

JUST ASK FOR WHOLE GRAINS

November 5-7, 2007, Kansas City



ROSTER OF SPEAKERS AND ORGANIZERS

Beth Arndt, PhD, Manager, Research and Development, ConAgra Foods Inc. (Omaha, NE)

Sara Baer-Sinnott, Executive Vice President, Oldways; Director, Whole Grains Council (Boston, MA)

Kara Berrini, Program Manager, Oldways and Whole Grains Council (Boston, MA)

Carolyn Bess, Food Production Manger, D2, Virginia Tech University (Blacksburg, VA)

Michael Birchenall, Editor and Publisher, *Foodservice Monthly* (Bowie, MD)

Michael T. Bittel, Senior Vice President and General Manager Flour, The King Arthur® Flour Co. (Norwich, VT)

Erica Bohm, MS, Vice President and Director of Strategic Partnerships, HealthyDiningFinder.com (San Diego, CA)

Deanne Brandstetter, MBA, RD, CDN, Director of Nutrition, Compass Group, The Americas (Rye Brook, NY)

Robert Brown, PhD, MPH, Director of Nutrition and Regulatory Affairs, Frito-Lay; Chairman, Whole Grains Council (Plano, TX)

Laura Cherry, Director of Public Relations, P.F. Chang's China Bistro, Inc. (Scottsdale, AZ)

Birthe Creutz, Director of Finance, Oldways (Boston, MA)

Courtney Davis, Director of Communications, Oldways (Boston, MA)

Lynn Dornblaser, Director of Consulting, Mintel Custom Solutions, Mintel International (Chicago, IL)

Carol Fenster, PhD, President and Founder, Savory Palate, Inc. (Centennial, CO)

Keith C. Fiedler, Founder and President, Madison Grace Corporation (West Linn, OR), Former Child Nutrition Director (Beaverton, OR)

Cynthia Gay, RD, LD, Retail Manager, HSC Cafeterias, West Virginia University Hospitals (Morgantown, WV)

K. Dun Gifford, JD, President and Founder, Oldways; Secretary/Treasurer, Whole Grains Council (Boston, MA)

Molly Gise, Online Associate Managing Editor, *Nation's Restaurant News* (New York, NY)

Shelley Goldberg, MPH, RD, Director, Nutrition Communications, International Food Information Council (Washington, D.C.)

Bob Gould, Marketing Manager, Retail Grocery Products, Snyder's of Hanover (Hanover, PA)

Cynthia Harriman, Director of Food and Nutrition Strategies, Oldways and Whole Grains Council (Boston, MA)

Michael Holleman, Corporate Chef, Indian Harvest Specialtfoods (Bemidji, MN)

David R. Jacobs, Jr., PhD, Professor, Division of Epidemiology and Community Health, University of Minnesota School of Public Health (Minneapolis, MN)

Emily Korns, MBA, RD, Manager of Health and Science Communications, Mars, Incorporated (Hackettstown, NJ)

Paul J. Lynch, Executive Chef, FireLake Grill House and Cocktail Bar, Radisson Plaza Hotel (Minneapolis, MN)

Len Marquart, PhD, RD, Assistant Professor, University of Minnesota (St. Paul, MN)

Morten Strunge Meyer, Project Manager, Department of Prevention and Documentation, Danish Cancer Society (Copenhagen, Denmark)

Kate Peringer, Marketing Communications Manager, The Hartman Group Inc. (Bellevue, WA)

Steve Petusevsky, Consulting Chef; Syndicated Columnist, Tribune News Service (Weston, FL)

Robert C. Post, PhD, MEd., MSc., Deputy Director, Center for Nutrition Policy and Promotion/USDA (Alexandria, VA)

Sara Talcott, Program and Events Manager, Oldways (Boston, MA)

Lori Tubbs, MS, RD, CSSD, CSCS, Human Performance Nutritionist and Program Manager, Naval Special Warfare/Navy Environmental Health Center (Norfolk, VA)

Suzanne P. Vieira, MS, RD, LDN, Associate Professor, Culinary Nutrition Program Director, Johnson & Wales University (Providence, RI)

BETH ARNDT, PHD, MANAGER, RESEARCH AND DEVELOPMENT, CONAGRA FOODS INC. (OMAHA, NE)

FROM DENSE TO DELICIOUS – MANUFACTURERS LEARN WHOLE GRAIN TRICKS

WEDNESDAY, NOVEMBER 7, 11:10 AM

Elizabeth Arndt is a manager of R&D for ConAgra Foods, focusing on whole-grain ingredient nutrition and product applications, functional foods and value-added ingredients. She manages ConAgra Foods' health and wellness research on whole grains, including studies on school lunch and carbohydrate quality. She is well-versed in the formulation and labeling of foods with whole grains. Elizabeth has more than 13 years of food industry experience. She received a Ph.D. in Grain Science and Industry from Kansas State University, an M.S. in Food Science and Technology from the University of Nebraska-Lincoln and a B.S. in Food Engineering Technology from Kansas State University. She is a member of AACC International and IFT.

Food products made with whole grain are receiving increased attention, particularly after the 2005 Dietary Guidelines for Americans' recommendation to make at least half our grain intake whole grain. Historically, whole grain food products were the exception rather than the norm and were often dark, dense, sometimes dry and not always delicious. Today, food product developers have more ingredient choices to customize the appearance, texture and nutritional value of whole grain foods. This session will discuss aspects of formulating with whole grains, including use of grain ingredient types, inclusion levels, nutritional attributes, functional ingredients for baking, and recommended processes. Further increasing the availability of delicious, clearly labeled foods made with whole grains will help consumers better their health through whole grains.

