

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

The 2019 Menus of Change Leadership Summit will feature 7 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		
Tuesday, June 18	Wednesday, June 19	Thursday, June 20
OPTIONAL PRE-CONFERENCE ACTIVITIES	7:30 AM to 7 PM	7:30 AM to 1 PM
3 to 7 PM	Breakfast 7:30 – 8:15 AM	Breakfast 7:30 - 8:15 AM
Registration & Refreshments Student Poster Sessions 3 – 4 PM	General Session III 8:15 – 10 AM	General Sessions VI-VII 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
Optional Small Group Dinner 7 PM	General Session IV 1:15 -2:45 PM	
	Refreshment & Networking Break 2:45 PM	
	Breakout Sessions, Round B 3:30 - 4:45 PM	
	General Session V 5 – 6 PM	
	Networking Reception 6 - 7 PM	
	Optional Small Group Dinner 7 PM	



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OPTIONAL PRE-CONFERENCE LUNCH & CAMPUS TOUR

Tuesday, June 18

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 new student dining facility), where you can select an entrée from any of our walk-up stations including: The Line, Innovation Kitchen, or Salad Bar along with an Agua Fresca, Water or Coffee from the Marketplace, and either a cookie or piece of whole fruit for dessert. After enjoying lunch, at 1:45 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.

Tuesday, June 18

- 3 PM **Conference Registration**
Francesco and Mary Giambelli Atrium Lobby, Marriott Pavilion (Auditorium Level)
- CIA Student Poster Sessions**
CIA students will present research projects from the Sustainable Food Systems, Food Policy, and Culinary Science classes.
- 3 PM **Registration Refreshments**
Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen
- 4 PM **Welcome & Opening Remarks**
Ecolab Auditorium, Marriott Pavilion
- 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—



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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)

5 PM

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)

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

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

Opening Reception

Beverage Garden Plaza (weather permitting – backup lower level Marriott Pavilion)

Featuring the Grand Platinum, Premium Gold & Gold Level Sponsors

With book signings by Afya Ibomu and Walter Willett. 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

(\$65 or \$105 with wine pairing, pre-registration required)



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Extend the conversations, make deeper contacts, and see the MOC principles in practice... all over some delicious food. Your \$65 registration includes a 3-course prix fixe dinner at a specially designated MOC table with the option of adding a \$40 wine pairing supplement (a la carte beverage options will also be available for purchase that evening).

To register for this optional small group dinner, please [click on this link](#).

Wednesday, June 19

7:30 AM **Hudson Valley Breakfast Buffet**
Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen
Sponsored by Hinoman & Sysco

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

Remarks

Welcome & Introduction to the Day

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

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



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

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

Liz Grossman (Managing Editor, *Plate* magazine)

Bill Stoufer (COO, Ardent Mills)

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

10 AM

Refreshment & Networking Break

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

Sponsored by Rich Products Corporation

10:45 AM

Breakout Sessions, Round A

Various Campus Locations

Breakout Session A1

Danny Kaye Theatre, Conrad Hilton Library

Translating the Science into Change: Inspiration from the EAT-Lancet and Menus of Change Annual Reports

Discussion with General Session Speakers

Bring your burning questions about the EAT-Lancet and Menus of Change Annual reports to this session, a robust discussion about how this guidance might positively impact people's diets and behavior—what initiatives and policies are working, and what more needs to be done to further nudge Americans towards healthier and more sustainable eating patterns? And we'll explore what special opportunities and challenges exist within the foodservice sector at the intersection of business operations, chefs' expertise, and changing consumer preferences.

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)

Christina Economos, PhD (Professor and New Balance Chair in Childhood Nutrition, Tufts University)

Breakout Session A2

Ecolab Theatre, Admissions Center

The "Sustainable Kitchen" Culinary Stage: Strategies for Designing Menu Success with Carbohydrate Quality

Culinary Demonstration and Presentation

Now that you've heard the business, nutrition, and sustainability case for boosting carbohydrate quality, come learn specific culinary strategies for doing so. Hear from



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three celebrated chefs as they share globally-inspired ingredients, recipes, and techniques that will broaden your healthy carbohydrate toolkit.

