

MENUS^{of} CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

12th Annual Leadership Summit | June 12-13, 2024
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

At-A-Glance Schedule Overview	
WEDNESDAY, JUNE 12	THURSDAY, JUNE 13
Optional Pre-Conference Breakfast & Campus Tour 8 - 10 AM	8:15 AM to 5:30 PM
10 AM to 6 PM	Breakfast 8:15 - 8:45 AM
Registration, Student Showcase, and Refreshments 10 - 11 AM	General Sessions IV 8:45 - 10 AM
General Sessions I-II 11 AM - 12:45 PM	Refreshment & Networking Break 10 - 10:30 AM
Walk-Around Sponsor Exchange Lunch 12:45 PM	General Session V 10:30 - 11:15 AM
General Session III 1:45 - 3 PM	Breakout Sessions, Round B 11:30 AM - 12:45 PM
Refreshment & Networking Break 3 - 3:45 PM	Global Plant-Forward Box Lunch 12:45 PM Dessert & Coffee 1:30 PM
Breakout Sessions, Round A 3:45 - 5 PM	General Session VI 2 - 3 PM
Opening Networking Reception 5 - 6 PM	Refreshment & Networking Break 3 - 3:30 PM
	General Session VII: Closing Keynote 3:30 - 4:30 PM
	Closing Networking Reception 4:30 - 5:30 PM



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OPTIONAL PRE-CONFERENCE TOUR & BREAKFAST

Wednesday, June 12

Optional Pre-Conference Campus Tour & Breakfast (additional registration fee applies)

8 AM

CIA Campus Tour & Breakfast in the Egg at the Student Commons

(\$25, pre-registration required)

Attendees who pre-register for the breakfast & tour should plan to arrive at the CIA between 8 and 8:15 am for registration, which will take place in the Marriott Pavilion. When you register onsite, we will provide a voucher for you to enjoy breakfast in the Egg (CIA's student dining facility), where you can help yourself to any of our walk-up stations. Breakfast includes our Barrie House drip coffee & orange juice or bottled water. After enjoying breakfast (8:15 – 9 AM), our student tour guides will meet you at the entrance to the Egg at 9 AM to take you on a tour of the CIA campus, which will conclude at the Marriott Pavilion so you can enjoy registration refreshments and networking just before the conference begins.

To register for this pre-conference tour & breakfast, please [click here](#).

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PROGRAM SCHEDULE

The Menus of Change Annual Leadership Summit is co-presented by The Culinary Institute of America (CIA) and Harvard T.H. Chan School of Public Health – Department of Nutrition. A [Menus of Change Scientific and Technical Advisory Council](#), together with Harvard Chan School and the CIA, are solely responsible for the nutrition and environmental guidance of the conference and supplemental editorial resources. The [Menus of Change Business Leadership Council](#) helps translate scientific guidance into actionable strategies for change throughout the foodservice industry, highlights case studies in innovation, and builds industry participation in supporting healthier, more sustainable menus. Project sponsors and other commercial interests are not permitted to influence the editorial independence of the Menus of Change initiative.

Wednesday, June 12

10 AM

Conference Registration

Marriott Pavilion (Auditorium Level), Francesco and Mary Giambelli Atrium Lobby

Registration Refreshments

Marriott Pavilion (Lower Level), The Louis Greenspan Lobby
Including Samsung Club des Chefs Demonstration Kitchen

Sponsored by 50CUT

CIA Student Showcase

Find out what CIA students and faculty are doing in their coursework, around campus, and out in the community and industry relating to Menus of Change principles and sustainable food systems.

11 AM

Welcome & Opening Remarks

Marriott Pavilion, Ecolab Auditorium

Speakers: **Rupa Bhattacharya** (Executive Director, Strategic Initiatives and Industry Leadership, CIA)
Abby Fammartino, MBA, MSFS (Director of Health and Sustainability Programs and Research, CIA)
Walter Willett, MD, DrPH (Professor of Epidemiology and Nutrition, Harvard T.H. Chan School of Public Health)

11:15 AM

General Session I

Presentations & Discussion

Seeds of Transformation: Global Academic Perspectives on Nourishing Sustainable and Just Food Futures

