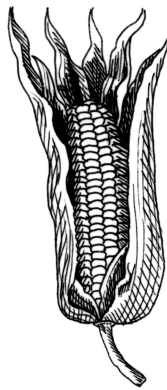


Speaker Roster and Abstracts



*PDFs and videos of most presentations will be available for downloading
at WholeGrainsCouncil.org/attend-our-conference sometime in December*

WHOLE GRAINS: BREAKING BARRIERS CONFERENCE

November 9-11, 2014 • Boston, MA

ROSTER OF SPEAKERS AND ORGANIZERS

In alphabetical order

Sara Baer-Sinnott, President, Oldways (Boston, MA)

Erica Bohm, VP & Director of Strategic Partnerships, Healthy Dining Finder (San Diego, CA)

Jason Bond, Chef, Bondir restaurants (Cambridge and Concord, MA)

Jim Bressi, Director of Product Development, Kwik Trip (La Crosse, WI)

Furio Brighenti, DrPH, Professor, University of Parma (Parma, Italy)

Brett Carver, PhD, Regents Professor, Oklahoma State University (Stillwater, OK)

Pam Cureton, RD, LDN, Clinical/Research Dietitian, Center for Celiac Research, Massachusetts General Hospital (Boston, MA)

Mallory Cushman, Stamp Program Manager, Oldways / Whole Grains Council (Boston, MA)

Coleen Donnelly, Corporate Chef, K-12 Segment, InHarvest (Bemidji, MN)

Alessio Fasano, MD, Director, Center for Celiac Research, MassGeneral Hospital for Children (Boston, MA)

Dennis Gilliam, Executive VP, Sales & Marketing, Bob's Red Mill (Milwaukie, OR)

Marco Gobbetti, PhD, Professor, University of Bari Aldo Moro (Bari, Italy)

Rachel Greenstein, Communications Manager, Oldways & the Whole Grains Council (Boston, MA)

James Hamblin, MD, Senior Editor, *The Atlantic* (Washington, DC)

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

Mellissa Honeywood, RD, Director of Food & Nutrition Services, Cambridge Public Schools (Cambridge, MA)

David Katz, MD, MPH, FACPM, FACP, Founding Director, Yale University Prevention Research Center (New Haven, CT)

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

June Jo Lee, Vice President of Strategic Insights, The Hartman Group (Bellevue, WA)

Liz L'Etoile, Director of Sales & Marketing, Four Star Farms (Northfield, MA)

Barry Maiden, Chef, Hungry Mother (Cambridge, MA)

Chuck Marble, CEO, Elevation Brands, LLC (Framingham, MA)

Nicola McKeown, PhD, Director of the Nutritional Epidemiology Program, Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University (Boston, MA)

Peter Reinhart, CCP, Chef on Assignment, Johnson & Wales University (Charlotte, NC)

Anna Rosales, RD, Nutrition Manager Americas, Barilla (Bannockburn, IL)

Martha Rose Shulman, Author, Columnist, New York Times (Los Angeles, CA)

Harley Songin, Program Assistant, Oldways / Whole Grains Council (Boston, MA)

Ana Sortun, Chef/Owner, Oleana (Cambridge, MA)

Carrie Taylor, RDN, LDN, Lead Registered Dietitian, Big Y Foods (Springfield, MA)

Kelly Touns, MLA, RD, LDN, Program Manager, Oldways / Whole Grains Council (Boston, MA)

Samantha Weiss, MPH, RD, Supervisor of Menu Planning and Special Diets, Boston Public Schools (Boston, MA)

Workshop Facilitators

Victoria Renwick, Sr. Vice President, 360PR Healthy Living Practice

Lindsay Durr, Account Director, 360PR Healthy Living Practice

Jessica Becker, Account Supervisor, 360PR Healthy Living Practice

Kelsey Revens, Account Executive, 360PR Healthy Living Practice

Brittany Bang, Manager, Marketing and Business Development, 360PR

Jaime Hutkin, Digital Media Specialist, 360PR

Speaker bios and abstracts are in program order

WELCOMING REMARKS: MOMENTUM IN BREAKING WHOLE GRAIN BARRIERS

SARA BAER-SINNOTT, PRESIDENT, OLDWAYS



In her two decades at Oldways, Sara has been instrumental in planning, organizing and leading Oldways programs, symposia, conferences and tours. In 2010 she became President of Oldways on the untimely death of founder K. Dun Gifford, with whom she is the author of The Oldways Table. Sara graduated from Hobart and William Smith Colleges with a B.A. in Economics and holds a Master's Degree in Regional Planning from the University of Massachusetts Amherst. Before joining Oldways, Sara served for eight years as Special Projects Editor for Inc. Magazine and worked as a research consultant for private firms, and in state and federal government positions in the fields of environmental resources, business, and education. She has extensive experience in cooking with children, including the development of the High Five curriculum, an in-class cooking and nutrition program for children.

A decade ago, whole grains were not yet mandated in our Dietary Guidelines and were not required in school meals. The Whole Grain Stamp was still in development, and whole grain products were uncommon on grocery shelves. Working together, health professionals, policymakers and industry have increased whole grain options and acceptance. While many of the old barriers have indeed been broken down, new ones are arising. This conference will set the science straight, so that the momentum of whole grains can continue forward.

WHOLE GRAIN TRENDS AND CONSUMER ATTITUDES

JUNE JO LEE, VICE PRESIDENT OF STRATEGIC INSIGHTS AT THE HARTMAN GROUP



June is a food ethnographer for the food industry. Internationally trained, her research in North and Latin Americas, and Asia focuses on understanding food culture in relation to health, identity, taste and desire. Her areas of expertise include Food Culture, Eating Occasions, Health + Wellness, and most recently, Digital Food Life. Current and past clients include Starbucks, General Mills, Kellogg's, Kraft, PepsiCo, Nestlé, Safeway, Bunge, and National Council of Farmer's Cooperative. June speaks regularly at food industry conferences, including, the Culinary Institute of America, Harvard School of Public Health, Chef's Culinary Conference, United Fresh Produce Association, Food Marketing Institute, National Cooperative Grocers, and Natural Products Expo West. June has worked at The Hartman Group for nine years. She has a Master's in East Asian Studies from Harvard and a Master's in Korean Studies from Yonsei. She started her career in food as a produce team member at the original Whole Foods Market in Austin.

