

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

6th Annual Leadership Summit | June 19-21, 2018
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

The 2018 Menus of Change Leadership Summit will feature 10 general sessions, 14 breakout sessions, 5 culinary presentations (3 during general sessions and 2 during breakout sessions), 2 breakfasts, 2 morning breaks, 2 lunches, 1 afternoon break, and 2 evening receptions.

At-A-Glance Schedule Overview		
Tuesday, June 19	Wednesday, June 20	Thursday, June 21
Presenter/Media Lounge <i>Lobby, Marriott Pavilion (Balcony Level)</i> <i>Sponsored by Sysco</i>		
OPTIONAL PRE-CONFERENCE ACTIVITIES	7:30 AM to 7 PM	7:45 AM to 1 PM
3 to 7 PM	Breakfast 7:30 – 8:15 AM	Breakfast 7:45 - 8:30 AM
Registration & Refreshments 3 – 4 PM	General Sessions III-IV 8:15 –10 AM	General Sessions VIII-X 8:30 – 10 AM
Welcome & Opening Remarks 4 – 4:15 PM	Refreshment & Networking Break 10 AM	Refreshment & Networking Break 10 AM
General Session I-II 4:15 – 6 PM	Breakout Sessions, Round A 10:45 AM – 12 PM	Breakout Sessions, Round C 10:45 AM – 12 PM
Opening Reception 6 - 7 PM	Lunch 12:15 PM	Closing Lunch 12 – 1 PM
	General Sessions V-VI 1:15 -2:45 PM	
	Refreshment & Networking Break 2:45 PM	
	Breakout Sessions, Round B 3:30 - 4:45 PM	
	General Session VII 5 – 6 PM	
	Networking Reception 6 - 7 PM	

Tuesday, June 19

Optional Pre-Conference Lunch & Campus Tour (additional registration fee applies)

12:15 PM **CIA Campus Tour & Lunch in the Egg at the Student Commons**
(*\$25, pre-registration required*)

Attendees who pre-register for the lunch & tour should plan to arrive at the CIA between 12:15 and 12:45pm for registration, which will take place in the Marriott Pavilion. When you register onsite, we will provide a voucher for you to enjoy lunch in the Egg (CIA's extraordinary new student dining facility), where you can select an entrée from any of our walk-up stations including: The Line, Innovation Kitchen, or Salad Bar along with an Agua Fresca, Water or Coffee from the Marketplace, and either a cookie or piece of whole fruit for dessert. After enjoying lunch, at 1:45pm, our student tour guides will meet you at the entrance to the Egg to take you on a tour of the CIA campus, which will conclude at the Marriott Pavilion so you can enjoy registration refreshments and networking just before the conference begins.

To register for this pre-conference tour & lunch, please [click on this link](#).



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PROGRAM SCHEDULE

The *Menus of Change* annual report and leadership summit are co-presented by The Culinary Institute of America (CIA) and Harvard T.H. Chan School of Public Health, Department of Nutrition. A [Menus of Change Scientific and Technical Advisory Council](#), composed of leading nutrition, environmental, and other scientists and scholars, together with Harvard T.H. Chan School and CIA, are solely responsible for the nutrition and environmental guidance of the report and conference. The [Menus of Change Sustainable Business Leadership Council](#) contributes insights to parts of the report and conference designed to help translate this guidance into actionable strategies for change throughout the foodservice industry; highlights case studies in innovation (e.g., menu research and development, product sourcing, supply chain management, etc.); and builds industry participation in supporting healthier, more sustainable menus. Project sponsors and other commercial interests are not permitted to influence the editorial independence of the *Menus of Change* initiative.

Tuesday, June 19

- 3 PM **Conference Registration**
Francesco and Mary Giambelli Atrium Lobby, Marriott Pavilion (Auditorium Level)
- 3 PM **Registration Refreshments**
*Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen*
- 4 PM **Welcome & Opening Remarks**
Ecolab Auditorium, Marriott Pavilion
Introduction: **Greg Drescher** (Vice President, Strategic Initiatives and Industry Leadership, CIA)
- 4:15 PM **General Session I**
Presentations
The 2018 Menus of Change Annual Report: Charting Progress
Join us for the release of the 2018 Menus of Change Annual Report, charting the progress of the restaurant industry in offering healthy, sustainable, delicious food choices and keeping our industry abreast of the latest scientific developments.
Presenters: **Arlin Wasserman** (Founder and Partner, Changing Tastes, and Chair, Menus of Change Sustainable Business Leadership Council)
 Walter Willett, MD, DrPH (Former Chairman, Department of Nutrition, Harvard T.H. Chan School of Public Health, and Chair, Menus of Change Scientific & Technical Advisory Council)
- Discussion*
Pulling the Lens Back: The Global Perspective on Menus of Change
This session brings together a rare conversation among three of the brightest minds and most trusted authorities on nutrition and climate issues—one based in Europe, one based in Asia, and one based in North America who regularly advises on national dietary recommendations abroad. You'll learn about the latest update on the spread of diabetes



