



UCDAVIS

2019 Flavor, Quality & American Menus
ENVISIONING THE FUTURE AND STIMULATING DIALOGUE AMONG
CHEFS, AMERICAN FOODSERVICE AND AGRICULTURE

September 10 - 12, 2019
NAPA VALLEY, CALIFORNIA

PROGRAM SCHEDULE

Unless otherwise noted, all sessions will take place in the Napa Valley Vintners Theater (1st Floor).

TUESDAY, SEPTEMBER 10

- 2 PM **Registration and Refreshments**
Atrium (1st Floor)
- 2:30 PM **Welcome & Opening Remarks from the CIA**
Speaker: **Greg Drescher** (Vice President of Strategic Initiatives and
Industry Leadership, CIA)
- 2:40 PM **Audience Introductions**
After opening remarks, we will pass a microphone and ask all members of the audience (operators, presenters, sponsors, media, and CIA faculty & staff) to briefly introduce themselves.
- 2:55 PM **General Session I**
Presentation
The Fundamentals of Sensory Science Meet the Possibilities of Sensory Design
Two leading experts will provide an introduction to the science of the senses, with actionable strategies for how to apply the research insights to your operation, in order to enhance your diners' perception of flavors and food experiences.
Presenters: **Jean-Xavier Guinard, PhD** (Professor and Sensory Scientist, UC Davis)
 Hoby Wedler, PhD (Co-founder/CEO, Senspoint)

- 3:55 PM *Special Presentation*
An Introduction to the Market Basket Exercise: Convenience
The market basket exercise gives attendees an opportunity to create new menu concepts, as well as discover and engage with our sponsors and their products. Operators and sponsor representatives will be divided into four teams. Each team will be composed of 7-8 volume foodservice operators and 3-5 sponsor companies.
 Speakers: **Sophie Egan** (Director of Health and Sustainability Leadership/Editorial Director, Strategic Initiatives, CIA)
Toni Sakaguchi (Executive Chef, Strategic Initiatives, CIA)
- 4:05 PM **Team Ideation**
Various Campus Locations
- 4:45 PM **Hands-on Team Production Begins**
Hestan Kitchen (2nd Floor)
- 6:45 PM **Market Basket Tasting & Reception**
Hestan Kitchen (2nd Floor)
The Market Basket tastings feature the menu items produced by the Market Basket teams.
- 7:30 PM **Program concludes for the evening**
Participants have dinner on their own in the Napa Valley.

WEDNESDAY, SEPTEMBER 11

- 8 AM **Napa Valley Breakfast Buffet**
Atrium (1st Floor)
Sponsored by California Beef Council and Northarvest Bean Growers Association
- 8:30 AM *Audience Presentation*
Market Basket Team Challenge Menu Concept Presentations
The spokesperson for each Market Basket team will briefly present his or her team's concept and marketing plan from the Tuesday evening reception.
- 8:45 AM **General Session II**
Presentation
Consumer Insights from Datassential: Balancing the Needs of Convenience
When it comes to time-pressed consumers, where does the traditional meal play a role, if at all? How does this vary by stage in life? Given the driving forces for food on the go, what tradeoffs are consumers willing to make (food integrity, sustainable packaging, etc.), and how do those vary by venue type (from retail to full-service)?
 Introduction: **Sophie Egan** (Director of Health and Sustainability Leadership/Editorial Director, Strategic Initiatives, CIA)
 Presenter: **Colleen McClellan** (Director, Datassential, and Facilitator, Flavor, Quality & American Menus Think Tank)

Panel Discussion

Balancing the Needs of Convenience: Insights and Solutions from Operators on the Ground

Hear from operators on the ground how they strategize to address the tradeoffs posed by the new era of convenience, and the myriad challenges it presents – from the culinary changes related to temperature and texture, to the operational changes surrounding transportation and storage.

Moderator: **Colleen McClellan** (Director, Datassential, and Facilitator, Flavor, Quality & American Menus Think Tank)

Panelists: **Melodie Beal** (Product Development Manager, Fresh Prepared, Amazon Go)

Kyle Lore (Corporate Chef, Maverik)

Tim Wildin (Vice President of Culinary, Zume)

10:15 AM **Beverage & Conversation Break**

Atrium (1st Floor)

Sponsored by Naturipe Farms

With book signing by Lisa Ludwinski. Books will be available for purchase during the reception.

10:45 AM *Sponsor Presentations*

A Focus on Flavor and Quality: New Directions in Agriculture, Food Production and Menu Development

Introduction: **Shara Orem** (Director of Corporate Relations, CIA)

Speakers: **Leah Hoxie** (Product Development Lead, Oatly, Inc.)

