

CONFERENCE Highlights

herald Special Edition

By the **Numbers**

Nearly 1,100 days since we last met in 2019, we welcomed the world to the Bluegrass for the Alltech ONE Conference to connect with peers from around the globe, explore smarter solutions for shared challenges and spark a brighter tomorrow, together.







7,752

total attendees (in person and virtual) (2,130 in person and 5,622 virtual)

More than

60

interviews,

and more to come!



278

members of the press

(65 in-person members of the press from 19 countries and 213 virtual members of the press from 33 countries)

Highlights Video



ONE WEEKEND Welcome to ONE!



Alltech ONE Conference attendees and Lexington locals enjoyed a variety of activities during ONE Weekend.

A relaxing yoga session was accompanied by cold beers from Lexington Brewing & Distilling Co. during **Beer Yoga.**

Alltech Street Science featured family-friendly science projects, including ice cream made in a bag, "elephant toothpaste" and slime! More than 50 children and their families attended the event to watch scientific demonstrations that fostered curiosity and inspired them to further explore the field of science.

The newly renovated **Central Bank Center** opened its doors for a welcome celebration to showcase the 200,000-square-foot expansion, which preserves the unique history of the storied downtown location in Lexington, Kentucky. It was a first-class experience with live music, beer tastings and more.

A special showing of the award-winning <u>"Landfill Harmonic"</u> documentary told the story of the Recycled Orchestra of Cateura, a Paraguayan musical group that plays instruments made entirely out of garbage from their city landfill. It offered a preview of what was to come on Monday and Tuesday as the Recycled Orchestra performed live on the ONE mainstage.

Attendees laced up their shoes for the **Make a Difference Dash**, kicking off the official conference with a community 5K run/walk through downtown Lexington. Proceeds went to the <u>Pearse Lyons ACE Foundation</u>, funds Alltech's agriculture-, education- and small business-focused philanthropic activities in Kentucky and around the world.

The **ONE Community Concert** at Manchester Music Hall celebrated the spirit of the local community with Lexington Brewing & Distilling Co. and featured music from The Company Band, Graysin Jenkins and The Resolutions, and Tabi Gervis.







ONE WEEKEND Make a Difference Dash





















ONE WEEKEND Community Concert

















ONE WEEKEND

Kentucky Classics Excursion/Ag and Innovation Excursion



Attendees had the opportunity to explore the beautiful central Kentucky countryside during the **Kentucky Classics Excursion,** featuring three Kentucky staples: beef cattle, horses and racing. Visits included T.A. White Beef Farm, a leading cow-calf operation; Godolphin at Jonabell Horse Farm, an award-winning Thoroughbred facility; and Keeneland Racecourse, a picturesque, boutique horseracing track.

The **Ag and Innovation Excursion** hosted by leading innovation hub Awesome, Inc. showcased the best of Kentucky's agricultural innovations via stockyards, sustainable-focused beef and dairy production, and local cuisine. Attendees visited Bluegrass Stockyards, Kentucky's leading and largest beef stockyard; Eden Shale Sustainability Research Farm, a sustainability-driven beef and dairy research farm; and Elk Creek Vineyards, a beautiful vineyard featuring delicious Kentuckythemed food and drink.











ONE WEEKEND Volunteer Projects

Attendees rolled up their sleeves to support the **Hope Center**, whose mission is to care for homeless and at-risk persons by providing life-sustaining and life-rebuilding services. They worked together to fill 50 backpacks with toothpaste, toothbrushes, socks, ink pens, wheat straw cutlery, Tervis water bottles, sunscreen, ChapStick, deodorant, bath towels, washcloths, first aid kits, tissues and two motivational cards. These backpacks will be used for the care of the homeless and at-risk persons.

