

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

8th Annual Leadership Summit: Virtual Series

July 22 – August 26, 2020

Wednesdays, 10 AM – 12:30 PM PDT

www.menusofchange.org

Menus of Change Leadership Summit: Virtual Series Week One Program Schedule

Wednesday, 7.22.20

Virtual Series Week I

All times are noted in Pacific Daylight Time.

10 AM

Welcome and Introduction

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

Menus of Change: Rebuilding—and Reimagining—Our Industry

Presenters: **Greg Drescher** (VP of Strategic Initiatives, The Culinary Institute of America)
Michael Kaufman (Partner, Astor Group; Chair, Menus of Change Business Leadership Council)

10:10 AM

General Session IA

Presentation

Lessons from the Pandemic: Our Health, Our Planet, Our Future

“The COVID-19 pandemic, sadly, has laid bare the poor health of too many Americans. The ‘underlying conditions’—the chronic diseases from obesity and diabetes to heart disease and many cancers—correctly cited as heightened coronavirus risk factors for causing severe, life-threatening infections and higher death rates are closely tied to unhealthy diets and lifestyle choices. More broadly, these are the same unhealthy food choices that, in the aggregate, undermine our ability to stop climate change and achieve both planetary sustainability and resilience in our food systems.”

-- **Walter Willett, MD, DrPH** (Professor and Past Chairman, Department of Nutrition, Harvard T.H. Chan School of Public Health)

In this opening session, we’ll explore the lessons we can so far draw from the COVID-19 pandemic for the state of our food choices, our food system, public health and the environment. While most chefs and operators in our restaurant and foodservice industry are understandably focused on the near-term challenges of re-opening and financial viability, other critical imperatives and trend lines have not gone away. Join us for this



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2020 CIA-Harvard Menus of Change[®] Leadership Summit: Virtual Series Program Schedule - Week I

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topline, practical analysis of how we need to reset our strategic vision for our businesses and our industry so that we not only rebuild, but build back to secure a healthier, more sustainable future for ourselves and our planet.

Moderator: **Eliza Barclay** (Health and Science Editor, Vox)

Presenters: **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)

Daniel Schrag, PhD (Professor, Environmental Science and Engineering, Harvard University; Director, Harvard University Center for the Environment)

10:40 AM **Live Q&A with General Session IA Speakers**

10:50 AM **Breakout Sessions, Round A (10:50 – 11:20 AM)**

Breakout Session A1

Culinary Demonstrations and Discussion

The “Sustainable World Kitchen” Culinary Stage: Plant Forward California

Two talented chefs team up for a look at plant-forward menu inspiration from California, reflecting the Golden State’s love of Latin flavors, as well as its rich agricultural bounty. Border Grill pioneering chef Susan Feniger will also share operational insights from the LA-based restaurant group she co-leads with Mary Sue Milliken, including how they have been managing through the pandemic and how they have crafted their “Good for the Planet, Good for You” sustainability program within their Border Grill vision of “Modern Mexican.”

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

Guest Chefs: **Toni Sakaguchi ’85** (Executive Chef—Strategic Initiatives Group, CIA)
Susan Feniger ’77 (Author; Chef-Owner, Border Grill and Socalo)

Sponsored by Kellogg’s Away From Home

Breakout Session A2

Panel Discussion

Chefs as Changemakers: Taking Action in the Era of COVID-19 and Beyond

In this session, we’ll hear from two chefs about their work to advance food system change highlighting the diverse ways chefs can lead on behalf of better food choices and better approaches to food production. And we’ll consider the state of chefs as leaders and changemakers looking to the latter stages of the pandemic and beyond, and how lessons learned over recent years can inform higher-impact action strategies for tomorrow.

Moderator: **Katherine Miller** (Vice President of Impact, James Beard Foundation)

Panelists: **Edward Lee** (Co-Founder, Director of Programming, Mentor, Lee Initiative; Culinary Director, Succotash Restaurants)

Paola Velez (Co-Founder, Bakers Against Racism; Pastry Chef, Maydan & Compass Rose)



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Breakout Session A3

Presentation and Panel Discussion

Harvard Nutrition, Climate and Sustainability Roundtable: Getting the Big Picture in Focus

How should a university design its sustainability platform, goals, and strategies to include food and the impacts—and potential leadership—of its campus dining operations? In this session, we'll hear how Harvard University pursued this challenge, ask how students and faculty were involved in the process, and check in on the results so far. Then we'll invite discussion about wider approaches to climate change and other sustainability imperatives in both the commercial and non-commercial foodservice sectors, now and projecting through to the other side of the pandemic.