The case for fundamental transformation of food systems has garnered increasing attention on the global stage. There is a growing urgency to enact critical reforms to set countries, companies, and consumers on a more sustainable, healthy, equitable, and resilient path. In this opening general session, moderated by Danielle Nierenberg, a globally recognized expert and advocate in food systems and agriculture, we will explore the multifaceted landscape of scientific, political, and

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social dynamics driving change with a panel of leading academics. You'll learn about the Food Systems Countdown Initiative, co-chaired by Dr. Mario Herrero, that seeks to measure, assess, and track the performance of global food systems toward the 2030 Sustainable Development Goals. You'll gain an understanding of the unique challenges and opportunities facing America's rural communities from Dr. Veronica Womack, an advocate and researcher of the Southern Black Belt region, whose work highlights the rich history of Southern foodways and the socioeconomic and political culture and traditions of rural people in the American South. You'll also hear the latest updates from the eagerly anticipated EAT-Lancet 2.0 Commission, co-chaired by Dr. Walter Willett with Dr. Herrero who also serves on the leadership team tasked with contextualizing the Planetary Health Diet for local food cultures and regions around the world. These distinguished presenters will shed light on the complex forces at play driving food system change and shaping the future landscape of foodservice in the US and globally.

Moderator: **Danielle Nierenberg** (President, Food Tank)

Presenters: **Mario Herrero, PhD** (Professor, Cornell Global Development; Director, Food Systems & Global Change; Nancy and Peter Meinig Family Investigator in the Life Sciences, Cornell University)

Walter Willett, MD, DrPH (Professor of Epidemiology and Nutrition, Harvard T.H. Chan School of Public Health)

Veronica Womack, PhD (Executive Director, Rural Studies Institute, Georgia College & State University; Founder, Black Farmers Network)

12:10 PM

General Session II

Presentation & Discussion

The Next Bite: Navigating Dietary Macro Trends from Food As Medicine to GLP-1 Drug Advances

As the landscape of dietary trends continues to evolve, between the rise of food as medicine programs, increasing concerns over ultra-processed foods and climate change, and advancements in GLP-1 drug therapies for weight loss, professionals across food-related industries must stay up to date with the latest research and prepare for impact and response within their businesses. In this session, you will gain insights from leading nutrition and industry experts at the forefront of these macro trends and the emerging challenges and opportunities they present to foodservice operators. Through an informative presentation and engaging panel discussion, the speakers will provide actionable recommendations for navigating this rapidly changing landscape, equipping attendees with the knowledge and tools needed to embrace change, adapt, innovate, and lead the way toward a healthier, more sustainable future.

Moderator: **Joanna Fantozzi** (Senior Editor, Nation's Restaurant News)

Presenter/

Panelist: **Monica Amburn, MS, RDN** (Vice President, Eat Well Global, Inc)

Panelists: **Sara Burnett** (Principal, Burnett Strategy and Communications)

Michael Kaufman (Senior Lecturer, Harvard Business School)

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12:45 PM **Walk-Around Networking Lunch**
*Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen*
*Featuring Custom Culinary, illy, Jack & Annie's, McCain Foodservice Solutions,
and Oatly*

1:45 PM **General Session III**
Presentations & Discussion
Regional Resilience: Adapting and Diversifying Procurement Models for Changing Landscapes
The COVID-19 pandemic placed unprecedented stresses on food supply chains, revealing the vulnerabilities of these complex systems and contributing to a reevaluation of what food system resilience and security truly means. Fortunately, many innovative solutions and adaptations have emerged in response to food supply chain disruptions, playing a significant role in transforming the food system through rewarding more sustainable and/or regenerative agricultural practices; bolstering procurement opportunities from small, family, and/or minority-owned farms; and addressing issues like food justice and sovereignty. This session will feature different perspectives on adapting and diversifying supply chains including case studies from a farmer-owned marketplace helping increase the CIA's local purchasing capacity, a regional wholesale distributor working with large institutions on values-based procurement, and the fresh produce arm of the world's largest broadline food distributor. You'll hear inspiring stories and actionable strategies from farmers and changemakers to help you understand and adjust your food procurement with resilience and foresight.
Moderator: **Brendan Walsh '80** (Dean, School of Culinary Arts, CIA)
Presenters: **Lindsey Lusher Shute** (CEO, Farm Generations Cooperative; Co-Owner, Hearty Roots Farm)
Rachel Terry (Director of Partnerships, The Common Market)
Lauren Horning (National Director of Local Sourcing and Sustainability, FreshPoint)

