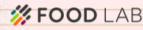


Agenda
Food Lab at Google Summit
May 5-6, 2026 | Chicago, IL



Agenda

Tuesday, May 5

7:00 - 7:30 AM	Summit Check-In <i>Location: Google Fulton Market</i> 320 N Morgan St Suite 600, Chicago, IL 60607
7:30 - 8:15 AM	“Eat Like a Googler” Breakfast <i>Location: Fulton Market Café, 10th Floor</i>
8:30 - 8:55 AM	Welcome & Setting the Table <i>Location: Lake Michigan, 6th Floor</i> Eva Antczak , <i>Global Program Manager & Food Lab Lead, Google</i> Matt Hood , <i>Senior Director, Global Workplace Programs, Google</i> Helen Wechsler , <i>Senior Director, Global Food Programs, Google</i>
8:55 - 9:55 AM	Ignition Point: Innovation at the Intersection [Read more] Frans Johansson , <i>Author & Founder & CEO, Medici Next</i>
9:55 - 10:20 PM	Morning Break + Group Photo <i>Location: Boulevard</i>
10:20 - 10:40 AM	From Trend Cycles to Structural Shifts [Read more] Sherry Frey , <i>Vice President of Health and Wellness, NielsonIQ</i>

10:40 - 11:00 AM	<p>The Predictive Plate: Using Generative AI and Real-Time Biofeedback to Bridge the Intention-Action Gap [Read more]</p> <p>Sunil Parekh, <i>Chief Product Officer, January AI</i></p>
11:00 - 11:20 AM	<p>Audience Q&A</p>
11:20 - 11:40 AM	<p>I Have / I Need Marketplace & Food Lab Freeze!</p> <p>Cheyenne Pritchard, <i>Director, Ideagarden Institute</i> Kathy Cacciola, <i>Global Sustainability Lead, Food Program, Google</i></p>
11:40 - 12:30 PM	<p>Lunch: Greektown Spring <i>Location: Northerly Island & Balcony</i></p>
12:30 - 1:30 PM	<p>The GLP-1 Effect: Navigating the Nuanced Future of Food, Health, and Consumption [Read more]</p> <p>Meghan O’Hearn, <i>Director of Nutrition Data Translation and Strategy, Edacious (Moderator)</i> Jim Hill, <i>Director, Nutrition Obesity Research Center, University of Alabama at Birmingham</i> Lisa Neff, <i>Executive Director, Medical Development – Obesity, Eli Lilly & Company</i> Tashara Leak, <i>Associate Professor & Associate Dean, Nutrition Sciences, Cornell University</i> Jessica Knurick, <i>Nutrition Scientist, Registered Dietitian, and Public Health Communicator</i></p>
1:30 - 2:15 PM	<p>Who Tells the Food Story Now? Trust, Taste, and Technology in the Age of AI [Read more]</p> <p>Tambra Raye Stevenson, <i>Founder & CEO, WANDA & NativSol (Moderator)</i> Morgan DeBaun, <i>Founder & CEO, Blavity Inc.</i> Jessica Sapick, <i>Senior Marketing Manager, Research, Earth AI, Climate & Sustainability, Google</i></p>
2:15 - 2:45 PM	<p>Future-Proofing Food: How AI, Attention, and Identity are Defining the Next Era of F&B Growth [Read more]</p> <p>Julian Coulter, <i>Managing Director; Food, Beverage and Restaurants, Google</i></p>
2:45 - 3:10 PM	<p>Afternoon Break</p>

	<i>Location: Boulevard</i>
3:10 - 3:40 PM	Where Do You Stand? Rebecca Chesney , <i>Vice President, Sustainability, Guckenheimer</i>
3:40 - 3:50 PM	Transition to Lake Michigan
3:50 - 4:50 PM	The Great Nutrition Reset [Read more] Helena Bottemiller Evich , <i>Founder & Editor in Chief, Food Fix (Moderator)</i> Marion Nestle , <i>Author and Professor of Nutrition, Food Studies, and Public Health, New York University</i> Hank Cardello , <i>Chair, Portion Balance Coalition, Georgetown University</i> Nora LaTorre , <i>CEO, Eat Real</i>
4:50 - 5:10 PM	Travel to Dinner <i>Location: Google Carpenter</i> 210 N Carpenter St, Chicago, IL 60607
5:10 - 7:30 PM	Cocktails & Dinner: El Buen Comer

Wednesday, May 6

7:00 - 7:30 AM	Summit Check-In <i>Location: Google Fulton Market</i> 320 N Morgan St Suite 600, Chicago, IL 60607
7:30 - 8:15 AM	"Eat Like a Googler" Breakfast <i>Location: Fulton Market Café, 10th Floor</i>
8:30 - 8:40 AM	Good Morning & Group Reflections <i>Location: Lake Michigan</i> Eva Antczak , <i>Global Program Manager & Food Lab Lead, Google</i>

