Errol Schweizer

Over 25 years of Grocery Industry Leadership

Austin, TX and Collegeville, PA **Errol Schweizer LLC.com**





PROVISIONS'







































I was raised in The Bronx, New York, and have over 25 years of retail, food service and supply chain experience. I am among the most influential grocery merchants of my generation, having developed hundreds of companies and dozens of new categories throughout my various roles, from mainstreaming organic and plant-based foods to establishing Non-GMO, gluten free, natural Kosher, Halal and hemp foods as top retail trends.

I led Grocery merchandising at Whole Foods from 2009 until 2016, doubling sales to over \$5 Billion annually on top of a 350 basis point margin gain. Bevnet/NOSH has recognized me as one of their top 50 food industry notables and Supermarket News has selected me as one of their Top 25 Retail Game Changers. I also received the Hemp Industry Association Lifetime Achievement Award.

I have experience in all areas of merchandising, category management and product development, including supply chain and wholesale channels, food safety, packaging, ingredient sourcing, pricing strategy, promotions and omnichannel/E-commerce. I am currently active as a Board member, co-founder and advisor for over a dozen high growth companies while continuing to be a vocal advocate for a more fair and just food system.

Errol Schweizer

Over 25 years of Grocery Industry Leadership

Errol Schweizer LLC.com

Career Highlights

- Retail trend leader on merchandising, product innovation and pricing strategy
- Leadership experience includes Whole Foods, Patagonia and Annie's
- Board Member, Advisor and Co-Founder of over 25 enterprises
- Expertise in category management, retail operations, supply chain, product development, and corporate governance

Recent Experience

March 2016- Present

Owner, Errol Schweizer LLC

- Co-Founder, Advisor and Boards of Directors for over two dozen enterprises
- Project NOSH/Bevnet 2023 Food Industry Top 50

Boards of Directors:

2018-2023

Farmer Direct Organic Foods

• Organic, fully traceable, bean, grain and hempseed brand

2017- Present

Nuttzo, Inc.

• Women-owned, specialty nut butters

2020-2021

MedMen Enterprises, Inc.

Publicly traded cannabis retailer turnaround and fundraising

2016- Present

Non GMO Project

• Consumer facing certification and testing regimen for GMO ingredients

2022- 2023

Smallhold

• Organic specialty mushroom producer

2018-2023

Hawthorne Foods

• Organic, regionally sourced fermented foods

2015-2023

Austin Travis County Food Policy Board

· Regional food system planning

2016-2019

Fairway Market Holdings

• New York City specialty retailer turnaround and Chapter 11 process

2017-2019

Byrne Dairy

• Family owned dairy processor and convenience store chain

2014- 2017

Farmshare Austin

• Organic food access and farmer training-focused non-profit

Co-Founder:

2016-2019

Good Catch Foods

• Plant-based seafood analogues with over 15,000 store placements

2018- 2022 Goodfish

Salmon skin snacks

2017- 2019 HERBL Distribution Solutions

California-based cannabis distributor

2017- 2018 Basics Market

Family owned, locally sourced, fresh grocery chain with focus on access

2018- 2023 Mood33 Sparkling Tonics

Hemp and cannabis beverages

2016- Present BeyondBrands

Plant-based brand accelerator

Executive Advisor and Partner:

2023-Present Impakt IQ

ESG Benchmarking, Partner and Advisor

2023-2024 PCC Community Markets

• Strategic pricing, assortment and supply chain advisor

2023-Present City University of New York

Sustainable food systems curriculum design

2022-2023 Astanor Ventures

• Due diligence and insights for impact-based V.C firm

2023-Present Wild Foods/Polar Productions

• Producer and content development for PBS series

2022-Present Studio ATAO

· Food systems curriculum design and rollout

2019-Present Merryfield, PBC

Retail media and consumer rewards app for clean label products

2023-Present Once Upon A Farm

• Product development and innovation

2021- 2023 Cool Beans

• Plant-based, frozen meals and snacks

2017- 2022 Good Eggs

• Farm to doorstep E-commerce enterprise

2017- 2021 Awakened Foods

Retail strategy and brand positioning for Sorghum-based snack line

2019- Present The Goods Mart

Retail store category development and merchandising strategy

2022- Present Marcellus Foods

• Retail store category development and merchandising strategy

2020- Present New Zealand Trade and Enterprise

Business development and market strategy for U.S. entry

2020- 2022 Food System6

• Leadership development and market strategy for accelerator members

2021- Present New American Table

Leadership on diversity and equity issues in the food industry

2020- 2021 Farmhouse Delivery

• Lead merchant for Local and Organic E-commerce grocer

2016- 2018 National Cooperative Grocers

• Merchandising and competitive strategies for retail services group

2018- 2019 Tanka Bar

Native American owned and operated Bison meat bars

2019- 2020 Patagonia Provisions

• Regenerative Organic Marketplace merchandising and growth strategy

2016- 2019 Aspire Food Group/EXO

• Retail and competitive strategy for cricket protein manufacturer

2016- 2019 Annie's Inc./General Mills

Development of regenerative market positioning and competitive strategy

2016- 2018 TSG Consumer Partners

• Investment deal flow, market insights and business development

2016- Present GreenOnyx

Non-GMO, plant-based food-technology

Whole Foods Market, 2002-2016

2009-2016 Vice President (Executive Global Coordinator) of Grocery

- Supermarket News Top 25 Retail Game Changers
- Doubled sales on top of 350BP Margin improvement
- Full P&L responsibility for over \$5 Billion in sales and 1000+ suppliers
- Led category management, merchandising and promotions across 80+ categories, including ambient grocery, frozen, dairy, snacks and bulk
- Trend leader on Non GMO, Biodynamic, Organic, Fair Trade, Plant-based, Halal and Kosher as well as Grass-fed and humanely-raised products
- Over 6000 product launches, developing products into household brand names
- E-commerce leadership, including launch of Instacart
- Global All Star 2008, 2011 and 2014

