

WHOLE GRAINS: THE NEW NORM CONFERENCE

January 31 - February 2, 2011 • Portland, OR

ROSTER OF SPEAKERS AND ORGANIZERS

Sara Baer-Sinnott, President, Oldways; Secretary, Whole Grains Council (Boston, MA)

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

Michael Bittel, Senior Vice President and General Manager / Flour, King Arthur Flour (Norwich, VT)

Kyle Bonorden, Broker / Marketing Agent, Sol Grains (Santa Fe, NM)

Jerry Burger, PhD, Professor of Psychology, Santa Clara University (Santa Clara, CA)

Wayne Carlson, President, The Teff Company (Caldwell, ID)

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

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

Amy Ellings, MPH, Nutrition Coordinator, Washington State Department of Health (Olympia, WA)

Eve Essery, PhD, Nutritionist, Center for Nutrition Policy and Promotion (CNPP), United States Department of Agriculture (Alexandria, VA)

Anette Grecchi Gray, Foodservice Director, Central Market (Dallas, TX)

Chrisanne Grise, Program Assistant, Whole Grains Council and Oldways (Boston, MA)

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

Kristin Harris, PhD, Senior Nutrition Scientist, General Mills (Minneapolis, MN)

Michael Holleman, Director of Culinary Development, Indian Harvest (Bemidji, MN)

Alejandra Inclan Ortiz, Manager of Corporate R&D, Grupo Bimbo (Mexico City, Mexico)

Courtney Jackson, ND, Lead Physician, ECO Project (Portland, OR)

Sean Kelly, Chief Executive Officer, H.U.M.A.N. Healthy Vending (Los Angeles, CA)

Todd Kluger, Vice President of Marketing, Lundberg Family Farms (Richvale, CA)

Penny Kris-Etherton, PhD, RD, FAHA, Distinguished Professor of Nutrition, The Pennsylvania State University (University Park, PA)

Bobbi Leahy, Director of Sales - West, SPINS, Inc. (Schaumburg, IL)

Chris Miller, MS, Instructor of Milling Science and Management, Kansas State University (Manhattan, KS)

Bob Moore, Founder and President, Bob's Red Mill Natural Foods, Inc. (Milwaukie, OR)

Sarah Murphy, RD, LDN, Nutrition Manager, PepsiCo (Barrington, IL)

Cary Neff, Vice President of Corporate Culinary Services, Morrison Management (Atlanta, GA)

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

Jessie Price, Deputy Editor of Food, EatingWell Magazine (Charlotte, VT)

Joan Rubschlager, Co-Chairman, Rubschlager Baking Corporation (Chicago, IL)

Curt Sayles, CSF Farms and Farmer Direct Foods (Seibert, CO)

Martha Rose Shulman, Cookbook Author and "Recipes for Health" Columnist, New York Times (Los Angeles, CA)

Craig Stacey, Director of Health and Wellness Marketing, SUPERVALU (Eden Prairie, MN)

Heidi Swanson, Blogger and Author, 101Cookbooks.com (San Francisco, CA)

Patricia Wall, Senior Director of Dining Services, Chartwells Dining Services at Holton Public Schools and Orchard View Schools (Muskegon, MI)

Yu Xiaodong, General Director, Public Nutrition and Development Center (PNDC), National Development and Reform Commission of China (Beijing, China)

SARA BAER-SINNOTT, PRESIDENT, OLDWAYS; SECRETARY, WHOLE GRAINS COUNCIL (BOSTON, MA)

WELCOME AND OPENING REMARKS; CONCLUDING REMARKS

Sara Baer-Sinnott has been an instrumental figure at Oldways since its early days, joining the staff in 1992. After serving for many years as Executive Vice President, she assumed the presidency of Oldways in May 2010, after the untimely death of founder K. Dun Gifford. She now develops company strategy, oversees all Oldways projects and programs, and works closely with members of the Oldways staff. In her years at Oldways, Sara has been an integral part of Oldways' ground-breaking programs including its Traditional Diet Pyramids; the Whole Grains Council; Healthy Pasta Meals; Managing Sweetness; High Five Children's Cooking Curriculum; Mediterranean Foods Alliance; and many others. She is also co-author of the The Oldways Table with Oldways' founder, the late K. Dun Gifford.

Before joining Oldways, Ms. Baer-Sinnott was the Special Projects Editor at Inc. Magazine, and she's also worked for state and federal government agencies. She has a B.A. in Economics from Hobart and William Smith Colleges, and an M.A. in Regional Planning from the University of Massachusetts at Amherst.

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

CONSUMER ATTITUDES TO WHOLE GRAINS

WEDNESDAY, FEBRUARY 2, 1:05 PM

Kara Berrini joined Oldways and the Whole Grains Council as Program Manager in July of 2007. Since then, she has helped the WGC grow from 120 Members using the Whole Grain Stamp on 1,400 products in one country, to 260+ Members using the Whole Grain Stamp on over 4,700 products in 21 countries. As the primary contact person for most of the WGC's many Member companies, Kara helps prospective Members learn more about the WGC and ensures that all existing WGC Members enjoy a fulfilling and engaging partnership with the Council's many education and outreach initiatives. She often travels and presents on behalf of the WGC emphasizing the importance of whole grains for better health to a variety of audiences including culinary, manufacturing, and health professionals. For the past two years, she has managed the annual Whole Grains Challenge, the WGC's special awards program for foodservice operators. She enjoys writing frequently for the WGC's blog about her many whole grain adventures, as well as contributing creative content for the WGC's programs. Kara is a member of the Exhibitor Advisory Committee for the American Dietetic Association's annual Food & Nutrition Conference & Expo (ADA FNCE). She received her BFA in Writing and Literature from Emerson College in Boston, MA.