Health + Wellness is no longer “alternative” or merely a lifestyle aspiration. It is part of mainstream culture and experienced as higher quality of life for longer. Consumers today believe that eating fresh, less processed, whole and “alive” foods is key to promoting healthy digestion, balanced energy and future health. They are incorporating a wider variety of whole grains across the day through meals and snacks. They are also experimenting with a variety of eating approaches/philosophies that help them 1) feel better both short and long term, 2) achieve wellness goals such as managing weight, and 3) participate in higher-quality food experiences from traditional to global cuisines. By understanding the Big Picture cultural trends around Health + Wellness, food manufacturers and health professionals can separate fads from long-term consumers shifts in behaviors, attitudes and tastes around whole grains. Hartman will share new data on gluten-free, plant-based/paleo diets, GMO, organics and ingredient trends.

NUDGING RESTAURANTS AND DINERS TOWARD HEALTHIER CHOICES

ERICA BOHM, VP & DIRECTOR OF STRATEGIC PARTNERSHIPS,
HEALTHY DINING FINDER



Erica Bohm has been passionately introducing consumers, restaurants, health professionals, employers, and others to the benefits of Healthy Dining since 1993. With her leadership and ability to forge strategic partnerships with stakeholders, she is a valuable asset to the company's mission to create a healthier America. Erica regularly contributes as a spokesperson for the company, helping to spread the word about HealthyDiningFinder.com and its unique status as a one-of-its-kind, online nutrition resource. Earlier, Erica spent several years in nutrition- and health-related positions at the American Red Cross in Greater New York and the American Health Foundation. She earned her master's degree in community health sciences from New York City's Hunter College. Erica was inspired to join Healthy Dining after receiving a copy of the publication Healthy Dining in San Diego, the forerunner of the award-winning HealthyDiningFinder.com. She loved the concept and knew immediately she wanted to be a part of the effort.

While fine dining restaurants often start important trends such as creative menuing of whole grains, these trends spread and become mainstream when quick-serve and casual dining restaurants across the country adopt them. But how can diners know which restaurants serve whole grains and other healthier dishes? HealthyDiningFinder.com drives demand for healthier choices at restaurants, by spotlighting dietitian-approved options at both chains and independent restaurants. Learn how it works – and get the specifics on how whole grains can now be found at places you may never have expected them.

FARM TO TABLE PANEL: IF YOU MENU IT, THEY WILL COME

MARTHA ROSE SHULMAN, AUTHOR, COLUMNIST, NEW YORK TIMES (MODERATOR)

JASON BOND, CHEF, BONDIR RESTAURANTS

BARRY MAIDEN, CHEF, HUNGRY MOTHER AND STATE PARK RESTAURANTS

ANA SORTUN, CHEF, OLEANA AND SOFRA RESTAURANTS

LIZ L'ETOILE, DIRECTOR OF SALES & MARKETING, FOUR STAR FARMS

Until recently, whole grains were a rarity on restaurant menus, and few chefs were familiar with the potential tastes and textures that whole grains could add to their repertoire. Now, better chefs are discovering that whole grains bring a broad new palette of flavors and possibilities not only to side dishes but to center-of-the-plate—and local farms are stepping up to supply them. Our panel of three award-winning chefs and a farmer will explain how chefs use whole grains in their restaurants; how diners' attitudes to whole grains have evolved in recent years; and which dishes and grains are most popular. They'll also offer tips for other restaurants just starting down the whole grain path – and for manufacturers and suppliers interested in meeting the whole grain needs of restaurants.



Martha Rose Shulman writes the popular daily recipe feature on nytimes.com entitled Recipes for Health, and is the award-winning author of more than twenty-five cookbooks, including The Simple Art of Vegetarian Cooking, The Very Best of Recipes for Health, Mediterranean Harvest: Vegetarian Recipes from the World's Healthiest Cuisine, Mediterranean Light, Provençal Light, and Entertaining Light. Her food combines pleasure and health and draws largely from the cuisines of the Mediterranean. She is a founding contributor at www.ZesterDaily.com, and is the co-owner of the Venice Cooking School in Los Angeles, California. Martha also works as a writing collaborator with chefs. She has co-authored two James Beard Award-winning cookbooks, The Secrets of Baking with pastry chef Sherry Yard, and The Art of French Pastry with Jacquy Pfeiffer. She has also co-authored books with Wolfgang Puck, Dean Ornish, and Mark Peel, and with the Culinary Institute of America.



Chef Jason Bond's vision at Bondir in Cambridge and Concord, MA is to craft modern American cuisine with the highest quality ingredients from land and sea, sourced from an extensive network of local farmers, fisherman, and vendors, as well as his own one-acre plot of land, *Bondir Gardens*. This network of connections has spawned close friendships, allowing Bond to take advantage of such perks as receiving morning texts with local fishermen's catch of the day and access to the area's finest wild foraged edibles. His specialties include charcuterie, whole animal and plant usage, heirloom varieties of vegetables, and sustainable agriculture. Bond's restaurants have garnered an impressive list of industry awards, including Bon Appétit's "Best New Restaurants in America" in 2011, The Boston Globe's "Boston's Best New Restaurants" in 2011, Boston magazine's "2013 Best Chef, General Excellence," and Boston magazine's "2014 Best New Restaurant, West" award.



