

Roster of Speakers and Organizers

In alphabetical order

- Melissa Abbott**, Vice President—Hartman Retainer Services & Culinary Insights, Hartman Group (Bellevue, WA)
- Sara Baer-Sinnott**, President, Oldways (Boston, MA)
- Sonya Barnes**, MS, RD, CHC, Branch Chief, Nutrition and Technical Assistance, USDA FNS Child Nutrition Programs (Alexandria, VA)
- Abby Clement**, MLA, Stamp Program Manager, Oldways Whole Grains Council (Boston, MA)
- Emily Contois**, PhD, Assistant Professor, University of Tulsa (Tulsa, OK)
- Coleen Donnelly**, Corporate Chef, K-12/Education Segment, InHarvest (Bemidji, MN)
- Andrea Geary**, Senior Editor, *Cook's Illustrated*/America's Test Kitchen (Boston, MA)
- Amy Halloran**, Author, *The New Bread Basket: How the New Crop of Grain Growers, Plant Breeders, Millers, Maltsters, Bakers, Brewers, and Local Food Activists Are Redefining Our Daily Loaf* (Troy, NY)
- Michael Holleman**, Director of Culinary & Marketing, InHarvest (Bemidji, MN)
- Valerie Hoover**, RD, LD, Manager of Customer Marketing, Sysco (Houston, TX)
- Tom Hunton**, President, Camas Country Mill, Surecrop Farm Services, Hunton's Farm (Alvadore, OR)
- Brian Jones**, Food Service Director, St. Labre Indian Schools (Ashland, MT)
- Carlee Kelly**, MSN, Nutrition & Product Innovation, Co-Founder, Lettuce Eat (Lake Oswego, OR)
- Laura Lewis**, PhD, Director, Washington State University Food Systems; Chair, Cascadia Grains Conference (Port Hadlock, WA)
- Jaclyn London**, MS, RD, CND, Nutrition Director, Good Housekeeping Institute (New York, NY)
- Steve Lyon**, MS, Senior Scientific Assistant, The Bread Lab at Washington State University (Burlington, WA)
- Marissa McCormick**, MS, RD, Nutrition Scientist, General Mills (Golden Valley, MN)
- Erin McKenney**, PhD, Postdoctoral Researcher, North Carolina State University (Raleigh, NC)
- Kevin Miller**, PhD, Principal Scientist, General Mills (Plymouth, MN)
- Lisa Nuñez de Arco**, Quinoa Specialist, Andean Naturals (Yuba City, CA)
- Sharon Palmer**, RDN, The Plant-Powered Dietitian (Bradbury, CA)
- Caroline Sluyter**, MS, Program Director, Oldways Whole Grains Council (Boston, MA)
- Michael Stebner**, Director of Culinary, Sweetgreen (Los Angeles, CA)
- Bruna Tedesco**, Marketing, Bimbo (São Paulo, Brazil)
- Kaley Todd**, MS, RDN, Registered Dietitian, Sun Basket (Nashville, TN)
- Kelly Toups**, MLA, RD, LDN, Director of Nutrition, Oldways (Boston, MA)
- Tim Vázquez**, RD, Team Lead, School Program Branch, USDA FNS Child Nutrition Programs (Alexandria, VA)
- Kathleen Zelman**, MPH, RD, LD, Director of Nutrition, WebMD (Marietta, GA)

Speakers

Speaker bios and abstracts are in program order

Welcoming Remarks

Sara Baer-Sinnott, President, Oldways



*In her two decades at Oldways, **Sara Baer-Sinnott** has been instrumental in planning, organizing, and leading Oldways programs, symposia, conferences, and tours. Sara graduated from Hobart and William Smith Colleges with a BA 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. She is also the co-author of The Oldways Table, along with Oldways' founder, K. Dun Gifford.*

Whole Grains: The Best Kept Culinary Secret

Andrea Geary, Senior Editor, *Cook's Illustrated*/America's Test Kitchen

Americans are increasingly enjoying grains like brown rice and farro when they dine out, but when it comes to home cooking, whole grains still have a bit of a PR problem. People assume that they're tricky or time-consuming to cook, and that whole grain flours are bitter and produce leaden baked goods. What they don't realize is that using whole grains instead of processed can make lots of recipes easier, quicker, and more foolproof, not to mention tastier. Andrea will talk about testing she has done at *Cook's Illustrated* magazine that counteracts common misconceptions, and the recipes she has developed that illustrate just how valuable whole grains can be to the home cook.



