



FOOD & REAL ESTATE FORUMS



Good Food.

Great People.

A Chance to Learn and Share.



New York Forum

May 4 & 5, 2016

www.uli.org/newyorkfood

From urban markets to rooftop gardens to agrihoods, a focus on food is providing a rich arena for innovation that can improve outcomes for real estate business and practice, people, and the planet.

How are real estate developers and cities embracing food as a development focus? And how can this focus translate into enhancements to health, environmental sustainability, social equity, food system security, and the bottom line?

Overview

While food and real estate development decision-making have long been interconnected, growing interest and awareness in fresh, local food is spurring innovation when it comes to development projects.

From rooftop gardens supplying food to adjacent restaurants, to edible landscaping, to industrial spaces that are hosting markets, pop-up restaurants and new food production facilities, to food-based entertainment destinations and master planned communities built around farms—how are innovative approaches to food driving healthier, more sustainable, and more equitable outcomes in cities and communities?

What do savvy real estate leaders need to know about trends in food and development?

At these small, invitation-only discussion-based gatherings, convened in special locations by the ULI Building Healthy Places Initiative and the ULI Center for Sustainability, developers, property owners, investors, restaurateurs, policy-makers, and others will come together to learn, share, and enjoy a unique culinary and professional experience.

Acknowledgements

ULI is grateful to the Colorado Health Foundation for its support of this effort.

Goals

- Gather ULI thought leaders together with experts from the world of food for engaging, enlightening discussions.
- Explore how the real estate community is employing innovative approaches to food in real estate development projects.
- Explore connections between food, urban sustainability, and resilience to climate change.
- Explore opportunities to improve health outcomes, economic opportunity and social equity through food programs, policies, and developments.
- Provide content for a major ULI publication on food and real estate.
- Generate and incubate ideas for future ULI and District Council programming on food and related topics.

Agenda

DAY 1

2:30 pm **Bus Departs for Stone Barns Center for Food & Agriculture**

Westchester Marriott
670 White Plains Road, Tarrytown, NY 10591

3:00 pm **Forum Registration, Welcome, and Keynote**

Stone Barns Center for Food and Agriculture
Hay Barn Room
630 Bedford Road
Pocantico Hills, NY 10591

- **Kathleen Carey**
President and Chief Executive Officer, ULI Foundation
Urban Land Institute
Forum Master of Ceremonies
- **Dan Barber**
Chef and Author

How does food and agriculture interconnect with sustainability, economic development, and health? What role do chefs play in fostering improved outcomes for people and the planet? Dan Barber, celebrated chef and author of *The Third Plate*, about how his revolutionary plans for the future of food.

3:45 pm **Participant Self-Introductions**

4:15 pm **Tour of Stone Barns Center for Food & Agriculture and Blue Hill at Stone Barns Restaurant**

Roll up your sleeves and get your hands dirty on a tour of the 80-acre farm and world-class Blue Hill at Stone Barns restaurant, where you will see how the farm and restaurant are helping to change the way America farms and eats. Explore the farm, harvest vegetables, don aprons and help prepare dinner, experiencing how food goes from seed to plate.

Participants will split into three groups for the tour. Each group will visit the kitchen, the field, and livestock.

- **Jill Isenbarger**
Executive Director
Stone Barns Center for Food and Agriculture

Participants should dress to be on the farm – boots are recommended. Casual dress is appropriate for the reception and dinner, but participants are free to bring a change of shoes and clothes for dinner if desired. Lockers are not available, but the Hay Barn room will provide secure storage. A public restroom is available.

6:15 pm

Pre-Dinner Reception

Blue Hill at Stone Barns Terrace (weather permitting)

7:00 pm

Dinner

Blue Hill at Stone Barns Restaurant

- **Adam Kaye**
Director
Blue Hill at Stone Barns Restaurant

Dialogue

What is the connection between food waste, hunger, and climate change? Hear from John M. Mandyck, co-author of the book *Food Foolish*, in dialogue with Roger Platt, about the social, environmental, and economic opportunities created by wasting less food.

