



Sustainability's Unmistakable Impact

The idea of sustainability—both adapting to be environmentally friendly and in modifying practices to protect natural resources—is a fast growing focus of consumers in both their stated beliefs and their purchasing actions. Consumers are increasingly making environmental issues and a company's actions related to those issues, a major factor in their purchasing decisions - especially in terms of food and beverage purchases.

With this growing consumer tide - companies in the food and beverage industry are investing wisely in sustainability as a focus of their business. Increasingly, our industry is the key manufacturing arena where an increased commitment to sustainability will have an unmistakable impact on both large environmental commitments and your bottom line!



Recently, our member company, [FoodMinds posted their key take-aways](#) from the recent Planetary Health Alliance annual meeting held on September 4th-6th at Stanford University. A gathering at which “sustainability” was a key topic of discussions.

Notably, TWO of their five key “themes” from the two day conference revolved around the need for transforming practices in the food and beverage industry and how those changes will impact consumer health AND climate change.

- **#1:** There is a need for greater urgency in transforming the food system to help mitigate climate change, reduce obesity and non-communicable disease (NCD) risk, and improve sustainable food supplies.
- **#2:** There is a need for a population-specific approach to a planetary-health diet to address NCDs and environmental degradation.

Sustainability practices, plant-based “better for the planet” food choices, and value-based consumer choices (Including environmental impacts) were also a part of [FoodMind’s mid-year trends update](#) tracking what is big in FOOD during 2019!

Sustainability is also a theme that CFBN will be tackling ending out this calendar year and heading into our 2020 calendar of programming and events! We are looking forward to continuing the conversation with all of our members and doing our part to help make sustainable practices a “normal” part of industry practices!

foodminds

Cited content is from the 9/13/19 post, “Keeping People at the Center of Food Systems and Environmental Health: Insights from the Planetary Health Annual Meeting” by Carla Curle, MS, an account executive at FoodMinds, a division of Padilla. She’s based in San Francisco, CA. The full post can be seen [\(HERE\)](#).



JB Chicago is now CA Branding

“Our [latest announcement](#) of JB Chicago showcases our commitment to discovering and bringing on the best-in-class service offerings,” said Tyler Lowell, managing partner of C.A.

Fortune. A Chicago-based branding agency for nearly 20 years, JB Chicago specializes in unearthing key differentiators in brands with a focus in the CPG space



BRANDING
creative & marketing

and communicating those ideas to the customer in an emotionally compelling way. Steve Gaither, president of JB Chicago, who will remain as president of the business unit at the downtown Chicago office, is a mentor at the Good Food Business Accelerator, Industrial Council of Nearwest Chicago (ICNC) and The Hatchery, as well as a member of CFBN and a co-founder of our Founders Series of events and programming. His relationships with the food and CPG sector also led him to start Windy City Troublemakers, an early stage local food and beverage brands group.

“Joining the team of an industry leader in the consumer packaged goods arena like C.A. Fortune is a key next step in JB Chicago’s growth. With an unparalleled reputation and extensive resources, C.A. Fortune’s capabilities now enable us to provide even more effective and fully integrated marketing and branding solutions to our current and potential clients,” said Gaither. “The company’s privately held culture and level of client service mesh very well with JB’s own values, making this a seamless and beneficial move for both parties.”

Brisan Group Launches New Website & Branding

Brisan has been working really hard behind-the-scenes organizing how to communicate their potential, but it hasn't been easy. The key questions they've been asking themselves:



- How do we explain that we offer traditional food research services while we build a [disruptive innovation platform](#) (that we're insanely excited about!)...without being totally confusing?
- The possibilities of our [consumer understanding](#), [product understanding](#), and [development](#) verticals are endless!...but how do we explain that to so many different audiences?

We're iterating our messaging and excited to show you where we're at on our journey. Whether you're someone who has seen us evolve over time or a new pal just getting to know us, we'd love to share it with you. Visit [the new Brisan site](#) to learn more!

