



# GROWS TOGETHER CONSULTING

Capabilities and Service Offerings, 2025

# Meet Alisa, Founder and Principal of *Grows Together*



Alisa Knapp grew up at [Green Gulch Farm Zen Buddhist Meditation Center](#) in Northern California and has dedicated her career to building a more resilient food system. From global food service to CPG innovation and fine dining to food truck operations, Alisa is a seasoned professional who believes the food industry is poised for a paradigm shift of regeneration through innovation. She is passionate about accelerating farmland transition to organic and regenerative through demand and market generation for biodiverse ingredients.

Built from the ancestral wisdom that “What Grows Together, Goes Together,” Alisa Knapp’s consulting takes a systems thinking approach to food design and innovation. The Grows Together proprietary growth strategy approach: innovation can be designed to create off-take for biodiverse crops to drive adoption of regenerative agriculture, promote nutrient density, and improve human health. Alisa brings a unique blend of consumer - centric philosophy mixed with structured and analytical problem solving, creative flair and imagination to her work with organizations of all sizes. Learn more [here](#).

PHOTOGRAPH BY JESSICA HARRIS



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# THEORY OF CHANGE





# The Problem(s) Alisa Saw



1. The traditional marketing innovation process is not designed to support farmland transition, even for the most well-meaning organizations
  - **Segregated Sustainability & Innovation Teams**– Sustainability teams set impact goals while innovation teams rarely consider crop systems or farmer perspectives into front end process
  - **Consumer Research reinforces this dichotomy** – Sustainability is often a lagging indicator due to how concepts are framed, researched, and executed. This makes the internal “business case” difficult .
  - **Late-Stage Sourcing Decisions** – causes biodiverse crops to be cost-prohibitive in the P&L
2. **Siloed investment approaches** compound these problems and increase risk



## Supply Side investment only

- Assuming demand will automatically follow supply **creates risk for farmers** who lack secure offtake agreements
- Investment into farmland transition and middle infrastructure without demand coordination **increases investment risk**



## Brand Side investment only

- Assuming consumer demand automatically signals supply **creates fragile supply chains**
- Investing in CPG brands without secure supply chains **increases investment risk and vulnerability.**



It doesn't have to be this way.

**Innovation can be designed to create  
off-take for biodiverse crops** to drive  
adoption of regenerative agriculture, promote  
nutrient density, and improve human health

# Regeneration Through Innovation Framework

A multi-stakeholder, collaborative theory of change



## 2. Brands

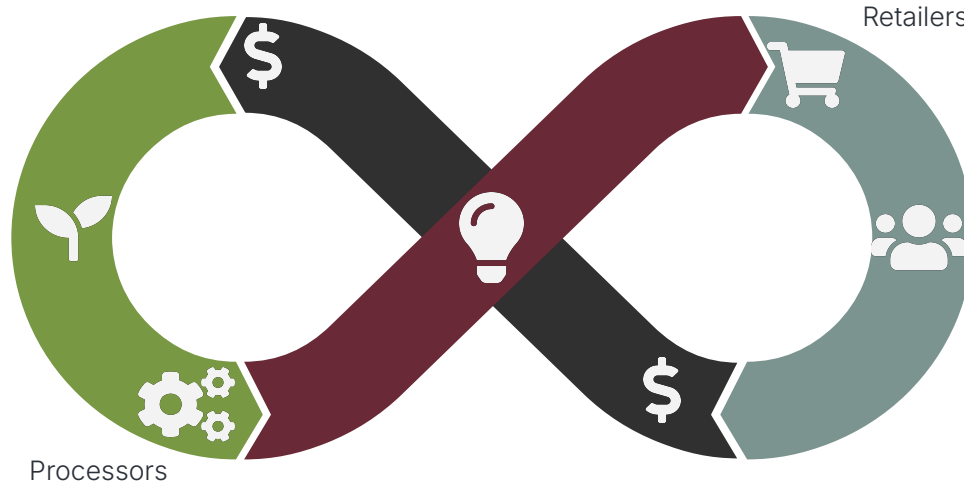
Pioneering food companies **intentionally design** delicious, widely appealing foods with those ingredients

## 1. Crop Systems

It starts with **farmers** who adopt **regenerative agriculture** practices, growing supply of biodiverse crops

## 3. Eaters (Consumers)

With support of retailer programs, products in market lead to increase consumer awareness driving **consumer demand**



## Investment & Acceleration

Market viability signals system level **investment acceleration into farms, processing and brands** increases the pace of innovation

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Cycle begins again



# SERVICE OFFERINGS



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# A two-part\*, proprietary approach brings framework to life

