# At-A-Glance Schedule Overview

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<td><strong>Optional Pre-Conference Breakfast &amp; Campus Tour</strong></td>
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<td><strong>Registration &amp; Refreshments</strong></td>
<td><strong>General Sessions IV-V</strong></td>
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<td><strong>Walk-Around Sponsor Exchange Lunch</strong></td>
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<td><strong>Refreshment &amp; Networking Break</strong></td>
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<td><strong>General Session VIII: Closing Keynote</strong></td>
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OPTIONAL PRE-CONFERENCE TOUR & BREAKFAST

Wednesday, June 21

Optional Pre-Conference Campus Tour & Breakfast (additional registration fee applies)

8 AM    CIA Campus Tour & Breakfast in the Egg at the Student Commons
        ($25, pre-registration required)
Attendees who pre-register for the breakfast & tour should plan to arrive at the CIA between 8 and 8:15 am for registration, which will take place in the Marriott Pavilion. When you register onsite, we will provide a voucher for you to enjoy breakfast in the Egg (CIA’s student dining facility), where you can help yourself to any of our walk-up stations. Breakfast includes our Barrie House drip coffee & orange juice or bottled water. After enjoying breakfast (8:15 – 9 AM), our student tour guides will meet you at the entrance to the Egg at 9 AM to take you on a tour of the CIA campus, which will conclude at the Marriott Pavilion so you can enjoy registration refreshments and networking just before the conference begins.

To register for this pre-conference tour & breakfast, please click here.
The Menus of Change Annual Leadership Summit is co-presented by The Culinary Institute of America (CIA) and Harvard T.H. Chan School of Public Health, Department of Nutrition. A Menus of Change Scientific and Technical Advisory Council, together with Harvard Chan School and the CIA, are solely responsible for the nutrition and environmental guidance of the conference and supplemental editorial resources. The Menus of Change Business Leadership Council helps translate scientific guidance into actionable strategies for change throughout the foodservice industry, highlights case studies in innovation, and builds industry participation in supporting healthier, more sustainable menus. Project sponsors and other commercial interests are not permitted to influence the editorial independence of the Menus of Change initiative.

Wednesday, June 21

10 AM  Conference Registration
Francesco and Mary Giambelli Atrium Lobby, Marriott Pavilion (Auditorium Level)

Registration Refreshments
Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen
Sponsored by Oatly

CIA Student Showcase
Find out what CIA students and faculty are doing in their coursework, around campus, and out in the community and industry relating to Menus of Change principles and sustainable food systems.

11 AM  Welcome & Opening Remarks
Ecolab Auditorium, Marriott Pavilion
Speakers:  Allison Righter, MSPH, RDN (Director of Health and Sustainability Programs, Strategic Initiatives Group, CIA)
Rupa Bhattacharyya (Executive Director, Strategic Initiatives and Industry Leadership, CIA)
Walter Willett, MD, DrPH (Professor of Epidemiology and Nutrition, Harvard T.H. Chan School of Public Health)

11:15 AM  General Session I
Panel Discussion
A Global Perspective: Pathways to Achieving Healthy, Sustainable, and Equitable Food Systems
The relationship between food systems, public health, and climate change continues to gain prominence on the global agenda with increasingly stronger calls to action in advancing the vision of a more equitable and sustainable food future. This opening general session, moderated by Danielle Nierenberg, world-renowned expert and advocate on all issues relating to our food
system and agriculture, will share the landscape of scientific, political, social, and operational forces at play driving change and shaping business challenges and opportunities for the restaurant and foodservice industry in the US and globally. Hear the latest insights from the second EAT-Lancet Commission, co-chaired by Dr. Walter Willett and due to report in 2024 with a greater focus on food justice and regional adaptations of the Planetary Healthy Diet that was created in 2019. You’ll also learn more about recent legislative successes in the US to cut food waste and hunger, a new food systems initiative led by Harvard University Dining Services in collaboration with Harvard faculty and practitioners in the field, and other important insights and practical strategies that operators can use to champion change within their organizations and communities as we kick off this 11th edition of the Menus of Change Annual Leadership Summit.