*After working for over a decade as a cook, baker, and chef in New England and the Scottish Highlands, **Andrea Geary** now applies her culinary skills and knowledge to *Cook's Illustrated* magazine, where she has been a test cook and writer for the past 10 years. *Cook's Illustrated*, published by America's Test Kitchen in Boston, is a practical, science-based publication devoted to teaching home cooks how to transform commonplace ingredients into high-quality meals. The magazine not only provides readers with foolproof recipes, but also explains the reasoning behind them in a clear and approachable manner. Andrea also works as a freelance recipe*

developer and teaches recipe writing at the Cambridge School of Culinary Arts in Cambridge, Massachusetts.



DID YOU KNOW...

Our 400+ WGC members use the Whole Grain Stamp on **more than 12,000 products** sold in **60 countries** around the world? Over 25% of all Stamped products can be found outside the United States.

Whole Grain Trends in Contemporary Food Culture

Melissa Abbott, Vice President, Hartman Retainer Services & Culinary Insights, Hartman Group

As less processed, more nutrient-dense aspirations continue to shift what and how we eat in the US, we'll explore the macro trends influencing the role of whole grains in our current food culture and how they speak to white space opportunities in both the near and long term. With a focus on "The Redefinition of Quality," "Edible Ethics," and "How We Eat Today," Melissa will identify the microtrends within these areas as a toolkit for ensuring relevancy to the modern consumer.



Melissa Abbott has been tracking key trends in the health, wellness, food and retail industries for over twenty years, focusing on re-energizing brands and identifying growth opportunities. Among the first to analyze the European soy foods sector and evolving natural/organic products consumer in the UK, Melissa has developed a deep understanding of retail & cultural trends in her consultations with a variety of companies including both CPG companies and retailers. She has an MS in Food Marketing from the National University of Ireland, Cork and a BS in Political Communication from Emerson College and has appeared on The Food Network as well as numerous national media annually.

The Oldways of Whole Grains

Coleen Donnelly, Corporate Chef, K-12/Education Segment, InHarvest

Michael Holleman, Director of Culinary & Marketing, InHarvest

Whole grains have been the backbone of traditional diets around the world. As customers' tastes (especially Gen Z) become more and more ethnically diverse, and as they demand more plant-based ingredients, and continue to demand value and authenticity in their foods, food industry professionals can benefit from exploring traditional uses of whole grains in global cuisines. From sorghum and colored rices in Asia, to bulgur, freekeh, and other whole wheats in Europe, to corn, quinoa, and amaranth in Latin America, this session will explore the traditional applications of whole grains around the world.



Chef Coleen Donnelly, a 1996 graduate of The Culinary Institute of America, has an extensive career in professional kitchens, including executive chef/restaurateur, private chef and chef-instructor. In 2000, Chef Coleen started feeding school kids at the private Ross School in East Hampton, NY and never looked back. She has helped many districts in the country convert to a healthy and sustainable model utilizing scratch cooking. Chef Coleen has a successful track record translating new and challenging industry issues into solutions for all staff levels. In 2012, Chef Coleen joined InHarvest where she works with school-nutrition operators across the country to find whole grain solutions that satisfy USDA guidelines. Additionally, Chef Coleen travels extensively to support the many other segments of industry that InHarvest serves.



Chef Michael Holleman launched his career in independent restaurants, where his interest in specialty and heirloom ingredients was born. As director of InHarvest's Culinary and Marketing Teams, he is chiefly responsible for shaping the development of and messaging supporting new products, while working closely with his teams to introduce new customers to the company's core products. Chef Michael travels nationally and internationally to present on whole-grain trends, meaningful menu and product applications, heirloom cultivation, sustainability and more. A board member of the International Foodservice Editorial Council (IFEC) and member of the Research Chefs Association (RCA), Chef Michael is the current chairman of the

Culinary Advisors for Oldways' Whole Grains Council (WGC). Additionally, he is the 2012 recipient of the RCA's Lifetime Achievement Award and serves on IFEC's board of directors as vice president of the organization through 2019.

Get to Know the Gatekeeper: Whole Grains in Distribution

Valerie Hoover, RD, LD, Manager of Customer Marketing, Sysco

Restaurant and foodservice operators are challenged daily with staying ahead of the competition and serving a demanding consumer base looking for whole grain options. At Sysco, we are proud to deliver cutting-edge solutions that help our customers overcome these challenges and succeed in this ever-evolving industry. Our products have been sourced from leading and up-and-coming suppliers and are exclusively available for our customers. From better-for-you menu options to labor-saving products, Sysco is committed to serving as our customer's most valued and trusted partner. This session will explore how to avoid common bottlenecks from the manufacturer to the operator, and how distributors can help you bring more whole grains to more people.



