

MAKE HALF YOUR GRAINS WHOLE CONFERENCE

April 20-22, 2009, Alexandria, VA

ROSTER OF SPEAKERS AND ORGANIZERS

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

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

Rob Birgfeld, Director of Audience Development, SmartBrief (Washington, D.C.)

Karen Cicero, Food and Nutrition Editor, Parents magazine (New York, NY)

Alison Clancy, Social Media Manager, Oldways (Boston, MA)

Connie Clifford, MA, Manager, Healthy Living Consumer Education, Hannaford (Scarborough, ME)

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

Joe Derochowski, Executive Director, The NPD Group, Inc. (Rosemont, IL)

Becky Domokos-Bays, PhD, RD, SNS, Director, Food and Nutrition Services, Alexandria City Public Schools (Alexandria, VA)

Jon M. Faubion, PhD, Singleton Professor of Cereal and Baking Science, Department of Grain Science, Kansas State University (Manhattan, KS)

Mark Furstenberg, Baking Consultant, Remarkable Bread (Washington, DC)

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

Daniel Giusti, Executive Chef, 1789 Restaurant (Washington, DC)

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

Danielle Hollar, PhD, MS, MHA, Research Advisor, Institute for Obesity Research and Evaluation, AgriLIFE Research, Texas A&M University System (Miami, FL)

Julie Miller Jones, PhD, CNS, LN, Distinguished Scholar and Professor Emeritus, College of St. Catherine (St. Paul, MN)

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

Lisa Mancino, PhD, Economist, Economic Research Service, United States Department of Agriculture (USDA) (Washington, D.C.)

Morten Strunge Meyer, Cand.Brom, Project Manager, Danish Cancer Society; Vice Chair, Danish Whole Grains Campaign (Copenhagen, Denmark)

Jill Patterson, RD, Resident Dietitian, Chartwells School Dining Services, K-12 (Newton, CT)

Tom Payne, Director of Marketing, King Arthur Flour Company (Norwich, VT)

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

Kyle Potvin, Principal, Splash Communications, LLC (Hampstead, NH)

Erika Ross, Executive and Program Assistant, Oldways (Boston, MA)

Margie Saidel, MPH, RD, LDN, National Director of Nutrition, Chartwells School Dining Services (Rye Brook, NY)

Lorna Sass, PhD, Author, Whole Grains for Busy People (New York, NY)

Joel Schaefer, CCC, CHT, Culinary Nutrition Instructor (Winter Garden, FL)

Cathy Schuchart, Senior Vice President, Child Nutrition and Policy Center, School Nutrition Association (Alexandria, VA)

Rosie Schwartz, RD, Consulting Dietitian and Author, The Enlightened Eater's Whole Foods Guide (Toronto, Ontario)

Cary Silvers, Director of Consumer Insights, Rodale (New York, NY)

Serena Suthers, MS, SFS, RD, Director, School Food and Nutrition Services, Prince William County Schools (Manassas, VA)

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

Nadine Thomas, Executive Chef, Westin Alexandria Hotel (Alexandria, VA)

Paulette J. Thompson, MS, RD, LN, Manager, Health and Wellness, Stop & Shop Supermarkets / Giant Food (Landover, MD)

Lori A. Tubbs MS, RD, CSSD, Nutrition Program Manager and Human Performance Program, Naval Special Warfare (Norfolk, VA)

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

SUPERMARKETS PANEL: ARE HALF OUR GRAINS WHOLE? A STATUS REPORT
TUESDAY, APRIL 21, 8:30 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.

Supermarkets can play a key role in encouraging consumers to make half their grains whole, by making wide range of delicious whole grains available. Our supermarket panel will reveal the findings of our recent survey of a typical supermarket, then explore some of the factors that determine which whole grain products groceries carry, and how they educate their shoppers about making healthier choices.

KARA BERRINI, PROGRAM MANAGER, WHOLE GRAINS COUNCIL / OLDWAYS (BOSTON, MA)

WHAT CONSUMERS STILL DON'T KNOW ABOUT WHOLE GRAINS
TUESDAY, APRIL 21, 1:30 PM

Kara joined Oldways and the Whole Grains Council as Program Manager in July of 2007. Before joining Oldways, she spent two years working for a guitar company and more than five years with an energy marketing and trading company, both located in Boston. She has also traveled extensively, having visited nearly all 50 U.S. states and eight foreign countries to date. Highlights include a two-week trip across northern and central Italy culminating in a visit to Torino for the 2006 Slow Food Festival, as well as a two-week Oldways culinaria to Morocco in December of 2008 to explore the food and culture of Marrakech and Fez. She believes in a "try anything once" approach to life, as can be seen in her career choices, and especially loves trying new food while dining out and cooking new recipes at home. Kara received her BFA in Writing and Literature from Emerson College in Boston, MA.

The Whole Grains Council fields questions daily by phone and Email, giving us a unique and in-depth perspective on the (sometimes surprising) misconceptions about whole grains that persist in Americans' minds. In this animated and interactive session, we will share some of these questions and misconceptions, so that all of us – whether we work in marketing, government policy, or health promotion – can better craft our messages in a way that cuts through the confusion and helps increase whole grain consumption.

ROB BIRGFELD, DIRECTOR OF AUDIENCE DEVELOPMENT, SMARTBRIEF (WASHINGTON, D.C.)

SOCIAL MEDIA: NEW WAYS TO REACH CONSUMERS
TUESDAY, APRIL 21, 2:50 PM

Rob Birgfeld is Director of Audience Development at SmartBrief, where he is responsible for all reader growth and online marketing initiatives. Before joining SmartBrief, Rob worked as Director of Online Marketing and Communications at both the National Restaurant Association and at the American Diabetes Association, and spent time at the Grocery Manufacturers' of America (GMA) – jobs that gave

him a solid understanding of issues important in spreading food and health messages. He has also worked at The New York Times and at Vault.com. A graduate of Syracuse University, Rob is a firm believer in social media as a primary growth channel and writes about his experiences on SmartBlogs.com/socialmedia.