2:45 PM **Stanford Food Institute Presents the Menus of Change University Research Collaborative Collective Impact Initiative: The Power of Collective Purchasing to Reduce Food-Related Emissions and Improve Diet Quality**
In a first-of-its-kind effort, a group of more than two dozen colleges and universities, led by the Residential & Dining Enterprises (R&DE) Stanford Food Institute (SFI), is demonstrating how, when it comes to addressing major food-related sustainability challenges, the sum is greater than its parts. Most colleges, universities, and corporations have their own ambitious, individual sustainability goals. But in the only example of its kind in college and university foodservice, a group of C&U dining operations are working in concert – using a Collective Impact framework – to set a common goal, collect and analyze data, and share learnings with one another for greater and sustained impact. The group, whose participants are members of the Menus of Change University Research Collaborative, of which R&DE is a co-founder, reported its latest data showing that it exceeded its goal to reduce collective greenhouse gas emissions from protein purchases by

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25% by 2030. The 24% reduction achieved to date is way ahead of the original target. After tracking and measuring the impact of over 200 million pounds of protein purchases, they have already shifted toward more climate-smart ingredients – reducing meat and dairy purchases by 15% each and increasing more sustainable and healthful protein purchases, such as grains, beans and other legumes. In this session, learn about the innovative strategies behind the Collective Impact model, where SFI will take this model next, what's working to enable these institutions to create this systemic change in the food system, and how the lessons learned can be applied by other foodservice companies to reach their sustainability goals and climate action targets.

Presenter: **Sophie Egan, MPH** (Director, Stanford Food Institute and Sustainable Food Systems; Co-Director, Menus of Change University Research Collaborative; Director of Strategy, Food for Climate League)

3 PM **Refreshment & Networking Break**

Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)

3:45 PM **Breakout Sessions, Round A**

Various Campus Locations

Breakout Session A1

Marriott Pavilion, Ecolab Auditorium

Digging In: A Closer Look at Regional and Diverse Procurement Approaches

Panel Discussion

This immersive breakout session promises rich insights and practical takeaways from a panel of industry leaders who will delve deeper into General Session III conversations around innovative strategies reshaping resilient food procurement. Whether you're a foodservice operator, procurement specialist, educator, aspiring culinary leader, or food system advocate, this breakout session offers a unique opportunity to engage in meaningful discussions, deepen your understanding, and glean actionable strategies for enhancing regional resilience and diversity in procurement practices within our food supply chains.

Moderator: **Abby Fammartino, MBA, MSFS** (Director of Health and Sustainability Programs and Research, Strategic Initiatives Group, CIA)

Panelists: **Katelyn Repash** (Responsible Sourcing Procurement Director, Aramark)

Monique Rolle, BPS '04 (Manager of Menu Planning and Procurement, Food & Nutrition Services, Baltimore City Public Schools)

Lindsey Lusher Shute (CEO, Farm Generations Cooperative; Co-Owner, Hearty Roots Farm)

Rachel Terry (National Partnership Director, The Common Market)

Veronica Womack, PhD (Executive Director, Rural Studies Institute, Georgia College & State University; Founder, Black Farmers Network)

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Breakout Session A2

Conrad Hilton Library, Danny Kaye Theatre

The Future of Healthy, Sustainable, and Culturally Inclusive Beverages

Presentations & Panel Discussion

In this facilitated breakout session, you'll hear from four leading experts on the broad state of beverages, both with and without alcohol. We'll begin with updated science around the Menus of Change principle of "Drink Healthy: From Water, Coffee, and Tea to (with caveats) Beverage Alcohol," followed by data that delves into consumer preferences, especially around the habits of Gen Z. We'll also explore how different industries are innovating around sustainability and how changes in viticulture are pushing the industry to be more culturally inclusive, both in terms of making space for more diverse producers and by embracing a wider array of grape varieties than in the past.