Moderator: Danielle Nierenberg (President, Food Tank)
Presenters: Smitha Haneef (Managing Director, Harvard University Dining Services) Niyeti Shah, MPH (Co-Founder, Food Systems Collective) Walter Willett, MD, DrPH (Professor of Epidemiology and Nutrition, Harvard T.H. Chan School of Public Health) Helene York (Strategic Advisor, Where Food Comes From; Adjunct Professor, The CIA’s Food Business School)

12:10 PM General Session II
Presentation & Discussion
Driving Desire: How to Help Customers Want Healthy, Sustainable Foods
Food choices are deeply personal and challenging to change despite our best hopes and intentions in giving people the “what” and the “why” behind the need to make healthier and more sustainable dietary shifts. Desire and motivation are complex but critical concepts to understand when developing effective approaches for changing human behavior, especially in an increasingly polarized political climate. In this session, strategic communications executive Karen Watson, will share her wisdom on how cultural norms are formed and how marketing and advertising techniques can be applied within the foodservice industry to influence consumer desire for changing their eating habits.

Moderator: Rupa Bhattacharya (Executive Director, Strategic Initiatives and Industry Leadership, CIA)
Presenter: Karen Watson (Co-Chief Executive Officer, Kinetic Leaders)

12:45 PM Walk-Around Networking Lunch
Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level) Including Samsung Club des Chefs Demonstration Kitchen

Featuring the Gold and Bronze Sponsors
With book signing by:
- Walter Willett | Eat, Drink and Be Healthy: The Harvard Medical School Guide to Healthy Eating

Note: Books will be available for purchase at the Craig Claiborne Bookstore throughout the conference.

*** SUBJECT TO CHANGE ***
General Session III
Presentations & Discussion

Tapping into Consumer Insights: Building Demand for Plant-Forward and Aquatic Foods

Market research and menu trends continue to affirm strong consumer interest in plant-based foods and products with enhanced functional health benefits and lower environmental footprint, but many nuances exist in understanding what consumers across generations are craving and how brands and foodservice operations can satisfy those desires. In this session, you’ll hear hot-off-the-press consumer sentiments from the 2023 edition of Datassential’s Plant-Forward Opportunity Report, produced annually in collaboration with the CIA, Food for Climate League, and the Menus of Change University Research Collaborative. Following an overview of these macro-level consumer and industry trends, you’ll then learn more about the enormous opportunity to position and promote sustainable and nutritious aquatic foods, namely bivalves and sea vegetables, as part of your plant-forward menu strategy. Through simple shifts in language and menu design, chefs and foodservice operators can help influence consumer perceptions and drive demand for delicious and nourishing foods from land and sea.

Moderator: Abby Fammartino (Research Program Manager, Menus of Change University Research Collaborative, CIA)
Presenters: Marie Molde, RD, MBA (Trend Analyst, Datassential)
Sophie Egan, MPH (Director of Strategy, Food for Climate League; Director, Stanford Food Institute and Sustainable Food Systems; Co-Director, Menus of Change University Research Collaborative)
Barton Seaver ’01 (Chef, Author, Faculty of Neuronutrition: Harvard)

3 PM Refreshment & Networking Break
Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen

Sponsored by Umiami

3:45 PM Breakout Sessions, Round A
Various Campus Locations

Breakout Session A1
Danny Kaye Theatre, Conrad Hilton Library
“MOC Principles in Action” Culinary Stage I: Serve More Kinds of Seafood, More Often
Culinary Demonstrations and Discussion
This breakout session will put the MOC principle “Serve more kinds of seafood, more often” into action with culinary demonstrations and discussions around sustainable and nutritious seafood sources, with a specific emphasis on bivalves and sea vegetables, which are underconsumed and undermenued. This talented panel of chefs and experts will help you navigate the ever-changing “sea” of information, certifications, and resources.
available when it comes to supporting your efforts to source and serve delicious, nutritious, affordable, and scalable aquatic foods.

