

THE CULINARY INSTITUTE OF AMERICA
in conjunction with
THE UNIVERSITY OF CALIFORNIA, DAVIS
presents

Fourth Annual Invitational Leadership Forum
**Flavor, Quality and
American Menus**

*Envisioning the Future and Stimulating Dialogue
Among Chefs, American Foodservice
and U.S. Agriculture*

September 9-12, 2007
Napa Valley and Davis, California

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THE CULINARY INSTITUTE OF AMERICA AT GREYSTONE
in conjunction with
UNIVERSITY OF CALIFORNIA, DAVIS

Fourth Annual Invitational Leadership Forum
Flavor, Quality & American Menus

September 9-12, 2007
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OVERVIEW

In years past, American farmers produced the nation's food (and envisioned feeding the world), food processors innovated within a narrow range of expectations, professional chefs and home cooks made few demands on producers, and food and flavor trends were slow to emerge.

Today, commodity agriculture in the West and much of the United States is under pressure as Latin America, China, and other Asian countries increase production and shipments to the U.S. The options for growing, processing and marketing high quality agricultural products are now vast and global, while clarity about *best* options is often muddled by a competitive marketplace sending mixed signals.

Meanwhile, chefs, cookbook authors, and other culinary experts are firing up consumer interest in world flavors from Asia, Latin America and the Mediterranean, countries where produce plays a large role in traditional cuisines. Changing U.S. demographics are accelerating interest in world flavors in volume foodservice.

Clearly, for those who value quality and diversity in food and the culinary arts – and those invested in the success of American agriculture and value-added processing – *now is the time to be working closely together.*

This is the impetus behind the partnership between The Culinary Institute of America (CIA), a world leader in professional culinary arts education, and University of California at Davis, a world leader in agricultural, food science, and viticultural and enological education and research.

"Flavor, Quality & American Menus," an annual invitational leadership retreat, and the online journal that inspires, **"American Menus & U.S. Agriculture,"** provide a venue for

networking, information and idea-sharing, and advancing both American agriculture and the food and wine industries that depend on it.

Working in partnership, The Culinary Institute of America at Greystone and the University of California Davis College of Agricultural and Environmental Sciences hope to unite leaders in agriculture, food processing, and the culinary arts around a common mission, one that values scientific and technical excellence as well as artistic and aesthetic accomplishment.

This project was successfully inaugurated with our first annual leadership retreat jointly hosted by and located at the CIA at Greystone and UC Davis September 12-15, 2004.

Our **Fourth Annual Flavor, Quality & American Menus Leadership Forum** will continue the tradition September 9-12, 2007 as we welcome 35 of our nation's most influential chefs and foodservice industry leaders (with an emphasis on multi-unit and volume foodservice operations: chain restaurants, contract and volume foodservice, hotels and resorts, major college and university foodservice operations, and supermarket foodservice). These volume foodservice operators will be joined by leaders in U.S. agriculture, food processing and manufacturing as well as culinary experts specializing in Asian, Mediterranean, Latin American, and California's "farm to table" cuisine.

OBJECTIVES

The objectives for the annual "**Flavor, Quality & American Menus**" leadership retreat and the accompanying online journal "**American Menus & U.S. Agriculture**" are listed below.

1. Stimulate new thinking about the **future of U.S. agriculture** that:
 - Addresses the need to develop new directions in agriculture, food processing, and viticulture and winemaking – directions that emphasize quality and diversity and increased opportunities for specialty, higher-margin agriculture;
 - Takes advantage of a growing consumer willingness to spend money for quality and in the pursuit of culinary adventure;
 - Anticipates changing American demographics and related taste preferences, and the impact that these changes will have on agriculture, food processing and the wine industry;
 - Welcomes the contributions of America's new ethnic and immigrant farmers, and the new flavors that they bring to the American table; and

- Looks for solutions to balance and integrate consumers' growing interest in environmental sustainability with the economic needs and realities of the farm community.
2. Create an **annual forum on menu development** for the foodservice industry that approaches menu R & D from the perspective of flavor, quality and diversity in U.S. agriculture, food processing, viticulture and enology.
 3. **Accelerate health and wellness initiatives within the foodservice industry** through exploring the opportunities for ingredient and supply chain innovation as well as supplier-driven menu development support that focuses on delivering higher standards of flavor and greater flavor diversity.
 4. **Build bridges among leaders in U.S. agriculture, food processing, wine, distribution and chefs and other foodservice leaders** (with an emphasis on multi-unit and volume foodservice operations), and as a result, enhance loyalty towards U.S. agriculture.
 5. **Showcase leaders and innovators** whose successes confirm the viability of a commitment to quality, flavor and diversity.
 6. Grow and develop an **online journal of information, ideas and culinary trend analysis** at www.ciaprochef.com that supports these objectives and captures the best of the annual forum.
 7. **Expand collaboration between The Culinary Institute of America and the UC Davis College of Agricultural and Environmental Sciences** to benefit students of both institutions and thereby advance the fields of the culinary arts, foodservice management, agriculture and food and wine science and technology.

