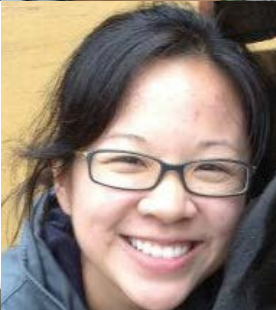




# KEIZAI SOCIETY



# THE FUTURE OF FOOD IN A RESOURCE CONSTRAINED WORLD

Monday  
Sept 22<sup>nd</sup>, 2014

Leveraging Silicon Valley  
Solutions for our Food System

## By Keizai Staff

Globally, most people know that California is home to Silicon Valley, but how many people realize that Silicon Valley's backyard is the largest Agricultural production region in the US, producing about \$50 billion in cash receipts per year? If California were a country, it would be one of the top 10 largest agricultural economies in the world. Nearly a third of the food Americans consume is grown in California, and over 40% of California's ag product is exported overseas.

In fact, close to 10% of all agricultural imports into Japan are sourced from California.

Globally, resource constraints, accentuated by global climate change and an aging ag labor pool, are forcing farmers to innovate or face decreased yields, and in some cases, closure. These issues are being felt acutely here in California. Likewise Japan, a nation that is heavily dependent upon ag imports, vulnerable to food security issues, and naturally faces geographic and human

resource constraints, is heavily invested in accelerating innovation in the food and ag space.

Certainly, Food and Ag presents another frontier for collaboration between Silicon Valley and Japan. This Forum will explore several players in this emerging sector and the solutions that they are bringing to the table to ensure the sustainability of our global food system.

## FROM THE PRESIDENT



**I was overjoyed** to see all the families at our *"TANABATA – Summer Networking in the Park"* on August 3rd. We had another great turnout this summer; thank you to all who attended. Due to the drought this year, Keizai Society decided not to do our somen-nagashi, but the other wonderful attractions more than made up for it. I especially want to thank Valerie Daft, who kindly contributed her artistic talents to the face painting. It was very popular with both the young and adults. For those who missed it, there is a video of the event on our website at (<http://keizai.org>).

Our September forum will be *"The Future of Food*

*in a Resource Constrained World"*. This is quite a unique topic for Keizai Society, but one that is important for all of us to become familiar with in the 21st century. We aim to broaden and enrich Keizai Society with compelling topics such as this. It will be held on Monday, **September 22 at Wilson Sonsini Goodrich & Rosati in Palo Alto**; be sure to mark your calendars.

And on October 3rd, Keizai will host our very first networking-only *Oktoberfest event at a bar/restaurant in Mountain View*. Stay tuned for details.

We hope to see you all at both the September forum and the Oktoberfest!

Best wishes,

**Chimmy Shioya**  
President, Keizai Society

## CORPORATE SPONSOR MEMBERS

**Gold Corp Member:**

Procopio, Cory, Hargreaves & Savitch LLP  
SunBridge Corp.  
Union Bank  
Wilson Sonsini Goodrich & Rosati

**Silver Corp Member:**

Fenwick & West  
NEC Networks and System Integration Corporation (NESIC)  
Tazan International  
Teraoka & Partners LLP  
ZL Technologies

**Bronze Corp Member:**

Fukuoka Center For Overseas Commerce in America (FCOCA)  
Intrax  
Ito En



## ARCHIVING FOR THE LARGE ENTERPRISE.

Compliance | eDiscovery | Records Management | Storage

CONTACT CHIMMY SHIOYA  
[cshioya@zlti.com](mailto:cshioya@zlti.com) | 408.240.8989 | [www.ZLTI.com](http://www.ZLTI.com)



**GLOBAL HEADQUARTERS**  
2000 Concourse Drive  
San Jose, CA 95131 USA  
T: 408.240.8989

**JAPAN HEADQUARTERS**  
1-11-1, Nishi-Gotanda, Shinagawa-ku  
Tokyo 141-0031, Japan  
T: 03.5436.7191

continued from page 1



## FEATURED PANELISTS

**Justin Milano** is Co-founder and CEO of Hummingbird, a social food sharing economy technology that allows anyone to sell, share, or donate food from anywhere, or anytime. Hummingbird's platform is designed to eliminate food waste, build community, increase sustainable agriculture, and solve chronic hunger. The end result is a platform where individuals and food buyers can find free, discounted, or the finest local and seasonal food in places they might not expect.



