



Chicago, November 2, 2023

AN APPRECIATIVE APPROACH IN THE FOOD INDUSTRY

Fighting Back with Science and Sensibility



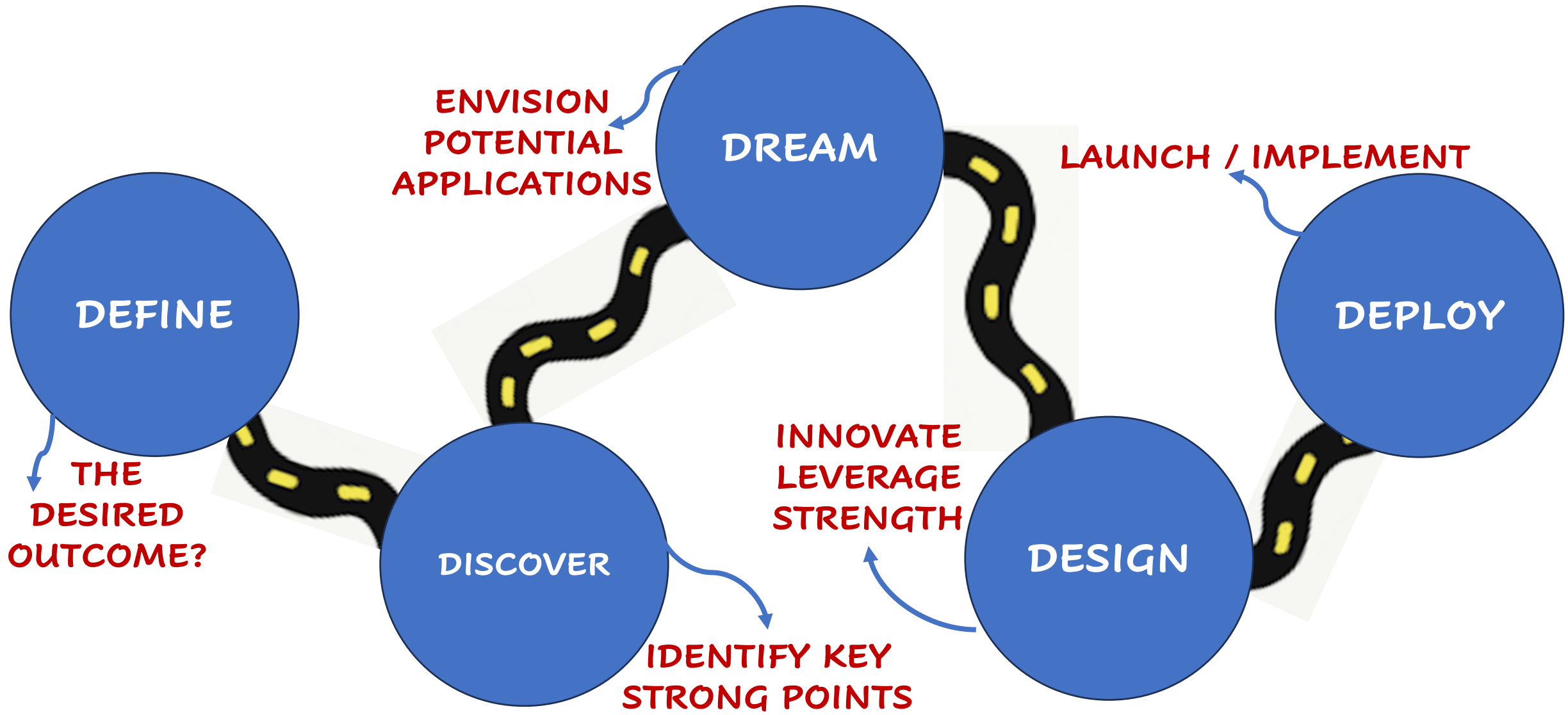
John F. Hammerstone, Jr.
Kantha Shelke, Ph.D., CFS



APPRECIATIVE INQUIRY

an asset-based proven approach to help systems move from a deficit-based paradigm to a strengths-based perspective

DEFINE | DISCOVER | DREAM | DESIGN | DEPLOY



shifting from what's wrong to what's strong 3



How We Learn About Food



FEATURED IN:

The Washington Post



THE WALL STREET JOURNAL.
The Boston Globe

Southern Living



WASHINGTON BUSINESS JOURNAL

Inc. Entrepreneur MAGAZINE

THE SUN

Travel CHANNEL

THE INDIANAPOLIS STAR
Group Tour MAGAZINE

Alexandria Gazette Packet

express

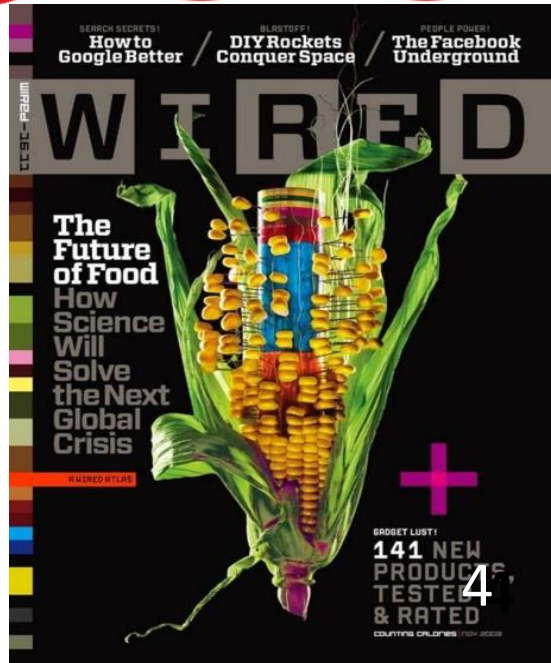
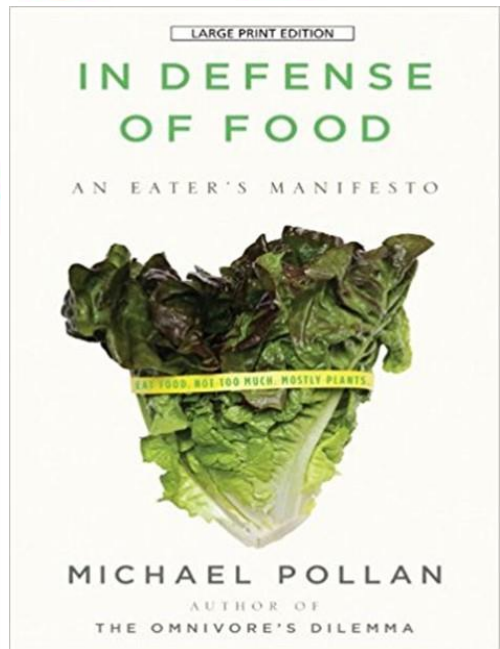
Chicago Tribune