The Culinary Institute of America and UC Davis welcome all retreat participants, and wish everyone a stimulating and enjoyable few days.

SCHEDULE

SUNDAY, SEPTEMBER 9

5:00 PM **Registration and Welcome Reception**
Atrium

5:30 PM **Welcome, Introductions and Overview**
All CIA Sessions in the Ecolab Theater

Speakers: **Mark Erickson, CMC**, vice president, CIA (Napa Valley, CA and Hyde Park, NY); **Charles Henning, CHA**, managing director, CIA at Greystone (Napa Valley, CA), **Greg Drescher**, senior director of strategic initiatives, CIA (Napa Valley, CA)

Flavor teams will be announced for Wednesday ideation and kitchen sessions – and the concluding “Flavor Survivor” session.

5:45 PM **Opening Presentations**

“Changing American Appetites for Quality and Diversity: The View from UC Davis”

Speakers: **Charles Bamforth, Ph.D.**, Anheuser-Busch Endowed Professor of Malting and Brewing Sciences and chair, department of food science and technology, UC Davis (Davis, CA), **Clare Hasler, Ph.D.**, executive director of The Robert Mondavi Institute for Wine and Food Science, UC Davis (Davis, CA)

6:00 PM **Opening Culinary Demonstrations**

From Farm to Table: Inspiring American Menu Innovation, Part I

“The Indian Spice Kitchen: Fresh Ideas from South Asia”

Speaker: **Suvir Saran**, author and chef, Devi restaurant, consultant and Indian food expert (New York, NY)

“Fresh Ideas from California: Crossroads of Cultures and Flavors”

Speaker: **John Ash**, chef, author and educator, CIA visiting instructor (Sonoma County, CA)

7:00 PM **Tasting Reception**
Rudd Center for Professional Wine Studies

Celebrating Flavor: Connecting Agriculture and Foodservice

An opportunity to meet fellow chefs, operators, agriculture and world cuisine experts, our sponsors, and other retreat participants

Sponsored by California Raisin Marketing Board

Tasting: For the Love of Chiles....and Complex Flavors

Guest Chef: Robert Del Grande, executive chef/owner, Café Annie (Houston, TX)

8:00 PM **Participants have dinner on their own**

MONDAY, SEPTEMBER 10

7:15 AM **Light Napa Valley Breakfast**
Teaching Kitchen

8:15 AM **Presentation**

“World Flavors, Menu R & D, and the American Produce Kitchen: The View from the CIA”

Speaker: **Greg Drescher**, senior director of strategic initiatives, CIA (Napa Valley, CA)

8:30 AM **Presentation and Component Tasting**

“From Niche to Mainstream: American Flavor Watch 2008”

Speaker: **John Ash**, chef, author and educator, CIA visiting instructor (Sonoma, CA)

9:00 AM **Presentation**

“What’s Ahead for California Agriculture: Quality, Innovation, and Food Safety”

Speaker: **A.G. Kawamura**, secretary of food and agriculture, State of California (Sacramento, CA)

9:30 AM **Presentations**

Of Flavor and Quality: New Directions in Agriculture, Food Production and Menu Development, Part I

- **California Raisin Marketing Board**
- **Sunkist Growers**

- Tanimura & Antle

10:00 AM **Beverage and Conversation Break**
Berns Area

Sponsored by The Perfect Purée of Napa Valley

10:30 AM **Presentation, Demonstration and Tasting**

From Farm to Table: Inspiring American Menu Innovation, Part II

“Fresh Ideas from the Mediterranean: From Spain to Southern Italy”

Speaker: **Joyce Goldstein**, chef, author and Mediterranean cuisine expert (San Francisco, CA)

11:00 AM **Presentation with Audience Response System Survey**

“Sustainability and American Foodservice: Are We Asking the Right Questions?”

