



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/>

13th Annual Invitational Leadership Retreat
for Chain Restaurants, Supermarkets, and Volume Foodservice

January 17-19, 2017

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

PROGRAM SCHEDULE

TUESDAY, JANUARY 17

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

4:00 PM **Welcome and Introductions**
Ecolab Theater (1st floor)

Presenters: **Greg Drescher** (Vice President of Strategic Initiatives and Industry Leadership, CIA)
 Eric Rimm (Professor of Medicine, Harvard Medical School; and Professor of Epidemiology and Nutrition, and Director of the Program in Cardiovascular Epidemiology, Harvard T. H. Chan School of Public Health)

4:15 PM

Opening General Session

Ecolab Theater (1st floor)

Opening Keynote Address

Nutrition Science, Charting the Future: Research, Policy, and the Parallel Universe of Media Headlines

A look at the most pivotal new research findings and policy developments related to nutrition, paired with strategies for interpreting news stories where the results of nutrition science are often lost in translation. This session will explain what we might expect from a new administration in the year ahead with regard to nutrition policy, and how to distinguish fact from fiction when reading, watching, or listening to news stories about healthy eating. Finally, we'll consider the critical implications of the convergence of research around nutrition and environmental sustainability, with a special focus on climate change.

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

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

Walter Willett (Chair, Department of Nutrition, Harvard T.H. Chan School of Public Health, and Chair, Menus of Change Scientific and Technical Advisory Council)

5:15 PM

General Session I

Ecolab Theater (1st floor)

Presentations

Accelerating Increased Produce Consumption in Foodservice, Part 1: Defining the Challenges, Re-Thinking the Opportunities

With "plant-forward" and "vegetable-centric" flavors and menu concepts increasingly capturing the imagination of leading chefs and operators, we'll consider how the foodservice industry can accelerate this trend. The session will begin a conversation about how to map specific challenges and opportunities in advancing produce usage in American restaurants, from sourcing and "world food culture" culinary strategies to operations, technology, and re-thinking the food experience.

Moderator/

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

Presenters: **Jessie Price** (Editor-in-Chief, *EatingWell*)
Michiel Bakker (Director, Google Food)

6:00 PM **Opening Sponsor Exchange Reception**
Ventura Foods Center for Menu Research and Development (3rd floor)
Featuring the Premium Gold, Sustainability and Gold Sponsors

7:00 PM **Reception Ends, Program Concludes for the Evening**
Enjoy dinner on your own in the Napa Valley.

WEDNESDAY, JANUARY 18

8:00 AM **Napa Valley Breakfast Buffet**
Teaching Kitchen (3rd floor)
Sponsored by American Egg Board/Egg Nutrition Center and Barilla America

8:30 AM **General Session II**
Ecolab Theater (1st floor)
Presentation and Panel Discussion
Clean Labels and Transparency, Part 1: Connecting the Perspectives of Marketing, Nutrition, and the Consumer
Hear the latest consumer insights from Hartman Group about perceptions of the clean label movement, and how consumers' definitions of "healthy" are shifting. The topic could not be more timely, especially in light of the announcement from the U.S. Food and Drug Administration this fall that it is redefining the "healthy" claim for food labeling. Following a presentation of the data, hear from leaders developing and rolling out menu items or products with cleaner labels in their operations about the relative importance of marketing, nutrition, and the consumer in driving this movement.

Moderator: **Jessie Price** (Editor-in-Chief, *EatingWell*)

Presenter/

Panelist: **Shelley Balanko** (Senior Vice President, Business Development, Hartman Group)

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

- 9:45 AM **General Session III**
Ecolab Theater (1st floor)
Presentations and Culinary Demonstration
World Produce Kitchen, Part 1: Produce Strategies in the Turkish Kitchen
The Turkish kitchen is renowned for its use of vegetables as is consistent with the Mediterranean lifestyle, and in this session one of Turkey's leading chefs shares strategies on how to successfully introduce more produce items on menus.
Presenter: **Greg Drescher** (Vice President of Strategic Initiatives and Industry Leadership, CIA)
Guest Chef: **Mehmet Gürs** (Chef/Partner, Istanbul Food & Beverage Group)
- 10:30 AM **Morning Snack and Networking Break**
Berns Area (1st floor)
Sponsored by Sun Rich Fresh Foods