They also assembled 100 lunch bags that contained sandwiches, apples and chips for the HopeMobile Outreach Program. Sometimes the people who need the Hope Center the most are not at the Hope Center. The Mobile Outreach Team works from the streets of Lexington to help homeless people wherever they may be. The team includes a nurse and two case managers. It operates from a custom motor home (the HopeMobile) parked at a different downtown church location each weekday. This outreach program meets homeless people where they are and assists them with basic needs, including food, clothing and healthcare. It also provides referrals for shelter, counseling and job training at the Hope Center and other agencies.

"As an organization that serves hundreds of people who are homeless or at-risk in our community each and every day, community support is essential to the Hope Center. Alltech built giving back into the Alltech ONE Conference by spending time preparing and bringing 50 backpacks and 100 bagged lunches to our emergency shelter over the weekend. Our shelter will be able to distribute these backpacks to men at our shelter, and our HopeMobile will take the bagged lunches out into the community to meet the needs of those we serve through our mobile outreach program. A big thank you to Alltech for their community-mindedness throughout the conference." —Rufus Friday, Executive Director

We will be giving \$5,831 to the Hope Center along with the 100 lunch bags and 50 backpacks. The total donation for the project is an incredible \$10,000.











Welcome to Kentucky Celebration

We officially welcomed guests to the Bluegrass State, where horses become legends, bourbon flows free and champions are made, at the Welcome to Kentucky Celebration. Guests experienced the charm, excitement and Southern hospitality of Kentucky while enjoying a taste of our flourishing food scene, all on the hallowed homecourt of one of the winningest teams in college basketball.



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Fun Run

Attendees joined the Alltech Runners Club as they made their way through beautiful Transylvania University for a one-mile fun run before the kickoff of the Alltech ONE Conference.











Internati nal Night

During International Night, guests celebrated Alltech's global community and enjoyed regional cuisine and entertainment at the historic Keeneland Racecourse.





















International Society of Neurogastronomy (ISN) Experiential Dinner







Alltech and ISN hosted a "sensory dinner" like no other. The International Society of Neurogastronomy (ISN) is a professional society founded by chefs, neuroscientists, agricultural scientists and healthcare professionals devoted to the study of how flavor sensations are created in the brain, what the brain does with flavor information, and the behavioral and physiological consequences that result. ISN works to translate this knowledge into uses that promote healthy diets.

The evening began with a bourbon tasting led by Mark Coffman, master distiller at Lexington Brewing & Distilling Co. Guests then enjoyed multiple courses curated by celebrated local chef Ouita Michel and sommelier Chris Michel based on Francois Chartier's book "Taste Buds and Molecules: The Art and Science of Food, Wine and Flavor." By looking at the molecular properties of food and wine, unique pairings were created that went beyond the classics, utilizing local products when possible and other uncommon ingredients.

Ideas Hut

Opportunities for networking and making new connections abounded in the Alltech Ideas Hub, where attendees explored exciting ideas in the world of agri-food.













Monday Mainstage





MONDAY MAINSTAGE



Dr. Mark Lyons, President and CEO, Alltech

"It is our belief that agriculture has the greatest potential to positively influence the future of our planet so that we can provide nutrition for all, help rural communities thrive and replenish our planet's resources. ... We are truly at the interface of two big ideas: nourishing the present and the preservation of the future."

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Dr. Vaughn Holder, Ruminant Research Group Director, Alltech

"We've gone from having the most important job in the world — feeding people and nutrients — to having the TWO most important jobs in the world — preserving the planet and nourishing people."

Nikki Putnam Badding, Managing Director and Chief Dietitian, Acutia

"Is it enough to just feed the world? Do we need to provide nutrition for all and change the dialogue from food security to nutrition security? (After working with malnourished communities), I have worked in this sector ever since, because agriculture truly has the opportunity to be the world's hero, to be the solution to malnutrition, to place nutrition at the heart of agricultural practices."

