

The Only VC Event Focused on the Food Industry

American Food Venture Forum

October 13-14, 2009 in Des Moines, Iowa



Summary: The American Food Venture Forum (AFVF) is the only venture capital and angel investor event in the country focused solely on the food industry and value-added agriculture. The AFVF leverages Iowa's status as the nation's top agricultural state to draw both innovative companies and leading venture capital firms to the event. The 2009 edition will include a new track for select number of companies seeking angel investments. This annual networking opportunity showcases the American food industry not only as a producer of raw materials but also as a place for innovation in food products and a nexus of promising investment opportunities.

Last Year: The inaugural AFVF hosted 12 venture capital firms representing a total of \$835 million in funds, including Petra Capital (Nashville), Prolog Ventures (St. Louis), LFE Capital (Minneapolis) and Smith Whiley & Co. (Evanston, Ill.). Companies seeking funds came from as far away as Texas, New York and Washington and represented every facet of food production, from synthetic sugars and designer soybeans to pasteurized eggs and organic baby food. Speakers included US Secretary of Agriculture Tom Vilsack, Pioneer Hi-Bred Chairman Dean Oestreich, Kemin Industries founder R.W. Nelson and Sano Shimoda of BioScience Securities.

Results: The AFVF had immediate impact on the prospects of several presenters. "We are currently under discussion with one venture group as a result of the AFVF," according to one company, which reported interest in both investment and partnership opportunities. "Yes, the conference resulted in a few valuable contacts which remain possible investors," reported another presenter. "The discussions are continuing with a major presentation scheduled for one group, imminently."

This Year: The 2009 AFVF has joined with the World Food Prize, held October 14-16 in Des Moines, to include a networking event to bring together WFP scientists and AFVF participants. 2007 World Food Prize Laureate Dr. Philip Nelson of Purdue University also will speak at the AFVF opening reception. Other speakers include former Purina Mills CEO Ed McMillan, a leading consultant and investment banker in food and nutrition. The conference will be videotaped and posted on the AFVF website, giving the event impact throughout the year and throughout the world.

Funding Opportunities: Companies primarily in early stages of growth (early to expansion stage) are encouraged to apply for one of the approximately 20 presentation slots available. Successful applicants in 2008 had solid, verified concepts or revenues in hand and were seeking between \$1m and \$3m in their next round of capital, although the track open to angel investments can be seeking less. To apply, use the link on the "Presenter" page of the AFVF website (www.foodventureforum.com). VC firms are encouraged to suggest appropriate portfolio companies to the AFVF for consideration.

Schedule: The 2009 AFVF opens with a reception at 5pm Tuesday, October 13th, and concludes with the joint World Food Prize reception at 5pm Wednesday, October 14th.

About the AFVF: The AFVF is a non-profit Iowa corporation led by an Iowa-based board of directors with extensive experience in venture capital finance in the Midwest. The AFVF is classified for federal tax purposes as a 501(c)(6) tax-exempt trade association. Contact us at info@foodventureforum.com or (515) 279-2185 to learn more about supporting the AFVF.