Moderator: **Helene York** (Strategic Advisor, Where Food Comes From; Adjunct Professor, The CIA’s Food Business School)

Presenters: **Sophie Egan, MPH** (Director of Strategy, Food for Climate League; Director, Stanford Food Institute and Sustainable Food Systems; Co-Director, Menus of Change University Research Collaborative)

**Gerard Viverito ’20** (Professor, School of Culinary Arts, CIA)

**Barton Seaver ’01** (Chef, Author, Faculty of Neuronutrition: Harvard)

Breakout Session A2

**Ecolab Theatre, Admissions Center**

**Case Studies in High Volume Culinary Innovation with Produce**

**Presentation and Panel Discussion**

How are corporate chefs in some of the country’s largest foodservice and restaurant operations playing with produce-centric menu innovations that cater to consumer demands, close the consumption gap, address supply chain, inflation, and labor challenges, and drive their bottom line? Since 2010, the CIA Healthy Menus R&D Collaborative (HMC) has been advancing delicious and nutritious menu solutions for volume foodservice through a membership-based initiative that brings together culinary leaders with industry manufacturers, suppliers, and technical experts. In this breakout session, you’ll have a chance to hear behind-the-scenes insights and case studies from HMC members driving both incremental and transformative innovation at scale with a diversity of produce items that will help inspire your next creations.

Moderator: **Pam Smith, RDN** (Culinary Nutrition Consultant and Founder, Shaping America’s Plate)

Presenters: **Marion Gibson** (Culinary Development Director, ARAMARK)

**Nevielle Panthaky ’03, MBA** (Vice President, Culinary & Menu Development, Chipotle Mexican Grill)

**Scott Uehlein ’85** (Vice President of Culinary Excellence and Innovation, MOD Pizza)

Breakout Session A3

**Anheuser Busch Theatre, Roth Hall**

**Nutrition, Public Health, and Food Systems: Science, Policy, and Practice**

**Panel Discussion with General Session Speakers**

In this breakout session, you’ll have a chance to ask questions and to hear rich insights from this panel of general session speakers and leading voices addressing the health, economic, and environmental challenges facing our food system. From theory to practice and from policy to implementation, learn how to better anticipate and leverage change in
the nutrition science and food policy landscape to drive innovative business solutions that positively affect people, planet, and profit.

Moderator: Danielle Nierenberg (President, Food Tank)
Presenters: Alberto A. González, Jr., MPP (Senior Advisor for External Engagement, Food and Nutrition Service, USDA)
Smitha Haneef (Managing Director, Harvard University Dining Services)
Niyeti Shah, MPH (Co-Founder, Food Systems Collective)
Walter Willett, MD, DrPH (Professor of Epidemiology and Nutrition, Harvard T.H. Chan School of Public Health)

Breakout Session A4
Multi-Purpose Room West, Student Commons
What’s Buzzing at the CIA? A Student and Faculty-Led Walking Tour and Overview of Campus Gardens and Applied Food Studies Projects

Guided Tour and Discussion
Did you know there’s an apiary on the CIA campus? Did you know there’s also a rooftop garden and a shiitake log project that produced 550 pounds of produce and 76 pounds of shiitake mushrooms used by the CIA restaurants last year? Curious about how the CIA integrates sustainability priorities into its curriculum and campus operations? Whether you want to grow more of your own food for your operation and/or with your community or want to get some fresh air and connect with fellow attendees and CIA faculty and students, this breakout session is for you!

