

WHOLE GRAINS ON EVERY PLATE CONFERENCE

October 17-19, 2012 • San Antonio, Texas

ROSTER OF SPEAKERS AND ORGANIZERS

In alphabetical order

- Sue Austin**, President, Cuisine for Healing (Fort Worth, TX)
- Sara Baer-Sinnott**, President, Oldways (Boston, MA)
- Batool Batalvi, MSc**, Strategist-Psychologist, SB&B Marketing Research (Toronto, ON)
- Sue Ann Claudon**, Compliance Director, United Sorghum Checkoff Program (Lubbock, TX)
- Birthe Creutz**, Director of Finance, Oldways (Boston, MA)
- Keith Cruzan**, Executive Chef, Cruzan Catering (San Antonio, TX)
- Pam Cureton, RD, LDN**, Clinical/Research Dietitian, Center for Celiac Research, University of Maryland (Baltimore, MD)
- Mallory Cushman**, Program Assistant, Oldways & the Whole Grains Council (Boston, MA)
- Coleen Donnelly**, Corporate Chef K-12 Segment, Indian Harvest (Bemidji, MN)
- LTC Christine Edwards, MS, RD**, Chief of Force Health Protection, US Army (Fort Sam Houston, TX)
- Mary Beth Fickel**, Program Director, Hunger Busters (Dallas, TX)
- Sidney Fry, MS, RD**, Nutrition Editor, Cooking Light Magazine (Birmingham, AL)
- Natsuki Fujiwara**, Food Technologist, Northern Crops Institute (Fargo, ND)
- Rachel Greenstein**, Communications Manager, Oldways & the Whole Grains Council (Boston, MA)
- Ann Hall, MRE, RD, LDN, CDE, CNSC**, Nutritionist, USDA / FNS (Alexandria, VA)
- Cynthia Harriman**, Director of Food & Nutrition Strategies, Oldways & the Whole Grains Council (Boston, MA)
- Mike Holleman**, Director of Culinary Development, Indian Harvest (Bemidji, MN)
- Letty Holmbo, MBA, RD, LD**, Culinary Dietitian, HEB (San Antonio, TX)

Jennifer Ignacio, MS, RD, CDN, Nutrition Communications Manager, Compass Group North America (Rye Brook, NY)

Paul Jacques, DSc, Senior Scientist and Director Nutritional Epidemiology Lab / Jean Mayer USDA Human Nutrition Research Center, and Professor, Tufts University (Boston, MA)

Todd Kluger, VP Marketing, Lundberg Family Farms (Richvale, CA)

Ashley Koff, RD, Owner, AshleyKoffApproved.com (Venice, CA)

Bobbi Leahy, Sales Director, SPINS (Schaumburg, IL)

Karen Mansur, Program Manager, Oldways & the Whole Grains Council (Boston, MA)

Bonnie Matthews, Co-founder, Freekeh Foods (Minneapolis, MN)

Caroline Whitby Passerello, MS, RD LDN, Manager of Dietitian Initiatives, Giant Eagle (Pittsburgh, PA)

Jennifer Person-Whippo, RD, LD, Nutrition Program Manager, US Naval Supply Systems Command (Mechanicsburg, PA)

Susan Roberts, JD, MS, RD, Fellow, Partnership for a Healthier America (Washington, DC)

Byron Sackett, Child Nutrition Director, Lincoln County (NC) Schools (Lincolnton, NC)

Cynthia Sass, MPH, MA, RD, CSSD, Author; Contributing Editor, SHAPE (New York, NY)

Katherine Schwachtgen, RD, Interim Director, Grains for Health Foundation (Minneapolis, MN)

Dave Sheluga, PhD, Director of Consumer Insights, ConAgra Mills (Omaha, NE)

Peggy Sutton, Founder and President, To Your Health Sprouted Flour Co. (Fitzpatrick, AL)

Michelle Tucker, MS, RD, Senior Nutrition Scientist, General Mills (Minneapolis, MN)

Gigi Twist, Owner/Manager, Upfront Foods (Boca Raton, FL)

Maria Worley, RD, Owner, Serving Spoon Consulting (San Antonio, TX)

Speaker bios and abstracts are in program order

THE IMPORTANCE OF WHOLE GRAINS ON EVERY PLATE
SARA BAER-SINNOTT, PRESIDENT, OLDWAYS

In her two decades at Oldways, Sara has been instrumental in planning, organizing and leading Oldways programs, symposia, conferences and tours. In 2010 she became President of Oldways on the untimely death of founder K. Dun Gifford, with whom she is the author of The Oldways Table. Sara 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. Before joining Oldways, Sara served for eight years as Special Projects Editor for Inc. Magazine and 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 has extensive experience in cooking with children, including the development of the High Five curriculum, an in-class cooking and nutrition program for children.