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and obesity around the globe, the relative burden of climate change on daily life in different countries, who's making strides to address each issue, and the enormous opportunity for foodservice leaders to help avert and reverse these pressing concerns for people and the planet by sharing strategies across regions and continents.

Introduction: **Michael Kaufman** (Partner, Astor Group)

Moderator: **Anahad O'Connor** (Science & Health Reporter, *The New York Times*)

Panelists: **Fabrice DeClerck, PhD** (Science Director, EAT Foundation)

Frank Hu, MD, PhD (Professor of Medicine, Harvard Medical School and Channing Lab, Brigham and Women's Hospital, and Chair of the Department of Nutrition, Harvard T.H. Chan School of Public Health)

Xu Lin, MD, PhD (Professor, Shanghai Institutes for Biological Sciences, Chinese Academy of Sciences)

5:25 PM

General Session II

Culinary Keynote Presentation

Inspiration from the Plant-Forward Global 50

Continuing the theme of sharing a global perspective on healthy, sustainable, delicious food choices, our culinary keynote will turn your attention to Africa. Last year the CIA and EAT Foundation teamed up to reveal a list of leaders and innovators in plant-forward cooking from around the world. One of the ones to watch was Ghanaian chef Selassie Atadika, so you'll hear her internationally recognized approach to celebrating native African ingredients, especially produce and grains, and her contemporary take on African culture and culinary heritage through her nomadic dining concept, Midunu.

Moderator: **Annette Graham '88** (Dean, School of Business and Management, CIA)

Guest Chef: **Selassie Atadika** (Chef/Owner, Midunu, Accra, Ghana)

6 PM

Opening Reception

Beverage Garden Plaza

Featuring the Presenting, Grand Platinum, Premium Gold and Gold Level Sponsors

With book signing by Walter Willett. Books will be available for purchase during the reception.

7 PM

Opening Reception Concludes

Enjoy dinner on your own

Wednesday, June 20

7:30 AM

Hudson Valley Breakfast Buffet

*Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen*

Sponsored by Bush's Best Beans & Uncle Ben's



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8:15 AM

General Session III

Ecolab Auditorium, Marriott Pavilion

Remarks

Welcome & Introduction to the Day

Presenter: **Arlin Wasserman** (Founder and Partner, Changing Tastes, and Chair, Menus of Change Sustainable Business Leadership Council)

Presentations

Plant-Forward: Success for Our Menus, Our Diners, and Our Businesses

This session presents new research into how consumers view plant-forward and plant-based meals as well as our own attitudes as culinary professionals.

Moderator: **Arlin Wasserman** (Founder and Partner, Changing Tastes, and Chair, Menus of Change Sustainable Business Leadership Council)

Presenter: **Jack Li** (Builder, Datassential)

Discussion & Culinary Presentation

Disrupting Menu Structures: Culinary Strategy and the Protein Portfolio

While most Americans might identify themselves as meat eaters, many of those carnivores also identify in some way as flexitarians—they're looking for meat only some of the time, and often only in a supporting role. When you combine that insight with numerous others about shifting diner preferences around protein, a world of opportunity opens up: How might we start to leverage a small amount of meat for a range of exciting flavor profiles? See how one of the leading noncommercial foodservice companies thinks about that white space, that canvas of opportunity, from food choice architecture to customizable bowls.

Moderator: **Sophie Egan, MPH** (Director of Health and Sustainability Leadership/Editorial Director, Strategic Initiatives, CIA)

Speaker: **Bill Billenstein '10** (Senior Director, Culinary and Nutrition Strategy, Guckenheimer)

Guest Chef: **Chandon Clenard** (Director of Culinary, Guckenheimer at Google)

9:15 AM

General Session IV

Presentations

Integrated Organizational Change: Case Studies from Branded Restaurant Concepts

Hear from a standout panel of restaurant executives as they react to the data and the new menu strategies put forward in the previous session. Whether it's about scaling or supply chain transparency, marketing language or menu design, you'll gain applicable lessons for your operations from leaders of two emerging concepts and two established fast casual chains. Find out what's worked and what hasn't along their journeys of building their brands around the ethos of health and sustainability.

