MENUS of CHANGE™
The Business of Healthy, Sustainable, Delicious Food Choices

1ST ANNUAL LEADERSHIP SUMMIT
JUNE 10-12, 2013
Charles Hotel | Cambridge, MA
# Table of Contents

OVERVIEW ........................................................................................................................................... 3

PROGRAM SCHEDULE ...................................................................................................................... 5

SCIENTIFIC & TECHNICAL ADVISORY COUNCIL ................................................................. 14

SUSTAINABLE BUSINESS LEADERSHIP COUNCIL .............................................................. 16

ATTENDEE LIST ............................................................................................................................. 18

PRESENTER BIOGRAPHIES ........................................................................................................ 34

FOUNDATION SUPPORT PROFILES .......................................................................................... 55

SPONSOR PROFILES ..................................................................................................................... 56

SUPPORTERS ................................................................................................................................... 63

MONDAY ........................................................................................................................................... 65

  REGISTRATION & REFRESHMENTS ......................................................................................... 66
  WELCOME AND OPENING DEMONSTRATIONS ...................................................................... 70
  OPENING RECEPTION ............................................................................................................... 82

TUESDAY ......................................................................................................................................... 93

  BREAKFAST BUFFET ..................................................................................................................... 94
  MORNING BREAK ....................................................................................................................... 100
  GREEK MEDITERRANEAN DIET LUNCH ..................................................................................... 103
  AFTERNOON BREAK .................................................................................................................. 117
  RECEPTION .................................................................................................................................. 119

WEDNESDAY ................................................................................................................................. 133

  BREAKFAST BUFFET ..................................................................................................................... 134
  MORNING BREAK ....................................................................................................................... 140
  CLOSING LUNCH ....................................................................................................................... 142

RECIPE INDEX ............................................................................................................................... 152
**OVERVIEW**

Food is a lens through which we see the world, and increasingly our vision is focused on our health, the health of communities, and that of our planet. Through our food choices, we express our preferences, values, concerns, and aspirations—and significantly impact the world around us.

Our food choices—linked as they are to both acute and chronic disease prevention and control—are a primary driver of our health. These same choices affect the livelihoods of more than one billion people around the world who work each day to produce and serve our food.

When food and foodservice industry leaders look at the challenges they face—the need to simultaneously address the rising costs of food; demands to improve the health of their customers and the environmental profile of their products; plummeting good will towards “fast food,” “processed foods,” and “corporate food and agriculture;” increasing risks to brand reputation in a globalized supply chain; the complexity of serving an increasingly diverse population with splintering preferences and attitudes; and the overall declining effectiveness of current business models—they, and we, crave the skills and insights to allow us to adapt and lead before the future arrives.

Threaded through all of this is the juggernaut of modern lifestyles that offer less and less time to cook but increasing appetites for new culinary directions and food that is perceived to be “real” and health-promoting. At precisely the same moment when the world’s interest in food and food choices is growing, we are asking chefs to make more choices on our behalf, as we select and prepare fewer meals in our own homes.

As we move further into the 21st century, chefs and culinary leaders are poised to assume a larger, pivotal role in integrating key imperatives of taste, health, the environment, community, and business and economics.

Against this background, we ask:

- What if our *most delicious foods*—just coincidentally—were, or could be, also health promoting and environmentally sustainable?

- What if America’s most talented chefs, scientists, and business leaders along with today’s culinary students were collectively engaged in driving towards business-friendly solutions to our obesity and healthcare crises—and challenges to the future of our global food security?
What if we could create new approaches to collaboration between nutrition and medical experts, chefs, and environmental scientists to help the business community develop new models of innovation—and new, long-term business strategies—around opportunities for the future of food and foodservice?

Menus of Change: The Business of Healthy, Sustainable & Delicious Food Choices is a ground-breaking new leadership initiative launched in 2012 by The Culinary Institute of America in collaboration with select partners that are working to create a long-term, practical vision for the integration of optimal nutrition and public health, environmental stewardship and restoration, and social responsibility concerns within the foodservice sector and beyond.

The initiative, including the annual leadership summit and Menus of Change Annual Report, will focus on the creation of new business strategies and models to support successive stages of innovation and entrepreneurship projecting forward towards mid-century. Menus of Change will also inform The Culinary Institute of America’s approach to educating the next generation of culinary and business leaders.

The 2013 Menus of Change National Leadership Summit brings together an audience of more than 250 leaders who collectively shape the food choices of tens of millions of Americans each day. Attendees represent diverse sectors that don’t often connect, but that are all involved with issues surrounding health, wellness, sustainability, foodservice, and food sourcing, including:

- C-level, vice presidents, and other senior management; entrepreneurs and investors working in the food and foodservice sectors
- Chefs and food & beverage executives from independent restaurants, chain restaurants, and other volume foodservice operations, including hotels, campus and corporate dining, and supermarket prepared foods
- Leaders in research, nutrition, sustainability, and public health from government agencies and academia
- Leaders from nongovernmental organizations (NGOs) and foundations addressing food, health, and sustainability issues

We invite and encourage you to engage in the dialogue during and after the summit through the following channels:

Facebook: Follow Menus of Change (and other CIA leadership retreats and conferences) at our CIA Industry Leadership page (www.facebook.com/CIAIndustryLeadership)

Twitter: Include #CIAMOC in your tweets during the summit

Email: Send us your thoughts, feedback, insights, challenges, and success stories at info@menusofchange.org

*Founding program series grant provided by Unilever Food Solutions*
PROGRAM SCHEDULE

MONDAY, JUNE 10

3:00 PM  
Registration & Refreshments  
Pre-Assembly A  
Registration Snack Sponsored by Paramount Citrus / Wonderful Pistachios

3:45 PM  
Welcome & Opening Remarks  
Charles Ballroom  
Speakers:  
Greg Drescher (VP, Strategic Initiatives & Industry Leadership, The Culinary Institute of America)  
Walter Willett, MD (Chair, Department of Nutrition, Harvard School of Public Health and Chair of the Menus of Change Scientific and Technical Advisory Council)  
Arlin Wasserman (Founder and Partner, Changing Tastes and Chair of the Menus of Change Sustainable Business Leadership Council)

4:00 PM  
Opening General Session  
Charles Ballroom  
Keynote Presentations  
Menus of Change: Securing Our Future, Reimagining Our Industry  
If current forecasts come true from climate change and resource scarcity to our nation’s health and the cost of healthcare, what is our best course of action today that will predict success in the future? This session will take a look at the future of our food system and provide recommendations for changing how we do business...before we are forced to do so as it becomes harder to run our businesses. We’ll also look at how some of these challenges — “rocks” in the river of business planning — can be navigated so as to create new organizational and marketplace opportunities.  
Moderator:  
Michael Kaufman (President, Centerplate Restaurant Group, Member, The Culinary Institute of America Board of Trustees)  
Presenters:  
Fedele Bauccio (CEO, Bon Appétit Management Co.)  
Andrea Illy (CEO, illy Caffé)  
Wayne B. Jonas, MD (President & CEO, Samueli Institute)

Presentations and Culinary Demonstrations  
Menus of Change: Chefs, Social Imperatives, and Disruptive Innovation  
What are chefs and foodservice leaders doing today to ensure business success while simultaneously working to achieve their aspirations around sustainability, food ethics, community, and public health? This session will include presentations from leading culinary, foodservice, and business professionals who will discuss foodservice concepts, menu design, sourcing and cost strategies, and other decisions that are positioning their businesses for both current and future success.
Introductions: Mark Erickson, CMC, ’77 (Provost, The Culinary Institute of America)

Presenters: Will Rosenzweig (Managing Partner, Physic Ventures) and Kirsten Saenz Tobey (Chief Innovation Officer, Revolution Foods)
Jeremy Bearman (Executive Chef, Rouge Tomate New York) and Kristy Lambrou, MS, RD, CDN (SPE® Certified Culinary Nutritionist, Rouge Tomate New York)
Rick Bayless (Chef-Owner, Frontera Grill & Topolobampo)

6:30 PM Opening Reception
Charles Courtyard
Featuring the Presenting, Platinum and Premium Gold Level Sponsors

7:30 PM Program Concludes for the Evening
Enjoy dinner on your own.

TUESDAY, JUNE 11

8:00 AM Breakfast Buffet
Pre-Assembly A

9:00 AM General Session II
Charles Ballroom

Presentations
The Menus of Change Annual Report: Charting the Future of Food and the Foodservice Industry
The food and agriculture sector has reached a critical time where sustainability, corporate social responsibility, and public health have come to the forefront as intersecting issues of immense importance. There is a new generation of consumers out there who are paying very close attention to where their food is coming from and who, specifically, is growing the food we eat. The food and agriculture sector is the one place in the economy where the most important choices are made about the future of the planet and the future of our health. The Culinary Institute of America and Harvard School of Public Health, Department of Nutrition through the 2013 Menus of Change Annual Report, have laid out a review of our progress at intersection of business, environment, and health, a close look at the top issues facing the industry, and practical guidance for food industry leaders.

Moderator/Presenter: Greg Drescher (VP, Strategic Initiatives & Industry Leadership, The Culinary Institute of America)

Presenters: Walter Willett, MD (Chair, Department of Nutrition, Harvard School of Public Health)
Arlin Wasserman (Founder and Partner, Changing Tastes)
10:15 AM  Refreshment & Networking Break
Pre-Assembly A
Sponsored by Kikkoman Sales USA

10:45 AM  General Session III
Charles Ballroom

Panel Discussion and Q&A with the Audience
The Menus of Change Annual Report: Charting the Future of Food and the Foodservice Industry
This session will provide an opportunity for business executives to react to the report, and for report contributors to address questions from the moderator as well as the audience.

Moderator:  Eric Rimm, DSc (Associate Professor, Harvard School of Public Health)
Speakers:  Andrea Illy (CEO, illy Café)
           James White (CEO, Jamba Juice)
Panelists:  Christopher Gardner, PhD (Associate Professor of Medicine, Stanford University)
           Betty Izumi, PhD, MPH, RD (Assistant Professor, Portland State University)
           Ellen Kennedy (Senior Sustainability Analyst, Calvert Investments)
           Walter Willett, MD (Chair, Department of Nutrition, Harvard School of Public Health)
           Arlin Wasserman (Founder and Partner, Changing Tastes)

12:00 PM  General Session IV
Charles Ballroom

Presentations
Leading for Change: What’s the Role of the Chef?
This session will include advice from seasoned culinary and industry professionals on how to lead for change in larger organizations that deal with complex issues related to public health priorities, government regulations, increasingly demanding consumers, and pressure from other stakeholders.

Introductions:  Mark Erickson, CMC, ’77 (Provost, The Culinary Institute of America)
Speakers:  Stefano Cordova (SVP F&B Innovation-Executive Chef, Au Bon Pain) and Maria Feicht (Chief Brand Officer, Au Bon Pain)
           Jorge Collazo (Exec. Chef, New York City Public Schools)
           Sam Kass (Executive Director of Let’s Move!)
1:00 PM  **Brief Remarks**  
*Charles Ballroom*

**Greece as Inspiration: Flavors of Traditional, Healthy & Sustainable Diets**  
*Speaker: Diane Kochilas (Chef, Author, Consultant, Athens & NYC)*

1:05 PM  **Lunch**  
*Regattabar, Rogers, Stratton & Compton*

*Sponsored by New Wines of Greece, Alaska Seafood Marketing Institute, and Chobani*

2:00 PM  **General Session V**  
*Charles Ballroom*

*Panel Discussion*

**Developing the Next Generation: Health, Sustainability and Leadership**  
This session will focus on what the next generation of food industry executives will need to know and the skills they’ll need to have in order to deal with complex issues related to sustainability, public health, and business ethics.

*Moderator: Jane Black (Food Writer, Washington Post Columnist)*

*Panelists:*  
- Gail Christopher, D.N. (VP, Program Strategy, W.K. Kellogg Foundation)  
- Julio Frenk, MD (Dean, Harvard School of Public Health)  
- Tim Ryan, CMC (President, The Culinary Institute of America)

3:00 PM  **Refreshment Break/Time to Move to Breakout Session Rooms**  
*Pre-Assembly A*

*Sponsored by Truitt Brothers*

3:15 PM  **Breakout Sessions**  
*Various Locations*

**Breakout Session #1**  
*Kennedy A*

**Putting More Fish and Flavor on the Plate...While Also Keeping More Seafood in the Sea**  
What will it take to put more seafood — sustainably — on American menus and into American diets? This breakout session will cover a variety of complex issues, including dietary recommendations, the science on methyl mercury and omega-3s, aquaculture, certification programs, responsible fisheries management, and more.

*Moderator: Sierra Clark (Trustee, The Packard Foundation)*
Discussants:  **Sheila Bowman** (Manager of Culinary and Strategic Initiatives, Seafood Watch)  
**Cheryl Dahle** (Founder, Future of Fish)  
**Randy Rice** (Seafood Technical Program Director, Alaska Seafood Marketing Institute)  
**Eric Rimm, ScD** (Associate Professor, Harvard School of Public Health)  
**Barton Seaver** (Director of the Healthy and Sustainable Food Program, Harvard School of Public Health)  
**Sal Sunseri** (Partner/Owner of P&J Oyster Company and member of the Gulf Oyster Industry Council)

**Breakout Session #2**  
*Kennedy Room B*

**Less Meat, Less Often? Shifting Roles for Protein on American Menus**  
How can we move to less animal protein and more plant-based protein from foods like beans, lentils, soy, and nuts? This breakout session will look at consumer interest in “flexitarian” eating, the nutrition and health benefits of plant-based protein compared to animal sources, the potential positive environmental impact of these changes, and how chefs can provide appealing menu options that feature less meat, inspired in part by world food cultures that have longstanding traditions of utilizing plant protein sources in exceedingly appealing ways.

Moderator:  **Danielle Gould** (Founder, Food+Tech Connect)  
Discussants:  **Frank Hu, MD, PhD** (Professor, Harvard School of Public Health)  
**Suvir Saran** (Chef, Author, Restaurateur, Consultant)  
**Ken Toong** (Executive Director, Auxiliary Enterprises, UMass Amherst)  
**Peter Truitt** (Co-Founder/Owner, Truitt Brothers)  
**Scott Uehlein** (VP of Food & Beverage, Canyon Ranch)

**Breakout Session #3**  
*Rogers/Stratton*

**Filling Half the Plate with Fruits and Vegetables: What Does Flavor Mean to Chefs, Farmers, and Consumers?**  
Current U.S. Dietary Guidelines recommend filling half your plate with fruits and vegetables—a dramatic paradigm shift in how we think about “what’s for dinner?” What changes will need to be made in production, processing, purchasing, menu design, and training to make this recommendation a reality in foodservice operations? This breakout session will feature experts in agriculture, local and regional food sourcing, the culinary arts, consumer insights, and more.

Moderator:  **Debra Eschmeyer** (Co-Founder and Vice President of Policy & Partnerships, Food Corps)
Discussants:  
**JoAnne Berkenkamp** (Program Director for Local Foods, Institute for Agricultural and Trade Policy)  
**Diane Kochilas** (Chef, Author, Consultant, Athens & NYC)  
**Jason Riis, PhD** (Assistant Professor, Harvard Business School)  
**Rafi Taherian** (Executive Director, Yale Dining)  
**Marc Zammit** (VP, Sustainability and Culinary Initiatives, Compass Group)  

**Breakout Session #4**  
**Brattle**  

**Tackling a Trio of Tough Challenges: Portion Sizes, Calories, and Sugar-Sweetened Beverages**  
What strategies can operators and chefs take to trim calories by going beyond old menu favorites to introduce new flavors and concepts that track well with shifting consumer preferences? Knowing how dependent many operations are on high-margin sugary beverages, what innovation in beverage concepts can begin to open new possibilities in this critical area? What successes are next-generation multi-unit operators having in pioneering “craveable” solutions to these daunting challenges? What are innovators doing to provide value beyond large portions, and finally, what can be done to reduce food waste?  

Moderator:  
**Christopher Gardner, PhD** (Associate Professor of Medicine, Stanford University)  

Discussants:  
**Lisa Carlson, MS, RD** (Nutrition Manager, Unilever Food Solutions)  
**Lilian Cheung, DSC, RD** (Director of Health Promotion & Communication, Harvard School of Public Health)  
**Victor Gielisse, DBA, CMC** (VP, Advancement and Business Development, The Culinary Institute of America)  
**David S. Ludwig, MD, PhD** (Director, Optimal Weight for Life Program, Boston Children’s Hospital)  
**Pam Smith, RD** (Founder/President, Shaping America’s Plate)  
**Rick Wolff** (Director of Culinary Innovation, HMS Host)  

*Sponsored by Unilever Food Solutions*  

**4:45 PM**  
Breakout Sessions Conclude/Return to General Session VI  

**5:00 PM**  
General Session VI  
Charles Ballroom
Panel Discussion
The Future of Food and Foodservice: Technology, Investment, and Innovation
How do entrepreneurs, investors, and large food companies think about risk, innovation, and transparency in our food system? This session will focus on how investors are supporting entrepreneurs and new companies, and how existing companies are incubating new products and new ways of doing business. This session will also address the transformative power of social media related to consumer knowledge and choice.

Moderator: Will Rosenzweig (Managing Partner, Physic Ventures)
Panelists: Stephanie Chenevert (Global Marketing Manager, Google Food Services)
Christy Consler (SVP, Human Resources and Corporate Sustainability, Jamba Juice)
David Feller (CEO and Founder, Yummly)
Danielle Gould (Founder, CEO, Food+Tech Connect)
Ellen Kennedy (Senior Sustainability Analyst, Calvert Investments)
Anthony Zolezzi (Operating Partner, Pegasus Capital Advisors)

6:30 PM Reception
Charles Courtyard

Featuring the Gold, Copper and Bronze Level Sponsors

7:30 PM Reception and Program Conclude for the Evening
Enjoy dinner on your own.

WEDNESDAY, JUNE 12

8:00 AM Breakfast
Pre-Assembly A

9:00 AM Opening Remarks & Reflections
Charles Ballroom

Speakers: Arlin Wasserman (Founder and Partner, Changing Tastes)
Walter Willett, MD (Chair, Department of Nutrition, Harvard School of Public Health)

9:10 AM General Session VII
Charles Ballroom
Keynote Address
The Next Seating: How Changing Demographics Are Affecting Consumer Demand and “The Art of the Possible”
As demographics continue to shift in this country, consumers are increasingly being exposed to new cultures, new flavors, and new foods. And, the values of the “organic shopper” of the last decade are quickly becoming the values of today’s dining public, with sustainability and wellness coming together as one. What do chefs and other professionals in the food industry need to know to stay on top of changing demographics and consumer trends and turn these trends into business opportunities? And how do our increasing appetites for culinary adventure and openness to new flavors unlock delicious possibilities for innovation that the traditional “meat and potatoes” culinary mindset of past generations of Americans did not?

Introduction: Greg Drescher (VP, Strategic Initiatives & Industry Leadership, CIA)
Speaker: June Jo Lee (VP, Strategic Insights, The Hartman Group, Inc.)

10:15 AM Refreshment & Networking Break
Pre-Assembly A
Sponsored by The Peanut Institute

10:45 AM General Session VIII
Charles Ballroom
Panel Discussion
Channeling the Power of the Chef: Setting New Menu Trends, Shaping Consumer Opinion
Choices made by chefs about menus, recipes, products, and suppliers are among the most important choices in determining if we will have a more sustainable food sector and system. This session will feature chefs who are shaping consumer opinion and innovating within their operations, as well as business leaders who understand the increasingly critical role of chefs in delighting the demanding palates of a changing dining public.

Moderator: Mark Erickson, CMC, ’77 (Provost, The Culinary Institute of America)
Panelists: Rick Bayless (Chef-Owner, Frontera Grill & Topolobampo) John Mitchell (VP of Product Development, Retail, LYFE Kitchen Retail, Inc.) Matthew Weingarten (Executive Chef and Culinary Director for Unique Solutions, Sodexo, New York, NY) Olivia Wu (Community Manager, Google Mountain View Food Services)

11:45 AM Lunch
Regattabar, Rogers, Stratton & Compton
Sponsored by Unilever Food Solutions, Gulf Oyster Industry Council, and Kikkoman Sales USA
1:00 PM  Closing General Session
Charles Ballroom

Panel Discussion
A GPS for Our Industry: Connecting Culinary Excellence with Social Responsibility and Business Innovation
From its historical roots emphasizing special occasion food and hospitality, today’s $660 billion American foodservice industry includes a broad spectrum of operations and business models – from fine dining independents to casual multi-unit chains and campus and corporate dining – that collectively address the public’s growing appetite for 24/7 away from home meal and snack options. How can the CIA-Harvard Menus of Change initiative, together with the work of affiliated stakeholders, incubate solutions that support a diversity of perspectives in our industry? And how can a continued industry focus on culinary excellence, flavor insight, menu R & D, better-informed models of entrepreneurship, and ever-rising standards of culinary education lift all efforts to effectively meet these challenges of the future?

Moderator:  Tim Ryan, CMC (President, The Culinary Institute of America)
Speaker:  Simon Marshall (President, Unilever Food Solutions)
Panelists:  Nicki Briggs, MS, RD (Chief Communication Officer, Agro Farma/Chobani)  Harvey Hartman (Founder and Chairman, The Hartman Group)  Michael Kaufman (President, Centerplate Restaurant Group, Past Chairman of the Board, National Restaurant Association)  Arlin Wasserman (Founder and Partner, Changing Tastes)

2:15 PM  Closing Remarks
Charles Ballroom
Speakers:  Walter Willett, MD (Chair, Department of Nutrition, Harvard School of Public Health and Chair of the Menus of Change Scientific and Technical Advisory Council)  Arlin Wasserman (Founder and Partner, Changing Tastes and Chair of the Menus of Change Sustainable Business Leadership Council)  Greg Drescher (VP, Strategic Initiatives & Industry Leadership, CIA)

2:30 PM  Summit Concludes

SAVE THE DATE for the 2014 Menus of Change™ National Leadership Summit, which will be held June 9-11, 2014 at The Charles Hotel, Cambridge, MA.
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PRESENTATION BIOGRAPHIES

Fedele Bauccio cofounded Bon Appétit Management Company, which provides food service to corporations, universities, and museums in 32 states, in 1987. Fedele and Bon Appétit have revolutionized the food service industry both by introducing fresh, made-from-scratch food to the contract market and by pioneering environmentally and socially responsible practices designed to create a more sustainable food system. From the beginning, Bon Appétit has been committed to the health of its customers, striving for the freshest ingredients, banning MSG and trans fats. The launch of Bon Appétit's Farm to Fork program in 1999 marked the first of its many commitments to widening that focus to the communities in which it operates, and to the planet itself. Bon Appétit is the first food service company to commit to serving only seafood that met Seafood Watch sustainability guidelines (in 2002), to reducing antibiotic use in farm animals (2003), to serving only rBGH-free milk (2003) and cage-free eggs (2005), to tackling food's role in climate change (2007), and to addressing farmworker rights (2009). In 2012, Bon Appétit switched to 100% humanely raised ground beef and committed to phasing out all pork raised with gestation crates by 2015. Fedele's work has been honored by many nonprofit and industry groups. Most recently, the International Association of Culinary Professionals bestowed its Lifetime Achievement Award, and the James Beard Foundation recognized his contributions with one of its inaugural Leadership Awards. (Palo Alto, CA)

Rick Bayless is chef-owner of Frontera Grill, Topolobampo, and XOCO in Chicago, IL. He has won James Beard awards for Midwest Chef of the Year, National Chef of the Year, and Humanitarian of the Year, while Frontera Grill won for Outstanding Restaurant. XOCO—a quick-serve LEED-certified restaurant—opened in 2009 and features house-ground chocolate and wood-grilled tortas. In 2011, Tortas Frontera opened at Chicago’s Ohare airport and at the Chase Building in downtown Chicago. Chef Bayless is the author of seven cookbooks. His most recent one, Fiesta at Rick’s (W.W. Norton), spent several weeks on the New York Times best-seller list. Many know him from winning the title of Bravo’s Top Chef Master, beating out the French and Italian with his authentic Mexican cuisine. His highly rated on-going Public Television Series, Mexico – One Plate at a Time can be found on television sets coast to coast; in 2012, he was nominated for a Daytime Emmy for Best Culinary Host. On the local front, Chef Bayless and his staff began the Frontera Farmer Foundation in 2003 to attract support for small Midwestern farms. Each year, grants are given to our local farmers for capital improvements to their family farms. He recently finished up a successful five-week run at Lookingglass Theatre, where he danced, cooked, and brought food to life on stage in the production of Cascabel. Chef Bayless is the chair of The Culinary Institute of America’s Latin Cuisines Advisory Council Executive Committee. (Chicago, IL)

Jeremy Bearman is the executive chef for Rouge Tomate, a Michelin-starred restaurant in New York City. As a self-taught chef who traded an Ivy League diploma for chef whites, Jeremy Bearman brings his experience running some of the most prestigious kitchens in the U.S. to the position as executive chef at Rouge Tomate. As executive sous chef at both db bistro moderne in New York City and L’Atelier de Joel Robuchon in Las Vegas, he acquired the experience necessary to execute a world-class dining experience. Jeremy has also been the executive chef at
Ritz Carlton's Medici Cafe and Terrace in Lake Las Vegas and the opening chef for Lark Creek Steak in San Francisco, which was recognized as one of Esquire's Best New Restaurants of 2007. A tireless proponent of using local and sustainable ingredients whenever possible, Jeremy's seasonal menu features signature dishes such as Cannelloni of Roasted Beets and Leaves with Sheep's Milk Yogurt, Satsuma and Pistachio; Lightly Cured Arctic Char with Smoked Sea Salt and Asian Pear Sorbet; and Moroccan spiced Hudson Valley Duck with Fregola, Quince, and Olives. (New York, NY)

**JoAnne Berkenkamp** is a nationally known consultant working to build healthy and sustainable food systems around the country. She recently completed five years directing the Local Foods Program for the Minneapolis-based Institute for Agriculture and Trade Policy (IATP). Under Ms. Berkenkamp’s leadership, the Program became widely known for its pioneering work on value chain development in large institutional markets, healthy corner stores, Farm to School, Farm to Childcare, farmers’ market innovation, and food systems policy innovation. Prior to IATP, Ms. Berkenkamp led an independent consulting practice that served food businesses, foundations, and nonprofits across the United States. Her consulting work focused on market development for locally and sustainably grown food and the development of food-based enterprises. Ms. Berkenkamp has also worked for the World Wildlife Fund in Washington, DC, and for Catholic Relief Services at various locations in Asia, Africa, and Latin America. She started her career in the corporate finance world structuring merger and acquisition transactions. JoAnne has an MA in Public Policy from Harvard University and a BA in Finance. (Minneapolis, MN)

**Jane Black** is a food writer who covers food politics, trends, and sustainability issues. She is currently working on a book a West Virginia town’s struggle to change the way it eats and whether the food “revolution” can cross geographical, cultural, and class boundaries. Black began her career as a reporter, covering technology and international news at organizations including the BBC and Businessweek Online. In 2003, she moved to London to attend culinary school at Leiths School of Food and Wine, then landed a job as food editor at Boston Magazine. From 2007 through 2010, she was a staff writer at The Washington Post. Her reporting took her from Immokalee, Florida, where she wrote about tomato pickers’ struggle for better working conditions to Monterey Bay, where she attended a “secret meeting” of the Sardinistas, a group of environmentalists who want to teach Americans about the culinary joys of small fish. During her time at The Washington Post, the Food section won three James Beard Awards for best newspaper food section. Black also has been awarded prizes for feature writing and essay writing from The Association of Food Journalists, Les Dames D’Escoffier, the City and Regional Magazine awards, and had her work featured in the Best Food Writing 2008, 2009 and 2010. Today, her column, Smarter Food, appears each month in The Washington Post Food. She also writes for Food & Wine, The New York Times, The Atlantic, and New York Magazine. (Washington, DC)

**Sheila Bowman** is the manager of Culinary and Strategic Initiatives for the Monterey Bay Aquarium Seafood Watch program. Trained as a marine scientist and passionate about conservation, she has been with the Aquarium for more than 20 years. Sheila’s current work focuses on developing strategies for culinary audiences that deepen their connection between responsible seafood purchases and ocean conservation. Now in its thirteenth year, Seafood Watch is the leading information source for sustainable seafood in the U.S., inspiring consumers.
and businesses to purchase seafood from fisheries and fish farms that are minimizing their environmental impacts. Seafood Watch has distributed more than 40 million of their popular pocket guides and downloaded more than one million of their convenient Smartphone applications making it easy for everyone to choose ocean-friendly seafood. For more information, visit Seafoodwatch.org or join the conversation on Facebook or Twitter (@SeafoodWatch). (Monterey, CA)

