



Agenda (Updated In Real Time)

Food Tank, SXSW, Huston-Tillotson University, and Driscoll's present...
"All Things Food at SXSW 2025"

Hosted by **Barr Mansion (10463 Sprinkle Rd, Austin, TX 78754)**
Official SXSW 2025 Programming

March 13th and 14th, 2025

80+ Luminary Speakers

Music. Art. Performance. Film.

All Day Delicious Dining and Drinks Curated by Celebrity Chefs.

Both days are also available via livestream!

Watch on YouTube Day 1:

▶ "All Things Food" Summit at SXSW 2025, DAY ONE

Watch on YouTube Day 2:

📺 "All Things Food" Summit at SXSW 2025, DAY TWO

Printed Program:

<https://drive.google.com/file/d/1UEP3uFOjyc7FGKFqT-3s0DeAc9t8lTHc/view?usp=sharing>

Questions? Email Kenzie at Kenzie@FoodTank.com

Thanks to the following brands for making the Summit inspiring and delicious: Ahold Delhaize USA, Applegate, Arva, Atlantic Sea Farms, Aquanaria, Bel, Best Day Brewery, Better Sour, Blk & Bold, Bonipak, Bonterra Organic Estates, Brass Roots, Burlap & Barrel, ButcherBox, Certified Origins, Chicken of the Sea, Daily Crunch Snacks, Daily Harvest, Dr. Bronner's, Driscoll's, Fairhaven Orchards, Farmer's Fridge, Floofy's Fluff, Grace Family Farms Tea Lounge, Guayakí, Hasta la Luna, La Belle Patrimoine, La Colombe, Little Sesame, Maker's Mark, Meati, The Mendrin Group, MyMochi, Nature's Fynd, Nature's Path, Niman Ranch, Oddbird, Organic Valley, Parlor Coffee, Quinn, Riverence, Saffron Road, Seremoni, Shake Shack, SIMPLi, SPIRIT Almond, Sprouts Healthy Communities Foundation, Strong Roots, Swig Cheese Haus, HHMI Tangled Bank Studios, Tindle, Tony's Chocolonely, Traditional Medicinals, Vista Brewing, and Yolele.

Day 1. Thursday, March 13, 2025

9:30AM. Doors & Delicious Breakfast.

Featuring **Organic Valley** Cafe with **Creature Coffee** and assorted humanely sourced **Organic Valley** milks and creamers; A fresh medley of **Driscoll's** fresh strawberries, blueberries, and raspberries; **Nature's Path** Organic Coconut Chia Granola and Mesa Sunrise Cereal; **Nature's Fynd** Dairy-Free Fy Yogurt and Meatless Fy™ Breakfast Patty Pancake Sammies with Maple Aioli; **Organic Valley** Cottage Cheese made with pasture-raised dairy; **SIMPLi** Chia Seed Pudding with **Driscoll's** Berries; **Organic Valley** Spicy Cheddar and Italian Mozzarella Egg Bites; **Strong Roots** Veggie Hash Brown Toasts with whipped goat cheese and red pepper spread; **Mendrin's** Roasted Pee Wee Potatoes with **Burlap and Barrel** spices; **La Colombe** cold brew;

Antioxidant-rich Yerba Mate from **Guayaki**; **Driscoll's** mixed berry and Mint Water; **Grace Family Farms** Iced Tea and more.

9:30AM. Musical Performance by Singer-Songwriter **Kelsi Creek**.

