



ALL EARS!!

THE LITCHFIELD FUND WEEKLY NEWSLETTER

"OUR EARS SPAN ALL FIELDS"



EADWEARD MUYBRIDGE WAS BORN in England & led an interesting life. To begin with, he changed his name to make it sound more archaic. He migrated to the USA at age 20 to sell books. He ended up in San Francisco. On a return trip to England, he was in a stagecoach accident in Texas that caused severe head injuries. Recovering in England, he took up photography & patented several inventions. Returning to San Francisco, he married a woman half his age. He then stalked her lover & murdered him. In a foretelling of things to come, the courts found him not guilty, a justifiable homicide! But Eadweard Muybridge is most noted for his inventions that led to movie projection.

PROJECTION: Eadweard Muybridge invented the zoopraxiscope, which was able to project paintings or photographs from a series of individual glass plates, captured from several cameras, to show motion. Muybridge used it to show animals, such as horses, at full gallop. The first actual movie projector, capable of showing an actual celluloid continuous film, to a large audience, was invented in 1895 by Woodville Latham & his sons, Otway & Gray. With two former Edison technicians, they created the "Latham Loop," a single strip that ran through the projector to create a large display. Edison's Kinetoscope only showed a series of single photographs to one person. Other rivals to the Latham *Pantopticon* came about, including August & Louis Lumière's *Cinematographe*. Audiences began to see projected film in vaudeville theaters within a year & in 1902, the *Electric Theater* in Los Angeles opened, the first theater totally devoted to showing moving pictures. During the Golden Age of Hollywood, the theaters got large & gaudy. They were a regular destination for all Americans before the advent of television & on demand streaming. Those theaters, like the *Commodore* & *LaSalle* in our Cleveland neighborhood, were still in use when I was a kid. I remember being in those theaters, not just looking at the screen, but at the projector light strobing across the theater. The dust particles swirled. The rising cigarette smoke created phantoms that disappeared as they approached the ceiling & departed from the beam of light being projected on the screen. Of course, the term projection is used in psychology, from Freud & expanded by Jung, a basic part of the human experience. As an example, a person who is hyper-critical, anxiety prone, fearful, depressed or even happy may project these feelings onto others. They may say, "*Why are you being so critical; why are you fearful & anxious about this: why are you so down today,*" or such. What they are feeling, thinking, how they are acting or what they are doing, they project onto you; it is you who is feeling that way, thinking that way, acting that way. This is exactly what is on Page 1 of the despot's handbook, the despots of the sociopolitical leanings of communism, socialism & fascism. They stand on their bully pulpit to shout, "It is THEM who are full of hate; it is THEM who we must fear; it is THEM who are trying to divide us & tear us apart; it is THEM who are committing crimes," & even more. They do this to misdirect attention to justify & hide their own misdoings, then cast the shadow of their own violence, crimes, atrocities, hate, divisiveness & designs for chaos on those they are attempting to cow. Again, this is on Page 1 of the handbook: *accuse your enemies of your own crimes!* Coming together means finding common ground & common values that we, simply as humans, all share: love, family, nourishment, friendship, happiness, & most all, the Freedom of our minds, hearts & souls. From Carl Jung: "*The best political, social, & spiritual work we can do is to withdraw the projection of our shadow onto others.*"

INDUSTRY NEWS: *Planted* raised \$72M for its whole-cut plant-based alt-chicken, led by *L Catterton*. Cell-cultured *Mermade Seafoods* raised \$3.3M in seed funding for product development, led by *Fall Line Capital* with *OurCrowd* & *Sake Bosch*. India's *Greenest*, plant-based proteins, raised an undisclosed investment led by *Better Bite Ventures*. *Pattern*, tech to predict next season crop risk, raised \$35M from *Conti Ventures*. *Groundwork BioAg*, integrated mycorrhizal inoculants for fertilizers, closed on \$18M led by *Climate Innovation Capital*. *Puna Bio* raised a seed