Paul Polman, Business Leader, Campaigner and Co-Author of "Net Positive"

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"'I need to be sustainable,' that's 'net zero.' But what does sustainable mean? No harm. It's very noble to do. But 'sustainable' means, 'I keep the status quo of what is currently happening. I sustain it.' And that's not good enough anymore. ... The only way of thinking is to think restorative, reparative, regenerative, and that is what we call 'net positive.'"

Heather White, Author, Founder and CEO, OneGreenThing

"What will your legacy be? What will your contribution be? Because together, we can create a Planet of Plenty™. Our goal needs to be, 30 years from now, for our future loved ones ... what can we create together that will stop them in their tracks and create a moment of breathtaking gratitude? We can do this. We can create this Planet of Plenty. And we can start today, right now."

MONDAY MAINSTAGE

Alltech Medal of Excellence: Dr. Karl Dawson

We awarded our 31st Alltech Medal of Excellence to Dr. Karl Dawson. He is the first two-time winner of the award and was first given the honor in 1992 in recognition of his work to advance animal science through yeast technologies. This year, he was given the award in recognition of his advancement of animal science over a career spanning more than five decades, as an educator, innovator, mentor, scientist and technologist. The Alltech Medal of Excellence is Alltech's highest distinction and is awarded annually to someone of great character and achievement. Congratulations, Karl!

Tuesday Mainstage







TUESDAY MAINSTAGE



Mick Ebeling, Founder and CEO, Not Impossible Labs; Author, "Not Impossible: The Art and Joy of Doing What Couldn't Be Done"

"Impossible is a temporary state of being. ... It's our job while we're here to try and do whatever we can to change that." TUESDAY MAINSTAGE

Erik Weihenmayer, World-Class Blind Adventur<mark>er</mark>

"If we want to win and grow and innovate and create strong teams and connections around us ... the way we harness the challenges in our lives — it is our greatest advantage. ... What if adversity was the pathway to greatness?"

Dr. Mark Lyons, President and CEO, Alltech

Your mission is to:

- Find ONE person you can positively impact.
- Find ONE person or organization with whom you can collaborate.
- Find ONE person and tell them about the conference, and bring them next year!



Alltech Humanitarian Award

The Alltech Humanitarian Award is bestowed annually to someone of strong character who uses their accomplishments to positively influence and inspire others. This year, we presented the first ever double Alltech Humanitarian Award to Mick Ebeling, founder and CEO of Not Impossible Labs, and author of "Not Impossible: The Art and Joy of Doing What Couldn't Be Done"; and Erik Weihenmayer, world-class blind adventurer. Congratulations, Mick and Erik!



Stories fron the Mainstage



Making the impossible possible in the here and now





4 key takeaways from Unilever's path toward net positive



Agriculture's role in saving the planet



3 steps to make climate action your joyful daily practice



Achieving greatness through blind faith

Focus Ses ons

We ignited the power of science, sustainability and storytelling to create a better future for the ONE planet we share during the Alltech ONE Conference tracks, which explored today's most relevant topics in agriculture and beyond.



Aqua

"We realized that there's actually carbon tunnel vision, and sustainability is much more than carbon footprint only. We should also

look at all the different parameters to quantify the sustainability of our feeds. So basically, this means that sustainability is in transition and it's moving from carbon footprint to more indicators. So we started looking beyond carbon emissions, but also looked at marine resource sustainability, global warming potential, acidification, ozone formation and depletion." —Maud Valkenaars, Nutritional Researcher, Alltech Coppens, "Aqua On Top: Building on Aquaculture's Unfair

(Sustainable) Advantage"

Beef

"We can't be in the position to have mandates about sustainability without solutions. We need to be proactive

about solutions before mandates come down." —Dr. Kim Stackhouse-Lawson, Director and Professor of Animal Science, AgNext, Colorado State University

Crop Science

"Solutions exist right beneath our feet, if you take the time to read the story of soil." —David Montgomery, Author, University of Washington, "Little Bugs, Big Impact: Soil Microbes and Fertility"