Introduction: Denise Bauer, PhD (Dean, School of Liberal Arts & Food Studies, CIA)
Facilitators: Cynthia Madden ’19 (Menus of Change Chef Manager, CIA)
Deirdre Murphy, PhD (Professor, School of Liberal Arts and Applied Food Studies, CIA)
Bobby Perillo ’86, MBA (Professor, School of Culinary Arts, CIA)
Roshara Sanders ’14 (Lecturing Instructor, School of Culinary Arts, CIA)
Joel Slocum (Applied Food Studies Bachelor’s Student and Garden Assistant, CIA)

Sponsored by Oatly

5 PM
Opening Reception
Beverage Garden Plaza

Featuring the Platinum Sponsor

With book signings by:
- Sophie Egan | How To Be A Conscious Eater: Making Food Choices That Are Good for You, Others, and the Planet
- Barton Seaver | American Seafood: Heritage, Culture & Cookery From Sea to Shining Sea
6 PM  
Opening Reception Concludes  
Enjoy dinner on your own.

Thursday, June 22

8 AM  
Hudson Valley Breakfast  
Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)  
Including Samsung Club des Chefs Demonstration Kitchen  
_Sponsored by Alaska Seafood Marketing Institute, Chobani, and Custom Culinary_

8:45 AM  
Welcome & Introduction to the Day  
Ecolab Auditorium, Marriott Pavilion  
Speaker:  
_Cathy Jörin, MBA_ (Senior Director, School of Graduate and Professional Studies, CIA)

8:55 AM  
General Session IV  
Presentation  
_Tackling Climate Change Through Food: Global Trends and Call to Action_  
From new green claims legislation in Europe to a “Big Food” policy in China, a lot is happening around the globe to promote healthy and sustainable diets and reduce food-related emissions. But we’re not yet on track to meet critical climate targets. Hear what World Resources Institute’s (WRI) Coolfood initiative has learned over the past four years of working with restaurants, hospitals, cities, and companies to create a movement for delicious climate action. Anne Bordier, director of sustainable diets at WRI will share what global trends to watch and how Coolfood is working with the Menus of Change University Research Collaborative, the CIA, and other partners—and what opportunities there are for you to get involved.  
_Presenter: Anne Bordier_ (Director of Sustainable Diets, World Resources Institute)

9:15 AM  
General Session V  
Panel Discussion  
_Building a Better Burger: Reimagining an American Classic_  
From beef to blends to plant-based and more, operators are faced with more options today than ever when it comes crafting more nutritious and environmentally sustainable alternatives to the classic American burger. Starting with a historical and cultural grounding in the role that the hamburger plays in American foodways from CIA professor Dr. Beth Forrest, this session will explore the ways in which chefs and operators across different sectors of the industry are addressing burger decisions on their menus as
well as their motivations, customer response, challenges, and opportunities for future evolution of this iconic dish.

Moderator:  **Beth Forrest, PhD** (Professor, School of Liberal Arts and Applied Food Studies, CIA)

Panelists:  **Spike Mendelsohn ’05** (Co-Founder, PLNT Burger; Co-Founder, Eat the Change)
           **Fiore Moletz** (Executive Chef and Co-Owner, Burgh’ers Brewing and Della Terra Italian Bistro)
           **Pam Smith, RDN** (Culinary Nutrition Consultant and Founder, Shaping America’s Plate)
           **Matthew Ward ’99** (Executive Chef of Residential Dining, University of North Texas)

10 AM     **Refreshment & Networking Break**

10:30 AM  **General Session VI**

**Presentations & Discussion**

**Beyond the Balance Sheet: Investing in the Future of our Food System**

Advancing food systems that sustain the health of people, the planet, and whole economies requires identifying and scaling financial mechanisms, business models, and technological innovations that optimize and accelerate the pace of change. Understanding trends in financial markets and investment patterns can help chefs and operators have a seat at the table in shaping the future of their businesses and driving industry transformation. In this session, you’ll hear insights from two business executives: one implementing a unique restaurant model that fights for food justice by making fresh, nutritious food accessible and affordable and by fostering economic empowerment among entrepreneurs from marginalized communities, and one who invests directly in early-stage food and agriculture companies developing innovations to change how we grow, produce, and distribute food.