10:30AM-10:45AM. Welcome Remarks. (15min)

- **Danielle Nierenberg**, President, Food Tank
- **Dr. Melva K. Wallace**, President, Huston-Tillotson University

Creating Solutions for Food and Agriculture Systems and Communities

10:45AM-11:10AM. Panel Discussion: The Real Impact of Healthy Food Access on Communities. (25min)

- **Selena Ahmed**, Global Director, Periodic Table of Food Initiative (PTFI) and Dean, Food EDU, American Heart Association *Confirmed*
- **Rachel Ferencik**, Senior Director, Hunger, Nutrition and Health Action Collaborative, CDC Foundation *Confirmed*
- **Maj. Emily Diemer**, Research Director, US Army, Baylor Master's Program of Nutrition *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

11:10AM-11:30AM. Panel Discussion: Building Trust in Food Systems: The Impact of Traceability Solutions on Food Safety. (20min)

- **Jayson Berryhill**, CEO, Wholechain *Confirmed*
- **Blake Stok**, Director of Sustainability, Chicken of the Sea / Thai Union North America *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

Passed tasting experience featuring **Chicken of the Sea** decarbonized shrimp with HER signature passion fruit habanero cocktail sauce.

11:30AM-11:55AM. Panel Discussion: Scrapping Excess: A Food Waste Experiment. (25min)

- **Caitlin Leibert**, Vice President of Sustainability, Whole Foods Market *Confirmed*

- **Dana Gunders**, President, ReFED *Confirmed*
- **Amanda Rohlich**, Food Policy Advisor, City of Austin *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

11:55AM-12:20PM. Panel Discussion: Doing Good with Good Food: The Next Gen Leaders of Family-Owned Food Shaping a Sustainable Tomorrow (25min)

- **Garland Reiter Jr.**, Chief Commercial Officer, Driscoll's *Confirmed*
- **Stefanie Katzman**, CEO, Katzman *Confirmed*
- **Emmanuel Gonzalez**, Chief Experience Officer, Vallarta Supermarkets *Confirmed*
- **Brita Lundberg**, Fourth-Generation Farmer & Chief Storyteller, Lundberg Family Farms *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

Passed tasting experience featuring a medley of **Driscoll's** blueberries, strawberries, and blackberries served in a **Verterra** bamboo cone.

12:20PM-1:00PM. Film Screening: "Wild Hope: Mission Impossible" (40 min)

1:00PM-1:30PM. Fireside Chat with Pat Brown and Jared Lipworth. (30 min)

in partnership with HHMI Tangled Bank Studios

- **Pat Brown**, Founder, Impossible Foods and Professor, Stanford University *Confirmed*
- **Jared Lipworth**, Head of Studio, HHMI Tangled Bank Studios *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

Passed tasting experience featuring **HHMI Tangled Bank Studios** cookies specially designed and baked for the occasion.

1:30PM-2:15PM. Lunch and Live Music Performance by Singer-Songwriter **Kelsi Creek**.

Delicious lunch including: Impossible burgers with **Mendrin's** Green Leaf Lettuce, Tomatoes, and Onions; selection of **Farmer's Fridge** favorite salads and bowls; **Driscoll's** mixed berry and herb salad, **SIMPLi** quinoa, **Certified Origins**

olive oil and vinegar; Melon and **Atlantic Sea Farms** seaweed salad, sesame seeds, ponzu, honey; **Little Sesame Hummus** with **Yolele** Fonio Chips; **Sprouts Market** Crudites; **Mendrin's** Grilled romaine and flower petal salad with **Seggiano** white balsamic; **Mendrin's** Spinach, Honey Crisp Apple, **SPIRIT Almond**; Chef **Grace Aguilar** on the Lawn with Honduran Baleadas, **SIMPLi** black beans, **Hasta La Luna** tortillas, crema, crumbled salty cheese, **Mendrin's** cabbage slaw; **La Belle Patrimoine** Chicken and Sausage Gumbo and **Yolele** grain and scallions; **Inland Seafood** Striped bass ceviche using **Yolele** Fonio chips.

2:15PM-2:40PM. Fireside Chat: “For All, For Good: On the Road to Closing the Nutrition Gap.” (25 min)

- **Cécile Béliot**, Global CEO, Group Bel *Confirmed*
- **Ivan Giraud**, North America CEO, Group Bel *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

Passed tasting experience featuring a bento box of **Babybel Plant-Based Cheeses**, organic peppers, and fruits.