In recent years, a huge wave of interest in whole grains has elevated their status from marginal to mainstream. Today, the cereal aisle is predominantly whole grain, wheat bread sales have surpassed white bread, and top chefs are making whole grains “center of plate.” Ms. Baer-Sinnott will document the progress of whole grains, and explain why the 2010 dietary guidelines make whole grains central to MyPlate.

WHOLE GRAINS EVERY DAY IN EVERY CAFÉ
JENNIFER IGNACIO, MS, RD, CDN, NUTRITION COMMUNICATIONS MANAGER,
COMPASS GROUP NORTH AMERICA

Jennifer Ignacio is Nutrition Communication Manager for Compass Group North America. She has been with Compass since January 2005, and previously served as a Nutrition Specialist with Compass's Flik Independent School Dining subsidiary. Ms. Ignacio holds a BS in Nutrition and Food Science from Hunger College, and an MS in Applied Physiology and Nutrition from the Teachers College of Columbia University.

Compass Group North America is the leader in foodservice management and support services. We serve millions, from vending to restaurants, from corporate cafes to school lunches. We are committed to providing our customers with a variety of food choices that support their personal wellness goals. With their beneficial nutrient profile and versatility, whole grains are an integral part of many of our programs. Whole grains are included in the minimum standards for Balance, our end to end wellness solution. They are also a focal point of whole+sum, our award winning station concept that provides a customizable meal for less than 600 calories. Each year, we feature whole grains as a monthly “Superfood” and hundreds of our locations compete in the Whole Grains Challenge, celebrating whole grains every day throughout October. In recent years, we have seen improvements in two of the barriers to serving whole grains – supply and customer acceptance. Thanks to work with our vendor partners along with the culinary creativity of our chefs, whole grains are moving up on the list of our customers' favorite dishes. With the growing focus on wellness we see opportunity for further expansion of the role of whole grains in our business.

THE MILITARY ENLISTS MORE WHOLE GRAINS
LTC CHRISTINE EDWARDS, MS, MSS, RD, LD, FADA,
CHIEF OF FORCE HEALTH PROTECTION, US ARMY

Lieutenant Colonel (LTC) Christine L. Edwards, MS, MSS, RD, LD, FADA - is currently Chief of Force Health Protection Branch at the Directorate of Combat and Doctrine Development within the Army Medical Department Center and School. She also serves as the leader for the Performance Nutrition Working Group, Department of Defense Food and Nutrition Subcommittee. Highlight assignments from her career include: Deputy Commander for Clinical Operations at the Pentagon Health Clinic, Washington DC; Chief of Nutrition Care at Blanchfield Army Community Hospital, Fort Campbell Kentucky; Chief of Nutrition Care for the 86th Combat Support Hospital during Operation Iraqi Freedom 1; Public Affairs Officer for the 86th Combat Support Hospital during Operation Iraqi Freedom 4-5; Chief of Production and Service, Brooke Army Medical Center, Fort Sam Houston Texas; and Clinical Instructor for the US Military Dietetic Internship Consortium.

In the past few years, all branches of the military have begun to take action on the reality that good nutrition is essential to maintaining armed forces that are fit to fight. LTC Edwards' will discuss performance nutrition initiatives and the Department of Defense Menu Standards.

PARTNERSHIPS TO INCREASE WHOLE GRAINS ON THE AMERICAN PLATE
SUSAN ROBERTS, JD, MS, RD, FELLOW, PARTNERSHIP FOR A HEALTHIER
AMERICA

Susan Roberts is a Fellow, supported by the WK Kellogg Foundation, with the Partnership for a Healthier America where she directs the food and nutrition initiatives to help end the childhood obesity epidemic with the First Lady's Let's Move campaign. Ms. Roberts previously was a consultant, writer and speaker on food systems, nutrition and agriculture policy, recently co-founding the Iowa Food Systems Council. Ms. Roberts was the Director of the national WK Kellogg Food & Society Policy Fellows Program and was on staff at the Drake University Agricultural Law Center.

The Partnership for a Healthier America (PHA) was created in conjunction with the First Lady's Let's Move Campaign and is devoted to working with the private sector to ensure the health of our nation's youth by solving the childhood obesity crisis. Over thirty (30) leaders in the private sector have committed in various ways related to their products or line of work to PHA to help improve children's health. Learn of the potential for the whole grain industry to become part of this national effort.

CONSUMER PSYCHOLOGY AND WHOLE GRAINS
BATOOL BATALVI, MSc, STRATEGIST- PSYCHOLOGIST, SB&B MARKETING
DAVID SHELUGA, PHD, DIRECTOR OF CONSUMER INSIGHTS, CONAGRA MILLS

Batool Batalvi founded SB&B Marketing Research in 1996 and heads the firm, which has offices in Canada and Pakistan. A clinical psychologist by training, inquisitive by nature, and researcher at heart, Batool has personally managed a wide range of challenging qualitative research projects, for over 80 clients, in almost every conceivable category - from tea to telecoms. The combination of Batool's professional experience in marketing research and her practice in psychodynamic psychotherapy places her in a class of her own. She is one of a handful of bona fide 'Strategist-Therapists' working in the Marketing and Social Marketing Research arena, integrating leading-edge psychotherapeutic techniques to devise research tools that contextualize the complexity of consumer experience.