Consumers increasingly turn to the internet for information about everything – including products and health. This means the landscape has changed dramatically for all of us trying to communicate with consumers, whether we are food manufacturers, health professionals, or government policymakers. But social marketing is fundamentally different from yesterday's marketing through newspapers, magazines and TV, and has its own advantages and pitfalls. In this session, Rob Birgfeld will outline the basics of today's new social media tools, then take us online as he demonstrates examples of how anyone, in any profession, can get started with social media. Bring your questions for this live and lively session.

KAREN CICERO, FOOD AND NUTRITION EDITOR, PARENTS MAGAZINE (NEW YORK, NY)
MEDIA PANEL: ARE HALF OUR GRAINS WHOLE? A STATUS REPORT
TUESDAY, APRIL 21, 9:00 AM

Karen Cicero is Food and Nutrition Editor of Parents magazine, the nation's leading parenthood publication with 15.6 million readers. In that role, she oversees all the magazine's food coverage, trying to make it healthy, convenient, and fun. Before coming to Parents, Cicero was Food and Nutrition Director at Child magazine for seven years. She has written for dozens of magazines, including Fitness, Prevention, and Shape. She is co-author of the book Kitchen Counter Cures. She lives in Bethlehem, PA, with her two toughest recipe critics—her husband and 6-year-old daughter.

Magazines that feature recipes and food articles can go a long way in shaping our ideas of what's normal and customary – which means it's more likely consumers will “make (at least!) half their grains whole” if they see whole grains equally represented on the pages of magazines. Our Media Panel will review the results of our recent media survey, then discuss the issue of how magazines decide what types of foods to feature, and in what forms.

CONNIE CLIFFORD, MA, MANAGER, HEALTHY LIVING CONSUMER EDUCATION, HANNAFORD (SCARBOROUGH, ME)
SUPERMARKETS PANEL: ARE HALF OUR GRAINS WHOLE? A STATUS REPORT
TUESDAY, APRIL 21, 8:30 AM

*Connie Clifford has worked for Hannaford for over seven years, three in her current role. She is devoted exclusively to working with Hannaford's consumers in helping to educate them in the products sold at the supermarket so they can make informed choices each time they come into the store. She manages the dietitians Hannaford has working in their retail stores and promotes their educational programs. Together, the Hannaford RDs teach over 100 **free** healthy living classes per month and attend numerous community events as well as invite the community into our store to take advantage of the free healthy store tours Hannaford offers. This year, Connie is very happy to welcome vendor sponsorships as part of the program. This dimension of the program has given the RDs out in retail more tools with which they can educate people on living a healthy life.*

Supermarkets can play a key role in encouraging consumers to make half their grains whole, by making wide range of delicious whole grains available. Our supermarket panel will reveal the findings of our recent survey of a typical supermarket, then explore some of the factors that determine which whole grain products groceries carry, and how they educate their shoppers about making healthier choices.

JOE DEROCHOWSKI, EXECUTIVE DIRECTOR, THE NPD GROUP, INC. (ROSEMONT, IL)
KEYNOTE - WHOLE GRAIN CONSUMPTION: ARE WE MAKING A DENT?
MONDAY, APRIL 20, 3:30 PM

Joe Derochowski, Executive Director for The NPD Group – Food and Beverage Services, has been following behavioral trends for the past 11 years on a wide variety of food and beverage categories for nearly every major manufacturer from the unique perspective of what people do rather than what they say they do. Mr. Derochowski has spoken at food conferences and is quoted in leading periodicals and daily newspapers regarding how people eat, their dieting behavior, and food safety concerns.

Mr. Derochowski received his undergraduate degree from GMI Engineering & Management Institute and an MBA from Michigan State University. Prior to working for The NPD Group, he worked for General Motors Parts, AT&T, and Procter & Gamble. He is married with one child and makes his home in Chicago, Illinois.

Are we eating more or fewer whole grains? Are we meeting the recommendations of the Dietary Guidelines? Are there other macro issues that need to be thought about as you develop programs to help consumers eat more whole grains? Using proprietary data from NPD Group's National Eating Trends survey, this talk will answer these questions and provide a platform to leverage on consumer behavior throughout the conference.

BECKY DOMOKOS-BAYS, PHD, RD, SNS, DIRECTOR, FOOD AND NUTRITION SERVICES,
ALEXANDRIA CITY PUBLIC SCHOOLS (ALEXANDRIA, VA)
HOT TOPICS INFO-RECEPTION: SCHOOLS EXPERT
MONDAY, APRIL 20, 4:30 PM

Since 1978 Becky has been active in the non-commercial segment of the food service industry. She has worked as administrative dietitian, instructor and assistant professor at Virginia Tech, as an operations supervisor in Food and Nutrition Services in Fairfax County Public Schools and for the past six years as food and nutrition services director in Alexandria City Virginia Public Schools. Alexandria City has been named a District of Excellence in School Nutrition by the School Nutrition Association under Becky's tenure. The district was the recipient of the 2007 Best Kid's Menu in America recognition by Restaurant and Institutions Magazine. Becky has consulted for various businesses, among them Paramount King's Dominion. Becky has been involved with dietetic internships in one way or another for nearly 25 years, writing programs, sponsoring or mentoring. She is a member of the School Nutrition Association and the School Nutrition Association of Virginia, American and Virginia Dietetic Associations, Action for Healthy Kids, Partnership for Healthier Alexandria, Virginia Department of Agriculture Advisory Panel, Alliance for School Foodservice Leadership, and the Alexandria Food Safety Advisory Council. She is a past President of SNA-VA, and currently serves as the Southeast representative on SNA's Nutrition Committee.

Becky received her Bachelor of Science degree in dietetics from Marshall University, Master of Science in Human Nutrition and Foods from Virginia Tech, and a PhD in Adult and Continuing Education from Virginia Tech. She has two adult children.

