



The Culinary Institute of America

and

Harvard T. H. Chan School of Public Health, Department of Nutrition

present

Worlds of Healthy Flavors

*Bringing Together the Best of World Cooking
and the Latest in Consumer and Nutrition Research*

<http://www.ciaprochef.com/wohf/>

16th Annual Invitational Leadership Retreat
for Chain Restaurants, Supermarkets, and Volume Foodservice

January 14-16, 2020

*The Culinary Institute of America at Copia
Napa Valley, California*

PROGRAM SCHEDULE

Unless otherwise indicated, all sessions take place in the Napa Valley Vintners Theater (1st floor).

TUESDAY, JANUARY 14

3:30 PM **Registration and Refreshments**
Atrium (1st floor)

4 PM **Welcome and Introductions**

Presenters: **Greg Drescher** (Vice President of Strategic Initiatives and Industry Leadership, CIA)

Eric Rimm, ScD (Professor of Medicine, Harvard Medical School;
Professor of Epidemiology and Nutrition, and Director of the
Program in Cardiovascular Epidemiology, Harvard T. H. Chan
School of Public Health)

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- 4:15 PM **General Session I**
Opening Keynote Address
Optimal Nutrition and the Future of Protein: Breaking Down the Confusion about Meat, Health, and the Science—and Plant-Based Burgers and Climate Change
Impossible Burger, Beyond Meat, and dozens of plant-based alternatives to meat and dairy have flooded the marketplace and won the favor of diners and operators alike, largely for environmental reasons and on-par customer satisfaction in the taste department. But what does the science indicate as far as their health merits? In parallel, what is the latest science regarding plant-forward diets? Learn the facts about everything from heme iron to soy protein isolate, in a nuanced assessment of the health pros and cons of the plant-based alternatives wave.
Moderator: **Greg Drescher** (Vice President of Strategic Initiatives and Industry Leadership, CIA)
Presenter: **Walter Willett, MD, DrPH** (Past Chair, Department of Nutrition, and Professor of Epidemiology and Nutrition, Harvard T.H. Chan School of Public Health; Professor of Medicine, Harvard Medical School; and Chair, Menus of Change Scientific and Technical Advisory Council)
- 5:15 PM **General Session II**
Presentations and Culinary Demonstrations
Culinary Solutions for Offering Delicious Plant-Based Burgers
We look at three different combinations of “hero” ingredients—from lentils to beans, grains to nuts, and mushrooms to fermented foods—in a culinary challenge for best new plant-based burger concept. The key is scratch-made, leveraging mostly whole foods, rather than the more processed alternatives that are currently available. Which new idea could go head to head with Impossible or Beyond Burgers from a flavor standpoint, and come out on top for total nutritional profile?
Moderator
& Presenter: **Pam Smith, RDN** (Founder and President, Shaping America’s Plate, and Co-Chair, CIA Healthy Menus R&D Collaborative)
Guest Chefs: **James Benson** (Director of Culinary Excellence, Yale Hospitality)
Lisa Feldman ’91 (Director of Recipe Management, Sodexo)
- 6:15 PM **Opening Sponsor Exchange Reception**
Atrium (1st floor)
Featuring the Gold Sponsor
- 7:15 PM **Reception Ends, Program Concludes for the Evening**
Enjoy dinner on your own in the Napa Valley

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WEDNESDAY, JANUARY 15

8 AM **Napa Valley Breakfast Buffet**
Atrium (1st floor)

Sponsored by Northarvest Bean Growers Association

8:30 AM **General Session III**
Presentation

Optimal Nutrition and The Science of Clean: What to Make of “Processed” Foods

The success of Impossible Burger and Beyond Burger have also raised questions about how health and “processing” fit together. Should you be concerned that they are highly processed? How do foods affect the body when consumed whole vs. minimally processed vs. highly processed? Learn what the evidence suggests about the spectrum of “clean label” foods, for not just protein alternatives but refined carbohydrates and the myriad products made from them.