Moderator: **Jessie Price** (Editor-in-Chief, *EatingWell*)

Panelists: **Shannon Allen** (Creator, grown)

Donna Lee (Founder and CEO, Brown Bag Seafood)

Molly McGrath (Chef and Culinary Director, Roti Modern Mediterranean)

Rosie Willis (Director of Food Development and Quality Assurance, Pret a Manger)



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10 AM **Refreshment & Networking Break**
Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen

10:45 AM **Breakout Sessions, Round A**
Various Campus Locations

Breakout Session A2

Ecolab Theatre, Admission Center

Q&A with Morning Panel: Disrupting Menu Structures and the Protein Portfolio

Discussion with General Session Speakers

Bring your burning questions about culinary strategy and consumer trends and explore opportunities to rebalance the presence of animal and plant proteins on American menus. This session will offer a robust discussion about the pulse of the population with respect to protein preferences, not to mention how pulses themselves—paired with a few ounces of meat, or not—can unlock next-level potential for the Protein Flip.

Moderator: **Sara Burnett** (Director of Wellness and Food Policy, Panera Bread)

Panelists: **Bill Billenstein '10** (Senior Director, Culinary and Nutrition Strategy, Guckenheimer)

Chandon Clenard (Director of Culinary, Guckenheimer at Google)

Jack Li (Builder, Datassential)

Sponsored by Lentils.org

Breakout Session A3

Classroom 3, Conference Level, Marriott Pavilion (Lower Level)

Jon & Sharon Luther Seminar Room

Q&A with Morning Panel: Branded Restaurant Concepts

Discussion with General Session Speakers

You've heard their visions and their successes, their challenges and their solutions—now ask these industry disruptors and innovators to drill down into what it was about their strategies that really made the difference along the way. Plus, compare notes with fellow attendees from all types of operations, as this session stands to cross-pollinate best practices and tested strategies across sectors to advance the industry as a whole.

Moderator: **Jessie Price** (Editor-in-Chief, *EatingWell*)

Panelists: **Shannon Allen** (Creator, grown)

Donna Lee (Founder and CEO, Brown Bag Seafood)

Molly McGrath (Chef and Culinary Director, Roti Modern Mediterranean)

Rosie Willis (Director of Food Development and Quality Assurance, Pret a Manger)



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Breakout Session A4

Danny Kaye Theatre, Conrad Hilton Library

Nutrition and Environmental Science: The Year in Review, of Noise and Knowledge Q&A with General Session Speakers

Whether you work for a multi-national Fortune 500 company or operate in only a single city, we all operate in the global context. Because of the demographics of our customers, our supply chains, our culinary influences, and oh right, the Internet, it's more important than ever before to know what rising chronic health issues and rising sea levels (and other environmental issues) will mean for the future of eating away from home, in the near-term, mid-term, and long-term. And what about the year in review with "fake news"? Act now to ask the experts.

Moderator: **Anahad O'Connor** (Science & Health Reporter, *The New York Times*)

Panelists: **Fabrice DeClerck, PhD** (Science Director, EAT Foundation)

Frank Hu, MD, PhD (Professor of Medicine, Harvard Medical School and Channing Lab, Brigham and Women's Hospital, and Chair of the Department of Nutrition, Harvard T.H. Chan School of Public Health)

Xu Lin, MD, PhD (Professor, Shanghai Institutes for Biological Sciences, Chinese Academy of Sciences)

Walter Willett, MD, DrPH (Former Chairman, Department of Nutrition, Harvard T.H. Chan School of Public Health, and Chair, Menus of Change Scientific & Technical Advisory Council)

Breakout Session A5

Anheuser-Busch Theatre, Roth Hall

How to Make It Work: Supply Chain Innovations to Support Local Farmers, Regenerative Agriculture, and the Business Case for Supply Chain Innovation

Panel Discussion

Have you made a change in how you source food to identify and buy more from local producers or producers using better agricultural practices? Have you succeeded in getting your leadership to support the change and even make an investment? What did you do and how did it work? Join for the takeaways as attendee submissions get workshopped by all-star judges from the MOC Sustainable Business Leadership Council.