SARA BAER-SINNOTT, EXECUTIVE VICE PRESIDENT, OLDWAYS ; DIRECTOR, WHOLE GRAINS COUNCIL (BOSTON, MA)

CO-MODERATOR, IRON CHEF COOK-OFF

TUESDAY, NOVEMBER 6, 10:45 AM

*Before joining Oldways in 1992, Sara served for seven years as Special Projects Editor for Inc. Magazine, where she directed all special reports for the editorial department of the magazine and established the magazine's internship program. Sara has worked as a research consultant for private firms, and in state and federal government positions in the fields of environmental resources, business, and education. She graduated from Hobart and William Smith Colleges with a B.A. in Economics and holds a Master's Degree in Regional Planning from the University of Massachusetts Amherst. At Oldways, Sara has been instrumental in planning, organizing and leading Oldways symposia, conferences and tours. She has extensive experience in cooking with children, including the development of the High Five curriculum, an in-class cooking and nutrition program for children. She is also the co-author of **The Oldways Table**, with K. Dun Gifford.*

CAROLYN BESS, FOOD PRODUCTION MANGER, D2, VIRGINIA TECH UNIVERSITY
(BLACKSBURG, VA)

PANEL: RESTAURANTS MEET THE WHOLE GRAINS CHALLENGE

TUESDAY, NOVEMBER 6, 4:00 PM

A VA Tech graduate in Foods and Nutrition, Carolyn's career has included hospital dietetics, product development chef, executive chef, restaurant general manager, and dinner boat general manager. She spent 15 years as a consultant in the restaurant industry, designing and opening hotel food service operations, developing new restaurants, turning around restaurants, and providing training and support for successful existing restaurants. She also taught food service part-time at VA Western Community College, as well as numerous gourmet cooking classes.

In mid-2007, the Whole Grains Council asked restaurants nationwide to meet the Whole Grains Challenge – and prove that they served at least one whole grain option at all times. After combing through entries from across the country, the WGC chose winners in ten categories. Three of those winners are joining us for this panel, to explain the key role that whole grains play in the menus their customers love.

When VA Tech's associate director saw the Whole Grains challenge, he "challenged" D2 to enter and utilize the opportunity to incorporate more whole grains into menus. Ms. Bess, along with D2's executive chef and the chef de cuisine, went to work, securing products and creating exciting new menu items that incorporated whole grains – and earned D2 the title of "Grand Winner" in the Whole Grains Challenge.

Response from VA Tech's students was very strong. In an interest survey that asked students to fill out comment cards, the majority of the 130 responses received were overwhelmingly positive. Following many requests to keep different items on as part of the regular menu, D2 has incorporated many whole grain dishes into their menus for this school year and is working to add more.

MICHAEL BIRCHENALL, EDITOR / PUBLISHER, *FOODSERVICE MONTHLY*
(BOWIE, MD)

PANEL: WHERE AMERICANS EAT

TUESDAY, NOVEMBER 6, 10:15 AM

Michael Birchenall started writing about the foodservice industry after leaving the food and beverage operations world where he spent twenty years. His foodservice career began with his English degree in hand, supervising dishwashers on the 6 p.m. - 2 a.m. shift at the Regency Hyatt Hotel in Atlanta, Ga. He spent most of his career in hotel food and beverage in Georgia and Ohio. After his hotel years, Mr. Birchenall managed Christophers in Columbus, Ohio where he developed a wine list of over 250 different wines that was recognized with an "Award of Excellence" from the Wine Spectator.

Mr. Birchenall was Food & Beverage Writer for the Times Community Newspapers for 13 years beginning in 1993 - and is the winner of five awards from the Virginia Press Association for his feature writing and dining column. He was a contributing editor for the Gayot Washington D.C. Restaurants consumer guide currently available in bookstores. His food journalism photographs have appeared in The Washington Post, DC Style, Capitol File and Where magazine.

This session will explore important choices that determine America's whole grain consumption away from home. A panel of experienced journalists, who interact daily with a broad range of food outlets, will share their thoughts on questions such as: Where do Americans eat? How do restaurants and foodservice operations choose what to serve? How do popular trends like whole grains work their way down the food chain?

MICHAEL T. BITTEL, SENIOR VICE PRESIDENT AND GENERAL MANAGER / FLOUR,
THE KING ARTHUR® FLOUR CO. (NORWICH, VT)

PANEL: THE WHOLE GRAIN STAMP SPURS BUYING DECISIONS

TUESDAY, NOVEMBER 6, 2:00 PM

Mike Bittel has worked at King Arthur® Flour since 1999, when he was first hired as Business Development Manager. He became Vice President of Sales and Marketing in 2002 and was promoted to Senior Vice President and General Manager of the company's flour divisions in 2006. Previously, Mike worked at Quad/Graphics for twelve years in sales, printing high-quality catalogues and magazines. He is a graduate of Skidmore College. Mike is active in the Agricultural Stewardship Association, The National Association of Flour Distributors, The Bread Bakers Guild of America and The Retail Bakers Association, and is a member of the Board of Directors of the Whole Grains Council.

The Whole Grain Stamp was introduced in January of 2005. By the end of its first year, this consumer symbol had been adopted by many of America's leading manufacturers. In this panel session, three WGC members share their experience with marketing whole grains in general, and using the Whole Grain Stamp in specific, to communicate an important health message to America's consumers.

ERICA BOHM, MS, VICE PRESIDENT AND DIRECTOR OF STRATEGIC PARTNERSHIPS,
HEALTHYDININGFINDER.COM (SAN DIEGO, CA)

PANEL: WHERE AMERICANS EAT

TUESDAY, NOVEMBER 6, 10:15 AM

Erica Bohm has a master's degree in community health sciences from Hunter College in New York City. She has worked for the American Red Cross, the American Health Foundation, and other health organizations, research projects and businesses. In 1993, Erica brought her passion, entrepreneurial spirit, and creative energies to Healthy Dining, an innovative, Southern California-based restaurant nutrition initiative. The Healthy Dining team has analyzed the nutrition content of over 10,000 menu items from restaurants and has published 19 editions of Healthy Dining guides for the Southern California region. In collaboration with the National Restaurant Association and with partial funding provided by the Centers for Disease Control and Prevention (CDC), the Healthy Dining team recently launched a nationwide web-based initiative, HealthyDiningFinder.com. This groundbreaking effort enables consumers to easily find healthier choices at restaurants nationwide.

This session will explore important choices that determine America's whole grain consumption away from home. A panel of experienced journalists, who interact daily with a broad range of food outlets, will share their thoughts on questions such as: Where do Americans eat? How do restaurants and foodservice operations choose what to serve? How do popular trends like whole grains work their way down the food chain?

