

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 Three Program Schedule

Wednesday, 8.5.20

Virtual Series Week III

All times are noted in Pacific Daylight Time.

10 AM

Welcome and Introduction

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

10:05 AM

General Session IIIA

Keynote Conversation

America's Restaurant Industry: Strategies to Reclaim our Future

Michael Kaufman, Chair of the Menus of Change Business Leadership Council, *sits down with Tom Bené*, newly installed President and CEO of the National Restaurant Association, *to discuss the impact of the pandemic and strategies to rebuild our operations and workforce, continue to welcome back our customers and keep them safe, and chart a path to greater innovation and resilience for the future.*

10:35 AM

Presentation

Towards Sustainable Food Systems: What We Are Learning from the Pandemic?

Over many decades, innovation in our food system has delivered remarkable efficiency, productivity, and apparent affordability. And yet, we have also long-known that many of the practices that support our current system are not sustainable from an environmental, public health, or social perspective. In this presentation, we'll learn what additional cracks and flaws in the food system have been revealed as a result of the pandemic, what this says about our readiness for coming, likely impacts from climate change and other future, possible shocks to our food world, and how we can collectively work to build a more resilient food system that lowers risk and supports a broader set of values and stakeholders. And we'll also explore: as a restaurant operator, what do I need to pay attention to in terms of food system risk and reliability, cost, and other near-term issues over the next 2-3 years?

Presenter: **Russell Walker, PhD** (Author, Risk Management Specialist, and Director of Experiential Learning in Analytics and Senior Lecturer, Foster School of Business, University of Washington)



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

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10:45 AM

Breakout Sessions, Round C (10:45 – 11:15 AM)

Breakout Session C1

Culinary Demonstration and Discussion

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

India is one of the great global sources of inspiration for plant-forward cooking. Culture, religion, and geography play key roles in defining variations in the regional Indian kitchen—and this is especially true with strategies around uses of vegetables, legumes, spices, and aromatics. For this edition of the “Sustainable World Kitchen” culinary stage we’ll connect live with the talented executive chef of one of Mumbai’s most innovative restaurant concepts, and learn about his passion for the plant-rich cooking of Kerala and other states in India. And we’ll get chef Thomas’ take on what makes for a deeply satisfying Indian vegetable-centric meal as a non-vegetarian who has cooked in top kitchens in both the U.S and India.

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

Guest Chef: **Thomas Zacharias ’09** (Executive Chef, The Bombay Canteen)

Breakout Session C2

Panel Discussion

Trending in Google Food: Balanced, Plant-Forward Innovation Across the Globe

With their initiatives to advance balanced, plant-forward food choices in café dining across the world, the Food Team at Google is an inspiring case study in strategies for change in the non-commercial food world. In this session, we’ll discover what Google’s global culinary team is working on from San Francisco and the Silicon Valley to London, Tel Aviv and São Paulo. We’ll ask how success in plant-forward menu and dining innovation varies by country and region, and how local food cultures can inform what’s possible. We’ll explore how global communications create a shared community of aspiration and strategies among chefs, as well as how the pandemic might—or might not—alter the course of future customer engagement around these menu directions. And finally, we’ll find out how choice architecture and insights from behavioral sciences support culinary innovation at Google to transform the food experience.

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

Panelists: **Ben Tamlyn** (Head of Operations, Restaurant Associates @ Google)

Omer Alkalay (Culinary Chef, Yarzin-Sella @ Google)

Bill Billenstein ’10 (Senior Director Culinary & Nutrition, Guckenheimer @ Google)

Felipe Frangione (Latin American Regional Executive Chef, Compass @ Google)

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Breakout Session C3

Presentations and Discussion

Purchasing through the Lens of Climate Change: Strategies and Best Practices

As the impact of our food choices on climate change becomes an increasing focus for chefs and our industry, this will shape both menu development and purchasing strategies. In this session, we'll hear from the World Resources Institute on operational lessons learned through their Better Buying Lab, including from the experiences of the Lab's foodservice and corporate partners. Then we'll look at how purchasing and menu design play out in one company committed to putting sustainability front and center in its operational practices.

