

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 Six Program Schedule

Wednesday, 8.26.20

Virtual Series Week VI

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)

10:05 AM

General Session VIA

Roundtable

Chefs and Restaurants in the Post-Pandemic World: Rethinking our Future, Leading for Change

As we look beyond the near-term wreckage of this pandemic and its economic impacts, a whole array of critical, urgent food- and industry-related issues still remain. In this conversation among five influential chefs, we'll explore how the chef and restaurant community can increase their impact in driving change in two critical areas: 1) celebrating diversity, achieving gender parity, and ending racism in our industry; and 2) food system transformation to address imperatives from sustainability and climate change to public health and social equity. The roundtable will address a number of important questions, including: What are the connections between the need to rethink our food systems—and our food choices—and challenges faced by women and Black and African, Latino, and other minority communities? What have we learned in recent years about how chefs can best raise their voices for change? How can we engage more chefs and industry professionals in leading transformation in these important areas? How can we bring our customers and social influencers along in these dialogues? And what intergenerational opportunities for collaboration does this moment in history present?

Moderator: **Mary Sue Milliken** (Chef-Owner, Socalo and Border Grill Restaurants; Trustee, The James Beard Foundation)

Panelists: **Carla Hall** (Chef; Cookbook Author; Food Network Contributor)
Michel Nischan (Chef, Founder and President, Wholesome Wave; Co-Founder, Chefs Action Network)
Kwame Onwuachi '13 (James Beard Award-Winning Chef; Author)
Selassie Atadika (Chef-Owner, Midunu)



SCHOOL OF PUBLIC HEALTH
Department of Nutrition

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

SUBJECT TO CHANGE | Updated August 25, 2020 | Page 1 of 5

© 2020 The Culinary Institute of America. All rights reserved.

10:45 AM

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

Breakout Session F1

Culinary Demonstration and Panel Discussion

The “Sustainable World Kitchen” Culinary Stage: Food Waste Reduction and Recovery: Culinary Innovation, Business Insights and Practical Solutions

Our best efforts to mitigate climate change will fail unless we are able to successfully tackle food waste. These same efforts are crucial to meeting the huge need to adequately feed a global population projected to rise to 9-10 billion by 2050. Food waste exists throughout the foodservice sector and all phases of the supply chain that support our industry—and the causes are many. In this session, we will hear and see a number of practical solutions that chefs and business leaders can adopt to effect change in their operations. From kitchen issues and menu design to front of the house practices and what happens on the farm and through distribution channels, we’ll capture a variety of perspectives and strategies on how to accelerate progress on this vital issue.

Moderator: **Kate Cox** (Editor, *The Counter*; formerly *The New Food Economy*)

Guest Chef: **Joel Gamoran ‘08** (Author; Executive Director, Ready for Seconds)

Panelists: **Derek Azevedo** (Executive Vice President, Bowles Farming Company)
Dana Gunders (Author; Executive Director, ReFED)

Breakout Session F2

Presentation and Discussion

Plant-Forward Greece: Culinary Strategies and Techniques

The traditional food and dietary patterns of Greece—circa 1960—are often cited as a key reference point for creating the now widely known guidance around the health-promoting Mediterranean Diet. With its early-harvest tradition of olive oil, its abundance of vegetables (including wild greens and herbs), fruits, legumes, and whole grains—together with the supporting role played by fish and seafood, poultry and (to a lesser extent) meat—the Greek kitchen fits well with contemporary tastes as well as health and sustainability imperatives. In this session, we’ll hear from one of New York’s leading Greek chefs and restaurateurs about what contributes to success—and deliciousness—in plant-forward cooking. From tapping inspiration from the best of Greek home cooking to the special, vegetarian dishes of the Greek Lenten table to the amazing flavors of vegetable-centric Greek mezze, you’ll get an insider’s view of menu design possibilities around this cultural model for healthy, sustainable eating.

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

Presenter: **Maria Loi** (Chef-Owner, Loi Estiatorio)

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

Breakout Session F3

Panel Discussion

The Business of Biodiversity: Getting it on Menus, Rooting it in Agriculture

Biodiversity in food and agriculture is among the most critical food system, global nutrition, and sustainability issues that chefs and business leaders in our industry can and need to address. Over the past 75 years, efforts to make agriculture, food production, and food



SCHOOL OF PUBLIC HEALTH
Department of Nutrition

marketing more efficient by collapsing agricultural diversity have come at great long-term peril to ourselves and our planet. The need to reverse this trend—and the thinking that underpins it—is especially urgent in light of emerging and projected stresses to earth’s biosystems and our food supply resulting from climate change. This session brings together esteemed industry leaders and allied changemakers working to highlight the value—and customer appeal—of increasing biodiversity on our menus, at retail, and in our agriculture.

