

**REGENERATIVE
AGRICULTURE**
AND FOOD SYSTEMS SUMMIT 2024 USA



2024 INNOVATION SHOWCASE FINALISTS

JOIN OUR FINALISTS



ABOUT

Founded in 2013 by CEO Bruce Caldwell, 3BarBio offers increased profitability to discovery companies and distributors by guaranteeing viable microbes and creating a smarter supply chain.

3Bar addresses the major hurdle to further adoption of biologics by designing innovative packaging to deliver viable microbes to the ag market. With its proprietary Design. Develop. Deliver. process, 3Bar delivers on demand for partners around the world.



BRUCE CALDWELL FOUNDER & CEO

Mr. Caldwell brings 30 years of product innovation leadership in Food & AgTech from a career at ScottsMiracle-Gro and Procter & Gamble. As Senior VP of R&D at Scotts, he led a global organization and numerous external partnerships to create easy to use agricultural products including a line of biologics and seed coatings. Mr. Caldwell earned a BS Chemical Engineering from Georgia Tech and an MBA from U. Cincinnati.



ABOUT

Clean Crop Technologies (“Clean Crop”) stops crop loss at the source, removing pathogens from seeds before they are planted, increasing yields, reducing in-field waste, and improving food safety. Clean Crop’s Clean Current technology combines electricity and food-grade gases to create cold plasma, inactivating a broad spectrum of contaminants from seed surfaces in a dry, automated, and residue-free process. Clean Crop’s vision is to deploy its Clean Current system as the first line of defense against crop disease globally.



DAN WHITE CO-FOUNDER & CEO

Co-Founder and CEO Dan White has spent the past 16+ years helping innovative technologies build market share across the horticulture, nut, grain, and agro-input sectors in the US and emerging markets. He has a demonstrated ability to convert large scale agricultural enterprise customers for novel technologies and led Clean Crop’s capital raises, securing over \$13M.



ABOUT

Edacious helps customers to measure and compare the nutritional quality of their food. The company's tech stack includes affordable testing and software to understand and report the nutrient density of whole foods, connecting the dots between agriculture and human health.



ERIC SMITH CEO & FOUNDER

Eric Smith is CEO and Founder of Edacious, PBC, working at the intersection of agriculture, climate change, and human health. He was most recently Director of Neglected Climate Opportunities, the Grantham Foundation's venture capital vehicle, where he led investments in businesses and technology that can remove carbon and GHG at scale. Eric was previously with SJF Ventures and worked for BlackRock on climate finance, in addition to providing advisory and audit services to forest carbon and other natural resource management projects. He is a graduate of the dual degree program at Duke University, having received his MBA and Master of Forestry. He served as a Peace Corps Volunteer in Costa Rica.



ABOUT

FarmLab provides simplified environmental measurement solutions for carbon and regenerative ag projects. Our digital platform bridges the gap between environmental testing laboratories, field samplers, and consultants (including agronomists and carbon developers), simplifying the entire sample collection and testing process. This streamlined approach allows us to deliver soil carbon measurement projects efficiently, at scale and with impact through an ecosystem of accredited samplers, labs and consultants. Using advanced geospatial analytics, combined with streamlined processes and fixed price contracts with samplers - we're able to bring the cost of soil measurement down by 25%.



SAM DUNCAN FOUNDER & CEO

As the founder and CEO of FarmLab, Sam is a driving force in the effort to improve on-farm sustainability. With a background in both agriculture and military logistics, Sam brings a unique perspective and drive to support innovation in agriculture. Under his leadership, FarmLab has become a leading player in the agtech industry, recognized for its contributions to improving farm sustainability and productivity. Sam is committed to using technology to create a more sustainable future for farmers around the world.



ABOUT

Seqana is bringing transparency, replicability, and scale to soil health. Through a combination of ground truth data, satellite imagery, and machine learning, Seqana facilitates the monitoring, reporting, and verification (MRV) of soil organic carbon (SOC). Last quarter they provided standard compliant services on 1.25M acres to customers in 8 countries on 4 continents. Seqana's Berlin based team recently garnered investment from Australian, German, and British VCs as well substantial support from the European Union and the European Space Agency. With this boost in momentum, Seqana will facilitate the global transition to a regenerative agriculture system by making soils measurable. If you are interested in learning more about Seqana's standard compliant services please contact co-founder Jakob Levin (jakob@seqana.com).



JAKOB LEVIN CO-FOUNDER & CCO

Jakob Levin is the co-founder and CCO of Seqana, a German B2B SaaS startup that is bringing transparency, replicability, and scale to soil health metrics. He has spent the majority of his career working at the intersection of remote sensing, environmental management, and SaaS. Jakob's passion for climate tech drove him to co-found Seqana in 2021 with the purpose of unlocking the world's largest terrestrial carbon sink, soils. Before Seqana, Jakob worked in various startups and for federal offices in both Germany and the US.