What's working when we communicate is important scientifically, as well as commercially. Knowing the language, the words, and of course the meaning of what's working tells us what consumers value. And, when we do the proper experiments to discover these 'drivers' of persuasion, we have a scientific basis for product development and product marketing. Batool's presentation will demonstrate the use of her qualitative 5-KEYS model, a holistic framework that integrates therapeutic approaches, to decode the whole grains consumer by unlocking the five key dimensions to hidden consumer truths.

Dave Sheluga is Commercial Insights Director for ConAgra Mills, a division of ConAgra Foods, Inc. in Omaha Nebraska. He holds an MS and a PhD in Consumer Psychology from Purdue University. He has been studying macro trends affecting flour and bread. His focus has been on identifying factors driving consumption down. And identifying opportunities for increasing whole grain food consumption. His work in 2011 and 2012 has further strengthened ConAgra Mills commitment to the Wholegraining of America.

U.S. sales of whole grain foods have stalled recently, largely due to the challenging economy and rising retail prices. Even so, there is much upside to increasing whole grain sales. Recent research shows that many, but not all consumers want more whole grains in their diet. Thus, there need to be different strategies for delivering whole grains to traditional white bread consumers compared to those who already prefer whole grains. White bread consumers might be best served by a "stealth health" strategy" to transition more whole grains into their daily diet. By contrast, saying "whole wheat" instead of "whole grain" may broaden appeal to other consumers. And benefits such as "weight management" or even "energy" may appeal to others. Our research shows that the Whole Grain Stamp provides trustworthy information to consumers who are otherwise skeptical of package claims.

GLUTEN INTOLERANCE AND CELIAC DISEASE

PAMELA CURETON, RD, LDN, CLINICAL/RESEARCH DIETITIAN, CENTER FOR CELIAC RESEARCH, UNIVERSITY OF MARYLAND

Pam Cureton is a clinical and research dietitian specializing in the treatment of celiac disease. In 1993, she joined the University of Maryland, School of Maryland, working with the Division of Pediatric Gastroenterology and Nutrition. Her current position is full time with Dr. Alessio Fasano at the Center for Celiac Research at the University of Maryland. This position includes clinical management of patients with celiac disease, educational programs for the celiac community, physicians, dietitians, and other health care providers and involvement in research projects at the Center. She currently serves as Chair for the Dietitians in Gluten Intolerance Disease, a sub-unit of the Medical Nutrition Practice Group of the Academy of Nutrition and Dietetics.

Celiac disease, an immune reaction to gluten proteins in wheat, barley and rye, has been shown to have increased four-fold in the last half-century. Who has celiac disease? What are the symptoms? Do the gluten grains cause health problems even in those who do not have celiac disease? Why have gluten problems increased, and how can those of us working with grain products be part of the solution to making healthy whole grains available to everyone?

GLUTEN FREE PRODUCTS: TREND OR HERE TO STAY?

BOBBI LEAHY, SALES DIRECTOR, SPINS

Bobbi has over 25 years CPG experience across retail, manufacturer and information supplier organizations, including 8 years with SPINS. In her current role as Director of Sales-West, Bobbi works with SPINS' western region manufacturer clients to solve for business objectives utilizing SPINS services across retail channels & consumer behavior measurement. Bobbi lives with her daughter in Northern California.

Sales of gluten-free products have increased exponentially in recent years. Is this just another fad, like low-carb, or is this an important new – and permanent – change to the grain foods market? Ms. Leahy will present sales data on gluten-free products, and her views on the future of gluten-free foods.

CLOSING THE PRICE GAP FOR WHOLE GRAINS

CYNTHIA HARRIMAN, DIRECTOR OF FOOD & NUTRITION STRATEGIES, OLDWAYS & THE WHOLE GRAINS COUNCIL

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 is a graduate of Brown University.

Whole grains have historically cost more than refined grains, creating an additional barrier to consumer acceptance. Although this price gap has diminished over the past few years, the ideal outcome would be to see whole grain foods achieve price parity with refined/enriched grain foods. This presentation will detail the principal reasons for the price premium of whole grain foods, including processing issues and supply-and-demand. We will then examine changes in the whole grain price gap over the past decade, using examples from both food retail outlets and the foodservice world and with special emphasis on the period since 2005, when the Dietary Guidelines changed and the Whole Grain Stamp was introduced.

