

**THE  
CHANGE-  
MAKER'S  
GUIDE  
TO  
FEEDING  
THE  
PLANET**

**GLOBAL  
BOOK  
TOUR**



# The Change-Maker's Guide to Feeding the Planet

how to solve big problems the next-gen way

Navigate the future of food with award-winning change-maker, agrifood innovation leader, and systems entrepreneur Christine R Gould.

**Watch the Inspiring Book Trailer!**



Drawing from two decades of experience working with creative entrepreneurs, business executives, scientists, and change-makers, Christine's book offers a practical roadmap for transformative food system change. It equips innovators of all ages with six 'next-gen' attitudes: openness, collaboration, beginner's mind, entrepreneurial spirit, purpose, and community. Introducing 'Multispectral thinking,' it tackles urgent agriculture, food, and climate challenges in brave new ways.

The book tells the origin story of Thought For Food®, the largest community agrifood innovators, and Christine's journey from corporate innovator to global movement builder. Filled with valuable lessons for anyone looking to disrupt the status quo and deliver exceptionally excellent results in the field of breakthrough technology.

**Inside, you'll discover actionable tools, inspiring lessons, and real-world case studies that empower you to:**

Unlock new levels of creativity - with fascinating examples from agriculture, food, science, technology, and music.

Take risks, embrace failure, and overcome setbacks, even when you are resource-strapped and lack a buffer.

Forge valuable partnerships across various industries, geographies, and disciplines.

Understand the value of playing at work, keeping a beginner's mind, and making collaboration your competitive advantage.

Build bold visions and positive narratives that inspire collective action and bring new ideas to life.

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"The Change-Maker's Guide" has hit

#1 New Release in Sustainable Agriculture  
#1 New Release in Starting a Business  
#1 Bestseller in other categories on Amazon!



**Christine R Gould** is the Founder of Thought For Food®, the world's leading next-gen innovation community that spans 180+ countries; has incubated and accelerated 100+ science-and-technology-based startups which have gone on to raise over \$300mm in venture capital; and has worked extensively on groundbreaking innovation programs with organizations that include Danone, DSM, Cargill, Google, DHL, Leaps by Bayer, Hello Nature, the United Nations, The Rockefeller Foundation - among many others. In her previous roles, Christine led external affairs, public policy, and corporate affairs functions for leading multinationals, unicorn-level startups, think tanks, and industry associations.

One of the highlights of her career was her work to design and establish the world's first open-licensing platform for patented vegetable traits while working at Syngenta in Switzerland, which eventually led to a shift in the sharing and use of beneficial intellectual property assets across the entire plant breeding industry.

Christine was appointed to the Advisory Committee for the United Nations Food Systems Summit, and was selected for the prestigious Acumen/Rockefeller Food Systems Fellowship. She is an IMAGINE Leader, Swiss Digital Shaper, and Demeter Award recipient for Excellence in Agribusiness.

Christine has produced and directed 2 docu-films about next-gen solutions, and has spearheaded global events on five continents that have earned awards for innovation, sustainability, and impact from the UNEP and Fast Company. She holds an MPA in Science & Technology Policy from Columbia University in New York, where she received a merit-based fellowship and a BA from the School of Public Affairs at American University in Washington, DC, where she studied Security & Defense Economics.

## Christine is available to speak and run workshops at:

Corporate & Innovation Events

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[christinergould.com](http://christinergould.com)