

Formerly known as Davos on the Delta, Crusonia is the global forum on food and health. Our fourth consecutive year forum will be broadcasted online (due to COVID-19) from The Zone at the FedEx Institute of Technology at the University of Memphis in Memphis, TN, on September 30, 2020.

Crusonia on the Delta has historically assembled 300 world-renowned experts, investors and industry stakeholders to debate and discuss challenges facing global food and health with a focus on actionable, collaborative real-world.

The Delta has been home to the forum because it is an **emerging Proving Ground for the Next Generation of Food & Health**. While a large part of the September forum will be digital, we hope to maintain a strong visible connection to the Delta while leveraging the convenience of an online forum to increase participants to as many as 3,000.

We have an exciting line-up of speakers and conversation facilitators, including:

- **Lyman Aldrich**, Executive Vice President & Agriculture Business Lead, Cushman Wakefield | Commercial Advisors
- **Roshun Austin**, President & CEO, The Works, Inc.
- **John Butler**, CEO, Agricenter International
- **Matt Crisp**, President & CEO, Benson Hill
- **Tyler Cowen**, Economist, Author, Professor, George Mason University
- **Rob Dongoski**, Partner and Food & Agriculture Leader, Ernst & Young
- **Erin Fitzgerald**, CEO of the US Farmers and Ranchers Association (USFRA)
- **Michelle Gloeckler**, Board Member, BJs Wholesale Club, Benson Hill; Former EVP, Walmart
- **A.G. Kawamura**, Former California Secretary of Department of Food & Agriculture
- **Julia Kurnik**, Director, Innovation Start-Ups at World Wildlife Fund
- **Dr. Robert Lustig**, Pediatric Endocrinologist, University of California, San Francisco
- **Dr. Scott Morris**, Founder & CEO, Church Health Center Memphis
- **David Perry**, CEO & Director, Indigo AG
- **Fred Smith**, Founder, Chairman & CEO, FedEx
- **Rob Trice**, Founding Partner, Better food Ventures
- **Dr. Deneen Vojta**, EVP, Research & Development, UnitedHealth Group
- **Erin Wiggins**, Director Digital/Physical Transformation of Health & Wellness, Walmart
- **Carter Williams**, CEO iSelect Fund

**The Forum's Solutions Showcase will highlight over 40 Solutions Providers** that are tackling the most daunting challenges in Food, Ag and Health. This year's Forum will focus on a number of global Challenges highlighted both through online presentations and virtual site visits to see solutions in action at Memphis-based facilities such Church Health at Crosstown Concourse and Agricenter International.

Challenges to be addressed include:

#### **Food Is Health**

Americans spend \$1.7T each year on food and more on diet-related illnesses such as cardiovascular disease, Type 2 diabetes and obesity. Our modern food system provides calories but not nutrition. It has extended reach, reducing starvation but not health. With genetic sequencing, broader research, big data and better insight, leading researchers are discovering a more complex symbiosis between our gut and our brain, the dynamics of bioavailability and the complement of micronutrients. Food is health. Healthcare is the cost of failure in food.

#### **Food System C - Affordable, Healthy and Prosperous**

Current food is either (A) inexpensive and unhealthy, or (B) healthy and expensive. While cellphones, computers and TVs get cheaper, better, quality affordable food at scale is elusive. It is time for a new food system, System C - where good costs less than bad. The diversity of taste and preferences in the market represents unmet latent demand. Farms are disrupting the value chain. Retailers are displacing CPG companies. The old system is trapped in a convention of incumbents and scale. The new system is driven by consumer demand. We are on the edge of a "Flip the Switch" moment where new demand and investment will realign the food system.

## Next California: The Delta as a Proving Ground for the Next Generation of Food & Health

Challenges ranging from climate change, the cost and availability of resources (like labor, water, energy), and changing consumer preferences to increased regulation and geopolitical risk are making it much harder for agriculture to continue to thrive in some traditional growing regions—particularly in California and Australia. But with crisis comes opportunity. Innovations in genetics, new growing methods (like indoor) and supply chains are creating new chances for regions like the Mississippi Delta to thrive even as private equity is buying land around the world seeking the new Salinas Valley.

While COVID-19 has precluded a large in-person gathering this year, we have launched the Crusonia Conversations series of monthly webinars to keep these vital conversations going between now and the Digital Forum (which will be broadcast live to a broad remote audience with a small number of Participants attending in person in Memphis on September 30).

### CRUSONIA CONVERSATIONS

4/29: Tyler Cowen, Economist & Author, & Carter Williams, CEO, iSelect: “Is COVID-19 a Flip the Switch Moment?”

5/27: Dr. Robert Lustig, UCSF, & Carter Williams, CEO, iSelect: “Food Is Health”

6/24: Matt Crisp, CEO, Benson Hill, & Leslie Bonci, Dietician, Kansas City Chiefs: “Better Nutrition from the Ground Up”

7/29: Erin Fitzgerald, CEO, US Farmers & Ranchers Alliance (USFRA) & Rob Dongoski, Partner and Food & Agriculture Leader, Ernst & Young: Food Transparency and Sustainability in the time of COVID-19

9/16 Brian Thompson, Ph.D., Co-Founder and CEO, Elemental Enzymes & Vonnice Estes, VP of Technology, Produce Marketing Association (PMA): A Solution for the Scourge of Citrus Greening?

### The Opportunity

Live Content Events like Crusonia on the Delta that compel people to experience firsthand a city and region are the future of Economic Development and key drivers of Food System Innovation going forward. The days of running a special advertising section in a Fortune, Forbes or in-flight magazine are over. That’s because Regions increasingly understand that the most effective way to drive Economic Development is to focus specifically on leading industries like Agriculture, Food and Healthcare and then build a strong support network of Partners including local, regional, national and international stakeholders committed to the same goals and motivated to support and build the convening event, and we hope to return the full Forum to Memphis in May 2021. Our ties to the Delta region run deep, and with our Partners we aim to establish it as the “proving ground” for the next generation of Food and Health.

JOIN THE CONVERSATION AND BECOME A CRUSONIAN

### Partners:

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