NICKI BRIGGS, MS, RD, is the chief communications officer for Agro Farma and its family of brands, including Chobani, where she leads communication strategy, including consumer, influencer, and corporate outreach initiatives. Her nutrition communication expertise has been featured in several consumer and trade publications, including Better Homes and Gardens, Fitness, Cooking Light, Eating Well, Redbook, Baking & Snack, Gourmet Retailer, Health, Shape, Grocery Store Headquarters, Today’s Dietitian, and Intermezzo. Nicki received her BS in Food Science and Human Nutrition from the University of Florida (UF). During her time at UF, she was heavily involved in nutrition research and studied the efficacy of Ketogenic diets and seizure control in children with severe epilepsy. From this research, she saw directly the connection between diet and health. Nicki went on to complete her dietetic internship at Tufts University Medical Center’s Francis Stern Nutrition Center and received her Master’s degree in Nutrition Communication from the Tufts University Friedman School of Nutrition Science and Policy. While at Tufts, Nicki discovered her passion for health marketing and communication. Prior to joining Agro Farma Nicki worked for Oldways Preservation and Trust where she focused on outreach strategies for promoting Mediterranean-style eating patterns. (Norwich, NY)

LISA CARLSON, MS, RD, is the r&d manager of nutrition and consumer technical insights for Unilever Food Solutions, North America. In this role, Lisa helps guide the company’s nutrition strategy with a focus on product rejuvenations, nutrition communication, and meeting the company’s Sustainable Living Plan goals for nutrition, health, and well-being. Lisa has a passion for “Seductive Nutrition,” a concept that finds the sweet spot between great taste and great for you, and encourages operators to make some of their top dishes just a little healthier, but just as delicious. Prior to joining Unilever Food Solutions, Lisa led nutrition and health communications and professional marketing for Gatorade, Quaker Oats, and Tropicana (brands of PepsiCo). Earlier in her career, Lisa held editor positions at COOK’S Magazine (articles editor) and Glamour (associate food editor) and managed communications for the Tufts Nutrition Resource Center. A registered dietitian, Lisa is an active member of the Academy of Nutrition and Dietetics and the Food and Culinary Professionals dietetic practice group, and is co-chair of the International Food Information Council’s sodium committee. Lisa received a bachelor’s degree in nutrition from Cornell University and a master’s degree in nutrition communications from Boston University. She completed a dietetic internship at Oregon Health Sciences University in Portland. (Lisle, IL)

STEPHANIE CHENEVERT is the global marketing manager, for Google’s world-renowned Global Food Services team. She is responsible for defining and bringing to life the Google food program brand through innovative marketing and outreach efforts. Previously, she led the Technical Outreach Programs team for the Americas and Asia Pacific, conveying Google’s employment brand through hundreds of events and unique engagement experiences annually. Prior to joining Google, Stephanie was a Management Consultant with McKinsey & Company
advising clients across a range of industries on Marketing Strategy, Performance Management and Operations. Stephanie holds a Bachelor of Commerce from the John Molson School of Business at Concordia University (with Distinction) where she was awarded the Marketing Medal for academic achievement. More recently, Stephanie obtained a Health Counseling Certification to feed her passion for Health & Wellness. (Mountain View, CA)

LILIAN CHEUNG, DSC, RD, is a lecturer, the director of health promotion and communication, and the editorial director of the Nutrition Source website (www.thenutritionsource.org) at the Harvard School of Public Health’s Department of Nutrition. Her work focuses on the translation of science-based recommendations into public health communications and programs, to promote healthy lifestyles for chronic disease prevention and control. She is the co-principal investigator and co-author of Eat Well & Keep Moving (2001, 2007), a widely disseminated school-based nutrition and physical activity program for upper elementary school children and Co-Investigator at the CDC Harvard Prevention Research Center on Nutrition and Physical Activity. She also co-edited Child Health, Nutrition and Physical Activity (1995) with the late Surgeon General Dr. Julius Richmond, and she co-authored Be Healthy! It’s A Girl Thing: Food, Fitness and Feeling Great! (2003, 2010), a book written for adolescent girls. Her latest book is Savor: Mindful Eating, Mindful Life co-authored with Zen master, Thich Nhat Hanh which has already been acquired for translation in 15 countries. (Boston, MA)

GAIL CHRISTOPHER, D.N., is vice president for programs at the W.K. Kellogg Foundation in Battle Creek, Michigan. In this role, she serves on the executive team that provides overall direction and leadership for the Foundation and provides leadership for Food, Health & Well-Being, and Racial Equity programming. Gail is responsible for leadership, capacity building, and fostering collaboration and teamwork in the development and implementation of programming, organizational policy and philosophies, human and financial resource allocation management, and internal and external communications. Gail is a nationally recognized leader in health policy, with particular expertise and experience in the issues related to social determinants of health, health disparities, and public policy issues of concern to African Americans and other minority populations. Gail has more than 20 years of experience in designing and managing national initiatives and nonprofit organizations. She brings extensive knowledge and experience in creating a comprehensive approach to well-being and is nationally recognized for her pioneering work to infuse holistic health and diversity concepts into public sector programs and policy discourse. Her distinguished career and contributions to public service were honored in 1996 when she was elected as a fellow of the National Academy of Public Administration. In 2007, she received the Leadership Award from the Health Brain Trust of the Congressional Black Caucus for her work in reducing racial and ethnic health disparities. A prolific writer and presenter, Gail is the author or co-author of three books, a monthly column in the Federal Times, and more than 250 articles, presentations, and publications. Her national print and broadcast media credits are numerous, and include The Washington Post, Los Angeles Times, Dallas, Times, National Journal, Essence, “Good Morning America,” “The Oprah Winfrey Show,” National Public Radio, and documentaries on PBS and CBS. Gail holds a doctor of naprapathy degree from the Chicago National College of Naprapathy in Illinois and completed advanced study in the interdisciplinary Ph.D. program in holistic health and clinical nutrition at the Union for Experimenting Colleges and Universities at Union Graduate School of Cincinnati. (Battle Creek, MI)
Sierra B. Clark is a doctoral candidate in the Department of Nutrition, Food Studies, and Public Health at New York University (NYU). Her interests lie in the intersection of culture, nature, and commerce in the American food system, where she looks at the tension between food as a commodity and its role as a marker of distinction and national identity. Her dissertation analyzes the politics of quality and the constructions of ‘nature,’ ‘tradition,’ and ‘craft’ in the making and marketing of American whiskey. Sierra has taught courses at NYU on food and culture and contemporary food issues. She holds a B.A. from Brown University in International Relations, graduating magna cum laude and Phi Beta Kappa, and a Grand Diplôme in Culinary Arts from the French Culinary Institute. She has worked as a research associate at the Council on Foreign Relations and as an editor at Saveur magazine and currently serves on the boards of the David and Lucile Packard Foundation and FoodCorps. (Washington, D.C.)

Jorge Leon Collazo, ’82, is the executive chef for the New York City Public Schools. Chef Collazo is involved in training, developing culinary concepts, writing standards, reformulating recipes, and collaborating with manufacturers to offer healthful food choices to young students. He has hired seven chefs to help oversee the 860,000 meals served per day at 1,500 locations throughout the city. As a child, he left Cuba to accompany his family to the United States. He enrolled at The Culinary Institute of America at age 29 and entered the corporate dining world upon graduation. After a number of years working in New York City, he joined the faculty of the New England Culinary Institute, where he started tuning in to the issues at the forefront of the food industry—health and wellness, allergies, and childhood obesity. That’s why he accepted his current position, and why he continues to work to provide healthier menus for school children. (New York, NY)

Christy Consler is the senior vice president of human resources and corporate sustainability at Jamba Juice. Christy has responsibility for culture, talent development, and sustainability. Prior to joining Jamba Juice in 2012, she was Safeway’s first Vice President of Sustainability where she developed the company’s sustainability and corporate social responsibility (CSR) strategy across the enterprise, and developed programs to ensure that leaders and employees approached their roles with a broader mindset of sustainability. Under her leadership, Safeway was named to Ethisphere’s Most Ethical Companies for 2012 and the most sustainable seafood grocery retailer by Greenpeace USA. Ms. Consler joined Safeway in October 2006 as Vice President of Leadership Development and Planning, where she led a team to develop and drive Safeway’s leadership bench strength and talent initiatives. She moved full-time into her Sustainability and CSR role in August 2010. Prior to joining Safeway, Ms. Consler held a variety of brand management and strategy roles, including at General Mills, and ran her own leadership consulting firm specializing in women’s leadership development. Ms. Consler was named one of the Top 100 Women in Grocery in 2012, 2011, and 2010 by Progressive Grocer. She was elected to the Board of the Network of Executive Women as Safeway’s representative and is a member of the American Society for Training and Development. In 2012, Girl Scouts of America named Ms. Consler as one of the top 100 women for “greening” the future of Northern California. She received the “Forever Green Award” for her contribution to the arts, economic development, environment, equal opportunity, health, science, and social justice. Ms. Consler is a graduate of the Wharton Business School at the University of Pennsylvania, where she received her MBA and Cornell University, where she received a BS in Applied Economics. (Pleasanton, CA)
**Stefano Cordova** is the senior vice president of f&b innovation and an executive chef for Au Bon Pain. Chef Cordova began his education in the basement of his family’s bakery and his uncle’s pastry shop, and was formalized in the Culinary Institute of Rome. His culinary expertise has been tasted throughout Europe. In 1984, in the United States, he opened Ronasi, billed by Zagat’s as the “Best Italian Restaurant in New York City.” His other accolades include “Top Italian Chef in the United States” and “Top Italian Chef Outside Italy”, both of which were bestowed upon Chef Cordova by the Italian Chef Federation. Chef Cordova is an active member of various organizations such as Slow Food, the American Culinary Federation, International Corporate Chefs Association, and has worked with the Food Project of Boston to increase the use of local produce and fruit in the Boston Public Schools lunch program for students. Prior to joining Au Bon Pain, Chef Cordova worked for Bertucci’s and Compass Group. Chef Cordova has a BA degree in Advanced Mathematics and Food & Beverage Administration from the University of Rome. (Boston, MA)

**Cheryl Dahle** is the founder and executive director of Future of Fish. A journalist and entrepreneur who has worked at the intersection of business and social transformation for more than a decade, Cheryl conceived and co-led the effort to found Future of Fish. Prior to her work with fisheries, Cheryl was a director at Ashoka: Innovators for the Public where she distilled knowledge from the organization’s network of 2,500 fellows to provide strategic insight to foundations and corporations. As a consultant, she has served leading organizations in the space of hybrid business/social solutions, including Humanity United, Nike, the Robert Wood Johnson Foundation, the David and Lucile Packard Foundation, and the Center for the Advancement of Social Entrepreneurship at Duke University. Cheryl spent 15 years reporting on social entrepreneurship and business for publications including *Fast Company, The New York Times*, and *CIO* magazine. Cheryl founded and led *Fast Company* magazine’s Social Capitalist awards, a competition to identify and recognize top social entrepreneurs. Before her work with nonprofit organizations, she was part of an incubation and startup team for which she helped secure $12 million in venture funding to launch an online environmental magazine. (Bethesda, MD)

**Greg Drescher** is vice president of strategic initiatives & industry leadership at The Culinary Institute of America (CIA), where he oversees leadership initiatives for the foodservice industry, including conferences, invitational leadership retreats, digital media, and strategic partnerships. He is the creator of the college’s Worlds of Flavor® International Conference & Festival (now in its 15th year); the annual Worlds of Healthy Flavors (California and Singapore), and the new Menus of Change initiative, which are presented in partnership with the Harvard School of Public Health; and numerous other CIA “think tank” initiatives. Dubbed the “Flavor Hunter” by *Bon Appétit*, Mr. Drescher was inducted into the James Beard Foundation’s Who’s Who of Food & Beverage in America in 2005, was honored with *Food Arts’* Silver Spoon Award in 2006, and received two James Beard awards for the CIA’s *Savoring the Best of World Flavors* DVD and webcast series. In 2008, he was appointed by the President of the National Academy of Sciences’ Institute of Medicine to its Committee on Strategies to Reduce Sodium Intake. Mr. Drescher serves on the James Beard Foundation Awards Board and advisory boards for UC Davis’ Agricultural Sustainability Institute and Olive Center. In 2011, he was inducted as a member of the Accademia dei Georgofili, Europe’s oldest agricultural academy. (Sacramento, CA)
MARK ERICKSON, CMC, ’77 is provost for The Culinary Institute of America (CIA). In this role Erickson oversees all aspects of the college’s culinary programs including education, faculty, curriculum, governance, academic support functions, academic research, accreditation, assessment, branch campuses, food and beverage operations, and continuing education. Erickson is a frequent presenter at various industry events and conferences, where he shares unique perspectives of the global food industry, drawing from both academic and practical experiences. An honors graduate of the CIA class of 1977, Chef Erickson was director of culinary education at the Hyde Park campus from 1988 to 1990. Prior to that, he held both faculty and department head positions at the CIA. His career also includes serving as chef garde manger of the Palace Hotel in Gstaad, Switzerland; executive sous chef of the Greenbrier Hotel in White Sulphur Springs, WV; sous chef of the Everglades Club in Palm Beach, FL; and executive chef of Cherokee Town and Country Club in Atlanta, GA. Chef Erickson was a member of the gold medal-winning United States Culinary Olympic Teams in 1980, 1984, and 1988, and part of the U.S. team that won the 1985 Culinary World Cup. He earned "Crystal Chef" honors by having the highest score in the ten-day Certified Master Chef examination administered by the American Culinary Federation in 1985. Mark holds a B.S. degree in Restaurant & Hotel Management from the University of New Haven and a MBA from Marist College in Poughkeepsie, NY. (Hyde Park, NY)

DEBRA ESCHMEYER is the co-founder and vice president of policy & partnerships of FoodCorps. Eschmeyer oversees the strategy, policy, and partnerships of FoodCorps, a national nonprofit that seeks to reverse childhood obesity and food insecurity by increasing vulnerable children’s knowledge of, engagement with, and access to healthy food. The centerpiece of FoodCorps is an AmeriCorps public service program that recruits emerging leaders for a year of service in high-obesity, limited-resource communities of need. Eschmeyer is a recipient of the James Beard Foundation Leadership Award in recognition of her school food reform efforts. As a Food & Community Fellow with the Institute for Agriculture & Trade Policy and the Communications and Outreach Director of the National Farm to School Network, Eschmeyer created One Tray, a successful national campaign to improve child nutrition by encouraging a more direct connection between local farms and federal nutrition programs. Ms. Eschmeyer currently serves on the AGree Advisory Council and the Culinary Institute of America Sustainable Business Leadership Council. Eschmeyer is based on her fifth generation family farm, Harvest Sun Farm, in rural Ohio where she manages 22 acres of organic fruits and vegetables. (New Knoxville, OH)

MARIA FEICHT is chief brand officer and executive team member for Au Bon Pain, a position she has held since April 2010. Ms. Feicht is responsible for all facets of marketing, brand management, menu strategy and development, catering, guest relations, and market research. Prior to joining Au Bon Pain, Ms. Feicht worked for Bertucci’s as the Senior Vice President of Marketing and Menu Research and Development. Before Bertucci’s, Ms. Feicht worked for Dunkin’ Brands, serving as Director of Brand Excitement for Baskin-Robbins as well as Director of Marketing for Togo’s. Earlier in her career she worked for Digitas, a marketing and internet firm, and in marketing roles for several consumer products companies, including TAG Heuer, Nabisco, and Unilever. Ms. Feicht received her BS in Business Administration-Marketing from the University of Delaware and an MBA from Fairleigh Dickinson University. She is a board member for the Boston chapter of the American Heart Association. (Boston, MA)
**DAVID FELLER** is the founder and CEO of Yummly, the fastest growing food site in the world that is also creating a digital kitchen platform. Dave was an early member of Half.com in Philadelphia, running Marketing & Strategy, prior to its acquisition by eBay. He moved to California to continue working for eBay as GM of a $500M portion of the US business. David left eBay in 2006 to become VP Marketing & Business Operations for StumbleUpon. Through an acquisition, Dave ended back up at eBay again. He finally left in late 2008 to combine his passions...food & technology. Yummly began with Dave’s intense dislike of both mustard and mayonnaise and a love of cooking. After witnessing the rise of personalized experiences such as Netflix, Pandora, Amazon and more, and becoming increasingly frustrated with online cooking sites, Dave decided the online food world needed significant innovation and he was going to do something about it. Yummly is the result of that innovation. (Palo Alto, CA)

**JULIO FRENK, MD,** is dean of the faculty at the Harvard School of Public Health and T & G Angelopoulos Professor of Public Health and International Development, a joint appointment with the Harvard Kennedy School of Government. Dr. Frenk is an eminent authority on global health who served as the Minister of Health of Mexico from 2000 to 2006. He pursued an ambitious agenda to reform the nation’s health system, with an emphasis on redressing social inequality. He is perhaps best known for his work in introducing a program of comprehensive national health insurance, known as Seguro Popular, which expanded access to health care for tens of millions of previously uninsured Mexicans. Dr. Frenk was the founding director-general of the National Institute of Public Health in Mexico, one of the leading institutions of health education and research in the developing world. In 1998, Dr. Frenk joined the World Health Organization (WHO) as executive director in charge of Evidence and Information for Policy, WHO’s first-ever unit explicitly charged with developing a scientific foundation for health policy to achieve better outcomes. Most recently, he served as a senior fellow in the global health program of the Bill & Melinda Gates Foundation and as president of the Carso Health Institute in Mexico City. He is chair of the board of the Institute for Health Metrics and Evaluation at the University of Washington. Dr. Frenk holds a medical degree from the National University of Mexico, as well as a Masters of Public Health and a joint doctorate in Medical Care Organization and in Sociology from the University of Michigan. He has been awarded three honorary doctorates. He is a member of the U.S. Institute of Medicine, the American Academy of Arts and Sciences, and the National Academy of Medicine of Mexico. In addition to his scholarly works, which include more than 130 articles in academic journals, as well as many books and book chapters, he has written two best-selling novels for youngsters explaining the functions of the human body. In September of 2008, Dr. Frenk received the Clinton Global Citizen Award for changing “the way practitioners and policy makers across the world think about health.”

**CHRISTOPHER GARDNER, PHD,** is an associate professor of medicine at Stanford, the director of Stanford Prevention Research Center’s (SPRC) Nutrition Studies Group, and the director of the SPRC postdoctoral research fellow training program. His primary research focus for the past decade has been randomized, controlled nutrition intervention trials (soy, garlic, antioxidants, ginkgo, omega-3 fats, vegetarian diets, weight loss diets), testing the effects of these on chronic disease risk factors that have included blood cholesterol, weight, and inflammatory markers. Dr. Gardner’s research interests have recently shifted to two new areas. The first is to approach helping individuals make healthful improvements in diet through motivators beyond health, piggybacking on ongoing social movements around animal rights and welfare, climate change,
and social justice and their relationships to food. The second is to focus less on trying to improve individual behaviors around food, and more on a food systems approach that addresses the quality of food provided by schools, hospitals, worksites, senior centers, prisons, etc., using a Community Based Participatory Research approach and taking advantage of the many complementary disciplines represented on the Stanford campus, such as business, education, law, earth sciences, and medicine. (Palo Alto, CA)

**Victor A. L. Gielisse, DBA, CMC, CHE**, is vice president of advancement and business development at The Culinary Institute of America (CIA), where his responsibilities include fund-raising initiatives, alumni relations, licensing, and CIA Consulting, as well as stewarding the CIA’s relationship within the foodservice industry. He is one of 66 Certified Master Chefs (CMC) in the US, earning the Crystal Chef Award for highest score in the CMC examination. He holds a doctorate degree in business administration from California Coast University and is a Certified Hospitality Educator (CHE). Chef Gielisse was born and schooled in the Netherlands, has worked in Germany, Switzerland, South Africa, and since 1979, in the United States. Prior to joining the CIA administration in 1998, he was the chef-owner of the Ivy Award-winning restaurant Actuelle in Dallas, TX and president of the consulting firm CFT/Culinary Fast-Trac and Associates Inc. Chef Gielisse served as the Chairman of the American Culinary Federation (ACF) Culinary Competition Committee; is a coach and advisor to ACF Culinary Team USA; and was a judge of the 2004 and 2008 IKA Culinary Olympics in Erfurt, Germany. Chef Gielisse is the author of *Cuisine Actuelle* and *In Good Taste: A Contemporary Approach to Cooking*, and co-author of the CIA cookbook *Modern Batch Cookery*. He was a James Beard Foundation Award nominee in 1993 for Best Chef: Southwest, and in 1999, he was named one of The 50 New Taste Makers in the hospitality industry by *Nation’s Restaurant News* and Best Seafood Chef in America by *Restaurant Business*. (Hyde Park, NY)

**Danielle Gould** is the founder & CEO of Food+Tech Connect (FTC), a media company connecting innovators with the information and people they need to transform the food industry. Through news and analysis, event curation, and custom research, she helps companies of all sizes understand emerging trends in the ways information technology and the Internet are changing the way food is produced, distributed, and consumed. Danielle is also a *Forbes* contributor and an SFJ Institute Fellow. She regularly speaks on the subjects of food, technology, and data. Her expertise includes food data, food systems, urban agriculture, data-driven business models, strategic partnerships, engagement strategy, event strategy, open government, and open innovation. Prior to FTC, Danielle worked on PR and business development at BrightFarm Systems. She holds a BA in Sociology and Environmental Studies from the University of Wisconsin Madison. (New York, NY)

**Harvey Hartman** is the founder and chairman of The Hartman Group. Harvey has earned a reputation among his many Fortune 500 clients for accurately translating how shifts in consumer behavior can be converted into solutions for overcoming growth and innovation challenges. Since founding the company in 1989, Harvey’s been the soul, inspiration, and charismatic force guiding Hartman Group’s success. Under his leadership, Hartman Group has become recognized as the leading authority on consumer culture in America. With a knack for seeing what others can’t, the media frequently turns to Harvey for thought-provoking insights and commentary on the influential factors at play in a consumer-driven marketplace. His insightful quotes regularly appear in the national media, including *The New York Times, Wall*
Street Journal, CNN Money, and USA Today. He is a well-known speaker regularly called upon to deliver keynote presentations at industry conferences, business school lectures, and client summits around the world. A former Fortune 500 senior executive, Harvey is the author of four marketing texts, including Reflections On a Cultural Brand and A Brand Called Hope: Reimagining Consumer Culture. Harvey received his Bachelor of Science in Business and Marketing from St. Louis University. In 2012, Harvey was inducted into the St. Louis University Smurfit Stone Entrepreneurial Hall of Fame. (Bellevue, WA)

FRANK HU, MD, PhD, is professor of nutrition and epidemiology and co-director of the program in obesity epidemiology and prevention at the Harvard School of Public Health, and professor of medicine at the Harvard Medical School and Brigham and Women’s Hospital, Boston. He is the principal investigator of the diabetes component of the Nurses’ Health Study. After obtaining his medical training in China, Dr. Hu received his PhD in epidemiology in Chicago and completed a postdoctoral fellowship in nutritional epidemiology at Harvard. Over the past decade, Dr. Hu’s research group has conducted detailed examinations of the associations between dietary and lifestyle factors (including sugar-sweetened beverages, moderate-intensity physical activity, sedentary behaviors, and short sleep duration) and risk of obesity, diabetes, and cardiovascular disease. These findings have contributed to current public health recommendations for chronic disease prevention. Dr. Hu is collaborating with researchers from China and India in diabetes epidemiologic and intervention studies. His efforts have brought attention to the growing epidemics of obesity and diabetes and have influenced global public health strategies. Dr. Hu has published more than 400 original papers and reviews. He serves on the editorial board of Diabetes Care and on the Expert Panel on Obesity Treatment and Prevention Guidelines of the National Institutes of Health (NIH). He is the author of the textbook Obesity Epidemiology (Oxford University Press, 2008). Dr. Hu received the Kelly West Award for Outstanding Achievement in Diabetes Epidemiology by the American Diabetes Association in 2010. (Boston, MA)

ANDREA ILLY was appointed chairman and CEO of illy Caffè S.p.A. in June 2005, heralding a third generation of Illy family members at the company’s helm. A hands-on leader, Andrea spearheaded illy’s global expansion, bringing the storied brand to cafés, restaurants, hotels, and retailers in more than 140 countries, where six million cups of illy coffee are now enjoyed every day, with an accompanying revenue increase of more than 130 percent. Andrea is an Ernst & Young Italia Entrepreneur of the Year award winner, and was named one of Advertising Age magazine’s “Marketing Superstars.” His leadership in sustainable coffee production was recognized by Det Norske Veritas (DNV), one the world’s leading industrial certification authority, which in 2011 awarded illy its first-ever Responsible Supply Chain Certification, recognizing long-established protocols from farm, to factory and beyond. A chemist by training, Andrea is a philanthropist, avid athlete, and wine and spirits expert. (Trieste, Italy)

BETTY IZUMI, PhD, MPH, RD, is assistant professor in the School of Community Health at Portland State University where her research and teaching focus on issues of sustainability, health, and equity. Before joining the Portland State University faculty in 2010, Dr. Izumi was a postdoctoral research fellow with the W.K. Kellogg Health Scholars Program at The University of Michigan School of Public Health where she worked with the Healthy Environments Partnership on multi-level interventions to reduce health disparities among Detroit residents. As a registered dietitian, the overarching goal of her research is to develop and evaluate
community-based nutrition interventions that address diet-related chronic diseases and obesity. Dr. Izumi is currently the principal investigator of Harvest for Healthy Kids, a multi-level nutrition intervention designed to promote fruit and vegetable intake among low-income and ethnically/racially diverse children enrolled in a Head Start Program through foodservice modifications, classroom education, and family engagement. She also works with the Center for Alaska Native Health Research and the Yup'ik community along the Yukon-Kuskokwim Delta to connect schools with Native-owned and operated fish businesses to improve dietary quality among Alaska Native youth and to strengthen regional markets for sustainably harvested fish. At Portland State University, Dr. Izumi teaches courses in public health nutrition and food systems sustainability.

(Portland, OR)

WAYNE B. JONAS, MD, is the president and chief executive officer of Samueli Institute. He is a widely published scientific investigator, a practicing family physician, Professor of Family Medicine at Georgetown University, and Associate Professor at the Uniformed Services University of the Health Sciences. Additionally, Dr. Jonas is a retired Lieutenant Colonel in the Medical Corps of the United States Army. Dr. Jonas was the director of the Office of Alternative Medicine at the National Institute of Health from 1995-1998, and prior to that served as the Director of the Medical Research Fellowship at the Walter Reed Army Institute of Research. He is a Fellow of the American Academy of Family Physicians. In addition to his conventional medical practice, Dr. Jonas has long been interested in various alternative medicine approaches, and has conducted research on homeopathy, electro-acupuncture, and nutritional supplements. His research has appeared in peer-reviewed journals and he has authored numerous books. Dr. Jonas received the 2007 America’s Top Family Doctors Award, the 2003 Pioneer Award from the American Holistic Medical Association, and the 2002 Meritorious Activity Prize from the International Society of Life Information Science in Chiba, Japan. Dr. Jonas earned his medical degree from Wake Forest University School of Medicine in Winston-Salem, NC and has held leadership positions with a number of organizations and councils such as the World Health Organization, the National Institute of Health, and the White House Commission for Complementary and Alternative Medicine Policy. He currently serves on the editorial boards of eight peer-reviewed journals and on the advisory or scientific boards of six national and international organizations.