Moderator: **Jennifer Breckner** (Director of Programs and Special Projects, Strategic Initiatives Group, CIA)

Presenters: **Walter Willett, MD, DrPH** (Professor of Epidemiology and Nutrition, Harvard T.H. Chan School of Public Health)
Huy Do (Research & Insights Manager, Datassential)
Sara Burnett (Principal, Burnett Strategy and Communications)
Timothy Buzinski '97 (Assistant Professor – Wine Studies, The Culinary Institute of America)

Breakout Session A3

Marriott Pavilion (Lower Level), Conference Center

How to Talk about Food and Climate: Making Climate-Smart Eating the Norm

Interactive Communications Workshop

Despite robust efforts in sustainable procurement, product innovation, menu engineering, and supply chain, climate-smart food initiatives often struggle to gain traction. Yet data reveals the American public are hungry for ways to address the climate crisis while being utterly obsessed with food (see: Instagram). Food for Climate League (FCL) works to bridge that gap and make climate-smart eating the norm. Join this interactive workshop led by FCL experts in consumer behavior and storytelling, where you'll learn ten best practices for communicating climate-smart eating, applicable to your organization's unique content – be it menus, websites, packaging, social media, or other marketing collateral. You'll leave this training with evidence-based frameworks and tools to help you market your sustainable food options in ways that will truly resonate with key stakeholders and generate widespread buy-in for sustainable options.

Facilitator: **Sophie Egan, MPH** (Director, Stanford Food Institute and Sustainable Food Systems; Co-Director, Menus of Change University Research Collaborative; Director of Strategy, Food for Climate League)

Co-Facilitator: **Katie Elizabeth Silva** (Research Project Manager, Food for Climate League)

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Breakout Session A4

Meetup Location: Admissions Center, Ecolab Admissions Theatre

What's Buzzing at the CIA? A Student and Faculty-Led Walking Tour and Overview of Campus Gardens and Applied Food Studies Projects

Guided Tour & Discussion

During this lively tour, CIA faculty and students will demonstrate Menus of Change Principles in action on campus, from the local, seasonal ingredients sourced from the teaching gardens, rooftop gardens, and apiary, to the proliferation of plant-forward food options at The Egg, the CIA's 500-seat student dining venue. Participants in this breakout session will not only get to see the CIA's beautiful New York campus but will also learn how the CIA continues to innovate and promote health and sustainability practices for the next generation of culinary leaders. Whether you want to grow or source more local food for your operation or want to get some fresh air and connect with fellow attendees, CIA faculty, and students, this breakout session is for you!

Introduction: **Denise Bauer, PhD** (Dean, School of Liberal Arts & Food Studies, CIA)

Facilitators: **Genevieve Meli '07** (Associate Professor, School of Baking and Pastry Arts, CIA)

Michael McGloin (Applied Food Studies Bachelor's Student, CIA)

Sean McGurl (Manager, Education Sustainability Initiatives, CIA)

Bobby Perillo '86, MBA (Professor, School of Culinary Arts, CIA)

Jason Potanovich '96, CHE, CHBP (Associate Dean-Restaurant Education & High-Volume Production, CIA)

Kejhari Strong (Applied Food Studies Bachelor's Student, CIA)

5 PM

Opening Reception

Beverage Garden Plaza (outside the Marriott Pavilion)

Featuring 50CUT, Aquamar, and The Kingfish Company

With book signings by:

- **Sophie Egan** | *How To Be A Conscious Eater: Making Food Choices That Are Good for You, Others, and the Planet*
- **Walter Willett** | *Eat, Drink and Be Healthy: The Harvard Medical School Guide to Healthy Eating*

Note: Books will be available for purchase at the Craig Claiborne Bookstore throughout the conference.

6 PM

Opening Reception Concludes

Enjoy dinner on your own at the [CIA's Restaurants](#) or [local Hudson Valley restaurants featuring CIA Alumni](#).

