



FOOD, THE CITY FEB 1-2, 2013
& INNOVATION BLANTON MUSEUM OF ART
ROUNDTABLE CONFERENCE **AUSTIN, TEXAS**

**PRESENTED BY THE FOOD LAB AT THE
UNIVERSITY OF TEXAS AT AUSTIN
& THE HISTORY DEPARTMENT
AT BOSTON UNIVERSITY**



GENERAL INFO

EA SMITH BUILDING:

www.utexas.edu/maps/main/areas/pcl.html

PARKING:

FRIDAY - park at the Brazos Garage:

www.utexas.edu/maps/main/buildings/brg.html

and we will validate your ticket.

SATURDAY – park across Martin Luther King street in the FREE State parking lot.

Blanton Museum: You have FREE admission to the museum Friday, February 1, 2013: 10:00

am – 5:00 pm and Saturday, February 2, 2013:

11:00 am – 5:00 pm (just show your conference name tag).

WEBSITE:

www.foodincubator.wordpress.com/conference/

CONFERENCE PLANNING COMMITTEE

ROBYN S. METCALFE, PhD

Director, The Food Lab at The University of Texas at Austin

THOMAS GLICK, PhD

Professor, Boston University

CONFERENCE ORGANIZING COMMITTEE

Trammie Anderson

Kelsey Coto

Elizabeth Englehardt

Arturo Flores

Daniel Heron

Charlotte Herzele

Chelsea McCullough

James McWilliams

Nancy Ann Martinez

Robyn S. Metcalfe

Melibea Planos

Cath Polito

Tina Radke

Brittany Smith

Bartholomew Sparrow

Erin Warner

WELCOME

Robyn S. Metcalfe, PhD

Welcome to the Food, the City, & Innovation Roundtable Conference. During the next two days we will expand our understanding of the food system, think about the relationship of food to global urbanization, and explore the potential for entrepreneurship and innovation to improve our food system in the future.

Almost a year ago, a similar conference took place at Boston University, sponsored by its innovation and forward-thinking History Department. Drawing upon the university's engagement with food through its Gastronomy Program and College of Arts and Sciences, we began a conversation about how food shaped urban centers in the past and how those histories suggest our way forward as cities expand to accommodate a growing urban population.

During the next two days you will hear the experiences and ideas of a broad range of those who are engaged in our global urban food system. The conversation about food is now reaching outside the traditional disciplines of food studies, anthropology, history, and nutrition to include architecture, engineering, art and design, and digital media.

We are grateful to our sponsors who have made this event possible. In addition to Boston University, The University of Texas at Austin has been a generous and enthusiastic supporter. We are also grateful to all our presenters, moderators, and attendees for making their enthusiasm and commitment to be here today.

The Food Lab at the University of Texas at Austin, the producer of this conference, sees this conference as its inaugural event and one that intends to create an ongoing community and conversation around how we utilize



**CONFERENCE
PROGRAM**

**FRIDAY
FEBRUARY 1, 2013**

8:00 - 9:00 AM REGISTRATION CHECK-IN

9:15 - 9:45 AM New Ways of Eating, & New Approaches
KEYNOTE to Learning
SPEAKER David Edwards, PhD

SESSION I: FOOD - The two roundtables in this session will challenge how we think about and produce food. Participants will explore our understanding of food and the current disruption of our traditional food industry.

10:00 - 12:00 PM PANELISTS:

Cory Bernat – Food historian + designer + curator
ROUNDTABLE 1: WHAT IS FOOD? Rhykka Connelly, PhD – Technical Director, University of Texas Science and Technology Facility
Robert Jansen, PhD – Professor of Integrative Biology, College of Natural Sciences, The University of Texas at Austin
Jennifer Plewka – Manager of Outreach & Communication for Farming Concrete
Jeff Rice, PhD – Associate Professor, University of Kentucky
Jenny Rice, PhD – Assistant Professor, University of Kentucky
Kent Stewart, PhD – Professor Emeritus of Biochemistry, Virginia Tech

MODERATOR:

Addie Broyles, Food writer,
The Austin American-Statesman

12:00 - 1:00 PM LUNCH

1:00 - 3:00 PM PANELISTS:

**ROUNDTABLE 2:
DO WE NEED TO
RETHINK HOW
WE PRODUCE
FOOD?**

Jason Burroughs – Owner, Diesel Green
Erica Giorda – PhD candidate, Michigan State University
Matthew C. LaFevor – PhD candidate, Dept. of Geography and the Environment, The University of Texas at Austin
Robert Mayberry – Campus Executive Chef, The University of Texas at Austin
John Rowe - Consumer Products and Retail Executive, Board Member – Chocofinesse LLC
Michael Webber, PhD – Associate Professor, The University of Texas at Austin

MODERATOR:

John Doggett, JD - Senior Lecturer,
The University of Texas at Austin

3:00 - 3:15 PM BREAK

SESSION II: THE CITY - These roundtables will explore how cities will feed their diverse, demanding, and increasing populations. Will cities need to rethink their provisioning systems? What will be the new requirements for a robust, adaptive and resilient urban food system?