(Alexandria, VA)

SAM KASS is the executive director of Let’s Move! and assistant White House chef. A Chicago native, he graduated from the University of Chicago with a degree in U.S. history. During college, he took a job cooking at the restaurant 312 Chicago under Chef Dean Zanella; while finishing his final college year in 2003, he was trained by one of Austria’s greatest chefs, Christian Domschitz. Chef Kass then continued his culinary education in New Zealand, Italy, and Mexico before moving back to Chicago in 2006 to work at Ave, where he continued to learn techniques of seasonal cooking. In 2007, Chef Kass opened the personal chef company Inevitable Table, which focused on healthful and nurturing food. In January 2009, he joined the White House kitchen staff as assistant chef. Since then he has also been named Senior Policy Advisor for Healthy Food Initiatives, and has continued to focus on sustainable and nutritious ingredients. He helped First Lady Michelle Obama create the first major vegetable garden at the White House in more than a century. (Washington, D.C.)
MICHAEL KAUFMAN is president of Centerplate Restaurant Group overseeing a portfolio of restaurants, including John Harvard’s Brewery & Ale House, Harry’s Smokehouse, Harry’s Tap Room, and the restaurants of Saks Fifth Avenue. Previously, Kaufman co-founded Enovo Restaurant Ventures LLC, a joint venture with Centerplate, Inc., and established Pond Hill Ventures LLC to advise and invest in hospitality ventures. Until 2003, Kaufman served for more than a decade as president of the then $1.3 billion (system sales) Dallas-based Metromedia Restaurant Group, which comprised Bennigan’s, Steak and Ale, Bonanza, and Ponderosa. Kaufman built the company’s top and bottom-line performance, accelerated Bennigan’s company growth, implemented Bennigan’s franchising and international development, unified the Ponderosa and Bonanza franchisee communities, and instilled a vibrant performance and values-based culture. Kaufman previously served as a managing director of the acquisition arm of Metromedia Company and as a corporate and securities lawyer with Paul Weiss Rifkind Wharton and Garrison in New York City. He is a Past Chairman of the Board of the National Restaurant Association and a Trustee emeritus of its Educational Foundation as well as a member the Board of The Culinary Institute of America, a past president of the Chappaqua School Foundation Board, and a member of the Board of the Northern Westchester Hospital. He has also served on the Boards of Benihana, Inc. and Culinary Concepts by Jean-Georges (a joint venture among Catterton Partners, Starwood Hotels & Resorts, Jean-Georges Vongerichten, and Philip Suarez). Kaufman is a graduate of Harvard College and Harvard Law School. (Chappaqua, NY)

ELLEN KENNEDY is the manager of environment and climate change for Calvert Investments. Ms. Kennedy leads Calvert’s environment program, coordinating the advocacy and research of Calvert’s sustainability analysts working on climate change, water scarcity, energy, toxics, and other environmental issues. Ms. Kennedy has focused her own research and advocacy on the consumer staples sector for the past decade, particularly on farm-to-fork sustainability within food companies and biodiversity. Ms. Kennedy also works on the integration of financial and sustainability analysis with Calvert’s Equity team. Prior to joining Calvert in 2000, Ms. Kennedy was a Program Officer for Winrock International, managing alternative energy, agriculture, and gender projects in Latin America and Africa. She earned an MA from the University of California, Berkeley and a BA from Haverford College. Ms. Kennedy is fluent in Spanish and Portuguese. (Bethesda, MD)

DIANE KOCHILAS (a.k.a. the Greek Food Guru) is a consulting chef at four popular Greek restaurants: Pylos (NYC), Axia (NJ), Avli (Chicago), and Volos (Toronto). She is the author of 18 books on Greek cuisine, including the IACP-awarded Glorious Foods of Greece and the forthcoming Country Cooking of Greece (Chronicle, 2012). Diane appears regularly on American television, including “Throwdown with Bobby Flay,” “Bizarre Foods,” “Foodography,” the “PBS News Hour,” and “360° with Anderson Cooper.” Her writings appear in the Washington Post, Dow Jones wire, Food & Wine, Gourmet Live, zesterdaily.com, and more. She is founder of GreekFoodTv, a webtv venture, and just developed the app, Edible Athens. With her extensive knowledge of Greek food, Diane also consults for retail operations, including the Hellenic Gourmet shop at the Athens airport. Together with her husband, Vassilis Stenos, she owns and operates the Glorious Greek Kitchen, organizing culinary tours and classes throughout Greece. (Athens and Ikaria, Greece and New York, NY)
**Kristy Lambrou, MS, RD, CDN,** is the SPE® certified culinary nutritionist for Rouge Tomate New York, the only Michelin-starred restaurant in the country to have a Registered Dietitian (RD) on staff, where she collaborates daily with Executive Chef Jeremy Bearman and Executive Pastry Chef James Distefano. Brought on in 2011, she ensures that each of their refined, market-driven dishes has the most dynamic and optimal nutrition levels while adhering to the guidelines of SPE® (*Sanitas Per Escam* or “Health Through Food”), a unique nutritional and culinary program designed to enhance the nutritional quality of meals without compromising taste. In this role, Kristy has taken her expertise to the national stage with mentions in the *New York Times,* *Wall Street Journal,* *Bon Appétit,* *Art of Eating,* and *Essentials of Nutrition for Chefs* among others. (New York, NY)

**June Jo Lee** is vice-president, strategic insights for The Hartman Group. June is a food ethnographer for the food industry. Since 2005, she has been responsible for creating strategic frameworks from cultural analysis of everyday life. Her research in the U.S., Latin America, and Asia is focused on understanding the cultural apparatus of food, food culture trends, eating occasions, shopping trips, Health + Wellness, and Sustainability. Current and past clients include Starbucks, General Mills, Kraft, PepsiCo, ConAgra, Hershey’s, Nestlé, Campbell’s, Heinz, Safeway, Dairy Management Inc., National Council of Farmer’s Cooperative, Daymon, Bunge, DuPont, Johnson and Johnson, Seventh Generation, Burt’s Bees, and Colgate. June has an M.A. in East Asian Studies from Harvard and an M.A. in Korean Studies from Yonsei University. She started her career in food as a produce team member at the original Whole Foods Market in Austin. (Bellevue, WA)

**David S. Ludwig, MD, PhD,** is a practicing pediatrician and researcher at Boston Children’s Hospital. He holds the rank of Professor of Pediatrics at Harvard Medical School, and Professor of Nutrition at Harvard School of Public Health. Dr. Ludwig is Founding Director of the Optimal Weight for Life (OWL) program at Children’s Hospital, one of the country’s oldest and largest multidisciplinary clinics for the care of overweight children. He is also the Director of the New Balance Foundation Obesity Prevention Center at Boston Children’s Hospital. Dr. Ludwig’s research focuses on the effects of diet on hormones, metabolism, and body weight. In particular, he developed a novel “low glycemic” diet (i.e., one that decreases the surge in blood sugar after meals) for the treatment of obesity and prevention of type 2 diabetes and heart disease. This work has been cited as providing a scientific basis for numerous popular diets, including *The South Beach Diet,* *The Zone,* *SugarBusters,* and *The Glucose Revolution.* Described as an “obesity warrior” by *Time Magazine,* Dr. Ludwig has fought for fundamental policy changes to restrict food advertising directed at young children, improve quality of school nutrition programs, and increase insurance reimbursement for obesity prevention and treatment programs. Dr. Ludwig is a fellow of The Obesity Society and recipient of the E.V. McCollum Award (2008) of the American Society for Nutrition. He is Principal Investigator on numerous grants from the National Institutes of Health, has published more than 100 scientific articles, and presently serves as Contributing Writer for the *Journal of the American Medical Association.* Dr. Ludwig is author of a book on childhood obesity for parents entitled, *Ending the Food Fight: Guide Your Child to a Healthy Weight in a Fast Food/Fake Food World* (Houghton Mifflin, 2007). He appears frequently in national print and broadcast media. (Boston, MA)
**Simon Marshall** is the president of Unilever Food Solutions North America. Simon assumed leadership of Unilever Food Solutions North America in August 2009. He came to this role after four years at the helm of Unilever’s foodservice business in the United Kingdom. Simon joined Unilever as a Sales Trainee in the personal care business. He went on to serve in various customer management and marketing roles. In 1995, he moved to Unilever Germany and then in 1997, he returned to the United Kingdom as Customer Development Director, Home and Personal Care (HPC) business. In 2004, he became Managing Director of HPC Ireland. (Lisle, IL)

**John Mitchell** is currently the VP of product development at LYFE Kitchen, Retail. LYFE Kitchen is the first national restaurant chain and retail grocery food brand to provide a product line that spans multiple supermarket categories—from frozen entrées and flatbreads to fresh soups and prepared meals, bakery items, and culinary ingredients. The LYFE Kitchen philosophy is rooted in a commitment to provide the best in class products that taste amazing! The products differentiate themselves at the sourcing and ingredient level, as well as the preparation and nutrition level, utilizing innovative and sustainable packaging technology. John is a graduate of the prestigious Culinary Institute of America with over 20 years of experience in multi-unit food service operations, and is committed to innovation and modern retailing of the highest quality, sustainable and organically produced food products. John advised many companies in the natural foods industry, most recently as Advisory Board member of Revolution Foods, a young company dedicated to delivering healthy meals and nutrition education to schools across the United States. John spent 11 years at Whole Foods Market, as Director of Operations/Food Service for Northern California, Pacific Northwest, and Canada. Prior to working with Whole Foods Market, John spent seven years as Executive Chef/Partner at the Lark Creek Restaurant Group, a pioneer in the restaurant industry trend of offering local, farm to table, American fare. Additionally, John served as the Coordinating Chef for 18 years at the annual Organic Farming Research Foundation Benefit Dinner to support the foundation’s ongoing grant making policy and public information programs. OFRF’s mission is to foster the improvement and widespread adoption of organic farming systems. (Palo Alto, CA)

**Randy Rice** is the seafood technical program director for the Alaska Seafood Marketing Institute (ASMI). Randy completed his undergraduate degree in Marine Biology at the University of California, and a master’s degree in Biological Oceanography & Fisheries at the University of Alaska. He worked extensively with Alaska fish and shellfish species, and also conducted research in Antarctica. Before joining ASMI, Randy worked with the Alaska Department of Fish and Game, and the Alaska Department of Environmental Conservation developing expertise in water quality, contaminants, and fish habitat issues. He also worked privately as an environmental consultant and fished commercially in Alaska for 19 years. Randy has traveled extensively on behalf of Alaska seafood speaking on topics of food safety, fisheries sustainability, and ecological issues associated with seafood consumption. Randy regularly conducts technical seminars for chefs, retailers, cargo handlers, and media. He also works with the Alaska seafood industry on issues of food labeling, health claims, traceability, seafood quality, and safety. He stays informed on the latest science concerning omega-3 fatty acids, as well as controversial issues such as risks posed by trace levels of contaminants in fish. (Seattle, WA)
JASON RIIS, PhD, is assistant professor of business administration in the marketing unit at Harvard Business School. He received his PhD in Psychology from the University of Michigan and completed post-doctoral training at Princeton University’s Center for Health and Wellbeing. His research examines various issues related to consumer health with a particular focus on how food retailers can make it easier for consumers to eat better. His studies have been published in leading health and business journals, including American Journal of Preventive Medicine, American Journal of Public Health, Health Affairs, and Journal of Consumer Research. (Cambridge, MA)

ERIC RIMM, ScD, is an associate professor of epidemiology and nutrition at the Harvard School of Public Health and Harvard Medical School and is the Director of the Program in Cardiovascular Epidemiology. He has an active research program in the study of diet, lifestyle characteristics, and cardiovascular disease and has published more than 400 peer reviewed publications during his 18 years on the faculty at Harvard. He has previously served on the Institute of Medicine’s Dietary Reference Intakes for macronutrients and recently served as one of 13 members on the scientific advisory committee for the 2010 U.S. Dietary Guidelines for Americans. This year he was awarded the 2012 American Society for Nutrition General Mills Institute of Health and Nutrition Innovation Award. Dr. Rimm is an international speaker on diet and health and has given talks to academic groups, industry, and public health organizations across the globe. For the last decade, he has spoken at the Culinary Institute of America’s Worlds of Healthy flavors to industry groups and also at the Healthy Kitchens, Healthy Lives to medical health professionals. Dr. Rimm is an associate editor for the American Journal of Clinical Nutrition and the American Journal of Epidemiology. (Boston, MA)

WILLIAM ROSENZWEIG has spent more than 20 years integrating the practices and perspectives of an entrepreneur, venture investor, and educator. Mr. Rosenzweig is co-founder and partner at Physic Ventures, the first venture capital firm dedicated to investing in keeping people healthy. As an entrepreneur, Will helped found and grow more than 20 companies, including Odwalla, Leapfrog Toys, and The Republic of Tea, where he was founding CEO, Minister of Progress, and co-author of a best-selling business book by the same name. Rosenzweig served on the faculty of University of California, Berkeley’s Haas School of Business for a decade, teaching the MBA course in Social Entrepreneurship. In 2010, he was honored with the Oslo Business for Peace Award, "the highest distinction given to a businessperson for outstanding accomplishments in the area of ethical business." (San Francisco, CA)

TIM RYAN, CMC, is the president of The Culinary Institute of America. Dr. Ryan holds the distinction of being the youngest national president of the American Culinary Federation (ACF) and, at that time, the youngest chef ever to achieve Certified Master Chef (CMC) status from that organization. He also captained the U.S. Culinary Olympic Team to a world championship. Dr. Ryan has been instrumental in generating the sustained growth, innovation, and quality improvements that have shaped the CIA. During his tenure as president, and previously as executive vice president, he launched the world’s first bachelor’s degree programs in culinary arts management and baking and pastry arts management, developed a highly successful publishing program, launched CIA television series on PBS, and more. A graduate of the CIA, Chef Ryan is the first alumnus and first faculty member to rise through the ranks to president. (Hyde Park, NY)
**Kirsten Saenz Tobey** is the founder and chief innovation officer for Revolution Foods, a foodservice company that serves delicious, healthful school meals to students across the country. Kirsten founded Revolution Foods in 2006 with Kristin Groos Richmond, a former classmate at Berkeley's Haas School of Business. Kirsten continues to drive the vision and product experience for the company, overseeing innovation, marketing, and human capital among other key aspects of the business. Prior to founding Revolution Foods, Kirsten's career spanned from leading experiential education programs in the U.S. and Ecuador to evaluating the scalability of school feeding programs with the United Nations Hunger Task Force in Ghana. Kirsten is an Aspen Institute Environmental Fellow (Catto), Mentor for Women's Initiative Fellowship Program through the George W. Bush Institute, Member of the University of San Francisco (USF) Presidential Commission for Health Professions and, with co-founder Kristin Groos Richmond, is one of *Time Magazine's* Education Activists of 2011. In 2010, NewSchools Venture Fund named Kirsten and Kristin Entrepreneurs of the Year. Kirsten holds an AB from Brown University and an MBA from UC Berkeley. She lives in Berkeley with her husband and two daughters. (Berkeley, CA)

**Suvir Saran** is a chef, consultant, hobby-farmer, and public speaker. Viewing the kitchen as both a culinary and spiritual haven, New Delhi-born Top Chef Master Suvir Saran has nurtured a lifelong passion for the traditional flavors of Indian cooking, becoming an accomplished chef, cookbook author, educator, and organic farmer. As Executive Chef of Dévi in New York City, Saran shared the authentic flavors of Indian home cooking, earning three stars from *New York* magazine, two stars from the *New York Times*, and the first Michelin star ever awarded to a U.S. Indian restaurant. A respected culinary authority, Saran is Chairman of Asian Culinary Studies for The Culinary Institute of America (CIA), a recurring guest chef at the CIA-Harvard School of Public Health Healthy Kitchens, Healthy Lives continuing medical education conference, and has participated in many culinary festivals around the world. Renowned for his accessible approach to Indian flavors and techniques, Saran has penned three cookbooks: *Indian Home Cooking: A Fresh Introduction to Indian Food, with More Than 150 Recipes* (Clarkson Potter, 2004); *American Masala: 125 New Classics from My Home Kitchen* (Clarkson Potter, 2007); and *Masala Farm: Stories and Recipes from an Uncommon Life in the Country* (Chronicle Books, 2011). Saran was the only U.S.-based contributor to the largest Indian cookbook ever published, *India Cookbook* (Phaidon Press, 2010). When not on the road, Saran joins his partner, Charlie Burd, in caring for American Masala Farm, a nineteenth-century farm in upstate New York, home to their heritage-breed animals and pets. (Salem, NY)

**Barton Seaver, ’01,** is the director of the healthy and sustainable food program at the Center for Health and the Global Environment at the Harvard School of Public Health where he is working to restore our relationship with the ocean, the land, and with each other—through dinner. His work is unified by the belief that food is a crucial way for us to connect with the ecosystems, people, and cultures of our world. His projects will aim to highlight the important connection between environmental resiliency and human health while ensuring the profitability of local food producers. Complementary to his role at Harvard, the New England Aquarium named Barton their first Sustainability Fellow in Residence to help relate the Aquarium’s conservation messages with our dinner plates. As a National Geographic Fellow, Seaver has worked with National Geographic’s Ocean Initiative to create the Seafood Decision Guide. The guide compiles sustainability, omega-3, and mercury data in an interactive manner to help consumers make seafood choices that are best for both personal and environmental health.
Barton is also helping the State Department with their diplomacy abroad as a member of the American Chef Corps. Barton published his first cookbook, *For Cod and Country*, in 2011. His second cookbook, *Where There’s Smoke*, will be released in April 2013. (Boston, MA)

**Pam Smith, RD**, is a culinary nutritionist, food industry consultant, best-selling author, and radio host. She provides wellness coaching to professional and corporate clients, including executives and culinary development teams at Darden Restaurants, Walt Disney World, Hyatt Hotels and Resorts, Cracker Barrel, and Aramark Business Dining. She is co-creator of Bahama Breeze and Seasons 52, and develops menus and recipes with a focus on Delicious Wellness—great food that is great for you. Smith is the author of 14 published books and many articles and columns for magazines, newspapers, and websites. Her best-selling books include *Eat Well–Live Well, Food for Life, The Healthy Living Cookbook, The Energy Edge, The Smart Weigh*—and her newest, *When Your Hormones Go Haywire*. She is a frequent speaker for top corporations and associations, and has been the Festival Host for all seventeen years of the Epcot International Food and Wine Festival. She has hosted wellness shows for Fox’s The Health Network, and her daily radio spot Living Well may be heard on over 800 stations nationwide. She is the founding principle of Shaping America’s Plate. (Orlando, FL)

**Sal Sunseri** is a partner/owner and member of the management team of P&J Oyster Company in charge of operations and sales. The company is a family owned and operated business established in 1876; Mr. Sunseri has been with the business since 1981. P&J is the oldest business of its kind in the United States, cultivating and harvesting oysters that are consistently recognized for their uncompromising freshness and quality of flavor. Mr. Sunseri is a member of the Louisiana Restaurant Association, The French Quarter Management District, and the Louisiana Seafood Marketing and Promotion Board, among others, as well as co-founder of the New Orleans Oyster Festival. A native New Orleanian, Mr. Sunseri’s passion for family, oysters and community service has been prevalent throughout his life. He is devoted daily to the local food culture, sustenance of the Louisiana coast, and preservation of America’s second most productive seafood environment, the Louisiana Gulf. (New Orleans, LA)

**Rafi Taherian, CEC, ‘95**, is the executive director for Yale Dining. His work history encompasses more than 25 years of progressive expertise in hospitality leadership. Prior to joining Yale in 2008, Mr. Taherian spent 13 years at Stanford University where he served as the Executive Director for Stanford Dining. At Yale his responsibilities include building and developing high-performing teams through focused and benevolent leadership and directing the department’s strategic planning and initiatives focused on ensuring operational excellence in the delivery of over 14,000 meals per day in 31 food service operations. His team is responsible for residential college dining, graduate student dining, retail, convenience stores, cafés, catering and executive services, a commissary, and a bakery. Taherian has been nationally recognized as a seasoned veteran in piloting various industry leading sustainability initiatives and has received numerous awards for his vision and leadership in conceptualizing and implementing innovative hospitality programs. (New Haven, CT)

**Ken Toong** is the executive director of University of Massachusetts (UMass) Auxiliary Enterprises, one of the largest auxiliary services operations in the country. Under his direction, UMass Dining is going “beyond sustainable” by building one of the largest permaculture initiatives in a college campus in the nation. This initiative was recently recognized by the...
White House for excellence. Mr. Toong also fosters a sustainable food system by leading by example. UMass Dining was the first large public university to join Seafood WATCH and serve sustainable seafood. Other sustainable practices under Ken’s leadership include “going tray-less,” composting all wet food waste, recycling, opening the first Farmers’ Market on campus, using local produce, meat, and cage-free eggs, and implementing “green” cleaning with the OS1 Cleaning System. He inspires a network of chefs to support a sustainable food system through the annual Tastes of the World Chef Culinary Conference hosted at UMass. In 2012, FoodService Director magazine named Ken Toong to its inaugural list of the “20 Most Influential” people and organizations having an impact on the non-commercial foodservice industry. (Amherst, MA)

**Peter Truitt** is president of Truitt Brothers, Inc., a business he formed with his brother David in 1973. They represent the third generation of a food processing family who are recognized as leaders in bringing quality and innovation to the industry through the development of thermal processing techniques in modern, low-profile packaging materials. These products and packages are in use at commercial and non-commercial food service businesses, at retail, and with a cross section of clients that contract with the company for production. In 2008, he moved the company into non-seasonal production of beans, including pinto, black, kidney, garbanzo, and navy beans. From the beginning, this product line has been Food Alliance certified for responsible sourcing and handling and has grown under the company brand at foodservice and retail every year. Simultaneously he led a lean and strong effort to expand the market for the company’s brand at both food service and retail, produced by the company’s modern packaging facility. Like the bean products, this category has grown every year throughout recent years, including the recent “recession” years. During the past 30 years, Mr. Truitt has served on a number of board and advisory councils, including the Board of Directors for the Northwest Food Processors and the business advisory council for the Food Innovation Center in Portland, an Oregon Department of Agriculture establishment to assist entrepreneurs in bringing new food products to market. Since 2008, he has also served on the Business Advisory Council of Food Alliance, the nation’s largest and most comprehensive auditor and certifier of farms, ranches and handlers for sustainable practices. He is driven by the need to uncover hidden value. At numerous times in his career he has welcomed the challenge of creating new value. During 1973 in the first year of business, industry insiders gave the company a life expectancy of six months. Today, nearly 40 years later they still thrive…and those industry insiders are gone. (Salem, OR)

**Scott Uehlein** is vice president or food and beverage and corporate chef for Canyon Ranch, overseeing the food and beverage programs at all resorts, hotel, SpaClubs, and living communities. A visionary in his field, Scott is consistently recognized for his creativity and expertise in the development and preparation of healthy cuisine. Scott is the author of Canyon Ranch Nourish: Indulgently Healthy Cuisine (Viking Press, 2009) and co-author of Canyon Ranch Cooks (Rodale Books, October 2003). Scott received his culinary training at The Culinary Institute of America in Hyde Park, NY. Prior to joining Canyon Ranch in 1999, Scott studied with famed chef Madeleine Kamman at her school for American chefs located at the Beringer Vineyards in Napa Valley, CA, and served as executive chef at Los Abrigados Resort in Sedona, AZ. Under Scott’s direction, Canyon Ranch cuisine has been given top honors by the readers of Conde Nast Traveler as well as Gourmet magazine, which stated that Chef Uehlein and his staff “have brought Canyon Ranch cuisine into a new dimension.” Soon after opening in November 2008, The Grill at Canyon Ranch Miami Beach received high praise for food and service by The
Miami Herald. The Grill at Canyon Ranch at the Venetian-Palazzo Resort in Las Vegas is also highly rated. Chef Scott has made guest appearances on a variety of network and cable TV shows, including NBC’s Today Show, QVC, The Food Network’s Sara’s Secrets, Into the Fire and Best Of with Jill Cordes. He has also been featured on E! Entertainment Television and Canada’s Vicki Gabereau Show, in addition to numerous local and regional cooking programs. For two years, he hosted a weekly cooking segment on KGUN 9 News at Noon, a Tucson ABC affiliate. Chef Scott is credited as a contributor to the May 2009 edition of Shape Magazine, and has been highlighted in national and international newspapers and magazines such as Bon Appetit, Self, Fitness, Food Arts, Esquire, Nation’s Restaurant News, Chef Magazine, and Health & Fitness UK. (Tucson, AZ)

ARLIN WASSERMAN is a principal and the founder of Changing Tastes, a consultancy that provides business planning, brand management, product development, and marketing insights to Fortune 100 food companies, start-up brands companies, and trade associations as well as foundations, faith-based and nonprofit organizations. He also is a fellow at the Center for Leadership in Global Sustainability at the Virginia Polytechnic University. Formerly the Vice President for Sustainability and Corporate Social Responsibility at Sodexo, Mr. Wasserman led the company’s North American sustainability efforts including environmental, health and wellbeing, community engagement, and sustainable food and agriculture. Arlin is past recipient of a fellowship from the Aspen Institute and a W. K. Kellogg Foundation Food and Society Fellowship where his work focused on regional cuisine, terroir, and innovative business models that value geographic identity. He also has been an advisor on food and agriculture trade and investment policy to both the U.S. Department of Agriculture and the European Union Parliament. He currently serves on the board of L.A. Kitchen and previously was a board member of the Sustainable Food Lab and the Society for Organizational Learning, a judge for the James Beard Foundation’s Leadership Awards, and a founding member of the GreenBiz Executive Network. Mr. Wasserman frequently speaks at food industry, sustainability, public health, and culinary events. His commentary on sustainability, public health, food, and agriculture has been featured in The New York Times, Wall St. Journal, Washington Post, USA Today, Fortune, CNN.com, National Public Radio, and other mainstream and food industry publications. Arlin holds a MS in Natural Resources and a MPH, as well as a BA in Political Economics, all from the University of Michigan. (Gaithersburg, MD)

MATTHEW WEINGARTEN is an executive chef and the Culinary Director for Unique Solutions for Sodexo. A longtime advocate of sustainability, Matt brings a strong sense of what he champions to his position as executive chef at Inside Park at St. Bart’s. Growing up in a home where food was the focus of family gatherings, Weingarten cares a great deal about old world sense of ‘place and season’ at the table. He made it a priority to work with chef mentors who are like-minded, and now he is the lead craftsperson in the kitchen where it’s his turn to be the mentor and share with others his thoughts concerning culinary authenticity. Previously he was the chef de cuisine at Peter Hoffman’s Savoy restaurant in New York. Working under the tutelage of one of the country’s forerunners of “locavorism,” seasonal integrity and provenance of the ingredient, Weingarten was greatly influenced by how our choices not only affect our lives in the kitchen, but how they are knitted together into all areas of sustainability for the planet as well. Matt currently serves on the Chefs Collaborative Board of Overseers. (New York, NY)
JAMES D. WHITE has served as the chairman, chief executive officer, and president of Jamba Juice Company, a subsidiary of Jamba Inc., since 2008. From September 2005 to 2008, he served as Senior Vice President of Consumer Brands at Safeway Inc., with responsibility for brand strategy, innovation, manufacturing, and commercial sales. From July 2002 to 2005, Mr. White served as the Senior Vice President of Business Development for Commercial Operations of North America for the Gillette Company. Prior to that he served 15 years at Nestle Purina Petcare where he played a key role in developing its core capability as a worldwide provider of private label brands across the food, mass, and specialty channels. He spent his formative years as an executive at Coca-Cola Foods in various marketing and sales development positions. He is currently serving on the board of directors for Daymon Worldwide, Inc., Hillshire Brands Company, Keane Inc., and the Organic Center. Mr. White holds B.S. degree in Marketing from the University of Missouri and an MBA from Fontbonne University. (Emeryville, CA)

WALTER WILLET, MD, DRPH, is professor of epidemiology and nutrition and chairman of the Department of Nutrition at Harvard School of Public Health, and professor of medicine at Harvard Medical School. Dr. Willett grew up in Madison, Wisconsin, studied food science at Michigan State University, and graduated from the University of Michigan Medical School before obtaining a doctorate in public health from Harvard School of Public Health. Dr. Willett has focused much of his work over the last 30 years on the development of methods, using both questionnaire and biochemical approaches, to study the effects of diet on the occurrence of major diseases. He has applied these methods starting in 1980 in the Nurses’ Health Studies I and II and the Health Professionals Follow-up Study. Together, these cohorts that include nearly 300,000 men and women with repeated dietary assessments are providing the most detailed information on the long-term health consequences of food choices. Dr. Willett has published more than 1,500 articles, primarily on lifestyle risk factors for heart disease and cancer, and has written the textbook, *Nutritional Epidemiology*, published by Oxford University Press. He also has written three books for the general public, *Eat, Drink and Be Healthy: The Harvard Medical School Guide to Healthy Eating*, which has appeared on most major bestseller lists; *Eat, Drink, and Weigh Less* co-authored with Mollie Katzen; and most recently, *The Fertility Diet*, co-authored with Jorge Chavarro and Pat Skerrett. Dr. Willett is the most cited nutritionist internationally and is among the five most cited persons in all fields of clinical science. He is a member of the Institute of Medicine of the National Academy of Sciences and the recipient of many national and international awards for his research. (Boston, MA)

