

MENUS^{of} CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

10th Annual Leadership Summit | June 14-16, 2022
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

The 2022 Menus of Change Leadership Summit will feature 9 general sessions, 11 breakout sessions (4 with culinary demonstrations), 2 breakfasts, 2 morning breaks, 2 lunches, 1 afternoon break, and 2 evening receptions.

At-A-Glance Schedule Overview		
TUESDAY, JUNE 14	WEDNESDAY, JUNE 15	THURSDAY, JUNE 16
12:30 PM OPTIONAL PRE-CONFERENCE LUNCH & CAMPUS TOUR	7:30 AM to 6 PM	7:30 AM to 1 PM
3 to 7 PM	Breakfast 7:30 – 8:15 AM	Breakfast 7:30 – 8:15 AM
Registration & Refreshments Student Poster Sessions 3 – 4 PM	General Sessions III-IV 8:15 – 10 AM	General Sessions VIII-IX 8:15 – 10 AM
Welcome & Opening Remarks 4 – 4:15 PM	Refreshment & Networking Break 10 AM	Refreshment & Networking Break 10 AM
General Sessions I-II 4:15 – 6 PM	Breakout Sessions, Round A 10:45 AM – 12 PM	Breakout Sessions, Round C 10:45 AM – 12 PM
Opening Reception 6 – 7 PM	Lunch 12 PM	Closing Lunch 12 – 1 PM
	General Sessions V-VII 1:15 -3 PM	
	Refreshment & Networking Break 3 PM	
	Breakout Sessions, Round B 3:45 - 5 PM	
	Networking Reception 5 - 6 PM	



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OPTIONAL PRE-CONFERENCE LUNCH & CAMPUS TOUR

Tuesday, June 14

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

12:30 PM **CIA Campus Tour & Lunch in the Egg at the Student Commons**
(*\$25, pre-registration required*)

Attendees who pre-register for the lunch & tour should plan to arrive at the CIA between 12:30 and 12:45 pm for registration, which will take place in the Marriott Pavilion. When you register onsite, we will provide a voucher for you to enjoy lunch in the Egg (CIA's student dining facility), where you can select an entrée from any of our walk-up stations including: The Line, Innovation Kitchen, Menus of Change, or Salad Bar along with bottled water and either a cookie or piece of whole fruit for dessert. After enjoying lunch, at 1:45 pm, our student tour guides will meet you at the entrance to the Egg 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 & lunch, please [click here](#).

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PROGRAM SCHEDULE

The Menus of Change annual leadership summit are co-presented by The Culinary Institute of America (CIA) and Harvard T.H. Chan School of Public Health (HChan), Department of Nutrition. A [Menus of Change Scientific and Technical Advisory Council](#), composed of leading nutrition, environmental, and other scientists and scholars, together with HChan and 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.

Tuesday, June 14

- 3 PM **Conference Registration**
Francesco and Mary Giambelli Atrium Lobby, Marriott Pavilion (Auditorium Level)
- CIA Student Poster Sessions**
CIA students will present research projects from the Sustainable Food Systems, Food Policy, and other Applied Food Studies and Culinary Science courses.
- 3 PM **Registration Refreshments**
*Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen*
- 4 PM **Welcome & Opening Remarks**
Ecolab Auditorium, Marriott Pavilion
Speakers: **Allison Righter, MSPH, RDN** (Director of Health and Sustainability Programs, Strategic Initiatives Group, CIA)
Greg Drescher (Vice President, Strategic Initiatives and Industry Leadership, CIA)
- 4:15 PM **General Session I**
Presentations
Food, Health, and the Climate Crisis: The Accelerating Case for Change
Introduction: **Michael Kaufman** (Senior Lecturer, Harvard Business School and Co-Chair, Menus of Change Business Leadership Council)
Presenters: **Michelle Williams, SM, ScD** (Dean of the Faculty, Harvard T.H. Chan School of Public Health)
Walter Willett, MD, DrPH (Professor, Harvard T.H. Chan School of Public Health, and Chair, Menus of Change Scientific & Technical Advisory Council)
Emily Broad Leib (Clinical Professor of Law and Faculty Director, Harvard Law School Food Law and Policy Clinic)

