

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 Five Program Schedule

Wednesday, 8.19.20

Virtual Series Week V

All times are noted in Pacific Daylight Time.

10 AM **Welcome and Introduction**
Speaker: **Anne McBride, PhD** (Deputy Director, Torribera Mediterranean Center)

10:05 AM **General Session VA**

Presentation and Panel Discussion

Nudging the Industry, Nudging Ourselves: Leadership, Innovation, and the Policy Landscape

Significant advances in public health over the past half century—from smoking reduction to the elimination of trans fats in the food supply and improvements in metropolitan air quality—have been driven in large part by policy change, at the federal, state and local level. Though the effects of poor diets on health and the environment demand urgent responses, change around food is a more complicated subject than, say, requiring seat belt wearing by law to save lives. In the food and restaurant space, innovation and leadership—positively impacting menu development and the evolution of consumer preferences—is a far more desirable outcome than mandates from government. And yet, forward movement on important food and food system issues will likely require a combination of leadership and innovation within our industry as well as policy action over the coming decade. In this session, we'll consider what public-private sector collaboration might look like over the next 5-10 years, and how lessons from both industry and government can spur our thinking about the future. We'll look specifically at the emergence of plant-forward national dietary guidelines outside of the U.S., leadership from chefs and the global business community, the power of cities to incubate models that can inspire others, and more.

Moderator/

Presenter: **Sara Bleich, PhD** (Professor of Public Health Policy, Harvard T.H. Chan School of Public Health)

Panelists: **Jerold Mande, MPH** (Senior Advisor to the President of the Center for Science in the Public Interest (CSPI); Adjunct Professor of Nutrition at Harvard T.H. Chan School of Public Health; Senior Fellow at the Jonathan M. Tisch College of Civic Life, Tufts University)



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Emeline Fellus (Director, FReSH, World Business Council for Sustainable Development)

Kate MacKenzie (Director of the Office of Food Policy, Mayor of New York's Office, and Lead for New York City as the North America Flagship City for the Ellen MacArthur Circular Economies of Food Initiative)

10:45 AM

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

Breakout Session E1

Culinary Demonstration, Presentations and Discussion

The “Sustainable World Kitchen” Culinary Stage: *Sweet Endings: The Dessert Flip, Three Pleasures, and Other Disruptions in the Pastry Kitchen*

Too often in American restaurants—and the American pastry and dessert kitchen—choices around pleasure and health are framed as all or nothing: a decadent splurge or near abstinence, a craveable treat or punishment. And yet, this perception of inherent trade-offs doesn't match the opportunities in front of us to reimagine the intersection of creativity, culinary insight, and nutrition science. This session will explore two important approaches to the delicious, healthy, next-generation pastry and dessert kitchen: building up concepts that more narrowly rely on healthy ingredients—such as dark chocolate, nuts, and fresh and dried fruit—as well as “flipping” the proportion of elements in a dessert.

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

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)

Ken Toong (Executive Director, University of Massachusetts Amherst Auxiliary Enterprises)

Guest Chef: **Tavel Bristol-Joseph** (Pastry Chef and Partner, Emmer and Rye)

Breakout Session E2

Q&A with General Session Speakers

Nudging the Industry, Nudging Ourselves: Discussion

How can leaders in city government work with chefs and the restaurant community to improve food choices—and food access—for all Americans? How might legislation or regulatory change in Washington, DC, or other world capitals over the next several years affect our food system and nudge our businesses and our customers? Do we know enough about how to create successful change in food behavior to inform public health and corporate strategy? These questions and more will build on our opening general session and frame this Q&A-focused session with leading experts.

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

Panelists: **Sara Bleich, PhD** (Professor of Public Health Policy, Harvard T.H. Chan School of Public Health)

Kate MacKenzie (Director of the Office of Food Policy, Mayor of New York's Office, and Lead for New York City as the North America Flagship City for the Ellen MacArthur Circular Economies of Food Initiative)



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Breakout Session E3

Presentation and Panel Discussion

Advancing Healthy, Sustainable, Plant-Forward Menus in Healthcare Foodservice

Healthcare has been a leading force in transforming foodservice—a critical trend given the size of the sector and its complexity. From patient feeding to employee dining to retail options for guests, many healthcare operations have been leading the charge on championing local, sustainable, plant-forward, and humanely raised foods. Join these pioneers as they share lessons from their journey in supporting the development of a sustainable food system that improves the health of both patients and the environment.

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

Presenter: **Lucia Sayre** (Director of Regional Innovation and Community Resilience, Health Care Without Harm)

Panelists: **Jan C Villarante, MS, RDN** (Director, National Nutrition Services, Kaiser Permanente Northern California)
Nina Curtis (Director; Executive Chef, Adventist Health Roseville Campus)
Zach Ramos (General Manager - Foodservice, Kellogg's Away From Home)

Breakout Session E4

Presentations and Panel Discussion

Menus of Change Principles in Action: Case Studies from the Menus of Change University Research Collaborative

Join an insights-packed breakout as leaders from the Menus of Change University Research Collaborative share their stories of accelerating transformative programs inspired by one or many of the MOC Principles—including what climate-conscious dining means to each of them.