RICK WOLFF is director of culinary innovation at HMS Host, a $2.8 billion restaurant company. Chef Wolff apprenticed under a Master French Chef, a Master French Baker, and an Austrian Master Pastry Chef. A classically trained Executive Chef, he was also an Executive Pastry Chef for Hyatt Hotels, the Mayflower Hotel, and the Corporate Executive Chef for an importer from Switzerland. Chef Wolff was the Creative Director of Research and Development at Sweet Street Desserts, creating the international award winning “European Line.” He has participated in James Beard Foundation Dinners and has cooked for all U.S. presidents from Carter through Bush. He is also part of the Chefs Move to Schools program, impacting the health and wellness of our children in public schools across the nation. He is the past President of the Board of the International Corporate Chefs Association (ICCA) and a member of CIA Healthy Menus R&D Collaborative. He has been a guest speaker for *Nation’s Restaurant News Going Green: Challenges and Opportunities for Organic, Natural, Local, and Sustainable Foods on Chain Menus and Plate magazine’s Protein Summit. During this career, Chef Wolff has worked with
importers, manufacturers, airlines, hotels, retail food stores, universities, restaurants, and chefs to change the quality and look of American food. (Lancaster, PA)

**Olivia Wu** is the community manager for the food team at Google headquarters in Mountain View, CA, where she creates programs in nutrition, health, education and the social well-being of the employees. She joined Google in 2007 as an executive chef; previous to that she was a staff-writer for the award-winning *San Francisco Chronicle* food section. Her journalistic career spanned 20 years, from the Chicago dailies to San Francisco. She has founded two cooking schools, written two books, worked as a personal chef and caterer, and is a certified nutrition counselor and certified yoga teacher. At Google, she co-founded the Mindful-Lunch group, and teaches “Manage Your Energy,” as well as yoga. (Mountain View, CA)

**Marc Zammit** is the vice president of corporate sustainability for Compass Group USA. Mr. Zammit is responsible for the development and implementation of Compass Group USA’s sustainability platform. His work on sustainability initiatives is focused on consumer environmental, health and ethical concerns for the company’s business and industry, education, healthcare, and vending sectors. His role includes crafting and influencing strategies that encourage responsible and sustainable supply chains for Compass Group USA. His pioneering "Farm to Fork" work on supporting local farmers in a food service setting started in 1999 when he was Culinary Director for Bon Appetit Management Co. Mr. Zammit has participated in a variety of business advisory board positions, including The Association of Family Farms; The Harvard School of Public Health Nutrition Round Table; The Seafood Watch Advisory Board; the Produce Marketing Association; and Stewardship Index for Specialty Crops, amongst others. He is an avid year-round vegetable gardener and beekeeper. (Los Gatos, CA)

**Anthony Zolezzi** has 25 years of experience as a corporate consultant, environmental entrepreneur, and as an expert in creating greener and more profitable businesses. Mr. Zolezzi has helped Fortune 100 companies, the British Royal Family, and small businesses meet the demands of our environmentally aware society. His work has resulted in the creation of more than 25 earth-friendly companies and products, including The Bubba Gump Shrimp Co., Pet Promise Pet Food, The New Organics Co, and the Greenopolis recycling system. Some of his recent achievements include an agreement between the United Egg Producers and the Humane Society of the United States establishing new humane standards for laying hens; development of the Greenopolis recycling system; and most currently, the merger of Greenopolis with recycling-rewards leader Recyclebank. Other industry clients have included Nestlé, Bumble Bee Seafood, Horizon Organic Dairy, Wild Oats Markets, Viacom, and Paramount Pictures. Mr. Zolezzi is the author of *Uncharted Waters* and has co-authored five other books, including *Chemical-Free Kids*. He is well versed in media exposure, with interviews by national media including *Time, Newsweek, Fox News*, and CNN. (New York, NY)
FOUNDATION SUPPORT PROFILES

For more than 45 years, The David and Lucile Packard Foundation has worked with partners around the world to improve the lives of children, families, and communities—and to restore and protect our planet. We are a family foundation guided by the enduring business philosophy and personal values of Lucile and David, whose innovative approach to management helped transform a small electronics shop in their garage into one of the world’s leading technology companies. We work on the issues our founders cared about most: improving the lives of children, enabling the creative pursuit of science, advancing reproductive health, and conserving and restoring the earth’s natural systems. www.packard.org

The W.K. Kellogg Foundation, founded in 1930 by breakfast cereal pioneer Will Keith Kellogg, is among the largest philanthropic foundations in the United States. Based in Battle Creek, Mich., WKKF engages with communities in priority places across the country and internationally to create conditions that propel vulnerable children to realize their full potential in school, work and life. www.wkkf.org

The Local Economies Project (LEP) explores and promotes strategies for cultivating “local living economies” within an initial geographic focus on the Hudson Valley of New York State. We envision a global system of human-scale, interconnected local economies that function in harmony with local ecosystems, meet the basic needs of all people, support just and democratic societies, and foster community life. It is a primary objective of the Local Economies Project to identify and support replicable models for local economic and community development, focusing on the farmers and food-related businesses that are the cornerstone of a truly sustainable, regional food system. www.localeconomies-hv.org

Samueli Institute is a non-profit 501(c)(3) research organization supporting the scientific investigation of healing processes and their role in medicine and health care. Founded in 2001, the Institute is advancing the science of healing worldwide. Samueli Institute’s research domains include integrative medicine, optimal healing environments, the role of the mind in healing, behavioral medicine, health care policy, and military and veterans’ health care. Our mission is to transform health care through the scientific exploration of healing. More information can be found at SamueliInstitute.org.
SPONSOR PROFILES

The Alaska Seafood Marketing Institute (ASMI) is a commodity marketing board that works actively with all segments of the foodservice industry to increase awareness and broaden the demand for wild Alaska seafood. A variety of custom designed resources are available to help operators capitalize on the growing consumer popularity of wild and sustainable Alaska seafood. ASMI is your partner in supplying training tools, merchandising materials, and promotional ideas that make it easy for you to add customer appeal to your menu and build successful promotions. For more information, please visit www.alaskaseafood.org.

Since 1877, Barilla has been dedicated to delivering the highest-quality pasta, which has made us a favorite of foodservice chefs and the #1 national brand in the US. Barilla is an Italian family business that views nutrition as a sociable, joyous occasion, full of flavor, affection and sharing, and offers quality in the form of wholesome, safe products. Sustainability and social responsibility guide our business strategies, and our mission is to help people live better, longer, in a healthier environment. In 2009, the Barilla Center for Food and Nutrition (BCFN) was founded with the aim of analyzing the major issues related to food and nutrition around the world, to encourage the debate concerning them, and propose concrete solutions. The BCFN focuses on four broad topics: Food for Sustainable Growth, Food for Health, Food for All, and Food for Culture. www.barillaus.com

Bejo Seeds, Inc., a name that stands for quality, is the North American subsidiary of Bejo Zaden, a Dutch family owned company engaged in breeding, seed production, product development, marketing, and sales of high quality commercial vegetable seed. We are committed to 100% natural breeding processes (no GMO) in order to provide high quality vegetable varieties which meet the need of our professional growers as well as the needs of vegetable consumers such as outstanding flavor, health value, and appearance. Bejo has the rights to Tasti-Lee™, a special tomato variety developed at the University of Florida. www.bejoseeds.com

Bon Appétit Management Company is an on-site restaurant company offering full food-service management to corporations, universities, and specialty venues. Based in Palo Alto, CA, Bon Appétit has more than 500 cafés in 32 states, including eBay, the University of Pennsylvania, and the Getty Center. All Bon Appétit food is cooked from scratch, including sauces, stocks, and soups. A pioneer in environmentally sound sourcing policies, Bon Appétit has developed programs addressing local purchasing, the overuse of antibiotics, sustainable seafood, the food and climate change connection, humanely raised meat and eggs, and farmworker welfare. It has received numerous awards for its work, from organizations including the International Association of Culinary Professionals, the James Beard Foundation, Chefs Collaborative, Natural Resources Defense Council, Seafood Choices Alliance, The Humane Society of the United States, and Food Alliance. www.bamco.com
California Olive Ranch (COR) is North America’s largest producer of extra virgin olive oil (EVOO). COR’s cultivation and milling system produces the freshest tasting, highest quality, 100% California-grown and produced extra virgin olive oil available. With nearly 15,000 acres and over 6 million trees under ownership or management, COR is the only domestic producer with capacity, packaging, and quality controls to meet the growing needs of the foodservice industry. The benefit of COR’s innovative vineyard-style olive orchards is that it allows the olives to move from the trees to crush in less than 6 hours which results in consistent, high quality EVOO. www.californiaoliveranch.com

Changing Tastes has worked since 2003 to accelerate change in the food sector by finding new opportunities at the intersection of four key trends: public health and nutrition, environmental sustainability, the changing role of the culinary profession, and demographics. We provide strategy, analytical, marketing and innovation services to create a more sustainable food system, working with business, investors, and public institutions. www.changingtastes.net

Chefs Collaborative is a national chef network that’s changing the sustainable food landscape using the power of connections, education, and responsible buying decisions. When it was founded 20 years ago, a sustainable food system was still a new idea. The founders of the organization—including chefs John Ash, Rick Bayless, Ann Cooper, Deborah Madison, Mary Sue Milliken, Nora Pouillon, Jimmy Schmidt, and Alice Waters—understood that chefs could be influential change agents with regard to food production, consumer buying habits, and with industry professionals. Today, more than 12,000 chefs, food professionals, food producers, and food activists make up the organization’s national network. Chefs Collaborative offers peer-to-peer relationships, an honest, critical, and realistic dialogue that chefs will not find in any other source, and a network of expert colleagues facing similar opportunities and challenges. For more information, visit www.chefscollaborative.org.

Chobani is the beloved thick and creamy yogurt that’s handcrafted to perfection using only the highest quality natural ingredients. Every cup is packed with two times the protein, five types of live & active cultures, and three strains of probiotics. Being delicious and nutritious has its perks. Our fans have helped make us the #1 yogurt in America! www.chobani.com

Clif Bar & Company is a leading maker of nutritious and organic foods and drinks for people on-the-go, including CLIF® Bar energy bar, LUNA®, The Whole Nutrition Bar for Women®; and CLIF Kid®, Nourishing Kids in Motion®. Focused on sports nutrition and healthy snacks, the family and employee-owned company is committed to sustaining its business, brands, people, community and the planet. www.clifbar.com

Compass Group North America is the leader in foodservice management and support services. We serve millions, from vending to restaurants, from corporate cafes to school lunches. If you’ve been hungry and away from home, chances are good that you’ve tasted Compass Group’s food and unmistakable service. Headquartered in Charlotte, North Carolina, Compass Group North America has the privilege of serving prestigious clients across the country. Our parent company, UK-based Compass Group PLC operates in over 50 countries. www.cgnad.com
Culinary Sales Support, Inc., (CSSI) is a unique Chicago-based foodservice agency combining comprehensive marketing services with culinary consulting and strategy. With a staff that includes trained chefs, registered dietitians, and seasoned advertising professionals, CSSI helps grow brands, build markets, and generate sales. The agency works on behalf of leading manufacturers and commodity marketing associations to secure product placements and develop innovative menu concepts for restaurant chains.

Gardein is an award-winning line of delicious meat-free foods. The company offers mouthwatering, center-of-plate foods that deliver real meat taste, texture, and nutrition—with no cholesterol and less fat and calories than traditional proteins. Made with non-GMO soy and wheat, ancient grains and vegetables, Gardein foods easily replace traditional protein in any meal or recipe. Visit www.gardein.com for more information.

The Gulf Oyster Industry Council (GOIC) was formed in 1994 to support, promote, and protect the interests of oyster farmers, processors, dealers, and retailers living and operating in Texas, Louisiana, Mississippi, Alabama, and Florida. GOIC members are committed to offering the world’s consumers the highest quality, safest, and most flavorful oysters available anywhere at any price. Based on 2011 landing statistics, the five Gulf of Mexico states harvest approximately 60 to 65% of all oysters commercially harvested in the United States every year. This production equates to around 250 million pounds of in-shell oysters annually with an approximate economic impact in excess of $700 million each year. www.gulfoysterindustry.org

Hain Pure Protein Corporation is a leader in growing natural, antibiotic-free, vegetarian fed, humanely raised poultry produced under the Free Bird Chicken and Plainville Farms® Turkey brands for major retailers, specialty and natural food stores, and foodservice operators nationwide. A one-stop solution for ABF poultry in Fresh Meat, Deli, Prepared Foods, and Frozen categories. www.hainppc.com

High Liner Foods™ is the foodservice industry’s premier seafood company, offering Icelandic Seafood Brand, FPI® Brand, and Viking Brand products. With innovative, award-winning seafood, High Liner Foods™ is at the forefront of the latest culinary trends. Our core brands give us the unique ability to serve our customers with a variety of processed and unprocessed seafood that meets their diverse needs. We are a leading importer of most top species, giving us the size and scale to yield comparative pricing and unparalleled variety for our customers. In addition to our exceptional sourcing strength, High Liner Foods has a steadfast commitment to food safety, quality, and sustainability. We have made sustainability a key corporate goal, with the end objective being purchasing 100% of our raw materials and commodities from certified sustainably caught or farmed seafood. Learn more about us at www.highlinerfs.com.

Founded in 1990, out of a vision to inspire and simplify healthy living, Jamba Juice is a leading restaurant retailer of better-for-you food and beverage offerings, including great tasting fruit smoothies, fresh squeezed juices, and Iced Fruit Tea Infusions™, Hot Blends™ organic tea lattes, hot teas, oatmeal made with organic steel cut oats, wraps, salads, sandwiches, California Flatbreads™, and a variety of baked goods and snacks. www.jambajuice.com
At Kellogg Company (NYSE: K), we are driven to enrich and delight the world through foods and brands that matter. With 2012 sales of $14.2 billion, Kellogg is the world’s leading cereal company; second largest producer of cookies, crackers, and savory snacks; and a leading North American frozen foods company. Every day, our well-loved brands nourish families so they can flourish and thrive. These brands include Kellogg’s®, Keebler®, Special K®, Pringles®, Frosted Flakes®, Pop-Tarts®, Corn Flakes®, Rice Krispies®, Kashi®, Cheez-It®, Eggo®, Coco Pops®, Mini-Wheats®, and many more. Because we believe in the power of breakfast, we focus our philanthropic efforts global hunger relief through our Breakfasts for Better Days™ initiative, providing 1 billion servings of cereal and snacks — more than half of which are breakfasts — to children and families in need by the end of 2016. To learn more about our responsible business leadership, foods that delight and how we strive to make a difference in our communities around the world, visit www.kelloggcompany.com.

Kikkoman Sales USA, Inc., is the world’s leading soy sauce manufacturer, offering a complete line of authentic Asian sauces, including our recently introduced Orange Sauce and Wasabi Sauce; b dredings, coatings, and Pearl Organic Soymilk round out our U.S. product offerings. Kikkoman products are manufactured in HACCP-approved U.S. plants, and all are made with the highest food safety standards. Contact Kikkoman Sales USA, Inc., for product samples, recipe ideas, custom ideations, or a creative partner in menu development. www.kikkomanusa.com

Lucky’s Real Tomatoes, for over 30 years, has specialized in Juicy, American, Field-Grown, Vine-Ripened tomatoes to leading Foodservice and Gourmet Grocers. Now, Lucky’s is proud to provide Bejo Seed’s Tasti-Lee Brand to the foodservice sector for nationwide distribution. www.luckytomatoes.com

LYFE kitchen was founded on a simple idea: we should love our food — love how it tastes, love what it does for our health, and love how it supports a more sustainable planet. To bring LYFE to life, we gathered a team of passionate experts, including innovative chefs, nutritionists, leading doctors, and healthy lifestyle advocates from across the country. Together, we embarked on a quest to create a chef-inspired, restaurant-quality menu that arrives at fantastic flavor the wholesome way — with nutritious, quality ingredients, and no artificial additives or preservatives. www.lyfekitchen.com

Mann’s Fresh Vegetables is a family owned farming and processing business founded in 1939. In 2012, Mann’s Fresh Vegetables became a certified woman owned business by WBENC. Well known for being one of the largest suppliers of fresh broccoli, Mann helped put broccoli on the map as a health food by funding the first study of broccoli’s nutritional content. Today, Mann sells a variety of vegetables, varying from Broccoli Cole Slaw, Broccolini®, and Stringless Sugar Snap Peas, to washed and ready to eat butternut squash and sweet potatoes. Recently they redesigned their Vegetable Trays removing the black lid intended for serving, using 38% less plastic—50% less plastic than the competition. www.veggiesmadeeasy.com

Musco Family Olive Co., works closely with California growers to produce delicious, premium-quality olives in an award-winning, environmentally sustainable facility located in California’s Central Valley. Founded three generations ago by Nicolo Musco, the family company has two leading consumer brands: Pearls® and Early California®. Classic California
black ripe olives, a range of international varietals, and specialty items for foodservice customers, make Musco the leading supplier of table olives in America. Robust sustainability programs are at work behind every Musco olive, with a closed-loop irrigation system, NyPa grass to address soil salinity, and an olive pit burning, energy-generating biomass plant called RENEWS™ (Renewable Energy Wastewater System). Learn more at www.olives.com.

The **Mushroom Council** is composed of fresh-market mushroom producers or importers who handle an average of more than 500,000 pounds of mushrooms annually. Fat-free, low-calorie, and nutrient-dense, mushrooms have natural antioxidants and essential vitamins and minerals making them nature's hidden treasure. Whether you use the natural umami of mushrooms to intensify flavor and lower sodium or blend mushrooms with ground meat to deliver enhanced nutrition, mushrooms are a popular, versatile way to build healthier menus. To see all the benefits of mushrooms, visit www.mushroominfo.com.

The **National Pork Board** Foodservice Program works with commercial and non-commercial foodservice segments as well as with the distributor community. The Pork Board promotes the use of pork in foodservice through advertising, public relations, direct contact, event marketing, specialized programming, menu ideations, education and trade shows. These efforts are targeted toward foodservice chains, independent operators, contract management feeders, distributor sales representatives, culinary professionals and packers and processors. www.porkfoodservice.org

Eternally modern, **New Wines of Greece** represents one of the world’s most storied wine regions. The concept of local food and wine together, the appellation system, even the first "wine glass" all originated in Greece. Thousands of growers, committed to quality and sustainability, grow over 350 indigenous grapes and the surprise is that the Greeks produce cool weather wines in a warm climate. Greek wines taste crisp and fresh and work beautifully with a variety of foods. www.newwinesofgreece.com

Since our founding, **NORPAC** has grown from a small group of Oregon farmers to a nationally recognized farmer cooperative and processor of premium quality vegetable and fruit products. Our 240 farmer-members farm 45,000 acres and, with our associate farmers and processors, produce over 600,000,000 pounds of product annually. NORPAC introduced the first “value added” mixed vegetable products, as well as Cobbettes, the first 3-inch frozen corn cobs, and the first frozen Stir Fry vegetables. The innovative spirit that has driven the people of NORPAC since 1924 continues today with offerings like Grande Classics gourmet vegetables and low sodium selections of Soup Supreme soups. www.norpac.com

**Paramount Citrus** is North America’s largest vertically integrated grower, shipper, and packer of fresh citrus. Our growers harvest more than 49,000 acres of fresh citrus in California’s San Joaquin Valley, Texas, and Mexico. More than 19 million cartons of fresh citrus are processed at company facilities and shipped year-round to our customers around the world. We produce Navel and Valencia oranges, lemons, limes, minneolas, red grapefruit, and other varieties. We’re committed to sustainability through eco-friendly packaging, innovative irrigation methods that conserve water, and the deployment of clean energy to help power our processing plants. Paramount Citrus is part of the Roll Global family of companies that also includes Paramount Farms, the world’s largest grower of pistachios and almonds as well as consumer
packaged goods such as POM Wonderful and FIJI Water. To learn more, visit www.paramountcitrus.com.

The Peanut Institute is a non-profit organization that supports nutrition research and develops educational programs to encourage healthful lifestyles that include peanuts and peanut products. The Peanut Institute works with all segments of the food industry, the research community, academia, consumer organizations, and government. Learn more at www.peanut-institute.org.

SPE Certified® is a unique certification and nutritional consulting company providing a universal, trusted standard for healthy and delicious dining outside the home. Developed by chefs and dietitians and validated by world-renowned nutrition experts, SPE® enhances the nutritional quality of meals, without compromising taste. Our goal: provide all foodservice establishments (restaurants, hotels, cruise lines, airlines, universities...) with a simple way to offer consumers “Health Through Food.” www.specertified.com

At Truitt Brothers we strive to create Foods that Make a Difference. We are committed to delicious and whole beans, made with natural ingredients and no artificial additives in convenient, shelf stable packaging. Our beans are different because of how they’re grown in Central Washington, how they’re preserved in Salem, Oregon, and how they are savored and enjoyed in kitchens and dining rooms across the country. Learn more about our company and our products at www.truittbros.com.

At Unilever Food Solutions, we help chefs all over the world serve tasty, wholesome meals that keep guests coming back for more. Our service offering around Your Guests, Your Menu, and Your Kitchen provides insights and tools to help make your business more profitable. We create ingredients that save precious prep time in the kitchen, without compromising on flavor or flair and constantly provide ideas and inspiration that keep your menu fresh and exciting. Our ingredients are some of the staples of professional kitchens in 74 countries around the world: Knorr®, Hellmann's®, Lipton®, and more. We’ve been in the foodservice industry since the 1880s. In 2010 we launched the Unilever Sustainable Living Plan. Our plan has three big goals to achieve by 2020. 1) Help more than one billion people improve their health and wellbeing; 2) halve the environmental footprint of our products; and 3) source 100% of our agricultural raw materials sustainably, and enhance the livelihood of people across our value chain. www.unileverfoodsolutions.com and www.unileverfoodsolutions.ca

The United States Healthful Food Council (USHFC) is a non-profit, non-governmental organization dedicated to increasing access to healthful, affordable, and sustainable food and beverages. Utilizing a flexible, points-based nutrition and sustainable best practices program similar to LEED®, the USHFC certifies restaurants and other foodservice establishments for Responsible Epicurean and Agricultural Leadership (REAL). Find more information at ushfc.org and eatreal.org.

VerdeMission offers environmentally friendly solutions for professional and home chefs alike. Urban Cultivator™ indoor garden grows the freshest herbs and micro-greens, 365 days a year with no pesticides, no travel time and no food waste. Grow. Cut. Eat. www.verdemission.com
For more than 70 years, Vitamix has designed and manufactured quality-engineered, high-performance blenders and food mixers that deliver exceptional and consistent results. Vitamix is the leader in the commercial blending industry by bringing value through the quality and consistency of blend, improving speed of service, reliability, and developing customized programs. www.vitamix.com

Wonderful Pistachios is the No. 1 snack nut in America. Grown by Paramount Farms, the largest grower and processor of pistachios and almonds in the world, our iconic Get Crackin’ campaign has led to explosive growth in pistachios for this delicious and healthy snack. For more information about Wonderful Pistachios & Almonds, visit www.GetCrackin.com and www.ParamountFarms.com.
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Musco Family Olive Co
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LYFE Kitchen
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United States Healthful Food Council

ACADEMIC GRANTS
The David & Lucile Packard Foundation
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MONDAY
REGISTRATION & REFRESHMENTS
OYSTERS ON THE HALF SHELL WITH PRESERVED LEMON MAINE VODKA AND HORSERADISH

Yield: 6 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cold River Vodka</td>
<td>6 oz.</td>
</tr>
<tr>
<td>Preserved Lemons, finely diced</td>
<td>6 Tbsp.</td>
</tr>
<tr>
<td>(recipe follows)</td>
<td></td>
</tr>
<tr>
<td>Gulf oysters</td>
<td>2 doz.</td>
</tr>
<tr>
<td>Shallots, minced</td>
<td>4 Tbsp.</td>
</tr>
<tr>
<td>Horseradish</td>
<td>4 tsp.</td>
</tr>
</tbody>
</table>

Method
1. Mix the vodka and preserved lemons and set aside.
2. Open the oysters and keep well chilled.
3. Add the shallots to the vodka and spoon evenly on top of the oysters.
4. Top each oyster with the horseradish and serve immediately.

Source: Peter Davis, as served at the 2013 Menus of Change conference.
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PRESERVED LEMONS

Yield: 1 batch

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lemons</td>
<td>10 ea.</td>
</tr>
<tr>
<td>Kosher salt</td>
<td>1 cup</td>
</tr>
<tr>
<td>Lemon juice, fresh</td>
<td>2 cups</td>
</tr>
<tr>
<td>Canning jar, sterilized</td>
<td>1 ea.</td>
</tr>
</tbody>
</table>

Method
1. Trim the tips of the lemons.
2. Place 2 tablespoons of the salt in the bottom of the jar.
3. Cut the lemons in half lengthwise, cutting 90% of the way through. Then rotate the lemon and cut the same way to make 4 joined quarters.
4. Pull open the lemons and sprinkle generously with salt.
5. Pack the lemons in a jar and press down to extract the juice.
6. Pour in the additional lemon juice, enough to cover the lemons, and top with remaining salt.
7. Seal the jar and let sit at room temperature for 3 days turning upside down daily.
8. Place in the refrigerator and turn daily for 3 weeks, or until the lemon rinds soften.

Source: Peter Davis, as served at the 2013 Menus of Change conference. Published with permission of the author. All rights reserved.
ALMOND CITRUS SHORTBREAD COOKIES

Yield: 35 cookies

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almond oil</td>
<td>85 g</td>
</tr>
<tr>
<td>Butter</td>
<td>225 g</td>
</tr>
<tr>
<td>Sugar</td>
<td>142 g</td>
</tr>
<tr>
<td>Brown sugar</td>
<td>60 g</td>
</tr>
<tr>
<td>All-purpose flour</td>
<td>368 g</td>
</tr>
<tr>
<td>Cinnamon</td>
<td>3 ½ g</td>
</tr>
<tr>
<td>Salt</td>
<td>3 g</td>
</tr>
<tr>
<td>Almond powder</td>
<td>120 g</td>
</tr>
<tr>
<td>Lemon, zest of, chopped</td>
<td>10 g</td>
</tr>
<tr>
<td>Lime zest, chopped</td>
<td>8 g</td>
</tr>
<tr>
<td>Almonds, whole, skinned</td>
<td>35 ea.</td>
</tr>
</tbody>
</table>

Method

1. In a stand mixer fitted with a paddle cream together the almond oil, butter, and sugars on low speed. Stop the mixer periodically and scrape down the paddle and the mixing bowl. The mixture should be light in color.
2. Sift together the flour, cinnamon, and salt. Add the almond flour, lemon, and lime zest. Add the flour mixture to the creamed mixture. Mix on low until just combined.
3. Roll the dough into a 1-inch cylinder and chill. Once the cookie dough has chilled roll in AA or sanding sugar. Sliced the chilled cookies into ¼-inch rounds. Place the cookies on a sheet pan lined with parchment paper. After all the cookies are on the pan press a whole almond into the top center of each cookie.
4. Bake at 300°F in a convection oven or at 325°F in a still oven until the edges of the cookie are just browned. About 12 to 15 minutes.
WELCOME AND OPENING DEMONSTRATIONS
MOROCCAN CHICKEN BURGER WITH MINT YOGURT AND SAUTÉED PEPPERS AND ONIONS

Yield: 6 portions

Ingredients

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Moroccan Spice Mix</strong></td>
<td></td>
</tr>
<tr>
<td>Sweet paprika</td>
<td>20.5 g</td>
</tr>
<tr>
<td>Ground fennel seed</td>
<td>10.5 g</td>
</tr>
<tr>
<td>Ground cumin</td>
<td>7.5 g</td>
</tr>
<tr>
<td>Ground coriander</td>
<td>3.75 g</td>
</tr>
<tr>
<td>Kosher salt</td>
<td>15 g</td>
</tr>
<tr>
<td>Ground cinnamon</td>
<td>1.5 g</td>
</tr>
<tr>
<td>Cayenne pepper</td>
<td>2 g</td>
</tr>
<tr>
<td>Ground black pepper</td>
<td>1.5 g</td>
</tr>
<tr>
<td>Sugar</td>
<td>5.5 g</td>
</tr>
<tr>
<td><strong>Moroccan chicken burger</strong></td>
<td></td>
</tr>
<tr>
<td>Ground chicken meat, separated meat and skin</td>
<td>1.8 lb.</td>
</tr>
<tr>
<td>(80% meat + 20% skin)</td>
<td></td>
</tr>
<tr>
<td>Garlic, minced</td>
<td>22 g</td>
</tr>
<tr>
<td>Cilantro, chopped</td>
<td>10 g</td>
</tr>
<tr>
<td>Moroccan Spice Mix (recipe above)</td>
<td>25 g</td>
</tr>
<tr>
<td>Harissa</td>
<td>27 g</td>
</tr>
<tr>
<td>Panko</td>
<td>1 cup</td>
</tr>
<tr>
<td>Whole milk</td>
<td>1 cup</td>
</tr>
<tr>
<td><strong>Mint yogurt</strong></td>
<td></td>
</tr>
<tr>
<td>Greek yogurt, 0%</td>
<td>1 cup</td>
</tr>
<tr>
<td>Fresh mint, chopped</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Salt</td>
<td>a pinch</td>
</tr>
<tr>
<td><strong>Sautéed peppers and onions</strong></td>
<td></td>
</tr>
<tr>
<td>Red peppers, sliced</td>
<td>1 cup</td>
</tr>
<tr>
<td>Yellow peppers, sliced</td>
<td>1 cup</td>
</tr>
<tr>
<td>Yellow onions, sliced</td>
<td>2 cups</td>
</tr>
<tr>
<td>Extra virgin olive oil</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Salt</td>
<td>a pinch</td>
</tr>
</tbody>
</table>

Method

1. **For the Moroccan spice mix**: Combine all ingredients and set aside.
2. **For the Moroccan chicken burger**: Combine ground chicken meat with garlic, cilantro, Moroccan spice mix, and harissa. In a separate bowl, mix panko and whole milk and let sit for several minutes before adding to chicken mix. Form into 5-ounce patties.
3. *For the mint yogurt:* Mix all of the above and let sit for 20 minutes. Strain through fine-mesh strainer (if too thick, you can thin out with 1 tablespoon of water). Spread ½ bun with 1 tablespoon finished mint yogurt.