Speaker: **Thomas Tomich, PhD**, W.K. Kellogg Endowed Chair in Sustainable Food Systems, and director, Agricultural Sustainability Institute (ASI), UC Davis (Davis, CA)

11:45 AM **Presentations**

Of Flavor and Quality: New Directions in Agriculture, Food Production and Menu Development, Part II

- Alaska Seafood Marketing Institute
- California Table Grape Commission
- National Peanut Board

12:15 PM **Lunch**

In Focus: Latin and South Asian Flavors
Barrel Room

Sponsored by National Peanut Board

1:45 PM **Afternoon Session Begins with a Presentation and Tasting**

The New American Farmer, Part I

“Southeast Asian Aromatics for American Menus – Fresh from the Sacramento Valley”

Speaker: **Mai Pham**, chef/owner, Lemon Grass Restaurant, author and consultant (Sacramento, CA)

- 2:15 PM **Presentation**
- The New American Farmer, Part II**
- “Faces of Culture, Flavors of Change...and the 2007 Farm Bill”**
 Speaker: **Gus Schumacher**, consultant, W.K. Kellogg Foundation, and former undersecretary of USDA (Washington, DC)
- 2:45 PM **Presentation**
- “The Perfect Peach, Memory, and Stretch Goals for American Agriculture”**
 Speaker: **David Mas Masumoto**, author, columnist, and third generation organic peach and grape farmer (Del Rey, CA)
- 3:15 PM **Presentations**
- Of Flavor and Quality: New Directions in Agriculture, Food Production and Menu Development, Part III**
- **Almond Board of California**
 - **California Olive Ranch**
 - **Heinz**
 - **Ocean Mist**
- 4:00 PM **Beverage and Conversation Break**
Berns Area
- Sponsored by Christopher Ranch and Foster Farms*
- 4:30 PM **Presentation**
- “Growing Produce Use in Foodservice: Challenges, Opportunities and Strategies”**
 Speaker: **Roberta Cook, PhD**, agricultural and resource economist, UC Davis (Davis, CA)
- 5:15 PM **Presentation and Culinary Demonstration**
- From Farm to Table: Inspiring American Menu Innovation, Part III**
- “Fresh Ideas from the Latin America”**
 Speaker: **Maricel Presilla**, chef/owner, Zafra and Cucharamama restaurants, author and Latin foods expert (Weehawken, NJ)
- 5:45 PM **Forum and Tasting**

“Sweet, Sour and the World Spice Kitchen: Bright Flavors for American Menus”

Moderator: **Robert Del Grande**, executive chef/owner, Café Annie (Houston, TX)

Panelists: **John Ash**, chef and author (Sonoma County, CA); **Maricel Presilla**, chef, author and Latin food expert; **Suvir Saran**, chef, author and Indian food expert; **Mai Pham**, chef, author and SE Asian food expert; **Joyce Goldstein**, chef, author and Mediterranean food expert

Sponsored by the California Raisin Marketing Board

6:30 PM **Sponsor Exchange & Networking Reception**

American Food & Agriculture and World Flavors – Inspiration for Contemporary Menus

Herb Terrace

A walk-around gathering featuring our sponsors and highlighting the role they and their products can play in bringing a broader world of flavors to American foodservice menus.

8:00 PM **Participants have dinner on their own in the Napa Valley.**

TUESDAY, SEPTEMBER 11

6:15 AM **Light Continental Breakfast**
Atrium

6:45 AM **Board Buses for Departure**
Front Entrance to Greystone

7:00 AM Depart Greystone by bus for first farm tour, visiting **The Farm on Putah Creek** and the **Center for Land-Based Learning**, then onto the **UC Wolfskill Experimental Orchards** near Winters, CA (near the UC Davis campus), one of the University of California’s most interesting field stations, which includes extensive plantings of wine grapes, tree fruit, nuts and other fruit varieties

8:15 AM **Arrive at The Farm on Putah Creek and the Center for Land-Based Learning**

8:20 AM

Presentations and Comparative Tastings

Speakers: **Craig McNamara**, president & founder, Center for Land-Based Learning (Winters, CA); **Mary Kimball**, executive director, Center for Land-Based Learning (Winters, CA); **Jim Mills**, chef and produce purveyor, Produce Express (Sacramento, CA); **Suzanne Peabody Ashworth**, farmer/author/educator, Del Rio Botanical (Sacramento, CA)

Sponsored by Produce for Better Health Foundation

Thanks to Del Rio Botanical, Full Belly Farms, River Dog Farms and Produce Express for providing the locally-grown produce.