WASHINGTONIAN

USA TODAY

THE PLAIN DEALER

The Washington Times



Confounding Complexity with Confusion

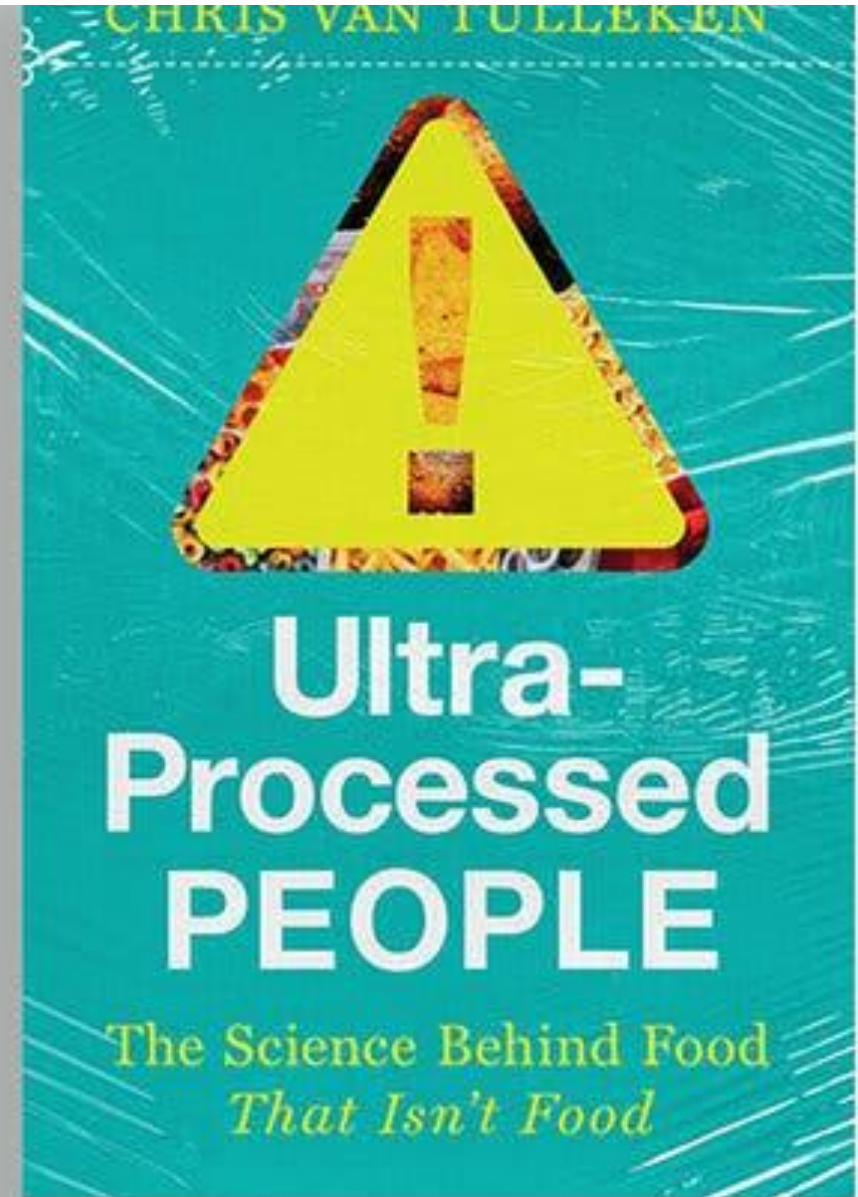
There is a cult of ignorance [...] nurtured by the false notion that democracy means that “my ignorance is just as good as your knowledge”.

Isaac Asimov

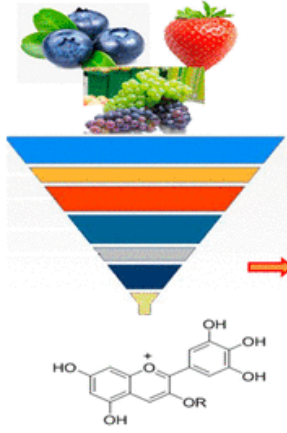
If we are what we eat, we don't know who we are!







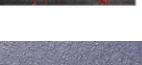
"obesity is not caused by the usual suspects — sugar, salt, fat or lack of exercise — but by the synthetics, chemicals and stabilizers in ultra-processed foods"

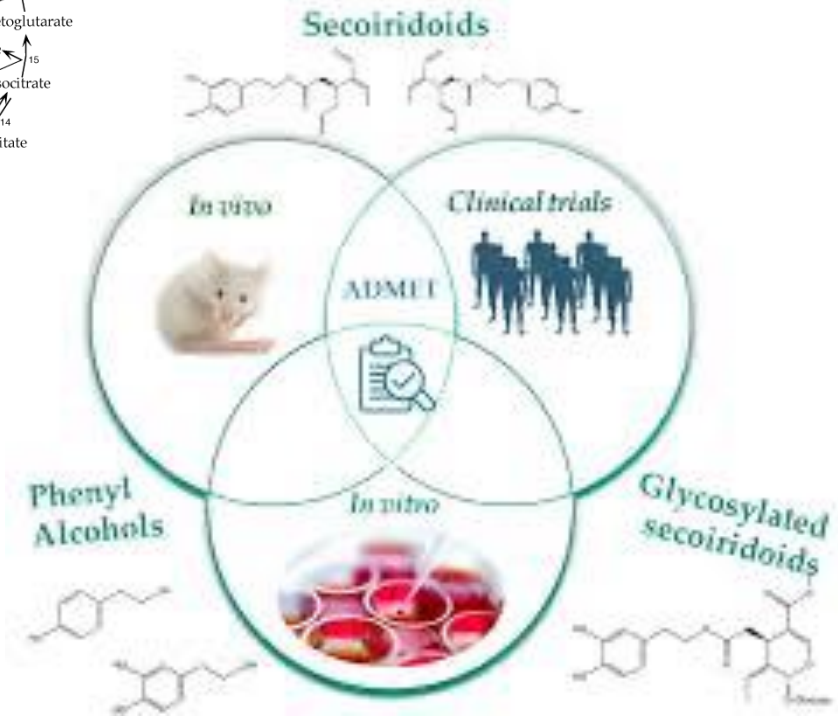
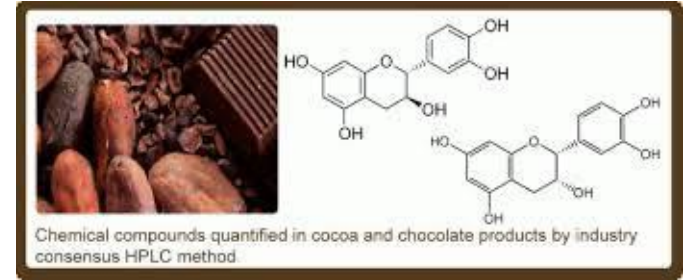
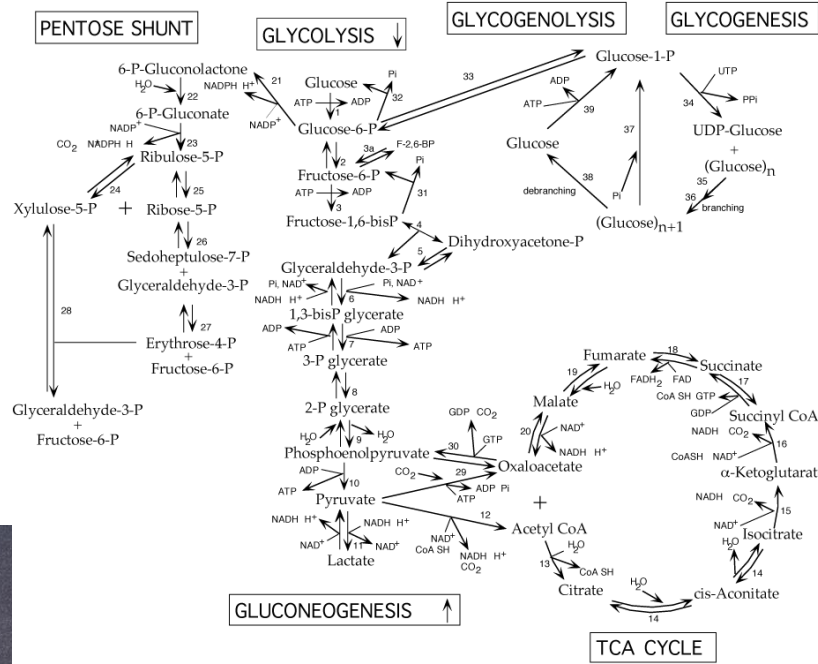
"these foods short-circuit our evolved use of taste, smell, color and texture to guide dietary choice, tricking us into unhealthy and addictive eating choices and subsequent weight gain"



