

Reinventing the Food & Beverage Industry

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Accelerating Innovation Across the Enterprise

David France
ConAgra Foods, USA

We make everyday food in extraordinary ways

At ConAgra Foods, we believe in the power of great food. Food you turn to every day, food you count on as part of your life. We make food that does more than satisfy your hunger — it actually gives you less to worry about and more to look forward to. That's what we do here at ConAgra Foods: We make great food — everyday food — in extraordinary ways.

Find the food you love on store shelves, where you can choose from our retail brands such as Hunt's®, Orville Redenbacher's®, and Healthy Choice®. We also have a strong foodservice business that supplies frozen potato and sweet potato products as well as other vegetable, spice, and bakery products to commercial and foodservice customers.

Biography

David France serves as Packaging Research Fellow for ConAgra Foods. His charge is to identify new packaging technologies, processes and materials with the potential to drive innovation, new product/packaging platforms and support ConAgra's goal of becoming America's fastest growing food company. He is passionate about good design, sustainability and consumer delight.

He has been with ConAgra for 18 years and has led the development of some of the organization's most disruptive and successful packaging systems; including the Orville Redenbacher pop-up bowl and the technology behind the Healthy Choice Café Steamers.

Prior to joining ConAgra, he worked at Apple Computer for 10 years, during that time he served as Apple's Manager of Worldwide Structural Packaging Design, leading the team that created structural and protective packaging for Apple's full line of computers, peripherals, and software. He still has a carefully packaged, special edition Newton deep in the bowls of his basement. Make sure you ask him about that.

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