



Nourishing what's next in grain innovation.



At Ardent Mills, we are passionate about bringing people the goodness of plants and grains through innovative and unique ways. That's why we created The Annex by Ardent Mills, a dedicated team committed to exploring what's next in whole grains, pulses, mixes, custom multigrain blends and finished breads.



For more information or samples, contact your account manager, visit [ardentmills.com](http://ardentmills.com) or call (888) 685-2534.

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The InHarvest logo features the brand name "IN HARVEST" in a large, serif font, with a stylized leaf graphic above the "I" and "H".

**IN HARVEST**

*Whole Grains, Rice and Legumes*

• **Foodservice** • **Industrial** • **Private Label/Retail**  
Celebrating 40 years of whole grain excellence!

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# Program

General Sessions will take place in the Madison Ballroom  
Meals & Sponsor Exhibits will be in the Compass (South, West, North) Room

## SUNDAY, NOVEMBER 4, 2018

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- 3:00–4:00     **Registration**
- 4:00–4:15     **Welcoming Remarks**  
Sara Baer-Sinnott, President, Oldways
- 4:15–4:45     **Whole Grains: The Best Kept Culinary Secret**  
Get insider tips from America's Test Kitchen and *Cook's Illustrated*, to learn how to best utilize whole grains in recipes, and understand the culinary evidence (or lack thereof!) behind some common kitchen misconceptions.  
**Andrea Geary**, Senior Editor, *Cook's Illustrated*/America's Test Kitchen
- 4:45–5:15     **Whole Grain Trends in Contemporary Food Culture**  
Consumers seeking less processed, more nutrient-dense foods are shifting what and how we eat. In this session, Melissa Abbott will explore many of the macro and micro trends influencing the role of whole grains in our current food culture, and share tips on industry opportunities for the future.  
**Melissa Abbott**, Vice President–Hartman Retainer Services & Culinary Insights, Hartman Group
- 5:15–5:45     **The Oldways of Whole Grains**  
Whole grains are the backbone of traditional diets around the world. Learn how traditional applications of whole grains in global cuisines are inspiring dishes that meet today's consumers' changing tastes and preferences. Our chefs will illustrate their talk with a quick demo of a Black Rice Açai Shake.  
**Coleen Donnelly**, Corporate Chef, K-12/Education Segment, InHarvest  
**Michael Holleman**, Director of Culinary & Marketing, InHarvest
- 5:45–8:00     **Opening Reception**  
Meet your fellow attendees and mingle over drinks and an assortment of delicious appetizers.

## MONDAY, NOVEMBER 5, 2018

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- 7:30–8:30     **Buffet Breakfast**
- 8:30–9:00     **Get to Know the Gatekeeper: Whole Grains in Distribution**  
Restaurant and foodservice operators are challenged daily with staying ahead of the competition. Learn how to avoid common bottlenecks from the manufacturer to the operator, and how to leverage the distribution chain to help you bring more whole grains to more people.  
**Valerie Hoover**, RD, LD, Manager of Customer Marketing, Sysco

# HERE'S TO FOODS THAT ARE *GROWN* NOT MADE

Simple, honest, whole grain nutrition  
born from farms, not factories.



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**bell institute**  
OF HEALTH, NUTRITION & FOOD SAFETY  
General Mills

## Check out what's new in Whole Grains

### General Mills presentations at the Whole Grains Council Conference

- Processing of Foods and the Impact on Nutrition
- Whole Grains and Weight Management

### Special Issue of Cereal Foods World

- Defining 'carbohydrate quality'
- Whole grain, fiber and quality of sugars
- Processing of cereal grains

