

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

8th Annual Leadership Summit | June 17-19, 2020
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

The 2020 Menus of Change Leadership Summit will feature 8 general sessions, 15 breakout sessions (3 with culinary demonstrations), 2 breakfasts, 2 morning breaks, 2 lunches, 1 afternoon break, and 2 evening receptions.

At-A-Glance Schedule Overview		
Wednesday, June 17	Thursday, June 18	Friday, June 19
OPTIONAL PRE-CONFERENCE ACTIVITIES	7:30 AM to 7 PM	7:30 AM to 1 PM
3 to 7 PM	Breakfast 7:30 – 8 AM	Breakfast 7:30 - 8:15 AM
Registration & Refreshments Student Poster Sessions 3 – 4 PM	General Session III-IV 8 – 10 AM	General Sessions VII-VIII 8:15 – 10 AM
Welcome & Opening Remarks 4 – 4:15 PM	Refreshment & Networking Break 10 AM	Refreshment & Networking Break 10 AM
General Sessions I-II 4:15 – 6 PM	Breakout Sessions, Round A 10:45 AM – 12 PM	Breakout Sessions, Round C 10:45 AM – 12 PM
Opening Reception 6 - 7 PM	Lunch 12:15 PM	Closing Lunch 12 – 1 PM
	General Session V 1:15 -2:45 PM	
	Refreshment & Networking Break 2:45 PM	
	Breakout Sessions, Round B 3:30 - 4:45 PM	
	General Session VI 5 – 6 PM	
	Networking Reception 6 - 7 PM	



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OPTIONAL PRE-CONFERENCE LUNCH & CAMPUS TOUR

Wednesday, June 17

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

12:30 PM **CIA Campus Tour & Lunch in the Egg at the Student Commons**
(*\$25, pre-registration required*)

Attendees who pre-register for the lunch & tour should plan to arrive at the CIA between 12:30 and 12:45 pm for registration, which will take place in the Marriott Pavilion. When you register onsite, we will provide a voucher for you to enjoy lunch in the Egg (CIA's extraordinary student dining facility), where you can select an entrée from any of our walk-up stations including: The Line, Innovation Kitchen, or Salad Bar along with an Agua Fresca, Water or Coffee from the Marketplace, and either a cookie or piece of whole fruit for dessert. After enjoying lunch, at 1:45 pm, our student tour guides will meet you at the entrance to the Egg to take you on a tour of the CIA campus, which will conclude at the Marriott Pavilion so you can enjoy registration refreshments and networking just before the conference begins.

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



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PROGRAM SCHEDULE

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

Wednesday, June 17

- 3 PM **Conference Registration**
Francesco and Mary Giambelli Atrium Lobby, Marriott Pavilion (Auditorium Level)
- CIA Student Poster Session**
CIA students will present research projects from the Sustainable Food Systems, Food Policy, and Culinary Science classes.
- 3 PM **Registration Refreshments**
Chuck Williams Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level) including Samsung Club des Chefs Demonstration Kitchen
- 4 PM **Welcome & Opening Remark**
Ecolab Auditorium, Marriott Pavilion
- Menus of Change: Progress, Strategies, and the Road Ahead**
Introduction: **Greg Drescher** (Vice President, Strategic Initiatives and Industry Leadership, The Culinary Institute of America)
Presenter: **Michael Kaufman** (Partner, Astor Group; Chair, Menus of Change Business Leadership Council)
- 4:15 PM **General Session I**
Presentation
Climate Action, Part 1: The Art and Science of Climate Change Communication
Presenter: **Eve Turow-Paul** (Author, Journalist; Founder, Food for Climate League)



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Presentations

Climate Action, Part 2: The Psychology of Consumer Decision-Making, Food Choice Architecture, and What Foodservice Leaders Can Learn from Madison Avenue to Drive Sales of Plant-Forward Menus

Presenters: **Amy Kull** (Founder, Marin Restorative Communications)
John Kotcher (Assistant Research Professor, Center for Climate Change Communication, George Mason University)
Jackie Bertoldo (Assistant Director of Food Choice Architecture and Nutrition, Stanford University Residential and Dining Enterprises)

5:20 PM

General Session II

Panel Discussion

Climate Action, Part 3: Carbon Farming, Best Practices in Regenerative Agriculture, and How to Be Transparent about Your Sourcing and Agricultural Practices

Moderator: **Kathleen Finlay** (President, Glynwood Center for Regional Food & Farming)

Panelists: **Mai Nguyen** (Owner, Farmer Mai/National Young Farmers Coalition)
Cory Carman (Owner, Carman Ranch)
Anthony Myint (Co-Founder, Zero Foodprint)
Mike Hamm (C. S. Mott Professor of Sustainable Agriculture and Interim Chair, Department of Community Sustainability, Michigan State University)

6 PM

Opening Reception

Beverage Garden Plaza

Featuring the Grand Platinum, Premium Gold & Gold Level Sponsors

With book signings by Eve Turow-Paul. Books will be available for purchase during the reception.

