



THE  
REDUCETARIAN  
SUMMIT

# Different backgrounds growing together

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May 12-14, 2022 | San Francisco, CA



# 2022 AGENDA

The Exhibit Hall in the Grand Ballroom Salon A-E will be open Friday 8:00 AM–10:00 PM and Saturday 8:00 AM–5:00 PM.

## THURSDAY, MAY 12

5:00 PM–8:00 PM

EARLY REGISTRATION — Bayview Foyer

6:00 PM–8:00 PM

WELCOME RECEPTION FOR SPEAKERS & SPONSORS (SPONSORED BY DANONE NORTH AMERICA) —

Bayview Ballroom (Ticketed welcome reception for speakers, sponsors and VIP guests)

8:00 PM–10:00 PM

MEAT ME HALFWAY DOCUMENTARY SCREENING & Q+A — Bayside 1

Speakers: Brian Kateman, Reducetarian Foundation / Journey Wade-Hak, Journey Zephyr Pictures

## FRIDAY, MAY 13

7:30 AM–7:30 PM

REGISTRATION OPEN — Grand Ballroom Foyer

8:00 AM–9:00 AM

BREAKFAST (SPONSORED BY SILK) — Grand Ballroom Salon A-E

9:15 AM–10:15 AM

WELCOME — Grand Ballroom Salon F

Speakers: Linda Cain, Blu Diamond Events / Takoua Debeche, Danone North America (Silk & So Delicious) / Brian Kateman, Reducetarian Foundation

10:15 AM–11:15 AM

PLENARY — Grand Ballroom Salon F

Under the Microscope: How to Produce, Scale, and Market Meat, Eggs, and Dairy from Animal Cells

Moderator: Matt Reynolds, WIRED

Speakers: Alexandr Samocha, Wild Type / Kara Leong, TurtleTree / Joshua March, Artemys Foods / Nikita Michelsen, Pearlita Foods

BREAKOUT — Grand Ballroom Salon G

Lightning Talks

Speakers: Nicole Angiel, Action for a Healthy Planet / Natalia Paine, Rare / Allen Zelden, Plant Form Partners, Intrinity Global / Rikard Björkdahl, Greenhero / Michael Martin, Physicians Against Red Meat / Nilang Gor, Cultivate Empathy for All / Sheila Morovati, Habits of Waste

WORKSHOP — Grand Ballroom Salon I

Cooking Demos

Speakers: Linda Kurniadi, Ketchup With Linda / Reina Montenegro, Chef Reina Inc / Sharon Wong, Nut Free Wok

11:15 AM–11:30 AM

BREAK/OFFICE HOURS

11:30 AM–12:30 PM

PLENARY — Grand Ballroom Salon F

The End of Business As Usual: How to Drive Institutional Change and Win Corporate Campaigns

Moderator: Sofia Davis-Fogel, Reducetarian Foundation

Speakers: Leslie Samuelrich, Green Century Funds / Catalina López Salazar, Aquatic Life Institute / Ben Williamson, Compassion in World Farming

BREAKOUT — Grand Ballroom Salon G

Grass Roots: How Political Action is Transforming Factory Farming

Moderator: Lisa Held, Civil Eats

Speakers: Kari Hamerschlag, Friends of the Earth / Brent Newell, Law Offices of Brent J. Newell / Erin Sutherland, Animal Welfare Institute / Navina Khanna, HEAL Food Alliance

WORKSHOP — Grand Ballroom Salon H

Self-Care: How to Prioritize Wellness with Meditation and Yoga

Speakers: Nkechi Njaka, NDN / Selena Brown, Pramana Wellness

12:30 PM–2:00 PM

LUNCH (SPONSORED BY A WELL-FED WORLD) — Grand Ballroom Salon A-E

1:00 PM–2:00 PM

BREAKOUT — Grand Ballroom Salon H

Reducetarian Summit BIPOC Caucus (*This Caucus is a space to build community and discuss issues/opportunities that BIPOC encounter in the Reducetarian Movement — this session is for individuals who identify as BIPOC*)

Speakers: Aryenish Birdie, Encompass

2:00 PM–3:00 PM

PLENARY — Grand Ballroom Salon F

Conscious Capitalism: How to Influence Plant-Based Choices for Employers, Employees, and Customers

Moderator: Jan Dutkiewicz, New Republic Contributor

Speakers: Sarah Kaney, Ghost Financial / Sandeep Patel, PopSockets / Julie Kunen, Oatly / Chloe Sweden, The Green Shoot Institute

BREAKOUT — Grand Ballroom Salon G

From Schools to Hospitals to Corporations: How to Change What is on the Menu

Moderator: Talib Visram, Fast Company

Speakers: Maisie Ganzler, Bon Appétit Management Company / Valerie Brown, University of California, Berkeley / Katie Cantrell, Better Food Foundation

3:00 PM–3:30 PM

BREAK/OFFICE HOURS

3:30 PM–4:30 PM

PLENARY — Grand Ballroom Salon F

The Plant Powered Revolution: How Innovative Companies are Transforming The Marketplace

Moderator: Jeanette Settembre, NY Post

Speakers: Takoua Debeche, Danone North America (Silk & So Delicious) / Arjan Stephens, Nature's Path / Desiree Dupuis, Cascadia Seaweed