DEANNE BRANDSTETTER, MBA, RD, CDN, DIRECTOR OF NUTRITION, COMPASS GROUP, THE AMERICAS (RYE BROOK, NY)

WHOLE GRAINS GET PROMOTED AT WORK

TUESDAY, NOVEMBER 6, 1:20 PM

Deanne Brandstetter has over twenty-five years experience in the food and nutrition business. With a B.S. in Nutrition from Miami University, a dietetic internship at The Massachusetts General Hospital, and an M.B.A. from Pace University, Deanne is a Registered Dietitian, holds a New York State license as a Certified Dietitian-Nutritionist, and is Serve-Safe certified. She spent 15 years as a food service and nutrition consultant to individuals, private schools, hospices, fitness/ wellness centers and food manufacturers. Since joining Flik International Corp, a division of Compass Group, as Corporate Nutrition Specialist in 1996, Deanne has coordinated wellness programs for over 200 of Flik's foodservice clients and directed the nutrition program for the 2002 Winter Olympic Games in Salt Lake City, Utah as part of the Compass Olympics Lead Management Team. In May of 2004, Deanne was promoted to the newly created position of Compass Group Nutrition Director where she has developed an innovative cross-sector nutrition and wellness program for Compass Group, The Americas.

Deanne's marketing background and passion for great food has fueled her goal of creatively translating medical and nutrition science into innovative exciting food concepts for Compass Group customers. An award-winning presenter and author of many articles, she is a member of the IFIC Board of Directors, NRA Nutrition Executive Study Group, the American Heart Association Industry Nutrition Advisory Board and participated in the FDA/ Keystone Forum on Away-From-Home Foods: Opportunities for Preventing Weight Gain and Obesity.

Americans in the workforce typically eat at least one meal each day in their workplace café—many eat 2 or 3 meals at work or away from home. If they are to meet recommendations of the Dietary Guidelines for Americans 2005 to “make half your grains whole,” they must have easy access to tempting whole grain options in workplace cafes. This presentation will offer suggestions, ideas and success stories for increasing whole grain options and promoting consumption of whole grains in the workplace.

ROBERT BROWN, PHD, MPH, DIRECTOR OF NUTRITION AND REGULATORY AFFAIRS, FRITO-LAY; CHAIRMAN, WHOLE GRAINS COUNCIL (PLANO, TX)

WELCOME AND INTRODUCTIONS

MONDAY, NOVEMBER 5, 4:30 PM

Bob Brown is the Director of Nutrition and Regulatory Affairs for Frito-Lay. He leads the Nutrition and Labeling Group at Frito-Lay which has responsibility for all ingredient and nutrition labeling for all of Frito-Lay's products, the development of strategy to translate nutrition science into product development opportunities, the generation of nutrition education materials, external communication of nutrition information to health professionals and for providing leadership to the organization on new issues in regulatory affairs and in nutrition science.

Dr. Brown graduated from the University of California at Davis with a B.S. degree in Nutrition. He received a Master of Public Health degree with specialization in nutrition from the School of Public Health at the University of California at Los Angeles, then completed a 9 month Dietetic Internship program at the VA Hospital in Los Angeles. Following his internship, Dr. Brown joined the Peace Corps as a Public Health Nutritionist working for 2 1/2 years in field work in Guatemala. After returning to the United States he completed his PhD in Pharmacology and Nutrition at the School of Medicine at the University of Southern California. Dr. Brown did a post-doc with Nestle in clinical nutrition research in Switzerland and worked for the Nestle Nutrition Group in the US for 8 years. He joined Frito-Lay in 1992 and has worked in the Nutrition Group since then.

LAURA CHERRY, DIRECTOR OF PUBLIC RELATIONS, P.F. CHANG'S CHINA BISTRO, INC. (SCOTTSDALE, AZ)

PANEL: RESTAURANTS MEET THE WHOLE GRAINS CHALLENGE

TUESDAY, NOVEMBER 6, 4:00 PM

Laura Cherry is the Director of Public Relations for P.F. Chang's China Bistro, Inc. She joined the company in 2000 as National Public Relations Manger for P.F. Chang's China Bistro and was promoted to Director in 2004. As Director of Public Relations, Ms. Cherry is responsible for the public and media relations and communications programs for P.F. Chang's China Bistro, Pei Wei Asian Diner and Taneko Japanese Tavern.

A graduate of San Jose State University, Ms. Cherry began her career as the director of alumni programs and college recruiting for the San Jose office of KPMG Peat Marwick. In 1993, Ms. Cherry moved to Phoenix and began working for the Regional Public Transportation Authority and the Clean Air Campaign. Ms. Cherry was responsible for the marketing and communications programs for the Clean Air Campaign and served as spokesperson for air quality and transportation issues.

In mid-2007, the Whole Grains Council asked restaurants nationwide to meet the Whole Grains Challenge – and prove that they served at least one whole grain option at all times. After combing through entries from across the country, the WGC chose winners in ten categories. Three of those winners are joining us for this panel, to explain the key role that whole grains play in the menus their customers love.

LYNN DORNBLASER, DIRECTOR OF CONSULTING, MINTEL CUSTOM SOLUTIONS, MINTEL INTERNATIONAL (CHICAGO, IL)

WHOLE GRAIN TRENDS: WHAT'S NEW, WHAT'S NEXT

WEDNESDAY, NOVEMBER 7, 10:30 AM

With more than 20 years experience tracking and analyzing new product trends, Lynn Dornblaser brings a unique perspective to Mintel Custom Solutions on the consumer marketplace and future new product development. Based in Chicago as director of consulting for Mintel Custom Solutions, Dornblaser is responsible for providing trend analysis and new product expert knowledge to clients. She regularly leads product ideation meetings for a variety of consumer packaged goods companies. Dornblaser was also fundamental to the development and growth of Mintel's Global New Products Database (GNPD), a database that internationally tracks new product introductions.

A well-noted senior analyst in the consumer research industry, Dornblaser provides commentary regularly for major news organizations, including The Wall Street Journal, USA Today, The New York Times, and CNN. She has also been featured in several key trade publications, including Prepared Foods. In addition, Dornblaser also has also served as keynote lecturer and speaker for numerous industry groups and sales forums.

Whole grains have skyrocketed in popularity in the last two years, but official USDA consumption data documenting these years won't be available until at least 2009. Market data, however, can fill in the gaps, giving us an essential snapshot of how consumer demand for whole grains is increasing – and where it may be headed next. This session will share key data from Mintel's proprietary Global New Product Database, and its new GNPD IRIS database to discuss what we know about the marketplace-including sales of grain-based foods, and what consumers think about whole grain products. Key examples from around the world will be shown to illustrate the latest trends.

