



THE CULINARY INSTITUTE OF AMERICA

in conjunction with

UNIVERSITY OF CALIFORNIA, DAVIS

15th Annual Invitational Leadership Retreat

Flavor, Quality & American Menus

www.CIAFlavorQualityAmericanMenus.com

August 21-23, 2018

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

PROGRAM SCHEDULE

TUESDAY, AUGUST 21

Unless otherwise noted, all of today's sessions will take place in the Copia Theater (1st Floor).

- 2 PM **Registration and Refreshments**
Mezzanine (2nd Floor)
- 2:30 PM **Welcome & Opening Remarks from the CIA**
Speaker: **Greg Drescher** (Vice President of Strategic Initiatives and
Industry Leadership, CIA)
- 2:35 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.

2:50 PM

Keynote Address/General Session I

Agriculture, Innovation, and How the University of California, Davis is Shaping a More Sustainable Food System

What are the biggest questions, challenges, and opportunities affecting food system sustainability? We'll start the conference by hearing one of the country's leading experts shed light on all three. He'll share research insights from UC Davis and connect those to the practical role that foodservice leaders can take in addressing key vulnerabilities and impacts related to everything from climate change and blockchain technology to plant-forward diets.

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

Speaker: **Tom Tomich, PhD** (Director, Agricultural Sustainability Institute, UC Davis)

3:20 PM

General Session II

Culinary Demonstration

Regional American Cuisine (1): Perspectives from...California

In the first of four spotlights on regional American cuisines, we'll start here in California. A native of San Francisco, chef Brandon Jew worked in a number of Michelin-starred restaurants before returning home and ultimately opening Mister Jiu's in 2017. His unique ability to pair the flavors and techniques of Chinese cuisine and San Francisco's iconic Chinatown with the best, most thoughtfully sourced ingredients from Northern California earned his restaurant the #3 spot on Bon Appétit's 2017 list of Best New Restaurants in America. By the end of his demo, you'll see why.

Moderator: **Ellen Fort '12** (Editor, *Eater SF*)

Guest Chef: **Brandon Jew** (Owner and Executive Chef, Mister Jiu's, San Francisco, CA)

3:50 PM

Special Presentation

An Introduction to the Market Basket Exercise

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, 3-5 sponsor companies, a CIA chef-instructor, and a guest chef.

Speakers: **Sophie Egan** (Director of Health and Sustainability Leadership and 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, AUGUST 22

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

- 8 AM **Napa Valley Breakfast Buffet**
Atrium (1st Floor)
- 8:30 AM **Audience Presentation**
Market Basket Team Challenge Menu Concept Presentations
- 8:45 AM **General Session III**
- Presentation*
- The Price is Right: Consumer Insights about the Menu Economics of Higher-Quality Produce**
- As we explore how to increase produce consumption and diversity, Datassential will uncover the latest emerging trends in produce--from the "next kale" to vegan tomato sushi. We will explore which vegetables consumers want to order, the impact of segment on those decisions, and a closer look at how menu language can impact pricing.*
- Introduction: **Sophie Egan** (Director of Health and Sustainability Leadership and Editorial Director, Strategic Initiatives, CIA)
- Presenter: **Colleen McClellan** (Director, Datassential, and Facilitator, Flavor, Quality & American Menus Think Tank)
- Panel Discussion*
- Overcoming Supply Chain Constraints to Boost Diversity and Seasonality--Deliciously**
- Given consumers' demands and the constraints of the current supply chain facing many operators, how are we able to offer both seasonal and/or local produce that looks and tastes great while maintaining consistency in flavor profile (i.e., tomatoes)? What are the roles of fresh, prepared-in-house, versus frozen or value-added? How are operators helping consumers on their journey to increase produce consumption in all forms and diversify the offerings -- from cross-utilization and rotating specials to hero ingredients of a dish that change seasonally? Hear from operators and produce innovators about how they boost diversity and seasonality in order to think produce first on menus of all kinds.*
- Moderator: **Colleen McClellan** (Director, Datassential, and Facilitator, Flavor, Quality & American Menus Think Tank)

Panelists: **Dwayne Adams** (Vice President of Culinary Innovation, Sbarro)
Aneesha Hargrave (Executive Chef, Chopt)
Steve Lutz (Vice President, U.S. and Canada, Produce Marketing Association)
Marc Oshima (Chief Marketing Officer, AeroFarms)

