

Life is a Journey



Robert Holmes Trice III
1967 - 2026

Rob Trice was born June 23, 1967, in Williamsburg, VA, the son of Bob and Susan Trice. He spent his earliest years in Williamsburg, Richmond, Chicago, Madison, WI, Arlington and McLean, VA, Columbus, OH and St. Louis. After graduating from Parkway West High School in St. Louis County in 1985, Rob attended the University of Virginia. He graduated with a degree in political science and a minor in Japanese from UVA in 1989. Rob then earned a Masters in International Transactions from George Mason University while also working at the Center for Strategic and International Studies (CSIS) in Washington, DC.

Rob married Wendy Millet of Clinton, NY in 1995, and they shared 31 amazing years. They began their life together in Redondo Beach, CA where Rob worked for a Direct TV joint venture based in El Segundo and Tokyo. They then moved to Menlo Park, CA where Rob began his 28 year career as a venture capitalist, first with a focus on telecommunications, and then agriculturally-relevant technologies. Menlo Park was also where Wendy joined the staff of The Nature Conservancy of California, holding a number of key positions over a dozen years. And they both enjoyed traveling around the globe with "Team Trice" to Alaska, Tanzania, Botswana, Australia, New Zealand, Galapagos, Israel, Jordan, the Calgary Stampede and the Canadian Rockies, the Great Lakes, plus countless other incredible trips on their own and with friends.



In 2012 Wendy became the managing director of TomKat Ranch, an 1,800 acre educational ranch focused on raising grassfed beef with regenerative practices in Pescadero, CA, thirty miles west of Menlo Park near the Pacific Ocean. Rob soon became aware of the possibilities of employing Silicon Valley IT solutions to advance the production and distribution of food and agriculture.

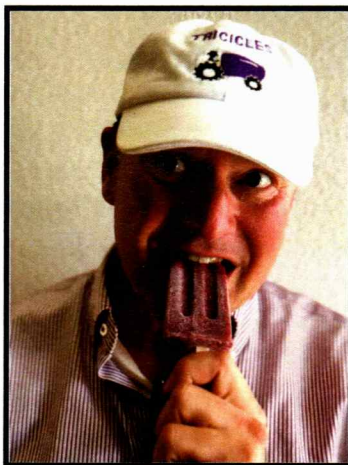


In 2013 Rob founded Better Food Ventures to invest in companies applying digital technologies to improve food and agriculture. He also founded The Mixing Bowl to connect food, ag & digital innovators for thought and action leadership. His timing could not have been better. In the past dozen years, Better Food Ventures made seed-stage investments in more than 25 companies, and Rob advised governments, corporations, non-governmental organizations, and universities around the world on topics related to regenerative agriculture and the use of digital technologies in our food system. Rob's impact in the industry touched thousands of lives and missions across the globe.

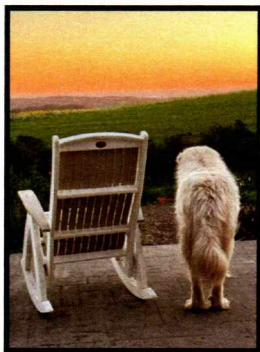


Rob and Wendy have also been enthusiastically engaged in advising and supporting numerous nonprofit organizations. Rob founded the non-profits Corporate Innovators Huddle and COSSAF. He was an advisor to Cal Poly's College of Ag, Food and Environmental Sciences, the UC Davis Innovation Institute for Food and Health, MISTA, and U.S. Farmers and Ranchers Alliance. He was also a member of the Farm Foundation's Program Committee, and a longtime board member of Full Circle Fund, where he was a critical thought leader who brought life, vision, and drive to the organization.

Rob and Wendy's lovely Willow View Ranch in Pescadero has been a magnet for family and friends for more than a decade, and a paradise of a playground for their beloved pups--Ollie and Anna. Rob was a pivotal member of the Pescadero community. His side businesses--locally sourced berry popsicles called "Tricles," and "Off Stage," a food truck serving locally grown food--became staples of the town. Whether he was found at the coffee shop gabbing with neighbors, talking about solutions to global food supply chain challenges, or out in his fields admiring the land--Rob was fully, joyfully present in his community. His spirit will forever be felt in the soul and soil of Pescadero.



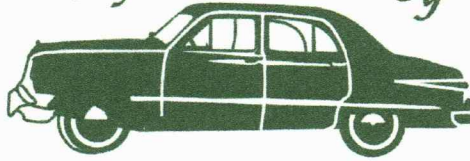
Rob was in Berlin with colleagues on business in early February, 2026, when he became ill. After travelling by train to Antwerp, Belgium on February 7, his condition worsened, and he was hospitalized on February 8. Rob passed away on February 19 due to complications from influenza, pneumonia and coronavirus. Wendy, Rob's mom Susan, sister Samantha, Wendy's mother Robbie Millet, and a close family friend, Ted Ladd, were all with Rob at the hospital.



Rob had a wonderful, but too short, 58 years on earth filled with love, learning, purpose and adventure. His kindness, intellect, sense of humor, generosity and achievements all attest to a life well-lived.

Rob was an incredible son, brother, husband and uncle, as well as friend, mentor, colleague, and role model for thousands. The Trice and Millet families express their heart-felt appreciation for the outpouring of love and support they've received.

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Rob Trice 1967 - 2026

*A Celebration of Life for Rob Trice
Sunday, May 24, 2026
1:00 PM*

*Washington Golf & Country Club
Arlington, VA*

Thank you for joining us today to celebrate Rob's life. We hope you'll gather and share stories of Rob, enjoy refreshments and toast Rob. Also enjoy the photos of Rob we've pulled together and the quotes from friends who knew him. Gathering today are many folks from different parts of Rob's journey. He was a master at bringing people together, so this is a fitting celebration.

We hope you'll also enjoy a few of our stories of Rob.

- ❖ Bob Trice, Rob's father
- ❖ Samantha Trice, Rob's sister
- ❖ Jamie Greene, Rob's longtime friend
- ❖ Darwin Melnyk, Rob's friend & business colleague

We've provided cards for you to leave a memory of Rob that the family can enjoy later. Please leave those in the box on the table before you go. Also, please take a gift so you can continue to celebrate Rob in the future.

To learn more about the green car,
turn this over.

One of Rob's great grandfather's prize possessions in Eureka, California was a 1950 Ford named Hawthorne, in honor of the shade of green he was painted. Hawthorne was passed down through the Trice family and in 1984 became one of Rob's prize possessions too. He drove Hawthorne through high school and college and eventually, after a full restoration, Hawthorne found his way back to California.

When Rob was in high school in St. Louis County the bus didn't show up one day to take the soccer team to an away game. The coach finally located a bus, but it probably wouldn't get the team to the game in time to avoid a forfeit. So Rob and Hawthorne took the starting side to the rival school to start the game. Think about that - there are 11 players on a soccer team. We think three rode on the front seat, two on the back floor, four on the back seat and two players in the trunk.

We think Hawthorne is a fitting way to remember the journey that Rob took in life.



*Thank you for being a
part of the journey.*