The confusing science: what are the facts?



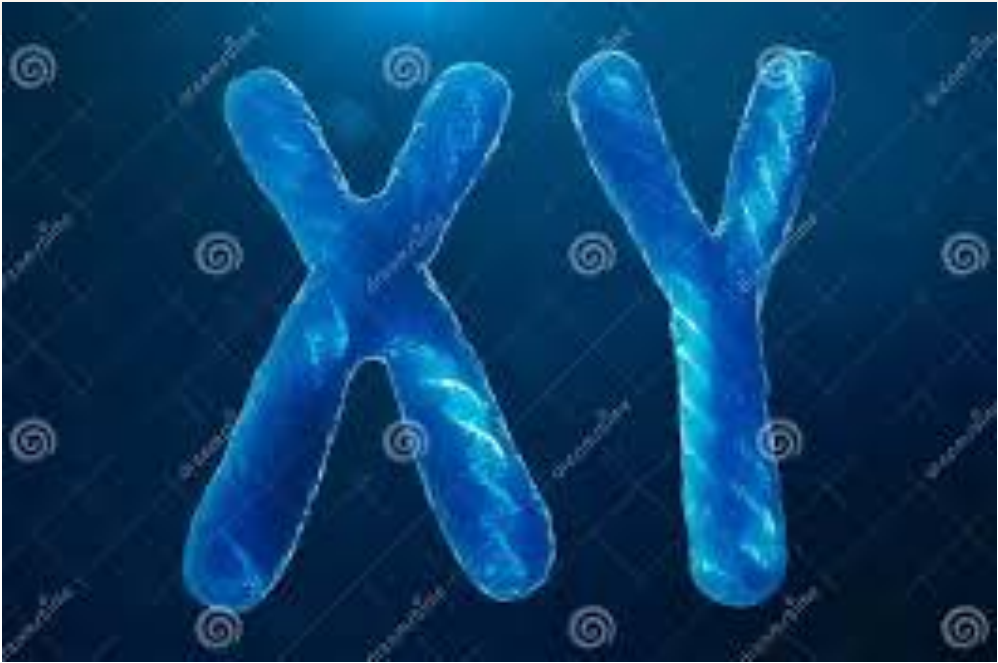
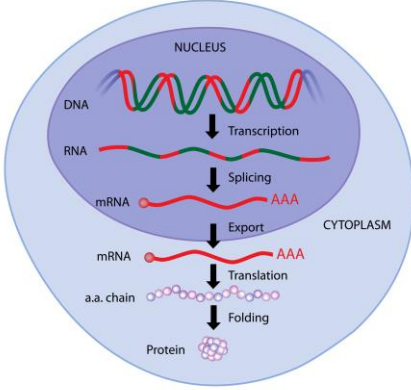
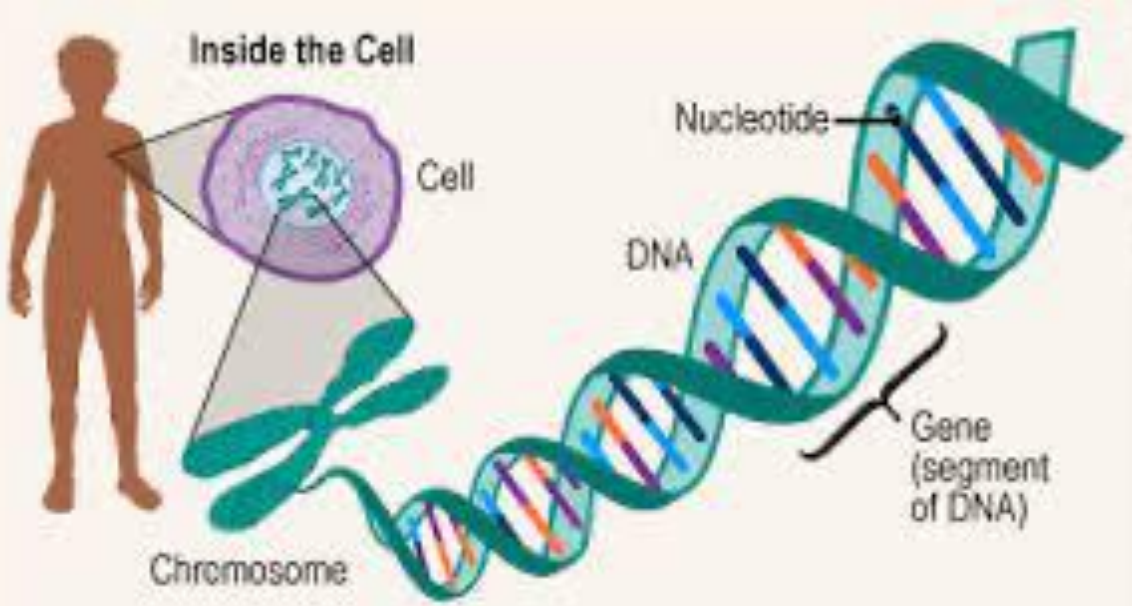
-  **Anti-oxidation** ✓
-  **Anti-inflammation** ✓
-  **Anti-microorganism** ✓
-  **Anti-diabetes** ✓
-  **Cardiovascular protection** ✓
-  **Neuroprotection** ✓
-  **Anti-cancer** ✓



What is our environment and lifestyle?



Who am I?

