



## PRESS RELEASE

### **Food Makers at Maker Faire Bay Area**

Alternative proteins from insects, vertical greenhouses, and new super foods from around the world will be on display in San Mateo from May 19 to 21, thanks to Future Food of Bologna, Italy, which last autumn hosted the first Future Food event at the Maker Faire in Rome, Italy

@makerfaire @Ffoodinstitute  
#MFBA17 #MakerFaire

San Mateo, CA May 2017 - Thanks to the collaboration between [Future Food](#), the agro-food innovation ecosystem, and [Maker Faire](#), the event devoted to nurturing the worldwide community of makers and creators, the second event devoted to food of the future within the Maker movement will be held in San Mateo, California this May. The first occurrence of this collaboration was held this past fall in Rome at the [European Maker Faire](#) (October 14-16, 2016), where Future Food produced the food area. The Maker Faire in May in California will be the second time that Future Food and Maker Faire have collaborated to highlight and encourage food innovation and food makers.

This partnership was created to put the spotlight on the Food Maker's movement and demonstrate the potential for innovation and positive impacts throughout the entire agri-food chain. The event will include an exhibition, a panel, workshops for children, and various communication activities.

### **FOOD MAKERS / EXHIBITORS**

From May 19 through the 21, fifteen food makers will showcase their work in the [Future Food Area](#), demonstrating the growth path that led them to develop their projects. These food makers will present their works-in-progress as well as finished products, giving attendees the opportunity to sample their products and hear their stories. Using the criteria of impact and innovation, one project will be awarded with a personalized infographic by Douglas Gayeton, founder of the Lexicon of Food. The [Lexicon of Food](#) is the most comprehensive database addressing sustainability in food. The Lexicon of Food network illuminates success stories in sustainable agriculture and food production in both the industrial and public sectors, providing a content map to our interconnected food system.

Eventually, all food makers will be given the opportunity to organize a food-focused event at [Startup Embassy](#), one of Palo Alto's early startup communities supporting entrepreneurship in the Bay Area.

Future Food's objective is to highlight innovators working on solutions in these areas:

### **Alternative Proteins**

- [Don Bugito](#): Don Bugito is based in the pre-Columbian Mexican history of using insects as food, thus using both tradition and innovation to offer alternative proteins.
- [Bitty Foods](#): Bitty Foods' mission is to make delicious food with cricket flour. Bitty Foods wants to increase consumer awareness of the positive effects of alternative proteins, which include sustainable food production, "healthy fats," and micronutrients—the active ingredients needed for human metabolism.

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## Food Waste Reuse

- **Regrained:** Dan Kurzock and Jordan Schwartz, two former UCLA students, have developed nutritious and sustainable food products using the grains discarded after brewing, upcycling normally cast-off high-protein waste into breads, cookies, snackbars, cereals, and chips.
- **Ugly Juices + Imperfect Produce:** Two fruits or vegetables out of five are commonly classified as too "ugly" for retail sale and discarded. This tremendous food waste is being turned into opportunity by two ventures: Ugly Juices produces organic fruit juices using raw materials discarded by large producers, while the second, Imperfect Produce, brings "ugly" but delicious fruit and vegetables to home consumers.

## Indoor Farming

- **Hamama:** Camille Richman and Daniel Goodman are two former MIT Media Lab students whose passion is indoor farming. Together they founded Hamama, a startup that enables individuals to grow healthy and nutritious microgreens using a kit that can turn any home or apartment into an urban farm.
- **Green Skies Vertical Farm:** Green Skies Vertical Farm is an urban micro-farm that uses soil and hydroponic methods to produce fresh, organic herbs, microgreens and salad greens. Their approach significantly reduces the use of water and soil, thus also reducing carbon dioxide and energy use.
- **ROOT:** Brielle Pettinelli and Eric De Feo left their design careers to pursue indoor food cultivation, offering house and apartment dwellers the chance to turn their homes into a place not just to live, but also to grow food. Launched with a crowdfunding campaign, ROOT is a smart hydroponic greenhouse that grows up to 16 different plants through the use of LED lights that can be controlled through a mobile app.
- **Grow Bucket Life:** Grow Bucket Life's kits enable individuals to turn old and unused metal cans into functional greenhouses that are in keeping with the do-it-yourself maker philosophy.
- **Local Greens:** Local Greens is an urban farm based on controlled environment agriculture (CEA) that has launched its first facility in Berkeley, CA, with the goal of producing sustainable and high quality foods in the same community as the consumer.
- **Back to the Roots:** Alejandro Velez and Nikhil Arora turned down corporate job offers to instead become full-time mushroom farmers. Their products help families achieve short food supply chain agriculture by farming in their homes.
- **Common Garden:** Common Garden produces software that applies precision automation to indoor cultivation, increasing efficiency and reducing costs.

## Super Foods

- **Dandelion Chocolate:** Dandelion Chocolate is a bean-to-bar chocolate factory in the Mission District of San Francisco that wants to bring back the true flavor of cocoa beans.
- **Pique Tea:** Pique Tea crystallizes the leaves of teas from India, China and Sri Lanka, using technology to bring the authentic flavor of one of the oldest drinks to the world.
- **Zego:** Zego produces gluten-free and allergen-free snacks and foods with transparent ingredient lists to remove the worry for sensitive individuals.

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**FUTURE  
FOOD**

## **FUTURE FOOD TALK**

On May 20, Future Food will host a panel of four food heroes: people who are innovating in the food space from completely different angles, from education to new technologies.

Speakers include:

- **Tim West, West Venture** - Food Hackathons: a "distortive" tool for education
- **Matthew Lange, UC Davis** - IC Foods: How to Build the Internet of Food
- **Monica Martinez - Don Bugito**: Alternative Proteins and Sustainable Food
- **Jasmine Hume - Hampton Creek**: Plant universe screening for functional proteins

## **Food Tech Kids Labs**

On May 19, in conjunction with Jamie Oliver Food Revolution Day, Future Food offers workshops for children aged 10 to 14, merging hands-on education, food and technology. Maker Faire will be attended by more than 5000 students, which gives Future Food the opportunity to spread the news and values of healthy nutrition and promote the Maker Faire philosophy of learning by doing.

Since its foundation, Future Food has been dedicated to celebrating and promoting healthy nutrition for children and bringing attention to the chefs and innovators addressing this area.

## **MAKER MAGAZINE**

To support and develop the know-how of the food maker world, [Make Magazine](#), the official magazine of the maker movement, beginning in March will devote an area to food innovation and maker projects. The magazine will tell the stories and experiences of food makers from around the world.

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