Moderator: **Liz Grossman** (Managing Editor, *Plate* magazine)

Guest Chefs: **Pierre Thiam** (Co-founder and Executive Chef, Teranga)
Michael Elégbédé '13 (Executive Chef/Owner, ITÀN)

Breakout Session A3

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

Jon & Sharon Luther Seminar Room

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

Workshop

What are your best menu strategies for increasing interest in ancient grains? Have you successfully replaced sugar-sweetened beverages while preserving choice and deliciousness for your guests? This workshop will give attendees further opportunities to connect over best practices and challenges in menuing healthier, sustainable, and delicious carbohydrates through small group discussions facilitated by leadership from the Menus of Change University Research Collaborative. Come ready to actively participate with your peers!

Facilitators: **Erica Holland-Toll** (Executive Chef, Flavor Lab, R&DE Stanford Dining)

Frank Bailey '92 (Executive Chef, Boston College Dining)

Ian Keith '97 (Manager of Culinary Excellence and Development, Rutgers University, and Chef, Harvest @ IFNH)

Breakout Session A4

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

Carla & Stephen Cooper Seminar Room

Establishing a Plant-Forward Kitchen and Team

Workshop

How do you recruit, train, and engage your team in advancing plant-forward principles? How do you cultivate a kitchen culture that enables mission-driven change and innovation? Come ready to share your answers to these questions and more, while also learning from your peers through small-group discussions facilitated by leaders of fair and sustainable kitchens.

Facilitator: **Einav Gefen** (Corporate Executive Chef, Unilever Food Solutions)

Small Group Discussion

Leaders: **Naama Tamir** (Co-owner, Lighthouse)

Casey Gleason (Vice President of Food and Beverage, sweetgreen)

Paul Newnham (Director, SDG2 Advocacy Hub)

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Breakout Session A5

Anheuser-Busch Theatre, Roth Hall

Fresh, Healthy School Meals: A Case Study in Collaboration from Boston Public Schools and the Shah Family Foundation

Presentations

The Boston Public Schools Office of Food and Nutrition Services, in collaboration with the Shah Family Foundation, has launched an innovative new school food program, My Way Café, bringing healthy, fresh, delicious food into every public school in Boston. My Way Café serves deconstructed meals cooked with whole, real, nutritious ingredients in newly built kitchens in each school. This session will provide an overview of the program including the economics of converting to a self-operating model and the critical role of student choice. Could this strategy unlock the potential to transform school foodservice nationally, and therefore the future of American diets and food choices?

Moderator: **Lisa Feldman** (Director of Recipe Management, Sodexo)

Presenters: **Laura Benavidez** (Executive Director, Food and Nutrition Services, Boston Public Schools)

Ross Wilson (Executive Director, Shah Family Foundation)

Breakout Session A6

Multi-Purpose Room West, Student Commons

Culinary Strategies for Reaching the EAT-Lancet Targets: Inspiration from Immigrant Cuisines and Regional Food Cultures of the United States

Workshop

How might we approach strategies to implement early stages of EAT-Lancet guidance for American diners? How can we draw on global, immigrant, and regional flavors and traditions to deliver deliciousness, and at the same time increase industry leadership on these issues? What role can innovation and invention play on menus and in operations? Come ready to share your ideas and experiences with your peers and members of the Chefs Collaborative, a non-profit network of chefs dedicated to building a better food system.

Facilitators: **Marc Oshima** (Board Co-Chair, Chefs Collaborative) and **Derek Wagner** (Board Co-Chair, Chefs Collaborative)

Small Group Discussion

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

Afya Ibomu (Chef, Holistic Nutritionist and Author, *The Vegan Remix: A Soulfood Spin on World Cuisine*)

Rachel Sylvan (Director of Corporate Responsibility, Sodexo)

12 PM

Breakout Sessions Conclude/Time to Walk to Lunch

12:15 PM

Global Plant-Forward Bento Box Lunch

Lunch Box Pickup Location: Beverage Garden Plaza

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

Sponsored by Unilever Food Solutions



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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*)

Panelists: **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 **Refreshment & Networking Break**
Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen
Sponsored by Land O'Lakes

3:30 PM **Breakout Sessions, Round B**
Various Campus Locations

Breakout Session B1

Danny Kaye Theatre, Conrad Hilton Library

The “Sustainable Kitchen” Culinary Stage: Strategies from the Mediterranean Culinary Demonstration and Presentation

The traditional Mediterranean dietary pattern, plant-forward and rich in olive oil, is now the most-researched cultural model for healthy eating, with an extensive evidence-base. Attend this session to understand the science from one of the world’s most well-known experts on the subject. Then, gain insights into its most delicious culinary applications delivered by a renowned New York City-based chef, restaurateur, and author who has reaped the personal benefits of integrating a Mediterranean approach into his diet.

