

LEARNING JOURNEYS AND PROFESSIONAL SALONS

Experiential Education for Sustainable Agriculture and Food Businesses



“The level of comfort among all participants—including those from Monsanto—allowed the engaging, frank, non-accusatory, and overall hopeful conversation that followed.”

- Janice Person, Monsanto

Professional Salons

Professional salons are carefully designed, curated, and facilitated intimate conversations that explore ideas, perspectives, and possible solutions to systems issues related to the field or practice area of the host. They are designed to explore areas for alignment and innovation among stakeholders related to the topic, usually in the context of shifting marketplace demands, resource constraints, new products or technology, or policy.

Salons are explicitly exploratory in nature. While there may be a desired goal related to the salon topic, for the sponsoring organization, or an “outcome” that the company is looking for, salons work best with up-front investment into the framing, curation and carefully scripted prompts, which set the tone for participants to carry the conversation forward and explore new terrain.

Salons are often set up to explore the range of perspectives, trends, innovations and often-times confusion around key areas of complexity in a particular field. The most common food and agriculture topics are sustainability (including but not limited to climate, supply chains, agriculture practices, labor, e.g.), health and nutrition, technology, innovation, investment, policy, and equity.

KK&P’s expansive national and effective global networks from the non-profit, corporate and government sectors, provide deep cross-sector knowledge and an active roster of potential external participants. These can include chefs, farmers, retailers, nutritionists, scientists, environmentalists, investors, educators, policy-makers, and philanthropists.

How does it work?

- The client typically suggests a topic, and discusses the purpose of the salon, the importance of the topic towards a company goal, and a desired outcome from the experience
- KK&P refines the topic, develops a narrative arc, specific topic, and participant suggestions
- An invitation list is created, logistics organized, invitations sent and managed, and final curation of the guest list and narrative is prepared
- The most relaxed and effective salons take place over three to four hours, and include a meal prepared and served at the table where the discussion is taking place

Previous Salons Include:

- **Alliance-Bernstein**, How Health and Wellness is Influencing Food Choices in the US, 2014
- **Elanco**, One Health, 2015
- **Monsanto**, How to Have a Conversation with Monsanto, 2016
- **KK&P Sponsored Salons**, including The Future of Food Philanthropy, 2016; The Future of Food & Health, 2016; and The Future of Food Education, 2017
- **James Beard Foundation**, Food Industry Trends and Market Research, 2017
- **The New Citizenship Project**, Food Citizenship, 2017
- **Liberty Prairie Foundation**, Priorities for Illinois Agriculture and Food Policy, 2017

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"This was a truly FABULOUS opportunity to do some interesting things, learn a lot and get to know more about each other and the stories PepsiCo NAN has to tell."

- Laura Shulman, Fleishman Hillard

Learning Journeys

Learning Journeys are experiential workshops designed for professionals in the agriculture and food sectors. Participants see and have hands-on interaction with aspects of the supply chain that may otherwise not be accessible or easily understood. Each Learning Journey is designed and led by an expert facilitator who helps curate the group and program to accelerate participants' abilities to envision and enact profound change in their work.

Learning Journey participants spend one to three days traveling with a group of up to twenty peers, an itinerary designed around an aspect that the client wishes participants to learn more about. The off-site field visits can be combined with other meetings or activities, or be stand-alone events.

Designed to build knowledge through seeing with one's own eyes, "unlearning" what people think they know, and building up new knowledge through a shared experience, Learning Journeys can be part of a larger organizational process that includes innovation, corporate sustainability strategy, succession planning, or supply chain reformulation.

"I appreciate the conversations and insights, and learned a lot from the impressive group of professionals you assembled in beautiful Sarasota."

-Penny Parham, Miami-Dade Schools

How does it work?

- KK&P develops a narrative arc and learning objectives for the Learning Journey in collaboration with the client
- Over the course of several days, the group will tour a selection of locations that follow the narrative arc of the Learning Journey topic
- KK&P identifies the host sites and strategic partners, and collaborates with the client on logistics planning
- Each day will be set up to include field visits, periods of reflection, facilitated and small group discussions, and activities such as preparing a meal together, going on a hike, etc.

Previous Salons Include:

- **Sustainable Food Lab**, Coffee Certification in Guatemala, 2007
- **Sustainable Food Lab**, Specialty Crops and Farm Labor, Salinas, California, 2008
- **James Beard Foundation**, New York City and Hudson Valley Regional Food Systems, 2010
- **C.H. Robinson**, New York State Regional Growing and Marketing, 2010
- **Carana Corporation**, Farmer Cooperatives and Value-Added Production, Dominican Republic, 2011
- **International Culinary Center (ICC)**, California Farm to Table, 2013-2014
- **PepsiCo North America Nutrition**, Natural Resources and Healthy Product Development, 2017
- **Globetrotter Foundation & Cienega Capital**, Regenerative Agriculture, 2017-2018