Dairy

"Our team of people is one of our greatest assets. Every year we come together as a farm to celebrate accomplishments and recognize the units who have excelled, helping build a positive culture." —Andrew



Frederick Oddy, Herd Director, Danone Al-Safi, "Crème de la Crème: Large Herd Management in the Desert"

Equine

"Riding is just a small part of being successful in this sport. There are five pillars to being successful in the horse business. You have to

be ambitious, lean into emotion, proper management, good selection and, lastly, talent." —Boyd Martin, Professional Athlete, Windurra USA, "Becoming Boyd: Business Development in the Equine Industry"



Pet

"Pet parents purchase based on benefit-oriented demand. Supplements related to anti-anxiety and calming, immunity and gut health are all experiencing market increases." —Nicole Hill, Executive Director, Strategy, MarketPlace, "Your Pet and You: Pet and Human Crossover Trends and Insights"



Focus Ses ons

"Imagine what we can do for humanity if we can program the brain to desire the most healthy and nutritious and sustainable crops with the highest yield for our food technologists."

Pig

"Sustainability is a business plan. You never want to separate efficiency and sustainability. They need to work

together." —Erica Lain, Sustainability Manager, Iowa Select Farms

Poultry

"There is no sustainability without animal welfare. Future generations are what we are committed to. Poultry production is efficiently sustainable." —Dr. Everton Krabbe, Head of Unit, Embrapa Poultry, and Swine Researcher; Embrapa (Brazilian Agricultural Research Corporation)



Health and Wellness

"Now more than ever, Americans are facing a multitude of health issues such as obesity, diabetes, cardiovascular disease and food insecurity. Additionally, the past three years have underscored major challenges for our food systems that have



been bubbling beneath the surface for some time. At the Texas A&M AgriLife Institute for Advancing Health through Agriculture, we believe agriculture is the solution — the solution to human health, economic prosperity and environmental sustainability." —Patrick Stover, Ph.D., Director of the Institute for Advancing Health Through Agriculture, "The Promise of Health Through Agriculture"

Business

"If you say what you do and do what you say and are honest in what you can and cannot deliver, you automatically build trust. With this, you create a partnership and automatically earn the right to be listened to." —Brigitte Jaspers, Commercial Manager, Alltech Coppens, "Price Pressure: Doing Business During a Pandemic"

Neurogastronomy

"Imagine what we can do for humanity if we can program the brain to desire the most healthy and nutritious and sustainable crops with the highest yield for our food technologists." —Dr. Dan Han, Psy.D., CELM, FANA; Chief, Division of Neuropsychology, University of Kentucky College of Medicine, "Neurogastronomy: A Road to Global Health and a Planet of Plenty"

Stay Curious

"Ask yourself, 'How can I lead across generations with more awareness, empathy and understanding?'" —Colene Elridge, CEO, Be More Consulting, "XYZ: Leading the Alphabet Soup of Generations"







Workshops

The in-person experience at the Alltech ONE Conference included a wide range of workshops, allowing participants to take a closer look at their key topics of interest, discuss solutions and network with other attendees. Here is a snapshot of the conversations overhead in just a few of our workshops:

A World Without Mycotoxins: Can We Work Together to Make This a Reality?

"The future of mycotoxin control lies in a totally interconnected approach; we have all the tools at our disposal throughout the feed supply chain, the key is now to bring them together to ensure we are protecting our people, our planet and our producers' profit."

-Nick Adams, Mycotoxin Management Team Global Sales Director, Alltech

Harnessing the Power of Genetics

"Our DNA determines who we are and how we respond to the world around us."

> -Dr. Yael Joffe, Founder and Chief Science Officer, 3X4 Genetics

Impact Investments in the Protein Sector

"Impact investments are investments made with the intention to generate positive, measurable social and environmental impact alongside a financial return. These types of investments are needed right now to drive the future of agriculture."