**Ursula Oesterle** is the VP of Innovation at Swisscom and a Co-Founder of The Mixing Bowl. The Mixing Bowl is platform aimed at accelerating the adoption of IT in the food and ag industries through eco-system formation between established industry players, startups, investors, academic institutions and other food innovators. Since 2003, Ursula has been managing Swisscom's open innovation and scouting activities out of Silicon Valley. She was based in Singapore from 2007-2009 to buildup the Asia Pacific network. Prior to Swisscom she worked in a start-up in semiconductor lasers in Switzerland and was Program manager of a Swiss national Science Program spinning technology out from academia. She holds a PhD in physics from EPFL and has a business degree from IMD in Lausanne.



**Alvaro Ramirez** is the founder and CEO of eHarvestHub, an IT platform that provides farmers a way to easily connect directly with retailers and truckers to increase the bottom line. The company's disruptive technology focuses on the main players in the produce industry—farmers, truckers, and retailers. Earlier this year the company announced the release of its freemium traceability solution. The technology enables small farmers to meet the FDA's new traceability laws, minimize health risk to consumers and financial liability due to contaminated food. eHarvestHub adds value to not only its customers but to society at-large, helping farmers to become more sustainable and minimize the number of trucks on



the road. Alvaro grew up in Jinotega, Nicaragua, a region known for its award winning coffees. To escape the communist Sandanista regime, his parents sent him to the US at age 15. The Bay Area has been his home ever since. Alvaro has worked in the telecomm and high tech industries, as well as the mortgage-banking sector. He lives in Discovery Bay with his wife Claudia and their two children, Sebastian and Isabelle.

**Christine Su** is CEO and co-founder of Summer Technologies. She is completing a joint-degree MS in Land Use and Agriculture and an MBA at Stanford. She has worked as a ranch hand on a family-owned dairy in Japan, as well as a hazelnut nursery in Asia, and Earthbound Farm in California. Prior to this, Christine was an operations professional at KKR where she built enterprise systems for an Apple supplier and a \$2 billion car retail franchise. She started her career as a McKinsey consultant and has a B.A. in Political Science from Stanford.

Last summer, Christine built an operations reporting system for the largest hazelnut nursery in Asia - a 10 million tree nursery in Bhutan. She also created mobile-enabled cloud-based field reports to monitor tree health in 15,000 orchards across rural Bhutan. At KKR, Christine built and implemented an end-to-end production management and quality reporting system for a 1,000- operator facility in one of Apple's component suppliers in Southeast Asia. She also built and rolled out sales management dashboards for 60 stores at a \$2 billion auto retailer in China.



**Tim Koide** (*Moderator*) is a Manager of Corporate Strategy for the Mitsubishi Corporations(Americas) Silicon Valley Branch. His current projects have him handling the strategy and business model integration for industrial metal 3D Printing, as well as new business development in the food and ag space. Tim has a BA from Brigham Young University and an MA in International Relations and Economics from the Johns Hopkins University SAIS.

continued from page 1

**SEPTEMBER 2014 EVENT DETAILS**

**Date and Time**

Monday, September 22, 2014

Registration/Networking — 5:30 p.m. – 6:00 p.m.

Program — 6:00 p.m. – 8:15 p.m.

Networking — 8:15 p.m. – 9:00 p.m.

**Location**

Wilson Sonsini Goodrich & Rosati  
650 Page Mill Road, Palo Alto, CA 94304.

**Ticket Fees**

Early Bird Discount for first 30 — \$15 by Thursday, September 4, 2014 (11:00pm)

Regular Registration — \$20 By Thursday, September 18, 2014 (11:00 pm)

Late Registration — \$35 By Sunday, September 21, 2014 (12:00 noon)

Walk-ins — \$50 (Space is limited and may not be available.)

**Food**

Including sushi and beverages, will be served.

**Registration Website**

[www.keizai.org](http://www.keizai.org)



Fenwick & West is a national law firm that provides comprehensive legal services to technology and life sciences clients of national and international prominence. We have approximately 250 attorneys, with offices in Silicon Valley, San Francisco, and Seattle.