As little as a decade ago, few consumers regularly ate whole grains, and most were not accustomed to the fuller, nuttier taste of whole grain foods. How times have changed! Today's whole grain foods are varied and delicious, with something for every taste, and, for many people, the refined grains they used to enjoy now taste a bit bland. A changing marketplace and changing palates have conspired to create a sea-change in consumer attitudes to whole grains, which Kara Berrini will describe in this session.

MICHAEL BITTEL, SENIOR VICE PRESIDENT AND GENERAL MANAGER / FLOUR,
THE KING ARTHUR FLOUR COMPANY; CHAIR, WHOLE GRAINS COUNCIL
(NORWICH, VT)

WELCOME AND OPENING REMARKS; CONCLUDING REMARKS

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

KYLE BONORDEN, BROKER / MARKETING AGENT, SOL GRAINS (SANTA FE, NM)
PANEL: NEW NICHES FOR WHOLE GRAIN PRODUCTS (SPROUTED GRAINS)
WEDNESDAY, FEBRUARY 2, 10:15 AM

Kyle Bonorden is a food broker and marketing specialist for both Sol Grains and PlanetRice Foods. He was the first to sell Sprouted Brown Rice and Sprouted Brown Rice Flour into Whole Foods. During a three year stay in Japan, Kyle learned how to germinate rice and quinoa, while running a small gluten-free bakery. It was Kyle's gluten-sensitivity and love for baked goods that got him into the sprouting business, as only sprouted or slow fermented grains (including wheat) did not cause the usual digestive or excess immune responses he typically experienced with commercially processed grains.

A cruise through your local natural foods market will likely tell you that sprouted grains are experiencing a noticeable growth spurt. But what exactly is the difference between a whole-grain cracker and a sprouted grain cracker? Why don't I see little green shoots poking out of that sprouted-grain cereal? What's the added value of sprouted grains, and who's been studying their health benefits? Is sprouted food just the latest fad or will it make a lasting contribution to the way we eat? Kyle Bonorden's presentation will answer questions like these, and explain why sprouted grain products are a timely and important addition to the American diet.

JERRY BURGER, PHD, PROFESSOR OF PSYCHOLOGY, SANTA CLARA UNIVERSITY
(SANTA CLARA, CA)

**KEYNOTE – WHAT DO THEY KNOW THAT I DON'T? HOW AND WHY SOCIAL
NORMS AFFECT OUR BEHAVIOR**

MONDAY, JANUARY 31, 4:30 PM

After receiving his doctorate in social psychology from the University of Missouri, Dr. Burger has focused his research on the factors that increase or decrease compliance with a request. He is the author of dozens of journal articles and book chapters, as well as the widely-used textbook Personality, now in its eighth edition. He has been on the editorial board of the Journal of Personality and the Personality and Social Psychology Bulletin and has served as an associate

editor for the "Personality Processes and Individual Differences" section of the Journal of Personality and Social Psychology.

Human beings like to fit in with those around them. When we learn that all of our neighbors or friends are using less energy, drinking less alcohol, or eating more vegetables, we're motivated to follow suit, according to the psychology of social norms. In this session, Dr. Burger will explain what the science of social norms tells us about human behavior in general and how social norms differ from peer pressure. He'll explain how this approach is being applied to various areas of real life, and how the psychology of social norms can be used to craft effective positive nutrition messages that can change the way people eat.

WAYNE CARLSON, PRESIDENT, THE TEFF COMPANY

PANEL: DOWN ON THE FARM

WEDNESDAY, FEBRUARY 2, 8:30 AM

Biologist Wayne Carlson spent seven years as a public health worker in Ethiopia during the 1970s, where he worked on a University of California Medical School project to control disease-causing parasites in local streams and rivers. During his stay in Ethiopia, he became familiar with teff, a tiny grain that supplies more calcium and iron than any other whole grain. Today, Carlson runs The Teff Company, where he teaches teff growing techniques to local farmers and finds markets for their resulting crops.

Teff is an extremely nutritious, gluten-free grain with great promise in new formulations for whole grain products. Wayne Carlson will explain how he has convinced Idaho farmers to switch to teff, and what's involved in financing, growing, storing, and marketing exotic grains without an existing track record.

AMY ELLINGS, MPH, NUTRITION COORDINATOR, WASHINGTON STATE

DEPARTMENT OF HEALTH (OLYMPIA, WA)

HEALTHY CORNER STORES: BRINGING WHOLE GRAINS TO CONVENIENCE MARTS

TUESDAY, FEBRUARY 1, 1:30 PM

Amy Ellings is the Nutrition Coordinator for Washington State Department of Health's Nutrition, Physical Activity and Obesity Prevention Program. Amy's roles include managing Washington's Fruit and Vegetable Nutrition Program and working with communities, schools and worksites to help make their eating environment healthier through policy and environmental changes. Amy received her Bachelors degree in Nutrition/Dietetics from SUNY Oneonta in New York State and her Masters in Public Health from Portland State University.

Ms. Ellings will detail the overall need for healthier foods including whole grains in corner and convenience stores, and show how a pilot program in Seattle made headway in addressing this challenge. Now the Washington State Department of Health is working to replicate this success in eight different counties – an effort reflected in a surprising number of locations nationwide. She'll conclude with advice to manufacturers and health professionals on how they can support these efforts.