> –John Simpson, Managing Partner, Bluegrass Partners











ONE Partners

Thank you to our 55 <u>ONE Partners</u>, who help support the Alltech ONE Conference in partnership with Alltech. Members participate in unique networking events throughout the conference and connect with like-minded companies and entrepreneurs to foster meaningful business relationship development. For many, this was their first Alltech ONE Conference experience, while others reconnected in person for the first time in many years.



The Alltech Presidents Club at ONE

More than 50 agri-food executives from 16 countries joined Dr. Mark Lyons for the Alltech Presidents Club at ONE. The Presidents Club included lunch discussions that enabled the executives to have critical conversations on two issues that are keeping today's leaders up at night.

"Sustainability: A Leader's Dilemma" featured Dr. Frank Mitloehner, director of the CLEAR Center at University of California Davis; Tara McCarthy, CEO of the Irish food board Bord Bia; and José Luis Vial, CEO of Ventisqueros.

"The Russian Crisis and Repercussions in Global Agri-Food" included commentary from Philip Wilkinson, OBE, non-executive director, MHP Ukraine; Pierce Scranton, managing director of Temasek; and Eric Glenn, global purchasing and supply chain director at Alltech.

Discussions were moderated by Professor Damien McLoughlin of University College Dublin's Michael Smurfit Graduate Business School.

















Exciting Ag-Tech Announcement!



Cultivating new possibilities among Kentucky's four-plank fences and paddocks

During the Alltech ONE Conference, Dr. Mark Lyons joined the Kentucky Commissioner for Agriculture Ryan Quarles, Lexington Mayor Linda Gorton and Dr. Nancy Cox, dean of the University of Kentucky College of Agriculture, Food and Environment, to announce the formation of the Bluegrass Ag Tech Development Corporation.

"In 2017, my father Dr. Pearse Lyons penned an op-ed for The Lexington Herald-Leader challenging our region to harness the energy of its traditions and expertise within agriculture, food and beverage," said Dr. Mark Lyons, president and CEO of Alltech. "For the past few years, we have been working behind the scenes in collaboration with the Kentucky Department of Agriculture, City of Lexington, University of Kentucky and others to make that vision a reality. With the formation of the Bluegrass Ag Tech Development Corporation, we are taking a significant step forward in creating an ecosystem for agri-food innovation that builds upon Kentucky's best attributes."

Dr. Mark Lyons will serve as a board member for the new entity, and a search is currently underway for an executive director.

Press Coverage





Owen Roberts @TheUrbanCowboy · May 24 Congratulations to South Africa agricultural journalist Lindi Botha, recipient of the 2022 IFAJ-Alltech International Award for Leadership in Agricultural Journalism. This recognition honours Alltech's late founder, Dr. Pearse Lyons, a passionate storyteller. #IFAJ #AlltechONE



"I am so amazed by the good work Alltech is doing in transforming agriculture in more awareness and how agriculture can change the world. Congrats to this year's IFAJ-Alltech Young Leaders and all the participants who make it to this most honorable event in the USA this year."

-Seedy Darboe, Gambia, 2021 IFAJ-Alltech Young Leader (Virtual Press Attendee)



Chris McCullough @journo_chris · May 23 All set to report internationally from the @Alltech ONE conference in Kentucky, USA - virtually of course! Deadlines fast approaching! 💻 😇 💲 #AlltechONE





Press Coverage







Cattle could be the solution to global food insecurity



Llevar alimento suficiente, sin dejar de colaborar para un mundo mejor; la conclusión en el 1er día de la Conferencia de Alltech

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Lurgo de regresar al formato presencial, compartir espacia con un evento hibrido y estrenar un renovado Centro de Convenciones en Levington, Alltech presentó un cartel para el primer día de ONE que incluyó al Dr. Mark Lyans, Heother White, Vaughn Holder y hikki Putnam.

