Global Plant-Forward Culinary Summit: Virtual Series
Week Four Program Schedule

Wednesday, 6.3.20
All times are noted in Pacific Daylight Time.

10 AM  Welcome and Introduction

Plant-Forward: Culture and Communications
Speaker: Jacquelyn Chi (Director of Programs and Special Projects, Strategic Initiatives Group, CIA)

10:05 AM  Culinary Demonstrations

Asia Plant-Forward Strategy: Of Geography and Culture
Culture, religion, and geography have historically played key roles in de-emphasizing the prominence of animal protein throughout the cuisines of Asia, giving way to deliciousness predicated on strong plant-forward foundations. This session—spanning the cuisines of Vietnam, Thailand, Malaysia, and India—will give you a deeper insight into these inherently plant-forward cuisines, providing inspiration from street food and home cooking to the temples of fine dining (as well as the cooking of monks at actual temples!).

Moderator: Jacquelyn Chi (Director of Programs and Special Projects, Strategic Initiatives Group, CIA)
Guest Chefs: Mai Pham (Chef-Owner, Lemon Grass Restaurant and Star Ginger, Sacramento, CA)
Suvir Saran (Chef, The House of Celeste, New Delhi, India)
Christina Arokiasamy (Chef, Author, The Malaysian Kitchen, Kent, WA)
Prateek Sadhu ’11 (Chef-Owner, Masque Restaurant, Mumbai, India)

10:50 AM  Asia Plant-Forward Strategy: Live Q&A Breakout Sessions

*** SUBJECT TO CHANGE ***
11:10 AM  Networking Break and Sponsor Expo
Join engaging themed discussion tables in “Sessions,” enjoy chance encounters in “Networking,” and visit with our sponsors in the “Expo” to learn more about their plant-forward commitment and facilitate connections at a time when we cannot meet in person.

With virtual book signings by Christina Arokiasamy and Suvir Saran. Books will be available for purchase in the Expo Booth with each author, and the authors will have book plates to sign that we will ship to you along with your book purchase.

Sponsored by National Peanut Board and Nestlé Professional

Session Presentation
Guiding Diners Toward Plant-Rich Dishes
This session will feature the World Resources Institute Playbook for Guiding Diners Toward Plant-Rich Dishes in Food Service. Learn about how Google Food utilizes this resource on descriptive dish titles in addition to how they integrate Behavioral Sciences across food spaces.

Presenters: Anna Gavrieli, PhD (Research Global Program Manager, Compass @ Google)
Sophie Attwood (Senior Behavioral Scientist at the Better Buying Lab, World Resources Institute)

Sponsored by Food at Google

11:30 AM  Panel Discussion
Spreading the Word on Plant-Forward: Challenges and Opportunities for Media
From trade to consumer publications, Twitter threads to Instagram stories, plant-forward dishes have dominated the media conversation in the last couple of years. So, what type of plant-forward stories are journalists tracking today? And what do data experts see as primary concerns for consumers looking to increase their produce, legume, and grain intake? What’s easy to convey when it comes to plant forward and what makes it a challenging beat? What’s missing in plant-forward stories? How will the COVID-19 crisis change what readers and diners prioritize when it comes to their food choices, and what journalists write about? What does healthy, plant-forward comfort food look like? This panel will address these questions and more with media and data experts who track, cover, and understand the plant-forward movement like no other, to gain a deeper insight into what drives consumers and the industry.

Moderator: Anne E. McBride, PhD (Deputy Director, Torribera Mediterranean Center)
Panelists: Jane Black (Journalist)
Nicole Duncan (Editor, FSR)
Larissa Zimberoff (Journalist)

12:10 PM  Virtual Networking Reception and Sponsor Expo
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