EVE ESSERY, PHD, NUTRITIONIST, CENTER FOR NUTRITION POLICY AND PROMOTION (CNPP), U.S. DEPARTMENT OF AGRICULTURE (ALEXANDRIA, VA)
KEYNOTE – WHOLE GRAINS IN THE NEW 2010 DIETARY GUIDELINES
MONDAY, JANUARY 31, 5:30 PM

Eve Essery is a Nutritionist for the USDA Center for Nutrition Policy and Promotion. She holds a BS in biology with a minor in nutrition from Texas Christian University and a PHD in nutrition from Texas Woman's University. Eve is a Program Manager for USDA's Nutrition Evidence Library and conducts systematic evidence-based reviews on diet and health to inform Federal nutrition policy and programs, including the recent effort of the 2010 Dietary Guidelines Advisory Committee. Prior to her position at USDA, Eve served as a Prevention Science Fellow with the HHS Office of Disease Prevention and Health Promotion and as a nutrition instructor and researcher at Texas Woman's University.

The new Dietary Guidelines for Americans (2010) continue to emphasize the importance of whole grains in a healthy diet. This presentation will describe the role of whole grains in the new Dietary Guidelines and address the scientific basis for the recommendation to “eat at least half of your grains as whole grains.” Federal policies and programs promote whole grains in many ways -- from the First Lady's Let's Move! initiative, which adopted the National School Lunch Program Healthier US Schools Challenge, to USDA's MyPyramid nutrition education and menu planning tools that highlight the importance of consuming a variety of whole grains. Manufacturers, food purveyors, educators, researchers, and consumers all have important roles in supporting the Dietary Guidelines to help improve the health of America.

ANETTE GRECCHI GRAY, FOODSERVICE DIRECTOR, CENTRAL MARKET
(DALLAS, TX)
MARKETING WHOLE GRAINS – “YOU'VE CONVINCED ME!”
WEDNESDAY, FEBRUARY 2, 11:00 AM

Born in German-speaking Lucerne, Switzerland, Chef Anette Grecchi Gray learned French while apprenticing in the kitchen of Hotel de la Balance in Les Breuleux, Switzerland. A gift and passion for both cooking and languages took her to Chicago in 1985 where she tackled English while cooking at the award-winning Ciel Bleu at the Mayfair Regent Hotel. In her 20s she traveled and worked in Australia, Bangkok, and Singapore before returning to the U.S. to work at Swisshôtel and at Walt Disney World Resort. After stints in several Disney resort kitchens, in 2001 she took over leadership of the culinary staff at the Animal Kingdom Lodge, whose flagship restaurant, Jiko, won several awards during her tenure. In 2007, Chef Anette left Disney to dabble in the R&D world with Carlson Restaurants, focusing mainly on TGI Friday's “Right Portion – Right Price” program. Now, at Central Market, she oversees the 24-hour, in-store bakery, deli, cheese, and vast prepared food area.

Within the past two years at Central Market, the prepared foods area in particular began introducing whole grains more as an alternative side offering. Now the focus will be to have whole grains as the main ingredient available for the Central Market customer. Chef Anette will explain how her choices in ingredients, recipes, portion sizes, and food styling are convincing Central Market customers that whole grains are the new norm.

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

**OPENING REMARKS; CONCLUDING REMARKS
SPECIFYING AND PURCHASING WHOLE GRAINS**

WEDNESDAY, FEBRUARY 2, 1:15 PM

*Cynthia Harriman came to Oldways in 2003 to help manage the Whole Grains Council, then a start-up program with just six members. She managed the creation of standards and graphics for the Whole Grain Stamp, and helped it become a trusted symbol for aiding consumers in 21 countries to find thousands of whole grain products. As Director of Food and Nutrition Strategies for Oldways, she has also been instrumental in crafting compelling nutrition communication messages for all Oldways programs, in planning international conferences, and in reviewing and updating the scientific basis for Oldways' work. In late 2010, she was named one of Baking Management's twenty most influential people in the baking industry. Ms. Harriman 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*, a cookbook and nutrition guide for college students limited to six ingredients and two pans. She received her degree in French Culture and Language from Brown University.*

In foodservice operations, the call to “serve more whole grains” may come from many sources, including customer requests, management, or even government policy. But foodservice operators may be unsure as to what constitutes a whole grain food, or how to prepare it in a tasteful and affordable way. They may also have difficulty purchasing whole grains from the distributors that normally supply them with grain foods. This session will address the many issues that can make specifying and purchasing whole grains challenging, and will offer possible solutions.

KRISTIN HARRIS, PHD, SENIOR NUTRITION SCIENTIST, GENERAL MILLS
(MINNEAPOLIS, MN)

PANEL: HOW AND WHY COMPANIES COMMIT TO WHOLE GRAINS

TUESDAY, FEBRUARY 1, 8:30 AM

Kristin Harris is a Senior Nutrition Scientist in the Bell Institute of Health and Nutrition at General Mills and holds a Ph.D. in Nutrition Science from the University of Illinois. In her current position, she is responsible for providing nutrition leadership and guidance to the Big G cereal team.

What motivates some food manufacturers to produce healthy products, while others make foods offering little more than empty calories? We'll hear from two large multinational corporations, a family bread business, and a family-owned and operated rice company, to learn how these companies make their product decisions, which grains they favor in creating new products, and how they communicate health and wellness messages to their retail and wholesale customers.

MICHAEL HOLLEMAN, DIRECTOR OF CULINARY DEVELOPMENT, INDIAN HARVEST (BEMIDJI, MN)

MARKETING WHOLE GRAINS – “YOU’VE CONVINCED ME!”