Conversations about Food is Medicine and School Gardens

2:40PM-2:55PM. Framing Conversation (15 min)

in partnership with The Sprouts Healthy Communities Foundation

- **Lyndsey Waugh**, Executive Director, Sprouts Healthy Communities Foundation *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

2:55PM-3:20PM. Panel Discussion: Nutrition Across Adolescence. (25 min)

in partnership with The Sprouts Healthy Communities Foundation

- **Ashley Rouse**, Executive Director, Edible Schoolyard Project *Confirmed*
- **Chef Adrian Lipscombe**, Founder, 40 Acres Project *Confirmed*
- **Jessica Gudmundson**, Executive Director, National Farm to School Network *Confirmed*
- **Linda Novick O’Keefe**, Co-Founder and CEO, Common Threads *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

3:20PM-3:45PM. Fireside Chat with Mark Hyman. (25min)

in partnership with The Sprouts Healthy Communities Foundation

- **Dr. Mark Hyman**, Physician, Author, Co-Founder and Chief Medical Officer, Function Health *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

Passed tasting experience featuring **Sprouts and Blue Watermelon Project** Charred Tomato and Roasted Vegetable Crostini and Fruit Bowl.

3:45PM-4:15PM. Panel Discussion: Food is Medicine and Eating for Health Part 1. (25 min)

in partnership with The Sprouts Healthy Communities Foundation

- **Brandon Lombardi**, Chief Sustainability Officer, Sprouts Farmers Market *Confirmed*
- **Joi Chevalier**, Chair, Austin Travis County Food Policy Board, Founder and CEO, The Cook's Nook *Confirmed*
- **Roy Steiner**, Senior Vice President for the Food Initiative, The Rockefeller Foundation *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

4:15PM-4:40PM. Panel Discussion: Celebrating Chefs. (25 min)

- **Chef Olivia Hernandez**, Owner, HER Hospitality *Confirmed*
- **Chef Dave White**, 2025 Chopped Grand Champion, Bravo's Below Deck Mediterranean, Author of "Salted" *Confirmed*
- **Chef Jay Huang**, Executive Chef, Lucky Robot and Nomade *Confirmed*
- **Chef Iliana De La Vega**, El Naranjo, James Beard-Awarded "Best Chef in Texas" *Confirmed*
- Moderated by **Dr. Sweta Chakraborty**, CEO, We Don't Have Time North America *Confirmed*

4:40PM-5:15PM. Fireside Chat with Clips from "Generation Growth" (20 min)

- **Stephen Ritz**, Educator, Urban Farmer and Founder, Green Bronx Machine *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

5:15PM-5:40PM. Panel Discussion: Mission Driven Brands and Tasting Experience Part 1 (25 min)

- **Joe O'Connor**, President, Applegate (*short video to play*) *Confirmed*
- **Dusan Vujovic**, Head of North America, Tony's Chocolonely *Confirmed*
- **Karuna Rawal**, Chief Revenue and Marketing Officer, Nature's Fynd *Confirmed*
- **Sarela Herrada**, Co-Founder and Co-CEO, SIMPLi *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

Passed tasting experience featuring **Applegate's** Texas Hot Dog with **Diablo Huma BBQ** and onions; **Tony's Chocolonely** custom bars made specially for the occasion; **Nature's Fynd - Fy Bites** with mango chutney; **SIMPLi** rosewater quinoa con leche with crushed rose petals.

5:40PM-7:30PM. Live D.J. Performance and Delicious Reception

in partnership with HER Hospitality and Barr Mansion.