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

Presenters: **Sophie Attwood, PhD** (Senior Behavioral Scientist at Better Buying Lab, World Resources Institute)

Michael Kann (Global Culinary Strategy & Development Lead, Food@Google)

Breakout Session C4

Presentation and Panel Discussion

Perception of the Post-Pandemic Consumer: Critical Shifts in Foodservice Hygiene and Hospitality Strategies

The pandemic has urgently redefined how our industry approaches health and hygiene practices in parallel with our customers' singular focus on their safety. In this session, we take a mid-pandemic look at where we are with governmental guidance and input from the scientific/public health community about what restaurants need to do to keep customers and employees in our operations safe and healthy. And we'll also explore what we have learned to date about what it takes to achieve these safety imperatives while also providing the kind of hospitality for our customers that has been foundational to our industry.

Moderator/

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

Panelists: **Fernando Salazar** (Co-Founder and Executive Vice President, E-Spain, formerly Senior Vice President – Food & Beverage, Interstate Hotels & Resorts)

Heidi Blanck, PhD, MS (Team Lead CDC COVID-19 Food Systems Working Group, CDC; Branch Chief, Chronic Disease Nutrition/Obesity, CDC)



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Breakout Session C5

Presentation and Discussion

Eating Our Way Out of the Climate Crisis: How Rethinking our Food System Can Balance the Biosphere

This session will kick off with a case study of how Sodexo is implementing food program strategies—from purchasing to menu development and operational delivery—in light of the critical need to retool our food system and avert the worst impacts of climate change. Then we'll hear from the Food Futures Lab at the Institute for the Future (IFF) who will share key takeaways from IFF's report Eating Our Way Out of the Climate Crisis and walk attendees through a process of identifying relevant insights and actions to create more sustainable food futures.

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

Presenters: **Rob Morasco, CEC** (Senior Director of Culinary Development, Sodexo)
Max Elder (Research Director, Institute for the Future)

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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 Nestlé Professional

Special Presentation

Celebrating Protein Biodiversity

Join us for a culinary demonstration that celebrates biodiversity where we hope to surprise you with a few unfamiliar flavors and ingredients! At Sweet Earth we work extensively to ensure our recipes incorporate high quality, protein rich ingredients from a range of sources such as pea, soy, quinoa, wheat and more. By using diverse protein sources, we can deliver a wide variety of delicious flavors and appealing textures that create craveable, no compromise plant-based meat alternatives.

Presenters: **Cassie Hoover, MS, RDN, LD** (Nutrition, Health and Wellness Manager, Nestlé Professional USA)

Logan McCoy, MBA (Corporate Chef, Nestlé Professional USA)

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11:35 AM

General Session IIIB

Panel Discussion

The Supply Chain Disrupted: Reassessing in Light of the Pandemic, Climate Change and Planetary Health

Building on our earlier general session framing out key challenges with the supply chain going forward, here we look in more depth at near-term and long-term solutions. We will explore the implications for rebuilding the foodservice supply chain in the context of the need to move towards a food system that promotes personal and planetary health and social equity. We'll consider the issue of resilience from the perspectives of both national distribution and local/regional food systems. And across all of this, we'll consider how the experience of the pandemic should alter our strategies around business risk—for chefs and restaurant business operators.

Moderator: **Russell Walker, PhD** (Author, Risk Management Specialist, and Director of Experiential Learning in Analytics and Senior Lecturer, Foster School of Business, University of Washington)

Panelists: **Michael Hamm** (C. S. Mott Professor of Sustainable Agriculture and Senior Fellow, Center for Regional Food Systems, Michigan State University)
Cathy Burns (Chief Executive Officer, Produce Marketing Association)
Timothy York (Produce Industry Consultant; Past President, Markon Cooperative, Inc.)

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.

***Expo Booths – Week Three**

Kellogg’s Away From Home: Menu versatility – Live Demo, **Land O’Lakes:** C&U Focus, **Nestlé Professional:** Craveworthy Burger Builds for Flexitarians, **Oatly:** Allergen Free Dinner with Oatly, **American Egg Board:** Virtual Trends Tour - Global Flavors, Ingredients, and Bowls, **AquaBounty:** A Delicious Difference in Atlantic Salmon, **Atlas Food Co.:** Creating Whole Cut Plant-Based Meats, **Barilla:** Barilla Legume Pastas: Brand Introduction and Culinary Demo with Chef Yury, **Dole Packaged Foods:** Simple Solutions with Packaged Fruit, **Northern Canola Growers Association,** **Lentils.org,** **Sysco:** Sustainable Single Use Containers for post Covid reopening, **American Quick Foods:** Whole Wheat Pancakes – High Tech, One Touch Pancake Maker, **Genpak:** Plant Based Packaging, **CIA Digital Media:** Watermelon Carpaccio Demonstration, **CIA Consulting,** **CIA Master’s Program,** **Torribera Mediterranean Center**



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