Born in Southwest Virginia, **Chef Barry Maiden** took his early culinary cues from his mother and grandmother then quickly branched out to working in professional kitchens, even before finishing high school. Later, at Magnolia's in Franklin, Tennessee, he worked alongside renowned chef and teacher Emile Labrousse, who became his mentor and encouraged him to go to the New England Culinary Institute in Vermont. After NECI, Maiden came to Boston and worked at L'Espalier and Sel de la Terre before moving on to three years at Lumière as Chef de Cuisine. Maiden opened his own kitchen at Hungry Mother in 2008, with food inspired by his Southern roots, his training in classic techniques, and his commitment to sustainable farming and cooking. In late 2013, Maiden and his partners opened State Park, the "little sister" to Hungry Mother, where the vibe is Appalachian Mountain-meets-Kendall Square chic. Maiden also teaches classes and mentors students at Boston University's culinary arts program.



Seattle-born **Ana Sortun** opened Moncef Medeb's Aigo Bistro in Concord, Massachusetts, in the early 1990s after earning a degree from La Varenne Ecole de Cuisine in Paris. Stints at 8 Holyoke and Casablanca in Harvard Square, Cambridge soon followed. When Sortun opened Oleana in 2001, she quickly drew raves for her creative combination of farm-fresh ingredients and eastern Mediterranean spice blends. After a visit to Boston, Tom Sietsema of the Washington Post wrote of Oleana, "Should you have time for only one place to eat, make it this space." The judges of the Beard Foundation awards agreed, awarding Sortun The Best Chef: Northeast honor in 2005. Her cookbook, *SPICE; Flavors of the Eastern Mediterranean* (2006, Regan Books), garnered a nomination by the James Beard Foundation for Best Cookbook. In 2008, Sortun and two partners opened Sofra, a Middle Eastern bakery, café, and retail shop; she is also a partner in Sarma, serving small, seasonal plates (meze) and modeled after the traditional mehanes of Turkey.



Liz L'Etoile grew up in a small town in Maine and spent her childhood summers working at a neighbors' small vegetable stand, where she ate more produce than she sold. Never envisioning herself as a farmer, Liz worked for many years in children's mental health research and as a social worker until she met her husband Nathan. Enticed to visit Nathan's family farm, Four Star Farms, Liz quickly fell in love with the picturesque landscape, the family and the unique products they produced (several small grain varieties, freshly milled flour and corn meal, and hops). Today, Liz works full time at the farm, using her powers of social work to forge strong business relationships and find common ground between the farm and its consumers, moving both toward a sustainable model that addresses the needs and objectives of each.

WHY ARE CELIAC DISEASE AND GLUTEN SENSITIVITY ON THE RISE?

ALESSIO FASANO, MD, DIRECTOR, CENTER FOR CELIAC RESEARCH, MASSGENERAL HOSPITAL FOR CHILDREN



World-renowned pediatric gastroenterologist, research scientist and entrepreneur Alessio Fasano, M.D., directs the Center for Celiac Research at MassGeneral Hospital for Children. He is also Division Chief of Pediatric Gastroenterology and Nutrition and director of the Mucosal Immunology and Biology Research Center at MassGeneral Hospital for Children.

*Dr. Fasano's research focuses on mucosal biology of the gut and transcends the disciplines of physiology, microbiology, and molecular and cell biology. In 2000, his team discovered the ancient molecule zonulin, which regulates the permeability of the intestine. In 2003, his research established the rate of celiac disease at one in 133 people in the U.S. He is a visiting professor of Pediatrics at Harvard Medical School and author of *Gluten Freedom*, a book published in spring 2014 by Wiley Health on celiac disease, gluten-related disorders, and the gluten-free diet.*

Wheat, the most widely grown crop, is immensely diverse, with more than 25,000 different cultivars produced by plant breeders worldwide. Wheat is widely used to produce bread, other baked goods, pasta and noodles. In addition, the wide availability of wheat flour and the functional properties of gluten proteins provide the rationale for their wide use as an ingredient in food processing. Possibly the introduction of gluten-containing grains, which occurred about 10,000 years ago with the advent of agriculture, represented an evolutionary challenge that created the conditions for human diseases related to gluten exposure, including wheat allergy, celiac disease (CD) and non-celiac gluten sensitivity (NCGS).

A decade ago celiac disease was considered extremely rare outside Europe and, therefore, was almost completely ignored by health care professionals outside the Old Continent. In only 10 years, key milestones have moved celiac disease from obscurity into the popular spotlight worldwide. Now we are observing another interesting phenomenon that is generating great confusion among health care professionals. The number of individuals embracing a gluten-free diet (GFD) appears much higher than the projected number of celiac disease patients.

According to recent surveys, as many as 100 million Americans will consume gluten-free products within a year. Therefore, health care professionals are struggling to determine which patients really benefit from the GFD. There are claims that eliminating gluten from the diet improves health and helps people lose weight, and that gluten is even harmful to humans. Although there is no question that there is a fad component to the current popularity of the GFD, reaction to gluten ingestion has been associated to specific disorders, such as irritable bowel syndrome, chronic fatigue, neurologic disorders, and autoimmune disease. Therefore, there is an urgent need for a better understanding of the clinical presentation, epidemiology, pathogenesis, and management of gluten-related disorders.

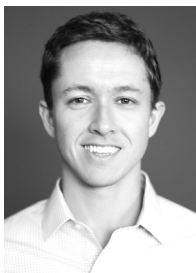
ROOTING OUT FICTION TO SEE THE FACTS OF TODAY'S WHEAT
BRETT CARVER, PHD, REGENTS PROFESSOR, OKLAHOMA STATE UNIVERSITY



*Brett Carver is a Regents Professor at Oklahoma State University and holder of the Wheat Genetics Chair in Agriculture, a faculty position endowed by a local wheat miller, a grain cooperative, a wheat research state board, and most recently, Mr. Boone Pickens. Dr. Carver has directed a winter wheat breeding and genetics research program for almost 30 years. He is past chair of the National Wheat Improvement Committee, a consortium of academic, private, and government researchers dedicated to wheat improvement, and he currently serves on the Wheat Foods Council Advisory Board. Since 2001, Carver has released 19 wheat varieties, including Endurance and Duster, which have led all varieties in acres planted in Oklahoma since 2010. He is the editor of *Wheat: Science and Trade*, a comprehensive reference book for graduate students, wheat researchers, processors, and practitioners. Carver is a Fellow of the Crop Science Society of America and the American Society of Agronomy.*

Though it's a plant that appears in so many forms among our daily food choices, we often struggle with what truly constitutes modern-day wheat and how it differs from its ancestors. Much of the outpouring of public opinion, true or false, falls on a relatively small component of the wheat kernel, that being the protein fraction. It is the versatility in the amount and kind of wheat protein carried forward from the origins of wheat which gives consumers so many options at the table. One fact that often gets overlooked in the heat of discussion about wheat is that breeders strive to preserve that versatility while advancing the plant's productivity. Basic principles of wheat evolution and improvement – from plant to protein – will be presented to help the audience better understand why the wheat plant today is in some ways indistinguishable from wheat of the past.