CAROL FENSTER, PHD, PRESIDENT AND FOUNDER, SAVORY PALATE, INC.
(CENTENNIAL, CO)

WHOLE GRAIN TRENDS: GLUTEN-FREE

WEDNESDAY, NOVEMBER 7, 10:50 AM

*What began nearly 20 years ago as a solution to Carol Fenster's gluten intolerance grew into an internationally-recognized position as a leading expert on gluten-free cooking. The author of 7 gluten-free cookbooks—including her most recent book, *Gluten-Free Quick & Easy*—she also develops gluten-free products for leading manufacturers such as Bob's Red Mill and consults worldwide on issues related to gluten-free cooking. Her next book is *1000 Gluten-Free Recipes*, to be published by Wiley Publishing in Fall, 2008. She appears on PBS's "Creative Living" and has been a speaker at the International Association of Culinary Professionals, national gluten-free associations, and cooking schools such as Bob's Red Mill. She has also delivered seminars to Disney, National Product Expo East and West, FoodEX in Tokyo, and the Institute for Genetics and Biophysics in Naples, Italy. Her articles, recipes, quotes, and reviews of her books appear in *Reader's Digest*, *CNN.com*, *Cooking Smart*, *Woman's World*, *Women's Health*, *Women's Adventure*, *Plenty*, *Taste for Life*, *Vegetarian Times*, *Veggie Life*, *Better Nutrition*, *Gluten-Free Living*, *Living Without*; and *Today's Dietitian*. She is a featured speaker at the *Gluten-Free Culinary Summit*.*

The world of gluten-free foods continues to grow in terms of the number of gluten-free items available, the dollar value of the market, and the number of manufacturers, stores, restaurants, and other venues that provide gluten-free food. New techniques, better ingredients, and more widespread education in the form of cookbooks and seminars make gluten-free food look and taste remarkably like the wheat-laden versions. Improvements in food labeling laws make it easier to choose safe food and encourage wider use of store-bought ingredients to shorten food preparation time.

KEITH C. FIEDLER, FOUNDER AND PRESIDENT, MADISON GRACE CORPORATION
(WEST LINN, OR), FORMER CHILD NUTRITION DIRECTOR (BEAVERTON, OR)

GO TO THE HEAD OF THE CLASS WITH WHOLE GRAINS

TUESDAY, NOVEMBER 6, 3:00 PM

Keith C. Fiedler is the founder and President of the Madison Grace Corporation and the owner of Fiedler and Associates Consulting Services. The last 20 of his 35 years in the Hospitality Industry have been spent in the School Food Service Segment. Prior to founding the Madison Grace Corporation, Mr. Fiedler was the Director of Child Nutrition Services for a 45-unit chain of school food service operation with a 12 million dollar annual budget and 260 employees, serving 20,00 meals each day. This program was honored in person by Secretary of Agriculture Ann Veneman for excellence in the industry when it was chosen for the West Coast announcement of the USDA's Healthy Challenge Initiative. Mr. Fiedler founded The Madison Grace Corporation out of frustration with the ability to find affordable, quality, wellness foods. His mission is to bring wellness foods into the mainstream distribution channels of the industry. Mr. Fiedler holds a BA in English Literature from ASU and a Certificate of Culinary Arts from Rhode Island School of Design.

Mr. Fiedler's presentation deals specifically with the challenges and opportunities in the 12-billion-dollar K-12 school food service industry for the introduction of whole-grain foods. He will delineate the primary obstacles to introducing new products to the students, food service directors and managers as well as the broad-line distributors. He will reveal some of the ways that he has successfully had wellness foods stocked in broad-line distributors and distributed in three states. These strategies focus on understanding and overcoming the problems experienced by the students, food service personnel and the distributors to this industry.

**CYNTHIA GAY, RD, LD, RETAIL MANAGER, HSC CAFETERIAS, WEST VIRGINIA
UNIVERSITY HOSPITALS (MORGANTOWN, WV)
MARKETING HEALTHY FOODS TO HEALTHCARE CUSTOMERS
TUESDAY, NOVEMBER 6, 3:20 PM**

Cindy Gay is a Registered Dietitian at WVU Hospitals where she manages the “Healthy Café” in the Robert C. Byrd Health Sciences Center. She is a graduate of WVU and completed a Dietetic Internship at Medical of Virginia Hospitals in Richmond. After spending her early years working in Clinical Dietetics, Research, Child Nutrition, Long Term Care and Resident Hall Dining, she found her niche here at WVU Hospitals. Cindy is active in the West Virginia Dietetic Association and in 2006 attended the American Dietetic Association Leadership Institute. In 2002, she received a Quality of Work Life award from WVU Hospitals. Cindy’s career goal is to “entice customers to make healthy food choices”.

Selling healthy foods means following the same marketing principles as selling anything else. The menu, the quality, the service and the surroundings all have to be inviting in order to sell. Cindy gives suggestions for incorporating healthy foods into many areas of the menu and enticing customers to buy them. Her pictures demonstrate why the cafeteria – a Whole Grains Challenge winner – received its nickname as the “Healthy Café” and why customer service plays a big part of that.

**K. DUN GIFFORD, JD, PRESIDENT AND FOUNDER, OLDWAYS ; SECRETARY /
TREASURER, WHOLE GRAINS COUNCIL; (BOSTON, MA)
WELCOME AND INTRODUCTIONS
CONCLUDING REMARKS: WHERE DO WE GO FROM HERE?
MONDAY, NOVEMBER 5, 4:30 PM; WEDNESDAY, NOVEMBER 7, 11:50 AM**

*K. Dun Gifford is President and Founder of Oldways. Dun founded Oldways in 1990 in Boston to promote healthy eating, encourage sustainable food choices, and preserve traditional foodways. This innovative nonprofit is now a recognized international leader in developing and promoting realistic, workable approaches to help consumers adopt and maintain wise food and drink choices and make regular physical activity a part of their lives. Oldways is best known for devising and popularizing the healthy Mediterranean diet, and the Mediterranean Diet Pyramid. Dun graduated from Harvard College and Harvard Law School, and served in the U.S. Navy. He was legislative assistant to Senator Edward F. Kennedy and a national campaign coordinator for Senator Robert F. Kennedy. He was an officer of Cabot, Cabot & Forbes, chairman of Common Cause/Massachusetts, national chair of the American Institute of Wine & Food, and chairman of Nantucket Electric Company. He has owned and managed a number of restaurants in Boston and Cambridge, and founded a food business (Kilvert & Forbes) with John Kerry, now a U.S. Senator. He is also the co-author of **The Oldways Table**, with Sara Baer-Sinnott.*