COMMUNICATING WHOLE GRAINS IN THE MEDIA

SIDNEY FRY, MS, RD, NUTRITION EDITOR, COOKING LIGHT MAGAZINE

ASHLEY KOFF, RD, OWNER, ASHLEYKOFFAPPROVED.COM

CYNTHIA SASS, MPH, MA, RD, CSSD, AUTHOR; CONTRIBUTING EDITOR, SHAPE

Sidney Fry has been with Cooking Light for over two years, working with the publication as both nutrition editor and assistant food editor. Setting the nutritional guidelines for the magazine, Sidney oversees all recipes and nutrition-related content, develops recipes, and edits the Nutrition Made Easy section, Recipe Makeover, and Everyday Vegetarian content. Sidney writes and develops recipes for both the print and online versions of Cooking Light, and is the driving force behind incorporating more whole grains into the magazine, and helping readers identify true whole grain sources. She received an MS in clinical nutrition from the University of Alabama at Birmingham and is a registered dietitian. As she continues to eat and write her way through the culinary world, she hopes to help change our country's overall approach to food... one healthy bite at a time.

Ashley Koff was educated at both Duke and New York Universities and trained at LA+USC and Columbus Children's hospitals. Koff completed coursework for certified clinical nutritionist (CCN) and continues her education with online integrative medicine modules and conferences. Koff was a dietician at the Cedars Sinai Medical Center, and now serves as an assistant faculty member at the Continuum Center for Health Healing at the Beth Israel Medical Center in New York. She has been named among the Top 10 Registered Dieticians in the US by Today's Dietician Magazine and Best of LA's "Nutritionist/Dieticians" by CitySearch three years running. Koff appears regularly on national television programs, including Dr. Oz, Good Morning America Health, The Doctors, CNN, AOL and E!, and is the lead expert for the Huffington Post Living's 'Total Energy Makeover' with Ashley Koff RD.

Cynthia Sass is a three-time New York Times best selling author, columnist and freelance writer with master's degrees in both nutrition science and public health. A frequent national TV guest, she has appeared on The Today Show, Good Morning America, CBS This Morning, The Rachael Ray Show, The Martha Stewart Show, The Dr. Oz. Show, The Biggest Loser, Nightline, and many other programs. Cynthia is the former nutrition director at Prevention magazine and is now a contributing editor at SHAPE magazine, the sports nutrition columnist for Tennis magazine, and a contributing editor, columnist and the sole nutritionist for Athletes Quarterly, an exclusive publication for professional athletes. She's also on the advisory board of Martha Stewart's Whole Living, Taste of Home, and Healthy Cooking magazines. An in-demand freelance writer, Cynthia's articles and recipes have been published in many national magazines, including Good Housekeeping, Ladies' Home Journal, Family Circle, Self, Women's Health, Cooking Light and Every Day with Rachael Ray. Board Certified as a Specialist in Sports Dietetics, she has served as the nutrition consultant to three professional sports teams. She maintains a private counseling and consulting practice in New York City and Los Angeles.

Widespread acceptance of whole grains is facilitated by newspapers, magazines and websites that depict whole grains on every plate – or at least “half or more” of them. The journalists on our panel will explain how editorial decisions and photography choices made on both a personal and an institutional level can help create an atmosphere that encourages increased consumption of whole grains.

COOKING WITH WHOLE GRAINS – COOKING DEMO

KEITH CRUZAN, EXECUTIVE CHEF, CRUZAN CATERING

Chef Keith Cruzan has worked in the culinary industry since 1999. Starting out in chain restaurants, Keith soon discovered his passion for food and decided it was time to advance his career. Over the next several years, Chef Keith worked at various local staples such as Ruth's Chris, The Hilton Palacio Del Rio, Omni La Mansion in the Las Canarias and Pesca kitchens. After years in the restaurant business, Chef Keith decided to go back to school, earning his degree at the Le Cordon Bleu, Austin. He traveled to Europe where he studied under Michelin Star Chefs. It was while in London that he developed his passion for fresh ingredients, applying techniques to showcase the natural flavors of his ingredients.

Whether you work as a professional chef or a home cook for your family, the ability to present whole grains in delicious and attractive ways is key to convincing people to switch from refined grains to whole grains. In his cooking demo, Chef Keith will share many of the secrets he uses in his catering business – and explain how the same approaches can be adapted to cooking whole grains in schools or even at home.

STAMP SUCCESS STATISTICS

KAREN MANSUR, PROGRAM MANAGER, OLDWAYS & THE WHOLE GRAINS COUNCIL

Karen joined Oldways and the Whole Grains Council as Program Manager in August of 2011. As the primary contact person for the WGC, Karen helps prospective Members learn more about the WGC and ensures that all existing WGC Members enjoy a fulfilling and engaging partnership with the Council's many educational and outreach initiatives. Her creativity and organizational skills have been invaluable in making our first-ever Whole Grain Sampling Day, in April 2012, a success, and she also manages the annual Whole Grains Challenge, the WGC's special awards program for foodservice and schools. Before coming to Oldways, Karen developed her sales and marketing skills by working in a variety of different fields, from retail to inside sales to business development. But only here at Oldways has she found a way to infuse her true passion into her work – her love of good food and pure pleasure of cooking. A longtime believer in the saying “you are what you eat”, Karen enjoys reading cookbooks, learning about nutrition and experimenting with new ingredients.