POPULAR NUTRITION WRITING & THE PITFALLS OF PSEUDOSCIENCE
JAMES HAMBLIN, MD, SENIOR EDITOR, THE ATLANTIC



James Hamblin, MD, is a senior editor at The Atlantic. He writes about behavioral health, culture, and preventive medicine. He also hosts a video series called If Our Bodies Could Talk. His work has been featured on or covered by NPR, BBC, MSNBC, New York, The New York Times, Politico magazine, Slate, The Awl, and even mentioned in passing on The Colbert Report. TIME named him among the 140 people to follow on Twitter in 2014, and BuzzFeed called him "the most delightful MD ever," though he is in no way as delightful as William Carlos Williams. After medical school he trained in radiology for a while—and improv at iO Chicago and UCB LA—before joining The Atlantic to develop a health section and, at least for now, work entirely in media.

What makes a health story interesting? What makes a web story popular, and what makes a book a diet book a bestseller? There are certain themes and basic elements that occur again and again in popular media. In pursuit of book sales and media popularity, the gritty details of science often get left by the wayside. Most of the bestsellers in health writing are largely fiction, including books like *Grain Brain* and *Wheat Belly*. They prey on people's most serious concerns. That is the lowest form of sensationalism. But it doesn't have to be that way. The truth can be just as engaging.

WHAT DID PALEO MAN REALLY EAT?

DAVID KATZ, MD, MPH, FACPM, FACP, FOUNDING DIRECTOR, YALE UNIVERSITY
PREVENTION RESEARCH CENTER



David L. Katz is the founding director of Yale University's Prevention Research Center; President of the American College of Lifestyle Medicine; Editor-in-Chief of the journal, Childhood Obesity; and director of the Integrative Medicine Center at Griffin Hospital. A clinician, researcher, author, inventor, journalist, and media personality, Dr. Katz is the recipient of numerous awards and recognitions, including an honorary doctoral degree and widely supported nominations for the position U.S. Surgeon General. He has authored nearly 200 scientific papers and chapters, and 15 books. A two-time diplomate of the American Board of Internal Medicine, and a board-certified specialist in Preventive Medicine/Public

Health, he is recognized globally for expertise in nutrition, weight management and the prevention of chronic disease. He has been acclaimed by colleagues as the "poet laureate" of health promotion. www.davidkatzmd.com

Most of us have a hard time remembering what we had for breakfast yesterday. No one should be too surprised, then, that there is considerable debate regarding the details of our ancestral diet. There is, however, considerable consensus as well. Our ancestors ate a variety of wild plant and animal foods, none of which is available to us today. Even the most ardent proponents of a "Paleo" diet are obligated to approximate it with foods currently extant. In many cases, the Paleo rubric is invoked as an apparent excuse to eat meats that bear no resemblance to the game consumed by our ancestors. The ostensible pros and cons of Paleo-style eating, how the term tends to be used, and what it really ought to mean will be explored- in the context of more general considerations about the optimal diet for human health, and the health of the planet.

HEALTH LIMITATIONS OF GLUTEN-FREE AND GRAIN-FREE DIETS

PAMELA A. CURETON, RD, LDN, CLINICAL/RESEARCH DIETITIAN, CENTER FOR CELIAC
RESEARCH, MASSACHUSETTS GENERAL HOSPITAL



Pam Cureton is a clinical and research dietitian specializing in the treatment of celiac disease. She has worked in the area of gluten-related disorders since 1993, when she joined the University of Maryland, School of Medicine, working with the Division of Pediatric Gastroenterology and Nutrition and Dr. Alessio Fasano. Her current position includes working with Dr. Fasano at the Center for Celiac Research at Massachusetts General Hospital and for the University of Maryland celiac clinic. Her work includes coordinating the clinical management of patients with celiac disease and gluten intolerance; educational programs and lectures for the celiac community, physicians, dietitians and other health care

providers; and involvement in research projects at the Center. She is the author of many articles on celiac disease and the gluten-free diet and has contributed to many other publications including textbooks, magazines, and other patient education resources. She currently serves as Chairperson for the Dietitians in Gluten Intolerance Disease, a subunit of the Medical Nutrition Practice group of the Academy of Nutrition and Dietetics.

For those with celiac disease (CD) and non celiac gluten sensitivity (NCGS), the gluten free diet is essential for maintaining good health. For this population, care must be taken to ensure that the diet is balanced and meets all their nutritional requirements as the gluten free diet can be low in B vitamins, iron and fiber. Common complaints from those following the gluten free diet include constipation and unwanted weight gain. Why then would approximately 2 million consumers choose to follow such a diet if they do not have CD? This session will explore the facts and myths about the gluten free diet including those who benefit vs. those caught up in the latest fad diet, the nutritional pitfalls of the GFD, and what is the role of grains in a healthy balanced diet.

GLYCEMIC IMPACT: EAT THE RIGHT CARBS, NOT “NO CARBS”

FURIO BRIGHENTI, DRPH, PROFESSOR & CHAIR OF HUMAN NUTRITION,
UNIVERSITY OF PARMA



Educated at the University of Milan as a Food Scientist (MSc, Faculty of Agricultural Sciences), and as a Public Health Nutritionist (PhD, Faculty of Medicine), Furio Brighenti is currently Full Professor and Chair of Human Nutrition at the department of Food Science, University of Parma and also serves as Vice-Rector for Research.