Moderator/

Presenter: **Sophie Egan, MPH** (Author; Founder, Full Table Solutions; Co-Chair, Menus of Change University Research Collaborative)

Presenters: **Colleen Wright-Riva** (Director of Dining Services, University of Maryland) and **Allison Tjaden** (Assistant Director – New Initiatives, University of Maryland)

Marcus Carson (Assistant Director for Sustainability & Quality Control, Duke University)



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Breakout Session E5

Presentations and Panel Discussion

Healthy Kids Collaborative: K-12 Leadership in Healthy, Sustainable Culinary Innovations

For many years, the CIA's Healthy Kids Collaborative has brought together innovative, influential leaders in school nutrition to learn together, share best practices, and collaborate in areas ranging from plant-forward menu development to expanding culinary culture in K-12 dining. In this session, we'll learn how K-12 school nutrition is adapting during the pandemic as well as moving forward in the critical areas of advancing healthier, protective food choices and functioning as a catalyst to create more sustainable, health-promoting food systems. And we'll also ask: what can we learn from what's working in the K-12 space—along with how Gen Z food preferences are shifting—to signal to the rest of our industry that change is coming?

Moderator: **Cathy Powers, MS, RD, LD** (Partner, Culinary Nutrition Associates; Chair, CIA Healthy Kids Collaborative)

Panelists: **Jessica Shelly, MBA** (Director of Student Dining Services, Cincinnati Public Schools)

Michael Rosenberger, MBA (Director, Dallas Independent School District; Chairman, Urban School Food Alliance)

11:15 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.

Sponsored by Oatly

Special Presentation

Innovating Comfort Classics for a Plant-Based Menu

Enjoy a cooking demonstration featuring culinary strategy and inspiration that turns a comfort classic into a plant-based, flavor-forward menu option.

Presenter: **Amanda Cohen** (Chef-Owner, Dirt Candy)

Sponsored by Oatly

11:35 AM

General Session VB

Presentations and Panel Discussion

Sectors as Catalysts for Change: From Fast-Casual to K-12 and University Foodservice

Though outside observers sometimes cast issues and challenges within the restaurant and foodservice industry in the same, singular light, our industry is comprised of many sectors, from commercial to non-commercial—including QSR; family dining; upscale, fine dining; fast-casual; K-12; colleges and university dining; hospital foodservice; and more. In terms of advancing public health and greater environmental sustainability, each of these sectors have their own challenges and opportunities. Echoing the often-cited quote—“the future is already here, it’s just not evenly distributed”—this session will explore where change is gaining traction in some of these sectors, and what leaders in other parts of the industry can learn from this innovation. We’ll ask how the pandemic has affected these sectors differently, either inhibiting change or revealing new opportunities. And we’ll also explore how differences in generational attitudes



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and preferences around food and food issues are playing out across these sectors—and what that might tell us about the future.

Moderator: **Sophie Egan, MPH** (Author; Founder, Full Table Solutions; Co-Chair, Menus of Change University Research Collaborative)

Presenters: **Michael Rosenberger, MBA** (Director, Dallas Independent School District; Chairman, Urban School Food Alliance)

Akeisha Hayde (Executive Chef, Harvard University Dining Services)

Molly McGrath '08 (Chef and Culinary Director, Roti Modern Mediterranean)

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.

Including “Meet the Author” booth featuring Sophie Egan. 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.

***Expo Booths – Week Five**

Kellogg’s Away From Home: *Kellogg’s Sustainable Sourcing*, **Land O’Lakes:** *K-12 Focus*, **Nestlé Professional:** *Plant-based Swaps for Chinese Takeout*, **Oatly:** *Sustainability, It’s who we are*, **American Egg Board:** *Optimization Breakfast Toolkit*, **AquaBounty:** *Bringing Fresh Atlantic Salmon Closer to You*, **Atlast Food Co.:** *Creating Whole Cut Plant-Based Meats*, **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:** *Sustainability - Learn from a grower: how lentils are grown and how they contribute to sustainable food systems*, **Northern Canola Growers Association**, **Sysco:** *Covid Impacts on Supply Chain*, **American Quick Foods:** *Delicious Dessert Pancakes – High Tech, One Touch Pancake Maker*, **Leanpath:** *Tips on Preventing Food Waste*, **National Honey Board:** *Honey, Bees & Our Food Supply*, **Phocus:** *Reduce Sugary Beverages on Campus*, **ULVAC:** *Transforming Cook/Chill*, **CIA Digital Media:** *A Passion for Pizza*, **CIA Consulting, CIA Master’s Program**



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