

Welcome to the latest views & perspectives of the future of food

INSIDE

Skin in the game

Our first newsletter and the reasons why we believe there is a need for more discussion.

Alphorn Ventures

Changing the way we eat on earth – and beyond.

Meet the team

Get to know the people and their story why they engage in the future of food.



Skin in the game

-By Daniel M. Böhi and Raanan Shenhav

Welcome to our first “loophole letters”! Food transcends mere sustenance; it is a societal adhesive that binds us together, fostering communal sharing, celebration, and dictating the tempo of our lives.

Beyond its nutritional role, food is an important source of life and vitality, a catalyst for technological innovation, influencing social, commercial, governmental and organizational structures as well as collaboration.

The global food industry, as the largest industry in the world, sustains the livelihoods of millions and impact billions; Yet, behind the scenes, just like in any other industry, lies well-documented dire consequences: environmental degradation, malnutrition, wastage, famine, migration, and even national and international conflicts.

Little by little a consensus emerges that the existing, fragile global-food-industry is confronting an imminent crisis – an inability to provide equitable, sustainable, and affordable nutrition for the current 10 billion inhabitants of our planet.

What were the reasons that got us to this crossroad in time?

Mostly economics but not just... activities of investors is a good example, that were incentives to allocate resources randomly, often pursuing short-term gains with limited impact; social media is a good example too, by wielding disproportionate influence, often negatively impacting our real-world approach to challenges. The prevailing discourse, often confined within limited echo chambers that naturally lacks depth, reflects a singular perspective, has limiting and radicalizing effects.

As every great thinker realized, reality is intricate and diverse, defying the imposed simplification of an eye-catching short headline or a post, what we call a fortune cookie philosophy.

To truly address this complexity, we need comprehensive discussions engaging all stakeholders, for in the matters of food, all of humanity have “skin in the game”.

This will be difficult. Solutions are not binary or readily available; they must be discovered and assessed, then polished, and agreed upon. They are not somewhere “out there”, waiting to be discovered.

Recognizing this, we want to address trends, meaning that we won't focus on singular events, but the actual financial, social and scientific broad vectors that will require us to shift our mindsets, foster collaboration, and maintain an open mind; Getting there will demand us to re-adjust, to decide that as a global inhabitant of this planet, our best future lay with accepting that the process and art of exploring solutions should take precedence over immediate outcomes.

That it is all about “meta learning”, requiring the usage of the most sophisticated computer we have – the human brain, that need to be rewired and install updates of human trust and bonding on the road to excel novel learning process.

Hence, the first aim of this letter – bring together a diverse and mature “think tank” type of people, that eventually will evolve to a platform aimed at promoting learning and exploration of innovative solutions to pressing Global-Food-industry challenges.

We will do our best to cover as the major and urgent topics in this string of “The Loophole Letters”, we will try to present as many different forms and shapes as possible for any solutions, yet we are looking to engage and convert concrete questions / suggestions / contributions from readers, clients, friends, any stakeholder that might come across these letters.

Looking forward to a journey full of inspiration and learning.

Alphorn Ventures

-By Daniel M. Böhi

We created Alphorn Ventures with the purpose to scale the future of food, to make it affordable and available to everyone, and by that changing the way we eat on earth – and beyond.

It all started our journey in 2020, looking into the acquisition of a large 50'000sqm industrial site in Switzerland. The vision has since then not changed, namely, to create “TheForge” a space where future food technologies such as cell-based and precision fermentation technologies can be scaled and brought to its techno-economical fit. Offering shared infrastructure, shared services, technological support, access to capital and skilled workforce are some of the key elements that allow startups and SME in the space to scale their innovation, to experiment, to test, to succeed, or eventually fail fast. For more details about how and when startups or corporates can access the space, please get in touch with us.



Meet the team

Please meet Raanan Shenhav. A passionate entrepreneur and Taekwondo Master from Israel.

His passion for technology and business strategy stems from his conviction that there is no problem in the world we could not fix, hence his dedication to contribute and solve the burning challenge of how to scale disruptive technologies.

Get in touch!

To sign up for the “Loophole Letters” or if you would like to discuss a specific topic in greater depth, please get in touch: info@alphornventures.com