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Jessica Fanzo, PhD (Bloomberg Distinguished Professor of Global Food & Agricultural Policy and Ethics, Johns Hopkins University)
Matthew Raiford '98 (Chef/Owner, Gilliard Farms)

General Session II

Presentations & Discussion

Brain Health and Lifestyle Impacts: News from the Frontlines of Aging and Longevity

Moderator: **Chavanne Hanson, MPH, RD** (Food Choice Architecture and Nutrition Manager, Google)

Presenters: **Lilian Cheung, ScD, RD** (Lecturer and Director of Health Promotion & Communication, Harvard T.H. Chan School of Public Health)
Rudy Tanzi, PhD (Director of Genetics and Aging Research Unit, Co-Director of the McCance Center for Brain Health, Co-Director of the MassGeneral Institute for Neurodegenerative Disease, and Vice-Chair of Neurology at Massachusetts General Hospital)

6 PM

Opening Reception

Beverage Garden Plaza

Featuring the Grand Platinum, Premium Gold & Gold Level Sponsors

With book signings by Jessica Fanzo and Matthew Raiford '98. Books will be available for purchase during the reception.

7 PM

Opening Reception Concludes

Enjoy dinner on your own

Wednesday, June 15

7:30 AM

Hudson Valley Breakfast Buffet

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

8:15 AM

Welcome & Introduction to the Day

Ecolab Auditorium, Marriott Pavilion

Speaker: **Allison Righter, MSPH, RDN** (Director of Health and Sustainability Programs, Strategic Initiatives Group, CIA)

General Session III

Presentations

Plant-Forward, Plant-Based: The Business and Technology of Industry Change

Moderator: **Kate Cox** (Editor in Chief, The Counter)

Presenters: **Marie Molde, RD, MBA** (Client Solutions, Datassential)
Caroline Bushnell (VP of Corporate Engagement, Good Food Institute)
Rachel Dreskin (CEO, Plant-Based Foods Association)

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General Session IV

Discussion

From “#NoBeefThisWeek” to “Meat Me Halfway”—Reimagining Engagement Strategies to Transform American Menus

Panelists: **David L. Katz, MD, MPH, FACPM, FACP, FACLM** (Founder/President, True Health Initiative; Founding Director, Yale University Prevention Research Center)
Brian Kateman (Executive Director, Reducetarian Foundation)

10 AM

Refreshment & Networking Break

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

10:45 AM

Breakout Sessions, Round A

Various Campus Locations

Breakout Session A1

Danny Kaye Theatre, Conrad Hilton Library

“MOC Principles in Action” Culinary Stage I

Culinary Demonstration and Presentation

Moderator: **Deirdre Murphy, PhD** (Professor, School of Liberal Arts and Applied Food Studies, CIA)

Presenters: **Matthew Raiford '98** (Chef/Owner, Gilliard Farms)
Scott Swartz '89, CEC, CHE (Associate Professor, School of Culinary Arts, CIA)

Breakout Session A2

Ecolab Theatre, Admissions Center

The Nutrition Science and Food Policy Landscape: Anticipating and Leveraging Change

Discussion with General Session Speakers

Moderator: **Michael Kaufman** (Senior Lecturer, Harvard Business School and Co-Chair, Menus of Change Business Leadership Council)

Presenters: **Walter Willett, MD, DrPH** (Professor, Harvard T.H. Chan School of Public Health, and Chair, Menus of Change Scientific & Technical Advisory Council)
Emily Broad Leib (Clinical Professor of Law and Faculty Director, Harvard Law School Food Law and Policy Clinic)
Jessica Fanzo, PhD (Bloomberg Distinguished Professor of Global Food & Agricultural Policy and Ethics, Johns Hopkins University)