Valerie Hoover has joined Sysco's marketing team as Manager, Customer Marketing. In this role, Valerie has responsibility for implementing and supporting strategies that further the sales and growth of Sysco's marketing initiatives in all channels, including innovation, wellness, and Sysco brands. Valerie joined Sysco Corporation in 2009 and has held various roles marketing health, wellness and nutrition programs for Sysco, as well as being a liaison on the integration management team during the proposed Sysco-US Foods merger. Prior to Sysco, Valerie was the staff dietitian at Axxya Systems, a nutrition software company focused on nutrition data, menu

analysis, and food labeling. Valerie is a board member of the Houston Culinary Guild and a member of the Academy of Nutrition and Dietetics. She holds a bachelor's degree in Nutrition Science from The University of Texas at Austin and is a Registered and Licensed Dietitian.

Bowls Are the New Burger: Whole Grains in Foodservice Go Mainstream

Michael Stebner, Director of Culinary, Sweetgreen

The popular fast casual salad chain, Sweetgreen, is on a mission to inspire healthier communities by connecting people to real food. In this session, learn why whole grains like quinoa and wild rice have become an integral component of their bowls, and what Sweetgreen's success indicates about the future of the foodservice industry as a whole. Chef Stebner will also share how he sources and tells the story of their whole grains, and where whole grains will show up in the future of Sweetgreen.



Chef Michael Stebner is currently the Director of Culinary at Sweetgreen in Los Angeles and is in charge of the menu and concept innovation. Prior to his time at Sweetgreen, Stebner worked with acclaimed Dr. Andrew Weil as the Brand Chef of True Food Kitchen concept, as well as co-author of the New York Times bestselling True Food Cookbook. Before that, he headed up the culinary team at The Greene House restaurant in Scottsdale, Arizona, and owned and operated Region, a nationally recognized restaurant in San Diego, California. He gained experience while working four years as Chef de Cuisine for the world-class Azzura Point at the

Loews Coronado Bay Resort. His early career includes training in the award-winning kitchens of the French Laundry in Yountville, California, and at Lavande in the Loews Santa Monica Beach Hotel. Stebner has served as one of only two San Diego delegates at Slow Food's bi-annual convention in Italy, and his cuisine has earned him numerous recognitions including two invitations to the renowned James Beard House in New York.

Terroir and Local Grain Economies

Laura Lewis, PhD, Director, Washington State University Food Systems; Chair, Cascadia Grains Conference

Steve Lyon, MS, Senior Scientific Assistant, The Bread Lab at Washington State University

Tom Hunton, President, Camas Country Mill, Surecrop Farm Services, Hunton's Farm

Amy Halloran, Author, *The New Breadbasket: How the New Crop of Grain Growers, Plant Breeders, Millers, Maltsters, Bakers, Brewers, and Local Food Activists Are Redefining Our Daily Loaf*

Chefs have long praised the flavors of locally grown vegetables, but now more and more are clamoring for locally grown, heirloom whole grains. In this panel session, learn how millers, bakers, and food companies of all sizes can leverage these trends to make everyday products both more nutritious and more delicious, and support a healthier food system for all.



Laura Lewis is the state-wide director for the Washington State University Food Systems Program, an associate professor of Community and Economic Development, and chair of the Cascadia Grains Conference. Her area of expertise is in centers of origin and domestication of plants and animals used in agriculture, with particular focus on African cereals and production systems. Before returning to WSU in 2011, Lewis was an assistant professor of biogeography at the University of Maryland, Baltimore County. She received her BS in Agriculture from Washington State University and her PhD in Biogeography from the University of California, Davis where she worked on pearl millet domestication and diversification in West Africa. Besides leading the WSU Food Systems Program, Lewis is interested in the utilization and conservation of crop and livestock germplasm for dryland and Mediterranean production systems. Other areas of interest include botanical extraction and distillation and new and beginning farmer and rancher education.



Steve Lyon directs the breeding and field research portion of the Washington State University Bread Lab. Steve (BS Animal Nutrition '79, MS Crop Science '02, WSU) was a commercial grain and livestock producer in eastern Washington for 13 years and has worked the past 26 years developing wheat varieties for WSU. In 2013 he earned one of the highest honors in his profession by having a new grain named in his honor—'Lyon' barley—and on May 15, 2017 was named "Washingtonian of the Day" by Gov. Jay Inslee for developing western Washington's first original wheat variety. Steve works closely with the Bread Lab's PhD students and to date, has been

instrumental in the public release of 15 wheat and 2 barley cultivars as well as 11 germplasm breeding lines.