Schools play a key role in setting food habits that can determine the life-long health of our kids. Talk to awarding-winning school foodservice director Becky Domokos-Bays during our Hot Topics Info-Reception to learn more about the issues schools face in trying to provide appealing nutritious meals for kids from a variety of backgrounds, and with a variety of special-needs diets – all on a very limited budget.

JON M. FAUBION, PHD, SINGLETON PROFESSOR OF CEREAL AND BAKING SCIENCE,
DEPARTMENT OF GRAIN SCIENCE, KANSAS STATE UNIVERSITY (MANHATTAN, KS)
CHALLENGES AND OPPORTUNITIES WITH WHOLE GRAIN INGREDIENTS
TUESDAY, APRIL 21, 10:30 AM

Dr. Jon Faubion is the Charles Singleton Professor of Cereal and Baking Science in the Department of Grain Science at Kansas State University. The author or co-author of over 75 refereed publications and seven book chapters, Dr. Faubion has served as Editor-in-Chief of the journal CEREAL CHEMISTRY. In addition to a 21-year academic career, he has served as Director of Applied Research & Sensory Science for The Schwan Food Company and as Director of Scientific Services for the American Association of Cereal Chemists. His research focuses on processing and ingredient functionality/quality in cereal food systems.

At the industrial level, the shift from products based upon refined (white) flours to those based upon whole grain cereals is often misperceived as a simple one-for-one substitution. In fact, that shift can entail obligate modifications at nearly every stage of production from the formula itself, to ingredient handling, through baking. The degree (severity) of the changes (as well as the number of changes required) depends, among other factors, on the degree of replacement, the nature of the “replacing ingredient,” and the product itself. Inevitably, some of those modifications will compromise line efficiency, add additional cost to the product, or both. None of those three circumstances warm the hearts of product marketing or corporate accounting staffs. This presentation will illustrate a number of the challenges in making the shift to whole grain or whole grain-containing products, using yeast leavened breads as the model.

MARK FURSTENBERG, BAKING CONSULTANT, REMARKABLE BREADS (WASHINGTON, DC)
RESTAURANT PANEL: ARE HALF OUR GRAINS WHOLE? A STATUS REPORT
TUESDAY, APRIL 21, 9:30 AM

Mark Furstenberg is one of America’s premier bread bakers and experts. Based in Washington, D.C., he founded Marvelous Market in 1990 and the Bread Line in 1997. He has helped to open a number of other bakeries, including three Bouchon Bakeries, affiliated with Chef Thomas Keller’s French Laundry. A good deal of his consulting now relates to healthy eating, including more creative uses of whole grains, nuts, and legumes. With his company Remarkable Breads, he consults with a range of companies including ConAgra, Legal Seafoods, Fairways Markets in New York, and the World Bank. Twice nominated for a James Beard Award, Mark was instrumental in launching the CIA at Greystone’s artisan bread program and has participated in many CIA conferences over the years. He is currently writing two books, one devoted to breads and the other to breakfast, and is at work on plans for a new bakery of his own, serving lots of whole grains breads!

Only about one-fifth of the whole grains eaten in the U.S. are eaten away from home, according to the USDA. Although whole grains are not ubiquitous in restaurants, the tide is beginning to turn both in fine dining restaurants and in major chains. This panel will review the Whole Grains Council’s latest survey of chain restaurants, which found an encouraging move toward whole grains, and will discuss issues considered by restaurants when deciding what sorts of foods to serve.

K. DUN GIFFORD, JD, SECRETARY / TREASURER, WHOLE GRAINS COUNCIL;
PRESIDENT AND FOUNDER, OLDWAYS (BOSTON, MA)

WELCOME AND OPENING REMARKS

CONCLUDING REMARKS

MONDAY, APRIL 20, 3:00 PM; WEDNESDAY, APRIL 22, 11:45 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.

DANIEL GIUSTI, EXECUTIVE CHEF, 1789 RESTAURANT (WASHINGTON, DC)

RESTAURANT PANEL: ARE HALF OUR GRAINS WHOLE? A STATUS REPORT

TUESDAY, APRIL 21, 9:30 AM

Daniel Giusti was named Executive Chef of Washington's historic landmark 1789 Restaurant (a Clyde's Restaurant Group property) in June 2008, after working as chef de partie at Restaurant Guy Savoy, the popular French restaurant situated in Las Vegas's Caesars Palace. Prior to this position, he served as sous chef under former 1789 Restaurant Chef Nathan Beauchamp from January 2007 to August 2007. His culinary career also includes experience in some of Washington's elite kitchens including the historic Old Ebbitt Grill and Clyde's of Gallery Place, as well as in Italy at the Michelin one-star Ristorante Pinocchio in Piedmont under Chef Piero Berinotti. No stranger to Clyde's Restaurant Group, Giusti honed his culinary skills at the original Clyde's of Georgetown where he began his culinary career at age 15 as a prep cook.

Chef Giusti earned a culinary degree from the Culinary Institute of America in 2004, and conducted an externship under critically acclaimed chef Charlie Palmer at Aureole in New York. From April to August 2004, Giusti also spent time in Jesi, Italy, where he took additional culinary classes with a Slow Food program to become a master of regional Italian cooking and further his involvement with the Slow Food movement. Born in New Jersey, Giusti enjoys spending his free time playing soccer and traveling throughout Europe with family and friends.

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CYNTHIA HARRIMAN, DIRECTOR OF FOOD AND NUTRITION STRATEGIES, WHOLE GRAINS COUNCIL AND OLDWAYS (BOSTON, MA)
RESTAURANT PANEL: ARE HALF OUR GRAINS WHOLE? A STATUS REPORT
TUESDAY, APRIL 21, 9:30 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.