His scientific career included post doc research fellowships at the INRA of Nantes (France) and at the Department of Nutritional Sciences of the University of Toronto (Canada), where he was trained by Professor David Jenkins on the concept of the Glycemic Index of foods. These experiences oriented his research interest on the metabolic and physiological effects of foods and food components (published in more than 110 research papers), including the now-emerging topic of food-gut microbiota interactions. His team is now deeply involved in unraveling the complex interlinks which exist between food polyphenols / dietary carbohydrates and intestinal microenvironment, to cast new light on the effects of whole grains and vegetable foods in preventing human disease. On these topics he also maintains a strict collaboration with the Italian sites of the EPIC study.

Besides his academic activity, he served on the board that defined the last two editions of both the Italian Nutritional Guidelines, and the Italian DRVs (LARN). He is member of the Commission Scuola e Cibo (Food & School) of the Italian Ministry of Education, University and Scientific Research. He is the current President of the Italian Nutrition Society and member of different national and European public scientific boards dealing on foods, nutrition and nutritional education. He serves as Editor-in-Chief of the International Journal of Food Sciences and Nutrition.

The quality of dietary carbohydrates can influence a number of physiological responses linked to long-term health maintenance and/or disease risk, and the postprandial glycemic potential (including glycemic index and glycemic load) has been advocated as one useful measure of carbohydrate quality. However, the glycemic impact of foods/meals/diets depends on many aspects linked to food composition and structure, to the way foods are prepared, and to how foods are combined within dietary patterns and habits. Therefore, it's not surprising that understanding these concepts has proven so difficult for health professionals, policy regulators – and ordinary people! – compared to the simple message of “just reduce carbs in your diet.”

Yet this more complex message is worth understanding. This talk will review key studies in the scientific literature that are useful in predicting the effect of different carbohydrate foods on postprandial glycemia, as well as the benefits linked to selecting low glycemic index foods as the basis of a healthy diet. Then, we'll discuss how to apply this science, by exploring some key aspects linked to food composition, processing and combinations, with the aim to provide useful tips for consumers, cooks and food developers interested in reducing the glycemic impact of the diet without simply reducing its carbohydrate content.

HEALTH BENEFITS OF WHOLE GRAINS AND THE ROLE OF INTACT GRAINS

NICOLA MCKEOWN, PHD, DIRECTOR OF THE NUTRITIONAL EPIDEMIOLOGY PROGRAM, JEAN MAYER USDA HUMAN NUTRITION RESEARCH CENTER ON AGING AT TUFTS UNIVERSITY



Dr. Nicola McKeown is an Associate Professor and Director of the Nutritional Epidemiology Program at the Friedman School of Nutrition Science and Policy and a scientist at the Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University. She is internationally renowned for her work on the role of whole grains in promoting health. Dr. McKeown's early work on the relationship between dietary carbohydrates and lifestyle factors in the development of insulin resistance and metabolic syndrome led to an increased focus on whole grains. She has made significant contributions to our understanding of the impact of whole grain intake on abdominal adiposity, weight gain, metabolic syndrome, and

CVD risk. She was the first investigator to robustly characterize the relationship between whole grain intake and reduced visceral adiposity in a large cohort. Her work now employs both large observational datasets and controlled intervention studies to examine the effects of whole grains on blood biomarkers and gut microbiota. She is also leading an innovative new project to develop a fiber evidence map with the goal of compiling and synthesizing the current and emerging body of literature linking dietary fibers to health outcomes. She is a scientific advisor to the Whole Grains Council, serves on the editorial board of Nutrition Today, and is a fellow of the Obesity Society. Dr. McKeown received a BS in Human Nutrition from the University of Ulster in Northern Ireland and a PhD in Nutritional Epidemiology from the University of Cambridge in England.

The whole grain is composed of a host of health-promoting compounds, including fermentable carbohydrates (dietary fibers, resistant starch, oligosaccharides), phytochemicals, lignans, and antioxidants. Although most whole grains consumed in the US have been processed in some way, the three attributes of the grain (i.e. the starchy endosperm, germ, and bran) need to be present in the same relative proportions as they exist in the intact grain for a food product to be considered a whole grain. The ancient grains - amaranth, buckwheat, couscous, quinoa, millet, teff, and spelt- are making a comeback in modern cooking. This presentation will focus on the nutritional and functional attributes of a variety of whole grains and how they are attributed to improved health.

MAKING WHEAT TECHNICALLY GLUTEN FREE: NEW RESEARCH IN SOURDOUGH METHODS

MARCO GOBBETTI, PHD, FULL PROFESSOR, UNIVERSITY OF BARI ALDO MORO



Marco Gobbetti is full professor of Food Microbiology in the Department of Soil, Plant and Food Sciences, University of Bari Aldo Moro. A frequent international speaker on food microbiology and sourdough fermentation of grains, he is the author of around 360 published articles, including more than a hundred on sourdough bio-technology, making his laboratory well-known throughout Europe and beyond. He edited the Handbook on Sourdough Biotechnology (Springer, 2013). He serves as an Associate Editor or Editorial Board Member for several journals, including the International Journal of Microbiology, the International Dairy Journal, the International Journal of Food Microbiology, and Food Microbiology. A permanent member of the Scientific Committee of the International Sourdough Symposium (now in its sixth edition), Dr. Gobbetti has coordinated nearly forty innovative projects funded by food and pharmaceutical companies, the results of which can be seen in the form of novel products currently on the market.

