



THE
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host
Joanna L. Krotz

The food industry is adapting to disruptive changes driven by consumer appetite and technology. Who could have imagined McDonalds worrying about antibiotics in chicken even a year ago? Women lead innovations in sustainable food production and distribution.

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"Food needs to be efficient and enjoyable again. We can facilitate this by giving consumers access to better alternatives so that they can voice their vote, and create a market shift with every dollar they spend."

- [Shen Tong, founder, Food-X](#)

[Kat Taylor](#), CEO and founder (with environmentalist husband [Tom Steyer](#)) of Community Development [Beneficial State Bank](#), also launched and directs [TomKat Ranch](#) and [LeftCoast GrassFed](#). Focusing on sustainable food production, education and raising cattle with Holistic Management on 2000 acres in Pescadero, CA, Taylor says: "I want to see if we can create a closed-loop system here."



[Samantha Abrams](#) launched [Emmy's Organics](#) in Ithaca, NY, with partner [Ian Gaffney](#), to produce vegan, gluten-free macaroon treats and, soon, a Super Cereal line. Recognized by the [White House](#), Abrams has "grown Emmy's from the ground up, starting in Ian's mother's home kitchen," funding expansion with support from Whole Foods and crowdfunding.

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BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

[THE WOMAN'S PLAYBOOK](#), by entrepreneur and author Joanna L. Krotz, offers nationwide practical advice and real-life strategies to help women succeed in today's markets.

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