7 PM

Opening Reception Concludes

Enjoy dinner on your own

7 PM

Optional Small Group Dinner at American Bounty Restaurant



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Thursday, June 18

7:15 AM **Hudson Valley Breakfast Buffet**
Chuck Williams Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level) including Samsung Club des Chefs Demonstration Kitchen

8 AM **General Session III**
Ecolab Auditorium, Marriott Pavilion

Remarks

Welcome & Introduction to the Day:

Training and Next Generation and Chefs as Change Agents

Presenters: **Allison Righter, MSPH, RDN** (Assistant Professor, School of Culinary Science and Nutrition, CIA)
 Taylor Reid, PhD (Assistant Professor, School of Liberal Arts and Food Studies, CIA)
 Alexandra Ceribelli '19 (Statler Sous Chef, Menus of Change Kitchen, CIA)

Presentations and Panel Discussion

Rethinking Meat: What to Make of the *Annals of Internal Medicine* Red Meat “Controversy”

Moderator: **Anne McBride, PhD** (Deputy Director, Torribera Mediterranean Center)

Presenter/

Panelist: **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)

Panelists: **David Katz, MD, MPH** (Founding Director, Yale University Prevention Research Center)

Allison Aubrey (Food and Health Correspondent, NPR News)

Tara Parker-Pope (Reporter, *The New York Times*)

Deanne Brandstetter, MBA, RDN (Vice President Nutrition & Wellness, Compass Group)

9:15 AM **General Session IV**

Presentations

What Every Operator Needs to Know about Carbohydrates and Whole Grains: Of Diabetes, Consumer Data, and Culinary and Baking Strategies

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

Presenters: **Nanna Meyer, PhD, RD** (Associate Professor of Human Physiology and Nutrition, University of Colorado, Colorado Springs)

Tom Gumpel '86 (President, MDJ Baking; Chef-Owner, Daily Bird)



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

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

Breakout Session A1

Danny Kaye Theatre, Conrad Hilton Library

Rethinking Meat: What to Make of the Annals of Internal Medicine Red Meat “Controversy”

Discussion with General Session Speakers

Moderator: **Anne McBride, PhD** (Deputy Director, Torribera Mediterranean Center)

Panelists: **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)

David Katz, MD, MPH (Founding Director, Yale University Prevention Research Center)

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

Tara Parker-Pope (Journalist, *The New York Times*)

Breakout Session A3

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

Jon & Sharon Luther Seminar Room

Regenerative Agriculture and Carbon Farming: The Deep Dive

Discussion with General Session Speakers

Moderator: **Kathleen Finlay** (President, Glynwood Center for Regional Food & Farming)

Panelists: **Mai Nguyen** (Owner, Farmer Mai/National Young Farmers Coalition)

Cory Carman (Owner, Carman Ranch)

Anthony Myint (Co-Founder, Zero Foodprint)

Mike Hamm (C. S. Mott Professor of Sustainable Agriculture, Department of Community Sustainability, Michigan State University)



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Breakout Session A4

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

Carla & Stephen Cooper Seminar Room

Plant-Forward by the Numbers: What to Make of the Consumer in 2020

Presentation and Panel Discussion

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

Moderator/

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

Panelists: **Kim Bartley** (Senior Advisor, White Castle)
Judith Zethof (Senior Marketing Director, Unilever Food Solutions)
Additional Panelists to be confirmed

Breakout Session A5

Anheuser-Busch Theatre, Roth Hall

Carbohydrates, Diabetes Prevention, and Whole Grains: The Deep Dive

Presentations

Moderator: **Allison Righter, MSPH, RDN** (Assistant Professor, School of Culinary Science and Nutrition, CIA)

Presenters: **Nanna Meyer, PhD, RD** (Associate Professor of Human Physiology and Nutrition, University of Colorado, Colorado Springs)

Tom Gumpel '86 (President, MDJ Baking; Chef-Owner, Daily Bird)