9:30 AM

Board buses and depart for the UC Wolfskill Experimental Orchards

- 9:45 AM **Presentations and Comparative Tastings**
- “An Introduction to Wolfskill Experimental Orchards/On the Menu: Tasting Biodiversity”**
 Speakers: **Vito S. Polito, Ph.D.**, professor of plant sciences, UC Davis (Davis, CA); **Ed Stover, Ph.D.**, research leader, National Clonal Germplasm Repository
- Sponsored by Produce for Better Health Foundation*
- 11:45 AM **A Harvest Lunch**
Under the 150 year-old olive trees at the Wolfskill Experimental Orchards
- Sponsored by Almond Board of California, California Olive Ranch, California Table Grape Commission, Tanimura and Antle*
- 1:15 PM **Depart for CIA Greystone**
- 2:45 PM **Afternoon Sessions Begin with an Operator Forum**
- “In Pursuit of Flavor, Quality and Differentiation: Building Collaboration Between Agriculture and Foodservice”**
 Moderator: **Chandra Ram**, culinary director, Plate Magazine
 Panelists: **John Dickman** (Google, Inc.), **Mark Lepine** (McDonald’s), **Greg Atkinson** (Organic to Go), **John Taylor** (Panera Bread), **Kathleen Kennedy** (Sage Culinary Catalysts)
- 4:15 PM **Presentations**
- Of Flavor and Quality: New Directions in Agriculture, Food Production and Menu Development, Part IV**
- USA Rice Federation
 - Dow Agrosiences
 - Norpac Foods
- 4:45 PM **Beverage and Conversation Break**
Berns Area
- Sponsored by Earthbound Farm*
- 5:15 PM **Presentation and Demonstration**
- “American Masala: Giving Produce a Star Turn on the Menu”**
 Speaker: **Suvir Saran**, chef, author and Indian foods expert

- 6:00 PM **Reception**
- Fresh and Savory**
Ventura Center for Menu Research & Development
- Co-sponsored by Heinz, Kikkoman International, Ocean Mist Farms*
- 7:00 PM **Dinner**
- Contemporary Mediterranean and American Flavors**
Barrel Room
- Co-sponsored by Alaska Seafood Marketing Institute,
Dow Agrosiences, Norpac, Sunkist Growers, and USA Rice Federation*

WEDNESDAY, SEPTEMBER 12

- 7:15 AM **Light Napa Valley Breakfast**
Teaching Kitchen
- 8:30 AM **Presentations**
- “The Produce Industry, Initiatives and Trends: Food Safety, Convenience, Flavor, and Diversity”**
Speakers: **Lorna Christie**, senior vice president, Produce Marketing Association, industry products and services; **Janet Erickson**, executive vice president, purchasing & quality assurance, Del Taco, LLC, and PMA executive committee chairman
- An Introduction to Hands-on, Produce Focused Market Basket Experience**
- Sponsored by Produce Marketing Association*
- 9:00 AM **Hands-on Market Basket Experience**
- Contemporary Flavors and American Agriculture**
Led by the faculty of The Culinary Institute of America
- 9:00 AM **Team Challenges, Concept Development, Planning**
Ventura Center for Menu Research and Development
Including flavor team first round voting on top candidates for the retreat’s concluding Volume Foodservice “Flavor Survivor” session

10:00 AM **Teaching Kitchen Orientation: Introduction of Product Selection and World Flavors Pantry**
Third Floor Teaching Kitchen

10:15 AM **Hands-on Team Production**
Third Floor Teaching Kitchen

12:45 PM **Lunch**
Ventura Foods Center for Menu Research & Development

A World of Flavors from Asia, the Mediterranean and Latin America
Based on the market basket production of the various culinary teams

2:30 PM **Presentations and Culinary Demonstrations**

Mapping the Future of the American Flavor Revolution: Of Flavors, Geography and Marketing

“From Peru to Brazil: Translating South American Flavors for U.S. Menus”

Speaker: **Maricel Presilla**, chef, author and Latin foods expert
(Weehawken, NJ)

“From Turkey to Morocco: What’s Next for the Mediterranean on American Menus?”

Speaker: **Joyce Goldstein**, chef, author and Mediterranean foods expert
(San Francisco, CA)

4:00 PM **Presentations**

Of Flavor and Quality: New Directions in Agriculture, Food Production and Menu Development, Part V

- **Seminis**
- **The Coca-Cola Company**

4:20 PM **Beverage and Conversation Break**
Berns Area

Sponsored by Anheuser-Busch, Inc.

5:00 PM **Concluding Interactive Session and Tasting**

Volume Foodservice “Flavor Survivor”: Voting Flavors Off the Menu”

In this concluding session, our flavor teams (a mix of chef/operators and sponsors) will submit their top candidates for making it onto the menu in volume foodservice within the next three years, based on the flavor ideas and trends presented at this year’s retreat. The group will vote off ideas that are not well positioned to find a larger audience with American diners, as well as taste – and vote on – a number of final candidates from our world cuisine specialists. The CIA’s audience response technology (ARS) will keep all votes confidential. Results will be shared with attendees during the session.