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DANIELLE HOLLAR, PHD, MS, MHA, RESEARCH ADVISOR, INSTITUTE FOR OBESITY RESEARCH AND EVALUATION, AGRILIFE RESEARCH, TEXAS A&M UNIVERSITY SYSTEM (MIAMI, FL)

WHY WHOLE GRAINS MATTER TO KIDS' HEALTH
WEDNESDAY, APRIL 22, 9:30 AM

Danielle Hollar is Research Advisor for the Institute for Obesity Research and Evaluation at AgriLIFE Texas A&M University, and Voluntary Assistant Professor of Medicine at the University of Miami School of Medicine. She has written articles published in journals including Archives of Internal Medicine, American Heart Journal, Journal of Cardiovascular Pharmacology and Therapeutics, Public Administration Review, among others; and has presented research at meetings of American Heart Association, American College of Cardiology, American Academy of Pediatrics, School Nutrition Association, Obesity Society, among others. Dr. Hollar is Principal Investigator of the Healthier Options for Public Schoolchildren (HOPS) Study and Program taking place in seven states including almost 40,000 children. HOPS, in its fifth year, shows good, healthy results including improvements in BMI percentiles, blood pressure measures, and academic achievement (test scores) of elementary-aged children.

Despite increasing attention to the importance of consuming whole grain foods, and the increasing availability of food items containing whole grains, too many young children do not consume this nutritious staple. Schools can play a crucial role in improving the health of children. And, because children and adolescents generally attend school five days per week throughout most of the calendar year, and schools in the United States are located in communities of every socioeconomic, racial, and ethnic group, they provide ideal locales for nutrition-related interventions. In addition to academic skills, students also learn cultural expectations and social norms that strongly influence eating behaviors. The importance of this arena for cultivating sound nutrition habits is especially strong for children in low-income communities who often receive a significant proportion of their daily nutrition requirements at school through the United States Department of Agriculture (USDA) National School Lunch Program (NSLP).

Nutrition programming that links education for young children with the foods they are served in the cafeteria – such as The OrganWise Guys Foods of the Month Club which features whole grains as the first item profiled each school year – provide much promise for successful behavior change regarding eating practices. This presentation will share results of the quasi-experimental study upon with the model

is based, including a discussion of significant improvements in kids' weight and blood pressure measures, as well as academic achievement, and nutrition analyses highlighting the impact of increased amounts of whole grains on school menus. School-led, community-wide, obesity prevention programming including diverse partners (schools, USDA feeding and education programs, University Extension, private and corporate funders, among others) can realize healthy change, including increased consumption of nutritious whole grains.

JULIE MILLER JONES, PHD, CNS, LN, DISTINGUISHED SCHOLAR AND PROFESSOR EMERITUS OF NUTRITION SCIENCE, COLLEGE OF ST. CATHERINE (ST. PAUL, MN)
KEYNOTE – WHOLE GRAINS AND HEALTH: THE LATEST RESEARCH
MONDAY, APRIL 20, 4:00 PM

Julie Miller Jones held the 3M Endowed Chair in Sciences at the College of St. Catherine, in St. Paul, Minnesota. An experienced educator, Dr. Jones has three times been voted the “Outstanding Faculty Award” at CSC, as well as the Myser Award for faculty who “make a difference in people’s lives.” Her research interests include whole grains and health, food safety and womens’ issues, including body image and osteoporosis. She is a past president of both the American Association of Cereal Chemists and of the Nutrition Division of the Institute of Food Technologists.

Since the deliberations of the last Dietary Guidelines Advisory Committee in 2003-2004 and the release of the 2005 Dietary Guidelines for Americans, a great many studies have been published that deepen our knowledge of the health benefits of whole grains – while raising new questions for future research. In this session, Julie Miller Jones will review a selection of the most interesting new studies, and discuss these findings in relation to dietary guidance.

PAUL J. LYNCH, EXECUTIVE CHEF, FIRELAKE GRILL HOUSE AND COCKTAIL BAR, RADISSON PLAZA HOTEL (MINNEAPOLIS, MN)
HOT TOPICS INFO-RECEPTION: ON THE MENU EXPERT
MONDAY, APRIL 20, 4:30 PM
WHOLE GRAIN COOKING DEMONSTRATION
TUESDAY, APRIL 21, 11:30 AM

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 Bon Appétit, Minnesota Monthly, Midwestern Living and Minneapolis St. Paul magazine.

Chef Paul is an unabashed champion of whole grains, waxing lyrical about their potential to expand the palette (and palate!) of flavors available to smart chefs. Bring him your questions about whole grains in fine dining, during our Hot Topics Info-Reception – and make sure to ask how his customers react to his many whole grain dishes like multi-grain breakfast pudding, faro risotto, whole grain pilaf “haute” dish, and oatmeal brulée.

LISA MANCINO, PHD, ECONOMIST, ECONOMIC RESEARCH SERVICE, UNITED STATES DEPARTMENT OF AGRICULTURE (USDA) (WASHINGTON, D.C.)

GETTING CONSUMERS TO EAT MORE WHOLE GRAINS: THE ROLE OF PRICE, POLICY, AND PRODUCT AVAILABILITY

TUESDAY, APRIL 21, 11:00 AM

Lisa Mancino is an Economist for the Economic Research Service of USDA. She conducts research on food consumption, diet and health outcomes with a focus on the behavioral economics of food choice. Her research has covered topics including how behavioral economic concepts could be used to improve diet quality within food assistance programs, the influence of nutrition education programs and dietary guidelines on whole-grain purchases, and the effect of food away from home on diet quality.

The 2005 Dietary Guidelines were unique because they offered quantitative recommendations for consumption of whole grains. This presentation examines the hypothesis that the changed recommendations were responsible for the recent increase in retail sales and consumption of whole-grain food products. We find that release of the Dietary Guidelines and related media attention did increase availability and sales of whole-grain foods. A large impact on consumption occurred through reformulation of existing products, most likely induced by competition among food suppliers. This study reveals the key role product reformulation plays in inter-firm competition and in realization of dietary changes recommended by public policy.