Hunton's Farm was started in 1952 at the current farm headquarters by Everett and Ellen Hunton. **Tom Hunton** grew up on the farm and was involved in harvest and year-round farm activities from a very young age. Having raised wheat for export for decades, Tom decided to diversify the family farm even further, and try something virtually unheard-of for a mid-size valley farm—grow grain for the local and regional market. Camas Country Mill opened in 2011, and was the first mill of its kind to operate in the Willamette Valley in nearly eighty years.



Amy Halloran is the author of *The New Bread Basket: How the New Crop of Grain Growers, Plant Breeders, Millers, Maltsters, Bakers, Brewers, and Local Food Activists Are Redefining Our Daily Loaf*. She lives in Troy, New York, where she works to incorporate as much nutrient dense food as possible into Unity House’s lunch program and food pantry.

Pick Up the Quinoa, Put Down the Guilt?

Lisa Nuñez de Arco, Quinoa Specialist, Andean Naturals

Quinoa’s rise to stardom is somewhat of a Cinderella story among grains. Is the American frenzy over this “superfood” affecting the supply of the indigenous people who grow it? In this session, learn about the growth of the international quinoa movement and what it means for grain economies around the world. We’ll also explore the movement of US-grown quinoa, as well as other trends and developments in global quinoa production.



Lisa Nuñez de Arco is a woman-entrepreneur, passionate about health and doing business that makes a difference. She was thrown into the business world in 2004 when her husband, Sergio, founded Andean Naturals, Inc., now a leading supplier of quinoa to the food industry and a Benefit Corporation. Their quinoa business became the fourth child in their family and “the one that cries the loudest,” Lisa claims. She has been active in nearly every aspect of the business from marketing in the early days to food safety since the opening of Andean Naturals’ 37,500 sq. ft. processing facility located in California. Still, Lisa considers preaching the benefits and deliciousness of quinoa one of her greatest missions. When she isn’t focused on quinoa, Lisa can be found learning alongside her two younger sons whom she homeschools. She is a mother of 3 young men and holds a BS in Political Science from UC Berkeley.



DID YOU KNOW...

The whole grain content of products carrying the Whole Grain Stamp has risen significantly. Ten years ago, in 2008, the average gram amount on registered products was 19g per serving. Today, the average gram amount on the Stamp has increased to **25g per serving!**

Gut & Grain Microbes: New Pathways to Health

Erin McKenney, PhD, Postdoctoral Researcher, North Carolina State University

The gut microbiome is known to increase nutrition by digesting both fiber and phytates, yet surprisingly little is known about the microbes in fermented foods that have sustained humans for millennia. Dr. McKenney will outline a series of citizen science projects that she has helped launch to explore the microbial links between whole grains, microbial metabolism, and nutrition. DNA sequencing of over 560 starters from 17 countries first uncovered novel microbial diversity associated with sourdough. A subsequent high school culturing project revealed distinct bacterial and yeast membership associated with different types of flour, which likely contributes to sourdough diversity. Finally, middle school students grew sourdough starters from different types of flour, and compared microbial patterns of growth, acid and aroma production. Together, the findings suggest that different whole grains contribute distinct nutrients and microbes to sourdough starters, which in turn shape the nutrition and aesthetics of bread.



Dr. Erin McKenney studies how microbial communities form over time and how they adapt to their environments. Over the past 8 years she has collected fecal samples from over 140 animals belonging to 15 species housed at 4 different zoos, to investigate the effects of host diet and lineage. More recently, she has expanded her research to sourdough and other fermented foods. Microbial cultures lie at the heart of human cultures, and fermented foods provide accessible systems for studying microbiology and nutrition without formal laboratory equipment. By combining citizen science and global collaborations, Erin brings research into the classroom to empower students of all ages.

Does Processing Grains Impact Nutrition?

Kevin Miller, PhD, Principal Scientist, General Mills

It is well established that eating whole grains is associated with healthy outcomes including lower risk of heart disease, cancer, and diabetes. In the U.S., the majority of whole grains consumed are found in manufactured foods, including breads, ready-to-eat cereals, and crackers. These products are made from grains in processes that often involve milling, fermentation, and extrusion. Although the term 'processed food' creates a variety of images and perceptions, what do we really know about the effects of processing on grains? Does processing impact the grain's nutritional value? Kevin will briefly provide an overview of what processing's means and help create an understanding of processing impact on grain nutrients, such as carbohydrates, vitamins, and even phytonutrients.