4. *For the sautéed peppers and onions:* Add oil to large sauté pan. Heat oil until just before it starts to smoke. Add peppers and onions, season with salt, and sweat until tender.

5. Serve burger on a whole wheat bun and top with the onions and peppers, mint yogurt, a slice of tomato, and fresh arugula. Enjoy.

Source: Jeremy Bearman, as presented at the 2013 Menus of Change conference.
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Mushroom Farrotto

Yield: 5 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farro, cooked (recipe follows)</td>
<td>1 qt.</td>
</tr>
<tr>
<td>Mushroom Purée (recipe follows)</td>
<td>1½ cups</td>
</tr>
<tr>
<td>Liaison (see Farro recipe, recipe follows)</td>
<td>1 cup</td>
</tr>
<tr>
<td>Mushroom Stock (recipe follows)</td>
<td>1 cup</td>
</tr>
<tr>
<td>Parmesan cheese, loosely packed, shredded</td>
<td>1 cup</td>
</tr>
<tr>
<td>Fine sea salt</td>
<td>a pinch</td>
</tr>
<tr>
<td>Sautéed Mushrooms (recipe follows)</td>
<td>2 cups</td>
</tr>
<tr>
<td>Green asparagus pieces, blanched</td>
<td>1 cup</td>
</tr>
</tbody>
</table>

Method
1. Add farro to small pot with mushroom purée, mushroom stock, and liaison. Cook until creamy, add parmesan cheese, and pinch of salt.
2. Divide among 5 bowls; garnish with sautéed mushrooms and asparagus.

Source: Jeremy Bearman, as presented at the 2013 Menus of Change conference.
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FARRO

Yield: 1 quart

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extra-virgin olive oil</td>
<td>1 Tbsp.</td>
</tr>
<tr>
<td>Farro piccolo</td>
<td>1 pt.</td>
</tr>
<tr>
<td>Mushroom Stock (recipe follows)</td>
<td>1½ qt.</td>
</tr>
<tr>
<td>Fine sea salt</td>
<td>½ tsp.</td>
</tr>
</tbody>
</table>

Method
1. In small pot, toast farro in olive oil until aromatic.
2. Add mushroom stock.
3. Simmer for approximately 1 hour or until farro is done.
4. Strain and reserve liquid (this is the liaison).

Source: Jeremy Bearman, as presented at the 2013 Menus of Change conference.
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MUSHROOM PURÉE

Yield: 2½ cups

Ingredients                            Amounts

Extra-virgin olive oil                  4-5 Tbsp.
Shallots, sliced                       1 pt.
White button mushrooms, sliced         1½ qt.
Mushrooms                              1 pt.
Garlic cloves                          5 ea.
Fine sea salt                          ½ tsp.
Madeira                                ½ cup

Method
1. Add 4 tablespoons of olive oil to hot pot.
2. Add mushrooms and roast until golden brown; do not season with salt. Let liquid come out of mushrooms first and then they will start to brown.
3. Add another tablespoon of oil if necessary. When mushrooms are golden brown, turn heat to low and add shallots and garlic with ½ teaspoon of salt. Sweat.
4. Deglaze with madeira. Cook until all liquid has evaporated.
5. Transfer to Vita Prep and blend until very smooth. Pass through chinois and reserve.

Source: Jeremy Bearman, as presented at the 2013 Menus of Change conference.
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MUSHROOM STOCK

Yield: 2 quarts

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extra-virgin olive oil</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Mushrooms, stems, trimmed</td>
<td>2 qt.</td>
</tr>
<tr>
<td>White mushrooms</td>
<td>2 qt.</td>
</tr>
<tr>
<td>Yellow onion</td>
<td>1 pt.</td>
</tr>
<tr>
<td>Celery</td>
<td>1 pt.</td>
</tr>
<tr>
<td>Garlic head</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Flat-leaf Italian parsley, with stems</td>
<td>1 bu.</td>
</tr>
<tr>
<td>Thyme sprigs</td>
<td>3 ea.</td>
</tr>
<tr>
<td>Black peppercorns</td>
<td>½ Tbsp.</td>
</tr>
<tr>
<td>Water</td>
<td>3½ qt.</td>
</tr>
</tbody>
</table>

Method
1. In a large stock pot, heat oil until just about to smoke.
2. Add all of the mushrooms and sauté on high heat until all of the liquid is gone and mushrooms begin to color.
3. Add garlic and cook for about 3 minutes more.
4. Add onions and celery and reduce heat to medium.
5. Sauté until the vegetables are tender.
6. Add the parsley, thyme, and black peppercorns.
7. Add water, should be just enough to cover.
8. Simmer for 45 minutes; strain and refrigerate or freeze for later use.

Source: Jeremy Bearman, as presented at the 2013 Menus of Change conference.
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SAUTÉED MUSHROOMS

Ingredients                          Amounts
Mushrooms, assorted         1 qt.
Extra-virgin olive oil     3 Tbsp.
Salt                           ¼ tsp.

Method
1. Sauté in hot pan to get a little color.
2. Drain on paper towels.

Source: Jeremy Bearman, as presented at the 2013 Menus of Change conference.
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CHIPOTLE CHICKEN SALAD TACOS WITH AVOCADO, RED-SKIN POTATOES AND ROMAINE
TACOS DE ENSALADA DE POLLO ENCHIPOTLADO CON PAPAS Y LECHUGA OREJONA

Yield: 4 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red-skinned boiling or Yukon gold potato, large, sliced ¼” thick</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Vinegar (cider vinegar is good here, or balsamic, if you like more sweetness)</td>
<td>3 Tbsp.</td>
</tr>
<tr>
<td>Oregano, preferably Mexican</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Chipotle chiles <em>en adobo</em>, canned, seeded, chopped</td>
<td>2 ea.</td>
</tr>
<tr>
<td>White onion, small, finely chopped</td>
<td>¼ ea.</td>
</tr>
<tr>
<td>Salt</td>
<td></td>
</tr>
<tr>
<td>Chicken, coarsely shredded, cooked,</td>
<td>6 oz.</td>
</tr>
<tr>
<td>(I either use the meat 6 ounces I’ve pulled from a rotisserie chicken, leftover roast or grilled chicken, or boneless, skinless chicken breast that I’ve gently simmered in salted water for a few minutes until tender)</td>
<td></td>
</tr>
<tr>
<td>Romaine leaves, sliced—slice them about ¼” across</td>
<td>2 cups</td>
</tr>
<tr>
<td>Avocado, ripe, pitted, flesh scooped from the skin and cut into ¼-inch cubes</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Olive oil</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Corn tortillas, hot</td>
<td>12 ea.</td>
</tr>
</tbody>
</table>

Method
1. Scoop the sliced potato into a large microwaveable bowl, drizzle with ¼ cup of water and sprinkle generously with salt. Cover with plastic wrap, poke a couple of holes in the top, and microwave on high for about 4 minutes, until tender, but not mushy. Scoop the potatoes onto a cutting board, leaving the liquid behind, and let cool.
2. To the bowl with the potato-cooking water, add the vinegar, oregano, chipotle chiles, and onion. Mix well, then taste, and season with salt, usually about 1 teaspoon.
3. Use a fork to break the cooled potatoes into ½-inch pieces, then scoop them into a large bowl. Add the chicken, then drizzle on the dressing, and toss everything together. (If there is time, refrigerate the mixture for about half an hour to blend flavors.)
4. Just before serving, add the lettuce and avocado to the bowl. Drizzle with the oil and toss to combine everything. Serve with warm tortillas for making soft tacos.
Note: Riff on Salad Tacos: The idea of substantial salads becoming taco fillings is flexible enough to embrace just about anything you can dream up—though I personally don’t think mayonnaise-dressed salads work as well as those with a vinaigrette. Think beyond chicken salad to tuna (or other seafood), steak and grilled vegetables. Or go all vegetarian: crumbled goat cheese, blue cheese or Mexican queso fresco are wonderful featured in a salady taco like this. The potato can be replaced by other vegetables—broccoli, for instance, or chayote, zucchini or asparagus, all cut into small pieces and microwave-steamed the same way as the potatoes. Though I love romaine’s sweet crunch, the filling will also welcome the more substantial Napa cabbage, the slightly bitter, toothsome frisée or the more tender (but not too delicate) bibb lettuce.

Source: Rick Bayless, as presented at the 2013 Menus of Change conference. Published with permission of the author. All rights reserved.
GREENS AND BEANS TACOS WITH 
RED CHILE AND FRESH CHEESE

Yield: 12 portions

Ingredients

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Onion, white, large, cut into</td>
<td>½ ea.</td>
</tr>
<tr>
<td>thick slices</td>
<td></td>
</tr>
<tr>
<td>Garlic cloves, unpeeled</td>
<td>3 ea.</td>
</tr>
<tr>
<td>Dried guajillo chiles, medium-large,</td>
<td>8 ea.</td>
</tr>
<tr>
<td>Stemmed, seeded (about 2 oz.)</td>
<td></td>
</tr>
<tr>
<td>Dried oregano, preferably Mexican</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Black pepper, preferably freshly ground</td>
<td>¼ tsp.</td>
</tr>
<tr>
<td>Olive oil</td>
<td>1 Tbsp.</td>
</tr>
<tr>
<td>Salt</td>
<td></td>
</tr>
<tr>
<td>Sugar</td>
<td></td>
</tr>
<tr>
<td>Black (lacinato) kale,</td>
<td>1 medium bu.</td>
</tr>
<tr>
<td>washed, stemmed, cut widthwise</td>
<td></td>
</tr>
<tr>
<td>into ½” pieces (about 6 cups)</td>
<td></td>
</tr>
<tr>
<td>Black beans, rinsed</td>
<td>1 15 oz. can</td>
</tr>
<tr>
<td>Queso fresco, crumbled</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Corn tortillas, warm</td>
<td>12 ea.</td>
</tr>
</tbody>
</table>

Method

1. For the guajillo sauce: Roast the onion and unpeeled garlic directly on an ungreased griddle or heavy skillet over medium heat until soft (they’ll blacken in spots), about 15 minutes. Cool, peel, and roughly chop. While the garlic is roasting, toast the chiles on another side of the griddle or skillet: 1 or 2 at a time, open them out flat, and press down firmly on the hot surface with a metal spatula. When they crackle, even send up a wisp of smoke, flip them and press down to toast the other side. Cover with hot water, weight with a plate, and soak for 30 minutes. Drain, reserving the soaking water.

2. Combine the oregano and black pepper in a food processor or blender, along with the drained chiles, garlic, onions, and ½ cup of the soaking water. Blend to a smooth purée, scraping down the sides. (If the mixture just won’t go through the blender blades, add a little more liquid.) Press through a medium-mesh strainer.

3. Heat the oil in a very large (12-inch) skillet over medium-high. Add the purée and stir constantly until it reduces into a thick paste, 3 to 5 minutes. Pour in ¼ cup of water and simmer, stirring regularly, until the sauce takes on a medium consistency, about 5 minutes. Taste and season with salt and sugar, usually 1 teaspoon of salt and ½ teaspoon of sugar. (Note: This can be done up to 5 days ahead. Keep guajillo sauce chilled, covered with an airtight lid.)

4. For the tacos: If you’ve made the guajillo sauce ahead of time, heat it in a very large (12-inch) skillet until it comes to a simmer. Add the kale and beans all at once, tossing to coat with the guajillo sauce. Cook, stirring often, until the kale wilts (about 2 minutes). Taste and season with salt (usually about a ½ teaspoon). Transfer the mixture to a small but deep serving dish
(if you put it on a platter, the sauce will spread all over the place). Sprinkle the queso fresco on top and serve with warm tortillas.

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OPENING RECEPTION

UNILEVER FOOD SOLUTIONS
Ajo Blanco with Toasted Croutons and Green Grapes, featuring Knorr Ultimate Low Sodium Vegetable Base
Ensaladilla Rusa ~ Green Beans, Peas, Red Peppers, Turnips & Potatoes with Lemon Mayo Vinaigrette, featuring Hellman's Light Mayonnaise

NEW WINES OF GREECE
Porcini Scallops with Eggplant Nut Spread
Greek White Wine Varietals: Assyrtiko, Malagousia, Moschofilero, Roditis, Vidiano
Greek Red Wine Varietals: Agiorgitiko, Xinomavro

CHOBANI
Rockfish & Scallop Ceviche Avocado & Chobani Greek Yogurt Mousse with Fried Sweet Potatoes
Chobani Greek Yogurt with Basil Pesto Marinated Cherry Tomatoes, Balsamic Glaze, and Roasted Garlic Croutons

ALASKA SEAFOOD MARKETING INSTITUTE
Poached Alaskan Salmon Lettuce Cup with Cucumber Dill Crème Fraîche
Roasted Alaskan Cod with Warm Fruit Salad and Pea Tendrils

GULF OYSTER INDUSTRY COUNCIL
Raw Gulf Oyster Bar
Grilled Pineapple Soy Salsa and Traditional Sauces

GUEST CHEF ~ BILL BRADLEY, EXECUTIVE CHEF
NEW ENGLAND AQUARIUM
Peanut Crusted Black Cod with Jellyfish Salad
**AJO BLANCO**

**Yield:** 6 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bread, whole grain, day-old, crusty, crusts removed, sliced</td>
<td>6 ea.</td>
</tr>
<tr>
<td>Almonds, whole, blanched</td>
<td>1 cup</td>
</tr>
<tr>
<td>Garlic cloves, chopped</td>
<td>4 ea.</td>
</tr>
<tr>
<td>Extra-virgin olive oil</td>
<td>½ cup</td>
</tr>
<tr>
<td>Vinegar, sherry or white wine</td>
<td>1/3 cup</td>
</tr>
<tr>
<td>Knorr Ultimate Low Sodium Vegetable Base, prepared</td>
<td>1 1/2 cups</td>
</tr>
<tr>
<td>Sea salt</td>
<td>to taste</td>
</tr>
</tbody>
</table>

**Garnish**

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bread, whole wheat, day-old, crusts removed, cubed</td>
<td>8 ea.</td>
</tr>
<tr>
<td>Green grapes, small, seedless</td>
<td>1 1/4 cups</td>
</tr>
<tr>
<td>Extra-virgin olive oil</td>
<td>3 Tbsp.</td>
</tr>
</tbody>
</table>

Almonds, sliced, toasted, for garnish

**Method**

1. Soak the 7 ounces of bread in cold water for 5 minutes, and then squeeze out any excess liquid. Put the almonds and garlic in a food processor and process until ground. Add the bread and process until smooth.
2. With the motor running, add the oil in a steady stream until the mixture is the consistency of thick mayonnaise (add a little water if the mixture is too thick). Slowly add the sherry vinegar and 1 1/4 cups of the stock. Blend for 1 minute. Season with sea salt. Refrigerate for at least 2 hours. The soup will thicken so you may need to add stock or water to thin it.
3. When ready to serve, heat the extra olive oil in a frying pan, add the extra bread cubes, and toss over medium heat for 2 to 3 minutes or until golden. Drain on paper towels. Serve the soup very cold. Garnish with grapes, croutons, sliced almonds, and a drizzle of olive oil.

Source: Unilever Food Solutions, as served at the 2013 Flavor Summit conference.
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ENSALADILLA RUSA

Yield: 6 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yukon gold, potatoes, cut in half</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Carrots, cut in half crosswise</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Turnips, cut in half</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Green beans, trimmed</td>
<td>3 ea.</td>
</tr>
<tr>
<td>Green peas, fresh, cooked</td>
<td>8 oz.</td>
</tr>
<tr>
<td>Red bell pepper, roasted, diced</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Eggs, hard cooked (2 chopped, 1 grated)</td>
<td>3 ea.</td>
</tr>
</tbody>
</table>

Dressing

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green olives, pimento stuffed</td>
<td>20 ea.</td>
</tr>
<tr>
<td>Anchovy, drained, chopped</td>
<td>7 ea.</td>
</tr>
<tr>
<td>Hellman’s Light Mayonnaise</td>
<td>0.33 cup</td>
</tr>
<tr>
<td>Lemon, juice of</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Kosher salt and ground black pepper</td>
<td>to taste</td>
</tr>
</tbody>
</table>

Method

1. **For the salad:** Place the potatoes, carrots, and turnips in a medium-sized saucepan. Add water to cover by 2 inches, bring to a boil over medium heat, then reduce the heat to medium low and simmer, partially covered, until all the vegetables feel tender when pierced with a skewer, about 15 minutes for the carrots and turnip, a little longer for the potatoes. As the vegetables become soft, use a slotted spoon to transfer them to a bowl. Take care not to overcook. Bring the water back to a boil, add the green beans, and cook until tender, about 5 minutes. (They should be neither al dente nor overcooked). Drain the beans, blot them dry with paper towels, and set aside. Let the vegetables cool to room temperature.

2. Peel the potatoes, carrot, turnip, then cut them into small dice, and transfer to a mixing bowl. Cut the green beans into ¾-inch lengths and add them to a bowl with the diced vegetables. Add the peas, roasted red peppers, and the 2 chopped eggs. Using a fork, mash the salad until it has a chunky creamy consistency.

3. **For the dressing:** Place the olives, anchovies, 2 tablespoons of mayonnaise, and 3 tablespoons of water in a blender and process until a medium fine paste forms. Stir in the olive mixture into the salad. Place the remaining mayonnaise and the lemon juice in a small bowl and whisk to mix, then stir in the salad. Season the salad with salt and pepper. If you like the salad to be moister, add a little more mayonnaise. Cover the bowl with plastic wrap and let the salad stand for about 2 hours.

4. **To serve:** Spoon the salad on shallow serving dish and garnish it with the grated egg.

Source: Unilever Food Solutions, as served at the 2013 Menus of Change conference. Published with permission of the author. All rights reserved.
PORCINI SCALLOPS OVER EGGPLANT NUT SPREAD

Yield: 10 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dried porcini</td>
<td>14 ea.</td>
</tr>
<tr>
<td>Salt and ground black pepper</td>
<td>to taste</td>
</tr>
<tr>
<td>Sea scallops, large (sometimes called dry scallops)</td>
<td>10 ea.</td>
</tr>
<tr>
<td>Olive oil, for searing the scallops</td>
<td>2 Tbsp.</td>
</tr>
</tbody>
</table>

Eggplant Nut Spread (recipe follows)

Method
1. Place the porcinis in the bowl of a food processor and grind to a fine powder. Empty the porcini powder onto a plate.
2. Season the scallops with salt and pepper. Roll the scallops in the mushroom powder. Heat 1 tablespoon of olive oil in a nonstick pan over medium flame and sear the scallops, a few at a time, replenishing the oil if necessary.
3. Serve the scallops over Eggplant Nut Spread.

Source: Diane Kochilas, as served at the 2013 Menus of Change conference. Published with permission of the author. All rights reserved.
EGGPLANT NUT SPREAD

Yield: 10 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eggplant</td>
<td>2 lb.</td>
</tr>
<tr>
<td>Extra-virgin olive oil</td>
<td>½ cup</td>
</tr>
<tr>
<td>Salt</td>
<td>to taste</td>
</tr>
<tr>
<td>Garlic cloves, peeled</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Garlic cloves, roasted</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Walnuts</td>
<td>2/3 cup</td>
</tr>
<tr>
<td>Red wine vinegar or balsamic</td>
<td>(the balsamic will give the melitzanosalata a softer edge)</td>
</tr>
</tbody>
</table>

Method

1. Wash the eggplants and pat dry. Place on a low open flame, either on the stovetop or on a barbecue over direct heat and roast the eggplants, turning occasionally, until all sides are charred and soft. The best way to tell of the eggplant is done is to squeeze the densest part, near the stem; if this is soft, the eggplant is ready.
2. Remove carefully with tongs and place in a bowl. Cover with a lid or plastic wrap and let the eggplants steam for about 10 minutes in their own heat.
3. Add the olive oil to a separate, large bowl.
4. Remove one eggplant at a time and place on a cutting board. Using a sharp paring knife, cut down the center of the eggplant lengthwise and open it up like a book. Score the flesh in criss-crossing lines, which helps facilitate the removal of the pulp. Using a tablespoon, scoop out the pulp and place it in the bowl of olive oil. Continue with remaining eggplants.
5. Mash and stir the eggplant-olive oil mixture with a fork. Finish in a food processor with walnuts and garlic. Add red wine vinegar for balance.

Note: To serve: Micro greens for garnish and Asian-style soup spoons for serving. Spoon 1 heaping teaspoon of the eggplant spread on the spoon. Place seared scallop on top. Garnish with a few sprigs of greens.

Source: Diane Kochilas, as served at the 2013 Menus of Change conference. Published with permission of the author. All rights reserved.
ROCKFISH & SCALLOP CEVICHE WITH GREEK YOGURT-AVOCADO MOUSSE

Yield: 24 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mousse</strong></td>
<td></td>
</tr>
<tr>
<td>Chobani yogurt, plain, 0%</td>
<td>3 cups</td>
</tr>
<tr>
<td>Avocado, large dice</td>
<td>3 cups</td>
</tr>
<tr>
<td>Lime juice</td>
<td>1 Tbsp.</td>
</tr>
<tr>
<td>Salt</td>
<td>1 ¼ tsp.</td>
</tr>
<tr>
<td>Gelatin, powdered</td>
<td>1 Tbsp.</td>
</tr>
<tr>
<td>Water, cold</td>
<td>¼ cup</td>
</tr>
<tr>
<td><strong>Ceviche</strong></td>
<td></td>
</tr>
<tr>
<td>Lime juice</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Orange juice</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Habanero pepper, finely minced</td>
<td>¾ ea.</td>
</tr>
<tr>
<td>Red onion, brunoised</td>
<td>½ cup</td>
</tr>
<tr>
<td>Rockfish, medium dice</td>
<td>1 lb.</td>
</tr>
<tr>
<td>Scallops, medium dice</td>
<td>1 lb.</td>
</tr>
<tr>
<td>Extra-virgin olive oil</td>
<td>3 Tbsp.</td>
</tr>
<tr>
<td>Cilantro</td>
<td>1/3 cup</td>
</tr>
<tr>
<td>Celery, brunoise</td>
<td>1/3 cup</td>
</tr>
<tr>
<td>Lime zest</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Orange zest</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Cumin</td>
<td>¼ tsp.</td>
</tr>
<tr>
<td>Salt</td>
<td>2 tsp.</td>
</tr>
<tr>
<td>Ground black pepper</td>
<td>to taste</td>
</tr>
<tr>
<td><strong>Sweet potato garnish</strong></td>
<td></td>
</tr>
<tr>
<td>Sweet potato, fine julienne, 1/8” x 1/8” x 1”</td>
<td>4 cups</td>
</tr>
<tr>
<td>Salt</td>
<td>as needed</td>
</tr>
</tbody>
</table>

Method
1. **For the mousse:** Combine the Chobani yogurt, avocado, salt, and lime juice in a food processor and blend until smooth.
2. Bloom the gelatin in a small mixing bowl with cold water for 5 minutes. Melt the gelatin by placing the bowl over a pot of simmering water.
3. Allow the gelatin to cool slightly, add half of the avocado mousse to the gelatin, and mix well until fully incorporated. Add the remaining mousse and mix well until everything is fully incorporated.
4. Taste and adjust the seasoning if necessary.
5. Place the mousse in plastic piping bags. Pipe 1¼ ounces of mousse into each serving vessel; cover and refrigerate until mousse is set (about 2 hours).
6. For the sweet potato garnish: Preheat deep-fryer to 335°F.
7. Fry the julienned sweet potatoes until crispy, but not browned.
8. Remove to a tray lined with paper towels and season with salt.
9. For the ceviche: Place the lime juice and orange juice in a blender and add the habanero and cumin. Pulse the blender three times to release the capsaicin from the pepper. Remove the juice from blender to a mixing bowl; add the red onions. Allow the onions to marinate for 5 minutes.
10. Combine the rockfish, cod, olive oil, cilantro, celery, cumin, salt, and pepper; add the lime and juice mixture. Gently fold the ingredients together.
11. Taste and adjust seasoning if necessary.
12. To serve, gently spoon 1 ounce of the ceviche on top of the yogurt-avocado mousse. Top with the crispy sweet potatoes.

Source: Chobani, as served at the 2013 Menus of Change conference. Published with permission of the author. All rights reserved.
CHOBANI YOGURT WITH BASIL PESTO MARINATED
CHERRY TOMATOES, BALSAMIC GLAZE,
AND BREAD CRUMBS

Yield: 8 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chobani yogurt, 2% plain</td>
<td>2 cups</td>
</tr>
<tr>
<td>Red and yellow cherry tomatoes, cut in half</td>
<td>2 pts.</td>
</tr>
<tr>
<td>Extra virgin olive oil</td>
<td>¼ cup</td>
</tr>
<tr>
<td>White balsamic</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Red onion, minced fine</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Garlic cloves, halved</td>
<td>4 ea.</td>
</tr>
<tr>
<td>Kosher salt</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Ground black pepper</td>
<td>¼ tsp.</td>
</tr>
<tr>
<td>Basil pesto</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Toasted bread crumbs</td>
<td></td>
</tr>
<tr>
<td>Roasted garlic oil</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Whole wheat bread crumbs</td>
<td>½ cup</td>
</tr>
<tr>
<td>Balsamic reduction</td>
<td>as needed</td>
</tr>
<tr>
<td>Chive tips, for garnish</td>
<td></td>
</tr>
</tbody>
</table>

Method
1. For the marinated cherry tomatoes: Toss the cut cherry tomatoes in a small bowl with the olive oil, white balsamic, red onion, halved garlic cloves, kosher salt, and ground pepper. Toss to coat and marinate for 6-8 hours. Drain off marinade and remove the garlic cloves and place in small bowl. Add the basil pesto and toss to coat.
2. For the bread crumbs: In a small sauté pan, add the roasted garlic oil and the whole wheat bread crumbs and heat over medium heat to toast evenly. Cool completely.
3. To serve: Place ¼ cup of yogurt into 8 individual serving cups and top with handful of marinated tomato halves, sprinkle with toasted bread crumbs, and drizzle with a little balsamic reduction.
4. Garnish with a couple chive tips and serve.
POACHED SALMON WITH CUCUMBER DILL CRÈME FRAÎCHE

Yield: 6 portions

Ingredients | Amounts
---|---
Cucumbers | 2 ea.
Lemon | 1 ea.
Peppercorns | ½ tsp.
Onion, chopped | 1/8 cup
Parsley, chopped | 1/8 cup
Salmon filets, skin removed | 6 ea. (6-oz. pieces)
Dill, fresh, chopped | 2 Tbsp.
Crème fraîche | 1 cup
Lemon juice, fresh | 2 Tbsp.
Salt and ground black pepper | 1 hd.
Bibb lettuce | 12 ea.
Cherry tomatoes | 12 ea.