Moderator: **Sophie Egan, MPH** (Director of Health and Sustainability Leadership/Editorial Director, Strategic Initiatives Group, CIA)

Presenter: **Eric Rimm, ScD** (Professor of Medicine, Harvard Medical School; Professor of Epidemiology and Nutrition, and Director of the Program in Cardiovascular Epidemiology, Harvard T. H. Chan School of Public Health)

9:30 AM **General Session IV**
Presentation

“Have a Plant” Campaign: What Foodservice Operations Can Learn from Produce for Better Health Foundation’s Retail Campaign

Hear the latest results from PBH’s research on Millennials, Gen Z, and how best to position produce on your menus based on insights from their “Powerful Produce Pairings” campaign.

Introduction: **Sophie Egan, MPH** (Director of Health and Sustainability Leadership/Editorial Director, Strategic Initiatives Group, CIA)

Presenter: **Wendy Reinhardt Kapsak, MS, RDN** (President and CEO, Produce for Better Health Foundation)

10:30 AM **Morning Snack and Networking Break**
Atrium (1st floor)

With book signing by Walter Willett. Books will be available for purchase during the break.

11 AM **General Session V**

Deep Dives into Menu Strategies: Facilitated Roundtable Discussions

- **Roundtable Option 1:** *Napa Valley Vintners Theater (1st floor)*
Plant-Forward Menus (Facilitator: **Catharine Yoo**, Director of Retail, Culinary Solutions, Sodexo)
- **Roundtable Option 2:** *Private Dining Rooms (1st floor)*

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Increasing the Use of Whole Grains—including sprouted and fermented grains (Facilitator: **Tom Gumpel '86** (President, MDJ Baking, and Co-Chair, CIA Healthy Menus R&D Collaborative)

- **Roundtable Option 3: Founders Boardroom (2nd floor)**

Blended Protein Strategies (Facilitator: **Martin Breslin**, Director for Culinary Operations, Harvard University)

- **Roundtable Option 4: Food Business School (2nd floor)**

Increasing the Use of Produce (Facilitator: **Christian Fischer**, Chief Culinary Officer, Unidine)

12 PM **Walk-Around Sponsor Exchange Lunch**
Atrium (1st floor)

Featuring the Bronze and Copper Sponsors

1 PM **General Session VI**
Presentation

Consumer Insights: Biodiversity on Menus

Datassential will share consumer insights data about how to introduce new ingredients to diners in ways that make the unfamiliar and exotic enticing and appealing.

Introduction: **Sophie Egan, MPH** (Director of Health and Sustainability Leadership/Editorial Director, Strategic Initiatives Group, CIA)

Presenter: **Colleen McClellan, MBA, MS, CMS** (Director, Client Solutions, Datassential)

2 PM **General Session VII**
Culinary Presentation

Biodiversity Culinary Showcase

This presentation and culinary demonstration will illustrate the need for greater agrobiodiversity in volume foodservice; why Sodexo is the first global player to serve foods from an exciting new initiative--Future 50 Foods, led by Knorr and World Wildlife Fund—across 2,500 hospitals and businesses in the U.S.; and inspiration from Sodexo's culinary leaders for practical menu applications from this world of deliciously diverse ingredients that happen to be better for both human and planetary health.

Introduction: **Sophie Egan, MPH** (Director of Health and Sustainability Leadership/Editorial Director, Strategic Initiatives Group, CIA)

Guest Chefs: **Lisa Feldman '91** (Director of Recipe Management, Sodexo)
Brett M. Cunningham (Senior Manager of Culinary Development, Sodexo)

2:45 PM **Afternoon Snack and Networking Break**
Atrium (1st floor)

3:15 PM **General Session VIII**
Presentation and Panel Discussion
Breeding for Flavor and the Carbohydrate Flip

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Learn about exciting work taking place at the Bread Lab in Washington State focused on seed breeding for varieties best suited for 100 percent whole-grain culinary applications, along with what goes into decisions for selecting one variety over another, and how carbohydrate quality can be improved along the way. We'll follow that presentation with a panel focused on better connecting the supply chain in foodservice, from breeding and farming to distributors and chain restaurants.