Moderator: **Greg Drescher**, senior director of strategic initiatives, CIA (Napa Valley, CA)

Speakers: **Robert Del Grande**, executive chef/owner, Café Annie (Houston, TX); **Joyce Goldstein**, chef, author and Mediterranean foods expert (San Francisco); **Maricel Presilla**, chef, author and Latin foods expert (Weehawken, NJ);

Suvir Saran, chef, author and Indian foods expert (New York, NY)

Discussants: **Roland Henin** (Delaware North Companies), **Jim Wulforst** (Duke University), **Al Ferrone** (Hilton), **Richard Arakelian** (Sodexo), and

Chris Martone (Subway).

6:30 PM **Final Reception**

Harvest Flavors of Wine Country

Herb Terrace

Sponsored by The Coca-Cola Company, Schwan’s Foodservice, and Seminis

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*The Culinary Institute of America gratefully acknowledges
the generous support of our program sponsors*

PLATINUM

California Raisin Marketing Board

GOLD

National Peanut Board
Produce Marketing Association

SILVER

Alaska Seafood Marketing Institute
Almond Board of California
California Olive Ranch
California Table Grape Commission
The Coca-Cola Company
Dow AgroSciences
H.J. Heinz Foodservice/Escalon Premier Brands
NORPAC Foods
Ocean Mist Farms
Seminis
Sunkist Growers
Tanimura & Antle
USA Rice Federation

BRONZE

Anheuser-Busch
California Vegetable Specialties
Christopher Ranch
Earthbound Farm
Foster Farms

Kikkoman International
The Perfect Purée of Napa Valley
Produce for Better Health Foundation
Schwan's Foodservice

2007 FLAVOR, QUALITY & AMERICAN MENUS SPONSORS

Alaska Seafood Marketing Institute is a generic marketing agency for the Alaska seafood industry. The foodservice program is designed to help commercial and non-commercial operators handle, menu, and promote Alaska seafood. Many educational materials are available including chef recipe books, species identification materials, storage and handling information, quality information, and training videos. Promotional packages include menu sheets, table tents, and tip cards. www.alaskaseafood.org

Almond Board of California administers a grower-enacted Federal Marketing Order under the supervision of the United States Department of Agriculture. Established in 1950, the Board's mission is to promote the best quality almonds, California's largest tree nut crop. For more information on the Almond Board of California, visit www.AlmondsAreIn.com.

Anheuser-Busch, Inc. produces more than 60 beers, flavored alcoholic beverages, and nonalcoholic brews at 12 breweries in the United States and others around the world, and imports other beers for distribution in the United States. An unwavering commitment to quality is at the heart of how Anheuser-Busch has conducted business since the company was founded in 1852. It continues to be the key to Budweiser's international success. www.anheuser-busch.com

California Olive Ranch (COR) provides the freshest tasting, highest quality, 100% California grown and processed extra virgin olive oil available. With more than 2,000 acres and 1.4 million trees COR is the only domestic producer with capacity, packaging, and quality controls to meet the challenges of the foodservice industry. COR is the first grower and processor to use the innovative vinery style orchard that allows the olives to move from the trees to crush in 90 minutes. Taste the difference in COR's unmatched quality. Your customers will enjoy the flavor experience of our fruity and fragrant Arbequina, Arbosana, or Koroneiki Extra Virgin Olive Oils. www.CaliforniaOliveRanch.com

California Raisin Marketing Board is the resource for information about California raisins and the California raisin industry. Created to support and promote the increased use of California-grown raisins, its aims include advocating for the raisin industry, actively promoting California-grown raisins to the public and food service professionals, and providing expert information on raisins and everything related to them. www.calraisins.org

California Table Grape Commission was established by an act of the state's legislature in 1967. Approved by a grower referendum in 1968, the commission has been affirmed through grower referenda every five years since its inception. The commission's importance to the state and its mandate—to maintain and expand markets for fresh California grapes and to create new and larger intrastate, interstate, and foreign markets—was reaffirmed and its authorities broadened by the legislature in 1997. The commission's activities are divided into five areas: Research, Trade Management, Issue Management, Education and Outreach, and Advertising. www.freshcaliforniagrapes.com

California Vegetable Specialties produces red and white Belgian endive ("on-deev") in Rio Vista, California, approximately one hour east of the Napa Valley on the Sacramento River. The year-round production program features both conventional and organic endive packed in a variety of foodservice and retail packs. Started in 1983 on five acres, the upcoming 2007 crop marks the 25th anniversary of production in California. www.endive.com