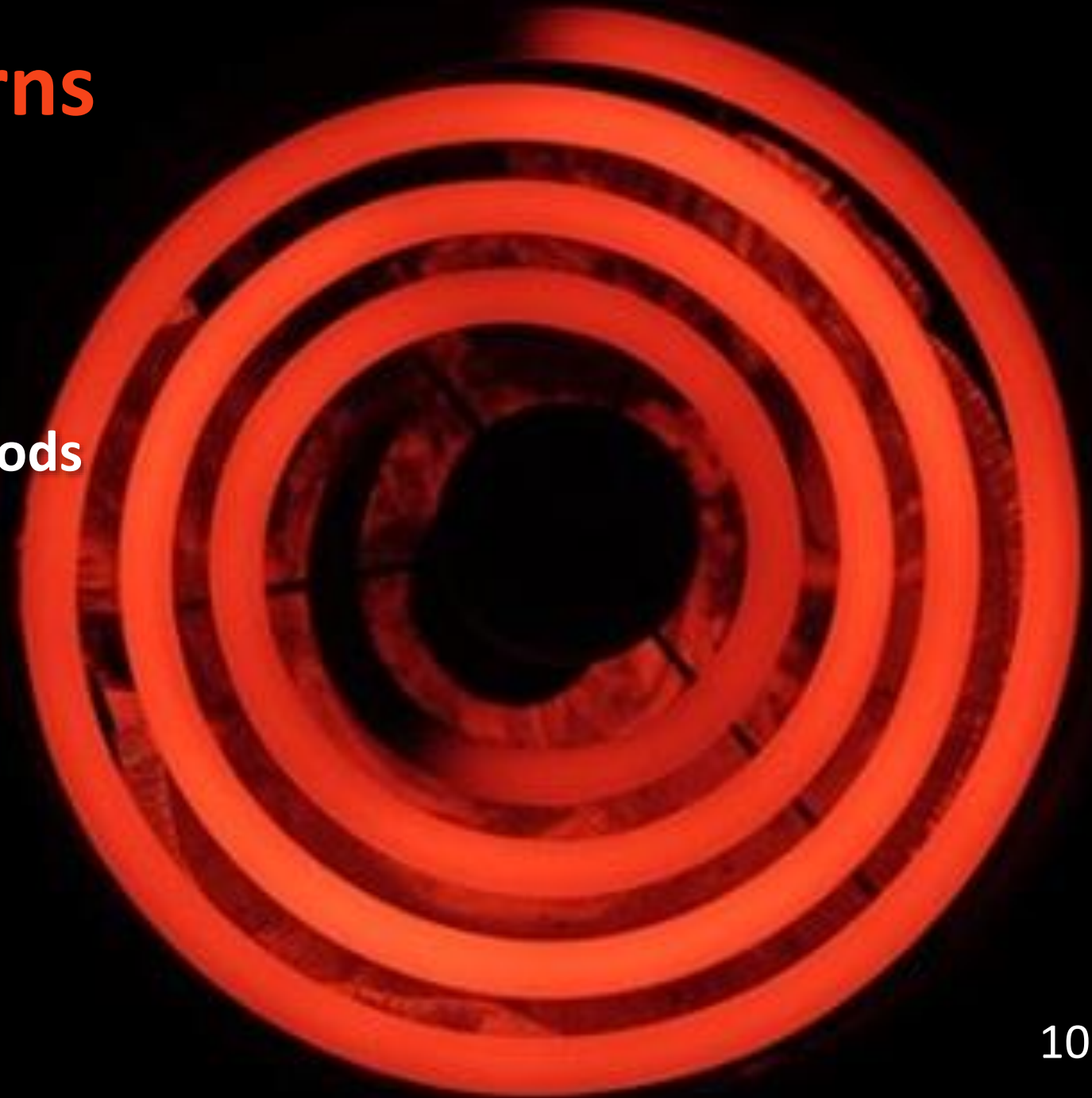


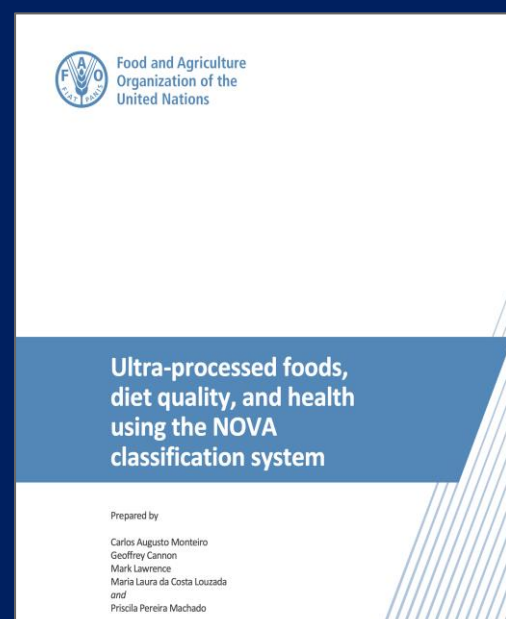
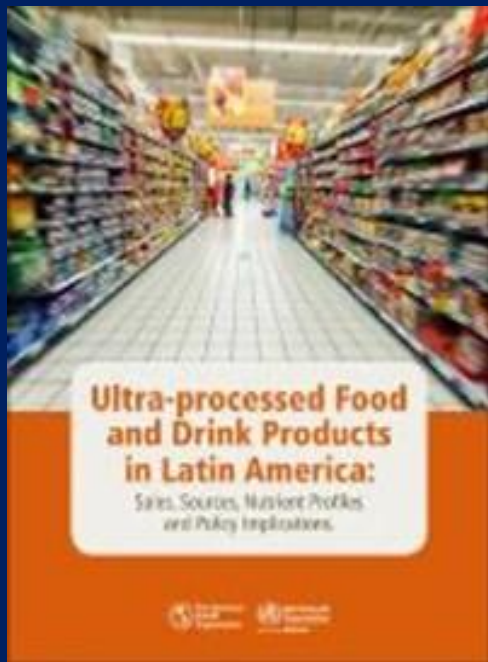
Contradictions, Concerns and Controversies