### Whole vs. refined grains on energy balance

Am J Clinical Nutrition



- 9:00–9:30 **Bowls Are the New Burger: Whole Grains in Foodservice Go Mainstream**  
Hear how whole grains like quinoa and wild rice have become integral components of the menu at the popular fast casual salad chain, Sweetgreen. Michael Stebner will discuss how his company sources their grains and explain how telling the story behind these ingredients has contributed to their popularity.  
**Michael Stebner**, Director of Culinary, Sweetgreen
- 9:30–10:40 **Terroir and Local Grain Economies**  
Chefs have long praised the flavors of locally-grown vegetables, but now more and more are clamoring for locally-grown, heirloom whole grains. In this panel session, learn how millers, bakers, and food companies of all sizes can leverage these trends to make everyday products both more nutritious and more delicious, and support a healthier food system for all.  
**Moderator: Laura Lewis**, PhD, Director, Washington State University Food Systems; Chair, Cascadia Grains Conference  
**Steve Lyon**, MS, Senior Scientific Assistant, The Bread Lab at Washington State University  
**Tom Hunton**, President, Camas Country Mill, Surecrop Farm Services, Hunton's Farm  
**Amy Halloran**, Author, *The New Breadbasket: How the New Crop of Grain Growers, Plant Breeders, Millers, Maltsters, Bakers, Brewers, and Local Food Activists Are Redefining Our Daily Loaf*
- 10:40–11:00 **Coffee and Networking Break**
- 11:00–11:30 **Pick Up the Quinoa, Put Down the Guilt?**  
Is the American frenzy over this "superfood" affecting the quinoa supply of the indigenous people who grow it? Learn about the growth of the international and American grown quinoa movement and what it means for grain economies around the world.  
**Lisa Nuñez de Arco**, Quinoa Specialist, Andean Naturals
- 11:30–12:00 **Gut & Grain Microbes: New Pathways to Health**  
The gut microbiome is known to increase nutrition, yet surprisingly little is known about the microbes in fermented foods that have sustained humans for millennia. Dr. McKenney will outline a series of citizen science projects that she has helped launch to explore the microbial links between whole grains, microbial metabolism, and nutrition.  
**Erin McKenney**, PhD, Postdoctoral Researcher, North Carolina State University
- 12:00–1:30 **Lunch and Learn with Sponsors**  
We'll enjoy a delicious buffet lunch featuring a variety of whole grain dishes, while leaving plenty of time for you to learn about the services that leading companies are offering to support cutting-edge whole grain product development for clients.
- 1:30–1:50 **Does Processing Grains Impact Nutrition?**  
The term "processed food" creates a variety of images and perceptions, but what do we really know about the effects of processing on grains? Kevin Miller will explain the impact that different processing methods have on whole grains' nutritional content.  
**Kevin Miller**, PhD, Principal Scientist, General Mills



# HEALTHY GOODNESS

*in every grain*



- ✓ Excellent source of fiber
- ✓ Good source of protein
- ✓ Endless recipe possibilities

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*Using the ancient practice of germination to produce sprouted grains, flours and blends that can be easily assimilated into your product to add flavour, texture and a nutritional story.*