round of \$3.7M for its seed treatments that strengthen plant growth led by *At One Ventures & Builders VC*. *Tracegrow*, organic fertilizers made from used alkaline batteries, raised an undisclosed round from *Nordic FoodTech VC*. Restaurant staffing platform *Bite Ninja* raised \$11.3M million led by *Manta Ray Ventures*, *Owl Ventures*, *Agfunder* & others. *ConverseNow*, voice artificial intelligence technology for restaurants, raised \$10M from *Enlightened Hospitality Investments*. *Walmart* will take a minority stake in *Sustainable Beef LLC*, who is building a new \$325M beef processing facility in Nebraska that will create 800 jobs. European delivery company *Just Eat Takeaway* sold its stake in Brazil's *iFood* for about \$1.8B to multinational conglomerate *Prosus*. *Instacart* acquired *Eversight*, a pricing & promotions platform, for an undisclosed amount. *Kraft Heinz* will sell its powdered cheese business to *Kerry* for \$107.5M. *Burlington Capital Partners* & *Gladstone Capital* acquired ingredient supplier *Sokol & Co.*, for an undisclosed sum. *Lallemand* (through its subsidiary *Danstar Ferment AG*) acquired *Nutriline* baking enzymes business of *BASF*. *NewAge*, a beverage portfolio company, has declared bankruptcy with \$150M in debt. The founders of *Shaka Tea* will depart the company to create an investment fund.

Campbell Soup was on target for 4th QTR revenue & earnings, but missed on its full year performance; the stock lost ground. *Costco* reported strong 4th QTR sales ahead of a full announcement on September 22, including increases in the cooler, frozen foods & candy departments, increased inflation on center store food & fresh & the strongest sales in Midwest, Southeast & Northeast.

Indie grocer *Roche Bros.* has put a 90-day freeze on prices. *Sam's Club* will increase its membership fees about 10%. *Cub* has deployed *Afresh* technology for produce management. *Mars* has added more than 40 Brands to *DoorDash* for delivery. *Walmart* will partner with *Llena (AI)* to offer healthy personalized diet, recipe & grocery choices. Tech-company *Standard AI* & *Chartwells Higher Education* will open 100 autonomous retail stores at USA universities. Enhanced coffee *Four Sigmatic* is now available at *Walmart*. *Impossible Foods* reformulated its plant-based ground beef product to have less saturated fat & more protein than beef. Also, *Impossible Foods* will launch frozen meal bowls. *Schwan's* has launched a frozen pizza line. Caffeinated chocolate milk maker *Spylt* won the 2022 *NY MilkLaunch* competition. *Shiru*, a microbial fermentation startup, will partner with bakery ingredients maker *Puratos* to develop egg replacements. Also, *Puratos* will open its first USA *Puratos* baking school. *Brinker International (Chili's)* will pause its robotics server test with *Bear Robotics* to instead focus on its kitchen tech to reduce cook times. Kitchen automation companies *Picnic Works* & *Minnow Technologies* will partner on automation services for stadiums, large franchises, universities & commercial food service providers. *General Mills* will invest \$100M to expand its Wellston, Ohio, *Totino's* pizza & pizza rolls manufacturing facility, creating 80 jobs. *North Dakota Soybean Processors*, a joint venture between *CGB Enterprises* & *Minnesota Soybean Processors* will construct a new plant near Casselton, ND. *Kraft Heinz* opened a new 650K sq. ft. distribution in Lathrop, CA, in partnership with logistics companies *Ryder System* & *Prologis*.

On the continuing front as to how inflation is shaping consumer behavior, in its most recent *North American Agribusiness Review*, *Rabobank* says consumers are clearly buying less expensive foods & cutting premium foods, dining out less & frequenting discount grocers more often. From *PYMNTS*, higher income shoppers make many more trips to the grocery store than lower income shoppers. From the *FMI State of Fresh Foods Report*, not only are consumers' purchases growing the fresh prepared food segment, grocers' efforts to spur this category are paying off. From *FMI*, chicken sales are up 9.9% YOY, driven by inflation, with organic chicken growing 2.5X in the last five years. In a study from *Kerry*, cheese flavored snacks are by far leading the savory snack category. From the Florida Atlantic University Schmidt College of Medicine, ultra-processed foods can lead to higher instances of anxiety & other mental health issues. A CO2 shortage is impacting breweries & dry ice manufacturing & prices. Peruvian grape & blueberry exports will top over \$1B & Peruvian avocado exports will be 8% higher this season. Chile's vegetable exports have grown 8.5% YOY.

MARKET NEWS: Markets were lower as the economy continued to crumble.

SEEDS, SPROUTS, GROW, HARVEST!

THE LITCHFIELD FUND – *Tom Malenjo*

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