Since our last conference in January 2011, the WGC has grown from 260 members to 342 members. Even more dramatically, the Whole Grain Stamp has made its way from 4,700 products in 21 countries to 7,600 products in 36 countries, becoming a worldwide standard for identifying whole grain products. In this session, Karen will review the dramatic growth of the Whole Grain Stamp program.

**THE PACE PICKS UP: WHOLE GRAIN STAMP HELPS CONSUMERS SWITCH
GIGI TWIST, OWNER/MANAGER, UPFRONT FOODS
TODD KLUGER, VP MARKETING, LUNDBERG FAMILY FARMS
MICHELLE TUCKER, MS, RD, SENIOR NUTRITION SCIENTIST, GENERAL MILLS**

Gigi Twist is Founder and Managing Member of Upfront Foods, LLC. Gigi received a BS in Education from Arkansas State University, then worked as a teacher and program director in Arkansas schools for nearly a decade. She followed this with seven years as President, Corporate Liaison and Director of an investment firm. Also active in local youth groups, Gigi brought together her love of people (especially kids!) and her business experience when she started her own company, Upfront Foods, in 2010.

Todd Kluger has been Vice President of Marketing for Lundberg Family Farms since 2009, after filling the same position at Roman Meal for three years. He has fifteen years of marketing experience in established corporations and start-up ventures, including Starbucks, PocketThis, The Essential Baking Company and The Essential Chocolate Company. Todd holds a BA in Marketing Communications from Washington State University, and also studied business at Nihon University in Japan. He has a passion for creating products that incorporate whole grains based in the health & wellness organic food category. He holds a strong belief that The Whole Grain Stamp has grown in importance and recognition over the years, and is still a very relevant and important communication tool for the consumer.

Michelle Tucker is a Senior Nutrition Scientist and Registered Dietitian at the General Mills Bell Institute of Health and Nutrition. She started her career at General Mills in 2005 shortly after General Mills' Big G division announced that all of its cereals contained at least 8 grams of whole grain per serving—the company's single biggest product improvement ever. Michelle has been working on whole grain initiatives during her entire tenure at General Mills. She has a passion for educating consumers and health professionals around the benefits of whole grain and believes the Whole Grain stamp is one of the tools they can easily use to help them make a whole grain choice. In her current regulatory role, Michelle continues to apply her passion for whole grain communication.

Whole Grains Council members use the Whole Grain Stamp and other promotional materials and activities of the WGC in a myriad of creative ways. In this panel, three WGC members – from three very different companies – will detail how the Stamp and our WGC resources helped them reach out to consumers and convey the benefits of whole grains.

WHOLE GRAINS IN AISLE 3: SUPERMARKETS PROMOTE WHOLE GRAINS
CAROLINE WHITBY PASSERRELLO, MS, RD LDN, MANAGER OF DIETITIAN
INITIATIVES, GIANT EAGLE
LETTY HOLMBO, MBA, RD, LD, CULINARY DIETITIAN, HEB

Caroline Passerello is a licensed and registered dietitian with B.S. degrees in Psychology and Clinical Dietetics and Nutrition from the University of Pittsburgh and a Masters Degree in Wellness and Human Performance from the University of Pittsburgh. Caroline began her career with Giant Eagle in 2008 as a retail dietitian and was promoted to manager in 2010. She has been instrumental in growing the dietitian presence within Giant Eagle and now oversees 20 in-store (retail) registered dietitians, and 1 Retail Dietitian Supervisor. She provides supervision and guidance to ensure the registered dietitian team meets their retail expectations and they continue to grow and develop as registered dietitians. In addition to her supervisory responsibilities, Caroline plays an integral role in developing the Health and Wellness Strategy for the entire company. She works closely with vendor partners and category managers to infuse health & wellness into existing store promotions to provide our customers with a choice when making a purchasing decision. Caroline is an active contributor in the community, serves on the local Dietetic Association and the Adagio Dietetic Internship board of directors, and enjoys being a mentor to dietetic interns.

Letty Holmbo has been a registered dietitian for more than 15 years. Her expertise includes helping clients who are at-risk for obesity and diabetes and those with food allergies and gluten intolerances. Prior to working as an H-E-B Culinary Dietitian Letty was a personal chef to busy families and helped develop many delicious and easy-to-follow recipes that appeal to even the pickiest of eaters. Letty has been a food marketing consultant and professional speaker for many community organizations, including: the San Antonio YMCA, San Antonio Food Bank, Autism Treatment Center, Southwest Children's Pediatric Clinic and the San Antonio homeschooling community. Letty received her B.S. at the University of Incarnate Word in San Antonio, Texas and her Executive Masters of Business Administration from the University of Texas in San Antonio.

