

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 Two Program Schedule

Wednesday, 7.29.20

Virtual Series Week II

All times are noted in Pacific Daylight Time.

10 AM

Welcome and Introduction

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

10:05 AM

General Session IIA

Presentations

Menus of Change and the Consumer: Connecting Pre- and Post-Coronavirus Trends

Prior to the onset of the pandemic, evidence of movement towards healthier, more sustainable restaurant menus, concepts, food product development, and consumer choices was abundant. The recently released CIA-Harvard Chan School collaboration, [Plant-Forward by the Numbers](#), captured the contours and many of the drivers of what by all accounts was a pre-COVID 19 consumer juggernaut to bring vegetables, plant-protein and other plant-sourced foods more center stage in our professional cooking. In this session, we'll explore what we know so far about how this and other trends at the intersection of food, health and sustainability are likely to persist through and/or after the pandemic. Apart from immediate, widespread concerns about personal safety, we'll ask how other consumer values and aspirations that ultimately inform food choices have been reshaped by the pandemic. We'll check in on the world of plant-based proteins and other tech-enhanced sustainable food solutions, and see how the R&D is progressing, and where current sales and sector projections stand. And we'll also discuss—to the extent we have data and insight—how aspects of the Menus of Change agenda is engaging various racial and ethnic communities, and how the impact of these priorities varies across generational, gender, and political differences.

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

Presenters: **Jack Li** (President, Datassential)

Zak Weston (Foodservice Analyst, The Good Food Institute)

Darel Scott (Founder, Earth in Color; Consultant, Hasso Plattner Institute of Design, Stanford University)



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

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10:45 AM

Breakout Sessions, Round B (10:45-11:15 AM)

Breakout Session B1

Culinary Demonstration and Discussion

The “Sustainable World Kitchen” Culinary Stage: Plant-Forward Mexico

While America has come to love tacos, nachos, burritos and other flavors inspired by the Mexican kitchen, we are far less familiar with the healthier, plant-forward traditions of Mexico that formed the core of the country’s culinary traditions for many centuries, especially in the center and south of the country. In this culinary session, one of Mexico’s leading chefs and culinary innovators describes and shows us how he captivates guests in his Mexico City restaurant with complex, transformative flavor experiences that leverage insights from the roots of his cuisine.

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

Guest Chef: **Jorge Vallejo** (Chef-Owner, Quintonil)

Breakout Session B2

Presentations and Discussion

Plant-Forward Certification Initiative: Solutions for Industry Training and Talent Development

Advancing plant-forward innovation throughout the foodservice industry requires new and different skills for culinarians who may be dispersed across various sites or learning from home. Hear how The Culinary Institute of America is teaming up with the Food Team at Google and Lobster Inc. to leverage technology and new learning models—including high-impact, virtual learning paired with on-site training and mentorship—to increase skill development and engagement around plant-forward imperatives across all levels of management. And we’ll also hear how the Food Team at Google is working to accelerate balanced, plant-forward food experience design for a global workforce as we look beyond this pandemic.

Moderator: **Brad Barnes ‘87** (Director, Consulting and Industry Programs, CIA)

Presenters: **Michiel Bakker** (Director, Global Workplace Programs, Google)
Mark Erickson ‘77, CMC, MBA (Provost, CIA)

Breakout Session B3

Presentations

The Mediterranean as a Model: Health, Sustainability and Food Culture

The Mediterranean Diet received the landmark UNESCO Intangible Cultural Heritage designation 10 years ago. Since 2010, the scientific case for its value as a healthy dietary pattern has only strengthened (e.g., with the results of the PREDIMED study and hundreds of other global research studies). And now we have growing evidence—including the key SUN Study released by the University of Navarra in 2019—that it is also one of the world’s most sustainable ways of eating. But what does the Mediterranean Diet mean in 2020 for American chefs and their customers? Attendees will leave with concrete examples of how to



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create menus that blend sustainability, health, and irresistible flavor with a clear sense of Mediterranean food culture.

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

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

Guest Chef: **Teresa Gutiérrez** (Chef-Owner, Azafrán)

Presented in conjunction with the Torribera Mediterranean Center as part of Tomorrow Tastes Mediterranean

Breakout Session B4

Presentations and Panel Discussion

Carbon Farming, Best Practices in Regenerative Agriculture, and How to Be Transparent about Your Sourcing and Agricultural Practices

What should be our end goal—our optimal framing of solutions—as we work to transform agriculture and restore planetary health? This session will explore the emergence of a set of agricultural practices that seek to both reduce and sequester carbon as part of rethinking how we farm. It suggests that we need to reimagine how we think about plants, animals, and soil, and their interrelationships, as part of a regenerative system. We'll explore what we are learning from the pioneers who are adopting these practices, and we'll also ask where the evidence base is at this point as we sort out what we know with some certainty versus what may still be promising, but perhaps not yet settled, science. And finally, we'll ask how these practices can be communicated—transparently—so that chefs can help to reward better agricultural practices.