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Breakout Session A3

Classroom 3, Conference Level, Marriott Pavilion (Lower Level)

Jon & Sharon Luther Seminar Room

Craving Immunity: Engaging Customers Around Health and Wellness in 2022 and Beyond

Discussion with General Session Speakers

Moderator: **Pam Smith** (Culinary Nutrition Consultant and Founder, Shaping America's Plate)

Presenters: **Lilian Cheung, ScD, RD** (Lecturer and Director of Health Promotion & Communication, Harvard T.H. Chan School of Public Health)
Marie Molde, RD, MBA (Client Solutions, Datassential)

Breakout Session A4

Classroom 4, Conference Level, Marriott Pavilion (Lower Level)

Carla & Stephen Cooper Seminar Room

Plant-Forward, Plant-Based: A Deep Dive into the Science, the Industry, and the Consumer

Discussion with General Session Speakers

Moderator: **Kate Cox** (Editor in Chief, The Counter)

Presenters: **Caroline Bushnell** (VP of Corporate Engagement, Good Food Institute)
Rachel Dreskin (CEO, Plant-Based Foods Association)

12 PM

Global Plant-Forward Bento Box Lunch

Lunch Box Pickup Location: Beverage Garden Plaza

Dining Locations: Marriott Pavilion (Lower Level) and Post Road Dining Room and Patio

1 PM

Lunch Concludes/Return to Marriott Pavilion

1:15 PM

General Session V-VII

Ecolab Auditorium, Marriott Pavilion

General Session V

Presentation

Culinary Culture and Climate Change: Reimagining Excellence

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

Presenter: **Naama Tamir** (Co-Owner, Lighthouse; Brooklyn, NY)

General Session VI

Presentations

On the Menu: Net Zero Emissions

Moderator: **Kathy Cacciola** (Global Sustainability Lead, Food Program, Google Food)

Presenters: **Amy Senter** (Director of Food and Nature, North America, World Business Council for Sustainable Development)

Brent Loken (Global Food Lead Scientist, World Wide Fund for Nature)

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General Session VII

Presentations

Strategies for Change: Disruptive Foodservice Insights from Health Care and K-12 School Nutrition

Presenters: **Emily Sirois, MUEP** (National Director, Healthy Food in Health Care, Health Care Without Harm)
Katie Wilson, SNS (Executive Director, Urban School Food Alliance)

3 PM

Refreshment & Networking Break

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

With book signings by Walter Willett and Lilian Cheung. Books will be available for purchase during the break.

3:45 PM

Breakout Sessions, Round B

Various Campus Locations

Breakout Session B1

Danny Kaye Theatre, Conrad Hilton Library

“MOC Principles in Action” Culinary Stage II

Culinary Demonstrations and Discussion

Moderators: **Taylor Reid, PhD** (Assistant Professor, School of Liberal Arts and Food Studies)
Jennifer Breckner (Director of Programs and Special Projects, Strategic Initiatives Group, CIA)

Presenters: **Genevieve Meli '07** (Assistant Professor, School of Baking and Pastry Arts)
Don Lewis (Owner, Wild Hive Farm)
Tom Gumpel '86 (President, MDJ Baking Inc.)

Breakout Session B2

Ecolab Theatre, Admissions Center

Olive Oil and the Plant-Forward Kitchen: Mapping Flavor and Culinary Concepts to Sustainable Menus

Culinary Demonstration and Panel Discussion

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

Guest Chef: **Naama Tamir** (Co-Owner, Lighthouse; Brooklyn, NY)
Additional panelists to be confirmed

Breakout Session B3

*Classroom 3, Conference Level, Marriott Pavilion (Lower Level)
Jon & Sharon Luther Seminar Room*

Breaking Through the Noise: A Deep Dive into Pathways to Consumer Engagement **Discussion with General Session Speakers**

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Presenters: **David Katz, MD, MPH, FACPM, FACP, FACLM** (Founder/President, True Health Initiative; Founding Director, Yale University Prevention Research Center)
Brian Kateman (Executive Director, Reducetarian Foundation)

Breakout Session B4

*Classroom 4, Conference Level, Marriott Pavilion (Lower Level)
Carla & Stephen Cooper Seminar Room*

The Road to Net-Zero: What Does It Mean for You?