8:40 - 9:30 AM	<p>How to Fall in Love with the Future</p> <p>Rob Hopkins, <i>Environmental Activist & Writer</i> Lucy Wallace, <i>Founder, Liminal Thinking</i></p>
9:30 - 10:15 AM	<p>The Longevity Obsession: From Farm to Fork Rewiring Food Systems for Human and Planetary Survival [Read more]</p> <p>Sara Roversi, <i>President, Future Food Institute (Moderator)</i> David Laborde, <i>Director of Agrifood Economics Division, FAO</i> Stefano Pisani, <i>Mayor of Pollica, Italy</i></p>
10:15 - 10:40 AM	<p>Morning Break <i>Location: Boulevard</i></p>
10:40 - 11:10 AM	<p>Circular Economy - Data Center Heat & Water Reuse for Ag</p> <p>Ben Townsend, <i>Head of Infrastructure Strategy & Sustainability</i></p>
11:10 - 12:10 PM	<p>Beyond the Status Quo: Driving Business Value and Resilience Through Regenerative Agriculture [Read more]</p> <p>James Bernard, <i>CEO & Co-Founder, Global Impact Collective (Moderator)</i> Katherine Pickus, <i>Chief Sustainability Officer, ADM</i> Brita Lundberg, <i>Communications Manager & Fourth-Generation Farmer, Lundberg Farms</i> Margaret Henry, <i>Vice President of Sustainable and Regenerative Agriculture, PepsiCo</i> Myriah Johnson, <i>Vice President of Sustainability, Farm Credit Services of America</i></p>
12:10 - 12:30 PM	<p>I Have / I Need Marketplace & Food Lab Freeze!</p> <p>Eva Goulbourne, <i>CEO & Founder, Littlefoot Ventures</i> Kathy Cacciola, <i>Global Sustainability Lead, Food Program, Google</i></p>
12:30 - 1:20 PM	<p>Lunch: Field & Ferment <i>Location: Northerly Island & Balcony</i></p>
1:20 - 2:05 PM	<p>Profit, Affordability, and the Next Wave of Protein Innovation [Read more]</p> <p>Eric Schulze, <i>Chief Technical Officer, Omeat (Moderator)</i> Bruce Friedrich, <i>Co-founder & President, Good Food Institute</i></p>

	Julie Anna Potts , <i>President & CEO, The Meat Institute</i>
2:05 - 2:15 PM	Transition to Breakouts
2:15 - 3:15 PM	Breakouts [Read more] <i>Select a breakout that piques your interest</i>
3:15 - 3:25 PM	Transition to Lake Michigan
3:25 - 3:55 PM	Voices of Farmers: A Love Story [Read more] Regina Harmon , <i>CEO, Food Recovery Network (Moderator)</i> Sea Matias , <i>Land Steward, Serra Vida Farm</i> Elle Gadiant , <i>Beginning Farmer & Farmer Advocate, Niman Ranch</i> Victoria Coleman , <i>Founder & Owner, Joviah Wines</i>
3:55 - 4:40 PM	Investing in People: Workforce Development as a Catalyst for Food System Change [Read more] Tariq Sheriff , <i>Business Development & Strategy Manager - Food Ecosystems, Deputy Mayor's Office, Washington DC (Moderator)</i> Mara Fleishman , <i>CEO, Chef Ann Foundation</i> Walter Robb , <i>Operating Partner, S2G Investments</i> Kate Mackenzie , <i>Executive Director, NYC Mayor's Office of Food Policy</i>
4:40 - 5:00 PM	Closing + Thank You! Eva Antczak , <i>Global Program Manager & Food Lab Lead, Google</i> Matt Hood , <i>Senior Director, Global Workplace Programs, Google</i> Helen Wechsler , <i>Senior Director, Global Food Programs, Google</i>
5:00 - 6:30 PM	Farewell Bites: The North Shore Social <i>Location: Google Carpenter</i> 210 N Carpenter St, Chicago, IL 60607

Presentation Highlights

Tuesday, May 5th

Ignition Point: Innovation at the Intersection

In this high-octane keynote, Frans Johansson explores how the "Medici Effect"—the spark of innovation at the intersection of diverse fields, industries and cultures—is the key to unleashing breakthrough innovation. By leveraging the collaborative power at the Google Food Lab, Johansson provides leaders with actionable "MOVES" to navigate rapid change and better set the conditions for connecting wildly different perspectives.

From Trends Cycles to Structural Shifts

This presentation explores how health-driven consumer expectations have moved from a niche interest to a cultural mandate, reshaping how people define value, make choices, and engage with brands across everyday categories. It examines the convergence effect—where food, beauty, healthcare, technology, and retail are blurring—while confronting the equity, access, and cost paradox that is redefining who benefits from innovation and who gets left behind. Finally, it shows why trust has become the new price of entry, as proof, transparency, and real-world outcomes increasingly determine growth, relevance, and investment returns.

The Predictive Plate: Using Generative AI and Real-Time Biofeedback to Bridge the Intention-Action Gap

We are drowning in nutrition data, and starving for behavior change. The problem was never information. It was translation. Metabolism isn't average: it's dynamic, individual, and contextual. At January AI, we anticipate your body's response before you eat and intervene where decisions are made. An AI health coach turns that insight into micro-goals: small, personalized nudges that drive real behavior change. And this intelligence shouldn't live in silos. It belongs in the EHR - alongside labs, vitals, and medications - giving clinicians a complete, real-time picture of metabolic health. Because the future of nutrition isn't reactive. It's predictive. It's personal.