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- 1:50–2:15 **Whole Grains: The Next “Protein” for Weight Loss?**  
Imagine if whole grains gained the kind of press and popularity that protein has as a weight-loss go-to! Marissa McCormick will detail the latest scientific evidence for whole grains’ association to weight outcomes, discussing where the science is strongest and where more research is needed.  
**Marissa McCormick, MS, RD, Nutrition Scientist, General Mills**
- 2:15–2:45 **Why You Might Want to Rethink that Grain-Free or Gluten-Free Diet**  
Are grains and gluten really the villains that some celebrities make them out to be? In truth, health problems are almost never the fault of one food; it’s total diet and lifestyle that matter. Learn why whole grains are an important part of a balanced diet, and why misguided dieters who avoid this food group are putting themselves at nutritional risk.  
**Kathleen Zelman, MPH, RD, LD, Director of Nutrition, WebMD**
- 2:45–3:05 **Coffee and Networking Break**
- 3:05–3:35 **The Changing Nutrition Landscape: Insights from History and Pop Culture**  
Today’s consumers can access nutrition information (and misinformation) with the click of a button. But what are they really looking for? Drawing from research in both history and pop culture, Dr. Contois will discuss how consumers perceive and make meaning of foods like whole grains within a broader historical, social, and cultural context.  
**Emily Contois, PhD, Assistant Professor, University of Tulsa**
- 3:35–4:05 **Insights on Content Development, Nutrition Science, and Communication in Today’s Confusing (and Ever-Evolving!) Media Landscape**  
This session will explore what media brands are looking to cover in today’s constantly-changing conversation about health and nutrition, and how researchers and companies can better collaborate with media to translate science into strategy that can help inspire behavior change.  
**Jaclyn London, MS, RD, CND, Nutrition Director, Good Housekeeping Institute**
- 4:05–5:00 **Successful School Lunch with Whole Grains**  
Hear lunchroom success stories with serving whole grains in schools, get an update on the latest federal guidelines, and learn best-practice tactics for sourcing and preparing whole grain-rich foods that please student palates and reduce food waste.  
**Sonya Barnes, MS, RD, CHC, Branch Chief, Nutrition and Technical Assistance, USDA FNS Child Nutrition Programs**  
**Tim Vázquez, RD, Team Lead, School Program Branch, USDA FNS Child Nutrition Programs**  
**Brian Jones, Food Service Director, St. Labre Indian Schools**



## TUESDAY, NOVEMBER 6, 2018

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- 8:00–9:00     **Buffet Breakfast**
- 9:00–9:45     **A New Trend is Sprouting: Sprouted Grains 101**  
What makes sprouted grains different and why are consumers asking for more of them? Get an update on the latest findings from the WGC Sprouted Grains Working Group. Then listen as Carlee Kelly unveils what we know so far about the nutritional benefits of sprouted grains, and how these ingredients can be used and marketed in the food industry.  
**Kelly Toups**, MLA, RD, LDN, Director of Nutrition, Oldways  
**Carlee Kelly**, MSN, Nutrition & Product Innovation, Co-Founder, Lettuce Eat
- 9:45–10:15    **Whole Grains to Your Door Step: How Meal Kits are Breaking Down the Barriers to Entry**  
Meal kits are helping busy consumers prepare fast and fresh meals, encouraging people to get back in the kitchen and eat better. Kaley Todd will showcase how Sun Basket utilizes a variety of whole grains, incorporating them in unique ways while teaching consumers about their nutritional and culinary characteristics.  
**Kaley Todd**, MS, RDN, Registered Dietitian, Sun Basket
- 10:15–10:45   **Whole Grains Go Global**  
From the United States to China to Brazil and beyond, the trend toward more whole grains is picking up around the world. In this session, learn strategies for expanding into international markets, and discover what the whole grain landscape in Latin America currently looks like.  
**Bruna Tedesco**, Head of Marketing, Bimbo Brazil
- 10:45–11:05   **Coffee and Networking Break**
- 11:05–11:35   **Worldwide Whole Grain Momentum: Data and Insights from the WGC Database**  
What do people know about whole grains? What motivates them to make the switch from refined grains to whole—and what holds them back? Have they heard of sorghum, farro, teff, or fonio? We'll present the results of our 2018 WGC Consumer Insights Survey and share data from our Whole Grain Stamped Product Database.  
**Caroline Sluyter**, MS, Program Director, Oldways Whole Grains Council
- 11:35–12:05   **Feeding the World with Whole Grains**  
As world population expands, there is growing concern over how we will feed a hotter, more crowded planet. Whole grains are an underutilized resource in the fight against hunger, as they feed more people with less waste and have extremely low water requirements. Learn why policy makers are prioritizing whole grains to help address sustainability and food security.  
**Sharon Palmer**, RDN, The Plant-Powered Dietitian
- 12:05–12:15   **Closing Remarks**  
The Oldways Whole Grains Council Team
- 12:15–1:15     **Grab & Go Lunch**  
If you're dashing for the airport, grab one of our box lunches to go! Or sit down and savor one last opportunity for networking with other conference attendees.