Kevin Miller is a Principal Scientist in the Global Scientific and Regulatory Affairs team of General Mills and is responsible for developing input and responses to regulations and policies regarding food and nutrition, globally. Kevin's focus is on the role of nutrition in health including whole grains, carbohydrates, fiber, protein, and fortification. Kevin has experience working to optimize nutrition for food companies, including Nestlé and Kellogg's. Previously, Kevin worked as a scientist in healthcare nutrition with Novartis studying nutrition interventions for improved health and patient outcomes. Kevin completed his bachelor's in Animal Science and master's in Nutritional Physiology studying endocrine function and growth. He received his PhD from North Dakota in collaboration with the USDA studying bioavailability and interactions between dietary minerals. In both current and former roles, Kevin has maintained his passion for helping to build healthy dietary lifestyles that can improve overall public health. Away from the office, Kevin can typically be found chauffeuring his twins to sports practice or lessons.

Whole Grains: The Next “Protein” for Weight Loss?

Marissa McCormick, MS, RD, Nutrition Scientist, General Mills

Protein has taken off as a weight-loss “go to” and is the foundation to nearly every diet plan out there. Imagine if whole grains gained this type of press and popularity, and had the scientific evidence to also validate it. Marissa will walk through the latest scientific information on whole grains’ association to weight outcomes, discuss where the science is strongest and where more research is needed. She’ll also address key factors influencing the trend potential for whole grains and weight and leave you with actions you can take today to make whole grains more popular.



Marissa McCormick joined General Mills in 2014 as a Nutrition Scientist in the Bell Institute of Health & Nutrition. She’s held numerous positions since, including coordinating health influencer communications for some of General Mills’ largest businesses including cereal, yogurt, and snacks. Currently, Marissa delivers cutting-edge science, consumer trends and whole grain nutrition marketing to help unlock business opportunities. Marissa is a Minnesota native, completed a bachelor’s degree in Dietetics from the University of Wisconsin-Madison, and a dietetic internship in Phoenix, AZ. Marissa also obtained working experience in food labeling and weight-loss counseling before completing a master’s degree in Nutrition Science from the University of Minnesota. As an RD, Marissa is passionate about nutritious foods and sound science, and personally enjoys cooking, being outdoors and spending time with friends and family.

Why You Might Want to Rethink that Grain-Free or Gluten-Free Diet

Kathleen Zelman, MPH, RD, LD, Director of Nutrition, WebMD

Are grains and gluten really the villains that some celebrities make them out to be? In truth, health problems are almost never the fault of one food; it’s total diet and lifestyle that matter. Recent research suggests that in people without a medically-diagnosed problem with gluten, such as celiac disease, gluten is probably not the culprit in most people who think they are gluten-sensitive. In this session, learn why whole grains are an important part of a balanced diet, and why misguided dieters who avoid this food group are putting themselves at nutritional risk.



Kathleen Zelman has been the director of nutrition for WebMD for more than fifteen years. In 2016, Zelman received one of the highest honors from the Academy of Nutrition and Dietetics (AND), the “Lenna Frances Cooper Memorial Award.” She has also been awarded the AND “Media Excellence Award” (2007), the “Nutrition Science Media Award” from the American Society for Nutrition (2011), the “Media Award for Excellence in Consumer Journalism” from the Institute of Food Technologists (2012), and the “Distinguished Alumni” award from Montclair State University (2014). Zelman is an invited speaker at professional meetings worldwide including the National Academy of Sciences Sackler Colloquium on the ‘Science of Science Communication,’ sharing the stage as the nutrition expert with First Lady Michelle Obama celebrating Let’s Move and with USDA Secretary Tom Vilsack to make comments at the launch of My Plate. She received her master’s degree in Public Health from Tulane University and her Bachelor of Science from Montclair State University.

The Changing Nutrition Landscape: Insights from History and Pop Culture

Emily Contois, PhD, Assistant Professor, University of Tulsa

Healthy lifestyles are in. The traditional “diets” of past decades are out. Today’s consumers can access nutrition information (and misinformation) with the click of a button. But what are they really looking for? How do consumers define “healthy” or “clean” eating? How do they express their nutritional beliefs and aspirations on social media platforms like Instagram? If social media characterize our present, how have consumer food views and trends changed over the last century? Drawing from research on both nutrition history and food in pop culture, Dr. Contois will discuss how consumers perceive and make meaning of foods like whole grains within a broader historical, social, and cultural context.