Moderator:  **Michael Kaufman** (Senior Lecturer, Harvard Business School; Co-Chair, MOC Business Leadership Council)

Presenters:  **Bryce Fluellen** (President & Co-Founder, Arthur Lee Consulting & Advisory)
             **Peter Herz** (General Partner, 1st Course Capital)

11:15 AM   **Time to Walk to Breakout Sessions**

11:30 AM   **Breakout Sessions, Round B**

**Various Campus Locations**
Breakout Session B1
Danny Kaye Theatre, Conrad Hilton Library
“MOC Principles in Action” Culinary Stage II: Bakeshop Innovation
Culinary Demonstrations and Discussion
When it comes to desserts, choices around pleasure and health are too often framed as all or nothing: a decadent splurge or complete avoidance, a craveable treat or punishment. Indulgent cakes, pies, cookies, and other sweet treats may be the norm on menus, but they need not remain the only options and diners need not undermine their values around health and sustainability to enjoy dessert. This session will explore how the MOC principles are being applied in the CIA bakeshops in California and New York by faculty members passionate about reimagining approaches to “better for you and the planet” desserts that still honor classical techniques. From expanding your repertoire of more nutrient-dense, biodiverse, and plant-based ingredients to incorporating more globally inspired desserts to coming up with creative uses for food scraps to reduce waste, this session will include culinary demonstrations and conversations to address all your curiosities about the next-generation pastry and dessert kitchen.
Moderator: Taylor Reid, PhD (Professor, School of Liberal Arts and Food Studies, CIA)
Presenters: Melissa Walnock ’01 (Associate Professor, School of Baking and Pastry Arts, CIA)
Lauren Haas, MS (Professor, School of Baking and Pastry Arts, CIA)
Aleishe Baska ’05 (Lecturing Instructor, School of Baking and Pastry Arts, CIA)

Breakout Session B2
Anheuser Busch Theatre, Roth Hall
Presentations and Panel Discussion
From healthy defaults to carbon labeling to taste-focused menu descriptions and more, a whole suite of behavior change strategies drawing on cutting edge academic research can be utilized by anyone working in foodservice wishing to shift perceptions, drive engagement, and encourage diners to choose more sustainable, plant-rich foods. In this breakout session, you’ll hear the latest case studies about how behavior science is being used across sectors of the industry to make delicious, nutritious, culturally appropriate plant-forward meals the norm.
Moderator: Rupa Bhattacharya (Executive Director, Strategic Initiatives and Industry Leadership, CIA)
Presenters: Katie Cantrell (CEO, Greener by Default)
Edwina Hughes (Head of Coolfood, World Resources Institute)
John Stoddard (Associate Director of Climate & Food Strategy, Health Care Without Harm)
Jessica Synkoski (Vice President of Sustainability and Corporate Social Responsibility, Sodexo North America)
Breakout Session B3
Multi-Purpose Room West, Student Commons

Making it Work: The Role of Food Businesses in Encouraging and Rewarding Regenerative Agricultural Practices

Panel Discussion
This breakout session will take a practical look at the relationship between farming and food businesses with a focus on sharing strategies for supporting regenerative agriculture from sourcing to marketing. With different perspectives among value chain actors, you’ll walk away with a more nuanced understanding of the realities and costs of a transition to regenerative agricultural systems, why that transition is vital to the future of our food supply chain, and how chefs, operators, and procurement specialists can successfully invest in and reward better agricultural practices in their organizations.