Reception featuring **Meati** Burnt Ends and Nashville Hot Sliders on **Lil Mama's Bakery** Slider Buns; **Seremoni Black Cod** Tempura with Apricot Miso Glaze; **Nature's Fynd** Bites with Spicy Mango Chutney; **La Belle Patrimoine** Chicken Wings with Honey Sriracha Lime Sauce; **Butcher Box** Grilled Tri-tip Steak with Zesty Chimichurri; **Butcher Box** Swedish meatballs served with gravy and Driscoll's Raspberry Jam; **Atlantic Sea Farms** seaweed salad and melon poke; **Driscoll's** mixed berry tartlets; **Riverence** trout mousse; Mexican Pozole featuring **Tindle; Makers Mark** specialty cocktails; **Vista Brewing** beer truck with local beer, **Bonterra Organic Estates** wines, and more.

7:00PM. Evening Sky Tour: Connecting the Earth and Universe. Join Dr. Gary Blackwood, ret. Former Leader of NASA Exoplanet Exploration, Jet Propulsion Laboratory, for an entertaining and informative laser and sky app-guided tour of the constellations and planets.

7:30PM. Event Ends.

Day 2. Friday, March 14, 2025

in partnership with Organic Valley.

9:30AM. Doors & Delicious Breakfast.

Including **Organic Valley Cafe** with **Creature Coffee** and assorted humanely sourced **Organic Valley** milks and creamers; A fresh medley of **Driscoll's** Fresh Strawberries, Blueberries, and Raspberries; **Nature's Path** Organic Coconut Chia Granola and Mesa Sunrise Cereal; **Nature's Fynd** Dairy-Free Fy Yogurt and Meatless Fy™ Breakfast Patty Pancake Sammies with Maple Aioli; **Organic Valley** Cottage Cheese made with pasture-raised dairy; **SiMPLI** Chia Seed Pudding with **Driscoll's** Berries; **Organic Valley** Spicy Cheddar Egg Bites and Italian Mozzarella Egg Bites; Fresh Brewed **Parlor Coffee** and Cold Brew; **Strong Roots** Veggie Hash Brown Toasts with Whipped Goat cheese and red pepper spread; **La Colombe** cold brew; Antioxidant-rich Yerba Mate from **Guayaki**; **Driscoll's** mixed berry and Mint Water; **Grace Family Farms** Iced Tea, and more.

9:30AM. Musical Performance by Singer-Songwriter **Ruel Thomas**.

10:30AM - 10:35AM. Welcome Remarks. (5 min)

- **Danielle Nierenberg**, President, Food Tank

Shaping the Future of Food: Eating with Purpose and the Next Generation of Organic *in partnership with Organic Valley*

10:35AM-10:45AM. Framing Fireside Chat (10 min)

- **Rick Simington**, CCO, Organic Valley *Confirmed*
- Moderated by **Danielle Nierenberg**, Food Tank

10:45AM-11:10AM. Panel Discussion: Future of Food: Next Gen Food, Anti Ultra-Processed, and the New Food System. (25 min)

in partnership with Organic Valley

- **Sabrina Servais**, Young Farmer, Organic Valley *Confirmed*
- **June Jo Lee**, Food Ethnographer *Confirmed*
- **Cathy Strange**, Ambassador of Food Culture, Whole Foods Market; Renowned Cheese Expert *Confirmed*

- **Peter Barrett**, Writer, Things on Bread *Confirmed*
- Moderated by **Danielle Nierenberg**, Food Tank *Confirmed*

11:10AM-11:30AM. Fireside Chat with Paul Willis (20 min)

- **Paul Willis**, Founding Hog Farmer, Niman Ranch *Confirmed*
- Moderated by **Danielle Nierenberg**, Food Tank *Confirmed*

Passed tasting experience featuring **Niman Ranch** charcuterie snack packs.