*A researcher, teacher, and food writer, **Dr. Emily Contois** is the author of dozens of academic publications and has also written for the Providence Journal food section, Nursing Clio, and Zester Daily. She is currently writing a book on how media representations of food, cooking, and dieting shape how Americans define “a real man.” Studying food and nutrition from various perspectives, Dr. Contois holds a PhD and three master’s degrees—an MA in American Studies from Brown University, an MPH focused in Public Health Nutrition from the University of California, Berkeley, and an MLA in Gastronomy from Boston University, the program founded by Julia Child and Jacques Pépin. Dr. Contois serves on the boards of the Association for the Study of Food and Society, the Graduate Association for Food Studies Faculty Board, and H-Nutrition for the history of nutrition science.*

Insights on Content Development, Nutrition Science, and Communication in Today’s Confusing (and Ever-Evolving!) Media Landscape

Jaclyn London, MS, RD, CND, Nutrition Director, Good Housekeeping Institute

Consumers want to have their cake and eat it, too: Flashy headlines yield “clicks,” but evidence-backed information—when packaged in a consumer-friendly way—provides readers with actionable content that feels both relatable and aspirational, without inspiring confusion or feeling overwhelming. In this session, learn communication strategies from leading lifestyle magazine, *Good Housekeeping*. The session will explore what media brands are looking to cover in today’s constantly-changing conversation on health and nutrition, and how to better collaborate with media to translate science into strategy that can help inspire behavior change.



***Jaclyn London** is a Registered Dietitian (RD) and New York State Certified Dietitian-Nutritionist (CDN). As Good Housekeeping’s nutrition director, she is responsible for the creation, execution, and oversight of the brand’s nutrition content, and Good Housekeeping Seal applications in the food space. In 2016, she was responsible for the inception and strategic development of the Good Housekeeping Nutritionist Approved Emblem, a program that she continues to oversee and expand. Jackie earned her bachelor’s degree from Northwestern University, and her master’s degree in Clinical Nutrition and Dietetics from NYU. Before transitioning into journalism in 2014, she served as senior clinical dietitian at The Mount Sinai Hospital. In addition to her role at GH, Jackie is an adjunct professor of nutritional biochemistry at Touro College in New York. Her forthcoming book, *Dressing on the Side (and Other Diet Myths Debunked): 11 Science-Based Ways to Eat More, Stress Less, and Feel Great About Your Body*, will be published in January 2019 via Grand Central Life and Style, an imprint of Hachette.*

Successful School Lunch with Whole Grains

Sonya Barnes, MS, RD, CHC, Branch Chief, Nutrition and Technical Assistance, USDA FNS Child Nutrition Programs

Tim Vázquez, RD, Team Lead, School Program Branch, USDA FNS Child Nutrition Programs

Brian Jones, Food Service Director, St. Labre Indian Schools

Are schools actually successful in serving whole grains? Yes, they are! This session will include an update on the latest federal guidelines for serving whole grains in schools. You'll also hear best-practice tactics in finding whole grain products for a school foodservice operation and how unique scratch cooking methods were used to please student palates and to reduce food waste. Lastly, USDA will highlight the helpful tools and resources they have available to assist you with menu planning and meeting the meal pattern requirements while serving whole grain foods that are a win-win for students and food service staff, alike.



Sonya Barnes serves as Branch Chief of the USDA Child Nutrition Programs Nutrition and Technical Assistance Branch. In this role, she leads teams on projects and initiatives relating to Child Nutrition Programs such as the National School Lunch Program and School Breakfast Program. The Nutrition and Technical Assistance Branch produces materials and guidance for Child Nutrition Program operators and representatives from the food industry. The branch is responsible for key resources and tools such as the Food Buying Guide Interactive Tool and Mobile App. Sonya is a registered dietitian and certified health coach. She also has an MS in Health

Promotion Management with a concentration in Alternative Medicine.



Tim Vázquez is the lead program analyst for the Policy and Program Development Division for school programs at USDA Food and Nutrition Service (FNS), where he is responsible for policy and guidance on mission critical work related to school nutrition and wellness. Previously, he was the lead nutritionist for the Nutrition Promotion and Technical Assistance Division at USDA FNS for 13 years—developing technical resources and publications, and managing key initiatives for Child Nutrition Programs including: Child Nutrition Labeling Program, Food Buying Guide, Nutrient Analysis and Menu Planning software evaluations, and management of The Institute

of Child Nutrition cooperative agreement grants. Tim also worked as a clinical nutritionist with the Georgia Special Supplemental Nutrition Program for Women, Infants, and Children and the Phoebe Putney Memorial Hospital in Albany, Georgia. Tim holds a Bachelor of Science degree in Food and Nutrition from Florida State University.