3:15 - 5:15 PM PANELISTS:

**ROUNDTABLE 3:
HOW ARE CITIES
BUILDING
RESILIENT FOOD
SYSTEMS?**

Eric Leshinsky & Zach Moser – Shrimp Boat Projects
Joshua Long, PhD - Assistant Professor of Environmental Studies, Southwestern University
Julie Smith, PhD – Researcher, Centre for Food Policy; City University, London
M. Anwar Sounny-Slitine, MA – Southwestern University
Jake Stewart - Program Manager, Sustainable Urban Agriculture & Community Garden Program, City of Austin

MODERATOR:

The Honorable Eddie Rodriguez, JD - State of Texas,
House of Representatives

5:30 - 10:00 PM Catch bus to Longhouse Food Revival
1101 E 5th St. Austin, TX 78702 (ticketed event)
OR dinner on your own.

**CONFERENCE
PROGRAM**

**SATURDAY
FEBRUARY 2, 2013**

9:00 - 9:10 AM SPECIAL VIDEO PRESENTATION

9:10 - 11:00 AM PANELISTS:

**ROUNDTABLE 4:
WHAT WILL OUR
URBAN FOOD
MAP OF THE
FUTURE LOOK
LIKE?**

Benjamin Cohen, PhD – Assistant Professor of Environmental Studies and Engineering Studies, Lafayette College

Jennifer Dunnam – Interaction Designer, Frog Design

Matt Fajkus, PhD – Assistant Professor, School of Architecture, The University of Texas at Austin

Patrick Haughey, PhD – Professor, Department of Architecture History Savannah College of Art and Design

Cliff Kaplan – School of Architecture, The University of Texas at Austin; Feedback Farms

N. Claire Napawan – Assistant Professor of Landscape Architecture, UC Davis

Chris Romano – Global produce procurement team leader, Whole Foods Market

MODERATOR:

James McWilliams, PhD, Professor, Texas State University

11:00 - 11:15 AM BREAK

SESSION III: INNOVATION - This session will inquire about the opportunities for innovation within the food system. Entrepreneurs, funders, and food startups will share their experiences.

11:15 - 1:15 PM PANELISTS:

Mason Arnold – Cookie Monster, Greenling.com

**ROUNDTABLE 5:
WHAT IS**
Scott Jensen - Entrepreneur - CEO, Rhythm Superfoods

INNOVATION
Brenton Johnson – Founder, Johnson's Backyard Gardens

**AS IT RELATES
TO OUR FOOD
SYSTEM?**
Lloyd Minick - CEO and co-founder, and Michael Hanan - CMO/COO/co-founder, Ten Acre Organics

Manuel Rosso – Founder and CEO, Food on the Table

Daphne Richards – County Extension Agent, Horticulture

MODERATOR:

David Barrow – Multimedia Producer

1:15 - 2:30 PM LUNCH

2:30 - 4:30 PM PANELISTS:

**ROUNDTABLE 6:
FOOD START-UPS:**

Rachel Black, PhD – Assistant professor and academic coordinator of the Gastronomy Program, Boston University

Rachel Greenberger – Director, Food Sol at Babson College

WHO?

WHAT?

WHEN?

WHERE?

WHY?

Mary Ellen Hodgins, PhD, MBA – President, Hodgins and Company Management Consulting

William Hurley (whurley) – Co-founder, Chaotic Moon

Elizabeth Winslow – Founder + CEO of Haymakers

Shari Wynne - Founder + CEO, MWR Legal, Incubation Station

MODERATOR:

Chelsea McCullough, Executive Director, Texans for Economic Progress

4:30 - 5:00 PM WRAP UP

Dr. Thomas Glick, Professor, Boston University and Conference Co-Chair and Dr. Robyn Metcalfe, Professor, The University of Texas at Austin and Conference Co-Chair

KEYNOTE DR. DAVID EDWARDS

Founder of Le Laboratoire, Paris, France, and creator of new ways of eating, such as Le Whif, and Le Whaf through a network of ArtScience Labs.



Dr. David Edwards, a writer and educator, teaches at Harvard University and is founder and director of Le Laboratoire in Paris, France.

His work, which spans the arts and sciences, has been featured prominently in the international media, and is at the core of a network of art and science labs in Europe, USA and Africa (ArtScience Labs.) He is interested in creating new ways of eating, such as Le Whif and Le Whaf, as commercially developed through the FoodLab of Le Laboratoire. David Edwards' work also includes new approaches to experimental learning through art and science creation including the ArtScience Prize, and the Idea Translation Lab.

PANELISTS ROUNDTABLE 1

CORY BERNAT

Food historian + designer + curator



Cory Bernat is an eclectic scholar, designer, and curator who has worked with a diverse range of public institutions, including the San Francisco Art Institute, the National Park Service, and the Library of Congress. Her exhibition of war-era food posters at the National Agricultural Library, *When Beans Were Bullets*, led to her position with the Food and Wine History Project at the National Museum of American History, where she recently co-curated the exhibition, *Food: Transforming the American Table, 1950–2000*. Cory is currently a collaborator with the Smithsonian Institution's "Age of Plastic" research program, writing for *SmithsonianMagazine.com* and teaching at the Corcoran College of Art + Design in Washington, DC.