Jann Dickerson (National Accounts, Alaska Seafood Marketing Institute)

Jill Overdorf (Director Business Development, Corporate Executive Chef, Naturipe Farms)

11:15 AM **General Session III**

Culinary Demonstration

Pies: From Savory to Sweet

Prepare to be inspired by the potential of pies – including how to leverage the ever-growing demands for local sourcing and connection to place, seasonality and portability.

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

Guest Chef: **Lisa Ludwinski** (Owner and Head Baker, Sister Pie)

- 11:45 AM **General Session IV**
Presentation
Cutting-Edge Research from the Produce Marketing Association: Best Practices for Increasing Produce Consumption
We'll dive deep into the world of produce for a fascinating review of new insights about what works best for boosting the appeal of produce on menus, starting with understanding the different motivators and types of experiences consumers seek from different types of dining occasions.
Introduction: **Mark Linder** (Program Consultant/U.S. Agriculture Liaison, CIA)
Presenter: **Lauren Scott** (Chief Marketing Officer, Produce Marketing Association)
- 12:25 PM **Sponsor Exchange & Walk-Around Networking Lunch**
Mezzanine (2nd Floor)
Sponsored by Premium Gold, Gold, and Silver Sponsors
American Food & Agriculture: Inspiration for Contemporary Menus
Our lunch is a walk-around gathering featuring our Gold and Silver sponsors and highlighting the role they and their products can play in bringing fresh flavors and exceptional quality to American menus.
- 1:25 PM **General Session V**
Culinary Demonstration
Insights from the Farmer-Chef Collaborative Process
In a special joint presentation between a renowned local chef and farmer, you'll be taken inside the day-to-day workings of their long-time collaboration. They'll share menu inspiration and sourcing strategies for embodying the unique flavor and diversity opportunities that are made possible when culinary and agricultural professionals work hand in hand.
Moderator: **Sophie Egan** (Director of Health and Sustainability Leadership/Editorial Director, Strategic Initiatives, CIA)
Presenters: **Matthew Accarrino '98** (Chef, SPQR)
Peter Jacobsen (Farmer, SPQR)
- 2:10 PM *Sponsor Presentations*
A Focus on Flavor and Quality: New Directions in Agriculture, Food Production and Menu Development
Introduction: **Shara Orem** (Director of Corporate Relations, CIA)
Speakers: **Laurie Crall** (Peanut Farmer, National Peanut Board)
Les Crall (Peanut Farmer, National Peanut Board)
Megan Myrdal (Director of Domestic Marketing and Communications, Northarvest Bean Growers Association)
Lindsay Hanson (National Accounts Manager, SupHerb Farms)

- 2:40 PM **Sensory Evaluation in Practice: Tasting Rotations**
Various locations
- Fish Sensory Evaluation**
Private Dining Room
 Presenter: **Ann Colonna** (Sensory Program Director, Oregon State University
 Food Innovation Center)
- Sightless Sipping Discovery: Sensory Design in Practice**
Grove, Colavita Olive Terrace
 Presenter: **Hoby Wedler, PhD** (Co-founder/CEO, Senspoint)
- Culinary Farming: A Sensory Garden Tasting**
Copia Gardens
 Presenter: **Peter Jacobsen** (Farmer, SPQR)
- 4 PM **General Session VI**
Presentations and Panel Discussion
- The Future of Agriculture: Opportunities at the Forefront of Ag Tech**
Three innovative leaders share their approaches to integrating cutting-edge technology into the generations-old challenge of improving crop yields, working in harmony with surrounding habitat, and adapting to and anticipating changing weather patterns
- Moderator: **Sophie Egan** (Director of Health and Sustainability
 Leadership/Editorial Director, Strategic Initiatives, CIA)
- Panelists: **Stuart Woolf** (President/CEO, Woolf Farming & Processing)
Derek Azevedo (Executive Vice President, Bowles Farming
 Company)
Ellie Symes (CEO, The Bee Corp)
- 5 PM *Special Presentation*
A Preview of the Thursday Farm Field Trip
 Speaker: **Mark Linder** (Program Consultant/U.S. Agriculture Liaison, CIA)
- 5:10 PM **Sponsor Exchange and Networking Reception**
Olive Terrace East
- Sponsored by Bronze and Supporting Level Sponsors***
- Our reception is a walk-around gathering featuring our Supporting and Bronze sponsors and highlighting the role they and their products can play in bringing fresh flavors and exceptional quality to American menus.*
- With book signing by Matthew Accarrino. Books will be available for purchase during the reception.*
- 6:10 PM **Program concludes for the evening**
Participants have dinner on their own in the Napa Valley

THURSDAY, SEPTEMBER 12

8 AM **Napa Valley Breakfast Buffet**

Atrium (1st Floor)

Sponsored by Oatly and SupHerb Farms

8:30 AM **General Session VII**

Presentation

Appetites + Innovation Keynote: Modeling a New Vision for Culinary in Retail

With one-third of its store footprint dedicated to culinary and nutritional education and weekly rotating “meal stations” sprinkled throughout the store, Basics Market is doing retail differently. In this keynote kick-off to our foodservice at retail programming block, founder Chuck Eggert will walk us through his experiential approach to grocery and its mission to nurture strong, healthy communities through food.