Method

1. Peel, seed, and dice the cucumbers and set aside.
2. Fill a saucepan 1/3 of the way with water and season with a squeeze of lemon, peppercorns, onion, and parsley. Bring to a simmer and poach the salmon until cooked through (approximately 5 minutes).
3. Remove from the poaching liquid to cool.
4. Mix the cucumber, dill, crème fraîche, and lemon juice, and season with salt and pepper.
5. Wash the lettuce and arrange on a platter. Top with the salmon and cucumber mixture. Garnish with the tomatoes and serve.

Source: Peter Davis, as served at the 2013 Menus of Change conference.
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ROASTED COD WITH WARM FRUIT SALAD AND PEA TENDRILS

Yield: 4 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiddleheads</td>
<td>½ cup</td>
</tr>
<tr>
<td>Ramps</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Extra-virgin olive oil</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Tarragon, fresh, finely chopped</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Tequila</td>
<td>3 Tbsp.</td>
</tr>
<tr>
<td>Orange juice, fresh</td>
<td>1 cup</td>
</tr>
<tr>
<td>Peach, fresh, pitted, sliced</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Nectarine, pitted, sliced</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Salt and pepper</td>
<td>to taste</td>
</tr>
<tr>
<td>Cod filets (8-oz. pieces)</td>
<td>4 ea.</td>
</tr>
<tr>
<td>Pea tendrils</td>
<td>1 lb.</td>
</tr>
</tbody>
</table>

Method

1. For the fiddleheads and ramps: Blanch the fiddleheads in boiling water salted water until tender, then cool quickly by submerging in ice water. Wash the ramps well to remove any dirt. Lightly spray the ramps with olive oil and grill over medium heat. Set aside to cool.

2. For the fruit: Combine the olive oil, tarragon, tequila, and orange juice in a small bowl and set aside. Season the peaches, nectarines, and plums lightly with salt and pepper, and grill over high heat until seared, but still firm. Remove the fruit from the flame and place into the orange juice mixture to let it mellow into a vinaigrette. Cover and keep warm.

3. For the bass: Season the bass lightly with salt and pepper and grill over high heat until tender — fish will flake when pierced with a fork. Remove and keep warm.

4. For assembly: Sauté the fiddleheads and ramps and mix with the pea tendrils. Place the bass on top of the salad and top with grilled fruit. Spoon orange juice vinaigrette over the top and serve.

Source: Peter Davis, as served at the 2013 Menus of Change conference.
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KIKKOMAN GRILLED PINEAPPLE SOY RELISH

Ingredients | Amounts
--- | ---
Pineapple, peeled, cut into ¼” lengthwise | 1 ea.
Peanut oil | 1 Tbsp.
Kikkoman Thai-Style Chili Sauce | ¼ cup
Kikkoman Soy Sauce | 2 Tbsp.

Method
1. Brush the pineapple pieces with peanut oil. Place on a prepared grill and grill for 3 to 5 minutes on each side depending on grill temperature.
2. Place the grilled pineapple in a food processor with chili and soy sauces. Pulse to purée to salsa-like consistency

Source: Andrew Hunter for Kikkoman, as presented at the 2009 Worlds of Flavor Conference. Published with permission of the author. All rights reserved.
TUESDAY
BREAKFAST BUFFET

Spinach and Greek Yogurt Quiche with Whole Wheat Crust

California Hash with Padrone Peppers, Pulled Pork, Fingerlings with Grape Tomatoes, and Poached Eggs

Kellogg’s Low-fat Granola

Multigrain Bagels, Cream Cheese, and Smoked Salmon Filet with Traditional Accompaniments

Peanut Butter

Sliced and Whole Fresh Seasonal Fruit

Assorted Chobani Yogurts

BEVERAGE

Blended Watercress, Spinach, and Greek Yogurt Energy Shooter
SPINACH AND GREEK YOGURT QUICHE

Yield: 6 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chobani Non-Fat Plain Greek Yogurt</td>
<td>1 cup</td>
</tr>
<tr>
<td>Whole Wheat Crust (recipe follows)</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Yellow onion, small, finely chopped</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Extra-virgin olive oil</td>
<td>1 Tbsp.</td>
</tr>
<tr>
<td>Spinach, frozen, thawed, water squeezed out, 10 oz. package</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Gruyere cheese, grated</td>
<td>8 oz.</td>
</tr>
<tr>
<td>Eggs, large</td>
<td>4 ea.</td>
</tr>
<tr>
<td>Skim milk</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Kosher salt</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Ground black pepper</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Freshly grated nutmeg</td>
<td>½ tsp.</td>
</tr>
</tbody>
</table>

Method

1. Preheat oven to 350°F. Bake pie shell, lined with foil, and pie weights or dried beans, until edges are golden, 12-15 minutes. Set aside.
2. Cook onion in oil over medium heat until soft, 2 to 3 minutes. Stir in spinach and cook until warmed through, 2 to 3 minutes. Transfer mixture to prepared pie shell and cover with cheese.
3. In a medium bowl, whisk together eggs, Chobani, milk, salt, pepper, and nutmeg. Pour over pie filling and bake until quiche is just set, 35 to 45 minutes. Cool 15 minutes before serving.

Source: Chobani, as served at the 2013 Menus of Change conference. Published with permission of the author. All rights reserved.
WHOLE WHEAT CRUST

Ingredients

<table>
<thead>
<tr>
<th></th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Crust</strong></td>
<td></td>
</tr>
<tr>
<td>Butter, cut in pieces, frozen for 1 hour</td>
<td>4 oz.</td>
</tr>
<tr>
<td>All-purpose flour</td>
<td>1 cup</td>
</tr>
<tr>
<td>Whole wheat flour</td>
<td>½ cup</td>
</tr>
<tr>
<td>Salt</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Water, very cold</td>
<td>¼ cup</td>
</tr>
</tbody>
</table>

Method

1. *For the crust:* Place the flour and salt in a food processor; add the butter. Pulse the food processor 4 or 5 times, or until the butter is cut up.
2. While running the food processor, add enough cold water so that the dough comes together. Remove from the bowl and shape into a disk. Wrap in plastic wrap and refrigerate for at least 1 hour.
3. Place the pie crust on a lightly floured counter. Roll into a disc, turning it over from time to time so that it doesn’t stick.
4. Fold the crust into quarters and fit it into a pie plate. Unfold it and mold it into the pie plate; shape the edges.
CALIFORNIA HASH WITH PADRONE PEPPERS, PULLED PORK, FINGERLINGS WITH GRAPE TOMATOES, AND POACHED EGGS

Yield: 4 to 6 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bacon fat</td>
<td>2 fl. oz.</td>
</tr>
<tr>
<td>Sweet onion, medium, ½” dice</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Padrone peppers, large, seeded, stemmed, split lengthwise</td>
<td>8 ea.</td>
</tr>
<tr>
<td>Fingerling potatoes, skin on, blanched and cooled, ½” rough dice</td>
<td>2 cups</td>
</tr>
<tr>
<td>Napa cabbage, julienne</td>
<td>1 cup</td>
</tr>
<tr>
<td>Grape tomatoes, roasted, cut in half</td>
<td>½ cup</td>
</tr>
<tr>
<td>Garlic chives, fine chop</td>
<td>3 Tbsp.</td>
</tr>
<tr>
<td>Smoked pulled pork, pulled into large coarse pieces</td>
<td>3-4 cups</td>
</tr>
<tr>
<td>Kosher salt</td>
<td>as needed</td>
</tr>
<tr>
<td>Ground black pepper</td>
<td>as needed</td>
</tr>
<tr>
<td>Eggs, as needed</td>
<td>4 ea.</td>
</tr>
</tbody>
</table>

Method
1. In large sauté pan or rondeau, on medium-high heat, add bacon fat. Add onions, pardone peppers, and potatoes, and cook until edges begin to brown and heat through. Add cabbage, tomatoes, chive, and pulled pork and continue to sauté until cabbage is just wilting.
2. Season to taste as needed with kosher salt and fresh ground black pepper.
3. For service: Place equal portions into 3 to 4 casserole dishes and place in oven to brown.
4. If desired, place sunnyside egg on top center of each hash dish.
5. Season eggs with kosher salt and fresh ground black pepper.

Source: National Pork Board, as served at the 2013 Menus of Change conference.
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SMOKED SALMON

Yield: 6 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dry brine</strong></td>
<td></td>
</tr>
<tr>
<td>Kosher salt</td>
<td>1 lb.</td>
</tr>
<tr>
<td>White pepper</td>
<td>1/3 lb.</td>
</tr>
<tr>
<td>Sugar</td>
<td>1 cup</td>
</tr>
<tr>
<td>Salmon filet, skin on</td>
<td>12 oz.</td>
</tr>
<tr>
<td>Apple wood chips, or any hardwood</td>
<td>¼ cup</td>
</tr>
<tr>
<td>chip</td>
<td></td>
</tr>
<tr>
<td>Field greens</td>
<td>3 cups</td>
</tr>
<tr>
<td>Grapeseed oil</td>
<td>3 Tbsp.</td>
</tr>
<tr>
<td>Multigrain bagels, optional</td>
<td></td>
</tr>
<tr>
<td>Cream cheese, optional</td>
<td></td>
</tr>
<tr>
<td>Lemon, cut into 6 wedges, optional</td>
<td></td>
</tr>
</tbody>
</table>

Method

1. **For the brine:** Mix all ingredients together well and store in a plastic container.
2. Pour one-quarter of the brine into a casserole dish and place the salmon skin-side down on top of it. Pour the remaining brine over the salmon and refrigerate for 8 hours.
3. Remove the salmon from the refrigerator and wash the brine off with cold water. Place on a rack and put back in the refrigerator, uncovered, for 12 hours.
4. Soak the wood chips in water for 5 minutes. Wrap in foil loosely.
5. Place the wood chips on the fire of a covered gas (not charcoal) grill.
6. When the wood chips begin to smoke heavily, extinguish the fire and place the salmon (still on the rack and tray) onto a pan of ice and into the smoker. Place the cover on the grill.
7. Let the salmon smoke for 30 minutes. Then remove from the grill and refrigerator overnight.
8. Remove the skin from the salmon with a sharp knife.
9. Slice the salmon as thinly as possible. Divide and arrange the greens onto plates. Divide and set the salmon on top. Drizzle with the oil and serve with multigrain bagels and cream cheese.

Source: Peter Davis, as served at the 2013 Menus of Change conference.
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BLENDED WATERCRESS, SPINACH, AND GREEK YOGURT ENERGY SHOOTER

Yield: 16 (2 ounce) portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watercress juice</td>
<td>1 oz.</td>
</tr>
<tr>
<td>Baby spinach</td>
<td>1 cup</td>
</tr>
<tr>
<td>Mango, peeled, diced</td>
<td>1 cup</td>
</tr>
<tr>
<td>Pineapple, chunks</td>
<td>½ cup</td>
</tr>
<tr>
<td>Pineapple juice</td>
<td>11 oz.</td>
</tr>
<tr>
<td>Greek yogurt</td>
<td>½ cup</td>
</tr>
<tr>
<td>Ice cubes</td>
<td>½ cup</td>
</tr>
</tbody>
</table>

Method
1. Place watercress, spinach, mango, pineapple, pineapple juice, yogurt, and ice in a Vitamix blender and pulse a few times, then puree until smooth, scraping down the sides as necessary.
2. Add more orange juice if necessary and serve cold.

Source: B&W Quality Growers, as served at the 2013 Flavor Summit conference.
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Wild Alaskan Salmon with Kikkoman Wasabi Sauce and Mushroom Peanut Spring Rolls served with Kikkoman Lime Ponzu Dipping Sauce

Sponsored by Kikkoman Sales USA
WILD ALASKAN SALMON WITH KIKKOMAN WASABI SAUCE AND MUSHROOM PEANUT SPRING ROLLS SERVED WITH KIKKOMAN LIME PONZU DIPPING SAUCE

Yield: 12 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Marinade</strong></td>
<td></td>
</tr>
<tr>
<td>Rice vinegar, seasoned</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Lime juice</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Cilantro, chopped</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Ginger, grated</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Kikkoman Wasabi Sauce</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Kosher salt</td>
<td>¼ tsp.</td>
</tr>
<tr>
<td>Ground black pepper</td>
<td>¼ tsp.</td>
</tr>
<tr>
<td>Salmon fillet, skinned</td>
<td>1½ lb.</td>
</tr>
<tr>
<td><strong>Ponzu Lime Dipping sauce</strong></td>
<td></td>
</tr>
<tr>
<td>Kikkoman Ponzu Lime Sauce</td>
<td>½ cup</td>
</tr>
<tr>
<td>Ginger, grated</td>
<td>2 tsp.</td>
</tr>
<tr>
<td>Cilantro, chopped, add at service</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Rice paper, 8” rounds</td>
<td>12 ea., as needed</td>
</tr>
<tr>
<td>Oyster mushrooms, roasted</td>
<td>3 cups</td>
</tr>
<tr>
<td>Cilantro leaves</td>
<td>1 cup</td>
</tr>
<tr>
<td>Mint leaves</td>
<td>½ cup</td>
</tr>
<tr>
<td>Kikkoman Wasabi Sauce</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Scallions, chopped</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Ponzu Lime Dipping Sauce (see above recipe)</td>
<td>½ cup</td>
</tr>
</tbody>
</table>

For Garnish
Coriander sprigs
Peanuts, toasted, chopped

Method
1. **To make marinade:** In a large bowl, whisk together marinade ingredients with salt and pepper to taste. Cut salmon crosswise into 1-inch thin slices; and add to marinade. Marinate salmon, turning pieces occasionally, 30 minutes.
2. **For the dipping sauce:** In a small bowl, whisk together Kikkoman Lime Ponzu except coriander.
3. Preheat the oven to 400°F. Remove salmon from marinade and pat dry. Roast salmon on a parchment lined sheet pan for 3 to 4 minutes and allow to cool completely.
4. *For the rolls:* Fill a small shallow baking pan or cake pan with warm water. Soak 4 sheets rice paper until very pliable, about 45 seconds. Carefully, stack soaked sheets, 1 at a time, between single layers of paper towels to drain, ending with a rice paper. Put 1 sheet of rice paper on a clean dry work surface, reserving dampened paper towel, and arrange 1 salmon piece crosswise on bottom half of sheet, leaving a 1-inch border on bottom edge and on each side. Top salmon with 1 ounce of mushrooms, then about 6 coriander leaves, a couple mint leaves, a little Wasabi Sauce, and 1 teaspoon scallion greens. Roll up filling in sheet, folding in sides after first roll to completely enclose filling, and continue rolling. Wrap filled spring roll in reserved dampened paper towel to help form spring roll and keep it moist.

5. Make more spring rolls in same manner with remaining 3 soaked sheets. Transfer assembled rolls in dampened paper towels to a tray and repeat procedure with remaining 8 rice paper sheets, 4 at a time, and ingredients.

6. Stir coriander into dipping sauce. Serve spring rolls with dipping sauce and garnish with coriander sprigs and chopped peanuts.
GREEK MEDITERRANEAN DIET LUNCH

BUFFET
Purslane-Green Olive Salad
Dakos Salad with Tangerine Juice and Extra-Virgin Olive Oil
Ikarian Soufico ~ Slow-Cooked Summer Vegetables
Greek Honey Glazed Grilled Alaskan Salmon with Peloponnese-Style Orange Spinach
Hortopita ~ Multi-Greens Pie with Whole Wheat-Yogurt Phyllo
Dodecanese Lentil-Brown Rice with Caramelized Onions

AT THE TABLE
Psarosoupa Aigaio ~ Aegean-style Fisherman’s Soup, featuring Alaskan Rockfish and Cod
Greek Feta Whipped with Sweet and Hot Roasted Red Peppers
Hummus with Chobani Yogurt
Whole Wheat Pita Bread
Extra-Virgin Olive Oil from Greece

FAMILY-STYLE NEW WINES OF GREECE
Greek Wine Varietals: Assyrtiko, Moschofilero, Nemea, Xinomavro

DESSERT
Chobani Yogurt Cheesecake with Mastiha and Fresh Seasonal Fruit
Family-Style Greek Dessert Wine Varietals: Vin Santo & Aged Muscat

Sponsored by New Wines of Greece, Alaska Seafood Marketing Institute, and Chobani
Purslane-Green Olive Salad

Yield: 8 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purslane, trimmed</td>
<td>1 lb.</td>
</tr>
<tr>
<td>Garlic cloves, large</td>
<td>3 ea.</td>
</tr>
<tr>
<td>Cucumber, seedless, large</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Green olives, small, rinsed, drained</td>
<td>1 cup</td>
</tr>
<tr>
<td>Flat-leaf parsley, finely chopped</td>
<td>1 bu.</td>
</tr>
<tr>
<td>Extra-virgin olive oil, Greek</td>
<td>½ cup</td>
</tr>
<tr>
<td>Red wine vinegar</td>
<td>1/3 cup</td>
</tr>
<tr>
<td>Salt</td>
<td></td>
</tr>
</tbody>
</table>

Method

1. Wash the purslane and spin dry. Trim away any tough stems. Coarsely chop the purslane and transfer to a salad bowl.

2. Crush the garlic with the side of a large chef’s knife and scrape, along with its juices, into the salad bowl. Peel and coarsely chop the cucumber. Remove the pits from the olives and quarter lengthwise. Finely chop the parsley. Put all the ingredients in the salad bowl. Pour in the olive oil, vinegar, and salt to taste. Toss and let sit at room temperature for at least 10 minutes before serving.

Source: Diane Kochilas, as served at the 2013 Menus of Change conference. Published with permission of the author. All rights reserved.
Dakos Salad with Tangerine Juice

Yield: 10 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barley rusks, bite-sized (called kritharoboukiés)*</td>
<td>1 lb.</td>
</tr>
<tr>
<td>Tangerine or orange juice fresh, strained</td>
<td>1 ½ cups</td>
</tr>
<tr>
<td>Extra-virgin olive oil, Greek</td>
<td>2/3 cup</td>
</tr>
<tr>
<td>Tomatoes, fresh, ripe, firm, seeded, cored, diced small</td>
<td>5 cups</td>
</tr>
<tr>
<td>Cucumbers, fresh, peeled cubed, drained</td>
<td>3 cups</td>
</tr>
<tr>
<td>Red onion, finely chopped</td>
<td>2 cups</td>
</tr>
<tr>
<td>Greek capers, drained</td>
<td>1 ½ cups</td>
</tr>
<tr>
<td>Green olives, drained, pitted, chopped</td>
<td>30 ea.</td>
</tr>
<tr>
<td>Oregano leaves, fresh, chopped</td>
<td>1 cup</td>
</tr>
<tr>
<td>Salt and ground black pepper</td>
<td></td>
</tr>
<tr>
<td>Greek feta, cut into ½” x 1-cm cubes**</td>
<td>1 lb.</td>
</tr>
</tbody>
</table>

Method
1. Soak the rusks in the tangerine juice to soften.
2. Place each rusk on the bottom of a soup bowl or individual serving plate. Drizzle with half the olive oil. Divide the remaining ingredients evenly and build the salad starting with the tomatoes, then cucumbers, onion, capers, olives, oregano, salt, and pepper to taste and, finally with the feta cubes, letting them fall around the rusks.
3. Drizzle with remaining olive oil and serve.

Notes: *These are available in Greek shops. You can also try Titan Foods in Astoria. They do mail order and also have reps in the Boston area.

** Please be sure to get Greek feta for all recipes where it is required. Mt. Vikos is very good.

Source: Diane Kochilas, as served at the 2013 Menus of Change conference. Published with permission of the author. All rights reserved.
IKARIA SOUFICO
SLOW-COOKED SUMMER VEGETABLES

Yield: 6 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Olive oil, Greek, for brushing</td>
<td></td>
</tr>
<tr>
<td>Eggplants, medium, cut into ¼” x 6 mm-thick rounds</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Salt</td>
<td></td>
</tr>
<tr>
<td>Green bell peppers/capsicums, large, seeded, cut into 1”x 2½ cm strips</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Zucchini, medium, cut into ¼” x 6 mm-thick rounds</td>
<td>4 ea.</td>
</tr>
<tr>
<td>Onions, large, finely chopped</td>
<td>3 ea.</td>
</tr>
<tr>
<td>Garlic cloves, finely chopped</td>
<td>3 ea.</td>
</tr>
<tr>
<td>Potatoes, large, peeled, sliced</td>
<td>2 ea.</td>
</tr>
<tr>
<td>into ¼” x 6 mm-thick rounds</td>
<td></td>
</tr>
<tr>
<td>Extra-virgin olive oil, Greek</td>
<td>½ cup</td>
</tr>
<tr>
<td>Ground black pepper</td>
<td></td>
</tr>
<tr>
<td>Tomatoes, large, firm, ripe, grated</td>
<td>3 ea.</td>
</tr>
<tr>
<td>Zucchini blossoms</td>
<td>6-12 ea.</td>
</tr>
<tr>
<td>Fresh oregano, leaves only</td>
<td>4-5 Tbsp</td>
</tr>
</tbody>
</table>

Method
1. In separate colanders, lightly salt the eggplant, peppers, and zucchini. Drain for 1 hour. Wipe dry without washing.
2. Preheat grill. Brush vegetables (eggplants, peppers, zucchini) with olive oil and grill lightly, to soften. There should be very little color on the vegetables.
3. Lightly sauté the onions and garlic until wilted, about 6 to 7 minutes.
4. Remove with a slotted spoon and set aside. Replenish the oil in the frying pan if necessary. Add the potato slices and fry lightly until their edges begin to color.
5. Oil a large oven-proof casserole or Dutch oven. Spread 2 tablespoons of the onions and garlic on the bottom. Mix with 2 tablespoons of the grated tomato. Season with a little salt and pepper. Place a single layer of potatoes on the bottom, over the tomato-onion mixture. Season lightly with salt and pepper. Next, in this order spread:
   1. Peppers
   2. More onion-garlic-tomatoes
   3. A little fresh oregano, salt, and pepper
   4. Eggplant
   5. More onion-garlic-tomatoes
   6. A little fresh oregano, salt, and pepper
   7. Zucchini
   8. More onion-garlic-tomatoes
9. A little fresh oregano, salt, and pepper

6. Continue layering until all vegetables are used up. Leave the zucchini blossoms to place decoratively on the surface and also leaving some of the tomato-onion mixture, too.

7. As you layer, season lightly and press down with a spatula so that the vegetables are layered compactly.

8. The soufico needs to be cooked further at this point, either by covering and baking in a preheated oven at 350°F for about 35 minutes, or until very soft and almost caramelized, or on top of the stove, over low heat, covered.

**Note:** For display and buffet purpose, I recommend this be baked in an ovenproof, oven-to-table casserole dish.

Source: Diane Kochilas, as served at the 2013 Menus of Change conference.
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GREEK-HONEY GLAZED GRILLED ALASKAN SALMON

Ingredients                           Amounts
Salmon filets                           2 ea.

Marinade
Greek thyme or pine honey                 2 tsp.
Dijon mustard                            1 Tbsp.
Extra-virgin olive oil, Greek             2 Tbsp.
Thyme sprigs, fresh, pulled (leaves only) 2 ea.
Orange juice, fresh                      2 Tbsp.
Balsamic vinegar                        2 Tbsp.

To serve
Sautéed Spinach with Orange
and Garlic (recipe follows)

Method
1. Salt and pepper to season as salmon grills.
   Grill on medium heat. Brush with marinade as you grill. Serve hot over the orange spinach.

Source: Diane Kochilas, as served at the 2013 Menus of Change conference.
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SAUTEED SPINACH WITH ORANGE AND GARLIC

Yield: 4 to 6 portions (as a side dish)

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navel orange, large</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Extra-virgin olive oil, Greek</td>
<td>2/3 cup</td>
</tr>
<tr>
<td>Flat-leaf spinach, trimmed, washed, spun dry</td>
<td>1½ lb.</td>
</tr>
<tr>
<td>Garlic cloves, thinly sliced</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Salt</td>
<td></td>
</tr>
</tbody>
</table>

Method
1. Using a sharp knife, cut the rind of the orange into 1-inch by 2½- centimeter strips, including some of the pith and fruit as you go.
2. Heat the olive oil in a large, deep-frying pan over medium heat. Add the spinach. As soon as the spinach wilts, add the garlic, season the spinach with salt, and add the orange rind. Cover the frying pan, lower the heat to medium-low, and cook the spinach for about 15 minutes, or until soft.
3. Serve warm in a deep dish or bowl, together with the cooking juices, garlic, and orange rind.

Source: Diane Kochilas, as served at the 2013 Menus of Change conference.
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HORTOPITA
MULTI-GREENS PIE WITH WHOLE WHEAT-YOGURT PIE

Yield: 4 sheets (2 top, 2 bottom, for a 14-inch-round pie)

Ingredients

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole wheat flour, fine, measured</td>
<td>3½ cups</td>
</tr>
<tr>
<td>scoop and level</td>
<td></td>
</tr>
<tr>
<td>Dry yeast</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Cornstarch</td>
<td>10 Tbsp.</td>
</tr>
<tr>
<td>Salt</td>
<td>1 scant tsp.</td>
</tr>
<tr>
<td>Extra-virgin olive oil, Greek</td>
<td>½ cup</td>
</tr>
<tr>
<td>Greek yogurt</td>
<td>½ cup</td>
</tr>
<tr>
<td>Water, lukewarm</td>
<td>1 cup</td>
</tr>
<tr>
<td>Red wine vinegar</td>
<td>1 Tbsp.</td>
</tr>
</tbody>
</table>

Filling (Filling for one 14-inch-round pie)

| Mixed wild sweet greens (spinach, chard, sorrel, chervil) | 2½ lb. |
| Leek, large, trimmed                                       | 1 ea.  |
| Scallions, trimmed                                          | 10 ea. |
| Onions, red, trimmed                                        | 1 ea.  |
| Fennel bulb, large, trimmed                                 | 1 ea.  |
| Zucchini flowers                                            | 10 ea. |
| Zucchini, grated                                             | 2 ea.  |
| Mint, large bunch                                            | 1 ea.  |
| Fresh oregano, large bunch                                  | 1 ea.  |
| Parsley                                                      | 1 bu.  |
| Extra-virgin olive oil, Greek                               | 8 Tbsp.|

Method

1. For the dough: Combine dry ingredients in the bowl of a mixer attached with a dough hook. Add extra-virgin olive oil, yogurt, water, and vinegar. Mix well to form a silky, smooth dough. Place in an oiled bowl, cover with plastic wrap and let rest and rise for one hour. Divide into four equal balls. Cover again and let rest for 30 minutes.
4. Salt zucchini in a colander and leave to drain, with a weight on top, for 1 hour. Wilt in a large, wide skillet in 1 tablespoon of olive oil.
5. Chop zucchini flowers, mint, oregano, dill, and parsley.
6. Combine all the ingredients for the filling. Season to taste with salt and pepper. Mix in 2 to 3 tablespoons of olive oil.
7. Oil a 14-inch-round baking pan. Using a rolling pin, roll out the first ball of dough to a circle about 17 inches in diameter. Brush with 2/3 tablespoons of olive oil. Place in baking pan. Repeat process and place second sheet of whole wheat phyllo over the first, brushing with
olive oil. Spread the filling over the phyllo. Repeat process for remaining 2 balls of dough.
To form a decorative rim, join the top and bottom excess phyllo (trim if it is too much) and
roll in to form a ring around the circumference of the pie. Score into serving pieces and bake
in a preheated oven at 350°F for about 45 minutes, or until set and lightly golden.