- **John M. Mandyck**
Chief Sustainability Officer
United Technologies Corporation
- **Roger Platt**
Senior Vice President of Strategic Planning
Green Business Certification, Inc. (moderator)

9:00 pm

Return to Hotel

DAY 2

Westchester Marriott

Rooms Westchester A & B
670 White Plains Road
Tarrytown, NY 10591

7:30 am

Buffet Breakfast

8:00 am

Opening Remarks

Review the Forum's agenda, goals and objectives, and what we will be doing today.

- **Kathleen Carey**
President and Chief Executive Officer, ULI Foundation
Urban Land Institute
Forum Master of Ceremonies
- **Ken Hubbard**
Senior Managing Director
Hines
Forum Chair

8:15 am

Opening Keynote: Intersections – Food and Real Estate

A growing interest and awareness in fresh, local food is spurring innovation when it comes to real estate development projects. What investments or policy innovations are changing how food travels to consumers' plates? How are these trends connected with health and sustainability?

- **Sarene Marshall**
Executive Director, Center for Sustainability
Urban Land Institute

8:45 am

Panel Discussion: Connecting the Dots – Food, Agriculture, Equity and Health

What should savvy real estate professionals know about trends in food and development? What are the emerging opportunities in policy, financing, and consumer demands that can promote more sustainable and healthier food? How are developments around the country linking real estate and food production, and how can real estate leaders work with others to achieve triple-bottom-line benefits?

- **Jill Isenbarger**
Executive Director
Stone Barns Center for Food and Agriculture (moderator)
- **Dr. Bill McKinney**
Director of Research and Evaluation
The Food Trust
- **Lara Hermanson**
Principal
Farmscape, LLC
- **Amaya Genaro**
Director of Community Services
Rancho Mission Viejo

- 9:45 am **Break**
- 10:00 am **Large Group Discussion: Trends and Issues in Food**
 How is the intersection between real estate and food evolving? What big picture trends and issues in food do you see as critical to the real estate industry? Where does the field need to go?
- 10:30 am **Facilitated Small Group Discussions, Round 1: Food and Your Work**
 Guided questions are below, with a focus on participant and project experiences and perspectives.
- What food trends and issues do you see as most critical in your work?
 - How are you integrating and promoting **sustainability** through food in your work?
 - How are you promoting **health and equity** through food in your work?
- 11:30 am **Roundtable Report-Backs**
- 12:00 pm **Buffet Lunch**
- 12:45 pm **Panel Discussion: Food and Real Estate Development**
 How are savvy real estate developers leveraging food to add life to their projects? What are the economics of integrating food into real estate projects? What are the business models that work? What do effective partnership structures look like and who pays for what?
- **Theresa Frankiewicz**
 Vice President
 Crown Community Development (moderator)
 - **Chris Jaskiewicz**
 Chief Operating Officer
 Gotham Organization, Inc.
 - **Steve Nygren**
 President & Founder
 Serenbe
 - **Peter Peterson**
 Vice President
 Related Urban
- 1:45 pm **Facilitated Small Group Discussions, Round 2: How Food Touches Down in Real Estate Product Types**
 Participants split into small groups based on real estate product types. Participants will select one product type to focus on:
- Agrihoods
 - Food-centric residential developments
 - Next generation urban markets
 - Food retail in a mixed use context
- Small group discussions focus on **lessons learned** and **information gaps/stumbling blocks** in that product context for:
- Planet – Agriculture; Sustainability; Food system resilience; Energy consumption
 - People – Health; Equity; Place-making and social connection
 - Profit – Commercial and operational success; Partnerships and partnership structures

2:45 pm

Roundtable Report-Backs

3:15 pm

Closing Dialogue

Putting the right restaurant or market in the right place can catalyze real estate projects, rental values, and the communities they host. Hear from two leaders on both sides of this equation in New York City —Futterman on the leasing side, and Coraine on the restaurant side—about how they see the industry evolving, and the roles that they play.

- **Wendy Rowden**
President
42 Street Development Corporation
- **Robert Futterman**
Founder, Chairman and Chief Executive Officer
Robert K. Futterman and Associates
- **Richard Coraine**
Chief Development Officer
Union Square Hospitality Group

4:00 pm

Moderated Large Group Discussion: Messages & Take-Aways

- What will you do differently after today?
- What key messages are you taking away?

4:30 pm

Close and Informal Reception

Cooper's Mill Restaurant at the Westchester Marriott