MORTEN STRUNGE MEYER, CAND.BROM, PROJECT MANAGER, DANISH CANCER SOCIETY; VICE CHAIR, DANISH WHOLE GRAINS CAMPAIGN (COPENHAGEN, DENMARK)
WHOLE GRAINS GO WORLDWIDE: TRADING INFORMATION INTERNATIONALLY
TUESDAY, APRIL 21, 3:50 PM

Morten Meyer holds a Masters degree in Nutrition and Food Science (Cand.Brom) from the Royal Veterinary and Agricultural University in Copenhagen. He is co-founder and Vice Chairman of the Danish fruit and vegetable campaign called '6 A Day', and he headed the 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. Morten and his group do research and lobby work to make healthy choices easier through collaboration with food industry, retailers, government and other NGO's. Whole grains, school fruit, whole foods, canteen take-away, better food labeling, and improving the built environment to fight inactivity are important issues. He is a frequent presenter at national and international conferences and is associated with the European Healthgrain project.

Inspired by the Whole Grains Council, a sister campaign was launched in Denmark in January 2009 as a true public-private partnership involving health- and patient organizations, business, government, retail and the trade. Government provided an official whole grain recommendation of 75 grams per day. Researchers calculated new national data for whole grain intake. A social anthropology study on attitudes towards whole grains revealed cultural short cuts to increasing consumption. A new logo and rules for using it was developed and the campaign was launched on January 3, 2009.

Campaign strategies focus on increasing whole grain availability, product innovation, communication and the creation of new norms. A monitoring system is in place, and Morten will share the first results. He will also present a useful tool for trading experience between whole grain campaigns internationally.

JILL PATTERSON, RD, RESIDENT DIETITIAN, CHARTWELLS SCHOOL DINING SERVICES
K-12 (NEWTOWN, CT)

PANEL: WHAT SCHOOLS WANT WHOLE GRAIN MANUFACTURERS TO KNOW
WEDNESDAY, APRIL 22, 10:35 AM

Jill is passionate about working with children and improving the quality of people's lives through nutrition and fitness. Prior to working as a resident dietitian for Chartwells, Jill spent 11 summers working at a children's day camp and 6 summers teaching tennis lessons through Parks and Recreation in Kennebunk, Maine. As a Chartwells resident dietitian for the K-12 education division, she coordinates the development of the lunch menus, researches new products to incorporate into the lunch menu offerings, assists parents with students who have special dietary needs, develops and implements nutrition education programs through wellness events, presentations, classroom nutrition/physical education programs. She has been involved with the Newtown, CT School District Wellness Committee and with the development of the Newtown Health (Healthy Bodies) Curriculum.

Jill graduated from the University of Connecticut's Coordinated Program in Dietetics through the School of Allied Health. In addition to being a registered dietitian, Jill is a certified fitness instructor and certified personal trainer through the Aerobics and Fitness Association of America. She also holds a certificate in childhood and adolescent weight management through the American Dietetic Association (ADA).

Our Schools Panel will share results from the WGC's new survey of school foodservice directors, then ask two award-winning foodservice professionals to share their thoughts about how manufacturers and government policymakers could best support schools in their efforts to serve more whole grains. Are the right products available? At the right price? Are government policies and funding adequate to the task of making sure our kids get the good food they need for healthy bodies and sharp minds?

TOM PAYNE, DIRECTOR OF MARKETING, KING ARTHUR FLOUR COMPANY
(NORWICH, VT)

PANEL: WHOLE GRAIN PROMOTIONS THAT WORK
TUESDAY, APRIL 21, 3:20 PM

Tom Payne has worked in food marketing since 2000. Since joining King Arthur Flour Company two years ago, Tom has assumed a broad range of marketing and education functions. He is responsible for the company's events and outreach including the National Baking Class program, Life Skills Bread Baking Program and most recently the Baking Education Center, King Arthur Flour's baking school. He has served on the board of directors of the Home Baking Association since 2001, twice serving as its President. Prior to working in the food industry, Tom was an educator.

Baking is a great hands-on way for kids to learn math, science, and cultural traditions, all while having fun. Through the Life Skills Bread Baking Program, King Arthur Flour has taught more than 90,000 school children how to bake bread. In turn, they have shared this bread with shelters for the homeless and local food kitchens. King Arthur Flour provides the Life Skills Bread Baking Program free of charge to schools in the Northeast and Midwest regions. Each 50-minute assembly - a fun combination of baking science, technique and bread-making know-how - provides everything necessary for each pupil to make two loaves of bread at home: all-purpose and white whole wheat flour, yeast, a recipe booklet, and even bread bags and twist ties. Pupils keep one loaf to enjoy at home and bring the other back to school to donate to a community organization chosen by the school.

ROBERT C. POST, PHD, MED, MSC, ACTING EXECUTIVE DIRECTOR / DEPUTY DIRECTOR, CENTER FOR NUTRITION POLICY AND PROMOTION (CNPP) (ALEXANDRIA, VA)
THE ROLE OF GOVERNMENT IN PROMOTING HEALTH AND WHOLE GRAINS
WEDNESDAY, APRIL 22, 8:30 AM

Since June 2007, Dr. Robert C. Post has been the Deputy Director of USDA's Center for Nutrition Policy and Promotion (CNPP). As the senior administrative official in the Agency, he is an advisor to the Under Secretary for Food, Nutrition, and Consumer Services, representing the Department in matters related to nutrition policy and guidance. The two primary objectives of CNPP are to advance and promote dietary guidance for all Americans and to conduct applied research and analysis in nutrition and consumer economics. In this position, Dr. Post is responsible for overseeing the planning, development, review, and promotion of the 2010 Dietary Guidelines for Americans, the MyPyramid food guidance system, and programs, including the Healthy Eating Index, the USDA Food Plans, and the cost of raising a child.

Dr. Post joined CNPP with over 25 years of experience in food and agriculture public policy, food production, nutritional science, food marketing, and public health communications and education. Dr. Post dedicates his career experiences to creating innovative promotional and outreach programs that help Americans make small steps toward improved dietary behaviors where they shop, work, play, and prepare foods.