Moderator: Abby Fammartino (Research Program Manager, Menus of Change University Research Collaborative, CIA)
Panelists: Michael Kann (Global Culinary Strategy & Development Lead, Google)
Julie Kunen, PhD (Director of Sustainability, Oatly North America)
Taylor Pate (NYS Good Food Purchasing Program Manager, Community Food Advocates)
June Russell (Director of Regional Food Programs, Glynwood Center for Regional Food and Farming)

12:45 PM Global Plant-Forward Bento Box Lunch
Lunch Box Pickup Location: Beverage Garden Plaza
Dining Locations: Farquharson Hall, Marriott Pavilion (Lower Level) and Beverage Garden Plaza

Sponsored by Oatly

1:30 PM Dessert and Coffee
Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)

2 PM General Session VII
Presentations & Panel Discussion
Building Consensus: How to Create Buy-In at Every Level for Plant-Forward Culinary Training and Professional Development
Meeting the growing demand for more nutritious, sustainable, inclusive, and above all, delicious meals requires a significant shift in culinary skills training for cooks and chefs at every level of an organization. From educational offerings at the CIA such as the Menus of Change Kitchen, teaching gardens, and related coursework at the undergraduate and graduate levels to the Plant-Forward Kitchen Training and Certification initiative for industry professionals, the CIA continues to innovate around transformative learning experiences that prepare future food leaders for our changing world. In this session, you’ll hear from key CIA leadership responsible for developing and
driving these training initiatives in addition to two different industry perspectives from the corporate (i.e., Google) and nonprofit (i.e., Lenox Hill Neighborhood House) sectors. With ongoing labor shortages and challenges facing the foodservice industry, it’s more critical now than ever to attract, retain, and invest in your staff as your greatest asset to achieving triple bottom line benefits for your business.

Moderator: **Mark Erickson ’77, CMC, MBA** (Provost, CIA)

Presenters/Panelists:
- **Evelyn Garcia ’06** (Teaching Kitchen Chef, Lenox Hill Neighborhood House)
- **Chavanne Hanson, MPH, RD** (Food Choice Architecture and Nutrition Manager, Google; Co-Chair, MOC Business Leadership Council)
- **David Kamen ’88** (Director of Client Engagement, CIA Consulting)
- **Cynthia Madden ’19** (Menus of Change Chef Manager, CIA)

3 PM
**Refreshment & Networking Break**
Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen

*Sponsored by MyFOREST Foods*

3:30 PM
**General Session VIII: Closing Keynote**
Presentation & Discussion

**Food is Care: Northwell Health’s Food Transformation Journey**
Valuing food as a tenet of health and well-being, Northwell Health, New York’s largest healthcare system, has been transforming its hospital food program, making large-scale improvements to deliver healthy, nutritious, and delicious restaurant-quality meals. This monumental effort, which affects more than 10 million meals annually across the organization, was inspired by patient and consumer feedback – and by focusing on leadership, talent, structure, process, accountability, and procurement, Northwell has improved patient experience performance for the measure “Quality of Food” by 74 percentile rank points within five years with minimal impact on budgetary cost. There’s no better way to close out this year’s Menus of Change summit than sharing this inspirational case study that will leave you feeling hopeful and more prepared to take on big changes within your organization.

Moderator: **Michael Kaufman** (Senior Lecturer, Harvard Business School; Co-Chair, MOC Business Leadership Council)

Presenter: **Sven Gierlinger** (Chief Experience Officer, Northwell Health)

4:15 PM
**Final Reflections and Calls to Action**

Speakers:
- **Chavanne Hanson, MPH, RD** (Food Choice Architecture and Nutrition Manager, Google; Co-Chair, MOC Business Leadership Council)
- **Allison Righter, MSPH, RDN** (Director of Health and Sustainability Programs, Strategic Initiatives Group, CIA)
- **Walter Willett, MD, DrPH** (Professor, Harvard T.H. Chan School of Public Health; Chair, MOC Scientific & Technical Advisory Council)

***SUBJECT TO CHANGE***
4:30 PM  Closing Networking Reception
Beverage Garden Plaza

Featuring the Gold Sponsors

5:30 PM  Summit Concludes
Enjoy dinner on your own. Safe travels!

SAVE THE DATE for the 2024 Menus of Change® Leadership Summit, which will be held June 12-13, 2024 at the Marriott Pavilion at The Culinary Institute of America, Hyde Park, New York.