Mountain View Phone: 650.988.8500  
Silicon Valley Center Fax: 650.938.5200  
801 California Street info@fenwick.com  
Mountain View, CA  
94041

**TERAOKA**

LEGAL COUNSEL

- General Corporate and Business Law
- Business Immigration and Civil Litigation
- Japanese Language Services
- Celebrating 35 Years of Service

**TERAOKA & PARTNERS LLP**

[www.teraokalaw.com](http://www.teraokalaw.com)

[steve@teraokalaw.com](mailto:steve@teraokalaw.com)

San Francisco  
415-981-3100

Silicon Valley  
800-600-5700

Los Angeles  
310-552-2600



## FOOD AND THE CENTRAL VALLEY

By Joe Quinlan

What is the number one agricultural county in the US in terms of sales? No, it is not in the Midwest or the plains states. It is Fresno County, right here in California, with over \$3.7 billion in annual agricultural sales. It wasn't originally that way. Without irrigation, the productive fields of Illinois, Indiana, Iowa and other midwestern states would easily outproduce California's Central Valley. But starting with the Central Valley Project in 1935, and later the California State Water Project in the 1950's, vast areas of the Central Valley became open to agriculture. Recent California water shortages have been especially severe, with Silicon Valley and other areas trying to cut back on lawn sprinklers and other usage. But about 85% of all developed water in California is used for agriculture, irrigating about 29 million acres of farmland.



This year's drought and the growing population of California call into question some important considerations regarding the future of California's agriculture. With the burgeoning metropolitan areas of northern and southern California, can enough water still be provided to keep California's agriculture alive? And perhaps broader questions of how we view food production and consumption in the United States. While some areas of the world experience famine, many in the US are struggling not to eat too much. Childhood obesity is rising so fast that the next generation of Americans may be the first to actually have shorter average life spans than their parents. Michelle Obama has been combating this with her "Let's Move!" initiative.

Keizai Society's September forum deals with the topic of "The Future of Food in a Resource Constrained World". It will be held on Monday, September 22nd at Wilson Sonsini Goodrich & Rosati in Palo Alto. Hope to see you there! ☘

### KEIZAI IS HIRING!

The Keizai Society is looking for highly motivated and talented individuals to join our volunteer executive team. Working with our team and board of directors is a great opportunity to create exciting forums for the US/ Japan business community in Silicon Valley.

We have multiple positions available in many areas including Website Management and Program Managers.

Japanese language skills are not required. For more details, please email [contact@keizai.org](mailto:contact@keizai.org) with a subject line "Keizai Positions" to discuss these opportunities.

We hope you'll join the Keizai Team!

**Top 10 Most Dynamic City** -Newsweek

**Top 25 Most Livable City** -Monocle

**2012 Top Destination** -Frommer's

[www.myfukuoka.com](http://www.myfukuoka.com)



Fukuoka Center for Overseas  
Commerce in America

**Intrax**  
CULTURAL EXCHANGE

Connecting Businesses and Cultures  
**Learn more about hosting  
an international intern**



#### Intrax Career Development

**Haj Matsukata**  
Director, Business Internship Program  
[hmatsukata@intraxinc.com](mailto:hmatsukata@intraxinc.com)  
(415) 434-5685

600 California Street 10th Floor  
San Francisco, CA 94108  
Phone: 415-434-5669  
Toll Free: 888-224-0450  
Fax: 415-434-5421

[www.intraxintern.com](http://www.intraxintern.com)



**ITO EN**

**The Way of Tea**





## TANABATA – SUMMER NETWORKING IN THE PARK

By Joe Quinlan

On Sunday August 3rd, 2014, **Keizai Society and SunBridge held their annual “Tanabata - Summer Networking in the Park”** at Washington Park in Sunnyvale, with more than 250 people in attendance. The audience was a mix of both old and new faces, an opportunity to renew old bonds and forge new ones. Among the Japanese attendees, there was a nice mix of recent expats and long-term US residents. This year was a particularly family-oriented event, with many more children than in previous years. Face painting was one of the most popular activities. Also, many children joined with their parents in kingyou sukui (pull out the goldfish). Keizai Society did its part in relieving the California drought by forgoing our traditional somen nagashi (somen noodles running down a water trough). Notable this year was the filming of Keizai Society’s promotional video at the event. Keizai Society would like to acknowledge Yohei Okada and Victor Goh of Wesleyan University for their excellent job on this video. All in all, it was another successful summer event for Keizai and SunBridge.