Dr. Post came to the Center after 11 dynamic years as the Director of USDA's food labeling policy program in the Food Safety and Inspection Service (FSIS), developing and communicating national policies in the area of food, nutrition, and health claims labeling; food standards; and food ingredients used in the production of meat, poultry, and egg products distributed in domestic commerce and exported to the United States.

Currently, Dr. Post is also an adjunct member of the Nutrition and Food Science Department of the University of Maryland, instructing courses in food laws and policy, and food industry quality control. He 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 in 1978.

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.

KYLE POTVIN, PRINCIPAL, SPLASH COMMUNICATIONS, LLC (HAMPSTEAD, NH)
MEDIA PANEL: ARE HALF OUR GRAINS WHOLE? A STATUS REPORT
TUESDAY, APRIL 21, 9:00 AM

Kyle works closely with Oldways to create and communicate important health messages designed to help change the way people eat. She has spent much of her 20 years in the PR industry promoting food and nutrition. Over the years she has worked with familiar brands such as Domino's Pizza, National Starch Food Innovation, Jersey Mike's Subs, Bertolli Olive Oil, Russell Stover Candies, H.J. Heinz and more. Her articles on PR and communications have appeared in Brandweek, PR Tactics, About.com, O'Dwyer's PR Services Report and Women's Business Boston, among others. She is the co-author of Kitchen Science (Houghton Mifflin Company) and currently blogs about creativity and fresh thinking at www.splashllc.com/blog. A graduate of the University of Connecticut, Ms. Potvin received a B.A. in English and French. Her undergraduate education includes a year at the Université de Haute Normandie in Rouen, France.

Magazines that feature recipes and food articles can go a long way in shaping our ideas of what's normal and customary – which means it's more likely consumers will “make (at least!) half their grains whole” if they see whole grains equally represented on the pages of magazines. Our Media Panel will review the results of our recent media survey, then discuss the issue of how magazines decide what types of foods to feature, and in what forms.

MARGIE SAIDEL, MPH, RD, LDN, NATIONAL DIRECTOR OF NUTRITION, CHARTWELLS SCHOOL DINING SERVICES (RYE BROOK, NY)
SERVING WHOLE GRAINS KIDS WILL ENJOY
WEDNESDAY, APRIL 22, 1 1:30 AM

Margie is a Registered Dietitian, holds a Masters degree in Public Health from Boston University and a Certificate of Child and Adolescent Weight Management from the American Dietetic Association. She has more than 20 years of experience in the child nutrition and food service industries. As the Chartwells national director of nutrition for the K-12 education division, she develops the strategic approach to child nutrition for approximately 600 school districts. Her specific accomplishments include authoring the award winning Chartwells Balanced Choices program, creating the Chartwells Child Nutrition Advisory Council, and coordinating the Chartwells corporate social responsibility platform.

Some would say that school Breakfast and Lunch programs have become the lightning rod for all that is wrong in the world of child and adolescent health and wellness and the pressure is on! Chartwells has met the challenge with innovative recipes, products and menus that appeal to students while keeping expenses in line and wellness a priority. Come and learn how to serve whole grains kids will enjoy!

LORNA SASS, PHD, AUTHOR, WHOLE GRAINS FOR BUSY PEOPLE (NEW YORK, NY)
HOT TOPICS INFO-RECEPTION: WHAT'S INSIDE EXPERT
MONDAY, APRIL 20, 4:30 PM
WHOLE GRAIN COOKING DEMONSTRATION
TUESDAY, APRIL 21, 1 1:30 AM

Lorna Sass is the author of 15 cookbooks and brings years of experience to her culinary adventures with whole grains. Lorna's Whole Grains Every Day, Every Way (Clarkson Potter, 2006) won the coveted James Beards Award in the healthy focus category. Her innovative recipes "prove that incorporating whole grains into the diet can be downright decadent," according to a rave review in Publisher's Weekly. Her follow-up volume, Whole Grains For Busy People (Clarkson Potter, 2008) has already developed a loyal following. In addition to writing numerous vegan cookbooks, she is considered the country's leading

*authority on pressure cooking, and her ground-breaking *Cooking Under Pressure* revived America's interest in this fast, wholesome cooking technique. Lorna holds a PhD in medieval literature from Columbia University and has also written four cookbooks based on historical recipes. For further information, visit www.lornasass.com or check her blog www.lornasassatlarge.wordpress.com.*

Today's new products are using a wide variety of deliciously different whole grains, to provide an experience very different from the dense, impenetrable products of two or three decades ago. Award-winning cookbook author Lorna Sass will be available during our Hot Topics Info-Reception to answer all your questions about the different flavors and textures of all these grains. Got questions about quinoa? Need recipes for rye? Seeking suggestions for serving sorghum? Lorna has cooked with all of these grains, and would love to brainstorm with you.

JOEL SCHAEFER, CCC, CHT, CULINARY NUTRITION INSTRUCTOR
(WINTER GARDEN, FL)

HOT TOPICS INFO-RECEPTION: GLUTEN-FREE EXPERT

MONDAY, APRIL 20, 4:30 PM

WHOLE GRAIN COOKING DEMONSTRATION

TUESDAY, APRIL 21, 11:30 AM

Joel Schaefer is a graduate of the California Culinary Academy, a Certified Chef de Cuisine with the American Culinary Federation, and a Certified Hospitality Trainer with the American Hotel and Lodging Educational Institute. He has been a guest speaker, an emcee, and a culinary demonstrator for various events and organizations such as The Gluten-Free Culinary Summit, the American Culinary Federation, the National Restaurant Association and a Whole Foods, Celiac Support Group. Joel is an instructor of Healthy Cuisine and Culinary Nutrition at Valencia Community College in Orlando, Florida. His research interests include nutritious foods, health and exercise, and products that meet the needs of Guests with food allergies and intolerances.