Discussion with General Session Speakers

Moderator: **Kathy Cacciola** (Global Sustainability Lead, Food Program, Google Food)

Presenters: **Amy Senter** (Director of Food and Nature, North America, World Business Council for Sustainable Development)
Brent Loken (Global Food Lead Scientist, WWF)

5 PM **Networking Reception**
Beverage Garden Plaza
Featuring the Bronze Level Sponsors

With book signings by David Katz and Brian Kateman. Books will be available for purchase during the break.

6 PM **Reception and Program Conclude for the Evening**

Thursday, June 16

7:30 AM **Hudson Valley Breakfast Buffet**
*Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen*

8:15 AM **Welcome & Introduction to the Day**
Ecolab Auditorium, Marriott Pavilion
Presenter: **Greg Drescher** (Vice President, Strategic Initiatives and Industry Leadership, CIA)

General Session VIII

Presentation

Investing in Our Future: Financial Markets, ESG, and the Food Industry in Transition

Moderator: **Michael Kaufman** (Senior Lecturer, Harvard Business School and Co-Chair, Menus of Change Business Leadership Council)

Panelists: **Akash Mirchandani** (VP, The Kitchen Fund; Member, Menus of Change Business Leadership Council)

Cameron Rabe, BA (Associate Professor, School of Business and Management, CIA)

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General Session IX

Panel Discussion

Growing Leadership: Educating the Next Generation of Food System Changemakers

Moderator: **Allison Righter, MSPH, RDN** (Director of Health and Sustainability Programs, Strategic Initiatives Group, CIA)

Panelists: **Anne E. McBride, PhD** (VP Programs, James Beard Foundation)
Roshara Sanders '14 (Lecturing Instructor, School of Culinary Arts, CIA)
Naila Varawalla (Bachelor's student, CIA; MCURC student fellow)

10 AM

Refreshment & Networking Break

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

10:45 AM

Breakout Sessions, Round C

Various Campus Locations

Breakout Session C1

Danny Kaye Theatre, Conrad Hilton Library

MOC Principles in Action Culinary Stage III

Culinary Demonstration and Presentation

Guest Chefs: **Barton Seaver '01** (Founder and Chief Education Officer, Coastal Culinary Academy)

Gerard Viverito '20 (Associate Professor, School of Culinary Arts, CIA)

Breakout Session C2

Anheuser-Busch Theatre, Roth Hall

Gen Z and the Protein Shift: Innovations in K12 and College Dining

Discussion with General Session Speakers

Panelists: **Katie Wilson, SNS** (Executive Director, Urban School Food Alliance)
Marie Molde, RD, MBA (Client Solutions, Datassential)

Additional panelists to be confirmed

Breakout Session C3

Multi-Purpose Room West, Student Commons

ESG and YOU: A Business Roundtable Discussion and Workshop

Discussion with General Session Speakers

Moderator: **Michael Kaufman** (Senior Lecturer, Harvard Business School and Co-Chair, Menus of Change Business Leadership Council)

Panelists: **Akash Mirchandani** (VP, The Kitchen Fund; Member, Menus of Change Business Leadership Council)

Cameron Rabe, MBA (Associate Professor, School of Business and Management, CIA)

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12 PM

Walk-Around Networking Lunch

*Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen
Featuring the Premium Gold and Gold Level Sponsors*

With book signing by Barton Seaver '01. Books will be available for purchase during the break.

1 PM

Summit Concludes

SAVE THE DATE for the 2023 Menus of Change® Leadership Summit, which will be held June 13-15, 2023 at the Marriott Pavilion at The Culinary Institute of America, Hyde Park, New York.

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