Moderator: **Michiel Bakker, MS, MBA** (Director, Global Programs for Real Estate & Workplace Services, Google)

Panelists: **Danielle Gould** (Founder and CEO, Food+Tech Connect)

Einav Gefen (Executive Corporate Chef, Unilever Food Solutions)

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Breakout Session A6

Multi-Purpose Room West, Student Commons

Waste Not, Want Not

Presentation and Panel Discussion

Gain insights from an in-depth examination of faculty-led strategies at the CIA's Hyde Park campus on how to measure and mitigate waste generated by mise en place, portioning, and packaging. Faculty look at different waste areas along the pipeline of culinary education, so this panel of presentations will bring to light the questions they asked, the data they collected, and the strategies they recommend for dining operations based on what they've observed from their combined experience.

Moderator: **Brendan Walsh '80** (Dean, School of Culinary Arts, CIA)

Presenters: **Brian Kaywork '02** (Lecturing Instructor, Culinary Arts – Restaurant Education and High-Volume Production, CIA)

Katherine Polenz '73 (Professor, Culinary Arts – Culinary Specializations, CIA)

Bryan Tobias (Assistant Professor, Culinary Arts—Restaurant Education and High-Volume Production, CIA)

12 PM **Breakout Sessions Conclude/Time to Walk to Lunch**

12:15 PM **Global Plant-Forward Bento Box Lunch**

Lunch Box Pickup Location: Beverage Garden Plaza

Dining Locations: Marriott Pavilion (Lower Level) and Post Road Dining Room and Patio

Sponsored by Sysco and Unilever Food Solutions

1 PM **Lunch Concludes/Return to Marriott Pavilion**

1:15 PM **General Session V**

Ecolab Auditorium, Marriott Pavilion

Welcome Back

Presenter: **Sophie Egan, MPH** (Director of Health and Sustainability Leadership & Editorial Director, Strategic Initiatives, CIA)

Presentations

Integrated Organizational Change: Case Studies from the College & University Sector

This session will highlight new research findings from the Menu of Change University Research Collaborative, underscoring the exciting implications and applications they offer for operations throughout the foodservice industry. Then you'll hear a lightning round of operational case studies from three MCURC institutions sharing lessons learned from advancing MOC principles on campus.

Moderator: **Eric Montell '89** (Executive Director, R&DE Stanford Dining, Stanford University)

Presenters: **Jean-Xavier Guinard, PhD** (Professor of Sensory Science and Interim Director, Robert Mondavi Institute for Wine and Food Sciences, UC Davis)



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Maureen Timmons '92, EdD (Director of Dining Services, Northeastern University)

Pete Angelis (Assistant Vice Chancellor of Housing & Hospitality Services, UCLA)

Peggy Policastro, PhD (Director of Behavioral Nutrition at the Institute for Food, Nutrition, and Health (IFNH); and Nutrition Specialist, Rutgers Dining, Rutgers) & **Ian Keith '97** (Manager of Culinary Excellence and Development, Rutgers University, and Chef, Harvest @ IFNH)

2:15 PM

General Session VI

Culinary Presentation

Unlocking Flavor from the Untapped World of Greens

It was meant to address the “three-green rut”: that sad place of predictable salads some home cooks find themselves in. Kale. Cabbage. Lettuce. But James Beard award-winning chef Jenn Louis’ Book of Greens turned into an encyclopedic contribution to the culinary community. Covering greens from arugula to watercress, it’s almost literally an A-to-Z of well-researched, well-practiced strategies for healthy, delicious, vegetable-centric meals. In this session, Jenn will offer culinary techniques and plating strategies for just a few of her favorites to help make your operation’s salad offerings anything but sad.

Moderator: **Bruce Mattel '80** (Senior Associate Dean, Culinary Arts, CIA)

Guest Chef: **Jenn Louis** (Chef/Owner, Ray Restaurant, Portland, OR, and Author, *The Book of Greens*)

2:45 PM

Refreshment & Networking Break

*Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen*

*Sponsored by **The Wonderful Company***

*With book signings by **Sophie Egan, Jenn Louis, and Bruce Mattel**. Books will be available for purchase during the break.*

3:30 PM

Breakout Sessions, Round B

Various Campus Locations

Breakout Session B1

Danny Kaye Theatre, Conrad Hilton Library

The “Sustainable Kitchen” Culinary Stage: Plant-Forward Menu Insights

Culinary Presentation

The plant-forward menu inspiration continues with our acclaimed guest chefs, this time with plenty of time for questions along the way—how do they get the absolute best out of every green? Every grain? How do they optimize flavor, texture, and pairing with other ingredients? This session will cover all that and more.