10:15 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: **Betsy Armour** (Director of Domestic Marketing & Communication, Northarvest Bean Growers Association)
Christophe Megevand (EVP Cheese Manufacturing, Schuman Cheese) and **Dan Burrows** (Chef, Schuman Cheese)

10:35 AM **Beverage & Conversation Break**

Atrium (1st Floor)

Sponsored by Schuman Cheese

11:10 AM **General Session IV**

Culinary Demonstration

Regional American Cuisine (2): Perspectives from...Ohio

Few chefs rival Cara Mangini in the enthusiasm, verging on healthy obsession, they bring to seasonal menuing. Named in 2017 to the CIA-EAT Plant-Forward Global 50 list, if anyone is positioned to help move vegetables to the center of Americans' plates – while helping them celebrate the distinct moments of the year through the foods they eat – it's her. Cara will illustrate how you can do the same no matter where you're located or what time of year it is.

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

Guest Chef: **Cara Mangini** (Owner and Executive Chef, Little Eater, Columbus, OH)

11:40 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: **Tom Lyons** (Vice President, Business Development - Higher Education, Sysco)
Austin White (Oklahoma Peanut Farmer, National Peanut Board)

- 12 PM **Sponsor Exchange & Walk-Around Networking Lunch**
Mezzanine (2nd Floor)
Sponsored by Gold Sponsors
- American Food & Agriculture: Inspiration for Contemporary Menus**
Our lunch is a walk-around gathering featuring our Gold sponsors and highlighting the role they and their products can play in bringing fresh flavors and exceptional quality to American menus.
- 1 PM **General Session V**
Culinary Demonstration
- Regional American Cuisine (3): Perspectives from...Tennessee**
Acclaimed TV personality, cookbook author, and CIA grad Maneet Chauhan has found a way to offer a unique, craveable expression of Nashville cuisine that has been delighting local diners for years. See how she brings the ingredients of her surrounding region to life by marrying Indian flavors with Southern fare.
- Moderator: **Ellen Fort '12** (Editor, *Eater SF*)
 Guest Chef: **Maneet Chauhan '00** (Chef, Chauhan Ale and Masala House, Nashville, TN)
- 1:30 **General Session VI**
Presentations and Panel Discussion
- Regenerative Agriculture 101: Farm-to-Table, Soil Health, and Why You Should Care**
Hearing from three points of view – the investment community, foodservice and restaurants, and consumer packaged goods – this session will explain what regenerative agriculture is, how it differs from organic, what a regenerative agriculture certification could mean for the food and foodservice industry, and what foodservice can learn from retail about translating the science of regenerative agriculture practices to consumers through marketing materials and the language and stories we tell through our menus.
- Moderator/
 Presenter: **Arlin Wasserman** (Partner, Changing Tastes)
 Presenters: **Ali Kelley** (Senior Associate Marketing Manager, Annie's)
Renske Lynde (Co-Founder and CEO, Food System 6)
- 2:30 PM **Sponsor Presentations**
Copia Theater (1st Floor)
- A Focus on Flavor and Quality: New Directions in Agriculture, Food Production and Menu Development**
 Introduction: **Shara Orem** (Director of Corporate Relations, CIA)
 Presenters: **Steve Solomon** (Menu Strategist, The Mushroom Council)
- 2:40 PM **Beverage & Conversation Break**
Atrium (1st Floor)
Sponsored by The Mushroom Council

3:00 PM

Interactive Copia Garden Immersion

Copia Gardens

An interactive afternoon activity developed to allow attendees to immerse themselves in the Copia Gardens. Attendees will be divided into three different groups that will rotate after each 10-minute session to experience each of the flavor-focused, educational garden experiences.

Farming for Chefs & Flavor: An Overview of the Copia Garden Model

Presenter: **Jon Brzycki** (Culinary Gardener, CIA)

Comparative “Best of the Season” Produce Tasting

Leader: **Todd Meyerhofer** (Executive Chef, CIA at Copia)

Interactive “Muddle Your Own” Mocktail Station

Leader: **Seth Johnson** (Assistant General Manager, The Restaurant at CIA Copia)

3:45 PM

General Session VII

Copia Theater (1st Floor)

Presentations and Panel Discussion

The Future of Farming: Opportunities at the Forefront of Ag Tech

This all-star panel will bring to light the latest news from the world of agriculture technology. We'll explore exciting examples of new tools at farmers' disposals; what the future of farming might look like 5, 10, and 20 years out; and what the implications of that new landscape could be for the foodservice industry.