BREAKOUT — Grand Ballroom Salon G

Fermentation: How to Leverage the Old with the New

Moderator: Larissa Zimmeroff, Bloomberg Contributor

Speakers: Doni Curkendall, The Better Meat Co / Sarah-Marie Cole, MyForest Foods

**4:30 PM – 5:00 PM**

**BREAK/OFFICE HOURS**

**5:00 PM – 6:00 PM**

**PLENARY — Grand Ballroom Salon F**

**Show Me the Money: How Funders are Approaching Their Philanthropy**

**Moderator:** Leslie Barcus, VegFund

**Speakers:** Myanna Dellinger, EinStrong Foundation / Mikaela Saccoccio, Farmed Animal Funders / Dawn Moncrief, A Well-Fed World / David Meyer, Food System Innovations

**BREAKOUT — Grand Ballroom Salon G**

**From Fine Dining to Fast Food to Delivery: How to Bring Plant-Based Meals to the Masses**

**Moderator:** Tim Carman, Washington Post

**Speakers:** Lemel Durrah, Compton Vegan / Deborah Torres, ATLAS MONROE / Josh Levine, Donut Farm

**6:00 PM – 8:00 PM**

**HAPPY HOUR (SPONSORED BY STRAY DOG CAPITAL) — Grand Ballroom Salon A-E**

**8:00 PM – 10:00 PM**

**DANCE PARTY (SPONSORED BY SO DELICIOUS) — Grand Ballroom Salon A-E**

## **SATURDAY, MAY 14**

**7:30 AM – 4:30 PM**

**REGISTRATION OPEN — Grand Ballroom Foyer**

**8:00 AM – 9:15 AM**

**BREAKFAST (SPONSORED BY MERCY FOR ANIMALS) — Grand Ballroom Salon A-E**

**9:30 AM – 10:30 AM**

**PLENARY — Grand Ballroom Salon F**

**Beyond Borders: How to Reduce Meat Consumption Internationally**

**Moderator:** Jan Dutkiewicz, New Republic Contributor

**Speakers:** Michelle Adelman, Infinite Foods / Rachel Laryea, Kelewele / Sebastian Joy, ProVeg International

**BREAKOUT — Grand Ballroom Salon G**

**The Human Toll: How to End Worker Abuse in Factory Farms**

**Moderator:** Lisa Held, Civil Eats

**Speakers:** Magaly Licolli, Venceremos / Trina McClendon, Trinity Poultry Farm, LLC

**10:30 AM – 11:00 AM**

**BREAK/OFFICE HOURS**

**11:00 AM – 12:00 PM**

**PLENARY — Grand Ballroom Salon F**

**Transformation: How to Switch From Raising Animals to Growing Plants**

**Moderator:** Diane May, Mercy For Animals

**Speakers:** Craig Watts, The Socially Responsible Agriculture Project / Will Butler, Butler Farms LLC

**BREAKOUT — Grand Ballroom Salon G**

**On the Hill: How to Leverage Political and Legal Savviness**

**Moderator:** Helena Bottemiller Evich, Politico

**Speakers:** Justin Pearson, Institute for Justice / Cristina Stella, Animal Legal Defense Fund / Beverly Paul, Plant Based Foods Association

**12:00 PM – 1:30 PM**

**LUNCH — Grand Ballroom Salon A-E**

**12:30 PM – 1:30 PM**

**BREAKOUT — Grand Ballroom Salon H**

**Reductarian Summit LGBTQIA+ Caucus** (*This caucus is a space to build community and discuss issues/opportunities that LGBTQIA+ encounter in the Reductarian Movement — allies are welcome, you do not need to identify as LGBTQIA+*)

**Speakers:** Sunni Patel, Dish Dash Deets

**BREAKOUT — Grand Ballroom Salon I**

**Reductarian Summit Libertarian, Independent, Conservative Caucus** (*This Caucus is a space to build community and discuss issues/opportunities that Libertarians, Independents, and Conservatives encounter in the Reductarian Movement — allies are welcome, you do not need to identify as Libertarian, Independent, or Conservative*)

**Speakers:** Senator Carrie Ruud, Minnesota State Senate

**1:30 PM – 2:30 PM**

**PLENARY — Grand Ballroom Salon F**

**Expanding Our Outreach: How to Make Plant-Based Food More Accessible**

**Moderator:** Sofia Davis-Fogel, Reductarian Foundation

**Speakers:** Amy Quichiz, VeggieMijas / LaRayia Gaston, luncheonme / T.K. Pillan, Veggie Grill

**WORKSHOP — Grand Ballroom Salon G**

**How to Design Research and Monitor, Measure, and Evaluate Your Work**

**Speakers:** Che Green, Moonshot Collaborative / Maya Mathur, Stanford University

**2:30 PM – 3:00 PM**

**BREAK/OFFICE HOURS**

**3:00 PM – 4:00 PM**

**PLENARY — Grand Ballroom Salon F**

**Disrupting the Market: How to Invest in the Future of Food**

**Moderator:** Chloe Sorvino, Forbes

**Speakers:** Stephanie Chen, Stray Dog Capital / Josh Constine, SignalFire / Catha Groot, Radicle Impact / Michael Aucoin, Eat & Beyond / Michael Smith, Regeneration.VC / Kristin Ellis, Lower Carbon Capital

**WORKSHOP — Grand Ballroom Salon G**

**Money and People 101: How to do Accounting and HR**

**Speakers:** Bonnie Brown, New Earth Partners / Paul Turcotte, Passion Placement

**4:00 PM – 5:00 PM**

**OPEN NETWORKING — Grand Ballroom Salon A-E**

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**Please note:** We will do our best to stay as close to this agenda as possible, but it may change as the event approaches.

# SPONSORS

A big thank you to the sponsors of this year's summit!

## PLATINUM



## GOLD



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## LIST OF SUPPORTERS

Verónica Carrai / Jacob Eliosoff / Gautam Godhwani /  
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## LIST OF ADDITIONAL EXHIBITORS

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