Contradictions: Ultra-processed foods

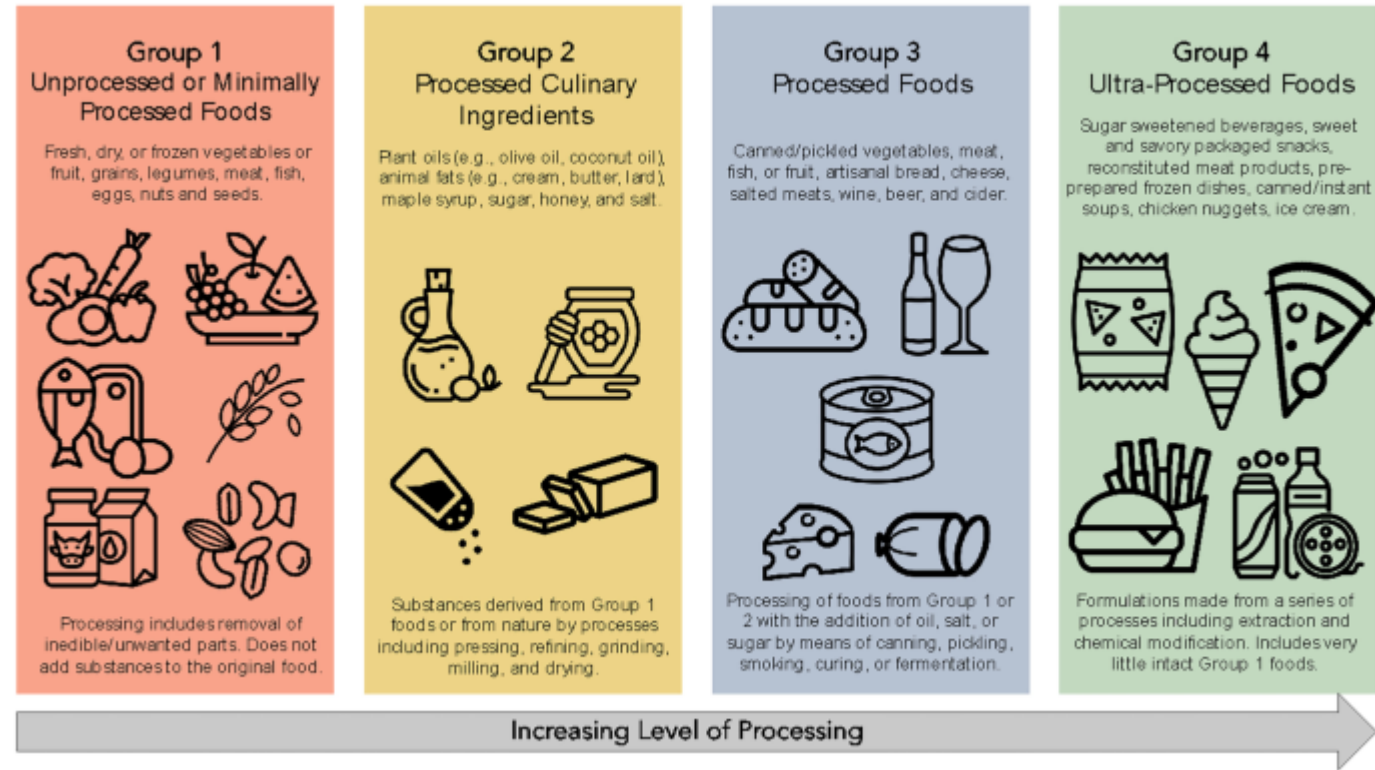
Concerns: Clean Label foods

Controversies: Plant-based foods



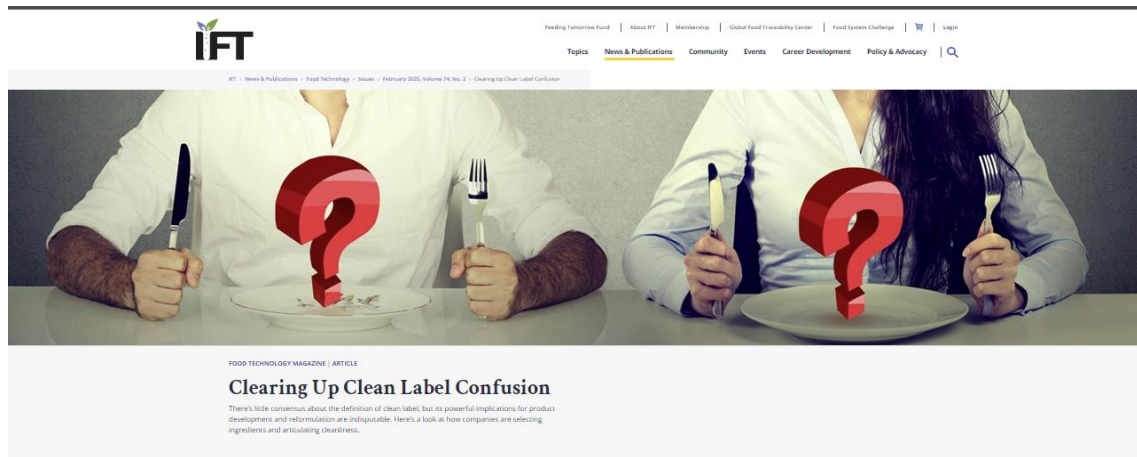


Contradiction: NOVA Classification & Ultra-Processed Foods



Throwing the baby out with the bath water?
Commercially produced infant formula & other infant foods categorized as ultra-processed and therefore, to be avoided

Is Clean Label science-based?



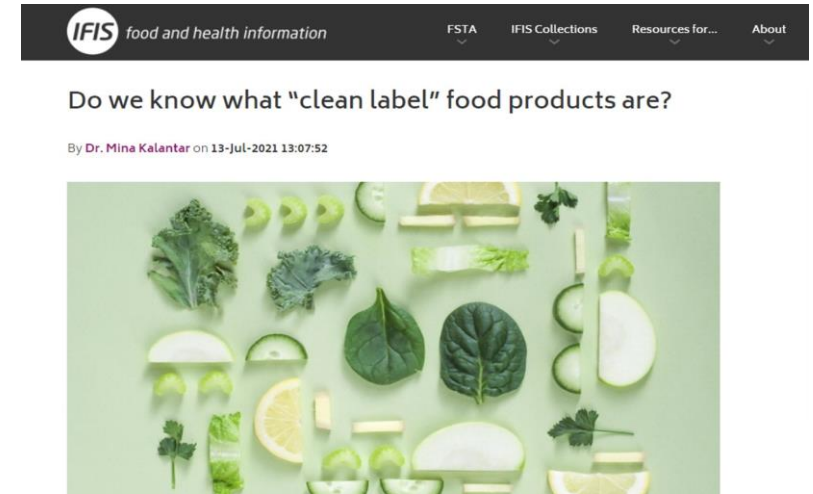
Review > Compr Rev Food Sci Food Saf. 2022 Nov;21(6):4921-4938.
doi: 10.1111/1541-4337.13031. Epub 2022 Sep 8.

The clean label trend: An ineffective heuristic that disserves both consumers and the food industry?

Aidan Chen¹, Nicole Kayrala¹, Maëliiss Trapeau², Maria Aoun², Nicolas Bordenave^{2,3}

Affiliations + expand

PMID: 36076364 DOI: 10.1111/1541-4337.13031



**Science is crystal clear alongside "If then, else"
Consumer sentiment—it is what it is**



The biggest problem in the U.S. food system is NOT food waste, nutrient loss or food miles.