Since 2002 a number of studies have addressed gluten degradation during food processing, in search of a way to render wheat products safe for people suffering from celiac disease (CD). During this time, a biotechnology strategy was established that reduced residual gluten to less than 10 ppm [a level that is technically gluten-free under US and European regulations]. Evidence from human in vivo studies showed that baked goods made with this hydrolyzed (“digested”) wheat flour are absolutely safe for people affected by CD. The process has been patented and commercial products will be on the market in 2015. Digested wheat flour is safe for CD people, since all gluten has been degraded to free amino acids, and no epitopes responsible for CD remain in the wheat preparation. In addition, this process has been shown to be suitable for modern commercial bakeries following a technological adaptation, without markedly slowing operations. Compared to their traditional gluten-free counterparts, these new baked goods made with hydrolyzed wheat flours offer a number of nutritional, economic and sensory advantages. The use and adaptation of an old biotechnology – that of sourdough fermentation – has been the successful tool to solve the most diffuse food intolerance. Additional studies will address potential application of this approach for Irritable Bowel Syndrome (IBS) and Non-Celiac Gluten Sensitivity (NCGS).

SPROUTED GRAIN FLOUR: THE NEXT FRONTIER

PETER REINHART, CCP, CHEF ON ASSIGNMENT, JOHNSON & WALES UNIVERSITY



Peter Reinhart is the author of ten books, including The Bread Baker's Apprentice (2002), Book of the Year winner from both the International Association of Culinary Professionals and the James Beard Foundation. His books include Peter Reinhart's Whole Grain Breads: New Techniques, Extraordinary Flavor (2008), and Crust & Crumb (1997, both also James Beard Award winners; Peter Reinhart's Artisan Breads Everyday (a James Beard nominee); the best selling American Pie: My Search for the Perfect Pizza (2004), The Joy of Gluten-Free, Sugar-Free Baking (2012) and his newest book, Bread Revolution (October 2014).

Peter teaches courses on baking and on food and culture at Johnson & Wales; he is also a product developer and consultant for a number of major international food companies and host of the popular video website, PizzaQuest.com. He is the consulting partner at Pure Pizza, Charlotte's first organic, farm to table pizzeria, and also serves on a number of local non-profit boards, including The Seventh Street Public Market and also The Community Culinary School of Charlotte, a training program for people who have experienced barriers to employment.

Sprouted grains have been around for millennia, and sprouted wheat and other whole grains have been mashed into a pulp and used to make popular commercial breads for at least sixty years. But an historically new option now exists, in which the grains are sprouted, dried, and then milled back

into flour similar to non-sprouted grain flour -- a flour that can be stored, shipped, and treated like regular flour, and that even has a much longer shelf life than conventional whole wheat flour due to the sprouting process. The difference in flavor, nutritional values, and digestibility is immediately apparent and, as the supply of these sprouted grain flours increases, the culinary world is taking note and incorporating them into menus and food preparation, especially bread. Peter Reinhart, whose newest book, *Bread Revolution*, examines this new frontier in baking, will demonstrate how a basic sprouted whole wheat dough is made and offer tastings of both this bread and a corn bread made from 100% sprouted corn flour. He will also explain the sprouting and drying process and answer questions about applicability for the foodservice industry and for commercial bakeries.

MARKETING WHOLE GRAINS: A HANDS-ON WORKSHOP WITH 360PR

VICTORIA RENWICK, SR. VICE PRESIDENT, 360PR HEALTHY LIVING PRACTICE

LINDSAY DURR, ACCOUNT DIRECTOR, 360PR HEALTHY LIVING PRACTICE

JESSICA BECKER, ACCOUNT SUPERVISOR, 360PR HEALTHY LIVING PRACTICE

KELSEY REVENS, ACCOUNT EXECUTIVE, 360PR HEALTHY LIVING PRACTICE

BRITTANY BANG, MANAGER, MARKETING AND BUSINESS DEVELOPMENT, 360PR

JAIME HUTKIN, DIGITAL MEDIA SPECIALIST, 360PR



360PR is widely regarded as one of the hottest consumer agencies in the PR industry today, named Boutique Agency of the Year, Creative Agency of the Year Finalist and Best Agency to Work For. 360PR has been working with leadership brands since the firm was launched in 2001. Our signature 360 approach surrounds consumers with the full sphere of brand touch points online and off. That integrated approach also translates to measurement – tracking results from awareness to engagement to action.

Working with clients like Stonyfield, illy, Walkers Shortbread, Ball® Canning, Sir Kensington's, Nasoya and Yasso, 360PR has deep expertise in food marketing and specifically better-for-you brands, helping legacy players further their category leadership and successfully introducing hot newcomers. We bring an informed retail perspective too, representing Peapod, the #1 Internet grocer. That translates to ideas that resonate with consumers and retailers and productive relationships with an array of true food-influencers.

360PR is located in Boston, New York, San Francisco and Washington, D.C., and is a partner of PROI Worldwide, the largest global partnership of independent PR agencies.

To learn more about 360PR, visit www.360pr.com.

Once your company has formulated a delicious whole grain product, how do you make that product stand out on grocery shelves and ultimately make it into consumers' grocery carts? Award-winning public relations agency 360PR has designed a hands-on marketing workshop to give conference attendees insights into the process of picking a suitable name for your product, defining what your product/brand stands for, bringing the product to market. Fire-up your creativity for an unforgettable and enlightening hour.

SCHOOL FOODSERVICE PANEL: MAKING WHOLE GRAIN-RICH WORK

COLEEN DONNELLY, CORPORATE CHEF, K-12 SEGMENT, INHARVEST (MODERATOR)

MELLISSA HONEYWOOD, RD, DIRECTOR OF FOOD & NUTRITION SERVICES, CAMBRIDGE PUBLIC SCHOOLS

SAMANTHA WEISS, MPH, RD, LD, SUPERVISOR OF MENU PLANNING AND SPECIAL DIETS, BOSTON (MA) PUBLIC SCHOOLS

Starting with the 2012-13 school year, the National School Lunch program required that at least half the grain foods served in schools qualify as “whole grain-rich.” This past summer, the new rules kicked in fully, requiring all grains at breakfast and at lunch to be whole grain-rich, sending school districts and suppliers alike scurrying to implement the changes. Media reports highlighting resistance to some of the new requirements don’t tell the full story, however. In this session, two professionals who work daily in Boston area public schools will explain what’s really happening in the school food trenches – including both the challenges and the benefits of serving healthier foods in schools. They’ll also share details about their students’ favorite whole grain dishes and pass on suggestions for manufacturers seeking to meet schools’ needs.