PANELISTS ROUNDTABLE 1

RHYKKA CONNELLY

**Technical Director, University of Texas
Science and Technology Facility**



Dr. Rhykka Connelly received her PhD in Cell Biology at Northern Illinois University in 2006 and is currently the Technical Director of the University of Texas Science and Technology Facility in Austin.

The facility focuses on developing processing technologies and providing analytical support for its partners in the biomass industry. Dr. Connelly's work centers on the production and application of algae-based biofertilizers for use as a sustainable replacement for inorganic commercial fertilizers. This organic product is grown on the UT campus by our collaborators, AlgEternal Technologies, and has been applied to provide nutrients to grasses, trees, flowering, and vegetable plants. Its nutrient content is similar to other organic fertilizers; however an added benefit to algae is that it converts CO₂ to oxygen and can grow on waste streams to recover valuable nutrients that would have otherwise gone unused. Her team is currently conducting a large-scale, multi-year study on the cost and environmental benefits of using algae-based fertilizers on the UT campus. Rhykka also develops methodologies to recover and test natural lipid-based products derived from algae for nutra- and pharmaceutical applications, including wound healing and skin care.

PANELISTS ROUNDTABLE 1

ROBERT JANSEN

**Professor of Integrative Biology,
College of Natural Sciences,
The University of Texas at Austin**



Bob Jansen is a professor in the University of Texas at Austin's College of Natural Sciences Section of Integrative Biology.

His research encompasses a wide diversity of topics in systematics, evolution, and conservation biology. In each of these areas the primary focus of the work has been to understand plant biodiversity by constructing a phylogenetic framework using various kinds of DNA characters. The basic premise of this work is that one cannot address biological questions without first having a comprehensive understanding of evolutionary relationships.

PANELISTS ROUNDTABLE 1

JENNIFER PLEWKA

**Manager of Outreach & Communication
for Farming Concrete**



Jennifer Plewka is an experienced and innovative educator whose passions for gardening and teaching have combined with her background in environmental science, horticulture, and sustainability to enrich the lives of countless children, seniors, international refugees, and people in need. Jennifer has developed community gardens in the Bronx that are not only places for people to organically grow their own food, but become vital and treasured lifelines of hands-on community education on nutrition, healthy cooking and eating, and environmental stewardship. In 2007, New York City Mayor Michael Bloomberg presented her with the NYC Neighborhood Achievement Partnership Award for her work to establish the West Farmers' Market in a neighborhood with little access to fresh produce. Through over 10 years of hands-on teaching experience in both garden and classroom settings, Jennifer has acquired a wealth of expertise in grant development, budget planning, volunteer and staff training and strategic operations management. This rich background along with her creativity, warmth, generosity, and dedication to the community make her a valued resource to green urban agriculture organizations throughout New York City.

PANELISTS ROUNDTABLE 1

JEFF RICE

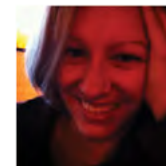
**Associate Professor,
University of Kentucky**



Dr. Jeff Rice is Associate Professor of Writing, Rhetoric and Digital Media and Martha B Reynolds Professor in Writing, Rhetoric and Digital Media at the University of Kentucky. He is the author of *The Rhetoric of Cool: Composition Studies and New Media and Digital Detroit: Rhetoric and Space in the Age of the Network*. He is currently writing a book about craft beer and social media called *Craft Obsession*.

JENNY RICE

**Assistant Professor,
University of Kentucky**



Dr. Jenny Rice is an Assistant Professor of Writing, Rhetoric, and Digital Media (WRD) at the University of Kentucky. Her book, *Distant Publics: Development Rhetoric and the Subject of Crisis*, is published by University of Pittsburgh Press. Jenny has published scholarship on topics such as public rhetoric, affect, rhetorical ecologies, and new media writing.

PANELISTS ROUNDTABLE 1

KENT STEWART

**Professor Emeritus of Biochemistry,
Virginia Tech**



Dr. Stewart is Professor Emeritus of Biochemistry at Virginia Tech and Adjunct Professor at the Department of Chemistry and Biochemistry at the University of Texas at Austin.

Dr. Stewart is known for his work in the analytical chemistry of diet and health and in the development of automated methods of analysis particularly Flow Injection Analysis. He is a Fellow of the American Association for Advancement of Science and a Fellow of the Institute of Food Technologists. He is the founder of the Journal of Food Composition and Analysis published by Academic Press and sponsored by United Nations University and was the editor of this journal from 1987 through 1997. He is the co-author of the book “Chemical Measurements in Biological Systems” published by John Wiley and Sons.

MODERATOR ROUNDTABLE 1

ADDIE BROYLES

**Food writer,
The Austin American-Statesman**



As the food writer for the Austin American-Statesman, Addie Broyles writes about everything from farmers and up-and-coming chefs to food trends in Austin and beyond in a weekly column and blog called Relish Austin. When she’s not chasing after her two young sons, the Ozarks native and University of Missouri graduate writes about women and food at TheFeministKitchen.com and is the advisory council chair of the Austin Food Blogger Alliance. Addie is spearheading an Austin Food Blogger Alliance community cookbook that is slated to come out in April 2013.