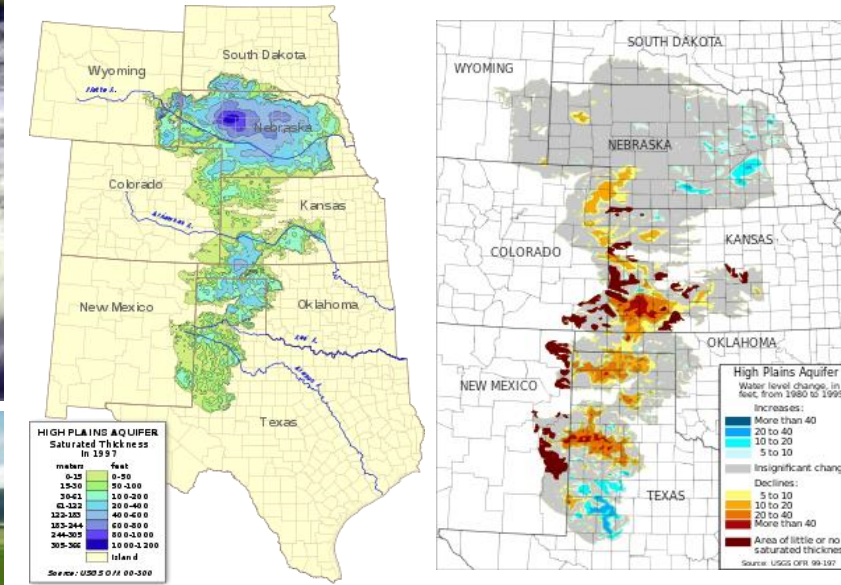
The biggest problem is that Americans are not eating enough fruits and vegetables.

Concern: The idyllic implications of plant-based foods



There is a prevailing notion that if it exists in nature, then it must be good for us

Challenges in a changing world

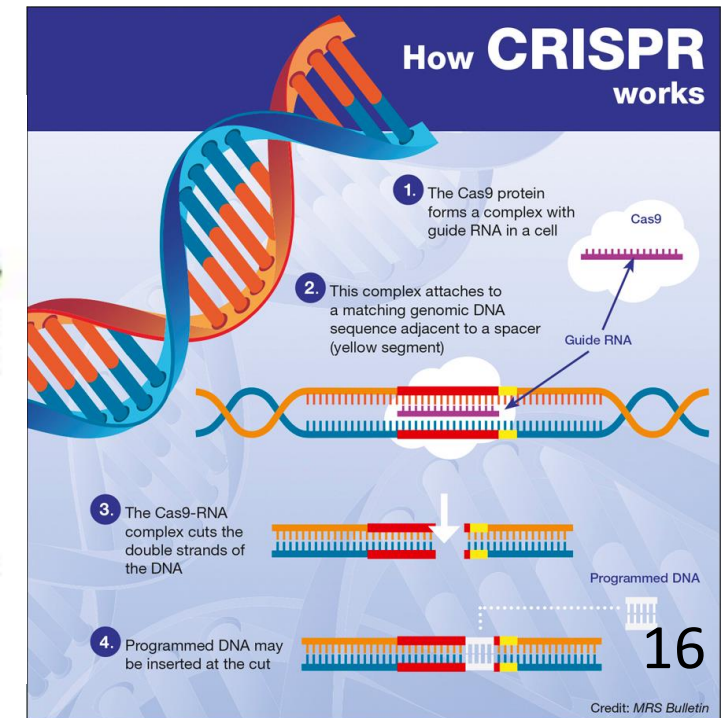
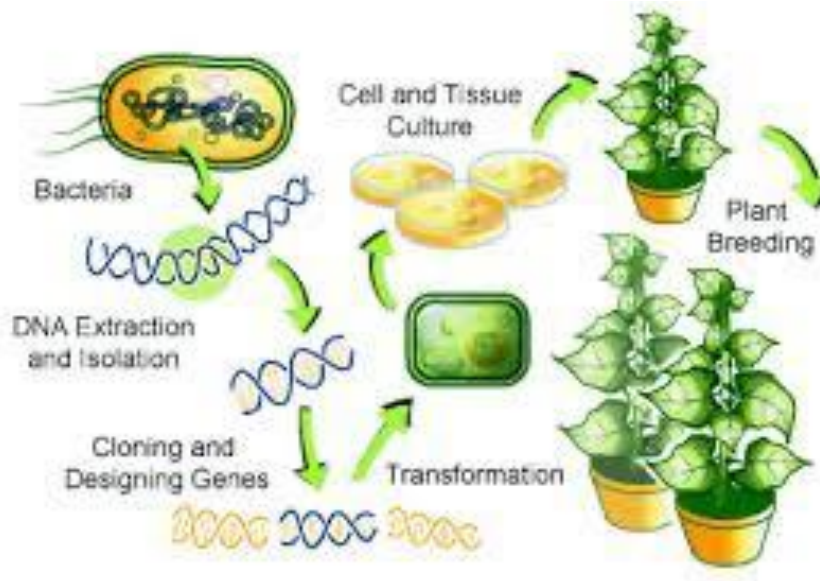


Ogallala Aquifer

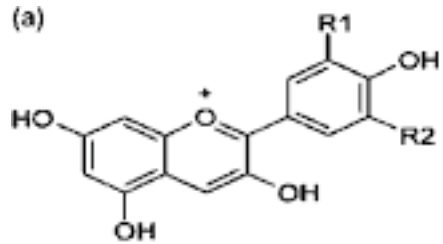


Sustainability

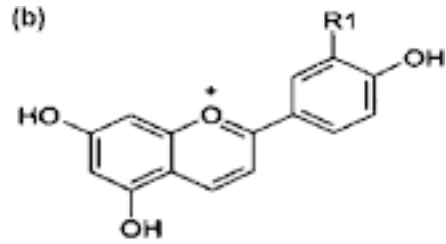
Have a look, the answers are all around us



Sorghum: finding the 8000-year old crop



Pelargonidin: R1 = H, R2 = H
 Cyanidin: R1 = OH, R2 = H
 Delphinidin: R1 = OH, R2 = OH
 Peonidin: R1 = OCH₃, R2 = H
 Petunidin: R1 = OCH₃, R2 = OH
 Malvinidin: R1 = OCH₃, R2 = OCH₃



Apigeninidin: R1 = H
 Luteolinidin: R1 = OH

Drought Tolerant

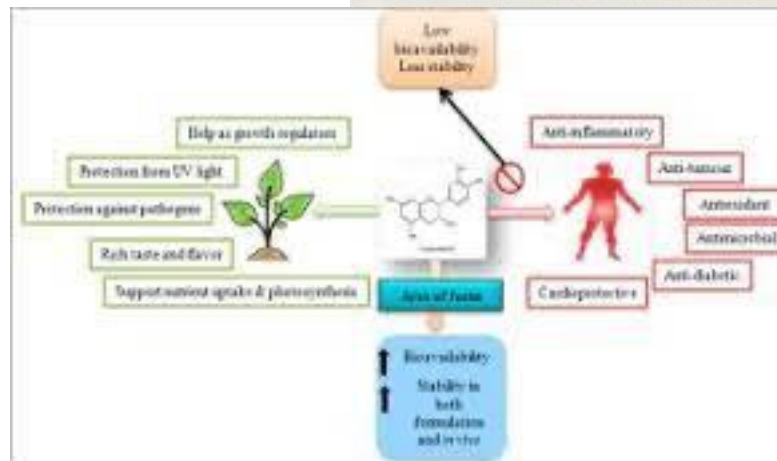


Complete Protein!