Moderator: **Annette Graham '88** (Dean, School of Business and Management, CIA)

Guest Chefs: **Selassie Atadika** (Chef/Owner, Midunu, Accra, Ghana)

Jenn Louis (Chef/Owner, Ray Restaurant, Portland, OR, and Author, *The Book of Greens*)



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Breakout Session B2

Ecolab Theatre, Admission Center

Make It Work: Menuing Underutilized Seafood Species (aka “Shark Tank”)

Panel Discussion

Have you made a change in how you menu or source fish and seafood so you can use a greater variety and move beyond the most common choices like tuna, shrimp, salmon, and cod? Are you finding ways to incorporate local fish, underutilized species, or introducing a new variety to your diners? What did you do and how did it work? Join for the takeaways as attendee submissions get workshopped by all-star judges from the MOC Sustainable Business Leadership Council.

Moderator: **Julia Jordan** (Director of Sustainability, Compass Group North America)

Panelists: **Rafi Taherian '95** (Associate Vice President, Yale Hospitality)

Speaker to be confirmed.

Breakout Session B3

Classroom 3, Conference Level, Marriott Pavilion (Lower Level)

Jon & Sharon Luther Seminar Room

Messaging and Menuing for Plant-Based Foods

Panel Discussion

What messages and language should we use for plant-based foods and plant-forward menus? And what can we say? With new research into consumer attitudes and policy debates about what can be called “meat” and “milk” recently coming to the fore, this panel of industry experts will share the latest guidance on how to create effective menus and talk to your customers.

Moderator: **Marie Molde, RD, MBA** (Account Executive for Client Solutions, Datassential)

Panelists: **Kathy Cacciola** (Senior Director for Environmental Sustainability, Aramark)

Alison Rabschnuk (Director of Corporate Engagement, Good Food Institute)

Sponsored by Bush's Best Beans

Breakout Session B4

Classroom 4, Conference Level, Marriott Pavilion (Lower Level)

Carla & Stephen Cooper Seminar Room

How to Make It Work: Making Plant-Forward the Easy Choice through Menu Design

Panel Discussion

Have you made a change in your menu or dining facility design to make plant-forward choices the easiest ones for your customers to make? What did you do and how did it work? Join for the takeaways as attendee submissions get workshopped by all-star judges from the MOC Sustainable Business Leadership Council.

Moderator: **Jehangir Mehta '95** (Chef/Owner, Graffiti, Mehtaphor, and Me & You, New York City)

Panelists: **Michiel Bakker, MS, MBA** (Director, Global Programs for Real Estate & Workplace Services, Google)

Amy Greenberg '80 (Senior Vice President, Executive Services, Citigroup)



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Breakout Session B5

Anheuser-Busch Theatre, Roth Hall

The Mediterranean Framework: Health, Sustainability, and Culinary Strategies

Presentations and Culinary Demonstration

The olive oil-rich, plant-forward traditional dietary patterns of the Mediterranean have been a strong focus of global nutrition research over the past 25 years. This session will explore how what we know today of optimal Mediterranean nutrition aligns with the best, evidenced-based guidance on sustainability and planetary boundaries with respect to current and projected food and agricultural trends. In addition, we'll examine culinary and menu strategies and concepts of deliciousness within this Mediterranean framework for health and sustainability, and preview "The Mediterranean 100," a new CIA initiative highlighting the best of the plant-forward Mediterranean now in development.

Moderator: **Greg Drescher** (Vice President, Strategic Initiatives and Industry Leadership, CIA)

Presenters: **Ed Brown '83** (President, Restaurant Services Group, Restaurant Associates)

Frank Hu, MD, PhD (Professor of Medicine, Harvard Medical School and Channing Lab, Brigham and Women's Hospital, and Chair of the Department of Nutrition, Harvard T.H. Chan School of Public Health)

Walter Willett, MD, DrPH (Former Chairman, Department of Nutrition, Harvard T.H. Chan School of Public Health, and Chair, Menus of Change Scientific & Technical Advisory Council)

Breakout Session B6

Multi-Purpose Room West, Student Commons

Rewarding Better Agricultural Practices: Strategies from Across the Industry

Panel Discussion

What does it look like to reward better agricultural practices in your operation while also reducing food costs? Join four innovators—from restaurants and foodservice to grocery retail and distribution—as they share successful strategies for working with growers and suppliers, developing craveable dishes around more responsibly sourced ingredients, and telling the authentic stories behind those ingredients so diners understand what makes a truly better farm or fisheries management practice worth rewarding on the menu.