WEDNESDAY, FEBRUARY 2, 11:00 AM

Chef Michael Holleman started his culinary career in the hotel kitchens and independent restaurants of northern Minnesota. After 10 years he moved into the manufacturer/supplier side of the business at Minnesota-based Indian Harvest. Now Director of Culinary Development for Indian Harvest, Holleman focuses his attention on specialty heirloom rice, whole grains and legumes from around the world. He is a frequent presenter and educator on the health benefits of whole grains, and has been instrumental in promoting greater use of whole grains in foodservice operations.

Many foodservice directors have little experience with whole grains and may assume that they’re difficult to work with, or that their diners won’t like them. In this case study, Chef Mike Holleman describes how his company has made inroads with major foodservice operators and with the military, by cooking up a storm. Chef Mike holds countless classes and cooking demonstrations for foodservice personnel, and finds great success in convincing customers that whole grains are easy and delicious through his “tasting is believing” philosophy.

ALEJANDRA INCLAN ORTIZ – see Patricia Villalobos

COURTNEY JACKSON, ND, LEAD PHYSICIAN, ECO PROJECT (PORTLAND, OR)

WELCOME TO PORTLAND: FIGHTING CHILDHOOD OBESITY WITH THE ECO PROGRAM

MONDAY, JANUARY 31, 6:00 PM

Dr. Courtney Jackson is a Naturopathic Doctor and Lead Physician for the ECO Project. Dr. Jackson brings extensive nutritional expertise as well as public health experience that will support the creation of a successful program aimed at ending childhood obesity. She began her professional career working with diverse, underserved populations at Public Health Nursing in Summit County, where she served as a bilingual coordinator for family planning and prenatal programs. During her naturopathic medical training, Dr. Jackson continued her public health service at Portland-based community health clinics, providing primary care medicine with a special focus on dietary and lifestyle counseling to reduce risks associated with chronic diseases like diabetes, obesity, and heart disease. Dr. Jackson's project management experience includes working with a global, non-profit public health organization, Save the Children, where she coordinated with local and national aid agencies, community leaders and youth, to create nutritional and environmental education programs in rural Honduras. Since graduating from naturopathic medical school, Dr. Jackson has pursued teaching in addition to her private practice. She served as the "Western Nutrition" instructor at Colorado School for Traditional Chinese Medicine as well as the "Reproductive Health and Nutrition" instructor at the Nutritional Therapy Institute in Denver. Dr. Jackson is passionate about community-based programs as well as the principle of Food as Medicine. She continues a part-time private practice at Vital Health and Wellness in southeast Portland in addition to her work with the ECO Project.

Funded by a generous \$1.2 million donation from Bob’s Red Mill Natural Foods founders Bob and Charlee Moore, the ECO Project (Ending Childhood Obesity) from the National College of Natural Medicine is a program to improve the dietary habits of families and help end the causes of the growing obesity epidemic in the United States.

Starting with a pilot program in Portland, Oregon, the ECO Project will offer a series of twelve hour-long workshops, providing education and training to both adults and children about cooking with whole foods and improving overall fitness. Through the duration of the workshops and for months beyond, the program's participants will record behaviors associated with the development of chronic disease, to provide data to assess if behavior change can occur and be sustained.

SEAN KELLY, CHIEF EXECUTIVE OFFICER, H.U.M.A.N. HEALTHY VENDING
(LOS ANGELES, CA)

**WHOLE GRAIN INVASION: VENDING MACHINES MAKE WHOLE GRAINS
ULTRA-CONVENIENT**

TUESDAY, FEBRUARY 1, 2:00 PM

Sean attended The Johns Hopkins University and Columbia University where he earned a degree in Biomedical Engineering with a specialization in Biomechanics. While studying at Columbia and working in New York City as a professional personal trainer, he co-founded Fit Fuel, LLC, the country's first 100% healthy vending company. Sean served as President of Fit Fuel until the end of 2007, helping grow the company to over \$4M in sales. In 2006, during his tenure at Fit Fuel, Sean was named one of Business Week's Top 25 Entrepreneurs under the age of 25. In the beginning of 2008, Sean Co-Founded H.U.M.A.N. Healthy Vending with Andy Mackensen, where he currently serves as the company's CEO.

Prior to his healthy vending ventures, Sean was employed as a fitness professional at New York Sports Club & New York Health & Racquet Club, holding certifications from the American Council of Exercise and the American Heart Association. Outside of the health & nutrition industry, Sean worked as a fashion & fitness model during his college years and holds two national championship medals in the sport of freestyle snowboarding.

If California's SB-19 and other similar nutritional bills across the country didn't make the vending machine a celebrity, President Obama's recent signing of the \$4.5 billion Healthy, Hunger-Free Kids Act certainly did. No longer can we converse about improving the eating habits of America without alluding to the importance of vending machines in this endeavor. Yet while "healthy vending machines" are in the limelight, most leaders in the fields of nutrition, product manufacturing, and food service have little knowledge or greatly misunderstand the topic. This presentation examines the role of today's vending machine, or automated retailer, in improving dietary habits by providing increased access to healthy foods, drinks and nutritional information. Discussion points will include the current state of the vending industry, recent trends in the niche of healthy vending, how healthy vending differs from traditional vending, new vending technologies that allow for increased sales of healthy products, and how whole grain product companies and the whole grains industry as a whole can maximally benefit from today's vending revolution.

TODD KLUGER, VICE PRESIDENT OF MARKETING, LUNDBERG FAMILY FARMS
(RICHVALE, CA)

PANEL: HOW AND WHY COMPANIES COMMIT TO WHOLE GRAINS

TUESDAY, FEBRUARY 1, 8:30 AM

Todd Kluger has been Vice President of Marketing for Lundberg Family Farms since 2009, after filling the same position at Roman Meal for three years. He has fifteen years of marketing experience in established corporations and start-up ventures, including Starbucks, PocketThis, The Essential Baking Company and The Essential Chocolate Company. Todd holds a BA in Marketing Communications from Washington State University, and also studied business at Nihon University in Japan.