SORGHUM
Nature's Super Grain

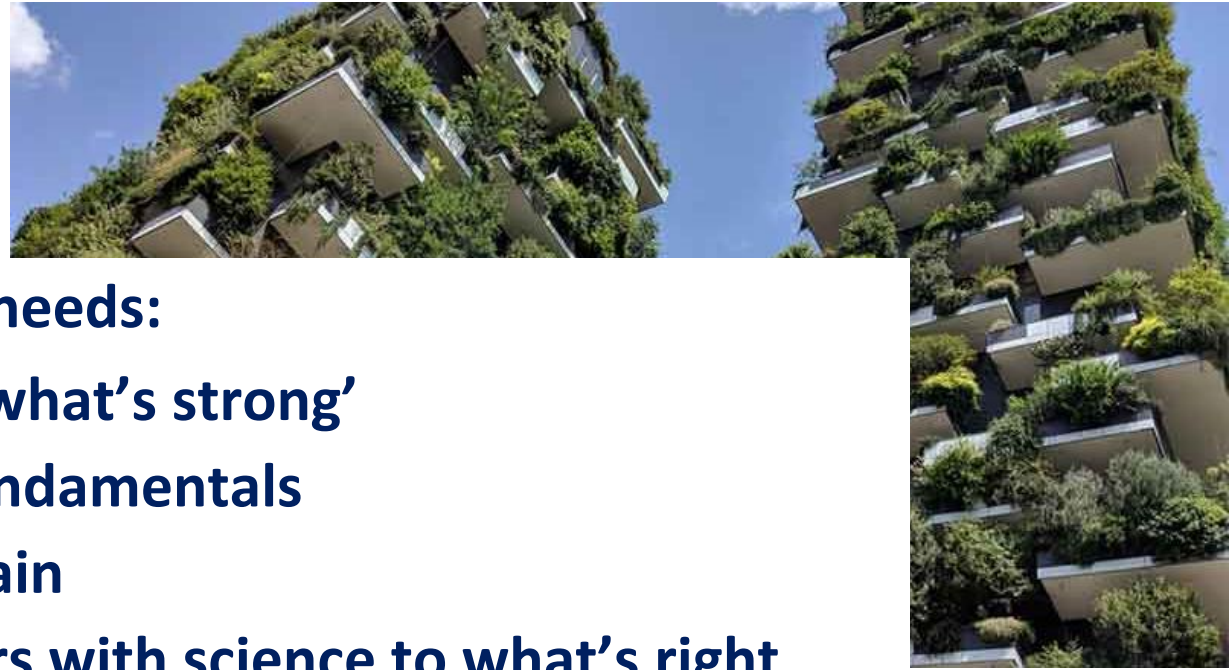
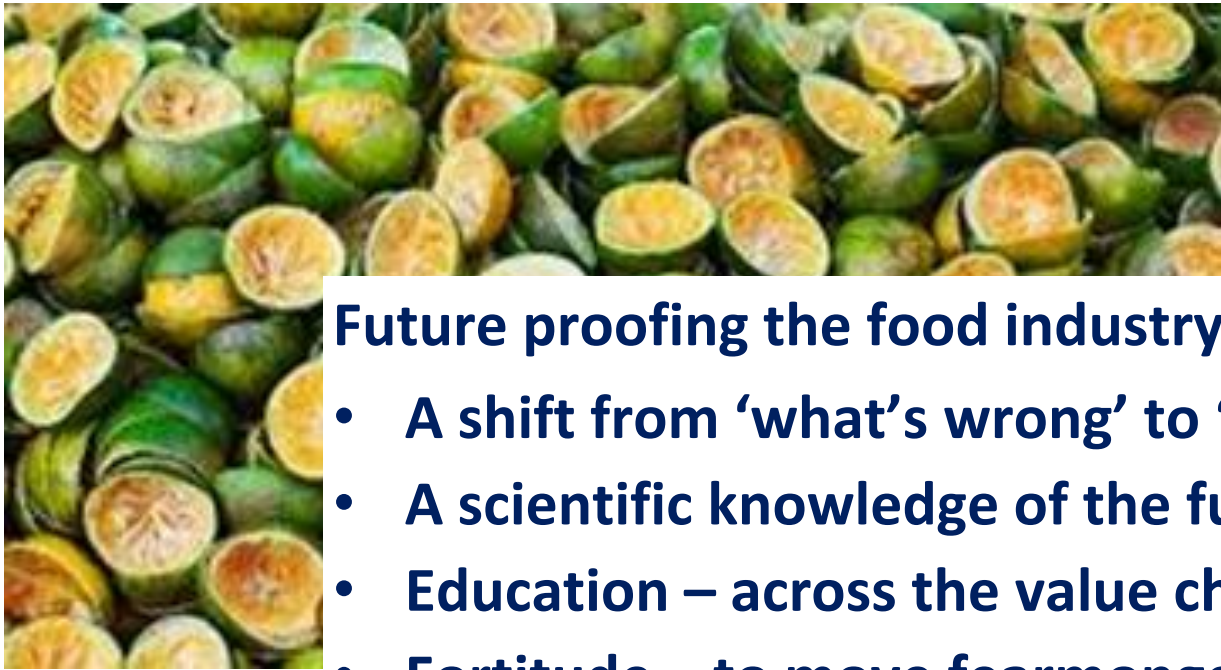
	SORGHUM	CORN	WHEAT	OAT	RICE	QUINOA
PROTEIN	29.68%	5.55%	15.98%	11.88%	5.65%	12.32%
FIBER	33.5%	6.07%	21.50%	14.20%	5.00%	14.00%
PHOSPHORUS	32.36%	6.05%	16.46%	14.41%	0.89%	17.02%
ZINC	21.25%	3.55%	23.41%	21.27%	5.21%	13.87%
THIAMIN	38.73%	10.97%	11.08%	14.82%	2.33%	12.48%
RIBOFLAVIN	10.33%	3.59%	3.23%	2.88%	1.40%	11.84%
NIACIN	32.28%	9.40%	20.12%	3.29%	2.53%	3.60%
VITAMIN B6	36.48%	4.65%	5.76%	0.68%	2.14%	10.12%
SELENIUM	31.05%	0.92%	81.20%	22.97%	14.25%	7.12%
COPPER	44.17%	5.1%	32.20%	19.24%	7.62%	29.86%
IRON	26.13%	2.45%	13.68%	11.70%	1.08%	11.58%
MAGNESIUM	55.00%	7.48%	16.00%	15.04%	1.66%	21.33%
MANGANESE	97.39%	6.02%	62.69%	59.00%	15.94%	38.40%

EXCELLENT SOURCE (20%+ Daily Value) GOOD SOURCE (10-19% Daily Value)