## 1 Convening Workshop: “Innovation As a Force for Good”

Alisa's Flagship workshop builds empathy and understanding for the crop system client is operating in by convening voices across the supply web and offers a deep dive into the regeneration through innovation framework, tailored to meet unique business needs

## 2 Crop-System informed Full Cycle Innovation Process

Proprietary full cycle innovation process designed to integrate these outcomes into every step of the innovation process from strategy, white space identification and ideation to tactical commercialization

\*offered as separate projects or as an embedded fractional role

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# Who Alisa works with:



This approach can be modified to support organizations across the supply web:



**Farmers, growers and ranchers** looking to develop multi-year offtake contracts  
**Processors & Aggregators** seeking to maximise and expand capacity to support biodiversity



**CPG brands** looking to develop new products while committing to their impact goals  
**Restaurants** / foodservice operations looking to expand into Consumer Packaged Goods (CPG)



**Retailers** who want to champion system change and increase consumer demand and awareness



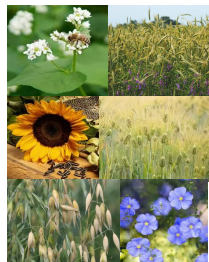
**Investors** interested in investing across a crop system and vetting projects with system impact



**Other organizations** (ie non profits, certifiers, trade associations) seeking to apply this framework and theory of change to their goals and support the regeneration through innovation positive flywheel



# This approach is biome agnostic and has worked for:

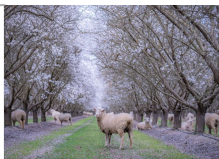


**Grasslands: Rotational crop systems** including row crops such as buckwheat, rye, sunflower, barley, oats, flax, kernza, hemp, butternut squash and red beans



**Tropical agroforestry** crop systems featuring perennial raw materials such as palm nectar, palm oil, bananas, coffee, cacao, turmeric

**Animal integration across ecosystems** grass fed cattle, pastured pork, chicken and lamb



**Ocean Ecosystems** wild salmon, bivalves, sea veggies like nori, kelp and dulse

**Temperate Agroforestry** in North America featuring **perennial plants:**

Chestnuts, hazelnuts, elderberry, aronia berry and black currants





## Grounding in Beneficial Outcomes for Planet, Palate & People

### Planet

- Ecosystem Resilience
- Soil & Water Health
- Biodiversity increase

### Palate

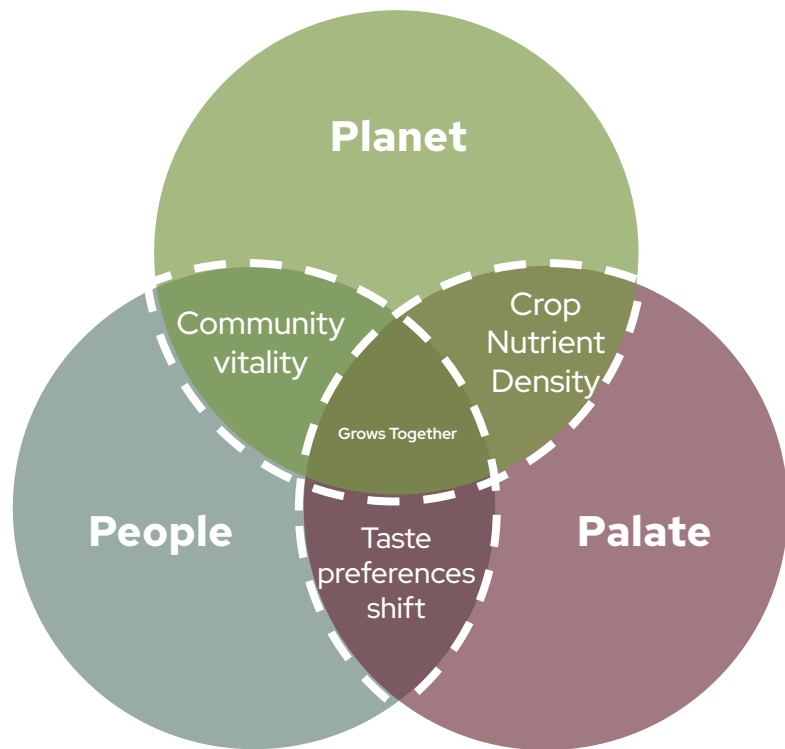
- Delicious foods
- Widely Appealing
- Successful brands

### People

- Nourishment for eaters
- Prosperity for growers and workers



# The Intersection of Planet, Palate and People



**Regeneration** happens at the intersection of beneficial outcomes for **planet**, **palate** and **people**

**Delicious, wildly appealing foods** can be designed from **resilient, biodiverse ecosystems with healthy soil** where **and farming communities thrive**

# Grows Together Full Cycle Innovation Process



Pre-  
Discovery

Discovery  
"Dream It"