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

role with Indian Harvest, Coleen works directly with school districts to develop whole grain solutions that fit within the rigid structure of school lunch.



***Mellissa Honeywood** delights in the privilege of serving the students of Cambridge wholesome meals so they are well nourished and ready to get the most from their education every day. She received her BSc in Culinary Nutrition from Johnson and Wales University, then completed her training as a registered dietitian at Keene State College and at Dartmouth Hitchcock Medical Center, giving her an ideal combination of chef’s skills and in-depth nutrition knowledge. After working in the restaurant business as a chef, she served as “Queen of the Lunch Ladies” (officially Staff Specialist, Chef/Dietitian) for the Baltimore Public Schools from 2008-2012, before taking over as Food Service Director for the Cambridge Public Schools.*



***Samantha Weiss** has a passion for improving the nutritional habits of children. Her deep background in food and nutrition began with a Bachelors in Food Science and Human Nutrition from the University of Illinois Urbana-Champaign; she then completed her Dietetic Internship at the University of Iowa Hospitals and Clinics, followed by a Masters of Public Health from the University of Texas School of Public Health, specializing in maternal and child health. These qualifications serve her well in her current position with the Boston Public Schools, where she writes the menus to ensure compliance with national regulations and also manages the special dietary needs. Before coming to Boston in mid-2013,*

she worked as a K-12 Area Food Service Supervisor, and also worked in childhood obesity research in Austin, Texas.

RETAIL SUCCESS PANEL: FROM SUPERMARKETS TO CONVENIENCE STORES

JIM BRESSI, DIRECTOR OF PRODUCT DEVELOPMENT, KWIK TRIP

CARRIE TAYLOR, RDN, LDN, LEAD REGISTERED DIETITIAN, BIG Y FOODS



Jim Bressi is the Director of Food Research and Development for Kwik Trip, Inc, located in La Crosse WI. He is a graduate of Johnson and Wales University in Providence, RI. Jim's career in foodservice has spanned more than 25 years. Among his areas of responsibilities with Kwik Trip, Inc are Food Branding, Graphic Design and Packaging, Food Marketing and Product Development. Jim has worked in many facets of the food industry including hotels, restaurants and culinary education. Jim carries his passion for food into all areas he serves and is truly a great innovator in the culinary and convenience food industry.

Beginning in 2008 Kwik Trip joined the Whole Grains Council when we first introduced our version of a Whole Wheat White Bread. Kwik Trip has long been in the baking business offering wholesome well-made breads at a value to the 5.5 million guests we service each week at our 425 stores. Seeing the success of our first product we further introduced an 8 Grain bread and a Fiber Enriched both of which met the Whole Grains Council standards. The public surprised us by their acceptance and sales! We have never looked back. We have recently introduced our Harvest Whole Wheat Bagel and have plans to offer a whole wheat Hamburger bun in 2015. In 2014 Kwik Trip, Inc. became the first and only C-Store operator in the United States to sign a MOU and become a partner with the Partnership for a Healthier America.



*A lover of food and of cooking delicious, nutritious recipes, **Carrie Taylor** studied both nutrition and exercise science at Virginia Tech in the foothills of the Blue Ridge Mountains. Upon graduating, she had the opportunity to work on a weight management intervention where she learned first-hand the impact behavior modification therapy has on lifestyle behaviors.*

After completing her dietetic internship with Virginia Tech, Carrie joined UMass Extension to create and lead nutrition education programs for low income students and families living in the South Coast region of Massachusetts. In 2005, she joined Big Y Foods, a family owned and operated food retailer based in Springfield, MA, and serves as their Lead Registered Dietitian Nutritionist for the Living Well Eating Smart program. Carrie now calls the Pioneer Valley region of Western Massachusetts home and enjoys all it has to offer with her husband, infant son and their dogs Milo and Bigelow.

Since the 2005 USDA Dietary Guidelines put whole grains in the forefront of consumers' (and manufacturers') minds, shoppers have been bombarded with different media messages regarding the importance of whole grains. But what do consumers think? This presentation will explain the role of supermarket dietitians as key messengers and agents of empowerment for consumers, citing examples of community education around the topic of whole grains—from newspaper columns, radio commercials and television segments to social media posts and in-store publications. Insight on the whole grain journey shoppers have taken to arrive at where they are today will also be reviewed.

MANUFACTURERS' PANEL: POSITIVE WHOLE GRAIN MESSAGES FOR SUCCESS

TODD KLUGER, VP SALES & MARKETING, LUNDBERG FAMILY FARMS (MODERATOR)

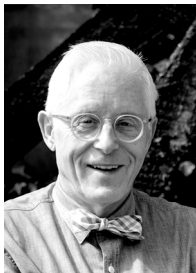
DENNIS GILLIAM, EXECUTIVE VP, SALES & MARKETING, BOB'S RED MILL

CHARLES MARBLE, CEO, ELEVATION BRANDS, LLC

ANNA ROSALES, RD, NUTRITION MANAGER, REGION AMERICA, BARILLA



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



After 29 years in the printing industry – from typography to sales – Dennis Gilliam answered a call to join Bob Moore, Founder of Bob's Red Mill, soon after the mill had been torched by an arsonist. Never lacking ideas and energy, and planning one trade show and distributor call at a time, he formulated the marketing plan, implemented new product development and managed sales. As Executive Vice President Sales and Marketing, and Partner, Gilliam helped fuel the growth and take the company from a band of 18 to a team that today numbers 390. His mentoring to talented people, development of advertising programs and creative public relations – all infused with vigor and authenticity, have helped make Bob's

Red Mill synonymous with stone ground foods for every meal of the day.