With 1 in 133 Americans diagnosed with Celiac Disease and many more with gluten sensitivities, there is a need for alternative whole grains in the American diet. Why not include whole grains that do not contain gluten such as rice, corn, sorghum, quinoa and teff, to name a few? These are available in many forms for cooking and baking needs and are even more nutritious than the old standby, wheat. Come and check out some of these exciting gluten-free whole grains at the Hot Topics Info-Reception, and learn from special diets expert Joel Schaefer how a gluten-free diet can be rich in whole grains.

CATHY SCHUCHART, SENIOR VICE PRESIDENT, CHILD NUTRITION AND POLICY CENTER, SCHOOL NUTRITION ASSOCIATION (ALEXANDRIA, VA)

LIMITED RESOURCES, LIMITED CHOICES: HOW CAN SCHOOLS SQUEEZE IN WHOLE GRAINS?

WEDNESDAY, APRIL 22, 10:30 AM

Cathy Schuchart is Vice President of the Child Nutrition and Policy Center for the School Nutrition Association (SNA). Prior to joining SNA, Cathy was Chief of the Legislative Division of the Congressional and Public Affairs Office at the Food Safety and Inspection Service at the U.S. Department of Agriculture.

Cathy started her career working on Capitol Hill for the late Congressman Bill Emerson (R-MO) where she was the Professional Staff Member for the Select Committee on Hunger. Cathy also worked as a Budget Director for the Bush/Quayle 1992 Presidential Campaign and as Director of Government Relations for the Council for Responsible Nutrition. Cathy is a graduate of William Woods University in Fulton, MO.

School nutrition programs are leading the way in introducing whole grains to children. It is not uncommon today to find school lunches that feature whole wheat bread, whole grain hamburger buns, and whole grain breaded chicken breasts. However, in the wake of a financial crisis in school nutrition and across the country, programs are finding it difficult to make ends meet. On a daily basis, school nutrition personnel struggle to provide balanced, nutritious meals for their students, while maintaining the financial integrity of their operations. In addition, school nutrition professionals must deal with the challenges of student acceptance, limited availability and complex labeling just to get whole grain foods on the plate. In the session, explore possible solutions and strategies to answer the question – How can schools squeeze in whole grains with limited resources and even more limited budgets?

ROSIE SCHWARTZ, RD, CONSULTING DIETITIAN AND AUTHOR, *THE ENLIGHTENED EATER'S WHOLE FOODS GUIDE* (TORONTO, ONTARIO)

HOT TOPICS INFO-RECEPTION: COMFORT FOOD EXPERT

MONDAY, APRIL 20, 4:30 PM

MEDIA PANEL: ARE HALF OUR GRAINS WHOLE? A STATUS REPORT

TUESDAY, APRIL 21, 9:00 AM

*Rosie Schwartz, author of the best selling *The Enlightened Eater's Whole Foods Guide*™ (Penguin), is a Toronto-based consulting dietitian-nutritionist. Besides conducting a private nutrition counseling practice, she is a columnist for a number of magazines including *Homemaker's* and *Diabetes Dialogue*, a magazine of the Canadian Diabetes Association. She has twice been the recipient of a National Mature Media Award for her food and nutrition column in *50Plus*.*

*As a regular contributor to television and radio, she appeared as a weekly nutrition commentator on television's *CBC Morning* for three years. Schwartz is also often interviewed for her perspective on nutrition on national news programs. As well, she has conducted workshops on nutrition for audiences on both on land at sea at venues in both Canada and the U.S. as well as on board cruise ships sailing in the Mediterranean.*

Info-Reception: Until recently, consumers who decided to add more whole grains to their meals and snacks faced major changes in the taste and texture of their favorite foods. Recently, however, food manufacturers have made major R&D investments in formulating whole grain foods to be improve their flavor and sensory attributes. This means that consumers can now enjoy whole grains without radical changes in their habits. Rosie Schwartz shares her experience as both a columnist and a practicing dietitian at Hot Topics Info-Reception, shedding light on the foods that most readily convince consumers to make the switch.

Media Panel: Magazines that feature recipes and food articles can go a long way in shaping our ideas of what's normal and customary – which means it's more likely consumers will “make (at least!) half their grains whole” if they see whole grains equally represented on the pages of magazines. Our Media Panel will review the results of our recent media survey, then discuss the issue of how magazines decide what types of foods to feature, and in what forms.

CARY SILVERS, DIRECTOR OF CONSUMER INSIGHTS, RODALE (NEW YORK, NY)

CONSUMER BEHAVIOR: WHAT AFFECTS OUR FOOD CHOICES?

TUESDAY, APRIL 21, 1:50 PM

*Cary Silvers is Director of Consumer Insights for Rodale's *Prevention* and *Men's Health* magazines in New York City. In this function, he oversees consumer insight research for Rodale. For the past decade Rodale has produce the award winning DTC survey (2006 PhAme award winner), in addition to their *Shopping for Health* and *Man-Scan* surveys. Cary is a leading spokesman on U.S. consumer trends, and has appeared in such media as *The New York Times*, *CNN*, *Dow Jones MarketWatch*, *USA Today*,*

Forbes, Inc, NPR and MSNBC. His expertise crosses the full scope of demographic knowledge, from Tweens and Teens to Baby Boomers and the 50+ Market.

Prior to joining Rodale, Cary was Vice President in charge of Roper Reports U.S. syndicated where he oversaw all U.S. consumer trends research consisting of Roper Reports, The Roper Youth Report, and The Green Gauge Environmental Report. Between 1988 and 2000 Cary was Director of Research for AARP's Modern Maturity magazine and was responsible for all facets of research on both the editorial and business sides. While at Modern Maturity, Cary served as a leading spokesman on the growing 50+ population. With Roper, he produced the landmark study based on Lifestage titled "Smashing old Stereotypes of 50+ America". He also produced and co-authored the report Mature America in the 1990's. Cary was also Research Director at US News & World Report and Fast Company Magazines.