Moderator: **Paul Newnham** (Director, SDG2 Advocacy Hub; Coordinator and Founder, Chefs Manifesto)

Panelists: **Marie Haga** (Associate Vice President of External Relations and Governance Department, International Fund for Agricultural Development)
Amy Senter (Chief Sustainability Officer, Kellogg Company)

Sponsored by Kellogg’s Away From Home

Breakout Session F4

Panel Discussion

Healthy Menus R&D Collaborative: High-Volume Culinary Innovations in an Uncertain Future

For the past decade, the CIA has brought together executive culinary and nutrition leaders from the high-volume, multi-unit restaurant sector in a pre-competitive space to collectively advance healthier menus within the chain restaurant and related commercial and non-commercial sectors. As health, nutrition, and now sustainability concerns gain more traction with consumers, talented menu R&D leaders with some of America’s biggest restaurant brands have been hard at work to get more produce on their menus, reduce sodium, improve protein quality (including adding more plant-protein options), and much more. In this session, we’ll engage with several Healthy Menus R&D Collaborative (HMC) members who, while working to find their way operationally through the pandemic, are nevertheless aware of and still focused on projected, long-term changes in demographics and consumer values, concerns, and taste trends that will shape the future of their business.

Moderator: **Pam Smith, RDN** (Culinary Nutritionist, Consultant, and Author; Co-Chair, CIA Healthy Menus R&D Collaborative)

Panelists: **Mackenzie Gibson** (Sr. Director New Product & Menu Innovation, Sonic Drive-In)
Paul Racicot (Director of R&D, Dunkin’ Brands)

Breakout Session F5

Presentations

Cities and Communities Leading the Charge: Impacts of Sodium Reduction Strategies

The Centers for Disease Control and Prevention’s Sodium Reduction in Communities Program (SRCP) funds eight communities to implement sodium reduction strategies in collaboration with the food industry. Two of these funded communities, Los Angeles County and New York City, have implemented nutrition standards and healthier procurement practices and collaborated with national food distributors to make it easier for them to highlight healthier food products. Join us to walk through the details of these successes.

Moderator/

Presenter: **Nancy Andrade, MPA** (Health Scientist, Lead for Sodium Reduction in Communities Program, Centers for Disease Control and Prevention)



SCHOOL OF PUBLIC HEALTH
Department of Nutrition

Presenters: **Tanuja Kulkarni, MS, MPH, RD** (Food Standards Senior Coordinator, Bureau of Chronic Disease Prevention, New York City Department of Health and Mental Hygiene)
Michelle Wood, MPP (Director, CDC-funded Sodium Reduction in Communities Program (SRCP), Division of Chronic Disease and Injury Prevention, Los Angeles County Department of Public Health)

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.

Including “Meet the Author” booths featuring Joel Gamoran '08, Dana Gunders, Carla Hall, Kwame Onwuachi '13, and Maria Loi. 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.

11:35 AM

General Session VIB

Special Presentation and Discussion

Why Trust Science? Can We Afford the Change We Need? Crafting the Foundations of a Next-Generation Restaurant Industry

In this concluding general session of our Menus of Change conference, we'll look past the pandemic and take the long view, asking: is the state of the science about the impact of our food choices on our health and the health of the planet strong enough to warrant a future course correction in our industry? How should we think about actionable scientific consensus in light of critics and naysayers who cast doubt on what we know and the need for change? If we trust the science and reinvent our menus, our restaurant concepts, and our business models, will Wall Street buy it? Will our customers keep coming—or will we find new customers? And how can innovators, entrepreneurs and investors collaborate to disrupt the restaurant business landscape and show that social responsibility can also deliver financial success?

Moderator: **Michael Kaufman** (Partner, Astor Group; Chair, Menus of Change Business Leadership Council)

Presenter: **Naomi Oreskes, PhD** (Professor of the History of Science; Affiliated Professor of Earth and Planetary Sciences, Harvard University)

Panelists: **Keith Pascal** (Partner and General Manager, ACT III Holdings—CAVA, Zoës Kitchen, Clover, and Life Alive)

Ellen Kennedy, MA (Investment and Sustainable Food & Agriculture Consultant, Ellen Kennedy Consulting)

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)



SCHOOL OF PUBLIC HEALTH
Department of Nutrition

12:05 PM

Closing and Final Remarks

Fueling Change: The Relentless Pursuit of Deliciousness

Speakers: **Greg Drescher** (VP of Strategic Initiatives, The Culinary Institute of America)
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)
Chavanne Hanson, MBH, RD (Food Choice Architecture and Nutrition Manager, Google Food; Vice Chair, Menus of Change Business Leadership Council)

12:15 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 Naomi Oreskes. 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 Six

Kellogg’s Away From Home: Live Q&A with Amy Senter, Chief Sustainability Officer, **Land O’Lakes:** Plant-Forward Sides and Entrees featuring Dairy, **Nestlé Professional:** Root to Shoot Recipes to Reduce Food Waste, **Oatly:** Happy Hour with Kayla, **American Egg Board:** Nutrient Dense Foods, **AquaBounty:** A Delicious Difference in Atlantic Salmon, **Atlast Food Co.:** Makin’ Bacon - Creating structure and texture for plant-based whole cut products, **Barilla:** Barilla Legume Pastas: Chickpea Rotini with Spicy Eggplant Shakshuka, Poached Egg and Zug, **Dole Packaged Foods:** Global Inspiration and Flavor Pairings, **Lentils.org,** **Northern Canola Growers Association,** **Sysco:** Sustainable Single Use Containers for post Covid reopening, **Genpak:** Plant Based Packaging, **Leanpath:** Tips on Preventing Food Waste, **National Honey Board:** From Hive to Table - A Honey Exploration, **CIA Digital Media:** Live Presentation, **CIA Consulting,** **CIA Master’s Program,** **Torribera Mediterranean Center**



SCHOOL OF PUBLIC HEALTH
Department of Nutrition