What motivates some food manufacturers to produce healthy products, while others make foods offering little more than empty calories? We'll hear from a large multinational corporation, a family bread business, and a family-owned and operated rice company, to learn how these companies make their product decisions, which grains they favor in creating new products, and how they communicate health and wellness messages to their retail and wholesale customers.

PENNY KRIS-ETHERTON, PHD, RD, FAHA, DISTINGUISHED PROFESSOR OF
NUTRITION, THE PENNSYLVANIA STATE UNIVERSITY (UNIVERSITY PARK, PA)

KEYNOTE – WHOLE GRAINS AND HEALTH: A ROUNDUP OF THE LATEST RESEARCH

MONDAY, JANUARY 31, 5:00 PM

Dr. Penny Kris-Etherton is Distinguished Professor of Nutrition in the Department of Nutritional Sciences at The Pennsylvania State University, where she has been on the faculty since 1979. She received her B.S. in Medical Dietetics at the Rochester Institute of Technology, and her M.S. in Nutrition from Case Western Reserve University. Dr. Kris-Etherton's research expertise is cardiovascular nutrition, including the evaluation of established and emerging CVD risk factors including lipids, lipoproteins, blood pressure, inflammatory markers, measures of oxidative stress and adhesion molecules. She and her colleagues have studied many different populations, including healthy participants, overweight/obese subjects, as well as subjects at risk for CVD. Her research integrates clinical and basic research to evaluate underlying mechanisms that account for the diet-induced clinical responses, including the molecular mechanisms of action. Dr. Kris-Etherton has served on many national committees and review panels including the 2005 Dietary Guidelines for Americans Advisory Committee, the National Academy of Sciences Panel on Macronutrients, NIH's Nutrition Study Section, the National Cholesterol Education Program Second Adult Treatment Panel, and the ASCN/AIN Task Force on Trans Fatty Acids. She is the recipient of many awards including the Marjorie Hulsizer Copher Award from the American Dietetic Association (2007), the Elaine Monsen Research Award from the American Dietetic Association Foundation (2005), the Lederle Award for Human Nutrition Research awarded by the American Society for Nutritional Sciences (1991), and the Foundation Award for Excellence in Research by the American Dietetic Association (1998).

For decades, epidemiological research has shown a strong positive association between whole grain consumption and better health. Now, more rigorous clinical trials are deepening our understanding of the health benefits of whole grains, and the mechanisms that may be responsible for these benefits. Dr. Kris-Etherton will review all the latest research on whole grains, and its ramifications for our health.

BOBBI LEAHY, DIRECTOR OF SALES - WEST, SPINS, INC. (CA)
THE PACE PICKS UP: THE WHOLE GRAIN STAMP INCREASES SALES
TUESDAY, FEBRUARY 1, 1:00 PM

Bobbi Leahy has over 25 years Consumer Packaged Goods experience across retail, manufacturer and information supplier organizations, including eight years with SPINS. In her current role as Director of Sales -West, Bobbi works with SPINS' western region manufacturer clients, to solve for business objectives utilizing SPINS services across retail channels & consumer behavior measurement.

The Whole Grain Stamp has played a large role in helping consumers identify which products contain dietarily-significant amounts of whole grains. As whole grains become "the new norm," how have product sales been impacted? SPINS explores the 11% growth of whole grain stamp-certified products over the past year, including which categories are capturing the largest share of dollar sales. The session will also discuss the importance of the Natural, Specialty and Conventional retail outlets to the segment's growth, as well as how upcoming 2011 ingredient trends may further fuel the success of whole grains.

CHRIS MILLER, MS, INSTRUCTOR OF MILLING SCIENCE AND MANAGEMENT,
KANSAS STATE UNIVERSITY (MANHATTAN, KS)
MILLING AROUND: WHAT MAKES A GRAIN "WHOLE" EVEN AFTER MILLING?
TUESDAY, FEBRUARY 2, 9:15 AM

Prof. Chris Miller joined the Department of Grain and Industry faculty in January 2009, as the Buhler Instructor of Milling Science and Management. In this role Chris is responsible for undergraduate teaching and advising, as well as industrial training and outreach through the International Grains Program. Chris has his BS in Milling Science and Management and MS in Grain Science both from The Department of Grain Science and Industry at Kansas State University. Chris has expertise in wheat flour milling, dry corn milling and oat milling, and was working with the Quaker Oats Co., before returning to KSU. Chris is studying wheat protein biochemistry, and will complete his PhD in Biochemistry in the near future.

Whole-wheat flour can be produced through various grinding processes; including single source milling and the gradual reduction system. During this presentation Chris Miller will give an overview of the flour milling process, focusing on design features related to whole-wheat flour production. This session will also present data comparing the nutritional value of whole-wheat flour from both single source and recombined flour streams.

BOB MOORE, FOUNDER AND PRESIDENT, BOB'S RED MILL NATURAL FOODS, INC.
(MILWAUKIE, OR)
WELCOME TO PORTLAND: FIGHTING CHILDHOOD OBESITY WITH THE ECO PROGRAM
MONDAY, JANUARY 31, 6:00 PM

Bob Moore, a former auto service center manager, founded Bob's Red Mill Natural Foods in 1978 as a way to provide people with delicious whole grain products. After reading through old milling journals and searching the world for old millstones, Moore first entered the milling business in 1972 in Redding, California. His wife Charlee is the inspiration for many of the company's recipes

as she raised her family on healthy, scratch meals. While Moore acknowledges being a leading producer of all-natural whole grain foods across the U.S. and internationally, he states that his primary motivation lies in “believing in what you are doing.” And a true believer he is. Sporting a kind smile and signature look – a Touring Cap and Bolo Tie – Moore exhibits great enthusiasm for his 209-person company that operates around the clock.

