



## Investing in the Food Is Health Revolution

“Food touches everything — health, healthcare, insurance, agriculture, business, economics, environment. Yet the current food system is broken. To fix it, we need doctors, hospitals, insurers, farmers, entrepreneurs, economists, and policy wonks all in the room at the same time working together. That only happens at Crusonia.”

### Robert Lustig, MD

Professor Emeritus of Pediatrics, division of Endocrinology at the University of California, San Francisco (UCSF)

“What an honor to be invited to participate in the Crusonia Forum Mia 2022. This conference deeply explored the leading edge of innovative ideas focused on what is arguably our most challenging global concern - the future of food. This is an event that I won't miss in the future!”

### David Perlmutter, MD

Board-certified neurologist  
Fellow, American College of Nutrition

**The global food system is in the middle of a once-in-a-generation disruption.**

Consumer demands are changing. Producers are pushing for more efficiency. And today's legacy ag companies aren't prepared to meet these challenges on their own. Crusonia Forum brings together the innovators, entrepreneurs and thought leaders transforming the global food system, along with the investors who will help them make their goals a reality.



**COST:** In the US, the cost of treating food-related disease exceeds the cost of the food itself, totaling more than 1.7T per year.



**SUSTAINABILITY:** Today's food system produces more than a quarter of total CHG emissions worldwide, contributing to climate change.



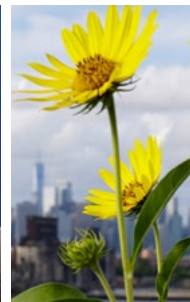
**PREFERENCE:** Consumers are clearly ready for change: 39% are actively trying to incorporate more plant-based food into their diet and 67% are open to changing their eating habits that adversely impact the environment.



**DEMAND:** The world population will double by 2050, but Earth has lost a third of its arable land in the past 40 years and food production will need to grow by 69% by 2035 to feed the growing population.

Transforming the global food system for the better can only be accomplished through increased innovation, education, collaboration, and investment. Crusonia Forum bridges the gap between doctors, growers, entrepreneurs, and investors and facilitates real change at the nexus of food, tech, and health. Crusonia's macro view synchs perfectly with NYC Mayor Eric Adam's theme of eating healthfully for \$10 per day and the Forum will deliver this message to an influential audience. Building on impactful Forums in Brooklyn and Miami, we are excited to be part of the Nest Summit Campus at Climate Week NYC.

On Wed., Sept. 21, as part of the Nest Summit Campus of Climate Week NYC at the Javits Center, we will further the conversation and change we set in motion in Brooklyn and Miami. Like **Crusonia Forum MIA 2022** and **Crusonia Forum BKLYN 2021** before it, **Crusonia Forum NYC 2022** will feature a morning of compelling presentations and candid group discussions followed by a series of company presentations and investor meetings in the afternoon.



**BROUGHT TO YOU BY:**



**Crusonia Forums are intimate, invitation-only gatherings of 175 people** — including investors, analysts, industry leaders, growers, and innovative ag, food, and health startups – for a full-day of relationship-building and collaborative problem-solving focused on real positive change. And Crusonia Forums are held at exciting, not-to-be forgotten venues including Brooklyn Grange, The Sacred Space Miami and this September at the cutting edge Javits Center which, as part of its recent expansion, has installed a one-acre rooftop farm, as well as a rooftop orchard and greenhouse, along with a host of other sustainable upgrades. All of this builds on the Javits’ efforts to transform the convention center into a wildlife sanctuary and a leader in energy conservation and is the perfect setting to host our next Crusonia Forum.

**CONFIRMED CRUSONIA PARTICIPANTS FOR 9/21/22 INCLUDE:**

- **Eric Adams**, Mayor of New York City
- **Gregg Doud**, Vice President of Global Situational Awareness & Chief Economist, AimPoint Research; Former U.S. Ambassador and Chief Agricultural Negotiator in the Office of the U.S. Trade Representative
- **Sanjeev Krishnan**, Chief Investment Officer, S2G Ventures
- **Kellie Lauth, CEO and President, MindSpark**
- **Michelle McMacken**, MD, FACP, DipABLM, Executive Director, Nutrition and Lifestyle Medicine, Office of Ambulatory Care and Population Health and Attending Physician, Adult Primary Care Center, NYC Health + Hospitals, Associate Professor of Medicine, NYU Grossman School of Medicine
- **Geof Rochester**, Founder, GRC Advising; Director, AppHarvest
- **Nancy Roman**, President and CEO, Partnership for a Healthier America
- **Alan Steel**, CEO, Javits Conference Center
- **Kip Tom**, Chairman, Tom Farms; Former U.S. Ambassador to the United Nations Agencies for Food and Agriculture
- **Carter Williams**, CEO, iSelect Fund

**SOLUTION PROVIDERS:**

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- Greenlight Biosciences
- Growers Edge
- Kula Bio
- Levels
- Molecular Assemblies
- MyLand
- Ripple
- Sambazon
- Soli Organic
- Terramera
- Vessel Health
- Vestaron

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Learn more at [CrusoniaForum.com](https://CrusoniaForum.com)