With book signings by Ana Sortun and Jessie Price.
Books will be available for purchase during the break.
- 11:00 AM **GS III Part 2**
Ecolab Theater (1st floor)
Presentation and Culinary Demonstration
World Produce Kitchen, Part 2: Pairing Vegetables with Grains and Legumes in Designing Delicious, Mediterranean Dishes
Vegetable cooking is at the very core of the Mediterranean diet. In this session, renowned Cambridge chef Ana Sortun presents a few of the most inspired dishes from the mezze style tasting menu at her restaurant, Oleana, as well as from her new cookbook, Soframiz: Vibrant Middle Eastern Recipes from Sofra Bakery and Cafe. She'll share techniques and strategies for making vegetables craveable, along with innovative applications of lentils and chickpeas—between a bread hummus, a fresh take on a barley-chickpea salad, and an uncommonly creative way of looking at a sandwich than has ever been done before. She'll also share how to incorporate generous portions of seasonal vegetables into legume-based dishes, how she builds balance on her mezze menu, and the Oleana mentality of making dishes that happen to be vegetarian extremely appealing to diners by leveraging those menu items' inherent merit as interesting, flavor-forward dishes.
Moderator: **Greg Drescher** (Vice President of Strategic Initiatives and Industry Leadership, CIA)
Guest Chef: **Ana Sortun** (Chef/Owner, Oleana, Boston, MA)

- 11:45 PM **General Session IV**
Ecolab Theater (1st floor)
Presentation and Culinary Demonstration
**Accelerating Increased Produce Consumption in Foodservice, Part 2:
 Making it Work in the Fast Casual Sector**
In this session, you'll learn about the unique mission and story behind the vegetable-centric fast casual concept Dig Inn. Culinary Director Matthew Weingarten will share how Dig Inn is scaling by working with the seasonal conditions in each of their diverse markets, and how they form relationships with their farmers and partners. Along with an inspiring culinary demonstration, Matthew will also share how their chefs stick to scratch cooking at scale despite the time constraints of their business model and the volume they serve.
 Moderator: **Sophie Egan** (Director of Programs and Culinary Nutrition for Strategic Initiatives, CIA)
 Guest Chefs: **Matthew Weingarten** (Culinary Director, Dig Inn)
- 12:30 PM **Family-Style Lunch**
Vintners Hall of Fame Barrel Room (2nd floor)
Sponsored by Canadian Lentils and Salt for Life
- 1:15 PM **Dessert and Coffee Break**
Berns Area (1st floor)
- 1:30 PM **General Session V**
Ecolab Theater (1st floor)

Panel Discussion
**Accelerating Increased Produce Consumption in Foodservice, Part 3:
 Strategies for Transformative Collaboration**
Beyond the initiatives of individual chefs, foodservice operators, and produce companies, how might the restaurant industry and the produce sector as a whole better collaborate to deepen expertise, build on best practices, and spark more innovation in advancing produce on American menus? In this session, we'll sit down with the individual recently named to fill a first-ever position of "chief marketing officer" at the influential Produce Marketing Association and a small group of foodservice operators and culinary leaders—including members of the CIA's Healthy Menus R & D Collaborative—and the larger audience of the Worlds of Healthy Flavors Leadership Retreat to discuss possibilities and priorities around such collaboration.

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

Panelists: **Lauren M. Scott** (Chief Marketing Officer, Produce Marketing Association)

Lisa Feldman '91 (Director of Culinary Services, Sodexo Culinary Solutions)

Ken Toong (Executive Director, Auxiliary Services, University of Massachusetts, Amherst)

2:15 PM **General Session VI**

Ecolab Theater (1st floor)

Presentation and Discussion

Optimizing Performance, Part 1: Healthy Aging

This session will explore the relationship between diet and longevity. We'll hear about a new healthy aging variable currently being studied at the Harvard T.H. Chan School of Public Health and the evidence about how different eating patterns affect long-term physical and mental function. Long life is, of course, the reverse of premature death, which is the metric nutrition scientists typically use in their research. So in this session, we'll explore newly released findings about the implications of animal versus plant protein sources and types of fat intake for total mortality. We will also discuss how the Mediterranean diet relates to healthy aging and strong cognitive function late in life, following the science with a culinary demonstration of two inspiring Mediterranean dishes.

Moderator: **Pam Smith** (Food Industry Consultant, Author, Radio Host, and Founding Principal, Shaping America's Plate, and Chair, CIA Healthy Menus R&D Collaborative Sodium Working Group)

Presenters/

Panelists: **Frank Hu** (Professor of Medicine, Harvard Medical School and Channing Lab, Brigham and Women's Hospital, and Professor of Nutrition and Epidemiology, Harvard T.H. Chan School of Public Health)

Walter Willett (Chair, Department of Nutrition, Harvard T.H. Chan School of Public Health, and Chair, Menus of Change Scientific and Technical Advisory Council)

Guest Chef: **Mehmet Gürs** (Chef/Partner, Istanbul Food & Beverage Group)

3:30 PM **Afternoon Snack and Networking Break**

Berns Area (1st floor)

Sponsored by Unilever Food Solutions

4:00 PM

General Session VII

Ecolab Theater (1st floor)

Presentation

Optimizing Performance, Part 2: Diet, the Microbiome, and the Brain

The science of the microbiome, how a healthy gut is tied to a healthy mind, and how different foods affect cognitive functioning and workplace performance. In addition, within the immediate and future context of public health-based guidance, how might chefs and operators think about the future of microbiome research and possible consequences for personalized nutrition?