Brian Jones is the Food Service Director for St. Labre Indian Schools located in Ashland, Montana, with campuses in Prior, St. Xavier, and Lodge Grass. His food service operation serves over 1800 meals from scratch (including breads) each day and provides over 7000 sack lunches throughout the year for after-school events. Originally from Oregon, Brian brings years of management and leadership experience to the field of school nutrition. In 2016, Brian served as a mentor for the Montana School Nutrition Association and in 2017, he became a mentor for the Team

Up for School Nutrition Success Nutrition, a national initiative that utilizes peer mentoring to provide tailored technical assistance to school nutrition professionals to support them in enhancing their school meal programs while maintaining strong student participation. Brian is honored to call Montana home and serve “God’s children” one meal at a time!

A New Trend is Sprouting: Sprouted Grains 101

Kelly Toups, MLA, RD, LDN, Director of Nutrition, Oldways

Carlee Kelly, MSN, Nutrition & Product Innovation, Co-Founder, Lettuce Eat

Over the past two years, the Oldways Whole Grains Council worked with 47 individuals from 28 different companies, to explore standards and definitions for sprouted grains. This session will begin with a brief overview of the key findings from the Sprouted Grains Working Group. Then, we'll give the floor to Carlee to explain what makes a sprouted grain different and why consumers are asking for more of them. She will unveil the nutritional benefits of sprouted grains and what we know from research thus far, provide culinary uses, as well as highlight innovative ways these unique grains are being used in the food industry, including how to market them. The session will conclude with a discussion around the research that is currently underway and how those in the industry can get involved.



Kelly Toups is the Director of Nutrition at Oldways, a nonprofit food and nutrition organization that inspires people to embrace the healthy joys of the old ways of eating. Kelly joined Oldways in 2014 to promote whole grains and healthy cultural food traditions. Kelly graduated from the University of Texas with a BS in Nutrition, and completed her dietetic internship through the University of Texas coordinated program. After becoming a registered dietitian, Kelly completed a master's degree in Gastronomy from Boston University, with a concentration in Food Policy. Before joining Oldways, Kelly helped research Frances Moore Lappé's 2015 book, *World Hunger: Ten Myths*, and also managed an award-winning healthy eating program for Boston College Dining Services. Kelly is co-author of the WGC's newest book, *Whole Grains Around the World: An Oldways 4-Week Menu Plan (2018)*.



Carlee Kelly is co-founder of Lettuce Eat, a concept to commercialization product innovation firm. She has a degree in Nutrition and Food Management from Oregon State University and a graduate degree in Nutrition Science from the National University of Natural Medicine. Carlee effectively blends her scientific understanding of human nutrition with over 12 years of experience working with companies in the natural products industry. As an active proponent of clean labeling, ingredient transparency, and real food, Lettuce Eat is improving consumer packaged foods one product at a time.



DID YOU KNOW...

In the early years of the Whole Grain Stamp, the majority of products (66%) used the Basic Stamp. Today, **three out of four products make at least half their grains whole**, qualifying for either the 50%+ or 100% Stamp.

Whole Grains to Your Door Step: How Meal Kits Are Breaking Down the Barriers to Entry

Kaley Todd, MS, RDN, Registered Dietitian, Sun Basket

Meal kits are helping busy consumers prepare fast and fresh meals, encouraging people to get back in the kitchen and eat better. Using fresh, organic produce, responsibly-sourced meats and seafood, and sustainable ingredients, Sun Basket is committed to bringing consumers the variety and convenience they want and need to cook and eat healthy, no matter their dietary needs. In this session, Kaley will showcase how Sun Basket utilizes a variety of whole grains. She will highlight how they incorporate them in unique ways, while also teaching consumers about their nutritional and culinary characteristics.



Kaley Todd is a registered dietitian (RD) and a culinary nutritionist for Sun Basket, a national meal kit delivery service offering easy, delicious recipes and healthy, organic and sustainable ingredients delivered weekly. Kaley completed a master's degree in Nutrition from Rush University Medical Center in Chicago, Illinois, and has a culinary degree from the San Francisco Cooking School. She has more than 17 years of experience in the field of dietetics, and has spearheaded the nutrition and wellness programs of various food and consumer-based clients. At Sun Basket, Kaley has created and developed the nutritional platform and guidelines for its various meal plans. She collaborates with Sun Basket chefs and the test kitchen team to ensure that all recipes meet Sun Basket's nutritional guidelines. Sun Basket's mission is to make healthy cooking easy, delicious, and personalized to one's healthy lifestyle.