Christopher Ranch is the largest grower-shipper-processor of both conventional and organic fresh garlic in North America. All garlic planted, grown, and processed is 100% domestic fresh California garlic including Fresh Roasted Garlic; Cloves, Chopped, Purees and Fresh Raw Garlic; Cloves, Sliced and Chopped. Christopher Ranch garlic is available in both foodservice and industrial packs. www.christopherranch.com

The Coca-Cola Company was established in 1886, when Dr. John Stith Pemberton, a local pharmacist, produced the syrup for Coca-Cola, and carried a jug of the new product down the street to Jacobs' Pharmacy, where it was an immediate hit. The Coca-Cola Company quickly became an international business. Today, the Coca-Cola Company is the largest beverage company, and has the most extensive distribution system, in the world. www.coca-cola.com

Dow AgroSciences, based in Indianapolis, Indiana, is a top-tier agricultural company that has been on the cutting edge of developing the next generation of oil seeds that provide healthy alternatives to trans fat oils. This portfolio of canola and sunflower omega-9 oils offers a superior nutrient profile, with a combination of high monounsaturated and low saturated fats, a light clean taste, and a 50 percent longer fry life for a cost-effective solution. www.longlifeoils.com

Earthbound Farm began 23 years ago in a 2½-acre backyard garden. The first customers were local chefs. Today, with the same unwavering commitment, Earthbound Farm offers an innovative, reliable year-round supply of top-quality organic specialty salads, fruits, and vegetables to chefs nationwide who want to make the most of today's burgeoning trend toward healthier, more delicious organic food. www.ebfarm.com

Foster Farms is a family owned and operated business. Foster Farms is the largest and most recognized poultry company in the Western United States. Their dedicated team

of experienced foodservice professionals is focused on making Foster Farms turkey, corn dog, and chicken products successful on every menu. www.fosterfarmsfoodservice.com

H.J. Heinz Company was founded by Henry John Heinz in 1869. Today, H.J. Heinz Company is one of the world's leading marketers of branded foods to retail and foodservice channels. Today, Heinz brands are cultural icons to consumers everywhere, symbolizing quality, convenience and great taste. Heinz Organic Ketchup is the latest in a line of breakthrough ideas by Heinz that has transformed the ketchup, condiments and sauces category in the U.S. Escalon Premier Brands is located in the rural community of Escalon in the heart of California's San Joaquin Valley.

Kikkoman International offers Kikkoman products to the foodservice, food manufacturing, and retail channels in the U.S. and Canada. Its products include naturally brewed Kikkoman Soy Sauce—the world's best-selling soy sauce—and a number of premium-quality organic and authentic Asian sauces and coatings. In addition to Asian sauces, the company has recently introduced Pearl Soymilk, made from organic soybeans. www.kikkoman.com

National Peanut Board (NPB) is a research and promotion board that represents all USA peanut farmers. NPB educates consumers and culinary professional about the flavor, quality, and healthful benefits of USA-grown peanuts and peanut products. NPB showcases the culinary cache of peanuts, peanut butter, and peanut products—including aromatic roasted peanut oil and peanut flour—by positioning them as versatile ingredients that can add flavor and culinary appeal to any meal. www.nationalpeanutboard.org

NORPAC Foods, Inc. was founded in 1924. The innovative spirit that has driven the people of NORPAC continues today with the recent introductions of exciting new offering like Grand Classics Gourmet Vegetables and Single Strength Soups, and convenient new packaging concepts. The same peerless quality is evident in FLAV-R-PAC Grande Classics Gourmet Vegetables, FLAV-R-PAC Fruit Toppings, FLAV-R-PAC Flame Roasted Vegetables, FLAV-R-PAC Sides, SOUP SUPREME Soups and Pasta Perfect Vegetable/Pasta Blends and Pastas. www.norpac.com

Ocean Mist Farms has been growing the finest artichokes and row crops since 1924. Artichokes are the signature crop. They grow best in deep, rich, clay loam soil where the climate is mild with nights seldom below freezing and days rarely above 75°F. Artichokes respire differently from most other vegetables; they "breathe" better in cool weather. All of these unique growing conditions come together in and around Castroville, California, the artichoke "heart" of the U.S., and, in the winter, the Coachella Valley of Southern California. Utilizing these two growing areas means that Ocean Mist can provide the highest quality artichokes year-round, a real plus for artichoke lovers! www.oceanmist.com

The Perfect Purée of Napa Valley's line of all-natural premium frozen purées is made from the finest field-ripened fruits and vegetables. The Perfect Purée is the ideal ingredient for ice creams and sorbets, desserts, sauces, dressings, cocktails, and healthy beverages. Its purées offer chefs, pastry chefs, and beverage experts unparalleled quality, flavor, and consistency. For more information call (800) 556-3707 or visit www.perfectpuree.com