The August event photos can be found by clicking — [Here](#) and [Here](#) ❀



Founded in 1990, the Keizai Society US-Japan Business Forum is an all-volunteer business and professional networking organization based in the San Francisco Bay Area. One of its primary purposes is to provide a venue for programs that showcase specialists with expertise on issues critical to the success of entrepreneurs and companies doing business with Japan and the U.S. Please visit [www.keizai.org](http://www.keizai.org) for more information.

The Keizai Society’s theme for this year is **“2014: A Turning Point for US – Japanese Business?”** The next twelve months may prove a watershed moment in the progress of both Japanese and Japanese-US commerce. From the promising (albeit evolving) impact of “Abenomics” to the world’s choice of Tokyo as the venue for the 2020 Olympics to the benefits that may accrue to Japan – U.S. partnerships by jointly developing high-growth emerging markets, 2014 will be a fascinating and perhaps transformational year for US-Japan relations and business.









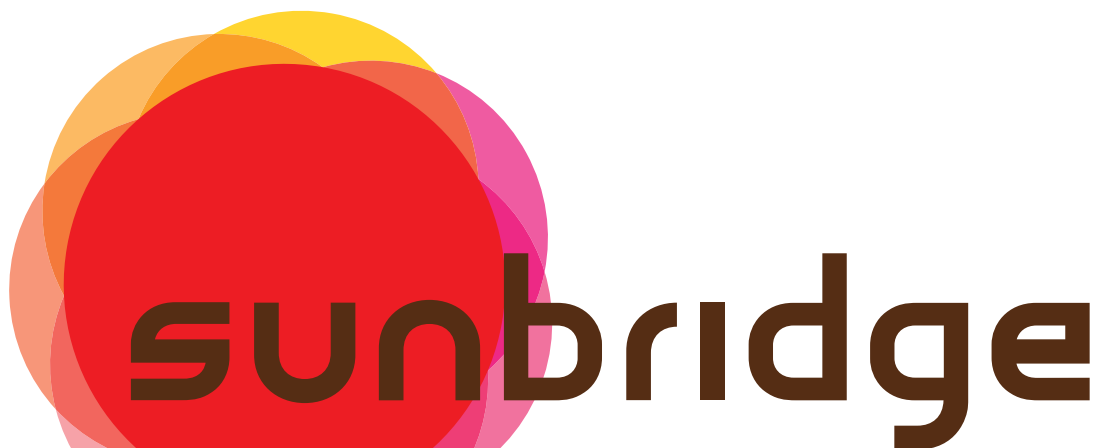












**Global Venture Habitat Silicon Valley**

*179 Jefferson Drive, Menlo Park, CA 94025*

*tel: 1.650.353.5401 | [www.sunbridge.com](http://www.sunbridge.com)*

Procopio is dedicated to collaborating with you to develop strategies tailored to your business needs in the global market place. We focus our practice on what matters to you: experienced attorneys delivering practical and cost-effective legal solutions.



[www.procopio.com](http://www.procopio.com)

Silicon Valley | San Diego | Carlsbad | Del Mar Heights | Orange County | Phoenix



Wilson Sonsini Goodrich & Rosati  
PROFESSIONAL CORPORATION

*proudly supports the  
Keizai Society*

650 Page Mill Road Palo Alto  
California 94304-1050  
Tel: 650-493-9300 Fax: 650-493-6811  
[www.wsgr.com](http://www.wsgr.com)

Palo Alto Austin New York Reston Salt Lake City San Diego San Francisco Seattle

# Free Business Checking

For more information, contact your Financial Services  
Branch Manager. To find a branch near you visit

<https://www.uboc.com/>.