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

Presenter: **Chuck Eggert** (Founder, Basics Market)

Panel Discussion

The Continuing Evolution of American Retail Prepared Foods

Changing demographics, technology, labor shortages, and food costs, among other matters, are forcing constant adaptations to the foodservice at retail business model, but flavor remains at the very core of its mission. This panel will bring together seasoned retail veterans to discuss how the sector has evolved and where it is headed, including how retail foodservice can provide inspiration and innovation for the larger foodservice industry.

Moderator: **Steve Petusevsky '77** (Consultant, Steve Petusevsky Enterprises)

Panelists: **Greg Retz** (Regional Executive Chef, Chartwells)

Nick Powell '04 (Senior Corporate Chef, QuikTrip)

Joe Charette (Executive Director, Dining Services, Rutgers University)

10 AM **Beverage & Conversation Break**

Atrium (1st Floor)

Sponsored by Alaska Seafood Marketing Institute

- 10:30 AM **General Session VIII**
Culinary Demonstration
Perspectives from the World of Delivery
As more and more operations incorporate delivery and take-out into their business models, a chef whose operation is entirely prepared meals, delivered to diners' doorsteps, has boundless insights to offer. Plus, learn how the digital interfaces of meal kit and delivery companies can nudge diners toward healthier, more sustainable choices.
Moderator: **Sophie Egan** (Director of Health and Sustainability Leadership/Editorial Director, Strategic Initiatives, CIA)
Guest Chef: **Christina Gutiérrez-Williams** (Director of Culinary Innovation, Thistle)
- 11 AM **General Session IX**
Innovations in California Food and Agriculture
Climate change and resource scarcity are spurring innovation in agriculture. Learn how science and technology in California are transforming the way food is grown, processed, and delivered.
Presenter: **Dan Flynn** (Director, UC Davis Olive Center, and Dean's Representative, Strategic Initiatives, UC Davis College of Agricultural and Environmental Sciences)
- 11:30 AM **Farm-to-Box Lunch**
Copia Gardens and Jackson Family Outdoor Amphitheater (1st Floor)
Sponsored by Gold Sponsor
- 12:15 PM **Board Buses to Depart for Farm Tour**
Entrance to Copia
- 12:45 PM **Bi-Rite Market Farm**
2261 S Central Ave, Sonoma
Presenters: **Layla Aguilar** (Farm Manager, Bi-Rite Family of Businesses)
 Sam Mogannam (Owner, Bi-Rite Family of Businesses)
 Preston Dishman (Foodservice Director, Bi-Rite Family of Businesses)
- 1:55 PM **Board Buses**
- 2:05 PM **Depart Bi-Rite Market Farm for Kunde Winery**
- 2:45 PM **Sonoma Mountain Herefords & Kunde Family Winery**
9825 Sonoma Hwy, Kenwood
Presenters: **Marcia Kunde Mickelson** (Fourth-Generation Winegrower; COO, Kunde Family Winery; and Owner, Sonoma Mountain Herefords)
 Jim Mickelson (President, Certified Hereford Beef; Owner, Sonoma Mountain Herefords; and Board Member, Kunde Family Winery)

Sponsor Presentation

A Focus on Flavor and Quality: New Directions in Agriculture, Food Production and Menu Development

Introduction: **Shara Orem** (Director of Corporate Relations, CIA)

Presenter: **Christie Van Egmond** (Director, Retail and Foodservice Marketing, California Beef Council)

4:05 PM **Kunde Wine Tasting & Light Reception**

4:45 PM **Bringing It All Together: Closing Reflections at Kunde**

This mini-session will tie everything together, leaving you with a clear understanding of the top takeaways from throughout the retreat, along with priority, actionable strategies you can employ in your operation.

Presenter: **Dan Flynn** (Director, UC Davis Olive Center, and Dean's Representative, Strategic Initiatives, UC Davis College of Agricultural and Environmental Sciences)

5 PM **Board Buses/Depart to Return to Copia**

6 PM **Buses Return to Copia/Retreat Concludes**