MOLLY GISE, ONLINE ASSOCIATE MANAGING EDITOR, *NATION'S RESTAURANT NEWS*
(NEW YORK, NY)

PANEL: WHERE AMERICANS EAT

TUESDAY, NOVEMBER 6, 10:15 AM

Molly Gise is the associate managing editor for NRN.com, the website of Nation's Restaurant News, a weekly business publication that covers the foodservice industry. She is responsible for assigning and editing stories for the website, which records approximately 1.5 million page views each month. In addition, she compiles and edits the Daily NewsFax, a digest of the day's breaking news that is e-mailed or faxed to hundreds of subscribers nationwide. She also writes company profiles, culinary trends pieces and event coverage for the magazine. Molly joined Nation's Restaurant News as a desk editor in August 2005 and was promoted to her current position in July 2007. She previously worked on the universal copy desk at The Kansas City Star in Kansas City, MO. She holds bachelor's degrees in journalism and French from the University of Kansas.

This session will explore important choices that determine America's whole grain consumption away from home. A panel of experienced journalists, who interact daily with a broad range of food outlets, will share their thoughts on questions such as: Where do Americans eat? How do restaurants and foodservice operations choose what to serve? How do popular trends like whole grains work their way down the food chain?

SHELLEY GOLDBERG, MPH, RD, DIRECTOR, NUTRITION COMMUNICATIONS,
INTERNATIONAL FOOD INFORMATION COUNCIL (WASHINGTON, D.C.)

**HOW FOOD DECISIONS ARE MADE: CONSUMER VIEWS ON WHOLE GRAINS
AND FIBER**

TUESDAY, NOVEMBER 6, 8:40 AM

Shelley Goldberg is a director at the International Food Information Council (IFIC), a Washington, DC-based nonprofit organization that disseminates science-based information on food safety and nutrition to the media, health professionals, and consumers. Shelley is responsible for directing all aspects of nutrition-related programs on issues including fats, sodium, dietary guidance, and improving consumer communication on other nutritional issues, such as carbohydrates and obesity. Prior to joining the IFIC team, Shelley was a contributor to committee activities at the National Academy of Sciences' Food and Nutrition Board on projects including Dietary Reference Intakes. Shelley is a member of The American Dietetic Association and the American Council on Exercise, and the Institute of Food Technologists, as well as the immediate past chair of the Society for Nutritional Education's Communications Division. She earned her Bachelors degree at Pennsylvania State University, her Masters of Public Health degree from the University of Massachusetts at Amherst and is a registered dietitian.

Today's consumer has a heightened awareness about nutrition and food combined with a belief that nutrition plays a great role in maintaining or improving health. Further, many consumers say that they are making changes in an effort to improve the healthfulness of their diets. Consumer research also indicates an extremely high perception that whole grains and fiber are healthful with consumers reporting that they are trying to increase intake. Whole grains and fiber, specifically, as food components are thought to benefit certain health conditions such as reducing the risk of heart disease or cancer. This high level of knowledge about and positive attitudes toward whole grain and fiber present an opportunity to further enhance motivators and help consumers overcome barriers to increase their consumption.

BOB GOULD, MARKETING MANAGER, RETAIL GROCERY PRODUCTS, SNYDER'S OF HANOVER (HANOVER, PA)

PANEL: THE WHOLE GRAIN STAMP SPURS BUYING DECISIONS

TUESDAY, NOVEMBER 6, 2:00 PM

Bob Gould is a veteran of over 25 years in food marketing. Raised on a dairy farm in New York and a graduate of Cornell University with a degree in Agricultural Economics, Bob has followed a career in food marketing and over the course of his career has successfully managed brands in refrigerated dairy & citrus, ice cream, poultry and salted snack foods. Now with Snyder's of Hanover, his portfolio includes Snyder's of Hanover Pretzels, EatSmart All Natural Snacks and Snyder's of Hanover MultiGrain snacks.

The Whole Grain Stamp was introduced in January of 2005. By the end of its first year, this consumer symbol had been adopted by many of America's leading manufacturers. In this panel session, three WGC members share their experience with marketing whole grains in general, and using the Whole Grain Stamp in specific, to communicate an important health message to America's consumers.

CYNTHIA HARRIMAN, DIRECTOR OF FOOD AND NUTRITION STRATEGIES, OLDWAYS AND WHOLE GRAINS COUNCIL (BOSTON, MA)

THE WHOLE GRAINS COUNCIL: INNOVATIVE PROGRAMS FOR CHANGE

WEDNESDAY, NOVEMBER 7, 8:40 AM

In her work at Oldways, Cynthia combines her diverse experience in nutrition, management, writing and intercultural exchange. An avid proponent of healthy eating, Cynthia developed and taught an interactive nutrition curriculum called Good Food Basics. Before joining Oldways in 2003, she worked as International Marketing Manager and later VP of New Product Development for a manufacturing company, and was founder and managing director of the Summer Computer Institute. Cynthia is the author of scores of magazine articles and five books, including the well-known Take Your Kids to Europe, a family travel guide now in its eighth edition, and Good Eats: Quick and Easy Food for Busy College Students. She received her degree in French Culture and Language from Brown University.

Since its founding in 2003 by Oldways and a consortium of chefs, industry and scientists, the Whole Grains Council has been a leading voice in popularizing whole grains. In comparison to the vast majority of nutrition promotion programs – which tend to sink without a trace – the WGC's programs have consistently been effective and innovative. This session will offer an overview of the activities of the Whole Grains Council and their impact.

