



Laurie Curry Copithorne

Author • Speaker • Facilitator •
Consultant

How Big Food Will End Hunger AND Can Save the Planet

To create a more affordable, accessible, nutritious, and sustainable food system, all the agri-food players have a role to play. This book is designed to build the business case and provide a roadmap on why a purpose-driven food system can be profitable — delivering shareholder value — and provide nutritious and planet-friendly food.

How Big Food Will **End Hunger** and Can *Save the Planet*
A Roadmap For Transforming the World's Food System
By Laurie Curry Copithorne

OUR FOOD SYSTEM IS IN **CRISIS**.

Food, essential to life, should be equitable, affordable, sustainable, and healthy food for all Americans. But the quality and accessibility of food in the U. S. have dipped to levels never seen before in our history. Thankfully, we are also living in the midst of an unprecedented era where unique and powerful opportunities exist to transform the food system in the U. S. The fate of our health and the planet's viability depends on it.

In this groundbreaking book, Laurie Curry Copithorne calls for a transformation in the food industry from one tethered to profits to one whose foundation rests on a new paradigm based on love for the environment, human health, and the preservation of the planet. Laurie's ideas serve as a playbook designed to generate new thinking and connected strategy models and frameworks to ignite the imagination. She dares consumers and food producers to think differently — in a way that resonates with the natural world in mind.

***This book belongs on the desks of every politician,
community leader, and consumer.***



Redefine Food. Reconnect to Purpose.



Laurie Curry Copithorne is the founder and executive strategist of Food For Health, A Division of LKC Strategist, LLC. She founded Food For Health to unite stakeholders from the food, agriculture, government, academic, and health sectors under a shared vision and voice to become a force for good.

Having worked in agriculture, food, nutrition, and health sectors for three decades, she helped to initiate the global food industry revolution. She has developed award-winning strategies for companies looking to transform into health and wellness leaders.

Laurie, a registered dietitian, organizational chair, and health professional, has provided strategic advice to national and international food and health professional organizations, foundations, and governments.

To contact Laurie or inquire about interviews, appearances, workshops, and presentations:
hello@foodforhealthstrategies.com

Food For Health, LLC
104 Main Street, Unit 705
Blue Hill, ME 04614

"We are living in an unprecedented era where unique and powerful opportunities exist to transform the food system. The fate of our health and the planet's viability depends on it."

— Laurie Curry Copithorne



This book is for all the **farmers, food industry players, and food lovers** working diligently on improving the food system

Contents:

Part One: The Challenge

Chapter 1: Why Food for Health Matters Now

Chapter 2: Key Food Industry Leaders Stepping Up to UN's Decade of Action

Chapter 3: A Purpose-Driven Strategy Is Good for Business

Part Two: The Solution

Chapter 4: Reimagining Your Company's Vision to Create Purpose-Driven Sustainable Value

Chapter 5: Is Your Company A Survivor or An Innovator:

Chapter 6: Leveraging Purpose Pays Off

Chapter 7: Redefine Food—Reconnect to Purpose

Part Three: Pivoting

Chapter 8: Time for Action