

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 Four Program Schedule

Wednesday, 8.12.20

Virtual Series Week IV

All times are noted in Pacific Daylight Time.

10 AM

Welcome and Introduction

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

10:05 AM

General Session IVA

Presentation and Discussion

Red Meat Reduction: The State of the Evidence, Sources of Confusion

Despite widespread, global consensus that healthy diets are those that increase consumption of fruits and vegetables, nuts and legumes, whole grains, and plant oils and decrease consumption of red meat—and especially processed red meats—media reports to the contrary last fall confused consumers and rocked the nutrition community. The source? A controversial publication by the Annals of Internal Medicine containing a series of articles suggesting that the push to reduce red meat consumption was based on weak evidence. This, in turn, resulted in a national conversation about what constitutes scientific evidence we can trust, including what the Annals articles chose to include and ignore in their analyses. The publication of the articles also raised serious, previously undisclosed issues of conflict of interest. And beyond all of this, the outsized impact on high levels of red meat production on environmental degradation and climate change were not considered. In this session, we'll hear from top nutrition scientists as they explain the state of the evidence around recommendations to reduce red meat and what levels of red meat—and other animal protein—consumption could “fit” within widely implemented, plant-forward/flexitarian diets that could still support planetary health (with a view to 2050 when the population is projected to be 9-10 billion people).

Moderator: **Sandee LaMotte** (Medical Producer, CNN)

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

SUBJECT TO CHANGE | Updated August 11, 2020 | Page 1 of 5

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Panelists: **David Katz, MD, MPH** (Founding Director, Yale University Prevention Research Center; Founder, True Health Initiative)
Christopher Gardner, PhD (Professor of Medicine, Stanford University; Director, Nutrition Studies, Stanford Prevention Research Center)

10:45 AM

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

Breakout Session D1

Culinary Demonstrations and Discussion

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

Though Korean cuisine is clearly on the ascendancy in the United States, the outsized presence of Korean BBQ in the market could lead one to believe that traditional Korean cuisine is more meat-centric than it is. In this session, we explore the world of plant-forward Korea—and the sustainable Korean kitchen—including the extensive and creative uses of tofu, fresh and fermented vegetables (kimchi and more), and grains. We’ll also look at what inspiration we can draw from Korean temple cuisine whose practitioners have been refining the art of Korean vegetarian cuisine for generations. And we’ll discuss how upscale, contemporary Korean and Korean-inspired restaurants and foodservice operators—and, more broadly, a wider swath of American culinary innovators influenced by Korea—are raising the visibility of plant-sourced foods in ways that are irresistible for their guests.

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

Guest Chefs: **Polly Sang** (PinCuisine Culinary Program Manager, Pinterest)
Hooni Kim (Chef-Owner, Hanjan and Danji)

Breakout Session D2

Presentation and Discussion

Carbohydrate Quality and Whole Grains: Towards Optimal Health and Delicious Eating

In advance of our general session on carbohydrate quality and strategies for American menus, this session will introduce us to the learnings from the Grain School Project at University of Colorado, Colorado Springs and how those insights can transform how we think about the potential for restaurant diners to up their consumption of whole grains. With a focus on the development of flavor and texture with wider appeal, we’ll hear how chefs and bakers are working to address the huge opportunity to combat the negative impacts of the fast-metabolizing, overly processed grains widely prevalent in the foodservice sector. And we’ll learn about the upside potential with our health for all of these moves.

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

Presenter/

Panelist: **Nanna Meyer, PhD, RD** (Associate Professor of Human Physiology and Nutrition, University of Colorado, Colorado Springs; Founder, Grain School Project)

Panelist: **David Jenkins, PhD** (Professor, Departments of Nutritional Sciences and Medicine, University of Toronto)



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Breakout Session D3

Presentations and Panel Discussion

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

Plant-based burgers are one of the hottest trends in foodservice. But burgers aren't the only way that plant-based eating is disrupting center-of-plate protein. This session will explore the research into what consumers actually want in plant-based foods and offer predictions of what's next in plant-based and alternative protein trends for 2020 and 2021. We'll also discuss why the alternative protein category has staying power, based on consumer demand and operational efficiencies. Attendees will learn marketing strategies for plant-based foods and find culinary inspiration for innovative menu items that can appeal to the new generation of eaters. And we'll consider all of this within the wider context of the impact of COVID-19, and ask what effect the virus and its economic fall-out have had on these otherwise durable trends.

Moderator/

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

Presenters: **Dan Altschuler Malek** (Managing Partner, Unovis Partners & New Crop Capital)
Matthew Thompson '11 (Chief Culinary Officer, Harvest Table Culinary Group)
Kris Sollid, RD (Senior Director, Nutrition Communications, International Food Information Council)

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Breakout Session D4

Q&A with General Session Speakers

Rethinking Meat, American Menus: How Do We Know What We Know?