Funded by a generous \$1.2 million donation from Bob’s Red Mill Natural Foods founders Bob and Charlee Moore, the ECO Project (Ending Childhood Obesity) from the National College of Natural Medicine is a program to improve the dietary habits of families and help end the causes of the growing obesity epidemic in the United States.

Starting with a pilot program in Portland, Oregon, the ECO Project will offer a series of twelve hour-long workshops, providing education and training to both adults and children about cooking with whole foods and improving overall fitness. Through the duration of the workshops and for months beyond, the program’s participants will record behaviors associated with the development of chronic disease, to provide data to assess if behavior change can occur and be sustained.

SARAH MURPHY, RD, LDN, NUTRITION MANAGER, PEPSICO (BARRINGTON, IL)
PANEL: HOW AND WHY COMPANIES COMMIT TO WHOLE GRAINS

TUESDAY, FEBRUARY 1, 8:30 AM

Sarah Murphy is a Manager for the PepsiCo Nutrition team based in Barrington, Illinois. A graduate of the University of Illinois and a registered dietitian by training, she has 22 years of experience supporting the Quaker business.

What motivates some food manufacturers to produce healthy products, while others make foods offering little more than empty calories? We’ll hear from two large multinational corporations, a family bread business, and a family-owned and operated rice company, to learn how these companies make their product decisions, which grains they favor in creating new products, and how they communicate health and wellness messages to their retail and wholesale customers.

CARY NEFF, VICE PRESIDENT OF CORPORATE CULINARY SERVICES, MORRISON MANAGEMENT (ATLANTA, GA)

WHOLE GRAINS MAKE HOSPITALS HEALTHIER

TUESDAY, FEBRUARY 1, 9:45 AM

Chef Cary Neff is recognized as a pioneer in putting whole grains in the center of the plate, in creative and delicious ways. Best known for inventing “Conscious Cuisine” (and for his book of the same name), he has long been instrumental in convincing diners that healthy food can be enticing. As a teenager, Chef Cary trained in classical French cooking at a Chicago trade school, then, through hard work, earned prestigious positions at Chicago’s Ritz Carlton and Park Hyatt hotels. As his career progressed, he became known for transforming the nature of spa food from “low fat” to “full flavor,” in stints at Miraval Life in Balance Resort and Spa in Arizona, and at La Costa Resort and Spa in California. Since December 2008, Chef Cary has served as Vice President of Culinary for Morrison Management Specialists, the healthcare division of Compass North America, a position that allows him to reach an exponentially larger audience, while bringing a new dimension of health and healing to hospital patients and staff.

Chef Cary will explain why his passion for health inspired him to work in the healthcare industry, and how he works with RDs to plan meals that are both delicious and health-promoting. He'll also detail several key innovative features of the programs he's introduced at Morrison sites, including flatscreen monitors offering nutrition education in the serving line; Farmstand produce sales; cooking demos for patients; and enlisting nurses as advocates for healthy eating. He'll conclude by explaining how hospitals can actually save money by switching to healthier food.

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

PANEL: NEW NICHEs FOR WHOLE GRAIN PRODUCTS (GLUTEN FREE)

WEDNESDAY, FEBRUARY 2, 10:15 AM

Tom Payne has worked in food marketing for the past decade, after an earlier career as an educator. Since joining King Arthur Flour in 2007, he has assumed a broad range of marketing and education functions. He is responsible for the company's events and outreach including the National Baking Class program, Life Skills Bread Baking Program and most recently the Baking Education Center, King Arthur Flour's baking school. He has served on the board of directors of the Home Baking Association since 2001, and now serves as its president.

Celiac disease is on the rise, and many other people have also decided to follow a gluten-free diet. Tom Payne will detail the many whole grains that are gluten free, and why "gluten free" does not mean "grain free." He'll explain how whole grain gluten free products may offer more nutrition than other alternatives like potato flour and tapioca, and what's involved in producing gluten-free products (including testing, dedicated facilities, etc.). He'll conclude by reviewing how gluten-free products can be made so delicious that everyone in the family can enjoy them together.

JESSIE PRICE, DEPUTY EDITOR OF FOOD, EATINGWELL MAGAZINE
(CHARLOTTE, VT)

PANEL: HOW MAGAZINES, NEWSPAPERS & BLOGS PUT WHOLE GRAINS FIRST

TUESDAY, FEBRUARY 1, 11:15 AM

Jessie Price is the deputy editor of food for EatingWell Media Group, where she directs all food content. Besides her work on nine other EatingWell books, she is the author of The Simple Art of EatingWell and Comfort Foods Made Healthy, which was nominated for a James Beard Award. She lives in Charlotte, Vermont, where she stays busy growing her own vegetables in the summer and tracking down great Vermont food products when she's not working.

Widespread acceptance of whole grains is facilitated by newspapers, magazines and websites that depict whole grains as the norm. The three journalists on our panel will explain how editorial decisions and photography choices made on both a personal and an institutional level can help create an atmosphere that encourages increased consumption of whole grains.