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Thursday, June 13

- 8:15 AM **Hudson Valley Breakfast**
Marriott Pavilion (Lower Level), Conference Center and The Louis Greenspan Lobby, Including Samsung Club des Chefs Demonstration Kitchen
Sponsored by Custom Culinary and Jack & Annie's
- 8:45 AM **Welcome & Introduction to the Day**
Marriott Pavilion, Ecolab Auditorium
Speakers: **Allison Righter, MSPH, RDN** (Director of Health and Sustainability Programs (outgoing), Strategic Initiatives Group, CIA)
Cathy Jörin, MBA (Senior Director, School of Graduate and Professional Studies, CIA)
- 9 AM **General Session IV**
Presentations & Discussion
Nourishing Health: Exploring the Interplay of Food, Biodiversity, and the Gut Microbiome for Planetary and Human Wellness
Thriving biodiversity is necessary for healthy ecosystems, from the macro-environment we inhabit right down to our body's microbiome. With trends of significant biodiversity loss in ecosystems across the world and within the human gut microbiome, our society must rise to the challenge of addressing these losses and preserving the richness of biodiverse foods for both human and planetary wellness. This session brings together a diverse panel of experts offering their unique perspectives on the critical interplay of food, biodiversity, and gut microbiome and the implications for culinary practice and sourcing, menu development, and our collective future. Drawing on the traditional wisdom of indigenous foodways, cutting-edge scientific research on the health benefits of fiber, polyphenols, fermented, and plant-rich foods, and experiences in the emerging field of culinary medicine, these presenters will provide an enlightening exploration of biodiversity as a vital catalyst for sustaining and nourishing health and sustainability.
Moderator/
Presenter: **Mary Purdy, MS, RDN** (Eco-Dietitian/Nutrition and Sustainability Advisor; Adjunct Faculty, CIA Online Master's in Sustainable Food Systems)
Presenters: **Christopher Gardner, PhD** (Rehnborg Farquhar Professor of Medicine, Stanford University; Director of Stanford Prevention Research Center's Nutrition Studies Group)
Denisa Livingston, MPH, MLS (Diné Tribal Citizen; Community Health Advocate and Food & Health Justice Organizer, Diné Community Advocacy Alliance) (virtual)
Linda Shiue, MD (Director of Culinary and Lifestyle Medicine, Kaiser Permanente)

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- 10 AM **Refreshment & Networking Break**
Marriott Pavilion (Lower Level), Conference Center and The Louis Greenspan Lobby, Including Samsung Club des Chefs Demonstration Kitchen
- 10:30 AM **General Session V**
Panel Discussion
From Plate to Purpose: Empowering Chefs as Advocates for Change
*Chefs and restaurateurs are increasingly being recognized as some of the most powerful forces for change in our troubled food system. This session explores the diverse ways in which culinarians are leveraging their platforms for good to drive meaningful impact within the restaurant industry and beyond. Led by Katherine Miller, former vice president of impact at the James Beard Foundation, founding executive director of the Chef Action Network, and author of *At the Table: The Chef's Guide to Advocacy* (2023), this panel discussion will feature stories and insights from three distinguished culinary leaders who are at the forefront of catalyzing positive and lasting change within their communities and our food system. Attendees will gain valuable perspectives and practical tips on how chefs can leverage their growing cultural influence and platforms to raise awareness and influence policy for issues they care about, from supporting local farmers, to addressing food insecurity, to championing diversity and inclusion, and more.*
Moderator: **Katherine Miller** (Principal and Founder, Table 81; Adjunct Faculty, CIA Online Master's in Sustainable Food Systems)
Panelists: **Marissa Gencarelli** (Co-Founder, Yoli Tortilleria)
 Danny Lee (Chef and Co-Owner, The Fried Rice Collective)
 Lindsey Ofcacek (Co-founder, Managing Director, Mentor, The LEE Initiative)
- 11:15 AM **Time to Walk to Breakout Sessions**
- 11:30 AM **Breakout Sessions, Round B**
Various Campus Locations

Breakout Session B1
Marriott Pavilion, Ecolab Auditorium
Evidence and Impact: Academic and Operational Research Insights from Members of the Menus of Change University Research Collaborative
Presentations & Panel Discussion
The Menus of Change University Research Collaborative (MCURC), co-presented by the CIA and Stanford University, is an international network of colleges and universities using campus dining halls and kitchens as living laboratories where applied research advances the Menus of Change Principles of Healthy, Sustainable Menus. Over the past 10 years, the MCURC has pioneered a groundbreaking model of behavioral research built on a unique collaboration between faculty experts, university dining operators, and students, with projects that focus on promoting plant-forward foods choices, enhancing food literacy, reducing food waste, and more. During this breakout session, you'll hear

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fresh insights from MCURC academic and operator members leading innovative research projects with powerful implications that go beyond the campus dining environment, as college and university students are tomorrow's leaders, parents, consumers, and citizens who can shape a healthy, sustainable food system for the future.