MICHAEL HOLLEMAN, CORPORATE CHEF, INDIAN HARVEST (BEMIDJI, MN)

IRON CHEF COOK-OFF

TUESDAY, NOVEMBER 6, 10:45 AM

Chef Michael Holleman started his culinary career in the hotel kitchens and independent restaurants of northern Minnesota. After 10 years he moved into the manufacturer/supplier side of the business at Minnesota based Indian Harvest Specialtifooods Inc. Now Corporate Chef for Indian Harvest, Holleman focuses his attention on specialty heirloom rice, whole grains and legumes from around the world. These products are then used to create signature multigrain blends based on authenticity, heritage, color, texture, and flavor. Recipes are also developed to pair with each Indian Harvest product, which are then offered to chefs across the USA and Canada. A member of the American Culinary Federation and the Research Chefs Association, Holleman is a Director of the Whole Grains Council. He often gives presentations on rice, whole grains and legumes and how they fit into today's hottest food trends.

DAVID R. JACOBS, JR., PHD, PROFESSOR, DIVISION OF EPIDEMIOLOGY AND COMMUNITY HEALTH, UNIVERSITY OF MINNESOTA SCHOOL OF PUBLIC HEALTH (MINNEAPOLIS, MN)

WHY WHOLE GRAINS MATTER FOR HEALTH

MONDAY, NOVEMBER 5, 5:15 PM

David R. Jacobs, Jr., PhD, holds the degree of PhD in Mathematical Statistics (1971) from The Johns Hopkins University. He has been on the faculty of the School of Public Health, University of Minnesota since 1974, and has held the rank of Professor of Epidemiology since 1989. He concurrently holds a guest professorship at the Department of Nutrition at the University of Oslo, Norway (1999-present). He is a fellow of the American Heart Association and the American College of Nutrition. He serves on the editorial boards of the British Journal of Nutrition, Clinical Chemistry, and Preventive Medicine.

He has written over 500 articles on various topics concerning the epidemiology of chronic diseases and their risk factors, including the epidemiology of specific molecules, and particularly those relating to cardiovascular diseases. Topics of interest include monitoring of cardiovascular disease and its risk factors, the relation of high cholesterol with atherosclerotic diseases and the relation of low cholesterol with nonatherosclerotic diseases; measures related to oxidative stress and damage, serum antioxidant vitamins, gamma glutamyl transferase, plasma F2-isoprostanes, C-reactive protein, adiponectin, and persistent organic pollutants. Since 1994, he has focused extensively on whole grain intake and health, as well as health implications of synergies of different plant foods. His work was influential in the 2000 decision of the USDA Dietary Guidelines Advisory Committee to add a specific guideline to "eat a variety of grains, especially whole grains", and in the strengthening of this message in the 2005 USDA Dietary Guidelines. A recent article found inverse associations of coffee intake with diseases with an important inflammatory component. Recent work has included study of periodontal disease, as a model of infectious disease, and its implications for cardiovascular disease; a paper in Circulation (2005) showed that the specific dental plaque microbes believed to cause periodontitis were also related to an increase in carotid artery intima-media thickness. He has published intriguing cross-sectional findings relating background exposure of persistent organic pollutants to diabetes.

Cereal grains have a special botanical structure that, according to epidemiologic and feeding studies, is important to prevention of chronic diseases in humans. The whole grain, whether intact, cracked, ground to a meal, or crushed to a fine flour, contains its three major parts in their natural proportions: bran, germ, and endosperm. The function of these grain components, for the grain, is to support and nourish the new grain plant until it roots and includes many complex activities such as warding off fungal or bacterial infection and signaling when growth of the sprout should begin. Many of the most powerful substances in the grain, biologically, are in the bran or germ, which are the outer layers. As a human food, the bran and germ especially provide access to these many known and unknown biochemicals, while the endosperm provides mostly energy. The bran is marked by considerable fiber content. Most of the biologically active constituents are lost in refining.

Many large prospective studies in the United States and Europe have found that risk of coronary artery disease and diabetes is reduced by 30-40% in those men and women who habitually eat whole grain foods. It is likely that whole grain intake reduces risk for nonmalignant digestive diseases, such as appendicitis. Whole grain containing foods are a wise dietary choice.

**EMILY KORNS, MBA, RD, MANAGER OF HEALTH AND SCIENCE COMMUNICATIONS,
MARS, INCORPORATED (HACKETTSTOWN, NJ)**

PANEL: THE WHOLE GRAIN STAMP SPURS BUYING DECISIONS

TUESDAY, NOVEMBER 6, 2:00 PM

Emily Korn is the manager of health and science communications at Mars, Incorporated in Hackettstown, NJ. Her areas of interest include cocoa science, whole grain science and sports nutrition. Before focusing on marketing communications, Ms. Korn served as a behavioral research interventionist at the University of Pittsburgh Obesity and Nutrition Research Center and as a public health educator. She is an active member of the American Dietetic Association.

The Whole Grain Stamp was introduced in January of 2005. By the end of its first year, this consumer symbol had been adopted by many of America's leading manufacturers. In this panel session, three WGC members share their experience with marketing whole grains in general, and using the Whole Grain Stamp in specific, to communicate an important health message to America's consumers.

**PAUL J. LYNCH, EXECUTIVE CHEF, FIRE LAKE GRILL HOUSE AND COCKTAIL BAR,
RADISSON PLAZA HOTEL (MINNEAPOLIS, MN)**

IRON CHEF COOK-OFF

PANEL: RESTAURANTS MEET THE WHOLE GRAINS CHALLENGE

TUESDAY, NOVEMBER 6, 10:45 AM; TUESDAY, NOVEMBER 6, 4:00 PM

A native Texan, Chef Paul Lynch received his degree from New England Culinary Institute. Chef Paul has enjoyed an around-the-world career with Four Seasons Hotels, and then Westin Hotels, and has been the Executive Chef at the landmark Radisson Hotel in Minneapolis since 1999. As Chef de Cuisine of FireLake Grill House and Cocktail Bar, Chef Paul has received many awards and accolades including: Restaurateur of the Year, Taste of Elegance competition, and the Beefbacker Award, and is a founding member of the Heartland Food Network. He has been recognized in scores of publications including Bob Appétit, Minnesota Monthly, Midwestern Living and Minneapolis St. Paul magazine.

In mid-2007, the Whole Grains Council asked restaurants nationwide to meet the Whole Grains Challenge – and prove that they served at least one whole grain option at all times. After combing through entries from across the country, the WGC chose winners in ten categories. Three of those winners are joining us for this panel, to explain the key role that whole grains play in the menus their customers love.