JOAN RUBSCHLAGER, CO-CHAIRMAN, RUBSCHLAGER BAKING CORPORATION
(CHICAGO, IL)

PANEL: HOW AND WHY COMPANIES COMMIT TO WHOLE GRAINS

TUESDAY, FEBRUARY 1, 8:30 AM

Joan Rubschlager graduated from Illinois Wesleyan University, and enjoyed a 17-year teaching career before joining her husband, Paul, in running his family's business, Rubschlager Baking Corp. Ms. Rubschlager has served on the Chicago Arthritis Foundation Board since 1998 and Easter Seals board since 2008. Paul and Joan have served for several years as members of the Arthritis and Orthopedic Institute Leadership Committee at Rush University Medical Center, the Civic Leadership Committee for the Alzheimer's Association, and gala committees with American Heart Association, Alzheimer's, Les Turner ALS Foundation, and Arthritis Foundation.

What motivates some food manufacturers to produce healthy products, while others make foods offering little more than empty calories? We'll hear from a large multinational corporation, a family bread business, and a family-owned and operated rice company, to learn how these companies make their product decisions, which grains they favor in creating new products, and how they communicate health and wellness messages to their retail and wholesale customers.

CURT SAYLES, OWNER, CSF FARMS (SEIBERT, CO)

PANEL: DOWN ON THE FARM

WEDNESDAY, FEBRUARY 2, 8:30 AM

Curtis Sayles is a fourth generation agricultural producer residing near Seibert, CO. Mr. Sayles returned to the family farm in 1980 after college and a short stint working as an Ocean Engineer for Brown & Root in Houston, Texas. Curtis and his wife, Kerry, started independently farming in 1987 growing their farm to its current 5,000 acres (owned and leased). Curt and Kerry have three adult daughters. The Sayles' began no-till farming in 1996 and moved to continuous crop no-till farming in 1999. Currently they raise winter wheat (seed, red and white varieties), dryland corn, sunflowers and prozo millet. They are currently experimenting with canola and safflower in anticipation of bio-diesel demand. To balance their operation they also have a small all-natural beef feedlot.

White wheat offers all the nutritional advantages of traditional (red) whole wheat, but with a lighter color and milder taste. It's higher-yielding, popular with consumers unaccustomed to the fuller, nuttier taste of whole grains, and is in demand from buyers and producers. And yet Curt Sayles and other white wheat farmers are stymied by a grain-handling system that sees white wheat as a nuisance, since it must be stored and handled separately.

MARTHA ROSE SHULMAN, COOKBOOK AUTHOR AND "RECIPES FOR HEALTH"
COLUMNIST, NEW YORK TIMES (LOS ANGELES, CA)

PANEL: HOW MAGAZINES, NEWSPAPERS & BLOGS PUT WHOLE GRAINS FIRST

TUESDAY, FEBRUARY 1, 11:15 AM

Martha Rose Shulman writes a daily recipe column on nytimes.com entitled Recipes for Health, and is the award-winning author of more than twenty-five cookbooks, including 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, drawing largely from the cuisines of the Mediterranean, inherently healthy cuisines with big flavors. She is a founding contributor at www.ZesterDaily.com, and is the co-owner of the Venice Cooking School in Los Angeles, California. She lived in Paris from 1980 to 1993, and now lives in Los Angeles. She has co-authored books with pastry chef Sherry Yard, Wolfgang Puck, Dean Ornish, and Mark Peel, and collaborated with the Culinary Institute of America on two books, *Culinary Boot Camp* and *Spain and the World Table*.*

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CRAIG STACEY, DIRECTOR OF HEALTH AND WELLNESS MARKETING,
SUPERVALU (EDEN PRAIRIE, MN)
WHOLE GRAINS IN EVERY AISLE
TUESDAY, FEBRUARY 1, 9:15 AM

As Director, Health and Wellness Marketing, Craig Stacey leads and oversees the health and wellness shopper initiatives for SUPERVALU's retail grocery stores and pharmacy locations. In his role, Craig works collaboratively with SUPERVALU's dietitians, merchandising, brand and advertising, pharmacy, and in-store teams to develop programs and solutions designed to provide shoppers with simple health and wellness solutions. Previously, Craig spent two years as SUPERVALU's Director of Brand and Advertising, working on many of the company's current initiatives, including launching the company's ready-to-eat Culinary Circle and natural and organic Wild Harvest brands. He also oversaw the company's partnership with the Joslin Clinic, part of an academic medical center affiliated with Harvard Medical School, as they developed SUPERVALU's nutrition iQ® program which launched in 2009.

Prior to joining SUPERVALU in 2007, Craig spent more than 15 years at the Ford Motor Company in varying regional and national marketing positions including multicultural marketing and national communications manager for the launch of the new 2006 Mercury Milan. He also served as a brand director for Ameriprise Financial and led many brand strategy efforts assisting with their spin-off from American Express. Craig currently serves on the board of directors for Metro Meals on Wheels. His work at Ford has been recognized by the Advertising Research Foundation (ARF) and the American Advertising Association (ANA). A graduate of Michigan State University, Craig currently resides in Chanhassen, MN., serving on the community's Little League baseball volunteer board.

A sea change has taken place in grocery stores in less than a decade. It's now commonplace for stores to have in-house dietitians, who offer store tours and health seminars, as well as shelf-labeling programs designed to promote consumption of healthier foods. SUPERVALU is a leader in this area, with a range of creative health and wellness programs. Mr. Stacey will details some of these programs, with special attention to SUPERVALU's innovative Nutrition IQ® shelf-labeling program, which includes whole grain as one of its criteria.