Moderator: **Rob Trice** (Founder, The Mixing Bowl and Better Food Ventures)

Speakers: **A.G. Kawamura** (Founding Co-Chair, Solutions from the Land)

Karen Ross (Secretary, California Department of Food and Agriculture)

Linda Mallers (Founder and CEO, Farmlogix)

Derek Azevedo (Executive Vice President, Bowles Farming Company)

4:55 PM

Special Presentation

A Preview of the Thursday Farm Field Trip

Speaker: **Mark Linder** (Program Consultant/U.S. Agriculture Liaison, CIA)

5:05 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 signings by Cara Mangini and Maneet Chauhan.

6 PM **Program concludes for the evening**
Participants have dinner on their own in the Napa Valley

THURSDAY, AUGUST 23

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

8:30 AM **Napa Valley Breakfast Buffet**
Atrium (1st Floor)
Sponsored by Alaska Seafood Marketing Institute

9 AM **General Session VIII**

Presentations and Panel Discussion

When Retailers and Chefs Take to the Fields: Case Studies in Supply Chain Innovation and Vertical Integration

What does it mean when the operator is the grower? When the retailer is the grower? What do those supply chains look like, what are the tradeoffs, and how does it all work on a practical level? Hear case studies in integration from three innovative companies that are finding delicious, fiscally sustainable ways to feed large volumes of people from their own metaphorical backyards.

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

Speakers: **Casey Gleason** (Director of Food and Beverage, sweetgreen)
 Darren Yondorf (Director of Supply Chain and Sustainability, Homegrown)
 Layla Aguilar (Farm Manager, Bi-Rite Market)
 Jason Rose (Culinary Director, Bi-Rite Market)

10:10 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: **Stephen Gerike** (National Foodservice Marketing, Alaska Seafood Marketing Institute)
 Doug Miller (Director of Food Service Sales, SupHerb Farms) and
 Stephanie Schutz (National Account Manager, SubHerb Farms)

10:30 AM **Beverage & Conversation Break**
Atrium (1st Floor)
Sponsored by Gardein/Udi's and SupHerb Farms

- 11 AM **General Session IX**
Culinary Demonstration
Regional American Cuisine (4): Perspectives from...New Jersey
If New Jersey is not the first place that makes you think of "farm-to-table," you're not alone. But you'd also be mistaken, as it is called the Garden State for a reason. In our fourth and final spotlight on regional American cuisines, hear from award-winning restaurateur and chef Chris Jaeckle about how lessons from his role as farm liaison at the restaurant group Fenwick Hospitality can help you move toward more local sourcing and seasonal menuing at scale.
Moderator: **Jacquelyn Chi** (Director of Programs and Special Projects, CIA)
Guest Chef: **Chris Jaeckle** (Consultant/Farm Liaison, Fenwick Hospitality, Princeton, NJ)
- 11:30 AM **Farm-to-Box Lunch**
Copia Gardens and Jackson Family Outdoor Amphitheater (1st Floor)
Sponsored by Gold Sponsors
- 12:15 PM **Board Buses to Depart for Farm Tour**
Entrance to Copia
- 12:45 PM **Mulas Dairy**
2034 Fremont Dr., Sonoma
Presenter: **Ray Mulas** (Co-Family-Owner, Mulas Dairy)
- 1:15 PM **Board Buses**
- 1:25 PM **Depart Mulas Dairy for Sunrise Eggs**
Presenters: **Arnie Riebli** (Partner, Sunrise Farms)
 Anita Oberbauer, PhD (Associate Dean, Agricultural Sciences, UC Davis)
- 2 PM **Sunrise Eggs**
395 Liberty Road, Petaluma
- 2:50 PM **Board Buses**
- 3 PM **Depart Sunrise for McEvoy Ranch**
- 3:45 PM **McEvoy Ranch Tour (with oil tasting)**
5935 Red Hill Road, Petaluma
Presenters: **Shannon Frances** (Event and Hospitality Manager, McEvoy Ranch)
 Dan Flynn (Executive Director, UC Davis Olive Center)
- 4:30 PM **McEvoy Ranch Wine Tasting & Light Reception**

5 PM

Bringing It All Together: Closing Reflections at McEvoy Ranch

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.

Presenters: **A.G. Kawamura** (Founding Co-Chair, Solutions from the Land)

Anita Oberbauer, PhD (Associate Dean, Agricultural Sciences, UC Davis)

Tom Tomich, PhD (Director, Agricultural Sustainability Institute, UC Davis)

5:15 PM

Board Buses/Depart to Return to Copia

6:30 PM

Buses Return to Copia/Retreat Concludes