Produce for Better Health Foundation (PBH) is a non-profit 501 (c) (3) consumer education foundation whose purpose is to motivate people to eat more fruits and vegetable to improve public health. The foundation achieves success through nutrition policy efforts, industry and government collaboration, and a variety of nutrition education and marketing programs, including Produce First!, a one-day leadership retreat held every January for volume foodservice operators. Produce First! is co-hosted by PBH and The Culinary Institute of America .
www.pbhfoundation.org

Produce Marketing Association, founded in 1949, is a not-for-profit global trade association serving more than 2,100 members who market fresh fruits, vegetables, and related products worldwide. Its members are involved in the production, distribution, retail, and foodservice sectors of the industry. PMA's core purpose is to sustain and enhance an environment that advances the marketing of produce and related products and services. www.pma.com

Schwan's Food Service markets and distributes many branded frozen-food products and meal solutions to schools, colleges & universities, hospitals, chain restaurants, convenience stores, and other foodservice channels throughout the United States. Schwan's product lines include pizzas & crusts, desserts, Asian products, appetizers, and handheld snacks. Branded concepts include Big Daddy's® pizza and the Minh® Asian2Go™. www.Schwansfoodservice.com.

Seminis, Inc. is the largest grower and marketer of fruit and vegetable seeds in the world. Seminis hybrids improve nutrition, boost crop yields, limit spoilage, and reduce the need for chemicals. Seminis recently introduced Bambino mini-personal watermelons, Lettuce Jammers, and Vine-Sweet mini peppers. www.seminis.com

Sunkist Growers is a not-for-profit marketing cooperative entirely owned and operated for the 6,500 California, Arizona, and Texas citrus growers, most of whom are small family farmers. For more than 100 years the Sunkist brand has been the brand most trusted for fresh premium citrus. www.sunkist.com

Tanimura & Antle families have made growing the very best produce their life's work for three generations. Combining technology, logistics, and industry driving innovation, Tanimura & Antle's unrelenting focus is on premium quality. Today, Tanimura & Antle is America's premier fresh produce farmer. The founding families still work together to grow the freshest, finest produce. www.taproduce.com

USA Rice Federation is the national advocate for all segments of the rice industry, conducting programs to increase worldwide demand for U.S. rice. The U.S. produces an abundance of high quality long, medium, and short grain rice in Arkansas, California, Louisiana, Mississippi, Missouri and Texas. For more information, visit www.menurice.com.

PRESENTER BIOGRAPHIES

JOHN ASH is the instructor of The Culinary Institute at Greystone's Sophisticated Palates program, founder of John Ash & Company, and the longtime culinary director for Fetzer Vineyards; his newest venture is Sauvignon Republic Cellars, specializing in Sauvignon Blancs from around the world. He received a James Beard Award for *John Ash Cooking One-On-One: Private Lessons in Simple Contemporary Food from a Master Teacher*. He writes for the Los Angeles Times Syndicate and numerous publications, including *Bon Appétit* and *Fine Cooking*. Chef Ash also advocates for ethical and sustainable food issues and serves on the board of overseers for the Chef's Collaborative, a national organization of chefs who support ethical agriculture. (Santa Rosa, CA)

CHARLES BAMFORTH, Ph.D., D.Sc., became the first Anheuser-Busch Endowed Professor of Malting and Brewing Sciences at the University of California, Davis in February 1999 and chair of the Department of Food Science and Technology at UC Davis in July 2005. He has over 27 years of experience in the brewing industry. He is a Fellow of the Institute of Brewing and Fellow of the Institute of Biology, and was awarded the Cambridge Prize of the Institute of Brewing in 1984. He is involved with several technical publications and has written a number of books, including *Standards of Brewing*; *Beer: Tap into the Art and Science of Brewing*; *Beer: Health and Nutrition in 2004*, and *Food, Fermentation and Micro-Organisms*. (Davis, CA)

JOYCE GOLDSTEIN is a food industry consultant, food writer, and prolific cookbook author. Her books include *The Mediterranean Kitchen*, *Cucina Ebraica: Flavors of the Italian Jewish Kitchen*, and *Mediterranean the Beautiful Cookbook*. A former chef at Chez Panisse and chef/owner of Square One in San Francisco, Chef Goldstein is a founding member of Women Chefs and Restaurateurs. (San Francisco, CA)