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

Presenters: **Michael Hamm** (C. S. Mott Professor of Sustainable Agriculture and Senior Fellow, Center for Regional Food Systems, Michigan State University)

Mai Nguyen (Owner, Farmer Mai/Minnow)

Anthony Myint (Co-Founder, Zero Foodprint)

Breakout Session B5

Presentation and Panel Discussion

The Psychology of Consumer Decision-Making, Food Choice Architecture, and What Foodservice Leaders Can Learn to Drive Sales of Plant-Forward Menus

With insights from the Yale University–George Mason University “Climate Change in the American Mind” project, case studies from a seasoned food PR executive, and findings about taste-focused labeling of vegetables from a groundbreaking new behavioral research study from the Menus of Change University Research Collaborative, this session will take you on a deep dive into the consumer psyche around the shaping of our food choices. You'll learn what we know about how humans perceive long-term vs. near-term risks when making decisions, including how they think about global warming and other environmental concerns down the road vs. immediate risks and priorities in daily life (such as whether to buy earthquake insurance or eat protective foods for long-term health vs. paying the bills on time and getting dinner on the table). For everyone working to nudge customers towards



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healthier, more sustainable food choices, these insights will help you position your brand marketing and menu design most effectively.

- Moderator: **Chavanne Hanson, MPH, RD** (Food Choice Architecture and Nutrition Manager, Google Food; Vice Chair, Menus of Change Business Leadership Council)
- Presenter: **Peggy Policastro, PhD, RD** (Director-IFNH Center for Nutrition, Education, and Outreach; Director Nutrition Services, Rutgers Dining)
- Panelists: **Amy Kull** (Founder, Marin Restorative Communications; Director of Communications, Food for Climate League)
Matthew Goldberg, PhD (Associate Research Scientist, Yale Program on Climate Change Communication)

Breakout Session B6

Panel Discussion

Business Leadership Roundtable: The Year Ahead for Our Customers

We've gathered this diverse group of culinary and business leaders together to discuss what kind of visibility they think they have about the year ahead with a focus on customers. Are they coming back? In what numbers? What are their expectations and aspirations around re-engaging with our businesses, from personal safety to rekindling the magic of the American restaurant experience? What market signals are we getting about renewed interest in healthier, more sustainable menu directions? How much of the change we are all living through will likely persist post-pandemic? How might restaurant business models need to change?

- Moderator: **Michael Kaufman** (Partner, Astor Group; Chair, Menus of Change Business Leadership Council)
- Panelists: **Scott Uehlein '85** (VP Product Innovation and Development, Sonic Drive-In)
Sara Burnett (VP, Food Values, Sustainability and Public Affairs, Panera)
Marie Molde, RD, MBA (Account Executive for Client Solutions, Datassential)
Brad Nelson '84 (Vice President, Global Culinary Portfolio, Marriott International)
Kim Bartley (Senior Advisor, White Castle)

11:15 AM

Networking Break and Sponsor Expo*

Attend a special presentation in "Sessions," 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.

Sponsored by Kellogg's Away From Home



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Special Presentation

Plant-Forward Culinary Innovation with Global and Regional Cuisines

Join Kellogg's Away from Home Chef Oona Settembre and The Culinary Institute of America's Chef Toni Sakaguchi for a discussion on the versatility of plant-forward cuisine when planning menus that embrace global and regional cuisines.

Moderator/

Panelist: **Oona Settembre** (Culinary Business Development Manager, Kellogg's Away From Home)

Panelist: **Toni Sakaguchi '85** (Executive Chef—Strategic Initiatives Group, CIA)

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11:35 AM

General Session IIB

Presentations

Climate Action: How to Engage our Customers Around Climate Change Communication

As chefs and foodservice leaders increasingly want to engage their customers in menu choices that support greater health and sustainability, the connections between restaurant practices and messaging, customer ordering, and climate change stands out as a critical and thorny challenge. How should we communicate about this scientifically complex, often overwhelming topic in a hospitality environment—when most people just want to relax, have fun, and have a great meal? How can we best engage our customers about the role of food choices in reducing global warming—especially Millennials and Gen Z? As part of this, we'll look at learnings from the Yale University-George Mason University "Climate Change in the American Mind" project. And we'll also consider how the climate change imperative touches and can help frame a broader, high-impact narrative that embraces many of the other issues that are often siloed around food, health, and sustainability?

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

Presenters: **Matthew Goldberg, PhD** (Associate Research Scientist, Yale Program on Climate Change Communication)

Amy Kull (Founder, Marin Restorative Communications; Director of Communications, Food for Climate League)

12:10 PM

Virtual Networking Reception 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.



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***Expo Booths – Week Two**

Kellogg's Away From Home: Menu versatility, **Land O'Lakes:** Plant-Forward Live Demo featuring Cheese Sauce, **Nestlé Professional:** Globally Inspired Recipes that Honor & Sustain the Land, **Oatly:** Chelsea's Curry Recipe, **American Egg Board:** Optimization of Breakfast, **AquaBounty:** Bringing Fresh Atlantic Salmon Closer to You, **Atlast Food Co.:** Makin' Bacon - Creating structure and texture for plant-based whole cut products, **Barilla:** Mediterranean Diet and Pasta: Italian Recipe Builder Demo with Chef Yury, **Dole Packaged Foods:** Chef-Ready Products to Help with BOH Demands, **Lentils.org:** Learn from a grower: how lentils contribute to sustainable food systems, **Northern Canola Growers Association,** **Sysco:** Covid Impacts on Supply Chain, **Pulmuone Foods:** Be Plantspired, **CIA Digital Media:** Live Presentation, **CIA Consulting:** Developing teams and accessibility of training, **CIA Master's Program,** **Torribera Mediterranean Center:** The Mediterranean as a Model: Health, Sustainability, and Food Culture



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