Moderator: **Frank Hu** (Professor of Medicine, Harvard Medical School and Channing Lab, Brigham and Women's Hospital, and Professor of Nutrition and Epidemiology, Harvard T.H. Chan School of Public Health)

Presenter: **Justin Sonnenburg** (Associate Professor of Microbiology and Immunology, and Principal Investigator, The Sonnenburg Lab Stanford University School of Medicine)

4:45 PM

General Session VIII

Ecolab Theater (1st floor)

Panel Discussion

Optimizing Performance, Part 3: Endurance and Physical Training

What have dining leaders from Stanford University and U.S. Olympic Training Center learned in the course of feeding Division 1 and professional athletes? How do various macronutrients relate to physical performance? Learn how their performance dining teams offer satisfying, healthy food choices that meet the unique dietary requirements of their athletes, while also navigating various myths and misconceptions about such topics as daily needs for protein intake.

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

Panelists: **Terri Moreman** (Associate Director, Food and Nutrition Services, U.S. Olympic Training Center)

Eric Montell (Executive Director of Stanford Dining, Residential & Dining Enterprises, Stanford University)

5:15 PM

Sponsor Exchange Reception

Ventura Foods Center for Menu Research and Development (3rd floor)

Featuring the Silver and Copper Sponsors

With book signings by Justin Sonnenburg and Matthew Weingarten. Books will be available for purchase during the reception.

6:15 PM **Reception Ends, Program Concludes for the Evening**
Enjoy dinner on your own in the Napa Valley.

THURSDAY, JANUARY 19

8:30 AM **Napa Valley Breakfast Buffet**
Teaching Kitchen (3rd floor)
Sponsored by Salt for Life

9:00 AM **General Session IX**
Ecolab Theater (1st floor)
Presentations and Panel Discussion
Clean Labels and Transparency, Part 2: Integrating the Perspectives of Legal, Marketing, and Food Safety
While consumer demand plays a big role in the push for clean labels and transparency, food science and legal considerations are also critically important. During this session, we'll hear from a food scientist who advises companies about options for food additives and processing technologies, and a lawyer who advises companies about legal and regulatory considerations for food production and marketing.

Moderator: **Amy Myrdal Miller** (Founder and President, Farmer's Daughter Consulting, and Director, CIA's Healthy Menus R&D Collaborative)

Presenters/

Panelists: **Roger Clemens** (Adjunct Professor of Pharmaceutical Sciences and Associate Director of the Regulatory Science Program, USC School of Pharmacy)

Steve Steinborn (Partner, Hogan Lovells)

10:00 AM **Morning Snack and Networking Break**
Berns Area (1st floor)
Sponsored by Canadian Lentils

10:30 AM **Closing General Session**
Ecolab Theater (1st floor)

Presentations and Panel Discussion

Healthy Product Innovation: Integrating Culinary and Marketing Insight Through the Screening Process

How do marketing executives evaluate the potential of new, "better-for-you" menu items? Which menu items make it through the R&D pipeline or not, and why? In this session,

pairs of culinary and marketing executives from volume foodservice companies explore the relationship between their two sides of the equation, sharing case studies and insights about the gatekeeper dynamic and what works best for healthy product innovation.

Moderator: **Pam Smith** (Food Industry Consultant, Author, Radio Host, and Founding Principal, Shaping America's Plate, and Chair, CIA Healthy Menus R&D Collaborative Sodium Working Group)

Presenters/

Panelists: **Missy Nelson** (Senior Nutrition Strategist, Taco Bell)

Melissa Friebe (Vice President of Marketing and Consumer Insights, Taco Bell)

Tom Gumpel '86 (Vice President for R&D, Panera Bread)

12:00 PM **Closing Remarks**

Ecolab Theater (1st floor)

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

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

12:15 PM **Lunch**

Vintners Hall of Fame Barrel Room (2nd floor)

Sponsored by Unilever Food Solutions, Bush's Best Beans, National Peanut Board

1:15 PM **Lunch and Retreat Conclude**