LEN MARQUART, PHD, RD, ASSISTANT PROFESSOR, UNIVERSITY OF MINNESOTA
(ST. PAUL, MN)

KIDS LEARN TO LOVE WHOLE GRAINS

WEDNESDAY, NOVEMBER 7, 9:20 AM

Len's current research focuses on consumer understanding and factors that influence whole grain consumption, particularly among school-aged children. While at General Mills, he led the company's research in the health aspects of whole grains and was instrumental in securing the whole grain health claim in 1999. He received the James Ford Bell Technical Leadership Award and the General Mills Presidents' (Champion) Award for his contributions. Since 1997, Len has organized or chaired over 20 symposia or conferences on whole grains held in Europe and throughout the U.S.

When it comes to encouraging greater whole grain consumption, children are a primary focus. We will discuss how children can become whole grain FAN's through the use of whole grain foods that are Familiar, Available and allow for a Natural transition from refined to whole grain products. Several studies conducted in elementary schools will illustrate the importance of introducing whole grain foods that are friendly, available and gradually introduced. School foodservice personnel (SFP) serve as gatekeepers who make vital decisions about purchasing, preparing, serving, monitoring and encouraging whole grain consumption for 30 million school children/teens on a daily basis. Focus group data will be used to provide insight about whole grain definitions, barriers to consumption and ways to serve/promote whole grain foods.

MORTEN STRUNGE MEYER, PROJECT MANAGER, DEPARTMENT OF PREVENTION
AND DOCUMENTATION, DANISH CANCER SOCIETY (COPENHAGEN, DENMARK)

CO-MODERATOR, INTERNATIONAL WORKSHOP

WEDNESDAY, NOVEMBER 7, 1:00 PM

Morten Strunge Meyer serves as head and member of the management board of Denmark's 6-A-Day research project, a national multidisciplinary research program aimed at developing new and effective ways of increasing fruit and vegetable intake and sales. He is also co-initiator and Member of the working party behind the consensus report on Fruit and Vegetables - Recommended Intakes, published by the National Veterinary and Food Agency in 1998. He helped set national guidelines for meals in schools in collaboration with the Danish National Food Agency.

Morten was honored by a personal appointment from the Danish Minister of Food, Fisheries and Agriculture to her Think Tank for Innovative Partnerships for Health 2004-2005. He has been a member of the scientific and organizing committees of the Second, Third, and Fourth International 5 A Day symposia in 1999, 2002, 2004. He was also appointed as the temporary Advisor to WHO on the WHO/FAO Global Initiative for fruits and vegetables 2004 where he organized international workshops on school fruit programs, nutrition prevention strategies, and fundraising for fruit and vegetable promotion programs. He is now involved in a major effort to raise awareness of whole grains throughout Denmark.

As countries around the world gear up to promote whole grains more aggressively, all of us will benefit by sharing information about effective strategies. This optional workshop will allow delegates from the U.S. and other countries to exchange ideas, and will include informal presentations on the status of whole grains in Denmark, Australia, Germany, Japan, India and with EU-wide efforts. We welcome the participation of both overseas conference delegates and U.S. delegates who may want to learn more about marketing outside the U.S..

**KATE PERINGER, MARKETING COMMUNICATIONS MANAGER,
THE HARTMAN GROUP INC. (BELLEVUE, WA)
TRENDS IN CONSUMER FOOD HABITS AND BEHAVIORS
TUESDAY, NOVEMBER 6, 9:00 AM**

Kate is responsible for marketing collateral, media placement and proactive public relations strategies. She strives to bring understanding and awareness to our clients through frequent participation as a speaker at industry events. She also directs her time to business development. Kate's previous marketing experience focused on the real estate industry, in which she implemented and managed online and print media campaigns to promote the company, agents and listings. She holds a BA in Communications from Washington State University.

Wellness is not a fad; it is the heart of a larger cultural shift. Through the shifting, drifting and moving of consumers' attitudes and behaviors, yesterday's commerce-driven marketplace has given way to a fluid new marketplace of proactive consumers – people with a keen desire to live healthier lives. By 2000, we identified the irreversible tectonic shift in power from commerce to consumers, that wellness consumers would have a profound impact and forever change the nature of consumption: it is no longer about selling products; it is about the consumer's pursuit of a better quality of life. Now, as then, consumers are continuing their trajectory toward greater involvement with health and wellness, largely due to the ever-increasing need to take back control of their personal health and the health of their families.

With this as the backdrop, The Hartman Group will present a comprehensive understanding of the current and evolving consumer trends in the health and wellness arena, specifically within the food and beverage marketplace. This session will provide knowledge into how consumers' changing lifestyles should inform strategies in product development, branding, marketing and retailing.

**STEVE PETUSEVSKY, CONSULTING CHEF; SYNDICATED COLUMNIST, TRIBUNE NEWS SERVICE (WESTON, FL)
CO-MODERATOR, IRON CHEF COOK-OFF
TUESDAY, NOVEMBER 6, 10:45 AM**

Chef Steve Petusevsky is a pioneer in the marriage of good taste and sound nutrition, successfully pairing healthy ingredients with creative cooking techniques. Early in his career, Chef Steve worked for international hotel corporations including Intercontinental Hotels, Meridien Hotels and Rockresorts, before becoming National Director of Creative Food Development for Whole Foods Market, the largest natural food retail chain in the country. A consultant to the natural foods retail industry for over a decade, Chef Steve works with high profile companies in the areas of menu research, new product development, ideation and natural food marketing.

As a widely published food journalist, Chef Steve's reading audience numbers in the millions. He is the author of the WholeFoods Market Cookbook: The Ultimate Guide to Natural Foods, and is currently working on his next book, Happiness is a Home Cooked Meal: 100 Simple & Savory Recipes & Recollections. Steve was a contributing editor to Cooking Light for four years, writing a monthly column called Inspired Vegetarian, and currently writes special features for the magazine. His articles appear in Natural Health, Fine Cooking, The LA Times Syndicate, Food & Wine, Self and Restaurant Hospitality. Chef Steve is also a syndicated columnist for The Chicago Tribune news service, where his weekly column entitled Vegetarian Today appears in hundreds of newspapers nationally. Chef Steve hosts a regular cooking segment on the local NBC affiliate Saturday mornings. He is the author of the Grains poster released by Ten Speed Press and a Culinary Advisor to the Whole Grains Council.