Sara Bleich, PhD (Professor of Public Health Policy, Harvard T.H. Chan School of Public Health)

Breakout Session A6

Multi-Purpose Room West, Student Commons

How we Engage our Guests about Food, Health & Climate: Operationalizing Menu Strategies

Workshop

Facilitator: **Amy Kull** (Founder, Marin Restorative Communications)

Small Group Discussion

Leaders: **Eve Turow-Paul** (Author, Journalist; Founder, Food for Climate League)

John Kotcher (Research Assistant Professor, Center for Climate Change Communication, George Mason University)

Jackie Bertoldo (Assistant Director of Food Choice Architecture and Nutrition, Stanford University Residential and Dining Enterprises)

12 PM

Breakout Sessions Conclude/Time to Walk to Lunch

12:15 PM

Global Plant-Forward Bento Box Lunch

Lunch Box Pickup Location: Beverage Garden Plaza

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



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1:15 PM

General Session V

Ecolab Auditorium, Marriott Pavilion

Welcome Back

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

Presentations & Panel Discussion

Case Studies in Effective Change Management: Insights from the Commercial and Noncommercial Foodservice Sectors—and Celebrating the Honorees of the CIA-FSR Plant-Forward Watch List

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

Panelists: **Rob Morasco, CEC** (Senior Director of Culinary Development, Sodexo)
Terri Brownlee, MPH, RD (Director of Nutrition and Wellness, Bon Appétit Management Company)

Additional FSR Plant-Forward Watch List Panelists to be confirmed

Keynote Conversation

A Case Study in Effective Change Management

2:45 PM

Refreshment & Networking Break

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

3:30 PM

Breakout Sessions, Round B

Various Campus Locations

Breakout Session B1

Danny Kaye Theatre, Conrad Hilton Library

Blending Health, Sustainability, and a Sense of Place on the Plate: Mediterranean Menus as Examples of Best Practices

Culinary Demonstration and Presentation

Introduction: **Michael Sperling, PhD** (Vice President – Academic Affairs, CIA)

Moderator: **Anne McBride, PhD** (Deputy Director, Torribera Mediterranean Center)

Presenter: **Rosa M. Lamuela-Raventós** (Associate Professor and Director of INSA, University of Barcelona)

Guest Chef to be confirmed



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Breakout Session B2

Ecolab Theatre, Admissions Center

More than Burgers: What's Coming Next in Plant-Based Food

Presentation and Panel Discussion

Moderator/

Presenter: **Zak Weston** (Foodservice Analyst, The Good Food Institute)

Panelists: **Dan Altshuler Malek** (Managing Partner, Unovis Partners & New Crop Capital)

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

Additional Panelist to be confirmed

Breakout Session B3

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

Jon & Sharon Luther Seminar Room

Change Management Roundtable from Restaurant and Foodservice Leaders

Panel Discussion

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

Panelists: **Scott Uehlein '85** (VP of Product Innovation and Development, Sonic Drive-In)

Deanne Brandstetter, MBA, RDN (Vice President Nutrition & Wellness, Compass Group)

Additional Panelist to be confirmed

Breakout Session B4

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

Carla & Stephen Cooper Seminar Room

Advancing Healthy, Sustainable, Plant-Forward Menus in Healthcare Foodservice

Presentations

Moderator: **Emma Sirois** (National Program Director of Healthy Food in Healthcare Program, Health Care Without Harm)

Presenters: **Additional Presenters to be confirmed**

Breakout Session B5

Anheuser-Busch Theatre, Roth Hall

Menus of Change Principles in Action: Case Studies from the Menus of Change

University Research Collaborative

Presentations and Panel Discussion

Moderator: **Jackie Bertoldo** (Assistant Director of Food Choice Architecture and Nutrition, Stanford University Residential and Dining Enterprises)

Presenters: **David Havelick** (Sustainability Manager, Office of Sustainability, Harvard University)

Additional MCURC Members to be confirmed



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Breakout Session B6

Multi-Purpose Room West, Student Commons

Leveraging Sodium Reduction Strategies to Promote Health and Business in Foodservice

Presentations

Moderator/

Presenter: **Nancy Andrade, MPA** (Health Scientist, Lead for Sodium Reduction in Communities Program, Centers for Disease Control and Prevention)

Presenters: **Tanuja Kulkarni, MS, MPH, RD** (Food Standards Coordinator, Bureau of Chronic Disease Prevention, New York City Department of Health and Mental Hygiene)