A sea change has taken place in grocery stores in less than a decade. It's now commonplace for stores to have in-house dietitians, who offer store tours and health seminars, as well as shelf-labeling programs designed to promote consumption of healthier foods. Giant Eagle is a leader in this area, with a range of creative health and wellness programs. Caroline will detail some of these programs, including her chain's recent special events for Whole Grains Month.

CUISINE FOR HEALING
SUE AUSTIN, PRESIDENT, CUISINE FOR HEALING

Sue Austin has 30 years experience as a successful business owner in Fort Worth, Texas. With her background in business management, Sue took up the gauntlet as President of Cuisine for Healing (CFH) when Wendy Wilkie, the group's founder, passed away in August 2008 after a 10 year battle with cancer. The CFH Outreach Food Program, created in 2009, offers prepared, packaged and delivered CFH Certified Meals to lower-income home bound cancer patients in Tarrant County. Under Sue's leadership it has grown from the first delivery of 72 meals in February 2010 to over 700 meals a month and a total of 20,000 meals to date. There have been many benchmarks for this grassroots non-profit agency and all have been accomplished with support from the community and an all-volunteer staff. Sue's vision is to have the CFH Outreach Food Program grow to offer delicious, healthy meals across the state of Texas and then the United States.

The Cuisine for Healing (CFH) presentation is rich in the history of this non-profit's formation and its mission in the community: "A commitment to making nutritious, delicious food readily available to people combating disease while providing education about the power of healing food." The Cuisine for Healing Outreach Food Program provides two healthy, fresh meals per day for four to twelve weeks at no cost to qualifying patients. Meals carry the CFH U.S. Registered Certification Symbol, which guarantees that they have been researched, tested and customized to include nutrients that provide significant health benefits and to exclude ingredients that are harmful, in order to help those battling a life-threatening disease. Sue will include information about the role that whole grains play in healing, through CFH, and will share details about CFH's impact on the community served.

HUNGER BUSTERS: WHOLE GRAINS FOR HUNGRY KIDS **MARY BETH FICKEL, PROGRAM DIRECTOR, HUNGER BUSTERS**

Mary Beth Fickel is the Program Director for Dallas non-profit Hunger Busters, whose organizational mission is to provide a much-needed third meal of the day to food-insecure children. Mary Beth earned an MA in English from the University of Texas at Arlington, working in International Education and English instruction before coming to Hunger Busters. As Program Director for a small non-profit with big goals, she works in all aspects of the organization, from grant writing to volunteer and sponsor recruitment. Mary Beth gratefully serves alongside many generous people who are committed to improving the daily lives of disadvantaged Dallas children.

In 2000, Philip Romano and his wife Lillie created Hunger Busters as a charitable organization serving hungry people in Dallas. From the beginning, Hunger Busters has delivered sustenance to the people that need it, whether they are on the streets of Dallas or in the schoolroom. Beginning as a mobile, street-level feeding operation for homeless people, Hunger Busters has since expanded in size and scope, offering a often missed third meal of the day to underprivileged children. Today the organization operates in 11 Dallas schools, feeding over 150,000 meals each year. Hunger Busters has been increasing the whole grains served since 2007. Currently 30-40% of the breads they serve are whole grains; they're actively searching for more whole grain donations (including cookies!)

HEALTHY MAKEOVER FOR SAN ANTONIO FIREFIGHTERS **MARIA A WORLEY, RD, OWNER, SERVING SPOON CONSULTING**

Maria Worley holds a Bachelor's degree in Foods and Nutrition from Marshall University, a Masters in Business Administration from Boston University, and a Masters in Strategic Studies from the US Army War College. She retired as a Colonel after 25 years of service in the US Army. Maria is a registered and licensed dietitian and served as a clinician or chief operator for military hospital nutrition services in Missouri, Germany, Italy, Virginia, Kentucky and Texas. Her facilities and programs have been featured in professional and industry trade magazines. Her operational expertise and innovative approach to non-commercial hospital foodservice was key to her selection as the 20th Chief Dietitian of the US Army. In that role she developed an Army-wide retail and patient foodservice standardization program titled "Making it Fresh," designed to provide freshly prepared nutritious foods that improve the performance and healing of patients, Soldiers and other guests.

The leading cause of death for firefighters isn't smoke inhalation or other fire trauma: it's cardiovascular disease, since long periods of inactivity – often spent cooking and eating – are punctuated by sudden stressful exertion, fighting fires carrying huge loads of equipment. The San Antonio Fire Department has determined to do something about that risk by educating its firefighters about healthier foods, a program spearheaded by Maria Worley. She'll tell how the program came about, and how her work is changing attitudes, including the firefighters' attitudes toward whole grains.

