



2019 Expo Agenda

DATE: Monday, September 9, 2019

TIME: 2:00PM – 2:45PM

LOCATION: Rooms 2015 - 2018

Transparency in the Age of Sustainability

California is home to some of the most innovative and forward-thinking companies. In this session you will hear from an impressive line-up of California companies who are leading the charge and building sustainable food practices today, for tomorrow's food supply.

Featured Speakers



Sam Chereskin

Co-Founder & CEO, Misadventures & Co.

Sam Chereskin has researched and worked on adding value to food systems for the last 11 years. During that time he also spent 7 years distilling. It is these overlapping skill sets that led to being one of the co-founders of Misadventure & Co. Misadventure Vodka seems the first distilled spirit in the world to be made from excess baked goods procured from food banks. Mr. Chereskin graduated from the University of Chicago and attended the University of London for extra graduate-level coursework in Economics.



Carina Ayden

Founder & CEO, Effi Foods

Carina is an entrepreneur with a diverse background in the education, publishing and food production industries. She most recently founded EFFI FOODS® [Eco-Friendly Foods Initiative®] a purpose-driven food company, deeply rooted in sustainability, innovation & plant-based foods.

Carina has demonstrated a track record of launching food products ahead of the global market due to her deep knowledge of product formulation and understanding & predicting market trends. Her company was one of the first to bring probiotics into food. She persuaded a biotech company to create an organic carrier for a probiotic strain in order to make it possible to fortify it into a 100% organic product. She launched the first of its kind legume-based granola (Chickpea Granola) last year that went national with Whole Foods Market the same year.

Carina is focused on sustainable innovation across all mediums of the supply chain. EFFi Foods releases a memorandum just six months after becoming a national company that they will replace all packaging with eco-friendly solutions within the next 2 years. Sustainability and nutrition are highly interconnected and Carina is focused on bringing more diversity to the plates of its customers by introducing orphaned, eco-friendly, and otherwise 'forgotten by agriculture' plants that have the ability to increase food security, resist climate change and be nutritionally superior. She is an avid animal rights activist and environmentalist who with her company chooses to support organizations like Plant-Based Food Association and Physicians Committee For Responsible Medicine.

How to Register

CaliforniaFoodExpo.com | [View Complete Expo Agenda Here](#) | [Contact Us](#)



2019 Expo Agenda

DATE: Monday, September 9, 2019

TIME: 2:00PM – 2:45PM

LOCATION: Rooms 2015 - 2018



Zack Andrade

President, [Spinica Farms](#)

Zack Andrade was born and raised in the Salinas Valley of California. With a father from the ag industry and a mother from a family of dairy farmers, Zack's love for agriculture—the people, the work hours, the ethics and the communal generosity—runs deep. A graduate of Cal Poly SLO with a degree in ag business, Zack helped build Spinica Farms from one box to serving customers internationally in the fresh market, frozen food, and Functional Foods markets.

Believing all edible portions of the plant have a place in our modern food system, Zack launched Spinica Farms' *Root-to-Shoot* program that works with farmers to turn beneficial but overlooked (and often wasted) portions of the plant into nutrient-rich products for the rapidly expanding functional food market. *Root-to-Shoot* creates new revenue pathways for farmers who are experiencing tighter profit margins while meeting the demands of the functional food market for more nutrient-rich domestic ingredients.

In his spare time, Zack enjoys CrossFit, volunteering for his kids' school and spending time with his family.

Fun fact: Zack's college senior project was helping to design, build and manage the first 6-hole golf course in Paso Robles, CA (River Oaks Golf Course) designed to get more women and children involved in the game. The course is still in operation 15 years later.

How to Register

CaliforniaFoodExpo.com | [View Complete Expo Agenda Here](#) | [Contact Us](#)