Tyson Foods & Cloud Based Tech: *The Next Frontier for Reaching Sustainability Goals*

Tyson Foods – the largest meat producer in the United States and exporter of food to more than 100 nations – is stepping up in a new area: cloud-based insights that can benefit the environment, farm finances and Tyson's sustainability goals. Companies and investors take note: This is the next frontier for implementing more

rigorous sustainability initiatives by improving businesses' ability to make, measure and monitor progress.

The Arkansas-based food company recently decided to accelerate land stewardship practices on 2 million acres of corn by 2020, an area roughly the size of 2 million football fields. To be successful, Tyson needs to collaborate with vast networks of farmers on solutions, and it needs them to report progress.

Enter [MyFarms](#), a supply chain platform that streamlines agricultural data management, analytics and reporting automation in an innovative way. Such technology can reform the food system's tendency to burden grain suppliers with time-intensive, complex and duplicative sustainability reporting requirements that return no value to them. Read more ([HERE](#)).



- **What matters to Mom - Revelations About Mealtime:** What motivates Moms as they shop for food for their kids? What are they looking for on labels? Are they looking for foods containing certain key nutrients? FoodNavigator announced Food for Kids Summit line-up and tackles big questions on consumer intent. Read more ([HERE](#)). (Member Source: [FoodNavigator-USA](#))
- **Intel Distillery Viral Bites - Waste Not:** Food waste drew substantial attention on August 28 when World Resources Institute [published](#) a 130-page “global action agenda” with the goal of halving food loss and waste by 2030. *The Wall Street Journal* also [highlighted](#) the benefits of streamlining “use by,” “expires on,” and “best by” labeling on food products. Both the U.S. [Senate](#) and [House of Representatives](#) have introduced bills to do so. **Want more insights like these, [sign up](#) for The Intel Distillery from Bader Rutter.** (Member source: [Bader Rutter](#))
- **Legacy Veggie Burgers Fight to Keep Their Sizzle in a Beyond Meat and Impossible Foods World:** Conagra's Gardein, Kellogg's MorningStar Farms and Kraft Heinz's Boca have moved aggressively to keep pace as new products with a more meat-like taste and texture hit the market. Read more ([HERE](#)). (Source: [FoodDive](#))
- **Robots - Is the Future to be Feared?:** “Danger, Danger, Will Robinson!” were the words most people from the 1960s associated with robots. That automaton, known in the “Lost in Space” series simply as “Robot Robinson” is often the image more mature Americans envision when the topic turns to robotics. Fifty years later, technologically-advanced machines cook food, wash and dry clothes and keep the temperature comfortable in most American homes. Equipped with artificial intelligence, robots now vacuum carpets, mow

lawns and deliver drinks – with more conveniences on the way. Read more [\(HERE\)](#). *(Member Source: IMEC)*

- **Have news?** We regularly post news and updates from around the industry on our [CFBN News Blog](#), so be sure to include them in your daily reading. Got news that you would like to share? [Drop us an email!](#)



[CLICK the CALENDARS](#) for more information on any CFBN or INDUSTRY event - including speakers, agendas, and more!

SEPTEMBER 2019: CFBN Events				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2	3	4	5	6
9	10	11	12 Innovation Breakfast Returns: Design Thinking <i>at Mars Wrigley Global Headquarters on Goose Island</i>	13
16	17	18	19	20
23	24	25 The Founders Series: Operations: Self Manufacturing vs. Co-Manufacturing <i>At Pre Brands in River North</i>	26	27
30	10/1 Food Safety Consortium CFBN Networking Cocktails!	10/2	10/3 IMEC & CFBN Regulatory Update & 2020 Forecasts for Manufacturing <i>More Details Coming Soon!</i>	10/4

SEPTEMBER 2019: INDUSTRY Events

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2	3	4	5	6
9	10	11	12	13
16 GFA Application Info Session & Happy Hour (Family Farmed) - <i>FREE</i> How Not to Suck at Pitching Your Start-Up (The Hatchery)	17 2019 Food & Agribusiness Webinar: Pros & Cons of a 3rd Party Audit (Cottingham & Butler)	18	19 FoodBytes! Chicago - <i>CFBN Member Discount</i>	20
23 PACK EXPO Las Vegas (23rd - 25th)	24	25 New Professionals Networking at Off-Color Brewing (CSIFT) - <i>CFBN Member Discount</i>	26 2nd Annual Taste of the Good Food Accelerator (Family Farmed) Meet the Conscious Consumer. (Mintel)	27
30	10/1 7th Annual Food Safety Consortium Conference & Expo (10/1-10/3) - <i>CFBN Member Discount</i>	10/2	10/3	10/4