You can follow her on Twitter @broylesa

PANELISTS ROUNDTABLE 2

JASON BURROUGHS

Owner, Diesel Green



Jason Burroughs has been working in, writing and speaking about alternative fuels since 2005. He helped found a non-profit biodiesel coop and co-founded, then took over

sole ownership of DieselGreen Fuels, founded in 2006 and Austin's only source of biodiesel. DieselGreen collects used cooking oil from 200 local restaurants, which supply the raw materials, which are then converted in biodiesel by Pacific Biodiesel Texas and sold by Eco-Wise. As of January 2013, DieselGreen has collected over 230,000 gallons of oil to turn into biodiesel.

ERICA GIORDA, PhD Candidate, Michigan State University



Erica Giorda is a food scholar and a doctoral student with the Department of Sociology at MSU. Her research focuses on localized food systems, and specifically on the ideological perspectives of local food activists in Michigan and in Italy. She is currently doing ethnographic research at the Detroit Eastern market, investigating how farmers and vendors promote locally grown produce, and what meanings they attach to the idea of local food. In her previous career she worked as a chef, entrepreneur, educator, and Fair Trade spokesperson in Italy and the E.U.

PANELISTS ROUNDTABLE 2

MATTHEW C. LaFEVOR

**PhD candidate, Dept. of Geography and the Environment,
The University of Texas at Austin**



Matthew C. LaFevor is a PhD Candidate and Assistant Instructor in the Department of Geography and the Environment at UT Austin. His research focuses on the effects of hill-slope terracing on water conservation and food production in the Mexican state of Tlaxcala. LaFevor's work has been supported by grants from the National Science Foundation (NSF), Fulbright-Hays (Mellon Foundation), the David L. Boren Fellowship for International Study (IIE) and other sources from the University of Texas and external foundations. He regularly conducts field-based research in Latin America and is currently involved in several ongoing collaborative projects in the region.

He can be reached at mattlafavor@utexas.edu.

PANELISTS ROUNDTABLE 2

ROBERT MAYBERRY **Campus Executive Chef,** **The University of Texas at Austin**



Chef Robert is a 5th generation Texan with a background in Southern, and Southwestern and world cuisines. Early Experience was hands on in bakeries and restaurants in Texas. After graduating from California Culinary Academy in San Francisco CA 1988 work history includes: Coyote Café Santa Fe NM, Hyatt Islandia San Diego CA, Executive Chef Onion Creek Country Club Austin TX, Executive Chef SODEXHO Dell Computers in Round Rock TX. Robert joined the University of Texas Division of Housing and Food Service (DHFS) in 2003 as Executive Chef for Jester Dining Services. DHFS serves the Universities nearly 50,000 students, and some 13,000 faculty and staff in five foodservice locations.

PANELISTS ROUNDTABLE 2

JOHN ROWE **Consumer Products & Retail Executive,** **Board Member – Chocofinesse LLC**



John has 16 years of experience in the worlds of consumer packaged goods and big box retailing and has a real passion for food innovation. John currently serves as an active

board member and advisor to Chocofinesse LLC which is launching the best fat substitute ever developed, EGP, in 2014. Since moving to Austin in 2010, John has served as the president and CMO of Let's Gel Inc. whose GelPro brand is the leader in kitchen floor mats. John was also a founding member of CPG incubator Incubation Station in Austin where he acted as an advisor to several local emerging food companies.

PANELISTS ROUNDTABLE 2

MICHAEL WEBBER
Associate Professor,
The University of Texas at Austin



Dr. Michael Webber earned his Ph.D. in mechanical engineering from Stanford University in 2001. He joined the faculty of The University of Texas at Austin in 2006, where he is an Associate Professor of Mechanical Engineering; Josey Centennial Fellow in Energy Resources in the Cockrell School of Engineering; and Co-Director of the Clean Energy Incubator. He holds 4 patents, has published more than 40 peer-reviewed journal papers, and serves on the Board of Advisors for Scientific American.

MODERATOR ROUNDTABLE 2

JOHN DOGGETT
Senior Lecturer,
The University of Texas at Austin



John N. Doggett is a Senior Lecturer in the Department of Management. He received his B.A. the ideological from Claremont Men's College, his J.D. from Yale Law School and his

M.B.A. from Harvard Business School. His research and teaching interests include international entrepreneurship, global competition and Sustainability and Energy. Since 1999, Professor Doggett has spent part of each summer and winter teaching courses on entrepreneurship and global competition in Austria, China, Japan, Korea, Malaysia, Mexico, Singapore, Taiwan and Thailand. Since the spring of 2003, Professor Doggett has led MBA students on annual two week observation tours of the People's Republic of China. In 2010, he will lead MBA students to both China and India.

PANELISTS ROUNDTABLE 3

ERIC LESHINSKY & ZACH MOSER Shrimp Boat Projects



Eric Leshinsky is a Houston-based designer, artist and educator whose practice includes a range of public projects at the intersections of architecture, planning, art and advocacy. He holds a Bachelor's Degree in political science-economics from Columbia University and a Master's Degree in Architecture from Rice University, and is the founder of GRAPH, an environmental research and design office.