Shopping for Health 2009 is the 17th in a series of annual surveys of America's supermarket shoppers conducted by FMI and *Prevention*. The survey examines shoppers' interests and attitudes regarding health and nutrition, their efforts to manage diets, and the ways in which health and nutritional concerns play out in buying decisions at the supermarket. This report is based on a national online survey of more than 2,000 adult shoppers (1,000 women, 1,000 men), conducted by Harris Interactive in November 2008 on behalf of the Food Marketing Institute and *Prevention*. All respondents had primary or equally shared responsibility for his or her household's grocery shopping.

SERENA SUTHERS, MS, SFS, RD, DIRECTOR, SCHOOL FOOD AND NUTRITION SERVICES, PRINCE WILLIAM COUNTY SCHOOLS (MANASSAS, VA)
PANEL: WHAT SCHOOLS WANT WHOLE GRAIN MANUFACTURERS TO KNOW
WEDNESDAY, APRIL 22, 10:35 AM

Serena Suthers works for Prince William County Schools as the Director of School Food and Nutrition Services. Under her leadership the division has been recognized for its commitment to improving the nutrition status of its' students by earning the USDA's HealthierUS School Challenge Gold Award for 46 schools and the Bronze Award for 8 others.

Our Schools Panel will share results from the WGC's new survey of school foodservice directors, then ask two award-winning foodservice professionals to share their thoughts about how manufacturers and government policymakers could best support schools in their efforts to serve more whole grains. Are the right products available? At the right price? Are government policies and funding adequate to the task of making sure our kids get the good food they need for healthy bodies and sharp minds?

NADINE THOMAS, EXECUTIVE CHEF, WESTIN ALEXANDRIA HOTEL (ALEXANDRIA, VA)
WHOLE GRAIN COOKING DEMONSTRATION
TUESDAY, APRIL 21, 11:30 AM

A long time associate of Starwood Hotels & Resorts, Executive Chef Nadine Thomas oversees the menus at Jamieson Grille and Trademark Bar, infusing them with her philosophy of drawing healthful, flavorful dishes from fresh, seasonal ingredients. Thomas came to the Westin Alexandria in late 2007 from The Westin Copley Place in Boston. During her tenure in Boston, she oversaw 50,000 square feet of banquet and catering space, developed seasonal menus, and routinely directed catering functions for up to 1,400 people while supervising her team of culinarians. Previously, Thomas was the Executive Chef of the Westin Hotel in Philadelphia. A native of British Columbia, Canada, Thomas completed culinary apprenticeships in Victoria, British Columbia, and began her Starwood career at the Owl's Nest Dining Room, rated one of the top 100 fine dining rooms in Canada.

PAULETTE J. THOMPSON, MS, RD, LN, MANAGER, HEALTH AND WELLNESS, STOP & SHOP SUPERMARKETS / GIANT FOOD (LANDOVER, MD)
SUPERMARKETS PANEL: ARE HALF OUR GRAINS WHOLE? A STATUS REPORT
TUESDAY, APRIL 21, 8:30 AM

Ms. Thompson is the Manager of Health and Wellness for Stop & Shop Supermarkets and Giant Food. As Health and Wellness Manager, she is responsible for the development of health and wellness strategies and programs. She interacts directly with all areas of the business and represents the company to media, the vendor community, professional organizations and government partners. She writes consumer communications, manages the recipe program and answers customer questions on food storage, diet, food safety and labeling. Prior to joining Giant Food, Ms. Thompson worked for the USDA Human Nutrition Research Center, the Prince George's County Department of Aging, and the District of Columbia WIC program. She also has taught nutrition at community colleges in the area.

Ms. Thompson has a bachelor's degree in Chemistry from St. Olaf College in Northfield, Minnesota and a master's degree in Human Nutrition from the University of Maryland-College Park. Ms. Thompson is a Registered Dietitian, a member of the American Dietetic Association and current Teleforum Chair for the Supermarket Nutritionists Sub-group of the Food and Culinary Professionals Dietetic Practice Group. She is a Past President of the Washington DC Metro Area Affiliate of the Society for Nutrition Education.

Supermarkets can play a key role in encouraging consumers to make half their grains whole, by making wide range of delicious whole grains available. Our supermarket panel will reveal the findings of our recent survey of a typical supermarket, then explore some of the factors that determine which whole grain products groceries carry, and how they educate their shoppers about making healthier choices.

LORI A. TUBBS MS, RD, CSSD, NUTRITION PROGRAM MANAGER AND HUMAN PERFORMANCE PROGRAM, NAVAL SPECIAL WARFARE (NORFOLK, VA)
PANEL: WHOLE GRAIN PROMOTIONS THAT WORK
TUESDAY, APRIL 21, 3:20 PM

Lori Tubbs has been working in the field of health promotion and sports nutrition with the Naval Special Warfare community for over the past eleven years. She is a registered dietitian and a certified specialist in sports dietetics. She currently is working in the SEAL community and has been tasked to initiate a human performance program that includes full time nutrition support. 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. An environmental nutrition appraisal called CHOW (Choosing Healthier Options for Wellness) was developed in 2005 to assess military bases and worksites on accessible healthy foods that are available for service members, beneficiaries and contract workers. Other initiatives promoted by Lori includes the "Healthy Alternative" Navy vending and food service program and the SEAL Recovery Meal Program for Naval Special Warfare SEAL operators. Lori is an avid year-round athlete who has competed in several triathlons throughout the United States to include Ironman Lake Placid, along with numerous marathons. She is in her fourth year as a Clif Bar (a whole grain sports bar company) marathon pace leader in which she coaches and paces marathoners to the finish line. She is a guest speaker for many of the local sporting businesses in Virginia on nutrition and performance.

Military populations are similar to the overall American public in that they aren't eating enough whole grains even though many are aware of the health benefits whole grains provide. More importantly, military athletes can become better as ultimate weapons' platforms when whole grain carbohydrates are recognized as the fuel of choice in fighting the global war on terrorism. This presentation will explain what is being done at a line command level within a special operations community through family outreach, education and nutrition environment improvements.