

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

7th Annual Leadership Summit | June 18-20, 2019
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

WEBCAST SCHEDULE

Please Note: This conference takes place in Hyde Park, NY and all schedule times are in Eastern Time.

Tuesday, June 18

4 PM

Welcome & Opening Remarks

Ecolab Auditorium, Marriott Pavilion

Menus of Change: Progress, Strategies, and Stretch Goals

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

4:15 PM

General Session I

Presentations

Launch of a Pivotal Global Report on Food, Planet, and Health: Translating the EAT-Lancet Commission Findings into Delicious, Actionable Strategies

Join us as we kick off the summit with a deep dive into the recently released EAT-Lancet report, which sets for the first time specific, numerical targets for dietary guidance within a global context that aligns optimal nutrition with planetary boundaries anticipating an estimated world population of 10 billion by 2050. This session will illustrate from both a scientific and culinary perspective what the key targets are, explore their implications for the foodservice industry—including opportunities for phased in action and stepwise goals—and discuss how best to engage the culinary community in acting rapidly in response to them and to the larger food systems, health, and environmental challenges facing us.

Moderator/

Presenter: **Line Gordon, PhD** (Director, Stockholm Resilience Centre)

Presenters: **Johan Rockström, PhD** (Director, Potsdam Institute for Climate Impact Research, and Co-Commissioner, EAT-Lancet Commission)

Anahita Dhondy (Chef Manager, SodaBottleOpenerWala)



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General Session II

Panel Discussion

Bringing it Home: Unveiling the 2019 Menus of Change Annual Report and Exploring the Implications of the EAT-Lancet Targets

In this moderated discussion, leaders from various sectors will reflect on the current state of diets and changing food choices in the U.S., and consider how key findings from this year's Menus of Change Annual Report and the EAT-Lancet report can inspire accelerated, collective action among food professionals and consumers. And we will ask: where does the imperative of deliciousness fit into all of this?

Introduction: **Jacquelyn Chi, MA** (Director of Programs and Special Projects, Strategic Initiatives Group, CIA)

Panelists: **Line Gordon, PhD** (Director, Stockholm Resilience Centre)
Walter Willett, MD, DrPH (Professor and Past Chairman, Department of Nutrition, Harvard T.H. Chan School of Public Health; Chair, Menus of Change Scientific & Technical Advisory Council; Co-Chair, EAT-Lancet Commission)
Gina McCarthy (Director, Center for Climate, Health, and the Global Environment, Harvard T.H. Chan School of Public Health, and Former Administrator of the U.S. Environmental Protection Agency)
Afya Ibomu (Chef, Holistic Nutritionist and Author, *The Vegan Remix: A Soulfood Spin on World Cuisine*)
Eric Adams (President, Brooklyn Borough)

6 PM

Webcast concludes for the day



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Wednesday, June 19

8:15 AM

General Session III

Ecolab Auditorium, Marriott Pavilion

Remarks

Welcome & Introduction to the Day

Presenter: **Chavanne Hanson, MPH, RD** (Food Choice Architecture and Nutrition Manager, Google Food, and Vice Chair, Menus of Change Business Leadership Council)

Presentation

Sustainability and the Plant-Forward Mediterranean Diet: A Snapshot of New Research and a Challenge to the Restaurant Community

This short session will spotlight the convergence of sustainability insights and nutrition research around the traditional Mediterranean Diet—a plant-forward dietary pattern that holds enormous promise to inspire food system transformation. And you'll hear about the CIA's new partnership with the University of Barcelona—the Torribera Mediterranean Center—focused on research and education around these critical issues.

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

Miguel Ángel Martínez González MD, MPH, PhD (Chair, Department of Preventive Medicine, University of Navarra)

Presentations and Panel Discussion

From Whole Grains to Fries and Sweets: Carbohydrates and the Business of Healthy, Sustainable Menus

Refined grains from white rice to white flour hamburger buns and sandwich bread, plate-filling servings of French fries, an overabundance of added sugar, and sugar-sweetened beverages remain predominant on many menus, while Americans greatly under-consume the tremendously healthy, sustainable, and delicious food categories of whole, minimally processed grains (including ancient and underutilized grains), fruits and vegetables, nuts, and legumes. In this session, we'll explore strategies to engage our customers in adopting healthier carbohydrate choices, starting from the ground up with what we choose to grow, harvest, and market, to how we menu our good intentions.

Moderator: **Allison Aubrey** (Correspondent, NPR)

Presenters: **Robert Klein** (CEO, Community Grains; Owner, Oliveto)

Bill Stoufer (COO, Ardent Mills)

Sara Burnett (VP, Wellness and Food Policy, Panera Bread)

Liz Grossman (Managing Editor, *Plate* magazine)

10 AM

Webcast break



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1:15 PM

General Session IV

Ecolab Auditorium, Marriott Pavilion

Welcome Back

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

Presentation

Change Management: What Works (Round 1 of 4)—Leadership in Food System Transformation

Building on last year's popular integrated organizational change sessions, we will again highlight change-makers in action, sharing case studies on how to drive MOC Principles within a business. WeWork made headlines in 2018 with their meat-free employee meals policy, and then again in 2019 with the launch of their New Food Labs project. Hear from the global head of WeWork Labs on its approach to leadership in food systems transformation.