ROBERT C. POST, PHD, MEd., MSc., DEPUTY DIRECTOR, CENTER FOR NUTRITION POLICY AND PROMOTION/USDA (ALEXANDRIA, VA)
WHOLE GRAINS: DIETARY RECOMMENDATIONS AND INTAKE PATTERNS
MONDAY, NOVEMBER 5, 4:45 PM

Dr. Post was appointed as the Deputy Director of the Center for Nutrition Policy and Promotion in the United States Department of Agriculture (USDA), in September 2007. As the senior administrative Agency official he serves as an advisor to the Under Secretary for Food, Nutrition, and Consumer Services on a broad range of policy, organizational, and technical issues that focus on improving the health of Americans by developing and promoting dietary guidance that links scientific research to the nutrition needs of consumers. Currently, Dr. Post is also an adjunct faculty member of the Nutrition and Food Science Department of the University of Maryland.

Dr. Post came to the Center after 11 years as the Director of the food labeling policy staff in the Food Safety and Inspection Service (USDA). Before becoming Director, Dr. Post served in senior leadership positions in other FSIS programs -- Regulatory Programs; Technical Services; Inspection Operations; and Science and Technology. Prior to joining USDA in 1982, he held research and teaching positions in academia, taught public high-school science, and worked as a Research Food Scientist in the food industry.

Dr. Post holds a Ph.D. in Public Health, and Science Education Policy and Program Administration, from the University of Maryland, where he also earned a Master of Education in Health Communications, Media, and Technology in 1989; a Master of Science in Food Science and Microbiology in 1981; and a Bachelor of Science in Food Science and Biochemistry in 1978. Dr. Post has been awarded certificates of merit for his technical competence and leadership qualities in directing a variety of vital USDA and inter-agency projects. He has also authored many peer-reviewed articles and technical papers.

The Center for Nutrition Policy and Promotion provides the nutrition and dietary guidance policy of USDA based on the most up-to-date science. The Center works toward the outcome of promoting U.S. eating habits that are more consistent with the Dietary Guidelines for Americans (DGAs). The 2005 DGAs and the related MyPyramid educational tool recommend consuming at least 3 or more ounce equivalents of whole grains per day for health benefits, and at least half the grains as whole grains.

An analysis of MyPyramid food items that are sources of whole grains and food consumption data for these foods shows that most of the whole grain comes from whole grain snack products, followed by whole grain cereals and breads. However, the data also show that Americans are eating enough grains, but too many are refined and not enough are whole. Food consumption data show that only 13% of current total grain consumed is whole grain; 42% of respondents consumed no whole grains. Trends in producing foods with more whole grains and increasing efforts to educate consumers about grain products offer hope in increasing the proportion of whole grains consumed.

LORI TUBBS, MS, RD, CSSD, CSCS, HUMAN PERFORMANCE NUTRITIONIST AND PROGRAM MANAGER, NAVAL SPECIAL WARFARE/NAVY ENVIRONMENTAL HEALTH CENTER (NORFOLK, VA)

THE MILITARY SALUTES WHOLE GRAINS

TUESDAY, NOVEMBER 6, 1:00 PM

Lori Tubbs has been working in health promotion and sports nutrition with the U.S. Navy for over nine years. She is a registered dietitian, a certified specialist in sports dietetics, and a certified strength and conditioning specialist. She currently works for the Naval Special Warfare community and has been tasked to initiate a human performance program that includes full time nutrition support. Her vast military experience includes working as the nutrition program manager for Navy-wide health promotion and as expert in sports nutrition for Navy Environmental Health Center (NEHC). She has globally assisted Navy personnel in conducting trainings on nutrition and wellness, and has deployed on several aircraft carriers and smaller ships to support the Navy fleet. Lori has also been instrumental in developing the SEAL Recovery Meal Program in support of the Professional Sports Model's nutrition training table for athletes. Lori is an avid year-round multi-sport athlete who has competed in several triathlons throughout the United States to include Ironman Lake Placid. She is a member of the Clif Bar marathon pace team and a competitor in outrigger canoeing.

The health and fitness of our men and women in uniform play an important part in the U.S. military's readiness. Commanders are rated, in part, on whether the troops under their command meet fitness goals. This fact has motivated the armed services to take some surprising and innovative steps to incorporate healthier foods, including whole grains, into the mess halls and vending machines at home, overseas, and even on the high seas. In this session, Lori Tubbs will share details about an environmental nutrition appraisal called CHOW (Choosing Healthier Options for Wellness) she helped develop in 2005 to assess military bases and worksites on accessible healthy foods that are available for service members, beneficiaries and contract workers. She'll also discuss the "Healthy Alternatives" vending and foodservice program and the Navy's Whole Grains Awareness Campaign.

SUZANNE P. VIEIRA, MS, RD, LDN, ASSOCIATE PROFESSOR, CULINARY NUTRITION PROGRAM DIRECTOR, JOHNSON & WALES UNIV. (PROVIDENCE, RI)

GOING AGAINST THE GRAIN TO EDUCATE TOMORROW'S CHEFS

WEDNESDAY, NOVEMBER 7, 9:00 AM

A passionate advocate for nutrition, Suzanne Vieira is the director of the only culinary program of its kind in the country. This unique program combines the passion and art of culinary training with the science of nutrition. Suzanne is an active member of the American Culinary Federation, the American Dietetic Association and the Research Chef's Association, she is a noted lecturer in these fields, and most recently she presented ideas for cost-effective healthy meals – "Design on a Dime" – to the Massachusetts School Food Service Association and appeared at the Nation's Restaurant News's Health & Nutrition Summit as a panelist on "Healthy Meal Trends". She has received numerous awards and recognition for her visionary work, such as Outstanding First Year Teacher, Woman of the Year, and Outstanding Dietitian of the Year.

Today's culinary education is going against the grain of the past, with promising optimism for the future. While it is moving beyond Escoffier's principles, it is adapting a more contemporary approach to food preparation. The world of exclusively using white grains and flour is rapidly changing. Today's young culinarians are exposed to a wide variety of grains very early in their education. Such a perspective will have a profound effect on the health and well-being of our society. When a student graduates with a bachelor's degree in Culinary Nutrition whole grains are the norm rather than the exception. This paradigm shift will in the very near future have a major impact on the food service industry as a whole. Will the industry be ready to meet the demand?