Presenters: **Miguel Angel Martinez Gonzalez MD, MPH, PhD** (Chair, Department of Preventive Medicine, University of Navarra)
Seamus Mullen (Chef, Author, *Hero Food, Real Food Heals*)

Breakout Session B2

Ecolab Theatre, Admissions Center

Translating the Science into Change: Inspiration from the EAT-Lancet and Menus of Change Annual Reports

Discussion with General Session Speakers

Bring your burning questions about the EAT-Lancet and Menus of Change Annual reports to this session, a robust discussion about how this guidance might positively impact people’s diets and behavior—what current initiatives are working, and what more needs to be done to further nudge Americans towards healthier and more sustainable eating patterns? And we’ll explore what special opportunities and challenges exist within the foodservice sector at the intersection of business operations, chefs’ expertise, and changing consumer preferences.

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)
Anne McBride, PhD (Deputy Director, Torribera Mediterranean Center)



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Breakout Session B3

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

Jon & Sharon Luther Seminar Room

Culinary Strategies for Reaching the EAT-Lancet Targets for Food System Change: Globally Inspired, Globally Applicable

Panel Discussion

The EAT-Lancet report sets out a planetary health diet which is flexible to adaptation across geographies, culinary traditions, and personal preferences. Attend this session to gain inspiration and learn practical strategies from celebrated chefs working around the world to address EAT-Lancet imperatives and advance progress on the UN's Sustainable Development Goals through food.

Moderator: **Paul Newnham** (SDG2 Advocacy Hub)

Panelists: **Anahita Dhondy** (Chef Manager, SodaBottleOpenerWala)
Michael Elégbèdè '13 (Executive Chef/Owner, ITÀN)

Breakout Session B4

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

Carla & Stephen Cooper Seminar Room

Can Sources of Plant-Based Protein Offer More Benefit Than Just Protein? Research, Culinary, and Consumer Insights Offer Guidance for Operators

Presentations

Hear scientific and culinary insights from an international public health researcher and the Harvard University Dining Services team on researching and cooking with a very promising protein-rich aquatic leaf vegetable whose origins trace to Southeast Asia.

Moderator: **Amy Myrdal Miller, MS, RDN, FAND** (Director, CIA Healthy Menus R&D Collaborative)

Presenters: **Iris Shai, MD, PhD** (Professor, Public Health Department, Ben Gurion University)

Crista Martin (Director of Communication and Strategic Initiatives, Harvard University Dining Services)

Martin Breslin (Director of Culinary Operations, Harvard University Dining Services)

Breakout Session B5

McCann Education Annex, Room 103

Marketing and Communications Strategies for Healthy, Sustainable Menus—and Reaching the EAT-Lancet Targets

Workshop

Marketing and communications play an important role in promoting engagement, obtaining buy-in, and driving change not just for dietary recommendations such as the EAT-Lancet targets, but for plant-forward strategies as a whole. How can leaders across the sustainability spectrum effectively mobilize communications and community building



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in support of these new dietary targets? Come ready to discuss your ideas and gain insights from others!

Facilitator: **David Bennell** (Manager, Food & Nature/Member Relations, WBCSD)
Small Group Discussion

Leaders: **Denise Loga** (Co-Founder and Managing Director, Sustainable Food Academy)

Sabina Vyas (Director of Strategic Partnerships, Plant Based Foods Association)

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

Chriss Montalbano (Foodservice Director, Daiya Foods)

Sponsored by Daiya Foods

Breakout Session B6

Multi-Purpose Room West, Student Commons

Healthy Kids Meals: Progress, Challenges, and Opportunities

Presentations and Panel Discussion

Parents are increasingly looking for healthy and nutritious meal options for their children, with healthy kids' meals topping foodservice industry trend lists in recent years. Join this session to hear the latest on how chain operators and local governments are partnering to improve protein options, side dishes, and beverages on kids' menus, and what it takes to achieve such change.

Presenter/

Moderator: **Margo Wootan** (Vice President for Nutrition, Center for Science in the Public Interest)

Presenters: **Christina Economos, PhD** (Professor and New Balance Chair in Childhood Nutrition, Tufts University)

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

Julie Adler (U.S. Public Affairs Manager, McDonalds)

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

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

Welcome Back

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



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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: **Hannes Dempewolf, PhD** (Head of Global Initiatives, Crop Trust)

Ayr Muir (Founder and CEO, Clover Food Lab)

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

6 PM

Networking Reception

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

Featuring the Bronze Level Sponsors

With book signing by Kristie Middleton. Books will be available for purchase during the break.