CLARE M. HASLER, Ph.D., M.B.A., is the founding Executive Director of the Robert Mondavi Institute for Wine and Food Science at the University of California, Davis. Dr. Hasler leads programming and vision-development efforts, as well as guiding fundraising activities and serving as the university's primary liaison to the wine and food industries. Dr. Hasler holds a dual doctoral degree in environmental toxicology and human nutrition from Michigan State University and a master's degree in nutrition from the Pennsylvania State University. She also earned a master's degree in business administration from the University of Illinois at Urbana-Champaign. In 1998 she was recognized by *Self* magazine as one of the "Top 25 Food Influentials." (Davis, CA)

A.G. KAWAMURA, M.A. is the secretary of the California Department of Food and Agriculture. A produce grower and shipper from Orange County, Mr. Kawamura began his agricultural career as a beekeeper and later roadside stand operator. He is a founding partner, along with his brother Matthew, of Orange County Produce, LLC, and managed the company's growing and harvesting operations. Long committed to fighting hunger, Mr. Kawamura has received numerous awards for his humanitarian and agricultural works, and in 1991 was named Young Californian of the Year by the California Junior Chamber of Commerce. Mr. Kawamura holds a master's degree in comparative literature from U.C. Berkeley. (Orange County, CA)

DAVID MAS MASUMOTO, M.S., is an author, columnist, and third-generation farmer. Among Mr. Masumoto's books are *A Harvest of Memories; Four Seasons in Five Senses, Things Worth Savoring; Harvest Son, Planting Roots in American Soil; Epitaph For A Peach;* and *Four Seasons on My Family Farm*. He has won a number of awards, including the Julia Child Cookbook Award, the San Francisco Review of Books Critics' Choice Award, and a silver medal from the Commonwealth Club of California. He holds a master's degree in community development from the University of California at Davis, and grows fruit on his family's 80-acre organic farm. (Del Rey, CA)

VITO POLITO, Ph.D., is a professor of plant sciences at the University of California at Davis. After receiving his B.A. in biology from Sonoma State University in 1973, Dr. Polito began teaching botany at UC Davis while continuing his education. He received his master's and doctorate from Davis, and moved to the pomology department. He belongs to several professional organizations, including the International Society for Horticultural Science, whose working group for pollination he chaired. (Davis, CA)

MARICEL PRESILLA is a chef, author, and culinary historian specializing in the cuisines of Latin America and Spain. She is the chef/owner of Zafra and Cucharamama restaurants in Hoboken, NJ, which specialize in traditional Pan-Latin cooking. Chef Presilla, who holds a doctorate in Spanish history, is also the author of *The New Taste of Chocolate* and a forthcoming, comprehensive book on the culinary traditions of 21 Latin American countries. (Weehawken, NJ)

CHANDRA RAM is the Culinary Editor of *Plate* magazine, having spent more than 15 years in the foodservice industry as a cook and consulting chef. She holds a bachelor's degree in journalism from Loyola University Chicago, an associate's degree in culinary arts from The Culinary Institute of America, and has passed the certificate level of the Court of Master Sommeliers exam. *Plate* is a professional culinary journal that delivers innovative, profitable menu ideas and recipes to foodservice chefs and corporate menu developers.

SUVIR SARAN is a New York-based chef and contributing authority to *Food Arts* magazine. His book *Indian Home Cooking: A Fresh Introduction to Indian Food*, was recently released. The publication coincided with the opening of Chef Saran's new restaurant, DEVI, where he and Hemant Mathur are co-executive chefs. In March of 2006, Sodexo, Inc. named Chef Saran its first-ever "International Concept and Brand Development Partner" to work side by side with Sodexo's chefs for culinary training and business development, bringing international foods, exotic flavors, and innovative culinary techniques to the workplace. His upcoming cookbook, *American Masala*, will be published in October of 2007. (New York, NY)

AUGUST SCHUMACHER JR. was the U.S. Undersecretary of Agriculture for farm and foreign agriculture service from 1997 to 2001. Mr. Schumacher grew up in a farm family in Lexington, MA, and went on to receive a degree in economics from Harvard College. Prior to serving under President Clinton, he was administrator of the USDA's foreign agricultural service, overseeing programs designed to foster exports of American agricultural, fish, and forest products. Currently he works for the Kellogg Foundation, assisting new refugee and immigrant farmers as they take up farming in the U.S.

MARC ZAMMIT is Director of Culinary Support and Development at Bon Appétit Management Company. **Bon Appétit Management Company** is an onsite custom restaurant company offering full food service management by providing café and catering service to corporations, colleges and universities, and specialty venues. Bon Appétit serves over 55 million meals per year to over 148 clients in 26 states. Founded in 1987 as a catering company, Bon Appétit's expertise is in serving fresh food that is prepared from scratch using authentic ingredients, and doing so in a socially responsible manner.