Michelle Wood, MPP (Director, CDC-funded Sodium Reduction in Communities Program (SRCP), Division of Chronic Disease and Injury Prevention, Los Angeles County Department of Public Health)

Brad Barnes '87 (Director, CIA Consulting and Industry Programs)

4:45 PM

Breakout Sessions Conclude/Return to General Session VI

5 PM

General Session VI

Ecolab Auditorium, Marriott Pavilion

Sustainability and All Things Mediterranean: A View from Barcelona

Presenter: **Anne McBride, PhD** (Deputy Director, Torribera Mediterranean Center)

Presentations and Panel Discussion

The Policy Landscape 2020: Driving Innovation in Government, Anticipating and Leveraging Change in the Global Business Community

Moderator/

Presenter: **Sara Bleich, PhD** (Professor of Public Health Policy, Harvard T.H. Chan School of Public Health)

Presenters

/Panelists: **Kate Mackenzie** (Director of the Office of Food Policy, Mayor of New York's Office, and Lead for New York City as the North America Flagship City for the Ellen MacArthur Circular Economies of Food Initiative)

Additional Presenters to be confirmed

6 PM

Networking Reception

Beverage Garden Plaza (weather permitting – backup location: Lower Level Marriott Pavilion)

Featuring the Bronze Level Sponsors

With book signing by Walter Willett and David Katz. Books will be available for purchase during the break.

7 PM

Reception and Program Conclude for the Evening



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Friday, June 19

7:30 AM **Hudson Valley Breakfast Buffet**
Chuck Williams Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level) including Samsung Club des Chefs Demonstration Kitchen

8:15 AM **General Session VII**
Ecolab Auditorium, Marriott Pavilion

Welcome & Introduction to the Day

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

Presentations and Panel Discussion

Food Waste Reduction and Recovery: Success Stories from the Farm and A Roadmap for Foodservice Professionals

Moderator: **Kate Cox** (Editor, *The Counter*; formerly *The New Food Economy*)

Presenters

/Panelists: **Dana Gunders** (Author; Interim Executive Director, ReFED)
Derek Azevedo (Executive Vice President, Bowles Farming Company)
Joel Gamoran '08 (Author; Executive Director, Ready for Seconds) [1](#)

9:15 AM **General Session VIII**

Presentations

Battling the Plague of Plastics: A Roadmap for Foodservice Professionals

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

Presenter: **Linda Femling** (Food Service Director – Americas, Google Food)

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 **Refreshment & Networking Break**

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

With book signings by Dana Gunders. Books will be available for purchase during the break.



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- 10:45 AM **Breakout Sessions, Round C**
Various Campus Locations
- Breakout Session C1
Danny Kaye Theatre, Conrad Hilton Library
The “Sustainable Kitchen” Culinary Stage: Carbohydrate and Healthy Plant-Forward Inspiration from the Homestyle Chinese Kitchen
Culinary Demonstrations and Presentations
 Guest Chefs: **Shirley Shuliang Cheng, MS, CHE** (Professor, Culinary Arts, CIA)
 Yong Zhao (CEO and Founder, Junzi Kitchen)
- Breakout Session C2
Anheuser-Busch Theatre, Roth Hall
The Sustainable Seafood Kitchen: From Alternative Species and ByCatch to Menuing Strategies
Culinary Demonstrations and Presentations
 Moderator: **Bruce Mattel ’80, CHE** (Senior Associate Dean, Culinary Arts, CIA)
 Guest Chefs: **Brian Kaywork ’02** (Lecturing Instructor, Culinary Arts, CIA)
 Frank Bailey ’92 (Executive Chef, Boston College Dining)
- Breakout Session C3
Multi-Purpose Room West, Student Commons
Chefs as Changemakers: Opportunities for 2020 and Beyond
Panel Discussion
 Moderator: **Katherine Miller** (Vice President of Impact, James Beard Foundation)
 Panelists: **Joel Gamoran ’08** (Author; Executive Director, Ready for Seconds)
 Additional Panelists to be confirmed
- 12 PM **Walk-Around Networking Lunch**
Chuck Williams Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level) including Samsung Club des Chefs Demonstration Kitchen
- Featuring the Premium Gold and Gold Level Sponsors***
- 1 PM **Summit Concludes**

SAVE THE DATE for the 2021 Menus of Change® Leadership Summit, which will be held June 15-17, 2021 at the Marriott Pavilion at The Culinary Institute of America, Hyde Park, New York.



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