Whole Grains Go Global

Bruna Tedesco, Head of Marketing, Bimbo Brazil

From the United States to China to Brazil and beyond, the trend toward more whole grains is picking up around the world. In this session, learn strategies for expanding into international markets, and discover what the whole grain landscape in Latin America currently looks like. Brazil has one of the largest food markets in the world and it's continually evolving. Global trends no longer take long to be adopted and consumers are becoming more food-conscious and globally-integrated. Health and wellness solutions have become fundamental for companies that wish to remain relevant. With those goals in mind, one of Bimbo's main pillars for growth is innovation that is connected with consumers' needs and aligned with major trends. When it comes to baked goods, Bimbo Brazil is a pioneer in whole grain promotion. Bimbo Brazil believes its high-quality standards and whole grain ingredients will help push the market in the right direction.



Bruna Tedesco has wide experience with consumer goods companies, managing both local and global leading brands of different segments such as electronics, home appliances and FMCG. She has held key positions in the industry, most recently in marketing, where she designs and implements strategic plans that have resulted in growth through innovation, brand building and increased profitability. As Head of Marketing at Bimbo Brazil, she manages top bread, snack, and tortilla brands which position the company as a leader in the baked goods market. Besides marketing, she also leads Trade Marketing, Revenue & Growth Management, Customer Service, Quality and R&D teams.

Worldwide Whole Grain Momentum: Data and Insights from the WGC Database

Caroline Sluyter, MS, Program Director, Oldways Whole Grains Council

What do people know about whole grains? What motivates them to make the switch from refined grains to whole—and what holds them back? Have they heard of sorghum, farro, teff, or fonio? Which grains do people like the most? In this session we'll present the results of our 2018 WGC Consumer Insights Survey, which we conducted in August in partnership with Qualtrics. We'll also share data and insights from our Whole Grain Stamped Product Database which includes over 12,000 products sold in 60 countries.



Caroline Sluyter is the Program Director of the Oldways Whole Grains Council. She manages the WGC's promotional activities, including Whole Grains Month and Whole Grain Sampling Day, and recently co-authored the WGC's new book, *Whole Grains Around the World: An Oldways 4-Week Menu Plan (2018)*. She loves talking with farmers, millers, manufacturers, and bakers about the flavors, textures, and health benefits of whole grains. Caroline joined Oldways in 2016 after completing her MS in Agriculture, Food and Environment from the Tufts University Friedman School of Nutrition Science and Policy. She also holds a BA in Philosophy from Smith College. Prior to attending graduate school, she spent eight years working for Whole Foods Market, running a bakery and cheese department, and indulging her passions for cooking and eating.

Feeding the World with Whole Grains

Sharon Palmer, RDN, The Plant-Powered Dietitian

As the population of the world expands, there is growing concern over how we are going to feed a hotter, more crowded planet. Whole grains are an underutilized resource in the fight against hunger, as they feed more people with less waste. Grains also have extremely low water requirements compared to other crops. In this session, learn why policy makers across a wide range of nations are prioritizing whole grains to help address sustainability and food security.



Sharon Palmer has created an award-winning career based on combining her two great loves: nutrition and writing. She is an accomplished writer, editor, blogger, author, speaker, and media expert. In particular, her expertise is in plant-based nutrition, cooking, and sustainability. Sharon has authored over 950 articles in a variety of publications, including *Better Homes and Gardens*, *Prevention*, and *LA Times*. Her book, *The Plant-Powered Diet: The Lifelong Eating Plan for Achieving Optimal Health, Beginning Today (The Experiment, July 2012)*, was a critical success, which was followed by her second book, *Plant-Powered for Life: Eat Your Way to*

Lasting Health with 52 Simple Steps & 125 Delicious Recipes, in July 2014. In addition, she has contributed to several book chapters on nutrition and sustainability. Sharon serves as the editor of the acclaimed health newsletter *Environmental Nutrition*, and as nutrition editor for *Today's Dietitian*. And she still has time to blog every day for her popular online community (35,000 members strong) at *The Plant-Powered Dietitian*. Sharon also serves as a judge for the prestigious *James Beard Journalism Awards*, and is currently attending graduate school at *Green Mountain College* in Vermont in order to obtain a master's degree in *Sustainable Food Systems*. Living in the *Chaparral Hills* overlooking *Los Angeles* with her husband and two sons, Sharon enjoys tending to her own organic garden, visiting the local farmers market every week, and cooking for friends and family.