Moderator: **Eliza Barclay** (Health and Science Editor, Vox)

Presenter: **David Havelick** (Sustainability Manager, Office for Sustainability, Harvard University)

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)

Breakout Session A4

Panel Discussion

Case Studies in Effective Change Management: Insights from the Full-Service Restaurant Sector

This year, the CIA-FSR Plant-Forward Watch List honors those multi-unit, high-volume restaurant groups in the full-service category that are leading as part of the plant-forward vanguard. Join us to hear from a standout panel of a few of the list's honorees, led by FSR editor Nicole Duncan, about how they deliver the indulgence, deliciousness, and spectrum of options that diners expect from their favorite, full-service restaurant brands.

Moderator: **Nicole Duncan** (Editor, FSR Magazine)

Panelists: **Robert McCormick '98** (Brand Chef, True Food Kitchen)
Michael Dean (Chief Operating Officer, JINYA Ramen Bar)

Breakout Session A5

Presentation and Panel Discussion

Case Studies in Effective Change Management: Insights from the Noncommercial Foodservice Sectors

What's the best way to introduce a plant-forward menu initiative in a non-commercial setting in order to maximize organizational engagement and outcomes? How do customers react when meat starts to take less of a starring role, and more of a supporting—or "sometimes"—role in menus? This session will invite a robust discussion highlighting varying pathways to effective change management in the non-commercial sector. From plant-forward menu innovation to advancing food ethics in the supply chain, you will hear from a standout panel of foodservice executives across the industry about how they



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successfully moved a specific change strategy forward in their operations.

Moderator: **Sarah Schutzberger, RD, CSO** (Director of Health and Sustainability Programs, Strategic Initiatives Group, CIA)

Presenters: **Rob Morasco, CEC** (Senior Director of Culinary Development, Sodexo)
Terri Brownlee, MPH, RD (Director of Nutrition and Wellness, Bon Appétit Management Company)
Paul Basciano (Vice President of Culinary, Elior North America)

11:20 AM **Networking Break and Sponsor Expo***

Enjoy chance encounters in “Networking” and visit with our sponsors in the “Expo” to learn more about their sustainability commitment and facilitate connections at a time when we cannot meet in person.

Including “Meet the Author” booth featuring Walter Willet. Books will be available for purchase in the Expo Booth with the author, along with the opportunity virtually meet the author live during the break.

11:40 AM **General Session IB**

Presentations

On the Menu: Healthy, Protective Foods for our Immune System and More

Amidst the staggering loss of life and economic devastation caused by the pandemic, it’s not surprising to see significant new interest in dietary strategies to boost our immune systems. Diet-related diseases linked to the standard American diet—still largely meat-centric and rich in highly processed, sugary foods—globally accounts for a projected 11 million premature deaths per year. This connection has been further underscored by the media in recent months with data indicating a strong correlation between excess body weight, chronic disease, and the poor outcomes from COVID-19. Join us for this session where we will break down some basic facts about how the foods you eat play a role in securing a healthy immune system. We will look at what we know—and what we don’t yet know—about positive health impacts of specific foods versus dietary patterns. We’ll examine the current marketing environment for health claims tied to specific “super foods” and ingredients that may or may not have outsized disease-fighting and immune boosting properties. Finally, we consider best strategies for chefs and foodservice operators to highlight the overall value of healthy, “protective” foods on their menus.

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

Presenters: **Wafaie Fawzi** (Professor of Nutrition, Epidemiology and Global Health, Harvard T.H. Chan School of Public Health)
Eric Rimm, ScD (Professor of Epidemiology and Nutrition, Harvard T.H. Chan School of Public Health)
Robert McCormick ‘98 (Brand Chef, True Food Kitchen)

12:15 PM **Virtual Networking Reception and Sponsor Expo***

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***Expo Booths – Week One**

Kellogg's Away From Home: *Incogmeato Introduction*, **Land O'Lakes:** *Our Co-op is our Cause*, **Nestlé Professional:** *Inspiration for Off-Premise Occasions*, **Oatly:** *Breakfast Inspiration with Oatly*, **American Egg Board:** *Become an EggPro*, **AquaBounty:** *Transforming the Future of Aquaculture*, **Atlast Food Co.:** *Makin' Bacon - Creating structure and texture for plant-based whole cut products*, **Barilla:** *Pasta 101*, **Dole Packaged Foods:** *Global Inspiration and Flavor Pairings*, **Lentils.org:** *Creative Lentil uses in Foodservice*, **Northern Canola Growers Association,** **Sysco:** *Corporate Social Responsibility*, **Pulmuone Foods,** **Unilever Food Solutions:** *Importance of Sustainability*, **CIA Digital Media:** *Israel: A Plant-Forward Odyssey*, **CIA Consulting,** **CIA Master's Program**



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