Zach Moser is an artist based in Houston, TX. Through his artistic practice, he attempts to facilitate collaborative and interactive investigations. His work focuses on pursuing knowledge, alleviating the critical effects of injustice and participating in creative communities. He received a BA in studio art from Oberlin College in 2002, attended the Skowhegan School of Painting and Sculpture and is a co-founder of the youth development organization Workshop Houston.

PANELISTS ROUNDTABLE 3

JOSHUA LONG Assistant Professor of Environmental Studies, Southwestern University



Joshua Long is an Assistant Professor of Environmental Studies at Southwestern University. He received his Ph.D. in Human Geography from the University of Kansas. He has taught previously at institutions such

as Mount Holyoke College and Franklin College Switzerland. His primary research interests include sustainability discourse and rhetoric, farm direct markets, and urban political ecology.

M. ANWAR SOUNNY-SLITINE Southwestern University



M. Anwar Souunny-Slitine is an Instructor of Environmental Studies and GIS Lab Manager at Southwestern University. He is a classically trained geographer, civil engineer, and information technologist.

Sounny-Slitine focuses his research and course offerings on the integration of physical and social sciences towards advancing sustainability. His work is centered around leveraging digital techniques to answer questions about the Environment.

PANELISTS ROUNDTABLE 3

JULIE SMITH

**Researcher, Centre for Food Policy;
City University, London**



Dr. Julie Smith is a researcher at the Centre for Food Policy, City University London, where her work includes an evaluation of food co-ops in England and research on two European projects that look at sustainability

issues in the food chain. She was awarded her PhD from the University of Gloucestershire (CCRI) on the cultural economy of traditional food markets in 2012, after completing her masters in Food Policy at City University London in 2007. Her research interests include the role of traditional markets in urban food provisioning and their current and potential role in urban food strategies. During 2013, she will be further developing these research interests as a visiting scholar at the University of Helsinki (Ruralia Institute). She also has a long-standing interest in workers' rights and worked for more than 15 years on a range of projects to raise awareness and improve rights at work for low-paid workers in developing countries, including those working in the global food system.

PANELISTS ROUNDTABLE 3

JAKE STEWART

**Program Manager, Sustainable Urban
Agriculture and Community Garden
Program, City of Austin**



Jake Stewart has over 10 years' experience in localized sustainable systems, including renewable energy, climate adaptation, appropriate technology and sustainable food security, in the private, non-

profit and public sectors. Prior to leading the City of Austin's new Sustainable Urban Agriculture and Community Garden Program, Stewart led the Mayor's Climate protection program and was deeply involved in smart grid development efforts. He has founded two non-profits and was formerly an international sustainability consultant and Vice President at Organic Fuels International. He is known for his dissertation project developing the world's first renewably powered biofuel production facility. The localized project represented the first time a municipality had embarked on an effort to produce its own renewable fuel from waste and locally grown, sustainable oil-seed crops. It has garnered international attention as a model for decentralized renewable energy/sustainable systems, and Stewart was awarded the EPA Project of the Year for his work. International non-profit work helping to organize and empower 2nd and 3rd world small farmers in to co-ops led him to a professional focus on local food system sustainability.

MODERATOR ROUNDTABLE 3

THE HONORABLE EDDIE RODRIGUEZ **State of Texas Representative**



Eddie was first elected to the State Legislature in 2002. He was re-elected in November 2012 to his sixth term as the Representative from District 51, serving East Austin and

Southeast Travis County. Currently Eddie serves on the House Committees on Transportation, Calendars, and Criminal Jurisprudence. He is founder and Chair of the Farm to Table Caucus in the Texas House of Representatives, is Vice-Chair of the Mexican American Legislative Caucus, and an active member of the House Democratic Caucus and the Legislative Study Group.

PANELISTS ROUNDTABLE 4

BENJAMIN COHEN **Assistant Professor of Environmental Studies and Engineering Studies, Lafayette College**



Benjamin Cohen is an assistant professor at Lafayette College in Easton, PA, where he studies and teaches about the origins of industrial agriculture while working locally to build a post-industrial food system.

He is the author of *Notes from the Ground: Science, Soil and Society in the American Countryside* (2009), co-editor of *Technoscience and Environmental Justice: Expert Cultures in a Grassroots Movement* (2011), and currently at work on a cultural and environmental history of food adulteration in the early industrial era. Before moving to Lafayette in 2011, he taught at the University of Virginia where he founded and directed the UVA Food Collaborative.

PANELISTS ROUNDTABLE 4

JENNIFER DUNNAM

Interaction Designer, Frog Design



As an Interaction Designer at frog, Jennifer works with an interdisciplinary team to design, engineer, and bring to market next generation products, services, and experiences.

Prior to working at frog, Jennifer served as Project Leader at MIT's SENSEable City Lab where she launched a program with the Farmer's Union of South Tyrol, Italy to investigate the use of mobile communication technologies for connecting regional products with locals and tourists. Jennifer holds a Master's Degree in Architecture from MIT.