The GLP-1 Effect: Navigating the Nuanced Future of Food, Health, and Consumption

The rapid adoption of GLP-1 medications is reshaping health, wellness, consumer behavior, and the larger food system. This interactive panel moves beyond traditional formats by challenging experts and the audience with two real-world scenarios designed to promote nuanced discussion. Topics will cover a myriad of issues including: access, school food, reformulation, marketing, nutrient density and adolescent health.

Who Tells the Food Story Now? Trust, Taste, and Technology in the Age of AI

As health and nutrition information increasingly moves from trusted relationships, family, farmers, and clinicians, to algorithms, AI, and digital platforms, the question is no longer just what people eat, but who shapes what they believe about food. This session explores how storytelling, technology, and culture intersect in an AI-mediated food ecosystem where trust is built horizontally, expertise can be simulated, and digital tools influence behavior at unprecedented speed.

Moving beyond problem-framing, this solutions-focused conversation will engage participants in identifying what signals authenticity and trust today, how AI and digital platforms can strengthen, rather than erode, cultural connection to food, and what ethical, human-centered design principles are needed for the future of food innovation.

Through a dynamic, audience-engaged discussion, panelists will share actionable insights for food brands, researchers, technologists, and community leaders to design AI and storytelling approaches that build belonging, support informed decision-making, and foster long-term trust.

Future-Proofing Food: How AI, Attention, and Identity are Defining the Next Era of F&B Growth

This session addresses the "crisis of sameness" in a market crowded with nearly one million brands. Drawing on his unique perspective as a former marketer and board member for major QSRs, Coulter argues that scaling alone is no longer enough; instead, brands must move beyond functional benefits like taste and quality to win on emotional equity pillars such as customer-centricity and identity alignment. The session provides a strategic roadmap for leveraging Google's AI, trend insights, and YouTube activation to achieve speed and personalization, issuing a "rally cry" for organizations to innovate quickly or risk being surpassed by more agile competitors.

Wednesday, May 6th

The Longevity Obsession: From Farm to Fork

Rewiring Food Systems for Human and Planetary Survival

This conversation will explore how to confront a hungry humanity and a planet that has reached its limits by transforming agrifood systems. David Laborde (FAO) will frame the global imperative of aligning climate mitigation, adaptation, and food security. Stefano Pisani, Mayor of Pollica, will showcase the Pollica Model—a living governance laboratory for integrated food, health, and climate policies. Finally, Sara Roversi, President of the Future Food Institute, will introduce the Longevity Algorithm CoLab, a systemic intelligence platform supporting regenerative models for testing, measuring, and scaling. The discussion emphasizes that longevity must be climate-compatible, economically viable, and socially just, moving from fragmented action to a global roadmap for life.

Beyond the Status Quo: Driving Business Value and Resilience Through Regenerative Agriculture

This session will feature short "TED talks" from four industry leaders on the future of regenerative agriculture. The panel will focus on solutioning and exploring the underlying business value of regenerative practices, addressing critical threads like capital flow, measurement across food, feed, and fuel, and global externalities versus the US domestic context. The conversation will emphasize core principles such as prioritizing farmer resilience and integrating cross-cutting themes like AI and technology adoption to drive good farming practices and deliver tangible value back to the farmer.

Profit, Affordability, and the Next Wave of Protein Innovation

This panel offers a forward-looking discussion on how the protein industry is moving beyond simple replacement toward strategic market expansion. The conversation highlights immediate profit opportunities, such as hybrid products that blend conventional and alternative proteins to help stabilize beef prices amid high consumer demand and affordability challenges. These experts analyze the key factors driving consumer choices—namely protein content, clean labeling, and nutrient density—and acknowledge that high costs often outweigh environmental concerns in purchasing decisions. The session looks ahead to the next phase of innovation, including the potential of gene editing in livestock for phenotypic outcomes and the necessary breakthroughs for scaling up cultivated meat. Finally, panelists address critical industry points of contention, including state-level restrictions on cell-based products and disagreements over the use of meat terminology for plant-based alternatives.

Voices of Farmers: A Love Story

Women farmers and food leaders take the stage to share personal stories rooted in love: love of land, soil, animals, health, family, and community, alongside the realities and responsibilities of producing food today. The format is direct and intimate, centered on first-person storytelling that brings audiences closer to the people whose daily decisions shape our food system. The storytellers developed their pieces in collaboration with dramaturg Kristen Osborn, an Austin-based creative producer and theatre director who creates immersive storytelling projects focused on human connection through live performance and film.

Investing in People: Workforce Development as a Catalyst for Food System Change

This session explores how strategic investment in workforce development leads to meaningful, lasting outcomes in food-based initiatives. Panelists will draw on experience across the private sector, municipal government, and school systems to examine the human infrastructure behind food system change, and what it truly takes to build it.

The conversation is designed to move from personal reflection to systemic insight, and ultimately to actionable ideas that the Food Lab community can carry forward.