11:30AM-11:55AM. Panel Discussion: Food with Purpose: Why Choosing Good Food Matters. (25 min)

in partnership with Organic Valley

- **Luke Zahm**, Owner and Chef, Driftless Cafe and Television Host, Wisconsin Foodie *Confirmed*
- **Alyssa Vescio**, Senior Vice President of Merchandising, Whole Foods Market *Confirmed*
- **John "Wesley" McWhorter**, VP, Lifestyle Medicine at Suvida Healthcare *Confirmed*
- **Josh Tickell**, Filmmaker and Storyteller, Common Ground Film *Confirmed*
- Moderated by **Danielle Nierenberg**, Food Tank *Confirmed*

Passed tasting experience featuring **Organic Valley** string cheese.

11:55AM-12:15PM. Fireside Chat with Karen Washington (25 min)

- **Karen Washington**, Food Justice Advocate, Urban Farmer, and Author, Rise & Root Farm *Confirmed*
- Moderated by **Danielle Nierenberg**, Food Tank

12:20PM-12:30PM. Closing Reflections (10 min)

- **Rick Simington**, CCO, Organic Valley *Confirmed*
- Moderated by **Danielle Nierenberg**, Food Tank *Confirmed*

Farmer Profitability Depends on Soil Health *in partnership with Arva*

12:30PM-12:55PM. Panel Discussion: Digging Deeper: The Importance of Soil.
(25 min) *in partnership with Arva*

- **Annalyn Lavey**, Founder & Managing Partner, Genus Land *Confirmed*
- **Jay McEntire**, CEO and Co-Founder, Arva *Confirmed*
- **Jyoti Jankowski**, Strategy & Operations Lead, North America, Conscious Planet *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

12:55PM-1:20PM. Panel Discussion: Regenerating Farms, Revitalizing Communities: The Complexities of Change (25 min)

in partnership with Arva

- **Josh Tranel**, Farmer-Owner, Tranel Family Farm *Confirmed*
- **Kelsey Scott**, Intertribal Agriculture Council, rancher, food systems advocate *Confirmed*
- **Michelle Hughes**, Co-Executive Director, National Young Farmers Coalition *Confirmed*
- **Chaz Daughtry**, Founder, Sweetwater Farms HTX and Soulfitgrill *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

1:20PM-1:40PM. Fireside Chat with U.S. Congressperson Pete Sessions
(Republican, TX-17) (25 min)

- **U.S. Congressperson Pete Sessions** (Republican, TX-17) *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

U.S. Congressperson Chellie Pingree (Democrat, Maine).

1:40PM-1:55PM. Closing Reflections (10 min)

- **Jay McEntire**, CEO and Co-Founder, Arva *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

1:55PM-2:30PM. Lunch and Music Performance by Singer-Songwriter Ruel Thomas. Delicious lunch including **Shake Shack** burgers and fries; Delicious selection of **Farmer's Fridge** favorite salads and bowls; **Driscoll's** mixed berry and herb salad with **SiMPLI** quinoa and **Certified Origins** olive oil and vinegar;

Cantaloupe and **Atlantic Sea Farms** seaweed salad, sesame seeds, and ponzu honey and Japanese flavored almonds; **Little Sesame Hummus** with **Yolele** Fonio Chips; **Sprouts Market** dips and veggies; Grilled romaine and flower petal salad with **Seggiano** white balsamic.

2:30PM-2:50PM. Fireside Chat with Sam Acho. (25 min)

- **Sam Acho**, Founder & President, Athletes for Justice; Director of Human Capital, AWM Capital; Author, Humanitarian and 9 year NFL Veteran *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

2:50PM-3:20PM. Panel Discussion: Food is Medicine and Eating for Health Part 2. (35 min)

in partnership with The Sprouts Healthy Communities Foundation

- **Nira Goren**, Head of Health Information Quality and Food is Medicine, Google *Confirmed*
- **Claire Babineaux-Fontenot**, CEO, Feeding America *Confirmed*
- **Dariusz Mozaffarian**, Director, Food is Medicine Institute *Confirmed*
- **Brandon Lombardi**, Chief Sustainability Officer, Sprouts Farmers Market *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