2-4 months

Development  
"Define it"

1-3 months

Commercialization  
"Make it"

4-12 months\*\*

Workshop

Market  
Research

Ideation

Prototype

Feasibility

Product  
Dev

Launch

Ground in relevant  
crop system and  
People, Planet,  
Palate outcomes

- Translate workshop outcome into business opportunities
- Market research & competitive analysis
- New category assessment
- Brainstorming and rapid iteration
- Qualitative & Quantitative learning plan

- Crop focused concept development
- Prototype and Proto-cept iterations
- Evaluate, refine and screen ideas
- Identify manufacturing plan
- Volume estimates & financials
- Learning plan continues

- Coman selection & trials
- Refine estimates
- Design & branding
- Retailer Sell in
- First production and first ship
- Scale up & lessons learned

**Outcome:**  
Convene Diverse  
viewpoints, shared  
understanding of  
outcomes and  
goals of innovation

**Output 1\* :**  
**Regeneration  
through  
Innovation  
framework** tailored  
to client needs

**Output 2\* :**  
**Product Pipeline**  
filled with crop  
system focused  
concepts

**Output 3 :**  
**Multi- Year Roadmap**  
with supply impact and  
opportunity sizes

**Output 4 :**  
Project Plan

**Output 5:**  
Product on Shelf

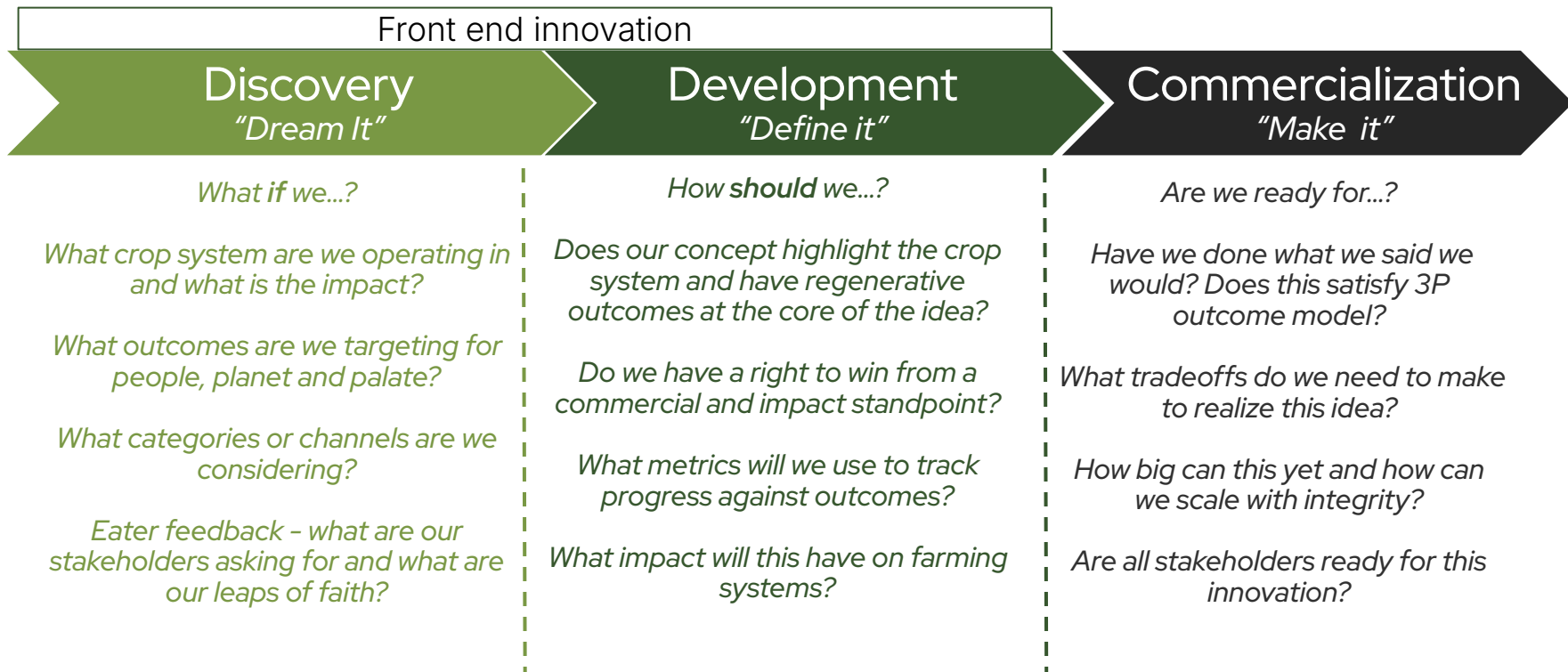
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\* Output 1&2 can happen in parallel