Moderator: **Sophie Egan, MPH** (Director of Health and Sustainability Leadership/Editorial Director, Strategic Initiatives Group, CIA)

Presenter

& Panelist: **Stephen Jones, PhD** (Director, Bread Lab, Washington State University)

Panelists: **Stan Frankenthaler '78** (Executive Chef and Senior Vice President of Supply Chain, Shari's Cafes and Pies)
Kasia Momot, MBA (Director of Menu Innovation and Category Growth, Panera Bread)
Brett Stevenson (Owner and Founder, Hillside Grain)

4:45 PM **Networking Wine Reception**
Atrium (1st floor)

5:30 PM **Reception Ends, Program Concludes for the Evening**
Enjoy dinner on your own in the Napa Valley

THURSDAY, JANUARY 16

8 AM **Napa Valley Breakfast Buffet**
Atrium (1st floor)

8:30 AM **General Session IX**
Audience Q&A

Ask the Experts: What Every Operator Should Know about the Science of Healthy, Sustainable Eating

Building on the two presentations from Harvard Chan School scientists, and the results of the pre-conference attendee survey, this session will explore the areas of greatest confusion or uncertainty among operators. This is your chance to ask two of the country's leading nutrition and health experts every burning question that's been on your mind—cutting through the noise to settle what's healthy or not, or somewhere in between. Armed with definitive answers, you can confidently design delicious menu options that are backed by strong science.

Moderator: **Sophie Egan, MPH** (Director of Health and Sustainability Leadership/Editorial Director, Strategic Initiatives Group, CIA)

Panelists: **Eric Rimm, ScD** (Professor of Medicine, Harvard Medical School; Professor of Epidemiology and Nutrition, and Director of the Program in Cardiovascular Epidemiology, Harvard T. H. Chan School of Public Health)

Walter Willett, MD, DrPH (Past Chair, Department of Nutrition, and Professor of Epidemiology and Nutrition, Harvard T.H. Chan School of Public Health; Professor of Medicine, Harvard Medical

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School; and Chair, Menus of Change Scientific and Technical Advisory Council)

- 9:15 AM **General Session X**
Culinary Presentation and Technique Workshop
Cooking for Flavor and the Carbohydrate Flip: A Deep Dive on Sprouted and Fermented Grains
We'll take a look how we as an industry arrived at this place in time with whole grains and seeds, and how we can improve upon their already good standing. The key word in this session is "transformation" and how natural fermentation and sprouting can take bread and grains from good to great.
Guest Chef: **Tom Gumpel '86** (President, MDJ Baking, and Co-Chair, CIA Healthy Menus R&D Collaborative)
- 10:00 AM **Morning Snack and Networking Break**
Atrium (1st floor)
- 10:30 AM **General Session XI**
Presentations
Optimizing Menu Language to Boost Selection of Healthy Food Choices, Part 1: What to Call it: Protein Amounts
With menu language clearly defined and understood for "vegan" and "vegetarian," how do we best describe menu items featuring smaller amounts of meat with more vegetables (plant forward) to gain both operator buy-in and consumer purchases? This discussion will focus on the spectrum of plant-forward menu options and optimal strategies for positioning them on menus.
Presenter: **Deanne Brandstetter, MBA, RDN** (Vice President of Nutrition and Wellness at Compass Group, North America)
- Optimizing Menu Language to Boost Selection of Healthy Food Choices, Part 2: Increasing Produce Consumption through the Edgy Veggies Toolkit**
Is "healthy" a dirty word? This session explores the language used to describe healthy foods throughout American culture, and the consequences of that language on people's mindsets and food decisions. We'll use these insights to then flip the script—and use indulgent, exciting, provocative language to promote the selection and enjoyment of vegetables and plant-forward dishes in real-world settings.
Presenter: **Brad Turnwald, PhD** (Postdoctoral Researcher, Mind & Body Lab, Stanford University)
- 11:50 AM **Closing Remarks**
Presenter: **Sophie Egan, MPH** (Director of Health and Sustainability Leadership/Editorial Director, Strategic Initiatives Group, CIA)
- 12 PM **"Farm to Box" Lunch**
Atrium and Private Dining Rooms (1st floor)
Featuring the Gold Sponsor
- 1 PM **Lunch and Retreat Conclude**

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