Cultural Connection

Sustainable

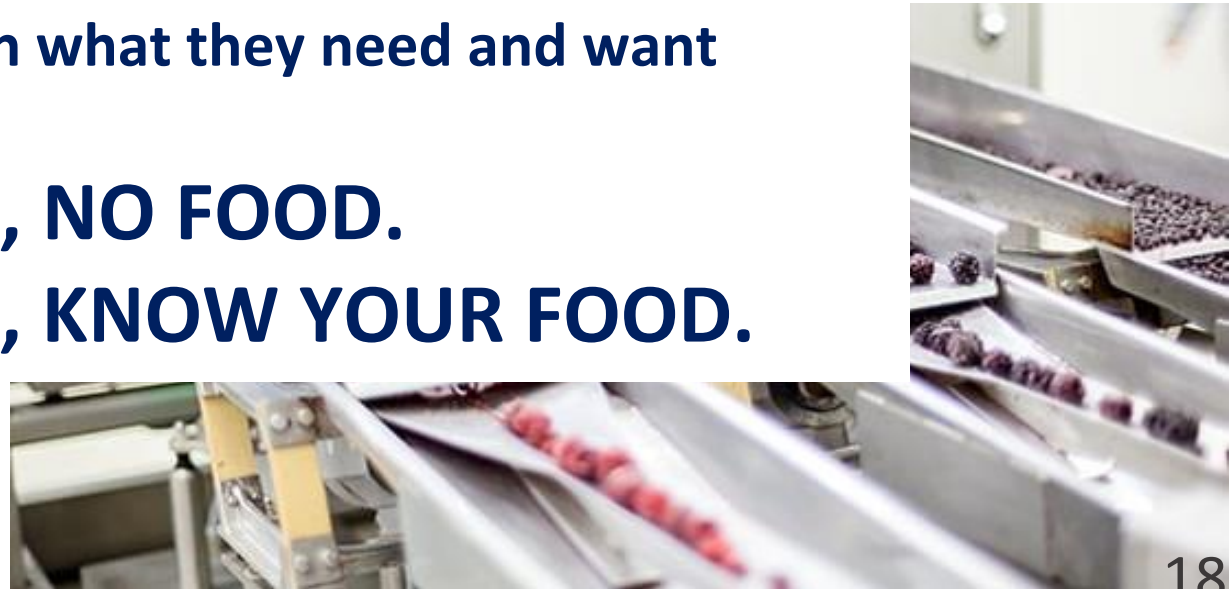


Future proofing the food industry needs:

- A shift from 'what's wrong' to 'what's strong'
- A scientific knowledge of the fundamentals
- Education – across the value chain
- Fortitude – to move fearmongers with science to what's right
- Resonance with people and with what they need and want



**NO SCIENCE, NO FOOD.
KNOW YOUR SCIENCE, KNOW YOUR FOOD.**





EDUCATION CHANGES THE WORLD!

**Build trust and loyalty with
sound science**

**Shift the paradigm from what's
wrong to what's strong**

deficit-based asset-based

Identify the problem



Analyze causes



Develop possible solutions



Deploy solution

Discover the best in class



Dream what's possible



Design what's ideal



Deploy what works



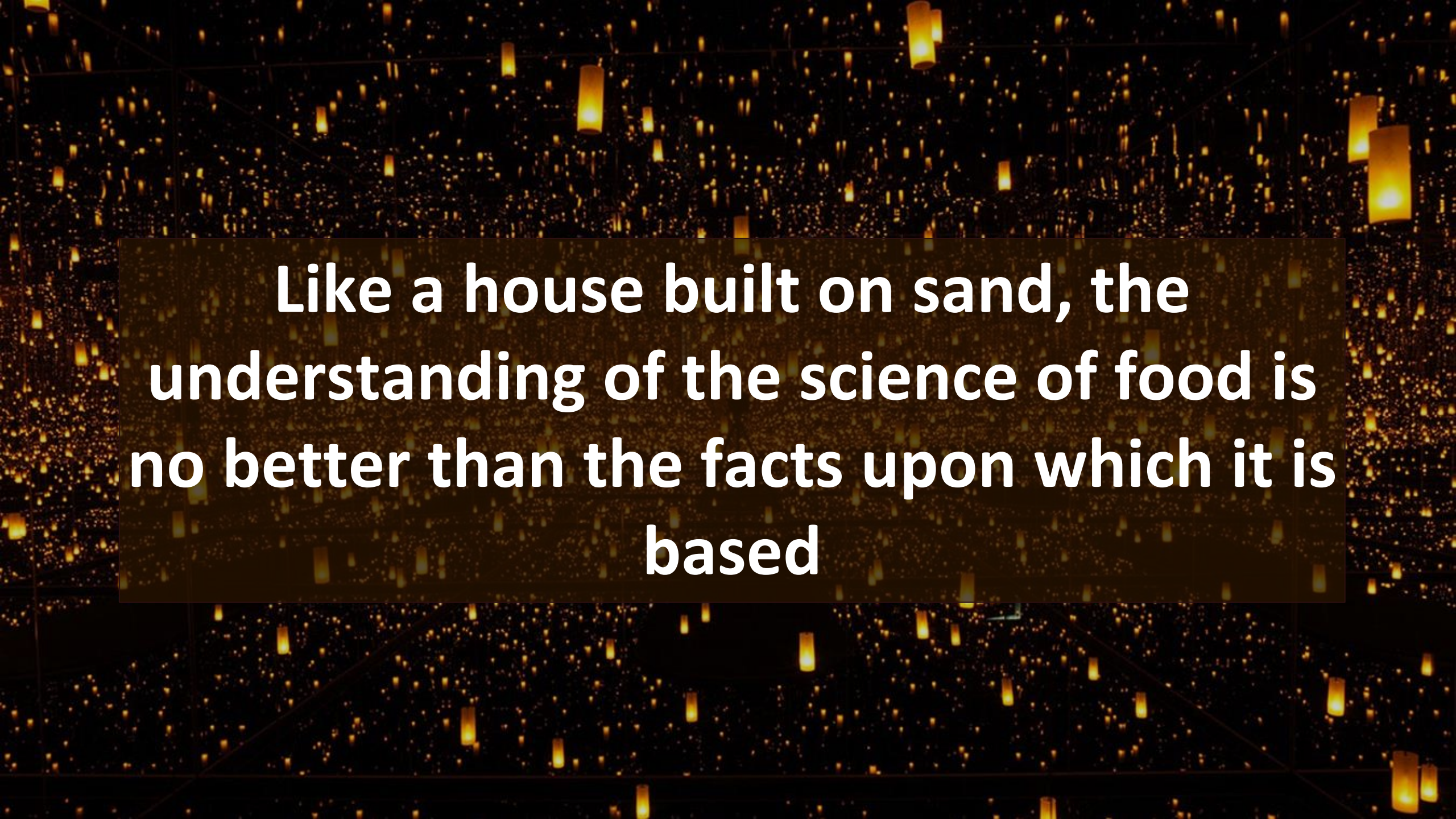
From \$14/share to \$48/share in 5 years



From B-to-B to B-to-C with 3x revenues in 1 year



A '25 cent challenge' to transform from \$100m to \$1B in 7 years



Like a house built on sand, the understanding of the science of food is no better than the facts upon which it is based

**Food is socially very sensitive.
Lack of transparency increases speculation
and associated inaccuracies & distrust.
Future-proof the food industry to future-
proof the health & wellbeing of our planet
and customers!**

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CORVUS | BLUE

**The path to hell
is paved with the
best of
intentions...**

**...the road to good
intentions is paved
with plaintiff
lawyers**