\*\* commercialization duration  
depends on manufacturing complexity



# Planet, Palate and People informed Innovation Process



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# Crop System informed Front End Innovation Process



Start by grounding in **relevant crop system** and connect front-end innovation with sustainability and business goals to ensure **strategy comes to life** through product design by highlighting beneficial outcomes to **Planet, Palate and People**



Conduct full **competitive assessment** of business today including market research, category research, new category exploration informed by **crop system requirements**



Lead **discovery** process and **pipeline** development including **White Space** Identification, **Ideation** and **brainstorming** sessions, generating a **crop system informed product roadmap**



**Regeneration focused concept development** based on consumer backed **need states** and validated with integrated **learning plan designed**



# CASE STUDIES



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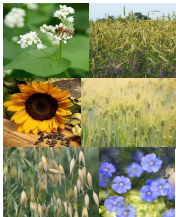


# From Crop System to Product on Shelf

## Crop System of Focus



## Products Launched



**Grasslands: Rotational crop systems** including row crops such as buckwheat, rye, sunflower, barley, oats, flax, hemp, red beans, butternut squash and more



**Tropical agroforestry** with perennials : palm nectar, palm oil, bananas, coffee, cacao, turmeric, tea



**Temperate Agroforestry** perennials: Chestnuts, hazelnuts, elderberry, aronia berry and black currants



**Ocean Ecosystems** wild salmon, bivalves, sea veggies like nori and kelp



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# Innovation as a Force for Good Workshop for Tea brand



## Crop system of focus

Intercropping spices and herbs with tea

## About the client

Category	Tea & coffee	
Stage	Growth	
Revenue	200M +	
Geography	Global	
Business Need:	<i>After acquisition, a sustainability focused brand seeks to commit to regenerative agriculture before category expansion</i>	

## Scope of Work

- Customized “Innovation as a Force for Good” workshop to prioritize growth-stage business need
- Contract extended to conduct full cycle innovation audit to create bespoke process for implementation of sustainability at every stage

## Outcome(s) Achieved

- Cross-functional team shares common language, goals for success and understanding of their impact
- Conducted workshop three times over 2 years to convene cross functional executive leadership
- Developed custom roadmap and innovation toolkit

# Fractional head of Innovation & Sustainability



**Crop system of focus**

Tropical agroforestry: bananas, cacao, coffee nibs

About the client	
Categories	CPG Chocolate bars, truffles
Stage	Growth
Revenue	\$30M
Geography	US & Canada
Business need	Leading natural sustainable chocolate brand wanted to expand into new categories, seeking exit



- Scope of Work**
- Imbedded into team fully as fractional head of innovation & sustainability to align agroforestry impact goals with product roadmap
    - Category expansion: Identify white space within current and adjacent categories
    - Lead ideation, crossfunctional brainstorming and develop product pipeline

- Outcome(s) Achieved**
- Creation of innovation strategic framework and product pipeline informed by impact goals
  - 5 year product channel roadmap developed to meet business and sustainability objectives
  - Extended into new category (granola)



# Building a market for domestically grown Chestnuts



**Crop system of focus**

Temperate agroforestry perennials: chestnuts and black currants

About the client	
Industry	Multi-channel: CPG, Food Service and Wholesale
Stage	Pre-revenue
Business need	Startup seeking full commercial Go To Market strategy and brand development to drive demand for domestically grown chestnuts and small fruits



**Scope of Work**

- Engaged to conduct full cycle innovation process from end to end to develop premium value added products driving demand for offtake from american agroforestry projects
- Crop focused ideation sessions generating and assessing 500+ product ideas across categories and sales channels

**Outcome(s) Achieved**

- Innovation framework, pipeline and 5 year roadmap created focusing on seasonal opportunities for chestnuts across holiday markets, CPG and wholesale
- Leading strategy for seed funding raise





# Commercializing a crop rotation : midwest oil seeds



**Crop system of focus**

Alt grain rotation: buckwheat, sunflower seeds, hemp, and flax

- Scope of Work**
- Led multidisciplinary task force to align sustainability, marketing, and innovation teams and connecting to farmer voices—ensuring that biodiverse crop demand was intentionally designed for
  - Run end to end innovation process lead category strategy and roadmap development

- Outcome(s) Achieved**
- Launched 12 products across 5 product categories highlighting sustainable practices
  - Contributed to financial success including topline revenue growth of 2x (new launches) and margin accretion from renovation and line extensions

About the Brand	
Categories	CPG Crackers, cookies, bars, baking mixes
Stage	Seeking exit
Revenue	\$100-\$150M
Business need	Seeking expand the definition of "wellness" to include planetary wellness by embedding sustainability into every stage of innovation planning and product development

# Thank you!



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