WHOLE GRAIN-RICH FOR SCHOOLS

ANN HALL, MRE, RD, LDN, CDE, CNSC, NUTRITIONIST, USDA / FNS
BYRON SACKETT, CHILD NUTRITION DIRECTOR, LINCOLN COUNTY (NC)
SCHOOLS

COLEEN DONNELLY, CORPORATE CHEF K-12 SEGMENT, INDIAN HARVEST

Ann Hall is a nutritionist with the Child Nutrition Division, Food and Nutrition Service, USDA. Ms. Hall has over twenty-five years of experience in support of the USDA Child Nutrition Programs, and in community, clinical and administrative dietetics. Her experience includes technical assistance for Child Nutrition Programs, project lead on the Recipes for Healthy Kids Cookbooks, nutrition program operations, and employee training. Ann has served as a dietitian in the U.S. Army Reserves since 2001.

The final rule issued by USDA entitled Nutrition Standards in the National School Lunch and School Breakfast Programs updates the meal patterns for school lunches and breakfasts. These improvements to the meal patterns are an investment in our children's future. This session will review the grain requirements in the new meal patterns to include the minimum and maximum number of ounce equivalents for all grains offered, calculating ounce equivalents, the whole grain-rich requirement, and the implementation criteria.

Byron Sackett has been Director of Child Nutrition for Lincoln County (NC) Schools for the past two and a half years. Prior to entering the Child Nutrition field, Byron had a very successful run in the casual dining industry. His outside-the-box initiatives and innovative business strategies helped Byron gain recognition as a leader in innovative business/marketing strategies – skills he transferred into his role as a CN Director. During his time as director, the district has rolled out several countywide initiatives, including Universal Free Breakfast for all students. This initiative increased breakfast participation from the 20% range to over 50% on any given day. Not only is participation up, but the department's bottom line has seen substantial growth. Byron's team has been recognized as leaders in the Universal Breakfast movement, and he has been nominated for a National Foodservice Achievement Management Excellence (FAME) Rising Star award.

Byron Sackett will detail how his district began serving whole grains six years before the new mandates, and is now serving *only* grains that qualify as whole grain-rich. He's aware of both the challenges and successes involved in switching kids to more whole grains – and will share some pointers for how to grow a school meals program while serving healthier foods.

A 1996 graduate of The Culinary Institute of America, Coleen has an extensive career in professional kitchens as an executive chef and restaurant owner, and in classrooms as a chef-instructor. Her school career began in 2000 when she joined the Ross School team, overseeing the kitchen and managing the serving of 1,300 daily meals focusing on locally and sustainably grown ingredients. For the past several years, Donnelly, now based in the San Francisco Bay Area, has dedicated herself to shifting focus on food in the nation's public schools to a healthy, sustainable model utilizing scratch cooking. In her current role with Indian Harvest, Coleen works directly with school districts to develop whole grain solutions that fit within the rigid structure of school lunch.

Schools that participate in the National School Lunch Program face unique challenges. It's not enough for a manufacturer to have a great product if there is any scratch cooking involved. Schools need solutions from the vendor in addition to an understanding of the process behind feeding kids under the NSLP guidelines in order to utilize that product. Indian Harvest participates in boot camps and presentations designed to help schools find a place for whole grains in school lunch beyond pizza crusts and hamburger buns. We work one-on-one with districts to identify where our product fits best. We offer nutritional and menu component analysis for simple recipes that utilize commodity products and existing equipment. We also participate in the Let's Move Chefs to Schools program, which encourages Indian Harvest chefs to walk a mile in a school foodservice worker's shoes and experience firsthand what they face on a daily basis.

WHOLE GRAINS AND HEALTH: THE LATEST RESEARCH

PAUL JACQUES, DSc, SENIOR SCIENTIST AND DIRECTOR NUTRITIONAL
EPIDEMIOLOGY LAB, JEAN MAYER USDA HUMAN NUTRITION RESEARCH CENTER
AT TUFTS UNIVERSITY

KATHERINE SCHWACHTGEN, RD, INTERIM DIRECTOR, GRAINS FOR HEALTH
FOUNDATION

Paul Jacques has been a professor at Tufts University's Friedman School of Nutrition Science and Policy since 1982. Currently, he also serves as Director of Nutritional Epidemiology at the USDA's Human Nutrition Research Center at Tufts. Dr. Jacques received his D.Sc. in Epidemiology from the Harvard School of Public Health. His research focus includes flavonoids, B vitamins, whole grains, diet patterns and diet quality, and their relation to inflammation, insulin resistance, diabetes, and cardiovascular disease cognitive impairment.

Katherine Schwachtgen received her B.S. degree from the University of Minnesota and completed her dietetic internship with Iowa State University. Katherine is currently the Interim Director of the Grains for Health Foundation (GHF) after serving as an intern since 2010. Her responsibilities range from office management to strategic planning and networking to program development. Katherine is passionately working toward the vision of introducing healthier whole grain / grain-based foods into the marketplace to allow consumers to more easily meet dietary guidance.