PANELISTS ROUNDTABLE 4

MATT FAJKUS

Assistant Professor, The University of Texas at Austin, School of Architecture



Matt Fajkus, AIA, holds a Master of Architecture from the Harvard University Graduate School of Design, where he completed his thesis work with Pritzker Prize-winning architect Rafael

Moneo. Professor Fajkus is co-director of the University of Texas at Austin's School of Architecture's state-of-the-art Thermal Lab, an interdisciplinary design tool for sustainable building envelope research. His teaching has received university-wide and national awards and his courses are based on building technology design. Professor Fajkus also has significant experience in architectural practice, including work with the world-renowned firm Foster and Partners in London. He is currently the principal architect of MF Architecture, which was selected as a 2012 Nationally Emerging Professional Firm by the American Institute of Architects. His designs, research and writings have been published in Architectural Record, Dwell Magazine, Texas Architect, Azure Magazine, and Metropolitan Home, as well as international publications such as the Light in Engineering, Architecture, and the Environment, and the International Journal of Design, Nature, and Ecodynamics.

PANELISTS ROUNDTABLE 4

PATRICK HAUGHEY

Professor, Department of Architecture History, Savannah College of Art & Design



Dr. Patrick Haughey is a Professor of Architecture History at Savannah College of Art and Design where he teaches Modern Architecture, Economics, American History, and Urban and Landscape History. His research focuses on the landscape of the resource economy, the American built environment, and the processes of urbanization, modernization and globalization.

CLIFF KAPLAN

Feedback Farms, School of Architecture, The University of Texas at Austin



Cliff Kaplan is a student of Community and Regional Planning at the University of Texas. Before moving to Austin, Cliff worked with Feedback Farms in Brooklyn, NY. Feedback's mission is to grow and maintain a network of small scale farming operations on vacant land in the city. Feedback conducts scientific research and develops technologies to overcome challenges to urban farming including temporary land tenure, small lot sizes, and contaminated soil. Before working with Feedback Farms, Cliff organized for environmental causes and kept a garden in Rio de Janeiro, Brazil.

PANELISTS ROUNDTABLE 4

N. CLAIRE NAPAWAN

Assistant Professor of Landscape Architecture, UC Davis



N. Claire Napawan is an assistant professor of landscape architecture at the University of California, Davis' Department of Human Ecology. In light of economic, social, and environmental changes within urban environments, Professor Napawan has an interest in investigating the roles in which landscapes might adapt to provide multi-productive and infrastructural programs to the global city. This includes investigation of the emerging role of urban agriculture to address a range of contemporary urban issues in American cities. She has also practiced with the award winning firms SWA Group and dlandstudio, llc. Claire holds a bachelor's degree in architecture from Washington University and a master's in landscape architecture from Harvard's Graduate School of Design.

PANELISTS ROUNDTABLE 4

CHRIS ROMANO

Global produce procurement team leader, Whole Foods Market



Chris Romano is the Global Produce Procurement Team Leader for Whole Foods Market. In this position, he is responsible for all produce and floral purchasing, logistics and field inspections. In addition to day to day operations he is charged with developing a more diverse supply chain, increasing organic acreage, more products grown under Whole Foods Market's "Whole Trade Guarantee" label and increasing agricultural acreage in and around our urban centers.

He began his career with Whole Foods Market in 1998 as a produce team leader in San Antonio, TX. Since then, he has held positions as the southwest regional head buyer and associate produce and floral coordinator in the South Region based in Atlanta, GA. Before joining Whole Foods Market, Mr. Romano held various positions for growers in California, Wisconsin, and in New York. He managed several Specialty and Natural Foods stores in the San Francisco bay area and New York City. Further, he served on the Farmers Market Advisory Board for the Sustainable Food Center of Austin, TX. Mr. Romano serves as director and president of FarmShareAustin.

MODERATOR ROUNDTABLE 4

JAMES McWILLIAMS

Professor, Texas State University



James is an historian and writer based in Austin, Texas. His books include *Just Food: Where Locavores Get It Wrong and How We Can Truly Eat Responsibly* (Little, Brown) and *A Revolution in Eating: How the Quest for Food Shaped America* (Columbia University Press). His writing on food, agriculture, and animals has appeared in the *New York Times*, *Harper's*, *The Washington Post*, *Slate*, *Forbes*, *Travel and Leisure*, *The Los Angeles Times*, *The International Herald Tribune*, *The Christian Science Monitor*, and *The Texas Observer*, where he's been a contributing writer since 2002. He's also a contributor to *Freakonomics.com*.

PANELISTS ROUNDTABLE 5

MASON ARNOLD

Cookie Monster, Greenling.com



Mason Arnold has been an Organics pioneer and serial entrepreneur since graduating college with a degree in Chemical Engineering. Mason founded Greenling.com, an online local & Organic food delivery service, in 2005 to help rebuild local food systems and move them towards Sustainability. Greenling & Mason have been recognized in over 20 different awards and featured in the New York Times & Forbes for their technology, environmental stewardship, business model, & community involvement. Mason has also sat on the board of the Sustainable Food Center & helped form Slow Money Texas. He is also active in public policy having drafted legislation supporting Organic agriculture in Texas in 2007 and working on multiple policy groups.