HEIDI SWANSON, BLOGGER AND AUTHOR, 101COOKBOOKS.COM
(SAN FRANCISCO, CA)

PANEL: HOW MAGAZINES, NEWSPAPERS & BLOGS PUT WHOLE GRAINS FIRST
TUESDAY, FEBRUARY 1, 11:15 AM

San Francisco-based photographer and cookbook author Heidi Swanson is the creator of the award-winning blog 101 Cookbooks. She is the author of Super Natural Cooking a James Beard Award-nominated cookbook focused on natural foods. She has been a contributor to Saveur.com and has also been featured in a wide range of national and international publications including Food & Wine, Fast Company, Glamour, Vegetarian Times, and the Washington Post.

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PATRICIA VILLALOBOS, CORPORATE VICE PRESIDENT OF RESEARCH AND DEVELOPMENT, GRUPO BIMBO BAKERIES (MEXICO CITY, MEXICO)
MARKETING WHOLE GRAINS IN CENTRAL AND SOUTH AMERICA
TUESDAY, FEBRUARY 1, 3:00 PM

Patricia Villalobos Oliver has been Corporate Vice President of Research and Development for Grupo Bimbo since 2002, after working at other food companies included Danone and General Foods. She is responsible for all company initiatives for innovation, health and nutrition, and new technologies, as well as coordinating with universities and research centers to develop new technologies. Ms. Villalobos holds an undergraduate degree in Biochemical Engineering from the Universidad Autónoma Metropolitana in Mexico City, a Masters in Biotechnology and a PhD in Enzyme Engineering, Bioconversion and Microbiology from the Research Centre University of Technology in Compiègne, France, and a Masters in Executive Business Management from IPADE Business School in Mexico City.

In 2004, Grupo Bimbo began a far-reaching and long-term initiative for health and nutrition: the promotion and inclusion of whole grains in specific bread products and brands across all Grupo Bimbo markets including Asia, Latin America, and the U.S.A. Ms Villalobos will detail the coordinated teamwork that such an effort entails, involving milling suppliers and government regulatory authorities in each regions, manufacturing and marketing teams for all brands, and partners including advertising agencies and NGOs such as the Whole Grains Council. So far, Grupo Bimbo has been the first company to introduce the Whole Grain Stamp in fifteen countries.

[Alejandra Inclan Ortiz replaced her colleague, Patricia Villalobos, due to a personal emergency.]

PATRICIA WALL, SENIOR DIRECTOR OF DINING SERVICES, CHARTWELLS DINING SERVICES, HOLTON PUBLIC SCHOOLS AND ORCHARD VIEW SCHOOLS
(MUSKEGON, MI)

WHOLE GRAINS FOR A NEW GENERATION: PROMOTING WHOLE GRAINS TO KIDS

TUESDAY, FEBRUARY 1, 10:45 AM

Patricia Wall has been a Director of Dining Services for Holton Public Schools and Orchard View Public Schools for seven years, and employed with Chartwells Dining Services for ten years. She is a graduate of Muskegon Community College and Grand Valley State University with a Bachelor's degree in Mathematics – a background that has helped her schools' programs grow financially and expand in the last seven years. She also has advanced school training in Culinary Arts, School Nutrition, and Child Nutrition. Patricia has received many awards and recognition for her efforts in School Food and Nutrition. These awards include 2008 "runner up" for the Whole Grain Challenge, 2009 Whole Grain Challenge Award for K-12 medium schools, 2010 Whole Grain Challenge winner for K-12 schools, State of Michigan Breakfast Challenge Honoree for 2009 & 2010, State of Michigan Team Nutrition Shining Star Award, and several Chartwells' Dining Service awards for her focus on health and nutrition.

Feeding our nation's children lunch at school dates back to the creation of the National School Lunch Program post-World War II and today, U.S. schools feed over 31 million lunches to children every year. The last five years have brought tremendous changes to the national School Lunch Program, with whole grains playing an ever-increasing role in school meals. In a rural district with more than 70% economically disadvantaged students, Holton (MI) Public Schools and Chartwells serve two to three meals a day during the school year and also during the summer months. In an effort to inspire even more healthy eating habits, many new whole grain options have been added to the already stacked menus, including many low-sugar, low-calorie offerings. But encouraging kids to accept whole grain options begins with encouragement, education, and above all, proof that they taste great! In this session, we'll gain insight on ways to expand upon regular school activities to include innovative whole grain promotional opportunities. We'll also learn how every school can help to encourage greater whole grain consumption through special programs, whether it's educating PTA and school board members, or planning for an after-school whole grain cooking class for the middle school students. This "in the trenches" report will inspire us all to look for creative ways to build upon the strong legacy of the School Lunch Program, and continue to bring whole grains into every meal.

YU XIAODONG, GENERAL DIRECTOR, PUBLIC NUTRITION AND DEVELOPMENT CENTER (PNDC), NATIONAL DEVELOPMENT AND REFORM COMMISSION OF CHINA
(BEIJING, CHINA)

CHINA'S PLANS FOR MORE WHOLE GRAINS

TUESDAY, FEBRUARY 1, 3:30 PM

Professor Yu Xiaodong is a leading force for better nutrition in China. A graduate of Beijing University, Professor Yu held many different responsible posts in economic policy before turning his talents to the area of nutrition in 1995. Then, he took charge of the Project of Strengthening Chinese Public Nutrition Planning, advocating the importance of improving nutrition to the Chinese leaders and the principals of various government departments. Currently, he is taking part in an active effort to set national standards for food quality and safety.

Rapid change in the world's most populous country has resulted in skyrocketing rates of Western-style diseases in China, including diabetes and obesity. Yet at the same time, some rural areas are still experiencing malnutrition. Professor Yu will explain how China is addressing both problems, through a new nutrition policy that emphasizes greater availability of whole foods and greater emphasis on food safety. He will also explain how China plans to promote whole grain consumption, with a program that will launch at a Whole Grain Forum in Beijing in April.