A monthly resource of upcoming events being hosted by our supporting partners across the Chicagoland area. To learn more about upcoming industry events, click [\(HERE\)](#)! Many of our Industry Partners and Members also offer discounted or complimentary registration to events to CFBN members, to learn more about current offers, click [\(HERE\)](#)!

FEATURED EVENT

FoodBytes! Chicago is coming up on September 19th! Join us in Chicago to see 15 of the most promising global food & Ag startups take the stage. Plus, network with corporates, investors, media and industry game changers. From closed-loop dairy processing and next-gen animal infection treatment, to cutting-edge climate-resistant crops and upcycled pet treats, the startups selected for

FoodBytes! Chicago are innovating across the food value chain. Click [\(HERE\)](#) for more information on this event!

FEATURED EVENT

PACK EXPO Las Vegas is September 23-25th! The unrivaled depth and breadth of **PACK EXPO Las Vegas** makes it the packaging industry's premier source for innovation, crossover technologies and never-before-seen solutions in North America. Taking place in odd-numbered years, PACK EXPO Las Vegas unites suppliers with manufacturers, delivering game-changing

ideas for multiple vertical markets. Click [\(HERE\)](#) for more information on this event!

**FEATURED
EVENT**

CFBN has partnered with the **7th annual Food Safety Consortium Conference & Expo**, Oct. 1-3 in Schaumburg, IL to provide CFBN members access to the conference and significant registration discounts! Also - [*don't miss our first night networking cocktail reception!*](#) Click [\(HERE\)](#) for more information on this event!



THE CFBN CAREER CENTER

THIS MONTH'S FEATURED POSITION,
FOR MORE INFORMATION & OTHER POSTINGS,
VISIT THE FULL JOB BOARD ([CLICK HERE](#))!



Human Resources/ Finance Coordinator

FOR MORE INFORMATION ON THIS FEATURED
POSITION ([CLICK HERE](#))!

Looking for your next career opportunity, or looking to hire a new team member to your organization? [The CFBN Career Board](#) is the perfect place to start! We post new opportunities from our members regularly. If you have an opportunity that you would like to be posted, please contact [the CFBN Team](#).



CFBN MEMBERSHIP

A SPOTLIGHT ON THE EXTENSIVE NETWORK
OF CFBN MEMBER COMPANIES,
SUPPORTERS, & INDUSTRY PARTNERS!

WANT TO JOIN?

JOIN NOW!

KOELNMESSE INC/ COLOGNE INTERNATIONAL TRADE FAIRS



THE NETWORK CONTINUES TO GROW! WE ARE ALWAYS EXCITED TO WELCOME NEW MEMBERS TO OUR NETWORK, WHICH INCLUDES OVER 100 CORPORATE MEMBERS AND OVER 150 INDIVIDUAL MEMBERS (AND COUNTING). WELCOME, AND THANK YOU FOR BEING A PART OF THE NETWORK!



FIFTY GAZELLES

MEMBER SPOTLIGHT

"Fifty Gazelles develops highly actionable innovation ideas and then commercialized them using external partners and creative business agreements"



CORNERSTONE MEMBERS OF CFBN



For a full listing of our Industry Partners
and Corporate Industry Member Companies,
please [visit our website!](#)

Interested in joining CFBN? Visit [our website](#) for more information on all of our current membership offerings - from personalized [Individual Memberships](#) offering access to the Network, to curated [Corporate Memberships](#) to help your company or organization achieve your goals! As always, we'd love to chat with you about your needs and help design the perfect combination of Membership and [Sponsorship Benefits!](#)

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OUR MISSION

To drive inclusive economic growth in Chicagoland by bringing together the region's food and beverage industry stakeholders to pursue collaborative opportunities.

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