3:20PM-3:45PM. Panel Discussion: Healthy Food For All: Building Intersectional Partnerships. (30min)

in partnership with Huston-Tillotson University

- **Antony Jackson**, Founder, We Can Now *Confirmed*
- **Jenna Jasso**, Co-Founder, Festival Beach Food Forest *Confirmed*
- **Larry Franklin**, Founder, Black Lives Veggies *Confirmed*
- **Brendan Gemmell**, Manager, Neighborhood Program, Austin Animal Center *Confirmed*
- Moderated by **Amanda Masino**, Professor of Biology and Chair of Natural Science, Huston-Tillotson University *Confirmed*

3:45PM-4:05PM. Fireside Chat with Steven Jennings (20min)

- **Steven Jennings**, Stakeholder Relations and Brand Lead, Health & Sustainability at Ahold Delhaize USA *Confirmed*

- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

4:05PM-4:25PM. Panel Discussion: Transforming Texas Food Systems through a New Community Empowerment Model (25min)

in partnership with Barr Mansion

- **Karin Ascot**, Co-Founder, Holocia; Bioregional Leader *Confirmed*
- **Sara Faivre**, National Board Member of Farmer Mac; Regenerative Farmer *Confirmed*
- **Jeff Travillion**, Travis County Commissioner *Confirmed*
- **Chris Miller**, Chair, National Coalition for Community Capital (NC3) *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

4:25PM-4:45PM. Panel Discussion: Mission Driven Brands and Tasting Experience Part 2 (25min)

- **Joseph Brinkley**, Senior Director of Regenerative and Organic Development, Bonterra Organic Estates *Confirmed*
- **Samantha Sackin**, VP of Integrated Marketing, Organic Valley *Confirmed*
- **Giovanni Quaratesi**, Head of Corporate Global Affairs, Certified Origins *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

Passed tasting experience featuring **Bonterra Organic Estates** Red Blend; **Organic Valley** Cheddar Cubes; **Certified Origins** Toscano Pgi EVOO, Bellucci Brand olive oil served with vanilla ice cream.

4:50PM-5:05PM. Fireside Chat: Connecting the Earth and Universe (15min)

- **Dr. Gary Blackwood**, NASA Jet Propulsion Laboratory (ret.), Former Leader of the NASA Exoplanet Exploration Program *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

5:05-5:20PM. Fireside Chat with Jerome Foster II

- **Jerome Foster II**, Environmental Justice Activist and Social Entrepreneur
- Moderated by **Danielle Nierenberg**, President, Food Tank

5:20PM-5:45PM.. Closing Keynote Fireside Chat with Raj Patel (25min)

- **Raj Patel**, Author and Research Professor, Lyndon B Johnson School of Public Affairs, University of Texas at Austin *Confirmed*
- Moderated by **Danielle Nierenberg**, President, Food Tank *Confirmed*

5:45PM-7:30PM. Live D.J. Performance and Delicious Reception

in partnership with HER Hospitality and Barr Mansion. Delicious reception featuring **Meati** Burnt Ends; **Seremoni** Cod; **Nature's Fynd** Bites; **La Belle Patrimoine** Chicken Wings with honey sriracha lime sauce; **Butcher Box** Skirt Steak; **Butcher Box** Meatballs; **Atlantic Sea Farms** seaweed salad and melon Poke; **Driscoll's** berry tartlets; **Riverence** Trout bites; **Tindle** Pozole; **Makers Mark** Cocktails; **Vista Brewing** Local beer; **Bonterra Organic Estates** wines.

7:00PM. Evening Sky Tour: Connecting the Earth and Universe. Join Dr. Gary Blackwood, ret. Former Leader of NASA Exoplanet Exploration, Jet Propulsion Laboratory, for an entertaining and informative laser and sky app-guided tour of the constellations and planets.

7:30PM. Event Ends.