LITCHFIELD

I DON'T REALLY RECALL THE MORNING of Friday, July 4th, 1969. A holiday, Mom likely made pancakes, with something special, like Italian sausage. At midday we may have seen the parade; the high school band, boy & girl scouts & local politicians having gathered behind St. Clare Church to march down Mayfield Rd. to the city park! At the park there was food, rides & carnival games, so we probably spent a few dimes there! The day, like any other July day along Lake Erie, was likely hot & very, very humid. Sometime during the day, we may have thrown a baseball around or watched an Indians game on TV. No, I don't remember the day, but I can't forget that evening!

SUMMER OF '69: As dusk fell, we were sitting around the picnic table finishing dinner with our next-door neighbors, ready to claim a spot at the city park for fireworks. We knew there was a storm brewing, typical for a summer afternoon in Cleveland. But in the days before doppler weather & panic-stricken weather commenters, we had no idea of the severity of what was headed our way. When it hit, both families rushed from the deluge into our little house, the trees bending & breaking. As the wind raged, water found its way through window edges, dripped from light fixtures & the power went out. Our neighbors could not even venture outside to run the 25 feet to their house! Forty-two people died in those storms & tornadoes in Northeast Ohio that night, many caught outside at parks celebrating Independence Day! Hundreds were injured & the property damage was immense! A little scrap wood clubhouse my buddies & I built was picked up by its canvas roof! We found it a few blocks away! A neighbor's giant tulip tree, perhaps 60 feet high & just as wide, was not just pulled from the ground, it completely disappeared! Fortunately, that night was far from the most important memory of the *Summer of '69*. Just over two weeks later, we all witnessed *American Exceptionalism* as America fulfilled the promises of President John F. Kennedy! First, before Congress on May 25, 1961, when he said, "*This nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon & returning him safely to the Earth*," & then again, on September 12, 1962, in Rice Stadium, when he told the crowd, "*We choose to go to the moon!*" So on the night of July 20, we saw the fuzzy feed from space, we heard the words of Neil Armstrong, from *the Eagle has landed* to a *small step* & a *giant leap* & we watched the American Flag be planted on the moon! President Kennedy understood what America, her citizens, her will, her gumption, her bravery, her technical prowess & innovation could do when challenged. America sent three men to space, in a capsule controlled by switches, gauges & dials (likely with less technology & computing power than today's *Samsung* washer & dryer)! They walked on the surface of the moon & returned to a hero's welcome! Neil Armstrong said, "*I think we're going to the moon because it's in the nature of the human being to face challenges. It's by the nature of his deep inner soul. We are required to do these things just as salmon swim upstream.*" Yes, humans, especially Americans, thrive on challenge! Personally, professionally or even in achieving our biggest dreams, we try to do more, go farther, climb higher, try harder! Science fiction author David Weber said, "*I want manned spaceflight, not just back to the Moon, but beyond that. And I want my daughters & my son to have their own July 20, 1969, to remember. Apollo 11 didn't give us wings; it only showed us how far the wings we had would take us!*"

INDUSTRY NEWS: *Health-Ade* kombucha secured a $20M investment from *Coca-Cola* earlier this spring. Hemp/CBD company *HeavenlyRx* acquired a 25% stake in *Jones Soda* at 60¢ a share, a total of $9M.

Brazilian meat producers *BRF* & *Marfrig Global Foods* have halted their merger talks. *Kencko*, a powdered fruits & vegetables packets start-up, raised $3.4M with *NextView Ventures, Kairos Ventures, Techstars, LocalGlobe, Max Ventures* & others. *Brandable*, tech consumer packaged goods platform, announced a round was led by *Cota Capital* & including *Lightspeed Venture Partners, Advance Venture Partners* & others. Farm data company *Farmobile* added an undisclosed investment from *Ag Growth International* to expand its storage & data management services for farmers.

Wegmans (#16) & *Publix* (#34) are on *Fortune's 2019 100 Best Workplaces for Millennials*, both for the 4th year. *Publix* will look to Tampa for its next Florida <u>GreenWise</u> *Market*. *Food Lion* will debut 92 upgraded stores in South Carolina. *Giant Eagle* will offer check-out free technology in partnership with *Grabango*. *Albertsons* is piloting a delivery subscription service. *Kroger*'s 129 L.A. area *Food 4 Less* warehouse style discount grocery stores will offer *Instacart* online grocery delivery. *Kroger* & its *84.51°* analytics arm have launched *Stratum*, a tool using data from stores & eCommerce to help brands better present products to consumers. *Ahold Delhaize* will open a fresh processing facility & culinary innovation center in Rhode Island, through its subsidiary *Infinity Fresh Kitchen*, to prepare fresh foods & meals for its *Hannaford* & *Stop & Shop* banners. *CommonSense Robotics* is constructing an automated micro-fulfillment center under a skyscraper in Tel Aviv, the first underground fulfilment center. *SweeGen*, producers of non-GMO *Bestevia* stevia sweeteners, will open a new European manufacturing facility to produce 3K tons of stevia annually. *Nestlé* will offer a 70% dark chocolate bar made from the beans & pulp of the cocoa fruit with no added sugar. *Chobani* will introduce nut butter yogurt combos in five skus such as *Honey Greek Yogurt with Almond Butter & Chocolate Greek Yogurt with Hazelnut Butter. Budweiser* will introduce *Harvest Reserve Deep Golden Lager*, developed with its barley farmer partners, to be sold only in Iowa & Nebraska during harvest. *Danone's So Delicious Dairy Free* is launching gluten-free *Oatmilk Yogurt Alternatives* with live & active cultures. *Stonyfield Organic* will offer dairy-free vegan *Fruit & Veggie Smoothie Pouches*. *FlapJacked* has launched its first ready to eat product, protein packed cookie bars. *Arby's* is creating meat vegetables, also known as "megatables." The marrot, a meat carrot, is whole turkey breast cut into the shape of a carrot, then sous-vided & rolled in a carrot marinade before roasting. *Tim Horton's* will offer *Beyond Burger*. *Blue Apron* will offer *Beyond Meat* burger meal-kits. *Oscar Meyer*'s iconic *Weinermobile* is available for rent on *AirBnB* during Chicago's *Lollapalooza.*

NPD Group, citing menu availability, shows plant-based burger sales at fast food restaurants rising 10% in the past year, reaching 228M servings. Plant-based food sales have risen 11%, reaching a total market value of $4.5B, per *The Good Food Institute* & the *Plant Based Foods Association*. Plant-based yogurt sales grew 39% & plant-based meat alternative sales grew 37%. *National Co+op Grocers (NCG)* & other natural & organic food industry partners donated $77K to the *National Farm to School Network (NFSN)* to increase USA kids' access to healthy, local food. Water soluble insect extracts have five times the antioxidant capacity of fresh-squeezed orange juice, per *Frontiers in Nutrition*. Higher wages have driven up the cost of meals prepared outside the home by 3.1% in the last year, while grocery prices have increased just 1%, per June CPI reports.

MARKET NEWS: Markets stayed near last week's record highs. July consumer sentiment rose & June retail sales rose a healthy 0.4% on a seasonally adjusted basis for the fourth straight monthly increase. The House passed a minimum wage law that has little chance to pass in the Senate.

Seeds, Sprouts, Grow, Harvest!
THE LITCHFIELD FUND — *Tom Malengo*
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