Presenter: **Roe Adler** (Global Head of WeWork Labs, SVP, WeWork)

Presentations & Panel Discussion

Change Management: What Works (Round 2 of 4)—Advancing Animal Welfare in Foodservice

In this second round of highlighting change management that works, we'll look at the issue of animal welfare through the larger lens of plant-forward strategies at two of the largest contract foodservice companies in the U.S. Gain insights from lessons they have learned in setting, reaching, and communicating sustainability goals related to animal welfare.

Moderator: **Kristie Middleton** (Vice President of Business Development, Seattle Food Tech; and Author, *MeatLess*)

Presenters: **Carolyn Gahn** (Sustainability Director, Aramark Higher Education)
Julia Jordan (Director of Sustainability, Compass Group North America)

Panel Discussion

Change Management: What Works (Round 3 of 4)—Celebrating the Honorees of the CIA-QSR Plant-Forward Fast Casual Watch List

It's no secret that fast casuals have been at the forefront of pushing plant-forward in the mainstream, and to honor the vanguards of this segment, the CIA and QSR magazine collaborated on the Plant-Forward Fast Casual Watch List, published in May. Join us for this engaging panel led by Food News Media/QSR editorial director, Sam Oches, in conversation with a few of the list's honorees on how they deliver transformational change around food with speed and convenience without sacrificing quality or deliciousness.

Moderator: **Sam Oches** (Editorial Director, *Food News Media/QSR*)

Panelists: **Becky Mulligan** (CEO, The Little Beet)
Justin Schwartz (Co-founder and Nutrition Director, Mulberry & Vine)
Patrik Hellstrand (CEO, by Chloe)



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2:45 PM **Webcast break**

5 PM **General Session V**
Ecolab Auditorium, Marriott Pavilion

Welcome Back

Presenter: **Cathy Jörin** (Director, Food Business School)

Presentations

The Business Case for Addressing Climate Change: Risk, Opportunity, and Profit

This session will present three case studies that underscore the business case for responding urgently to food-related climate change imperatives—including how success and profit or failure and loss can depend on recognizing the risks of inaction.

Moderator: **Michael Kaufman** (Partner, Astor Group, and Chair, Menus of Change Business Leadership Council)

Presenters: **Marie Haga** (Executive Director, Crop Trust)

Ayr Muir (Founder and CEO, Clover Food Lab)

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

6 PM **Webcast concludes for the day**



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Thursday, June 20

8:15 AM

General Session VI

Ecolab Auditorium, Marriott Pavilion

Welcome & Introduction to the Day

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

Panel Discussion

Change Management: What Works (Round 4 of 4)—Innovations in Sustainable Seafood

Serving more kinds of seafood more often could have a significant impact on public health and environmental sustainability, yet Americans consume far less than the recommended amounts of seafood, and what they do consume usually happens away from home. Join this session to hear how innovation—in sourcing, menu design, and cellular aquaculture—can support the massive opportunity represented by sustainable seafood for foodservice operators.

Introduction: **Gerard Viverito** (Associate Professor of Culinary Arts, CIA)

Moderator: **Tim Fitzgerald** (Director, Impact Division, Fisheries Solution Center, Environmental Defense Fund)

Panelists: **Leigh Habegger** (Executive Director, Seafood Harvesters of America)
Lou Cooperhouse (Co-Founder, Blue Nalu)
Richard Garcia (Vice President, Culinary Operations, Crescent Hotels & Resorts)

9:05 AM

General Session VII

Presentations

Biodiversity: Why This Deserves Greater Attention from the Chef Community

Finding and promoting new and diverse foods and ingredients is about more than meeting the consumer's desire for novelty—it's about the future of the planet. This closing plenary session will preview a key theme of the 2020 conference, biodiversity, and the immense role for chefs in maintaining the planet's genetic diversity and resources towards greater sustainability and climate resilience.

Introduction: **Marie Haga** (Executive Director, Crop Trust)

Moderators

& Presenters: **Danielle Gould and Mike Lee** (Co-Founders, Alpha Labs)

Presenters: **Casey Gleason** (Vice President of Food and Beverage, sweetgreen)
Paul Newnham (Director, SDG2 Advocacy Hub) and **Pierre Thiam** (Co-founder and Executive Chef, Teranga)



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9:50 AM

Closing Remarks

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

Walter Willett, MD, DrPH (Professor and Past Chairman, Department of Nutrition, Harvard T.H. Chan School of Public Health; Chair, Menus of Change Scientific & Technical Advisory Council; Co-Chair, EAT-Lancet Commission)

10 AM

Webcast concludes

SAVE THE DATE for the 2020 Menus of Change® Leadership Summit, which will be held June 16-18, 2020 at the Marriott Pavilion at The Culinary Institute of America, Hyde Park, New York.



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