7 PM

Reception and Program Conclude for the Evening

7 PM

Optional Small Group Dinner at American Bounty Restaurant

(\$65 or \$105 with wine pairing, pre-registration required)

Extend the conversations, make deeper contacts, and see the MOC principles in practice... all over some delicious food. Your \$65 registration includes a 3-course prix fixe dinner at a specially designated MOC table with the option of adding a \$40 wine pairing supplement (a la carte beverage options will also be available for purchase that evening).

To register for this optional small group dinner, please [click on this link](#).

Thursday, June 20

7:30 AM

Hudson Valley Breakfast Buffet

Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)

Including Samsung Club des Chefs Demonstration Kitchen

Sponsored by National Honey Board

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)



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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: **Hannes Dempewolf, PhD** (Head of Global Initiatives, Crop Trust)

Presenters: **Mike Lee** (Co-Founder, Alpha Labs)

Casey Gleason (Vice President of Food and Beverage, sweetgreen)

Paul Newnham (Director, SDG2 Advocacy Hub) and **Pierre Thiam** (Co-founder and Executive Chef, Teranga)

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)



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10 AM

Refreshment & Networking Break

*Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen
Sponsored by Daiya Foods and The Wonderful Company*

With book signings by Seamus Mullen and Pierre Thiam. Books will be available for purchase during the break.

10:45 AM

Breakout Sessions, Round C

Various Campus Locations

Breakout Session C1

Danny Kaye Theatre, Conrad Hilton Library

The “Sustainable Kitchen” Culinary Stage: Culinary Strategies for Food Waste Reduction

Culinary Demonstration and Presentation

Hear from the director of the top-ranked U.S. campus dining operation and two chefs, both working with the next generation of culinarians and eaters, on their strategies for reducing food waste through training, recipe and menu design, and technology.

Presenter: **Ken Toong** (Executive Director, UMass Amherst Dining)

Guest Chefs: **Brian Kaywork '02** (Lecturing Instructor – Culinary Arts, CIA)

Jehangir Mehta '95 (Chef-Owner, Graffiti Earth, Me and You)

Breakout Session C2

Anheuser-Busch Theatre, Roth Hall

**Sustainability, Food Culture, and the Mediterranean Diet: An Agenda for the Future
*Presentation and Panel Discussion***

This session will kick off with a presentation about the education and research agenda of the new Barcelona-based Torribera Mediterranean Center, a collaboration between the CIA and the University of Barcelona, this time with ample time for discussion. Bring your questions from yesterday’s plenary for this deep dive into strategies to advance, rethink, and innovate around the plant-forward core of the Mediterranean diet within the restaurant and foodservice sectors in the U.S., Europe, and the Mediterranean.

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

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

Panelists: **Miguel Angel Martinez Gonzalez MD, MPH, PhD** (Chair, Department of Preventive Medicine, University of Navarra)

Seamus Mullen (Chef, Author, *Hero Food, Real Food Heals*)

Breakout Session C3

Multi-Purpose Room West, Student Commons

**The Disrupted Kitchen: Sustainability and Supply Chain Innovation
*Panel Discussion***

What we grow, how we grow it, and how we get it to market all have an impact on the environment. Climate change, in turn, will have increasingly disruptive impacts on the



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traditional supply chain. Our panelists—themselves on the front lines of mainstreaming the Blend, promoting sustainable seafood, and advancing onsite, urban agriculture—will share insights and strategies for innovating the supply chain for greater environmental and business resiliency as well as advancing the “brand” of health and sustainability.

Moderator: **Einav Gefen** (Corporate Executive Chef, Unilever Food Solutions)

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

Gerard Viverito (Associate Professor of Culinary Arts, CIA)

JP Kyrillos (Co-founder, Farmshelf)

12 PM

Walk-Around Networking Lunch

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

Featuring the Premium Gold and Gold Level Sponsors

1 PM

Summit Concludes

SAVE THE DATE for the 2020 Menus of Change® Leadership Summit, which will be held June 17-19, 2020 at the Marriott Pavilion at The Culinary Institute of America, Hyde Park, New York.



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