Moderator: **Mark Freeman** (Senior Managing, Global Dining, Microsoft)

Panelists: **Tammy McElroy** (Senior Director of Sustainability, Sysco)

Andrea Illy (Chairman, illycaffè S.p.A.)

Chris Foltz (Chief Operating Officer, Heinen's)

4:45 PM

Breakout Sessions Conclude/Return to General Session VII

5 PM

General Session VII

Ecolab Auditorium, Marriott Pavilion

Welcome Back

Presenter: **Greg Drescher** (Vice President, Strategic Initiatives and Industry Leadership, CIA)



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Tasting Change, Talking Change: What the Consumer Market Is Telling Us

In this short session, we'll hear about two rapid-fire case studies in driving change. The first is from Sonic: what happens when The Blend—the beef-mushroom blended burger incubated by the CIA's own Healthy Menus R&D Collaborative in concert with the Mushroom Council—leaves the kitchens of campus dining and regional chains and debuts on the big, national stage of a major American QSR brand. We'll get an insider's view of the results of the LTO announced at last year's Menus of Change conference. Then we'll hear from the global environmental group World Resources Institute on their on-the-street research with consumers about how words and menu design can advance or impede healthy, sustainable food choices. Their research can help us avoid the pitfalls of "doing the right thing" for and with our customers.

Moderator: **Greg Drescher** (Vice President, Strategic Initiatives and Industry Leadership, CIA)

Presenters: **Daniel Vennard** (Director, Better Buying Lab, World Resources Institute)
Scott Uehlein '85 (Vice President, Product Innovation and Development, Sonic Drive-In)

5:15 PM

General Session VIII

Ecolab Auditorium, Marriott Pavilion

Scaling Change: Driving Better Practices in High-Volume Agriculture and Food Production

How can our menu choices help restore our natural world? Learn how the choices made by chefs about what to put on the menu connects to the regenerative agriculture movement that is working to protect our soil, water, climate, and the diversity of all living things. We'll also explore the meanings of various terms for more sustainable land management practices, such as "perennial agriculture."

Moderator: **Allison Aubrey** (Food and Health Correspondent, NPR News)

Presenters: **Anthony Myint** (Co-Founder, The Perennial, Mission Chinese Food, Commonwealth, and Zero Foodprint)
Fred Iutzi (President, The Land Institute)

6 PM

Networking Reception

Beverage Garden Plaza

Featuring the Bronze Level Sponsors

7 PM

Reception and Program Conclude for the Evening

Enjoy dinner on your own

Thursday, June 21

7:45 AM

Hudson Valley Breakfast Buffet

*Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen*

Sponsored by Lentils.org



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8:30 AM **Welcome & Introduction to the Day**
Ecolab Auditorium, Marriott Pavilion
Presenters: **Greg Drescher** (Vice President, Strategic Initiatives and Industry Leadership, CIA)

8:35 AM **General Session IX**
Presentations & Panel Discussions
Integrated Organizational Change: Case Studies from Healthcare and K-12

Healthcare Roundtable: Insights from Segment Leaders

Healthcare has been a leading force in transforming foodservice, from raising the importance of eliminating antibiotics used to produce food so they can be effectively used to treat people to now championing local, sustainable, plant-forward and humanely raised food. Hospital foodservice operations are also among the largest and most complex, from patient feeding to employee dining and retail options for guests. This session will share lessons from that journey from leading hospitals and where healthcare foodservice is heading in the year ahead.

Moderator: **Deanne Brandstetter, RDN, MBA** (Vice President of Wellness, Envision Group, Compass Group)

Presenters: **Stacia Clinton, RD** (National Program Director for U.S. and Canada, Healthy Food in Health Care Program, Health Care Without Harm)
Shawn Goldrick (Patient Support Services Director, Boston Children's Hospital)

K-12 Roundtable: Insights from Segment Leaders

What does it mean to create a culinary culture for K-12? Prepare to be inspired by three pioneers who are redefining the very meaning of school food all across America. From scratch cooking to local sourcing, learn how they've overcome challenges that are particularly daunting given the constraints of their sector.

