESSICA MCGHIE

Senior Global Sustainability Manager, McCain Foods

Jessica McGhie is the Senior Global Sustainability Manager at McCain Foods, focusing on regenerative agriculture and ESG strategy. Jessica has more than nine years of experience working in sustainability within corporate and non-profit sectors. Previously, she has held roles at Coty and Unilever, driving global sustainability initiatives and social impact programs.

Speaker Profiles



NICK PADWICK

Estate Director, Wild Ken Hill

Nick has managed large, arable-based estates worldwide, won numerous awards, and devised the 'Farm-to-Fork' program. Nick is Estate Director at Wild Ken Hill in Norfolk, and a leading advocate for regenerative agriculture in the UK. He is a consultant of Dr. Elaine's™ Soil Food Web and is passionate about supporting fellow farmers in transitioning to regenerative practices.



ALEX ROBINSON

CEO, Hubbub

Alex is CEO of Hubbub, a creative charity that inspires action that's good for the environment, and for everyone. Its campaigns support individuals, households and communities, and Hubbub was named 'Charity of the Year' by Charity Times in 2023. After a successful career as an entrepreneur in the music industry, Alex turned to his passion for environmental and social issues, joining Hubbub in 2017. He thereby joined a very small group of people who have worked with both Snoop Dogg and KPMG.



GIULIA STELLARI

Director, Fall Line Capital

Giulia is a Director at Fall Line Capital where she is responsible for leading the firm's ESG risk management and impact programs across the firm's farmland and venture practice. Previously, Giulia led Unilever's global sustainable procurement programs for agri commodities, digital innovation for the upstream supply chain and supply chain decarbonization efforts.



NATASHA STROMBERG

Interim Director, Thematic Research & Corporate Innovation, FAIRR

Natasha oversees FAIRR's investor engagement and research work in areas such as Anti-microbial resistance in animal protein supply chains, Regenerative Agriculture, Protein Diversification, and investor risks and opportunities relating to Biodiversity and Climate Change. Natasha is passionate about investing and the power of capital markets to direct finance into new and innovative areas as the world transitions to a lower carbon, nature positive future.

Speaker Profiles



REBECCA SUDWORTH

Director of Policy, Food Standards Agency

Rebecca joined the Food Standards Agency in April 2019 as Director of Policy. She has extensive experience as a Senior Civil Servant in the Treasury and in the Department for Work and Pensions. Her previous civil service roles have focused on social policy – particularly benefits design and reform, labour market policy and programmes to support the most disadvantaged into work.



DR SALLY UREN OBE

Executive Director and Chief Acceleration Officer, Forum for the Future

Sally has worked with wide-ranging businesses, non-profits and philanthropic organisations throughout her career and is currently focussing on accelerating progress towards a future where all people and the planet can thrive. This involves a laser focus on transforming how the world thinks about, produces, consumes and values food and energy, and on reimagining the purpose of business in our society and economy.



SARAH WEBSTER

Director of Sustainable Business, Carlsberg Britvic

Sarah is responsible for setting the sustainable business framework, Healthier People Healthier Planet at Carlsberg Britvic. This includes setting global minimum standards of execution, reporting, governance oversight, supporting the ESG committee, communicating and engaging with internal and external stakeholders. With more than 20 years FMCG experience at Diageo, GSK and Britvic, Sarah's cross functional career spans sustainable business, investor relations, finance, M&A, marketing and innovation.



BIANCA WOOLLEY

Global Marketing Sustainability Senior Manager, Diageo

Bianca is working to lead change towards sustainability through brands and innovation. Prior to joining Diageo three years ago, Bianca worked in marketing for 15 years, including at P&G, Beiersdorf and Unilever in the UK, Switzerland and South Africa. She gained her PG Diploma in Sustainable Business from Cambridge CISL in 2024.

Chair Profile



DUNCAN WILLIAMSON

Founder, Nourishing Food Systems

Duncan has developed programmes on agroecology and food systems for international organisations. He co-founded Eating Better and set up his own consultancy, Nourishing Food Systems, in 2020. Duncan is currently Chair of Eating Better, Senior Advisor on Sustainable Gastronomy for the LIFE Climate Smart Chefs Programme, and a faculty member at the Food and Sustainability Certification Programme from the EIS.

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**At the heart of
innovation lies
collaboration.**

**Future Food Systems
represents opportunity
and optimism in the
face of the significant
challenges facing the
food system.**

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About Us



Independent Forums is a London-based conference production company and events agency specializing in the creation of content-led B2B events for thought-leading brands.

We exist to help executives from the world's leading organizations make better decisions by tackling the most pressing and relevant challenges impacting industry.

We are dedicated to creating unforgettable experiences for the world's top leaders to be inspired and drive measurable change within and beyond their organizations.

Our Values

- **INTEGRITY:** Our events are 100% independent, researched by content curation experts with the sole purpose of bringing participants the most relevant information to improve decision making and connect with the right partners.
- **BOLDNESS:** We say no to boring topics and don't shy away from the controversial issues impacting industry. We challenge the status quo and provide a platform where diversity of ideas is encouraged.
- **CONTINUOUS IMPROVEMENT:** We strive to consistently find new ways to add value to our audience. That means continuously reviewing our offerings and ways of working to deliver fresh experiences every year.

Event Supporters



The FAIRR Initiative is a collaborative investor network that raises awareness of the ESG risks and opportunities in the global food sector. Our mission is to build a global network of investors who are aware of the issues linked to intensive animal production and seek to minimise the risks within the broader food system. With over 350 members globally, we are the world's fastest-growing ESG network, representing over \$70 trillion in combined assets. We engage in proactive dialogues with investors, companies and stakeholders to address the most material issues linked to intensive animal farming. We also help investors identify and prioritise these factors through cutting-edge research, which can be integrated into their stewardship and decision-making processes.



Forum for the Future is an international sustainability non-profit which for over 24 years has been working in partnership with business, governments and civil society to accelerate the shift toward a sustainable future. We specialise in addressing critical global challenges by catalysing change in key systems, from food to apparel, energy to shipping. We do this by convening transformational collaborations to drive change, by partnering with organisations to help them lead by example, and by building a global community of pioneers and change makers. Together we aim to reinvent the way the world works.

Event Supporters



THE AGRI-FOOD DATA

The Agri-Food Data is an information-centric website focused on the agriculture and food industry. It is a B2B platform covering the latest agriculture and food news, press releases, industry-related updates, events, and conferences. With The Agri-Food Data, you can get all the information that is happening in the agriculture and food industry.

vegconomist
- the vegan business magazine -

vegconomist is the #1 global, digital b2b news platform providing business relevant updates for decision makers in the cell- and plant-based industries.

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Huge well done! It was so lovely to have such a good bunch together to discuss some of the biggest topics we are all grappling with. Thank you for making it happen.

Head of Sustainability

Thank you so much for your support and for the outstanding organization – I found the event to be insightful and the setting was just right to support and drive conversation! So congrats on a successful event!

Sustainability Strategic Lead

I thought it was a great day and there certainly was a great “buzz” in the room. It seemed to be a full-house and I think everyone got a lot of very useful take-aways. I got a lot out of the day.

Founder

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