Knowing that whole grains, fruits and vegetables are the building blocks of good nutrition is not enough, so at Bob's Red Mill we dig deeper to find inspiration and create story. That inspiration takes many forms. Substantial gifts made to universities and colleges provide funding to continue extensive scientific research that has proven the significant role nutrient dense foods (whole grains, fruits & vegetables) play before, during and after pregnancy in determining the onset of chronic diseases across the lifespan in current and future generations.

Posting scores of how-to-cook-whole grains videos on our website. A victory for our Steel Cut Oats at the Golden Spurtle World Porridge Championship in Scotland. Connecting with birders around the world. A top-tier chef's food blitz outing to New York promoting Grains of Discovery. National television advertising. Echoing comments of a London hotelier, we dig deeper by "making friends and generating buzz and excitement," realizing that "it's the experience ultimately, that is the product." So why not show people the whole grain foods they want and need, give them the inspiration and help them create their next whole grain experience?



Charles Marble is a highly experienced executive in the food industry. With over 25 years of involvement and knowledge, he has the capacity to manage all facets of a food corporation both domestically and internationally. Mr. Marble received his A.S. degree in Animal Science at Alfred State College, B.S. degree in Food Science from Cornell University and M.B.A. from Lake Forest Graduate School of Management. Mr. Marble's past experiences in sales, marketing and operations with companies such as Triad Foods Group, LLC, and Frito-Lay, Inc. have made him an expert in corporate growth on branded, specialty foods and snacks. Chuck is currently serving on the Cornell University Food Science Advisory Council.

As a leading provider of allergy-friendly, gluten-free products, Ian's is selling to consumers who have been told "no" most of their lives when it involves food and dietary restrictions. "No milk, no peanuts, no bread..." Early generations of gluten free foods were characterized only by what was taken out: they were almost always made with refined grains and empty starches, offering poor alternatives for a balanced nutritional diet – and in some cases aggravating an already sensitive digestive system. In

contrast, we aim to create a positive message, by incorporating whole grain in our products to deliver consumers the delicious, nutritious solution they deserve.

Many of Ian's products, press releases and ads feature the Whole Grain Stamp to help consumers see that eating gluten-free or allergy-friendly does not have to mean eating grain-free. Using the Whole Grain Stamp in our messaging also helps us to create a positive message, while educating consumers on how to eat smart, regardless of their food allergy or dietary restriction. We strive to communicate our passion for healthy eating, and through our products and overall brand presence. Doing so with a **positive** message is crucial for success.



Anna Rosales is a professionally trained chef, chef instructor, and registered dietitian. By blending her love of cooking with her passion for healthy living, Anna has acquired a wealth of experience in clinical nutrition, meal planning, culinary arts, and nutrition education. She currently provides dietary and nutrition counsel for all Barilla product research, development, and marketing. Prior to joining Barilla in 2011 as the Nutrition Manager – Region Americas, Anna was the corporate dietitian for Yakult, an international probiotic company, where she educated health professionals and consumers on the benefits of probiotics. The California Health & Longevity Institute at the Four Seasons Hotel & Resort in Westlake Village, CA retained her as a chef instructor and consulting dietitian for 3 years and she also had a nutrition consulting and culinary education practice called Eat Chic. She is a graduate of the Illinois Institute of Art with a degree in Culinary Arts and New York University with a degree in Nutrition, Food Studies, and Public Health.

Barilla has used many creative approaches to ensure that their whole grain products will be successful and contribute to better health. This talk will focus on three of those initiatives, describing how the Whole Grains Taste Challenge overcame the trial barrier for whole grains; how Barilla works with schools to help them have success with whole grains that children will eat; and how Barilla's internal wellness plans have educated their employees about whole grains and put more whole grains on their plates (with very positive results!).

THE WHOLE GRAINS COUNCIL: MAKING A DIFFERENCE

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

MALLORY CUSHMAN, STAMP PROGRAM MANAGER, OLDWAYS/WHOLE GRAINS COUNCIL

KELLY TOUPS, MLA, RD, LDN, PROGRAM MANAGER, OLDWAYS/WHOLE GRAINS COUNCIL

Founded by Oldways in 2003, The Whole Grains Council has been a key factor in the national and worldwide momentum of whole grains. This presentation will detail the highlights of the WGC's first eleven years of progress, including the success of the Whole Grain Stamp, which was introduced in January 2005. We'll end with a look ahead to what's next on the WGC's agenda.



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



***Mallory Cushman** graduated from Boston University in 2009 with a degree in Art History and Anthropology after which she focused on traveling, writing, and working in online media. After spending more time than she'd like to admit in local markets and grocery stores throughout her travels, it quickly became apparent to her that her lifelong passion for food (and eating!) was destined to be her career. Before joining Oldways, Mallory was the Communications and Outreach Intern at Chefs Collaborative, where she developed a love for locally grown, and simple yet delicious food. In addition to managing the Whole Grains Stamp Program, she is currently working towards her Masters in Gastronomy at Boston University.*



*A native Texan, **Kelly Toups** graduated from the University of Texas with a nutrition degree and became a Registered Dietitian. Kelly's passion for delicious and nutritious food developed after studying the Mediterranean diet in Sicily, and interning at the global headquarters of Whole Foods Market. From there, Kelly decided to complement her nutrition background with a Masters in Gastronomy from Boston University. While in Boston, Kelly helped research France Moore Lappé's upcoming book on World Hunger, and also managed an award-winning healthy eating program for Boston College Dining Services. (In fact, one of her proudest accomplishments was implementing a campus-wide switch to whole grain buns.) Now at Oldways, Kelly is delighted to be working with a team that shares her love for great tasting, healthy meals.*

IT TAKES A VILLAGE TO MAKE WHOLE GRAINS THE NORM

Experts at this conference go beyond those who have held forth from the podium; many of our conference attendees are also carrying out important whole grain projects. To encourage networking and to make sure that the important work of these additional experts is recognized, our last session will feature cameo appearances from some of the experts in the audience.

CONCLUDING REMARKS

SARA BAER-SINNOTT, PRESIDENT, OLDWAYS

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