Scaling Global Impact in AgriFood Innovation

2024 Year in Review







Connected Ecosystems.

- Delivered 20+ keynotes in 15 countries, reaching governments, entrepreneurs, corporate leaders and investors, leading to 5+ new collaborations & investments.
- Launched WTF: Where's the Farmer™ video series spotlighting local insights into global food systems innovation & investment opportunities.

Accelerated Innovation.

- Partnered with Leaps by Bayer, GAMAYA, and Ascribe Bio to drive visibility, connections, and investment opportunities for solutions related to alternative proteins, natural crop protection and digital ag.
- Appointed to Advisory Boards of AgriTech Digest
 (Chair) and MENAT Regenerative Agriculture
 Venture Programme (led by Goumbook in
 collaboration with EIT Food & HSBC), propelling
 solutions in emerging markets.



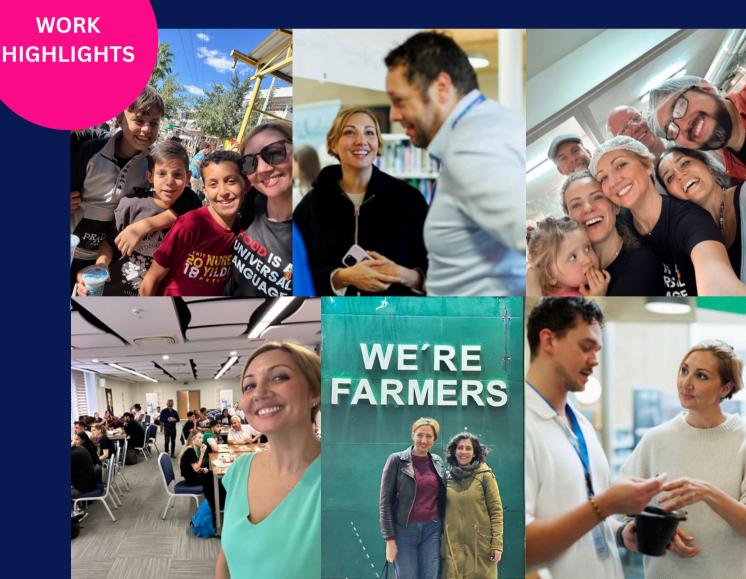


Empowered food systems leaders.

- Open-sourced Thought For Food's library of 300+ educational tools, case studies, and resources to empower educators, innovators, and entrepreneurs and ensure TFF's legacy inspires even more innovation.
- Conducted workshops and sessions reaching 100+ students, researchers and professionals at institutions like EHL Hospitality Business School, University of Adana, and WWF Switzerland.

Mobilized Change-Makers.

- Published my first book *The Change-Maker's Guide to Feeding the Planet*, which became an **Amazon #1 Bestseller in 3 categories**.
- Equipped **thousands of readers** worldwide with actionable tools to tackle food system challenges through openness, community, and multispectral thinking.



Make your avocation your vocation; Make what you love your work.

- Steve Jobs



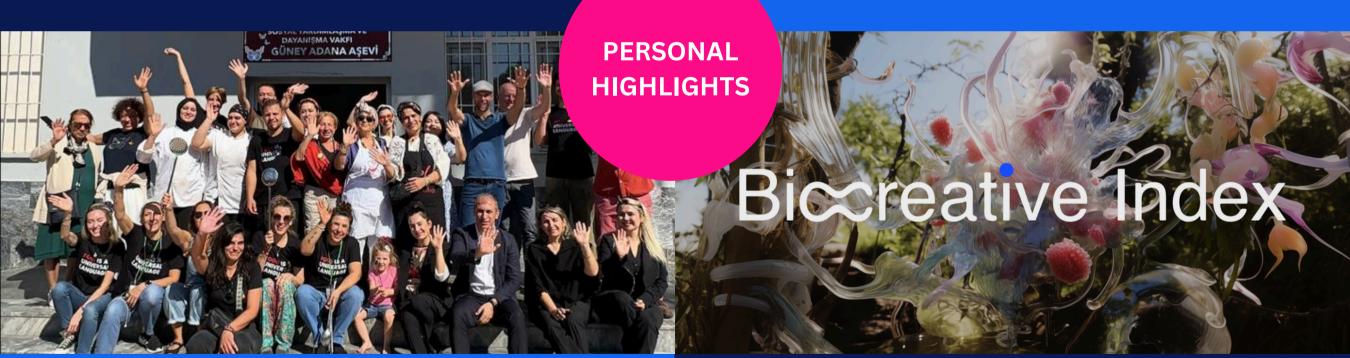


Reconnected with my Roots

Celebrated my parents' 50th anniversary & learned about our family's ancestry in Scotland.

Merged Family Passions

Took a vacation to a regenerative farm in the UK that my husband's architectural firm redesigned.



Gave back through Service

In celebration of World Food Day, served refugees and children with Chef Ebru Baybara Demir & the Social Gastronomy Movement.

Explored more creativity & science

Recognized in the global Bio-Creative Index, highlighting leaders working at the intersection of biology and creativity.