PANELISTS ROUNDTABLE 5

SCOTT JENSEN

Entrepreneur/CEO, Rhythm Superfoods



Scott Jensen is the co-founder and CEO of Rhythm Superfoods; manufacturer of organic plant-based superfood snacks. He started Rhythm in October, 2009. He is the former CEO & President of One World Foods (Stubb's which he co-founded 20 years ago with C.B. Stubblefield, and two close friends. He continues to help lead Stubb's on its board of directors and serves on its Audit Committee. Scott led Stubb's in its national and international expansion to be the largest Super-Premium Bar-B-Q and Marinade brand in the country. Scott has led several rounds of funding for both Stubb's and Rhythm Superfoods, structuring and raising several million dollars from professional and angel investors for both companies. He also co-founded, and sits on the board of Stubb's Austin Restaurant Company, the famous Bar-B-Q and Live Music Venue in Austin, Texas. Scott graduated with a BS in Psychology and a BA in Business from SMU and received his MBA from NYU.

PANELISTS ROUNDTABLE 5

BRENTON JOHNSON

Founder, Johnson's Backyard Gardens



Brenton Johnson is the founder of Johnson's Backyard Garden, a certified organic vegetable farm located a few miles east of Austin, TX. JBG was started by Brenton in 2004 in his backyard and has since

grown to an over 200 acre farm, growing over 60 different types of vegetables, herbs and flowers year round. Brenton has a degree in agricultural engineering from Auburn University and worked for 10 years for the Bureau of Reclamation, managing the agency's water conservation program for the Wyoming/Nebraska and Texas/Oklahoma offices. This work experience, coupled with his engineering degree, has given him a strong background in water management, irrigation design, and business management, all of which are vital for his vegetable growing operation. Since making the jump to farming full time, Brenton has worked to make it possible for JBG to provide produce to its 1,000 member CSA, and most Austin area farmers markets, grocery stores and restaurants. Brenton's ongoing goal is to provide high quality organic produce to more members of the Austin community.

PANELISTS ROUNDTABLE 5

LLOYD MINICK, CEO and co-founder and MICHAEL HANAN, CMO/COO/ co-founder, Ten Acre Organics



Ten Acre Organics, LLC is an urban farming company based in Austin, TX. Their goal is to design and build the most sustainable and productive ten-acre farm in the world, as a model that can be adapted and replicated on the edges of cities everywhere, to provide the freshest, healthiest, most local, and most sustainable foods possible. TAO's ten-acre farm model is an integrated, diversified farming and food production system, which includes aquaponics greenhouses, an organic crop field, chicken coops, an apiary, mushroom production facilities, composting facilities, and a commercial kitchen.

PANELISTS ROUNDTABLE 5

MANUEL ROSSO

Founder and CEO, Food on the Table.



Manuel Rosso is founder and CEO of Food on the Table, an online service that creates weekly recipe and grocery lists based on sales at nearby stores. After so many evenings of hearing “Spaghetti again?!?!” around the dinner table, all while his grocery bill increased, he was inspired to use technology to build a better way to save money and eat better. He entered the MBA program at MIT and switched to the world of technology by joining Dell. He caught the startup bug and was hired at IMVU as vice president of marketing. There, he had the opportunity to work with Will Harvey, Eric Ries and the rest of the IMVU team at the time the concept of the Lean Startup was taking shape. He took that culture to Food on the Table, the brainchild of his year as an Entrepreneur in Residence at Austin Ventures.

PANELISTS ROUNDTABLE 5

DAPHNE RICHARDS

**Extension Agent – Horticulture,
Travis County**



Daphne Richards received her BA in botany from The University of Texas at Austin and her MS in horticulture from Texas A&M. Before joining the Travis County Extension team in 2009, she served as the CEA-Horticulture in El Paso County for nine years. Her primary responsibilities include leading educational programming in the areas of home horticulture and urban agriculture, as well as for professionals in the green industry. She also serves as coordinator of the local Master Gardener program, training and managing over 200 very active Master Gardener volunteers. She may be seen each week on local PBS affiliate KLRU, and other subscribing PBS stations around the nation, in the award-winning television program “Central Texas Gardener.”

MODERATOR ROUNDTABLE 5

DAVID BARROW Multimedia Producer



David Barrow is a multimedia producer currently living and working in Austin. Whether its video, photo, media education, or food styling, David looks for daily occurrences that inspire, and he creates learning and challenging environments from which to show his and others' passions. David's work and collaborations have been seen on broadcast TV, museums around the nation and distributed national and internationally via theatrical release. He is currently working on the documentary, Farm-City, State asking, "What if an entire city could feed itself?"

PANELISTS ROUNDTABLE 6

RACHEL BLACK Assistant professor and academic coordinator of the **Gastronomy** **Program, Boston University**



Rachel Black is an assistant professor and academic coordinator of the Gastronomy Program at Boston University. She holds a PhD in Anthropology. Her research focuses on food distribution and agricultural production in Italy. Black is the author of *Porta Palazzo: Food, Place and Community at the Market* (University of Pennsylvania Press, 2012) and co-editor of the forthcoming *Wine and Culture: Vineyard to Glass* (Berg).