Source: Diane Kochilas, as served at the 2013 Menus of Change conference.
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DODECANESE LENTIL-BROWN RICE WITH CARAMELIZED ONIONS

Yield: 10 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small lentils</td>
<td>3 cups</td>
</tr>
<tr>
<td>Basmati brown rice</td>
<td>2/3 cup</td>
</tr>
<tr>
<td>Wild rice</td>
<td>2/3 cup</td>
</tr>
<tr>
<td>Onions, sliced small</td>
<td>4 ea.</td>
</tr>
<tr>
<td>Garlic cloves</td>
<td>5 ea.</td>
</tr>
<tr>
<td>Bay leaf</td>
<td>3 ea.</td>
</tr>
<tr>
<td>Chili pepper</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Tomatoes, chopped</td>
<td>1 cup</td>
</tr>
<tr>
<td>Ground cinnamon</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Ground cumin</td>
<td>2 tsp. (level)</td>
</tr>
<tr>
<td>Balsamic vinegar</td>
<td>to taste</td>
</tr>
<tr>
<td>Caramelized onions, sliced</td>
<td>6 cups</td>
</tr>
<tr>
<td>Greek yogurt, for garnish</td>
<td></td>
</tr>
</tbody>
</table>

Method

1. Place a small amount of olive oil in a frying pan and heat. Add 1½ onions, frying gently until the onion caramelizes, about 15 minutes.
2. In a small saucepan, boil the wild rice for approximately 40 minutes until the grains open and drain.
3. In a large, wide saucepan sauté the remaining onion, add the lentils, bay leaf, chili pepper, and cinnamon. Stir once and add enough water to cover all the ingredients above 2 inches above the lentils. Cook for 25 minutes until the lentils are cooked and drain.
4. Boil the basmati rice in 2/3 of a cup of salted water until the water is absorbed.
5. Mix together the lentil, basmati and wild rice. Add a little balsamic vinegar, to taste.
6. Serve with the caramelized onion on top. Drizzle with Greek yogurt to finish.

Source: Diane Kochilas, as served at the 2013 Menus of Change conference.
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Psarosoupa Aigaiou
Aegean-style Fisherman’s Soup

Yield: 10 portions

Ingredients | Amounts
--- | ---
White onions, chopped | 2 cups
Fennel bulb, medium dice | 1½ cups
Carrots, peeled, medium dice | 2 cups
Garlic cloves, minced | 3 ea.
Zucchini, medium dice | 2 cups
Potatoes, peeled, diced | 2 cups
Tomatoes, chopped | 1½ cups
Thyme sprigs | 5 ea.
Oregano sprigs, fresh | 5 ea.
Dry white wine | 1 cup
Extra-virgin olive oil, Greek | 1 cup
Red pepper flakes, optional | 
Lemon juice | to taste
Soup fish | 2-3 lb.

Method
1. Place the onion, fennel, carrot, garlic, and potato in a large pot with ample olive oil, salt, pepper, and cook, covered, until soft over medium heat. Add the white wine and tomato, and continue cooking until the alcohol boils off. Add the zucchini and cook for 5 minutes.
2. Place the fish on top, in cheesecloth to keep bones from slipping into soup. Add enough water to cover the fish by 4 inches. Season with salt and pepper. Add the oregano and thyme. Bring to a boil, reduce heat to a simmer, and gently cook until the fish are tender, about 15 minutes.
3. Remove the fish carefully with a slotted spoon and place on a platter. Clean the flesh. Serve the soup with a drizzling of olive oil, lemon juice, and hot pepper flakes.
4. Serve the fish separately.

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GREEK FETA WHIPPED WITH SWEET AND HOT
ROASTED RED PEPPERS

HTIPITI

Ingredients | Amounts
--- | ---
Greek feta | 2 lb.
Red bell peppers | 4 ea.
Green bell pepper | 3 ea.
Jalapeños, or to taste | 4 ea.
Pickled peppers, small | 6 ea.
Garlic | 2 tsp.
Tabasco, small bottle, or to taste | ½ ea.
Ground black pepper | 2 tsp.
Lemon, juice of | to taste
Olive oil, Greek | to taste

Method
1. Crumble feta.
2. Grill and seed the green and red peppers and the jalapeños. Chop. Seed the pickled peppers and chop.

Source: Diane Kochilas, as served at the 2013 Menus of Change conference. Published with permission of the author. All rights reserved.
HUMMUS WITH CHOBANI YOGURT

Yield: 8 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chobani Non-Fat Plain Greek Yogurt</td>
<td>½ cup</td>
</tr>
<tr>
<td>Garbanzo beans, drained, rinsed, 15 oz. cans</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Lemon, juice of</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Water</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Garlic clove, small, roughly chopped</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Ground cumin</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Sweet paprika</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Kosher salt and ground black pepper</td>
<td>to taste</td>
</tr>
</tbody>
</table>

Pita triangles, for serving, optional

Method
1. In a food processor, blend garbanzo beans, yogurt, lemon juice, water, garlic, cumin, paprika, salt, and pepper.
2. Taste and thin out with more water if necessary. Add salt if needed.

Source: Chobani, as served at the 2013 Menus of Change conference. Published with permission of the author. All rights reserved.
CHOBANI YOGURT CHEESECAKE WITH MASTIHA

Yield: 8 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graham crackers or cinnamon, crumbled</td>
<td>1¾ cups</td>
</tr>
<tr>
<td>Greek honey</td>
<td>3 Tbsp.</td>
</tr>
<tr>
<td>Egg whites</td>
<td>6 ea.</td>
</tr>
<tr>
<td>Cream cheese</td>
<td>1 lb.</td>
</tr>
<tr>
<td>Sugar</td>
<td>1 cup</td>
</tr>
<tr>
<td>Vanilla extract</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Mastiha, ground</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Salt</td>
<td>a pinch</td>
</tr>
<tr>
<td>Greek yogurt, 2%, drained</td>
<td>3 cups</td>
</tr>
</tbody>
</table>

Fresh fruit (e.g., stone fruit, berries, etc.), for serving

Method
1. Preheat the oven to 190°C/375°F.
2. Combine the graham cracker crumbs and honey in a bowl. Press the mixture into the bottom and up the sides of a 22 centimeter/9-inch springform pan. Place it in the refrigerator until you are ready to use it.
3. In the bowl of an electric mixer, whisk together the egg whites, cream cheese, sugar, vanilla, mastiha, and salt.
4. Pour the mixture into the prepared pan and bake for 35 to 45 minutes, or until set.
5. The filling will still look soft. Remove it from the oven and let the cheesecake stand at room temperature for 1 hour.
6. Chill for a few hours, or until it is completely set. Serve with fresh fruit.

Source: Diane Kochilas, as served at the 2012 Worlds of Flavor® conference. Published with permission of the author. All rights reserved.
Truitt Brothers’ Natural Chicken Chili with Greek Yogurt, Scallions, and Cheddar Cheese

Sponsored by Truitt Brothers
TRUITT BROTHERS NATURAL CHICKEN CHILI WITH GREEK YOGURT, SCALLIONS, AND CHEDDAR CHEESE

Yield: 3 quarts

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Vegetarian Chili</td>
<td>1 pouch</td>
</tr>
<tr>
<td>Chicken meat, pulled, ½” dice</td>
<td>2 lb.</td>
</tr>
<tr>
<td>Fresh corn, shucked</td>
<td>2 cups</td>
</tr>
<tr>
<td>Green chilies, diced</td>
<td>1 cup</td>
</tr>
<tr>
<td>Greek yogurt, sliced scallions, grated</td>
<td></td>
</tr>
<tr>
<td>cheddar cheese, for garnish</td>
<td></td>
</tr>
</tbody>
</table>

Method
1. Combine all ingredients together, bring to a boil, reduce heat and simmer for 5 minutes.

Source: Truitt Brothers, as served at the 2013 Worlds of Flavor® conference.
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RECEPTION

**KIKKOMAN SALES USA**
Crispy Kikkoman Orange Chicken with Asian Vegetable Slaw and Roasted Peanuts

**NEW WINES OF GREECE**
Dolmades ~ Grape Leaves Stuffed with Brown Rice and Herbs
Greek White Wine Varietals: Assyrtiko, Malagousia, Moschofilero, Roditis, Vidiano
Greek Red Wine Varietals: Agiorgitiko, Xinomavro

**CALIFORNIA OLIVE RANCH AND TRUITT BROTHERS**
Truitt Brothers’ Navy Bean Salad with Cider and California Olive Ranch Extra-Virgin Olive Oil Vinaigrette

**MUSCO FAMILY OLIVE COMPANY AND PARAMOUNT CITRUS/WONDERFUL PISTACHIOS**
Baby Spinach, Roasted Plum Tomatoes, Shaved Fennel, & Musco Kalamata Olives with Paramount Lemon Herb Vinaigrette

**HAIN PURE PROTEIN AND THE MUSHROOM COUNCIL**
Hain Turkey-Mushroom Sliders with Cilantro Yogurt Dressing and Harissa on Whole Grain Buns

**SPE CERTIFIED & THE VITAMIX CORPORATION**
Chilled Local Asparagus Soup with Rhubarb, Pumpernickle, and Lemon Oil

**KELLOGG'S FOOD AWAY FROM HOME/KASHI & NORPAC FOODS**
Kashi™ 7 Whole Grain Pilaf and NORPAC Grande Classics Riviera Blend Salad

**THE NATIONAL PORK BOARD & THE PEANUT INSTITUTE**
Miso and Tonkatsu Pork Ramen with Peanut Serundeng and Peanut Rempeyek

**CHEFS COLLABORATIVE**
Vermont Pork Terrine with Pickled Ramp Vinaigrette, Coarse Mustard, and Mustard Greens

**GUEST CHEF ~ GEOFF LUKAS, SOFRA BAKERY**
Maqluba ~ Spiced Rice & Vegetable Terrine
CRISPY ORANGE CHICKEN WITH ASIAN VEGETABLE SLAW
AND ROASTED PEANUTS

Ingredients

<table>
<thead>
<tr>
<th>Crispy chicken</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicken thighs, boneless</td>
<td>8 ea.</td>
</tr>
<tr>
<td>Black pepper</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Kikkoman Orange Sauce</td>
<td>6 Tbsp.</td>
</tr>
<tr>
<td>Olive oil</td>
<td>3 Tbsp.</td>
</tr>
<tr>
<td>Olive oil, for cooking chicken</td>
<td>3 Tbsp.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cabbage slaw</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Napa cabbage, shredded</td>
<td>3 oz.</td>
</tr>
<tr>
<td>Red cabbage, shredded</td>
<td>1½ oz.</td>
</tr>
<tr>
<td>Red pepper, julienne</td>
<td>2 oz.</td>
</tr>
<tr>
<td>Carrots, julienne</td>
<td>1½ oz.</td>
</tr>
<tr>
<td>Snap peas, julienne</td>
<td>1 oz.</td>
</tr>
<tr>
<td>Shiitake mushrooms, julienne</td>
<td>1 oz.</td>
</tr>
<tr>
<td>Cilantro, chopped</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Green onions, bias cut</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Toasted peanuts, chopped</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Shoyu Vinaigrette (recipe below)</td>
<td>5 oz.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Shoyu vinaigrette</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Kikkoman Soy Sauce</td>
<td>3 oz.</td>
</tr>
<tr>
<td>Sesame oil</td>
<td>2 oz.</td>
</tr>
<tr>
<td>Olive oil</td>
<td>6 oz.</td>
</tr>
<tr>
<td>Rice vinegar</td>
<td>2 oz.</td>
</tr>
<tr>
<td>Garlic, chopped</td>
<td>1 Tbsp.</td>
</tr>
<tr>
<td>Chile Pepper Water (recipe below)</td>
<td>to taste</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chile pepper water</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Garlic cloves</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Ginger, cleaned, minced</td>
<td>½ oz.</td>
</tr>
<tr>
<td>Red Thai chiles</td>
<td>1 oz.</td>
</tr>
<tr>
<td>Water, boiling</td>
<td>3 cups</td>
</tr>
<tr>
<td>Vinegar, white</td>
<td>¾ cup</td>
</tr>
<tr>
<td>Water, iced</td>
<td>1 cup</td>
</tr>
</tbody>
</table>

Method

1. *For the chicken:* Place the chicken thighs in a Cambro container with the pepper, 3 tablespoons of Kikkoman orange sauce, and olive oil and marinate for 8 to 12 hours. Remove the chicken and discard the marinade. Chill until ready to cook.
2. *For the chile pepper water:* Combine all dry ingredients in a food processor and purée very finely. Put into a large container and add boiling water. Let it stand for one minute. Add the ice water and vinegar and incorporate. Cool and use as desired.

3. *For the shoyu vinaigrette:* Combine all ingredients and season to taste with the chile pepper water.

4. *To cook the crispy chicken:* Heat the olive in a cast iron pan and cook skin side down until crispy, about 2 minutes per side. Remove with a slotted spoon, slice into small pieces, and place in a large bowl with the remaining 3 tablespoons of Kikkoman orange sauce; toss to coat and serve with slaw.

5. *For the cabbage slaw:* Combine all ingredients. Season with dressing and toss. Add the toasted peanuts just before serving and mix. Plate and top with crispy orange chicken thighs. Serve immediately.
DOLMADES (GRAPE LEAVES) STUFFED WITH BROWN RICE AND HERBS

Yield: 15 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh grape leaves, or 500-g (1-lb.) jar of leaves packed in brine</td>
<td>½ lb.</td>
</tr>
<tr>
<td>Olive oil, Greek</td>
<td>1/3 cup, plus 2 Tbsp.</td>
</tr>
<tr>
<td>Onions, large, finely chopped</td>
<td>4 ea.</td>
</tr>
<tr>
<td>Scallions, finely chopped</td>
<td>1 cup</td>
</tr>
<tr>
<td>Long-grain brown rice</td>
<td>1 cup</td>
</tr>
<tr>
<td>Garlic cloves, finely chopped</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Ground cumin</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Paprika</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Fresh fennel leaves, finely chopped</td>
<td>½ cup</td>
</tr>
<tr>
<td>Fresh dill, finely chopped</td>
<td>1 cup</td>
</tr>
<tr>
<td>Fresh flat-leaf parsley, finely chopped</td>
<td>½ cup</td>
</tr>
<tr>
<td>Fresh mint, finely chopped</td>
<td>1 cup</td>
</tr>
<tr>
<td>Tomatoes, large, firm, ripe, sliced into 6 rounds</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Salt and ground black pepper</td>
<td>to taste</td>
</tr>
<tr>
<td>Water</td>
<td>4-5 cups</td>
</tr>
<tr>
<td>Lemons, juice of, strained</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Greek yogurt, plain, strained, optional</td>
<td></td>
</tr>
</tbody>
</table>

Method
1. Drain and rinse the brined grape leaves if using, or simply rinse the fresh ones. Bring a large pot of water to a rolling boil and blanch the grape leaves for 2 to 3 minutes, to soften. Remove with a slotted spoon and rinse immediately under cold water in a colander.
2. In a large, heavy skillet over medium, heat the 1/3 cup of olive oil and cook the onions and scallions until soft, about 8 to 10 minutes, until completely soft. Add the garlic and stir. Add the rice, and toss to coat in the oil. Cook for several minutes, stirring. Add cumin, paprika, salt, pepper and 1½ cups of water. Cover and simmer until rice is about 2/3 of the way cooked and water absorbed. Remove and cool. Toss in the herbs and adjust seasoning with salt and pepper.
3. Separate the grape leaves that are too small or too irregular to roll. Pour 2 tablespoons of olive oil on the bottom of a medium-sized saucepan and layer 4 to 5 of the irregular leaves over the oil.
4. Lay the leaves vein-side up in rows on a work surface. Snip off the tough stems. Place 1 teaspoon of the rice mixture in center, bottom of leaf. Fold the left and right sides over the filling and roll up, gently but tightly, from bottom to top, until a bite-sized log is formed. Place seam-side down in the pot. Repeat with remaining stuffing and leaves. Place the tomatoes over the leaves, and add a little salt and pepper, remaining olive oil, lemon juice,
and enough water to cover the leaves by about 1\(\frac{1}{2}\) inches. Place a piece of cut parchment paper over the leaves. Weigh down with a dish. Cover the pot and cook over low heat for about 35 minutes, or until leaves are tender. Serve warm or cold, with strained yogurt on the side, if desired.

**Note:** Cooking time may vary depending on rice used. The grape leaves may also be baked in a covered hotel pan at 350°F.

Source: Diane Kochilas, as served at the 2013 Menus of Change conference.
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Navy Bean Salad with Cider and Extra-Virgin Olive Oil Vinaigrette

Yield: 4 portions

Method
1. Preheat oven to 350°F.
2. Roast the red pepper on the top rack, turning after each side turns black, until it is mostly black all around. Let cool.
3. Skin the pepper, remove the seeds inside, and dice.
4. Shuck the corn and roast it in the oven for 15 minutes. Cut the kernels off the cob.
5. Combine all ingredients and serve warm or cold.

Source: Peter Davis, as served at the 2013 Menus of Change conference. Published with permission of the author. All rights reserved.
TURKEY MUSHROOM SLIDERS ON A SESAME BUN WITH CILANTRO YOGURT DRESSING

Yield: 12 burgers

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burger</td>
<td></td>
</tr>
<tr>
<td>Turkey, ground</td>
<td>3 lb.</td>
</tr>
<tr>
<td>Roasted Mushroom Base (recipe below)</td>
<td>20 oz.</td>
</tr>
<tr>
<td>Aleppo pepper</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Ground black pepper</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Kosher salt</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Olive oil, for cooking</td>
<td></td>
</tr>
<tr>
<td>Harissa</td>
<td></td>
</tr>
<tr>
<td>Dried anchos and guajillos</td>
<td>6 oz.</td>
</tr>
<tr>
<td>Garlic cloves, small, crushed with ¼ tsp. salt</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Ground coriander seed</td>
<td>2 tsp.</td>
</tr>
<tr>
<td>Ground caraway seed</td>
<td>2 tsp.</td>
</tr>
<tr>
<td>Red bell pepper, roasted, stemmed seeded, chopped</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Sea salt</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Cilantro Greek yogurt</td>
<td></td>
</tr>
<tr>
<td>Plain Greek yogurt</td>
<td>1 cup</td>
</tr>
<tr>
<td>Cilantro, minced</td>
<td>3 Tbsp.</td>
</tr>
<tr>
<td>Kosher salt</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Lemon, zest of</td>
<td>½ tsp.</td>
</tr>
</tbody>
</table>

Assembly

| Harissa (recipe above) | 1 cup |
| Cilantro Greek yogurt (recipe above) | 1 cup |
| Cilantro sprigs | 24 each |
| Whole grain slider buns, for serving |       |

Method

1. For the burgers: In a large mixing bowl, combine the ground turkey, roasted mushroom mixture, peppers, and, salt; mix to combine. Form into 12 equal burgers, about 5 ounces each. Set aside chilled.

2. For the harissa: Stem, seed, and break up the chiles. Place in a bowl and pour over boiling water. Cover and let stand 30 minutes. Drain; wrap in cheesecloth and press out excess moisture. Grind the chiles in a food processor with the garlic, spices, red bell pepper, and salt. Add enough oil to make a thick paste. Pack the mixture into a small dry jar; cover the harissa with a thin layer of oil, close with a lid.
3. *For the cilantro Greek yogurt:* In a small mixing bowl, combine the yogurt, cilantro, salt, and lemon zest; mix to incorporate and set aside.

4. *To finish the burger:* Sauté or grill the burgers until the internal temperature reaches 160°F. Remove from the heat and rest for 1 minute. Meanwhile, prepare the sesame buns for the burgers. Spread the cilantro Greek yogurt generously on the bottom halves, spread the harissa on the top halves, and place a cooked burger in the middle. Top with a couple cilantro sprigs and the top of the bun; serve warm.
ROASTED MUSHROOM BASE FOR 70/30 TURKEY BURGER

Ingredients                          Amounts

Extra-virgin olive oil             ½ cup
Crimini mushrooms, diced ¼”       2 lb.
Kosher salt                        ½ tsp.
Ground black pepper               ¼ tsp.
Porcini mushroom powder           1 tsp.

Method
1. Preheat the oven to 400°F.
2. In a large bowl, combine the olive oil, diced mushrooms, salt, and pepper; toss to combine.
3. Pour out onto two sheet pans lined with parchment paper; distribute the mushrooms in an even layer to ensure even roasting. Place in the preheated oven and roast for 15 minutes, stirring every 5 minutes to ensure evening browning. Remove and cool. Process briefly in a food processor until chopped fine but with some small pieces left. Add the mushroom powder and incorporate thoroughly. Use this base for the mushroom turkey burger.
CHILLED ASPARAGUS SOUP

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asparagus, cut into ½” pieces</td>
<td>4 cups</td>
</tr>
<tr>
<td>Onion, diced</td>
<td>2 cups</td>
</tr>
<tr>
<td>Idaho potato, diced</td>
<td>1½ cups</td>
</tr>
<tr>
<td>Extra virgin olive oil</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Asparagus stock</td>
<td>2 cups</td>
</tr>
<tr>
<td>Spinach, blanched</td>
<td>½ cup</td>
</tr>
<tr>
<td>Ice, crushed</td>
<td>1 cup</td>
</tr>
<tr>
<td>Garlic</td>
<td>1/8 cup</td>
</tr>
<tr>
<td>Whole milk</td>
<td>2 cups</td>
</tr>
<tr>
<td>Lemon oil</td>
<td>1 Tbsp.</td>
</tr>
</tbody>
</table>

Method
1. In a large pot, sweat the onion and garlic in the olive oil until tender but without any color. Add the potatoes and asparagus stock and simmer until potatoes are falling apart. Add the milk and bring back to a boil. Place contents in a blender and blend until completely smooth. Pass through a fine-mesh strainer and cool completely. This is your soup base.
2. Blanch the asparagus and chill. In a clean blender, add the asparagus, spinach, and ice and purée until smooth. Do not allow the blender or purée to get warm as that will make it change color. Chill the purée and then mix together with the soup base. Season the soup with salt and the lemon oil and serve chilled with pumpernickel croutons, pickled rhubarb, and chives.

Source: Jeremy Bearman, as served at the 2013 Menus of Change conference. Published with permission of the author. All rights reserved.
KASHI™ 7 WHOLE GRAIN PILAF
AND RIVERA BLEND SALAD

Yield: 12 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kashi™ Whole Grain Pilaf</td>
<td>1 cup</td>
</tr>
<tr>
<td>Almonds, slivered</td>
<td>1 cup</td>
</tr>
<tr>
<td>Orange supremes</td>
<td>1 cup</td>
</tr>
<tr>
<td>Lemon, juice of</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Cane syrup</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Ground black pepper</td>
<td>1/8 tsp.</td>
</tr>
<tr>
<td>Canola oil, expeller-pressed</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Dried organic cranberries</td>
<td>1 cup</td>
</tr>
<tr>
<td>Norpac Riviera Blend, cut into pieces</td>
<td>3 cups</td>
</tr>
<tr>
<td>Organic green onions, thinly sliced</td>
<td>3 ea.</td>
</tr>
<tr>
<td>Organic feta cheese, optional</td>
<td>½ cup</td>
</tr>
</tbody>
</table>

Method
1. Preheat oven to 300°F.
2. Prepare Kashi™ 7 Whole Grain Pilaf according to package; scoop out onto a large plate to cool.
3. Spread slivered almonds on a baking sheet and bake about 5 minutes or until almonds are golden brown.
4. Drain Mandarin oranges and reserve ½ cup of liquid from can.
5. In small bowl, whisk together lemon juice, cane syrup, pepper, and reserved liquid from Mandarin oranges. While whisking, slowly drizzle in the oil until a dressing forms.
6. In a large bowl, combine cranberries, cut vegetables, green onions, almonds, dressing, and Kashi™ 7 Whole Grain Pilaf. Mix well.
7. Add oranges and mix gently.
8. Let salad rest at room temperature for 10 minutes to allow flavors to combine.
9. Serve topped with feta cheese if desired.

Source: Kashi™, as served at the 2013 Menus of Change conference.
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**MISO AND TONKATSU RAMEN WITH PEANUT SERUNDENG AND PEANUT REMPEYEK**

### Ingredients

#### Peanut serundeng
- Coconut oil, refined, organic: 2 Tbsp.
- Coconut, dessicated, unsweetened: 1 cup
- Peanuts, toasted, chopped: 1 cup
- Palm sugar: 1 Tbsp.
- Garlic, minced: 1 tsp.
- Onion, minced fine: 1 tsp.
- Tumeric: ½ tsp.
- Cumin, ground: ½ tsp.
- Salt: 1 tsp.
- Cayenne pepper: ½ tsp.

#### Tonkotsu pork broth
- Vegetable oil: 2 Tbsp.
- Onion, large, skin on, rough chopped: 1 ea.
- Garlic cloves: 12 ea.
- Ginger, approx. 3” knob, rough chopped: 1 ea.
- Pork ribs with lots of meat on the bones: 3 lb.
- Pork, scraps/trim: 1 lb.
- Pork, leg bones: 1 lb.
- Leeks, rough chopped: 2 ea.
- Scallions, white parts only: 2 doz.
  (reserve greens and light green parts for garnishing finished soup)
- Mushrooms, whole, or mushroom scraps: 8 oz.

#### Pork marinade
- Pork loin, boneless, thinly sliced: 1 lb.
- Sweet soy sauce: 1 Tbsp.
- Soy sauce: 2 Tbsp.
- Sesame oil, toasted: 1 tsp.
- Togarashi (Japanese seven spice): 1 tsp.

#### Soup
- Chicken stock: 1 qt.
- Tonkotsu pork broth (recipe above): 1 qt.
Miso paste ¼ cup
Ramen noodles, fresh or dried 1 pkg.
Hot chili oil, as needed
Seasoned rice vinegar, as needed

Garnish
Fresh spinach leaves, as needed
Green onion, chopped, as needed
Bamboo shoots, as needed
Peanut serundeng, as needed (recipe above)
Peanut Cracker (recipe follows)

Method
1. For the peanut serundeng: Melt the coconut oil and pour over coconut, peanuts, and spices. Spread on thin layer on baking sheet, bake at 300°F until the coconut is a deep golden brown. Stirring this mixture once or twice will facilitate even browning.
2. For the pork broth: In large stockpot or rondeau, over high heat add vegetable oil and heat to lightly smoking. Add onions, garlic, and ginger and cook, tossing as needed until deeply charred on most sides. Add rib bones with lots of meat and mix well to combine. Add leeks, scallion whites, mushrooms, and pork leg bones. Top bones with cold water. Bring to a boil over high heat, skimming as needed. Reduce heat to low, simmer, and cover slightly. Continue cooking until broth is slightly viscous, approximately 6 to 8 hours (topping up as necessary to keep bones submerged at all times).
3. Strain through a fine-mesh strainer into a clean pot and discard solids. Once broth is ready, reduce until you have approximately 3 quarts. (You can freeze any soup you don't use.) If you prefer, you can strain again through a chinois or a fine-mesh strainer lined with several layers of cheesecloth. Skim fat from top with a ladle and discard.
4. For the pork: In one gallon zip lock bag, add pork marinade ingredients and mix together. Marinate for 4 hours to overnight in refrigeration. Can make a day ahead.
5. For service: In a large pot, bring 6 quarts of water to a boil (for ramen noodles)
6. In sauce pan, add stock, tonkotsu broth, and miso, mix to combine and bring to a boil then turn off the heat
7. To cook the pork: Heat a nonstick skillet over high heat. In a single layer, add pork from the marinade one piece at a time, It will cook quickly; turn each piece over and cook until done, approximately two minutes. Remove pan from the heat and allow pork to rest.
8. Add the ramen noodles to the boiling water and cook according to instructions. When cooked, immediately remove noodles and equally divide them into four large soup bowls. Add a handful of baby spinach leaves on top of noodles; cover each bowl with some of the broth. Slice the pork into julienne strips and add one fourth to each bowl.
9. Garnish the soup with chopped green onion, bamboo shoots and season with chili oil and seasoned rice vinegar and peanut serundeng and serve the soup immediately. Serve with a large spoon and chopsticks with a peanut rempeyek on the side.
PEANUT CRACKER
REMPEYEK

Yield: 30 to 40 crackers

Ingredients

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garlic cloves</td>
<td>3 ea.</td>
</tr>
<tr>
<td>Candlenuts</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Coriander seeds</td>
<td>5 g</td>
</tr>
<tr>
<td>Cumin seeds</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Salt</td>
<td>½ Tbsp.</td>
</tr>
<tr>
<td>Kaffir lime leaves, cut thin</td>
<td>24 ea.</td>
</tr>
<tr>
<td>Rice flour</td>
<td>200 g</td>
</tr>
<tr>
<td>Peanut flour</td>
<td>50 g</td>
</tr>
<tr>
<td>Coconut milk</td>
<td>300 cc</td>
</tr>
<tr>
<td>Water</td>
<td>350 cc</td>
</tr>
<tr>
<td>Peanuts, raw</td>
<td>250 g</td>
</tr>
<tr>
<td>Lime water, optional</td>
<td>1/3 tsp.</td>
</tr>
<tr>
<td>Peanut oil, for frying</td>
<td></td>
</tr>
</tbody>
</table>

Method

1. Grind garlic, candlenuts, coriander seeds, cumin seeds, and salt to a fine paste. Combine rice flour, paste, kaffir lime leaves in a big bowl and all ingredients in a bowl.
2. Heat cooking oil over medium heat. When the oil is warm, pour 2 to 3 tablespoons of batter into the warm oil.
3. If using a ring mould, pour batter into the ring place in the middle of the wok. Remove when the batter is holding its shape, about 30 seconds. Continue pouring batter into the ring. Fry crackers till golden brown. Make sure the peanuts are cooked. About 3 minutes on each side.
4. Drain on paper towel and keep in airtight container.