This discussion will build on the presentations about the science behind current guidance to reduce red meat consumption in the first general session, and will provide an opportunity for questions and further dialogue to help clarify areas of remaining confusion or uncertainty. While fully understanding the question "how do we know what we know" in this critical area for chefs and menu developers involves some complexity, nevertheless it is important for our industry to get this right. We'll also discuss practical strategies for expanding the portfolio of menu options to accommodate a wider range of customer preferences, knowing that those same preferences for a given customer can substantially shift by meal occasion, time of the week, type of operation, and more (welcome to the growing world of the flexitarian demographic).

Moderator: **Sandee LaMotte** (Medical Producer, CNN)

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; Founder, True Health Initiative)

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Breakout Session D5

Presentation and Discussion

Chefs as Change Makers: How Should We Educate the Next Generation?

CIA faculty members will showcase several strategies inspired by the MOC principles being implemented on the Hyde Park campus, including a new Farm to Table: Hudson Valley concentration and a new MOC production kitchen that serves delicious plant-forward food, while also focusing on combatting food waste. Insights from a recent survey about student beliefs and attitudes towards their potential future roles in shaping healthy and sustainable eating habits will also be shared.

Moderator/

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

Presenter/

Panelist: **Taylor Reid, PhD** (Assistant Professor, School of Liberal Arts and Food Studies, CIA)

Panelist: **Leatrice Wilson** (Candidate, Bachelor of Professional Studies, Culinary Science and Applied Food Studies, CIA)

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 Land O’Lakes

Including “Meet the Author” booths featuring David Katz and Hooni Kim. 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.

Special Presentation

Sensory Evolution of Flavor and Taste

Our sense of taste has evolved. What once was a guide for survival has developed into a complex system for flavor. In this session, we will explore ways to increase flavors in a healthy, meaningful way by exploring the correlation between Umami and Kokumi in plant-forward dishes. Join Chef Josh Diekman CEC, CCA from Land O’ Lakes as he demonstrates plant-forward concepts that advance flavors.

Presenter: **Josh Diekman, CEC, CCA** (Executive Chef, Land O’Lakes)

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11:35 AM

General Session IVB

Special Presentation and Discussion

A “Tall Stack” of Opportunities: The Carbohydrate Flip

One of the biggest opportunities for advancing public health through restaurant menu innovation is around carbohydrate quality. Despite the scientific consensus linking poor carbohydrate quality with insulin resistance, obesity, and diabetes—and despite a shocking, national prevalence of adult obesity of 42% (and projected to continue to trend upwards)—refined, fast-metabolizing carbs are still foundational to many U.S. restaurant and foodservice business models. In this session, we’ll get a topline research update on the impact of carbohydrates on health, and explore how our understanding of the potential of whole grains and other healthy carbs is expanding as we gain more insights into cultivation, preparation, and menu strategies. In addition, we’ll hear about the CIA’s new Carbohydrate Flip (now in development) which, like the CIA’s Protein Flip, describes a more nuanced approach to menu transformation than an all or nothing—in this case, all good carbs or all bad carbs—approach. From minimizing or eliminating sugary beverages to culinary strategies that keep select pasta dishes, dessert treats, and more on menus, the Carbohydrate Flip sets a challenge to menu designers to embrace both health and deliciousness.

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

Presenters: **Greg Drescher** (Vice President, Strategic Initiatives and Industry Leadership, CIA)
David Jenkins, PhD (Professor, Departments of Nutritional Sciences and Medicine, University of Toronto)
Nanna Meyer, PhD, RD (Associate Professor of Human Physiology and Nutrition, University of Colorado, Colorado Springs; Founder, Grain School Project)

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 Four**

Kellogg’s Away From Home: Menu versatility, **Land O’Lakes:** Live Sensory Discussion, **Nestlé Professional:** Plant-Based Breakfast, **Oatly:** Allergen Free Dinner, **American Egg Board:** Intro to 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: Culinary Demo with Chef Yury, **Dole Packaged Foods:** Global Inspiration and Flavor Pairings, **Northern Canola Growers Association,** **Lentils.org:** Innovative Ways to Put Lentils on the Menu, **Sysco:** Corporate Social Responsibility, **Performance Foodservice,** **Phocus:** It’s What Missing That Matters, **ULVAC:** Vacuum Technology, **Unilever Food Solutions:** Plant-Based: Live Culinary Demo, **CIA Digital Media:** Live Presentation, **CIA Consulting,** **CIA Master’s Program,** **Torribera Mediterranean Center:** The Spanish Table: A Model of Flavor and Health, with Daniel Olivella



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