PANELISTS ROUNDTABLE 6

RACHEL GREENBERGER

Director, Food Sol at Babson College



Rachel received her MBA from Babson College in May 2011 with a concentration in food-system innovation and launched Food Sol (for “Food Solutions”) three months later. Food Sol is an action tank supporting students and

in-the-field entrepreneurs to convert their desires and ideas into positive actions for the food system. The Economist recently named Food Sol as a first in the realm of business-school hubs devoted to eater-entrepreneurs. In her spare time, Rachel writes on food innovation and “food meta-values” for Examiner.com and leverages social media to engage with concerned eaters across the globe.

PANELISTS ROUNDTABLE 6

MARY ELLEN HODGINS

President, Hodgins and Company Management Consulting



Mary Ellen is President of Hodgins and Company Management Consulting Inc. based in Port Moody, British Columbia, Canada. She has over twenty-two years of consulting experience working with a variety of national and

international clientele in the bio economy in areas such as competitive intelligence and strategic positioning. Mary Ellen earned a PhD in Food Policy from City University London, England. Her research explored the phenomenon of innovation and the policy environment that enables innovation, focusing on Canada’s value-added food sector as a case study.

PANELISTS ROUNDTABLE 6

WILLIAM HURLEY (whurley) Co-founder, Chaotic Moon



whurley®. If you've ever met him then you know that he's brilliant. The City of Amsterdam awarded him the International Genius grant, IBM named him a Master Inventor, he's got 11 patents to his name, and he lives on the cutting edge of tech. He co-founded Chaotic Moon Studios and co-founded iPhoneDevCamp, iPadDevCamp, and BarCampAustin alike. The work he's doing with Augmented Reality, Open Source, Pervasive Computing, and mobile technology is a constant push to do better than yesterday. And yet he can do nothing without the developer community that he's a part of. Instigate. Collaborate. Innovate.™ "We're all in this together," he says. "Let's keep doing awesome things together."

PANELISTS ROUNDTABLE 6

ELIZABETH WINSLOW Founder + CEO of Haymakers



Elizabeth Winslow is a professional chef and former restaurateur, a food writer, and a successful entrepreneur. She is co-founder of Farmhouse Delivery, a local produce delivery service, founder and CEO of Haymakers, which offers online resources for food entrepreneurs, and is a frequent writer for Edible Austin.

PANELISTS ROUNDTABLE 6

SHARI WYNNE

**Founder + CEO, MWR Legal,
Incubation Station**



Shari Wynne is a Founder and CEO of MWR Legal, a law firm representing and connecting entrepreneurs, investors, start-ups and emerging companies. Ms. Wynne focuses her practice on legal-related business growth and development matters, and connection to critical resources. Ms. Wynne is also the founder of Incubation Station, an accelerator for market-validated CPG (consumer product goods) companies giving entrepreneurs access to vital resources needed to succeed, including dedicated mentorship from industry experts and entrepreneurs, as well as the education, connections and growth funding required for companies to achieve optimal success through rapid and sustainable growth. Ms. Wynne is an active member of the entrepreneurial eco-system, has served on numerous boards and committees helping companies achieve success and is past-president of the Entrepreneurs' Organization (EO) Austin chapter.

MODERATOR ROUNDTABLE 6

CHELSEA MCCULLOUGH

**Executive Director, Texans for
Economic Progress**



Chelsea McCullough brings more than 13 years of experience working with organizations that deliver innovation through technology. She has built strategic partnerships with stakeholders in both the public and private sector from early-stage start-ups to technology incubators to state government and elected leadership. Chelsea has participated in the launch of several entrepreneurial companies including NewsTaco, an online news site for Latinos; FlashValet, a mobile/web application that combines convenience with valet parking; and Vidamerica, an innovative retail company that delivers community-based services.

Chelsea is the former Marketing Director for MPOWER Labs, a double bottom-line research/development incubator and business accelerator whose mission is to empower the world's underserved. While at MPOWER, she also served as founding Program Director for RISE – an annual conference series dedicated to connecting and inspiring entrepreneurs. She has masters and bachelor degrees in Advertising from the University of Texas at Austin.

**CONFERENCE
CO-CHAIR**

WRAP-UP

THOMAS GLICK
Professor, Boston University



Tom Glick is professor of history and gastronomy at Boston University, where he teaches history of science and technology and food history. He has a particular approach to food history, which is that its “natural” methodology is one that is focused on the field’s distinct and unique data base, that is, cookbooks and recipes.

**CONFERENCE
CO-CHAIR**

WRAP-UP

ROBYN S. METCALFE
Director of the Food Lab + Lecturer,
The University of Texas at Austin



Dr. Robyn Metcalfe is the Director of The Food Lab at UT and a Lecturer in The University of Texas at Austin.

Her research includes Sustainable food systems and urban geography; urban food markets and their design; historical provisioning of cities and urban geography; food history; modern European history; nineteenth-century history.

Currently, Dr. Metcalfe is developing collaborative research on improving the global food system through the UT Food Lab; analyzing historical food systems and their influence and impact on current systems of provisioning of cities; historical research on food markets and urban design; annual Food and the City Conference; UT Food Studies Project; and food startups and innovations.

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