2009-2016 Advisory Board for Equity Partnerships, Whole Foods

• Retail leader for equity investments, including Kite Hill, Brandstorm and Epic Bar

2006-2008 Grocery Coordinator, Whole Foods, Northeast (NY/NJ)

• Consistently exceeded sales and profitability targets, Regional All Star

2005-2006 Regional Buyer/Associate Team Leader, Whole Foods, SW

Supervised operations and purchasing for Lamar grocery team

• Led procurement, product innovation and merchandising in Texas and Colorado

2002-2004 Grocery Buyer and Team Leader, Whole Foods, Florida

Awards and Recognition:

2023	Bevnet/NOSH Food Industry Top 50 Notables
2019	Hemp Industry Association, Lifetime Achievement Award
2016	Supermarket News, Gamechanger and Retailer of The Year
2014	Whole Foods Market, Global All Star, Best Global Program
2011	Whole Foods Market, Global All Star
2008	Whole Foods Market, Global All Star
2007	Whole Foods Market, Regional All Star

Selected Public Speaking Engagements:

CICCICA I GIOIIC CP	
• 2023	National Cooperative Grocers Keynote
• 2023	Consumer Cooperative Management Keynote
• 2023	Supply Side West
 2012, 2022 	Yale University
• 2013	Hemp Industry Association
• 2014	Portland State University
• 2015	USDA Coexistence Conference
• 2016-2017	National Cooperative Grocers Panels
• 2016-2018	BevNet/NOSH
• 2016-2023	Natural Products Expos Panels
• 2017	Texas Organic Growers
• 2019-2022	Rice University
• 2019-2021	University of Texas-Austin, LBJ School
• 2019-2021	Farm and Ranch Freedom Alliance
• 2020	Organic and Non GMO Forum
• 2021	Stanford University

Additional Employment Experience

•	1995-1998	Binghamton University Natural Foods Co-op
•	1994-1997	Sodexo/Marriott Food Service Clerk and Cook

Education

•	1998	Binghamton University, B.S. Biology, Dean's List
•	1996	SUNY Health Science Center, Biology Fellowship
•	1995	NYS EMT-D
•	1993	Bronx High School of Science Regents Diploma

Selected Writings, 2019-2024:

Why Your Groceries Are So Expensive Forbes

Why Now Is The Time To Reinvent Processed Foods Forbes

Why Eggs Cost What They Do FoodPrint

Why A Kroger Albertsons Merger Is A Bad Idea Forbes

Five Ways to Reboot Food Retail Food+Tech Connect

Where Do Grocery Prices Come From? Forbes

Why Food Price Inflation Is Not Inevitable Forbes

The Supply Chain Crisis Forbes

Re-thinking Food Processing Forbes

<u>Understanding Cultured Meat</u> Forbes

Food Insecurity In the Grocery Industry Forbes

Why Your Groceries Got So Damn Expensive Forbes

Why Store Brands Are Having Their Moment Forbes

How Windfall Profits Caused Inflation Forbes

What Consumers Should Ask About Precision Fermentation Forbes

Why Grocery Retailers May Eliminate Cashiers Forbes

Why We Need A Public Food Sector The Checkout

Selected Press Appearances, 2009-2024:

Interview With Thin Ink

Interview With Real Organic Project

Interview With Green Queen

NOSH Top 50 2023

Why The Kroger Albertsons Merger is Bad News The U.S. Sun

Can microbes	feed t	he w	orld?	BBC
--------------	--------	------	-------	------------

Why Do American Grocery Stores Still Have an Ethnic Aisle? The New York Times

<u>Disruptors: Errol Schweizer</u> Supermarket News

On The Amazon Whole Foods Merger Organic Insider

GMO Divide Continues Despite USDA "Workshop on Coexistence" Manufacturing.net

The non-GMO industry is growing fast. Where does it go from here? FoodDive

Major US Grocer to Require Labelling of GMO Foods

A Muslim Entrepreneur Follows a Kosher Model to Mainstream Success NY Times

How To Get Your Product Into Whole Foods Immigrant Business

Kosher options expand at Whole Foods Courier Post

This is What Your Salad Bar Would Look Like Without Bees (And Other Pollinators) HuffPost

Are We Heading for an Almond Shortage? Self

Whole Foods and Xerces Society Work to Help Pollinators at Risk Modern Farmer

Kombucha cha-ching: A probiotic tea fizzes up strong growth CNBC

Organic Food Companies Collaborate to Increase Grain Supply Civil Eats

What Is Biodynamic and Why Do The Products Taste So Good Living Maxwell

Whole Foods Steps Up Kosher Game to Thwarts Inroads by Costco Kosher Today

References available upon request