## **San Jose Branch**

990 North First Street  
San Jose, CA 95112  
408-279-7400

## **Sunnyvale Branch:**

495 South Mathilda Avenue  
Sunnyvale, CA  
Tel: 408-738-4900



# UnionBank

Invest in you





## KEIZAI SOCIETY U.S.-JAPAN BUSINESS FORUM

Keizai Society  
3964 Rivermark Plaza,  
Suite 216  
Santa Clara, CA 95054

[contact@keizai.org](mailto:contact@keizai.org)

<http://www.keizai.org>

## KEIZAI SOCIETY ALL-VOLUNTEER TEAM

<b>Chimmy Shioya</b>	President	<a href="mailto:chimmy@keizai.org">chimmy@keizai.org</a>
<b>Andrew Barnes</b>	Vice President	<a href="mailto:andew@keizai.org">andew@keizai.org</a>
<b>May Kao</b>	Vice President	<a href="mailto:may@keizai.org">may@keizai.org</a>
<b>Erny Arifin</b>	Newsletter/Media Manager	<a href="mailto:erny@keizai.org">erny@keizai.org</a>
<b>Chris Daft</b>	Project Manager	<a href="mailto:chris@keizai.org">chris@keizai.org</a>
<b>Andre Davis</b>	Program Manager	<a href="mailto:andre@keizai.org">andre@keizai.org</a>
<b>Ayumi Fitisoff</b>	Office Manager	<a href="mailto:ayumi@keizai.org">ayumi@keizai.org</a>
<b>Phil Keys</b>	Program Manager	<a href="mailto:phil@keizai.org">phil@keizai.org</a>
<b>Akemi Koda</b>	Program Manager	<a href="mailto:akemi@keizai.org">akemi@keizai.org</a>
<b>Timothy Koide</b>	Program Manager	<a href="mailto:tim@keizai.org">tim@keizai.org</a>
<b>Yoko Manabe</b>	Public Relations Manager	<a href="mailto:yoko@keizai.org">yoko@keizai.org</a>
<b>Yoshi Manabe</b>	Corporate Sponsorship Manager	<a href="mailto:yoshi@keizai.org">yoshi@keizai.org</a>
<b>Atsushi Mizushima</b>	Program Manager	<a href="mailto:atsushi@keizai.org">atsushi@keizai.org</a>
<b>Hiromi Motojima</b>	Photographer	<a href="mailto:hiromi@keizai.org">hiromi@keizai.org</a>
<b>Sanae Nakamura</b>	Treasurer	<a href="mailto:sanae@keizai.org">sanae@keizai.org</a>
<b>Yuji Nakamura</b>	Visual Marcom	<a href="mailto:yuji@keizai.org">yuji@keizai.org</a>
<b>Danny Ooi</b>	Program Manager	<a href="mailto:danny@keizai.org">danny@keizai.org</a>
<b>Joe Quinlan</b>	Contents Manager	<a href="mailto:joe@keizai.org">joe@keizai.org</a>
<b>Gordon Sasamori</b>	Director of IT	<a href="mailto:gordon@keizai.org">gordon@keizai.org</a>
<b>Sachi Sawamura</b>	Marketing/Program Manager	<a href="mailto:sachi@keizai.org">sachi@keizai.org</a>
<b>Greg Tsutaoka</b>	Program Manager	<a href="mailto:greg@keizai.org">greg@keizai.org</a>
<b>Shinka Umesaki</b>	Assistant Webmaster	<a href="mailto:shinka@keizai.org">shinka@keizai.org</a>
<b>Yas Watanabe</b>	Japanese Alliance manager	<a href="mailto:yas@keizai.org">yas@keizai.org</a>
<b>Dean Yonenaga</b>	Alliance Manager	<a href="mailto:dean@keizai.org">dean@keizai.org</a>
<b>Jun Zhang</b>	Event/Office Manager	<a href="mailto:jun@keizai.org">jun@keizai.org</a>



## KEIZAI SOCIETY LINKEDIN GROUP DISCUSSION AND JOB POSTING

Please join the LinkedIn Keizai Society Group and participate in group discussions. You can also share and discuss jobs with the members by clicking the Jobs tab after creating a Keizai Society Group account. If you have any questions, please contact [jobs@keizai.org](mailto:jobs@keizai.org).

<http://www.linkedin.com/>