Moderator: **Abby Fammartino, MBA, MSFS** (Director of Health and Sustainability Programs and Research, Strategic Initiatives Group, CIA)

Presenters: **Christopher Gardner, PhD** (Rehnborg Farquhar Professor of Medicine, Stanford University; Director of Stanford Prevention Research Center's Nutrition Studies Group)

Michael Kann (Global Culinary Strategy & Development Lead, Google)

Meera Kay (PhD Student, University of Maryland)

Lexie Raczka (Director of Sustainability, Boston University Dining Services)

Matthew Ward '99 (Executive Chef of Residential Dining, University of North Texas)

Breakout Session B2

Danny Kaye Theatre, Conrad Hilton Library

Behind the Kitchen Doors: MOC Principles in Action with CIA Restaurant Chefs

Culinary Demonstrations & Discussion

For the first time in MOC history, chef faculty from the three main restaurants on the CIA's New York campus – American Bounty, The Bocuse Restaurant, and Ristorante Caterina de' Medici – will join forces on a culinary demonstration and discussion around integrating the MOC principles in the CIA restaurants. These talented and passionate culinary educators with diverse cultural and industry backgrounds will collaborate on one jointly developed base recipe – Serenata de Bacalao (Salt Cod Salad) – that connects to their heritage in different ways, showcases seasonal produce from campus gardens and regional farms, and brings to life several more MOC principles. This is a rare opportunity to peek behind the kitchen doors and see how CIA chefs are infusing their personal stories, professional training, and passion for healthy, sustainable, delicious food into the triple bottom line benefits for the public-facing restaurants that also serve as training hubs for the next generation of foodservice leaders.

Moderator: **Taylor Reid, PhD** (Professor, School of Liberal Arts and Food Studies, CIA)

Presenters: **Odette Fada** (Lecturing Instructor, School of Culinary Arts, CIA)

Tim Ocasio (Lecturing Instructor, School of Culinary Arts, CIA)

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Breakout Session B3

Anheuser Busch Theatre, Roth Hall

A Deep Dive into Strengthening Culinary Voices for Effective Advocacy and Engagement

Panel Discussion

This breakout session offers a unique opportunity to delve deeper into real strategies and tactics employed by chefs and culinary leaders to raise their voices, craft their arguments, build their communities, and grab people's attention in a crowded media landscape to effect meaningful food system change. The same group of renowned panelists from General Session V will join this breakout session alongside James Beard Foundation's vice president of programs, Anne McBride, who spearheaded the recent launch of a chef-led policy advocacy initiative, Climate Solutions for Restaurant Survival, dedicated to tackling the significant impact of climate change on independent restaurants, chefs, and the local economies they support. Whether you're a seasoned chef, an aspiring culinary professional, or other actor in the food system at any level, join us for an interactive session that promises to inspire, inform, and empower you to harness the power of your voice for a better food future.

Moderator: **Katherine Miller** (Principal and Founder, Table 81; Adjunct Faculty, CIA Online Master's in Sustainable Food Systems)

Panelists: **Marissa Gencarelli** (Co-Founder, Yoli Tortilleria)
Danny Lee (Chef and Co-Owner, The Fried Rice Collective)
Anne E. McBride, PhD (Vice President of Programs, James Beard Foundation)
Lindsey Ofcacek (Co-Founder, Managing Director, Mentor, The LEE Initiative)

12:45 PM

Global Plant-Forward Bento Box Lunch

Lunch Box Pickup Location: Beverage Garden Plaza

Dining Locations: Farquharson Hall, Marriott Pavilion (Lower Level) and Beverage Garden Plaza

With book signings by:

- **Katherine Miller** | *At the Table: The Chef's Guide to Advocacy*
- **Linda Shiue, MD** | *Spicebox Kitchen: Eat Well and Be Healthy with Globally Inspired, Vegetable-Forward Recipes*

Note: Books will be available for purchase at the Craig Claiborne Bookstore throughout the conference.