Dr. Jacques will review the latest evidence for the health benefits of whole grains – from both epidemiological and intervention studies. He will present evidence in areas including cancer, diabetes, weight control, and cardiovascular disease. Ms Schwachtgen will offer a summary of future research directions, from the recent Whole Grain Summit 2012 hosted in May 2012 in Minneapolis by the Grains for Health Foundation.

NEW INGREDIENT IDEAS FOR WHOLE GRAIN PRODUCTS

MICHAEL HOLLEMAN, DIRECTOR OF CULINARY DEVELOPMENT, INDIAN HARVEST

BONNIE MATHEWS, CO-FOUNDER, FREEKEH FOODS

NATSUKI FUJIWARA, FOOD TECHNOLOGIST, NORTHERN CROPS INSTITUTE

SUE ANN CLAUDON, COMPLIANCE DIRECTOR, UNITED SORGHUM CHECKOFF
PROGRAM

PEGGY SUTTON, FOUNDER & PRESIDENT, TO YOUR HEALTH SPROUTED FLOUR CO.

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. Now Director of Culinary Development for Indian Harvest, Holleman focuses his attention on specialty heirloom rice, whole grains and legumes from around the world. He is a frequent presenter and educator on the health benefits of whole grains, and has been instrumental in promoting greater use of whole grains in foodservice operations.

Bonnie Matthews appeared on The Dr. Oz Show with her 120-lb weight-loss story, touting her healthy recipes using an ancient grain called freekeh as aids in her success. On the heels of that show, Dr. Oz invited Bonnie to be a Wellness Warrior blogger on his website, and she's been inspiring others about health food and fitness ever since. In partnership with Troy De Smet, a longtime leader in the organic grain industry, she created Freekeh Foods, a brand of roasted green wheat. Freekeh Foods is the first company to grow and manufacture this grain in the U.S. Bonnie's artistic background was instrumental in helping create the brand identity as well as the cookbook "30 Ways to Freekeh!" – a great tool to help inspire others to cook with this highly functional grain. Together, Troy and Bonnie hope to continue to expand their passion of healthy cooking and provide other nutrient dense freekeh products to the American consumer.

Natsuki Fujiwara holds a B.S. in food Science from North Dakota State University. At the Northern Crops Institute in Fargo, ND, she works as a food technologist, conducting quality analysis of northern grown crops with special focus on wheat, soybeans and barley. She also assists in the development of new products and processes utilizing these crops. Fujiwara currently works with NCI's food barley promotional project where she conducts short-term investigations on food barley use, to promote the health benefits of barley as an ingredient. As part of this effort, she provides technical solutions to food manufacturers on the quality and utilization of barley. She also travels as a consultant to promote food barley overseas, including in East Asia, to increase awareness of barley and its health benefits.

Sue Ann Claudon joined the United Sorghum Checkoff Program staff in 2009 as Compliance Director and now shares market development responsibilities. She comes to USCP from the dairy checkoff and an extensive career in the livestock industry. Sue Ann holds a B.S. in Animal Science from the University of Illinois. She currently resides in Burleson, Texas, near Fort Worth.

Peggy Sutton, Founder and President of To Your Health Sprouted Flour Co., started her business in her country kitchen six years ago, making sprouted breads for family and friends. Encouraged by the history of sprouted grains during a time of little heart disease and cancer, Peggy has developed her business into the industry leader in organic sprouted grains and flours. A veteran of marketing and operations in other industries, Peggy continues to hone her expertise to educate a modern society on the important role sprouted whole grains and flours play in a well-balanced diet for optimal health and vitality. She feels she is truly blessed to have the opportunity to share all the goodness of the time-honored tradition of sprouting.

When dietary advice says, "Eat more vegetables" we don't just eat carrots; we instinctively understand that a variety of choices provides a variety of nutrients. And yet, according to the USDA, wheat makes up more than 70% of the grain consumption in the U.S. Carrots and wheat are both good choices – but it's time to branch out, and discover some of the other options in the grain family. Our speakers will discuss the taste profiles, health benefits, and formulation characteristics of a range of different grains.

WHOLE GRAINS: A VISION FOR THE FUTURE

SARA BAER-SINNOTT, PRESIDENT, OLDWAYS

CYNTHIA HARRIMAN, DIRECTOR OF FOOD & NUTRITION STRATEGIES, OLDWAYS & THE WGC

See bios for Ms. Baer-Sinnott and Ms. Harriman in previous sessions above.

This session will pull together the main points from all conference sessions, offering a summary of important lessons learned about the health benefits of whole grains, and successful ways to influence consumer behavior toward healthier choices. With input from conference participants, this session will also offer a vision of where our collective efforts in support of whole grain should go from here, to continue the momentum.