Source: Indochine Kitchen, as served at the 2013 Menus of Change conference.
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WEDNESDAY
BREAKFAST BUFFET

Frittata with Sautéed Mushrooms and Black Bean Chipotle Burger

Whole Wheat Hotcakes with Cinnamon Maple and Greek Yogurt Syrup

Turkey Bacon

Steel Cut Oatmeal

Assorted Kashi Hot Cereals

Dutch Apple Granola Fritters

Assorted Chobani Yogurts

Assorted Dried Fruits, Pistachios, and Peanuts

Sliced and Whole Fresh Fruits and Berries

BEVERAGE

Dark Chocolate Peanut Smoothie
FRITTATA WITH SautéED MUSHROOMS AND BLACK BEAN BURGER

Yield: 4 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eggs, large</td>
<td>8 ea.</td>
</tr>
<tr>
<td>Salt</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Ground black pepper</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Italian parsley, chopped</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Water</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Extra virgin olive oil</td>
<td>4 Tbsp.</td>
</tr>
<tr>
<td>Shallots, minced</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Mushroom mix (crimini, shiitake, and</td>
<td>4 cups</td>
</tr>
<tr>
<td>white button), sliced</td>
<td></td>
</tr>
<tr>
<td>Tomato, peeled, diced</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Rosemary, minced</td>
<td>2 tsp.</td>
</tr>
<tr>
<td>Black bean burger, crumbled</td>
<td>2 cups</td>
</tr>
<tr>
<td>Parmesan or pecorino, shaved</td>
<td>2 oz.</td>
</tr>
</tbody>
</table>

Method
1. Beat the eggs with the salt, pepper, water, and parsley until the whites combine with the yolks, but short of homogeneity. Set aside.
2. Preheat an oven to 350°F. Heat the oil over a high heat in two 8-inch nonstick pans. When hot add the shallots, sliced mushrooms, and tomato. Toss the pans briefly to warm these ingredients, add the rosemary, and sauté until the mushrooms are soft and have released most of their liquid.
3. Divide the egg mixture in half and add to the pan immediately; give the eggs a good stir. Add the crumbled black bean burger and the cheese to the pans and stir again. Lower the heat to medium low and slowly cook the frittata on the one side.
4. Place the pans in the preheated oven and cook for 10 minutes, or until the center is set.
5. Remove from the oven and cool slightly. Invert the frittatas onto a large plate and cut into serving portions. Serve warm.
WHOLE WHEAT HOTCAKES

Yield: 6 to 8 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole wheat flour, sifted</td>
<td>1 lb.</td>
</tr>
<tr>
<td>Baking powder</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Baking soda</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Salt</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Eggs</td>
<td>3 ea.</td>
</tr>
<tr>
<td>Egg whites</td>
<td>3 ea.</td>
</tr>
<tr>
<td>Honey</td>
<td>4 Tbsp.</td>
</tr>
<tr>
<td>Milk</td>
<td>1½ pt.</td>
</tr>
<tr>
<td>Safflower oil</td>
<td>4 Tbsp.</td>
</tr>
</tbody>
</table>

Method
1. Sift dry ingredients into a large bowl. Mix in the eggs, egg whites, honey, milk, and oil and stir until just blended.
2. Cook over medium heat in a nonstick pan or on a greased griddle. Flip when small bubbles appear at the surface. Serve with maple syrup and butter.

Source: Peter Davis, as served at the 2013 Menus of Change conference. Published with permission of the author. All rights reserved.
CINNAMON MAPLE AND GREEK YOGURT SYRUP

Yield: 2 cups

Ingredients

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chobani yogurt, vanilla 2%</td>
<td>2 cups</td>
</tr>
<tr>
<td>Maple syrup</td>
<td>½ cup</td>
</tr>
<tr>
<td>Cinnamon, ground</td>
<td>¼ tsp.</td>
</tr>
</tbody>
</table>

Method

1. Combine the yogurt, maple syrup, and cinnamon in a small bowl and whisk to combine. Serve with hotcakes.
DUTCH APPLE GRANOLA FRITTERS

Yield: 48 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flour</td>
<td>2 qt.</td>
</tr>
<tr>
<td>Sugar</td>
<td>1 pt.</td>
</tr>
<tr>
<td>Baking powder</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Salt</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Kellogg’s® Low Fat Granola without Raisins</td>
<td>2 qt.</td>
</tr>
<tr>
<td>Fat free milk</td>
<td>1¾ qt.</td>
</tr>
<tr>
<td>Eggs</td>
<td>4 ea.</td>
</tr>
<tr>
<td>Vegetable oil</td>
<td>1 1/3 cups</td>
</tr>
<tr>
<td>Vegetable cooking spray</td>
<td></td>
</tr>
</tbody>
</table>

Method
1. Combine flour, sugar, salt, and baking powder. Set aside.
2. Combine Kellogg's® Low-Fat Granola cereal and milk in mixer bowl. Let stand about 3 minutes or until cereal softens.
3. Add eggs and oil. Mix on low speed, with flat beater attachment, until all ingredients are well combined.
4. Add dry ingredients mixing on low speed only until combined.
5. Using a No. 16 scoop, portion batter into 2½-inch muffin pan cups coated with cooking spray. Bake at 400°F about 25 minutes or until golden brown. Serve warm.

Source: Kellogg’s®, as served at the 2013 Menus of Change conference.
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DARK CHOCOLATE PEANUT SMOOTHIE

Yield: 6 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banana, ripe</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Greek yogurt, low-fat</td>
<td>1 cup</td>
</tr>
<tr>
<td>Peanut butter, creamy</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Peanut flour, defatted</td>
<td>1 Tbsp.</td>
</tr>
<tr>
<td>Cocoa powder</td>
<td>1 Tbsp.</td>
</tr>
<tr>
<td>Honey</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Milk, 1%</td>
<td>1 cup</td>
</tr>
</tbody>
</table>

Method
1. Place all ingredients in a blender and process just until smooth.
2. Serve immediately.
MORNING BREAK

Artichoke and Peanut Pesto on Whole Grain Crostini with Haloumi

Chobani Bites

Clif Bars

Sponsored by Peanut Institute
ARTICHOKE AND PEANUT PESTO ON WHOLE GRAIN CROSTINI WITH HALOUMI

Ingredients | Amounts
---|---
**Pesto** | 
Peanuts, roasted | ¼ cup
Garlic clove | 1 ea.
Artichokes, large, braised | 2 ea.
Peas, English, shucked, blanched | ½ cup
Fresh basil leaves, packed | 1 cup
Lemon, juice and zest of | 1 ea.
Peanut oil | 1 cup
 Asiago cheese, freshly grated | 1 Tbsp.
 Parmesan cheese, freshly grated | 1 Tbsp.

**Crostini** | 
Whole grain rustic bread | 1 loaf
Peanut oil | as needed
Kosher salt and ground black pepper | as needed
Garlic clove, peeled | 1 ea.

**Haloumi** | 
Haloumi cheese | 8 oz. (or as needed)
Peanut oil | as needed

Peanuts, roasted, chopped, for garnish

Method

1. *For the pesto:* In the bowl of a food processor, pulse the peanuts and garlic clove a couple of times to a rough chop.
2. Cut the artichoke hearts into quarters. Add the artichoke hearts, peas, basil, and zest to the processor. With the machine running, add oil and blend until smooth. Transfer to bowl. Mix in cheeses. Season with salt, pepper and lemon juice.
3. *For the crostini:* Preheat oven to 350°F. Slice the bread into ¼-inch-thick slices. Lightly brush with peanut oil and season with salt and pepper. Arrange the slices in a single layer on a baking sheet and bake in the oven until crispy, 7 to 10 minutes. When the bread is cool enough to handle, lightly rub one side of each slice with the garlic clove.
4. Spread some of the pesto on each of the crostini and set aside.
5. *For the haloumi:* Slice the haloumi into even slices and return to the refrigerator to keep very cold. Heat a sauté pan over medium-high heat, once hot, add the peanut oil to coat the pan. Sauté the cold slices of cheese until browned on both sides.
6. Immediately remove from the pan and place on the crostini to serve. Garnish with more chopped roasted peanuts.
CLOSING LUNCH

PLATED
Gulf Oyster Ceviche Shooter

Panko Crusted Gulf Oysters on Asian Slaw with Kikkoman Ponzu Dressing

Romaine Salad with Creamy Garlic Dressing, featuring Hellman's Light Mayonnaise

Farro Salad with Vegetables and Mint Vinaigrette

FAMILY-STYLE
Chicken with Spicy Garbanzo Beans, featuring Knorr Ultimate Roasted Chicken Base

Kikkoman Soy Roasted Pork Loin with Red Pepper Relish & Arugula Pesto

Grilled Asparagus with Preserved Lemon, and Extra-Virgin Olive Oil

Assorted Whole Grain Breads

California Olive Ranch Extra-Virgin Olive Oil

DESSERT
Lemon & Lime Greek Yogurt Panna Cotta with Fresh Berries and Lemon Zest

BEVERAGE
Lipton Iced Tea with Lemon

Sponsored by Unilever Food Solutions, Gulf Oyster Industry Council, and Kikkoman
GULF OYSTER CEVICHE SHOOTER

Yield: 24 oyster shooters

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gulf oysters, fresh, shucked</td>
<td>24 ea.</td>
</tr>
<tr>
<td>Tomato, ripe, skinned, seeded, diced</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Onion, diced in ¼” pieces</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Cilantro, finely chopped</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Sugar</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Habañero or jalapeño peppers, or one of each</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Sweet pepper, seeded, chopped, any color or combination of colors</td>
<td>½ cup</td>
</tr>
<tr>
<td>Chili powder</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Limes, juice of</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Lemon, juice of</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Parsley, minced</td>
<td>1 Tbsp.</td>
</tr>
<tr>
<td>Salt, or to taste</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Ground black pepper, or to taste</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Vinegar</td>
<td>½ cup</td>
</tr>
<tr>
<td>Orange juice</td>
<td>½ cup</td>
</tr>
<tr>
<td>Ground cumin</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Cilantro leaves, for garnish</td>
<td></td>
</tr>
<tr>
<td>Lemon slices, for garnish</td>
<td></td>
</tr>
</tbody>
</table>

Method

1. Strain the oyster juices (the "liquor") into a container to remove grit and refrigerate or freeze the liquor for future use. Set the oysters aside. Prepare the marinade by combining all ingredients except the oysters in a large, stainless steel, ceramic, or glass bowl. Stir everything to mix the ingredients thoroughly.

2. Add the oysters to the marinade and cover the bowl with a lid or cloth. Refrigerate the ceviche and allow the oysters to marinate overnight. To serve the ceviche as oyster shooters, place 1 oyster in each of 24 shot glasses or small flutes, with a proportionate amount of the marinade.

3. To serve the ceviche as appetizers, place 6 oysters in each of four bowls with some of the marinade and serve with toothpicks or forks. Garnish with cilantro leaves or lemon slices or both.

Source: The Gulf Oyster Industry Council, as served at the 2013 Menus of Change conference. Published with permission of the author. All rights reserved.
PANKO CRUSTED GULF OYSTERS
ON ASIAN SLAW WITH PONZU DRESSING

Yield: 8 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fried oysters</strong></td>
<td></td>
</tr>
<tr>
<td>Gulf oysters, shucked</td>
<td>16 ea.</td>
</tr>
<tr>
<td>Flour</td>
<td>1 cup</td>
</tr>
<tr>
<td>Kosher salt</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Cayenne</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Ground black pepper</td>
<td>½ tsp.</td>
</tr>
<tr>
<td>Eggs</td>
<td>3 ea.</td>
</tr>
<tr>
<td>Tabasco sauce</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Panko crumbs, toasted</td>
<td>½ cup</td>
</tr>
<tr>
<td><strong>Spicy cabbage slaw</strong></td>
<td></td>
</tr>
<tr>
<td>Napa cabbage, sliced thin</td>
<td>6 cups</td>
</tr>
<tr>
<td>Radishes, sliced thin</td>
<td>1 cup</td>
</tr>
<tr>
<td>Red pepper, julienne</td>
<td>2 ea.</td>
</tr>
<tr>
<td>Cilantro sprigs</td>
<td>1 cup</td>
</tr>
<tr>
<td>Carrot, peeled, julienne</td>
<td>1 cup</td>
</tr>
<tr>
<td>Garlic, minced</td>
<td>2 tsp.</td>
</tr>
<tr>
<td>Kikkoman Ponzu Lime Sauce</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Honey</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Kikkoman Sriracha Sauce</td>
<td>3 tsp.</td>
</tr>
<tr>
<td>Sesame oil</td>
<td>½ cup</td>
</tr>
<tr>
<td>Togarashi</td>
<td>to taste</td>
</tr>
</tbody>
</table>

**Wasabi crème fraîche**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Crème fraîche</td>
<td>½ cup</td>
</tr>
<tr>
<td>Kikkoman Wasabi Sauce</td>
<td>3 Tbsp.</td>
</tr>
<tr>
<td>Kosher salt</td>
<td>½ tsp.</td>
</tr>
</tbody>
</table>

Method

1. For the oysters: Place the flour and seasonings in a bowl. Whisk the eggs with the Tabasco in another bowl. In another shallow bowl, spread out the toasted bread crumbs. One at a time, coat the oysters with the flour, then the spiced eggs, then the panko crumbs, and place on a sheet pan; chill.

2. To make the slaw: Place the napa cabbage and radishes in a medium non-reactive bowl and set aside. In a small bowl, whisk together the garlic, Kikkoman Ponzu Sauce, honey, and sriracha. Whisk in the oil slowly and blend thoroughly. Season to taste with salt and pepper.

3. Pour the oil mixture over the cabbage and toss to combine. Set aside for at least 20 minutes to allow the flavors to develop.
4. Preheat the oven to 200°F. In a large sauté pan, heat the oil over medium-high heat with a depth of 2 to 3 inches to 350°F. In batches, without crowding, deep-fry the oysters until golden, about 2 minutes. Using a wire-mesh strainer, transfer to the paper towels and keep warm in the oven while frying the remaining oysters.

5. To serve, spoon the slaw on one side of the plate and place the oysters on the other side. Serve immediately.
**ROMAINE SALAD WITH CREAMY GARLIC DRESSING**

*Yield: 6 portions*

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Romaine lettuce</td>
<td>1½ hd.</td>
</tr>
<tr>
<td>Whole Grain bread, diced</td>
<td>1 loaf</td>
</tr>
<tr>
<td>Extra-virgin olive oil</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Mixed herbs, chopped</td>
<td>2 Tbsp.</td>
</tr>
</tbody>
</table>

**Creamy Garlic Dressing**

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sour cream</td>
<td>½ cup</td>
</tr>
<tr>
<td>Hellman’s Light Mayonnaise</td>
<td>¾ cup</td>
</tr>
<tr>
<td>Buttermilk</td>
<td>¾ cup</td>
</tr>
<tr>
<td>Apple cider vinegar</td>
<td>2½ tsp.</td>
</tr>
<tr>
<td>Ground black pepper</td>
<td>1/8 cup</td>
</tr>
<tr>
<td>Salt</td>
<td>1/3 tsp.</td>
</tr>
<tr>
<td>Parmesan, grated</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Red pepper, seeded, peeled, diced</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Ground black pepper</td>
<td>to taste</td>
</tr>
</tbody>
</table>

**Method**

1. Preheat oven to 350°F.
2. Cut the romaine into quarters lengthwise. Wash and drain thoroughly. Set aside and chill.
3. Toss the bread with the oil and herbs and toast in the oven until crisp (about 20 minutes). Set aside to cool at room temperature.
4. *For the dressing*: Mix all ingredients together in a bowl. Cover and chill until ready to use.
5. Arrange the romaine on a plate, top with the dressing, cheese, croutons, and roasted red pepper.
6. Top with fresh black pepper to taste and serve.

*Source: Peter Davis, as served at the 2013 Menus of Change conference.*

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FARRO SALAD WITH VEGETABLES AND MINT VINAIGRETTE

INSALATA DI FARRO

Yield: 8 portions

Ingredients

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Farro</strong></td>
<td></td>
</tr>
<tr>
<td>Water</td>
<td>2½-3 cups</td>
</tr>
<tr>
<td>Farro</td>
<td>1 cup</td>
</tr>
<tr>
<td>Salt</td>
<td>½ tsp.</td>
</tr>
<tr>
<td><strong>Salad</strong></td>
<td></td>
</tr>
<tr>
<td>Extra-virgin olive oil</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Mint Vinaigrette (recipe follows)</td>
<td>1 cup</td>
</tr>
<tr>
<td>Salt</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Ground black pepper</td>
<td>to taste</td>
</tr>
<tr>
<td>Red onion, chopped</td>
<td>½ cup</td>
</tr>
<tr>
<td>Celery or fennel, chopped</td>
<td>½ cup</td>
</tr>
<tr>
<td>Cucumber, peeled, seeded, chopped</td>
<td>1 cup</td>
</tr>
<tr>
<td>Red tomatoes, small, seeded, chopped</td>
<td>4 ea.</td>
</tr>
<tr>
<td>Arugula leaves, tough stems removed, chopped</td>
<td>3 cups</td>
</tr>
<tr>
<td>Flat-leaf parsley, chopped</td>
<td>¼ cup</td>
</tr>
<tr>
<td>Fresh mint leaves, chopped</td>
<td>¼ cup</td>
</tr>
</tbody>
</table>

Method

1. To cook the farro, bring the water to a boil and salt it lightly. Add the farro, reduce the heat to low, cover, and simmer, checking for doneness after 20 minutes. When cooked, the grain will be tender but will still have some firmness at the center. If the farro is ready but not all the water has been absorbed, drain the cooked farro in a sieve. (Each brand absorbs water slightly differently.)

2. Place the drained farro in a bowl, toss with 2 tablespoons of olive oil, and let cool. When cooled, toss the farro with half the dressing; fold in the onion, celery, cucumber, tomatoes, chicken, parsley, and mint, and remaining dressing and toss again. Taste and adjust the seasoning. Serve at room temperature.

Source: Joyce Goldstein
**MINT VINAIGRETTE**

**Ingredients**

- Infusion
  - Fresh lemon juice: ¼ cup
  - Fresh mint, chopped: ¼ cup
  - Extra virgin olive oil, mild: 1¼ cups
  - Red wine vinegar: ¼ cup
  - Lemon juice: 2 Tbsp.
  - Fresh mint, chopped, tightly packed: ½ cup
  - Honey: 1 tsp.
  - Salt: ½ tsp.

**Method**

1. For the infusion, combine lemon juice and chopped mint in a small saucepan. Bring up to a boil and remove from heat.
2. Let steep for about 10 minutes. Strain into a mixing bowl. There will be about ¼ cup.
3. Add the remaining ingredients and whisk together.

Source: Joyce Goldstein
CHICKEN WITH SPICY GARBANZO BEANS

Yield: 10 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butter, clarified or ghee</td>
<td>2½ oz.</td>
</tr>
<tr>
<td>Chicken, whole/fryer, cut into 8 pieces</td>
<td>3 ea.</td>
</tr>
<tr>
<td>Seasoning salt</td>
<td>2 Tbsp.</td>
</tr>
<tr>
<td>Onions, finely diced</td>
<td>10 oz.</td>
</tr>
<tr>
<td>Garlic, crushed</td>
<td>1½ oz.</td>
</tr>
<tr>
<td>Serrano pepper, whole, seeded, chopped</td>
<td>15 ea.</td>
</tr>
<tr>
<td>Ground cumin</td>
<td>1¼ Tbsp.</td>
</tr>
<tr>
<td>Ground coriander</td>
<td>1½ tsp.</td>
</tr>
<tr>
<td>Garam masala</td>
<td>2 ½ Tbsp.</td>
</tr>
<tr>
<td>Cinnamon stick</td>
<td>1 piece</td>
</tr>
<tr>
<td>Mint, chiffonade</td>
<td>2½ Tbsp.</td>
</tr>
<tr>
<td>Turmeric</td>
<td>1½ tsp.</td>
</tr>
<tr>
<td>Tomatoes, canned, diced</td>
<td>1½ pt.</td>
</tr>
<tr>
<td>Knorr Ultimate Roasted Chicken Base</td>
<td>1½ pt.</td>
</tr>
<tr>
<td>Garbanzo beans, cooked</td>
<td>2½ cups</td>
</tr>
</tbody>
</table>

Garnish

| Greek yogurt, plain                            | 10 oz.  |
| Cilantro                                        | ½ cup   |

Method

1. Season chicken pieces with seasoning salt.
2. Heat ghee or butter, brown off chicken pieces on all sides and remove from pan.
3. Add onions and garlic and sauté until tender.
4. Add spices to onion and garlic mixture, cook on low heat, stirring frequently a few minutes.
5. Add tomatoes, chicken base, garbanzo beans, and bring to a simmer. Add chicken pieces, and cook about 20 minutes until chicken is cooked through.
6. Adjust seasonings, serve on basmati rice, and drizzle with yogurt and cilantro.

Source: Unilever, as served at the 2013 Menus of Change conference.
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GRILLED ASPARAGUS WITH PRESERVED LEMON, AND EXTRA-VIRGIN OLIVE OIL

Yield: 6 portions

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asparagus, fresh, medium-thick</td>
<td>1 1/2 lb.</td>
</tr>
<tr>
<td>Lemon</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Extra-virgin olive oil</td>
<td>2 oz.</td>
</tr>
<tr>
<td>Salt and ground black pepper</td>
<td>to taste</td>
</tr>
</tbody>
</table>

Method
1. Trim the asparagus and peel if tough.
2. Zest the lemon using a potato peeler, being careful to only take off the yellow skin.
3. Chop the zest very fine and mix with the oil.
4. Toss the asparagus in the oil and season with salt and pepper.
5. Grill over medium heat, turning occasionally to prevent burning, and remove from the heat when tender.
6. Squeeze the juice from half of the lemon over the asparagus and serve warm or at room temperature.

Source: Peter Davis, as served at the 2013 Menus of Change conference.
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LEMON & LIME GREEK YOGURT PANNA COTTA WITH FRESH BERRIES AND LEMON ZEST

Yield: 1588 g

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panna cotta</td>
<td></td>
</tr>
<tr>
<td>Milk</td>
<td>454 g</td>
</tr>
<tr>
<td>Gelatin</td>
<td>14 g</td>
</tr>
<tr>
<td>Heavy cream</td>
<td>227 g</td>
</tr>
<tr>
<td>Chobani Greek Yogurt</td>
<td>720 g</td>
</tr>
<tr>
<td>Sugar</td>
<td>227 g</td>
</tr>
<tr>
<td>Honey</td>
<td>100 g</td>
</tr>
<tr>
<td>Lemon, zest of</td>
<td>1 ea.</td>
</tr>
<tr>
<td>Lime, zest of</td>
<td>1 ea.</td>
</tr>
</tbody>
</table>

Fresh berries, for garnish

Method
1. For panna cotta: Add gelatin to the milk and allow to bloom.
2. Combine sugar, cream, yogurt, lemon and lime zest, and honey and heat to a simmer and allow to steep 5 minutes.
3. Add milk/gelatin mixture to cream, heat until gelatin dissolves, and strain.
4. Pour mixture into molds and refrigerate overnight.
Recipe Index

A

Ajo Blanco.................................................................83
Almond Citrus Shortbread Cookies .........................69
Artichoke and Peanut Pesto on Whole Grain Crostini
with Haloumi ..........................................................141

B

Blended Watercress and Spinach, and Greek Yogurt
Energy Shooter .......................................................99

C

California Hash with Padron Peppers, Pulled Pork,
Fingerlings with Grape Tomatoes, and Poached
Eggs ........................................................................97
Chicken with Spicy Garbanzo Beans .........................149
Chilled Asparagus Soup .............................................128
Chipotle Chicken Salad Tacos with Avocado, Red-
Skin Potatoes and Romaine
Tacos de Ensalada de Pollo Enchipotlado con
Papas y Lechuga Orejona........................................78
Chobani Yogurt with Basil Pesto Marinated Cherry
Tomatoes, Balsamic Glaze, and Bread Crumbs 89
Cinnamon Maple and Greek Yogurt Syrup .............137
Crispy Orange Chicken with Asian Vegetable Slaw
and Roasted Peanuts ..............................................120

D

Dakos Salad with Tangerine Juice .........................105
Dark Chocolate Peanut Smoothie .........................139
Dodecanese Lentil-Brown Rice with Caramelized
Onions.................................................................112
Dolmades (Grape Leaves) Stuffed with Brown Rice
and Herbs .............................................................122
Dutch Apple Granola Fritters ....................................138

E

Eggplant Nut Spread..............................................86
Ensaladilla Rusa .....................................................84

F

Farro ........................................................................74
Farro Salad with Vegetables and Mint Vinaigrette
Insalata di Farro.......................................................147
Frittata with Sautéed Mushrooms and Black Beans
.............................................................................135

G

Greek Feta Whipped with Sweet and Hot
Htipiti.................................................................114
Greek Yogurt Cheesecake with Mastiha ..............116
Greek-Honey Marinated Grilled Alaskan Salmon 108
Greens and Beans Tacos with Red Chile and Fresh
Cheese.................................................................80
Grilled Asparagus with Preserved Lemon, Feta, and
Extra-Virgin Olive Oil .............................................150
Grilled Striped Bass with Warm Fruit Salad and Pea
Tendrils ...............................................................91
Gulf Oyster Ceviche Shooter .............................143

H

Hortopita
Multi-Greens Pie with Whole Wheat Yogurt Pie
..............................................................................110
Hummus with Chobani Yogurt ................................115

I

Ikarian Soufico
Slow-Cooked Summer Vegetables .........................106
Kashī™ 7 Whole Grain Pilaf and Rivera Blend Salad .......................................................... 129
Kikkoman Grilled Pineapple Soy Relish .......... 92

Lemon & Lime Greek Yogurt Panna Cotta with
Fresh Berries and Lemon Zest ......................... 151

Mint Vinaigrette ............................................. 148
Miso and Tonkatsu Ramen in Tonkotsu Broth .......... 130
Moroccan Chicken Burger with Mint Yogurt and
Sautéed Peppers and Onions ......................... 71
Mushroom Farrootto ..................................... 73
Mushroom Purée ........................................... 75
Mushroom Stock ........................................... 76
Navy Bean Salad with Cider and Extra-Virgin Olive
Oil Vinaigrette ........................................... 124

Oysters on the Half Shell with Preserved Lemon
Maine Vodka and Horseradish ............................ 67

Panko Crusted Gulf Oysters on Asian Slaw with
Ponzu Dressing .......................................... 144
Peanut Cracker
Rempeyek ................................................ 132

Poached Salmon with Cucumber Dill ............... 90
Porcini Scallops Over Eggplant Nut Spread ....... 85
Preserved Lemons ........................................ 68
Psarosoupa Aigaiou
Aegean-style Fisherman’s Soup ...................... 113
Purslane-Green Olive Salad ............................. 104

Roasted Mushroom Base for 70/30 Turkey Burger
........................................................................ 127
Rockfish & Scallop Ceviche with Greek Yogurt-
Avocado Mousse ........................................ 87
Romaine Salad with Creamy Garlic Dressing .... 146

Sautéed Mushrooms ...................................... 77
Sautéed Spinach with Orange and Garlic .......... 109
Smoked Salmon ........................................... 98
Spinach and Greek Yogurt Quiche .................... 95

Truitt Brothers Natural Chicken Chili with Greek
Yogurt, Scallions, and Cheddar Cheese .......... 118
Turkey Mushroom Sliders on a Sesame Bun with
Cilantro Yogurt Dressing ..................... 125

Whole Wheat Crust ..................................... 96
Whole Wheat Hotcakes ................................ 136
Wild Alaskan Salmon with Kikkoman Wasabi Sauce
and Mushroom Peanut Spring Rolls served with
Kikkoman Lime Ponzu Dipping Sauce ............. 101
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