1:30 PM

Dessert and Coffee

Marriott Pavilion (Lower Level), Conference Center and The Louis Greenspan Lobby

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2 PM

General Session VI

Presentations & Panel Discussion

Nudging the Plate: Harnessing Behavioral Research and Consumer Insights to Shape Plant-Forward Preferences

The shift towards plant-forward diets is not just a culinary trend but a movement reshaping consumer preferences and industry practices. To help you better understand what consumers across generations are craving and how foodservice operations and brands across sectors can satisfy those desires in a way that still bolsters the bottom line, this session brings together leading experts from Google, Datassential, World Resources Institute, and Health Care Without Harm. You'll hear hot-off-the press findings and practical takeaways from two new publications – WRI's 2.0 Playbook for Guiding Diners Toward Plant-Rich Dishes in Food Service as well as the 2024 edition of Datassential's Plant-Forward Opportunity report, produced annually in collaboration with the CIA, Food for Climate League, and the Menu of Change University Research Collaborative, which focuses this year on how the digital media landscape influences perceptions of plant-forward dishes across generations. Through presentations and a panel discussion, this session will provide invaluable guidance for businesses seeking to drive growth, innovation, and engagement around delicious, nutritious, climate-friendly, plant-rich dishes.

Moderator: **Chavanne Hanson, MPH, RD** (Food Choice Architecture and Nutrition Manager, Google; Co-Chair, MOC Business Leadership Council)

Presenters/

Panelists:

Huy Do (Research & Insights Manager, Datassential)
Edwina Hughes (Head of Coolfood, World Resources Institute)
Michael Millben '19 (Catering Sous Chef, Morrison Healthcare)
John Stoddard, MS (Associate Director of Climate & Food Strategy, Health Care Without Harm)

3 PM

Refreshment & Networking Break

Marriott Pavilion (Lower Level), Conference Center and The Louis Greenspan Lobby Including Samsung Club des Chefs Demonstration Kitchen

3:30 PM

General Session VII

Short Screening & Panel Discussion

Premiere of PBS Docuseries, "Hope in the Water"

The world's waters are abundant in wonder, possibilities, and hope. They bring a vast opportunity to nourish people indefinitely. They are a deep well of jobs and sustenance. A stream of planetary health. That's why we are diving deep as we close out this year's Summit with a premiere of Hope in the Water, a three-part docuseries airing on PBS on June 19. Produced by thirteen-time Emmy award-winning producer and writer David E. Kelley and four-time James Beard award and Emmy award winner Andrew Zimmern, the series travels the globe to discover creative solutions and breakthrough efforts that could not only feed us but help save our threatened seas and fresh waterways. Following the short screening will be a panel discussion with practical takeaways featuring the

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series' executive impact producer Jennifer Bushman and Icelandic entrepreneur and author Dr. Thor Sigfusson, whose 100% Fish Project is featured in the series.

Moderator: **Danielle Nierenberg** (President, Food Tank)

Panelists: **Jennifer Bushman** (Co-Founder, Fed by Blue)

Jim Leape (William and Eva Price Senior Fellow, Stanford Woods Institute for the Environment; Co-Director, Center for Ocean Solutions, Stanford University) (virtual)

Thor Sigfusson, PhD (Founder & Chairman, Iceland Ocean Cluster, Iceland Eco-Business Park, and 100% Fish)

4:15 PM **Video Presentation from CIA President**

Presenter: **Tim Ryan '77, EdD, MBA, CMC** (President, The Culinary Institute of America)

4:20 PM **Closing Remarks and Calls to Action**

Speakers: **Abby Fammartino, MBA, MSFS** (Director of Health and Sustainability Programs and Research, Strategic Initiatives Group, CIA)

Chavanne Hanson, MPH, RD (Food Choice Architecture and Nutrition Manager, Google; Co-Chair, MOC Business Leadership Council)

Walter Willett, MD, DrPH (Professor, Harvard T.H. Chan School of Public Health; Chair, MOC Scientific & Technical Advisory Council)

4:30 PM **Closing Networking Reception**

Beverage Garden Plaza

Featuring 50CUT and Custom Culinary

With book signing by:

- **Thor Sigfusson, PhD** | *100% Fish: How Smart Seafood Companies Make Better Use of Resources*

Note: Books will be available for purchase at the Craig Claiborne Bookstore throughout the conference.

5:30 PM **Summit Concludes**

Enjoy dinner on your own at the [CIA's Restaurants](#) or [local Hudson Valley restaurants featuring CIA Alumni](#). Safe travels!

SAVE THE DATE for the 2025 Menus of Change® Leadership Summit, which will be held June 4-5, 2025 at the Marriott Pavilion at The Culinary Institute of America, Hyde Park, New York.

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