Moderator: **Arlin Wasserman** (Founder and Partner, Changing Tastes, and Chair, Menus of Change Sustainable Business Leadership Council)

Panelists: **Anupama Joshi** (Executive Director and Co-Founder, National Farm to School Network)

Donna Martin, EdS, RDN (Director of School Nutrition, Burke County, Georgia, and President, Academy of Nutrition and Dietetics)

Bertrand Weber (Director of Culinary and Nutrition Services, Minneapolis County Public Schools)

9:35 AM **General Session X**
Presentation

A New Era for the Role of Chefs: Agents of Change, for People and Planet

Hear from Michael Ruhlman—James Beard award-winning author of The Making of a Chef and co-author of The French Laundry Cookbook, among many others—about how culinary professionals can change how Americans eat and think about food. He'll offer his vision of chefs as a positive influence on the buying and selling of food in this country.

Moderator: **Denise Bauer, PhD** (Dean, Liberal Arts and Food Studies, CIA)

Presenter: **Michael Ruhlman** (Author, *Grocery*)



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10 AM **Refreshment & Networking Break**
Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen
Sponsored by Land O'Lakes
With book signings by Katherine Polenz and Michael Ruhlman. Books will be available for purchase during the break.

10:45 AM **Breakout Sessions, Round C**
Various Campus Locations
Breakout Session C1
Danny Kaye Theatre, Conrad Hilton Library
Insights from Leading Healthcare Innovators
Q&A with General Session Speakers
What do leading hospitals expect from their foodservice operations? How can the foodservice industry work alongside the healthcare industry to improve public health? Bring your questions from the morning plenary and engage in the conversation with U.S. healthcare leaders who address these challenges and opportunities in their daily work.
Moderator/
Presenter: **Stacia Clinton, RD** (National Program Director for U.S. and Canada, Healthy Food in Health Care Program, Health Care Without Harm)
Panelists: **Norbert Bomm** (Corporate Executive Chef, Morrison Healthcare)
Shawn Goldrick (Patient Support Services Director, Boston Children's Hospital)

Breakout Session C2
Anheuser-Busch Theatre, Roth Hall
Driving Better Practices in High-Volume Agriculture and Food Production: Your Questions Answered
Q&A with General Session Speakers
What are the meanings of the various terms for more sustainable land management practices, from regenerative and climate-smart agriculture to Natural Systems Agriculture, agroecology, and The Land Institute's proposed "perennial polycultures"? How do I evaluate which standards are right for my business and which practices to reward? As foodservice leaders, should we be helping one or more of these methods join or overtake organic as the best alternative to industrial farming? Bring questions like these and beyond for leaders on the frontlines of these issues.
Moderator: **Allison Aubrey** (Food and Health Correspondent, NPR News)
Presenters: **Anthony Myint** (Chef and Co-Owner, Perennial, San Francisco, CA; and Founder, Zero Foodprint)
Fred Iutzi (President, The Land Institute)



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Breakout Session C3

Multi-Purpose Room West, Student Commons

How to Make It Work: Menu and Promotional Strategies for Waste Reduction

Panel Discussion

Have you made a change in your promotional strategies or menu or dining facility design to get your customers to reduce food waste—notably, by taking a more reasonable portion? Or maybe making it easier for them to get something to take back home rather than serving them more on the spot? What did you do and how did it work? Join for the takeaways as attendee submissions get workshopped by all-star judges from the MOC Sustainable Business Leadership Council.

Moderator: **Shelley Balanko, PhD** (Senior Vice President, Business Development, The Hartman Group)

Panelists: **Einav Gefen** (Executive Corporate Chef, Unilever Food Solutions)
Rafi Taherian '95 (Associate Vice President, Yale Hospitality)
Jehangir Mehta '95 (Chef/Owner, Graffiti, Mehtaphor, and Me & You, New York City)

12 PM

Walk-Around Networking Lunch

*Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen*

Featuring the Premium Gold and Gold Level Sponsors

1 PM

Summit Concludes

SAVE THE DATE for the 2019 Menus of Change® Leadership Summit, which will be held June 18-20, 2019 at the Marriott Pavilion at The Culinary Institute of America, Hyde Park, New York.



**HARVARD
T.H. CHAN**

SCHOOL OF PUBLIC HEALTH
Department of Nutrition