

## Session III    Lecture 4

# Venture capital investment in the food and agriculture sector

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## Summary

For 150 years, food has largely been a passive activity. We eat what we love, and global food companies make a lot of money selling us what we love. The human pallet has been conditioned to desire sodium, fat, sugar and carbs. Who doesn't love pasta, good bread, an aged-marbled beef, desserts and salty snacks from Frito-Lay?

Several forces have converged to change this situation:

- Serious concerns for our planet caused by poor use of land and water resources, decline in ocean predator fish and seafloor decimation and greenhouse gases adding to global warming
- A younger generation growing consciousness about health
- Technology advancements that facilitate authentic replacements of food we love to eat

We are at an inflection point in food history witnessing the replacement of our favorite foods with plant-based and lab grown alternatives that are healthier for human beings and the planet.