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rate of Or. Mark Lyons n número 38 de la Co era vez se realizó en r

ambién CEO de la compañía destacó que en la industria entaria, —con los retos que surgieron en este periodo—, bién se presentan **oportunidades**, que en el caso de este or, están representados mayormente por la sustentabilidad.

Feedstuffs.



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Alltech Welcomes World Back to Kentucky CINDY ZIMMERMAN / MAY 23, 2022 / SLEAVE A COMMENT

Alltech welcomed the world back to Lexington, Kentucky this week for the 2022 Alltech ONE Conference, the first time the legendary international symposium has been held in-person since 2019.

"This is my 32nd symposium/ONF, if Linclude the two virtual ones" said Alltech Vice President European Operations Patrick Charlton during the welcome reception Sunday night. "Although the virtual program has worked the last couple of years delivering information, there's so much more to these meetings that comes over cups of coffee, over lunch, over the occasional Kentucky Ale where we get to share ideas as well.

El Productor



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Alltech ONE Conference closes with themes of innovation, resilience







"This year's ONE exceeded my expectations. From the opening to the closing ceremony, it was a rollercoaster ride. You don't realize how many steps you take at ONE, moving from session to session. Mai, Damien and I had a ball, looking forward already to next year."

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Feedback From Attendees

It was my first ONE experience and I was blown away by the quality and diversity of the content and attendees. It did not feel like I was at an industry conference – but more like a special club of thought leaders and influencers in various walks of life.

- Soyoun Ahn, Director of the Credit Portfolio, Temasek

You Said: Survey results from within our workshops

How big of an impact is the war in Ukraine having on your business today?

- High: 59%
- Moderate: 33%
- Low: 8%
- None: 0%

In your region, do you think the mycotoxin threat is:

- Increasing: 80%
- Decreasing: 0%
- Not changing: 20%

In your opinion, is antimicrobial resistance a "real world issue" on-farm or at production facilities?

- Yes: 100%
- No: 0%
- N/A: 0%



What is the % of females in leadership positions (executive management or board of directors) in your company?

- Less than 10%: 47%
- Between 10% and 20%: 32%
- Between 20% and 40%: 9%
- More than 40%: 12%

ONE Isn't Done

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You don't have to miss ONE thing! On-demand presentations are available through September 2022. You can also continue to network and make new connections through the ONE app! More than 40 speakers were interviewed for our Ag Future podcast during ONE. Tune back into their expert insights by following Ag Future wherever you listen to podcasts.

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We are listening!

Your feedback is essential as we continue to evolve our world-class event. Please take this <u>brief survey</u> to provide your input.

Is there an influential, inspiring and insightful expert who would make a great speaker for ONE 2023? Let us know! Please submit their name, title and organization along with relevant background information and links to <u>events@alltech.com</u>.

What was your key takeaway from ONE? Continue to share your favorite moments on social media using #AlltechONE and tag us @Alltech.

Podbean

Apple Podcast

Spotify

Captured on camera! See the best photo moments <u>here</u> and continue to check back as we will add more photos!

The Alltech ONE Conference returns to Lexington, Kentucky, May 22 -24, 2023! Be sure to <u>subscribe</u> to the ONE newsletter to receive exclusive offers and updates.

Download the free app

There are three ways you can download the app:

Search "Alltech ONE" in Google Play or the App Store.

Click here from your mobile device. This will open your phone's relevant app store so you can download the app.

Scan the QR code below from your mobile device.





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Thank you

for making this the most exceptional Alltech ONE Conference yet. After three years apart, we were thrilled to welcome attendees back to Kentucky and continue to offer ONE's inspiration to everyone,

everywhere on our virtual platform.

What makes ONE truly extraordinary is you, our friends who join us to collaborate and share ideas. We can't wait to welcome you back to the Bluegrass next year from May 21-23, 2023, as we continue Working Together for a Planet of Plenty.

> All the best, Dr. Mark Lyons President and CEO Alltech