



Monterey Bay Aquarium Cooking For Solutions



Sustainable Foods Institute

Thursday-Friday, May 16-17, 2013

Speakers, Media and Celebrity Chefs

Sustainable Foods Institute

Thursday-Friday, May 16-17, 2013
Speakers, Media and Celebrity Chefs

Welcome to our 12th Cooking for Solutions celebration and the eighth Sustainable Foods Institute, exploring how our food choices affect the health of the soil, water and oceans.

Here at the Aquarium we're dedicated to inspiring conservation of the oceans, and action to make a difference. We're also seeking answers, through our science-based programs and by encouraging conversation about important environmental issues.

The events at Cooking for Solutions support our Seafood Watch program, which is making significant progress in shifting the market in ways that favor ocean-friendly seafood. Since 1999, we've built the most respected source of information for consumers, chefs and major buyers to use in guiding their purchasing decisions. We have recommendations for more than 2,400 seafood items, and we're updating our science more frequently than ever. Working with partners in North America and abroad, we're doing all we can to advance the sustainable seafood movement.

Together, we're turning the tide in favor of sustainable seafood sourcing. Chefs, consumers and corporate leaders share a growing understanding that our oceans are in trouble and that we all have a part to play in creating a future with healthy oceans. As more businesses embrace responsible producers and those committed to steady improvement, we will see continued progress in years to come.

With your help—as members of the media, chefs, restaurateurs, winemakers and purveyors—we are making a difference. Thank you for joining us!



Julie Packard
Executive Director

Program at-a-Glance
Speakers, Media and Celebrity Chefs

Thursday, May 16 • Monterey Bay Aquarium

From 7:00 a.m.	Shuttles begin from Monterey Plaza and Portola hotels to the Aquarium
7:00-8:15 a.m.	Registration & Continental Breakfast
8:15-8:30 a.m.	Welcome by Julie Packard, Executive Director, Monterey Bay Aquarium
8:30-9:15 a.m.	Keynote 1: Dr. David Orr, "Designing Resilience in a Black Swan World"
9:15-10:30 a.m.	Panel 1: Stories of Sustainability—From Global to Local
10:30-11:00 a.m.	Break
11:00-12:15 p.m.	Panel 2: Climate Change Impacts on Seafood Supply
12:15-1:30 p.m.	Lunch
1:30-2:15 p.m.	Keynote 2: Matt Elliott, "Charting a Course to Sustainable Fisheries"
2:15-3:30 p.m.	Panel 3: Seafood Watch 3.0—Meeting the Needs of Purveyors
3:30-4:00 p.m.	Break
4:00-5:00 p.m.	A conversation with Dr. Marion Nestle
5:00-6:30 p.m.	Free time for one-on-one interviews (shuttles to and from hotels)
6:30-7:30 p.m.	Sustainable Seafood Awards Ceremony: Aquarium Auditorium
7:30-9:30 p.m.	"Meet the Chefs" Reception: Aquarium galleries
9:30 p.m.	Return transportation to the Monterey Plaza and Portola hotels

Friday, May 17 • Monterey Plaza Hotel

At 7:30 a.m.	Shuttles depart Monterey Plaza and Portola hotels for Earthbound Farm
8:00-9:00 a.m.	Organic breakfast at Earthbound Farm
9:00-10:00 a.m.	A conversation with Dr. Preston Maring and Ashley Koff
10:00-10:30 a.m.	Return transportation to the Monterey Plaza Hotel
10:30-11:15 a.m.	"Hugh's Fish Fight," a conversation with Hugh Fearnley-Whittingstall
11:15-12:15 p.m.	A conversation with Elizabeth Meltz and Kathleen Frith
12:15-1:30 p.m.	Lunch
1:30-2:15 p.m.	Keynote 3: Craig McNamara, "California Agriculture, Shifting Toward Sustainability"
2:15-3:30 p.m.	Panel 4: Spotlight Salinas Valley—"The Salad Bowl of the World"
3:30-3:45 p.m.	Break
3:45-5:00 p.m.	Panel 5: GMOs—Bad Reputation or Good Solution?
5:00-7:30 p.m.	Free time (shuttles to and from hotels)
7:30-10:30 p.m.	Cooking for Solutions Gala: Monterey Bay Aquarium
From 9:30 p.m.	Return transportation to the Monterey Plaza and Portola hotels

Institute Day I – Full Agenda Speakers, Media and Celebrity Chefs

Thursday, May 16 • Monterey Bay Aquarium

7:00 a.m. Shuttles begin from Monterey Plaza and Portola hotels to the Aquarium

7:00-8:15 a.m. Registration & Continental Breakfast hosted by Clover Stornetta Farms

8:15-8:30 a.m. Welcome by Julie Packard, Executive Director, Monterey Bay Aquarium

8:30-9:15 a.m. Keynote 1: Dr. David Orr, “Designing Resilience in a Black Swan World”

Dr. David Orr is an internationally recognized leader in sustainability. As Paul Sears distinguished professor of environmental studies and politics and senior adviser to the president, Oberlin College, he is the visionary creator of The Oberlin Project to transform a rust-belt Ohio town into a thriving, sustainable and environmentally friendly community. He is the author of seven books, including the classic *Ecological Literacy* and *Down to the Wire: Confronting Climate Collapse*. He has authored nearly 200 articles, reviews, book chapters, and professional publications.

9:15-10:30 a.m. Panel 1: Stories of Sustainability—From Global to Local

Building sustainable communities with sustainable food systems requires new ways of thinking—and the resolve to put those new ways of thinking into practice. Our four panelists are each involved—in different ways—in creating these communities. They’ll share stories of their progress, including successes and challenges.

Moderated by **Clare Leschin-Hoar**, TakePart.com

Dr. Patricia Majluf is the founder and director of the Center for Environmental Sustainability of the Cayetano Heredia University in Lima, Peru. Working to develop public awareness of the ecosystemic and socio-economic impacts of the industrial anchoveta fisheries led to a nationwide increase in direct consumption, which until recently was only used to produce fishmeal and oil for animal feed.

John Robb is an author and founder of Resilient Communities and resilientcommunities.com. John helps individuals, families, and communities get the information they need to become resilient in the face of global adversity by producing locally.

Susan Sokol Blosser is president and founder of the Yamhill Enrichment Society (YES), Oregon, whose tagline is “Building community through innovation and collaboration.” YES initiated and funds six community projects dealing with literacy, music enrichment, women leaders, local history, and building a strong regional food economy.

Matt Howard is environmental sustainability director for the city of Milwaukee and is leading efforts to improve the sustainability of city government operations; promote sustainability as a best practice for area businesses; and work with the community to improve and enhance the city’s natural assets.

Institute Day I, continued Speakers, Media and Celebrity Chefs

Thursday, May 16 • Monterey Bay Aquarium

10:30-11:00 a.m. Break

11:00-12:15 a.m. Panel 2: Climate Change Impacts on Seafood Supply

Global climate change is resulting in warmer, more acidic oceans, rising sea levels, and diminishing sea ice. How are these changes impacting ocean wildlife and the seafood we eat now, and what are the threats to come and the solutions?

Moderated by **Ken Weiss**, *Los Angeles Times*

Dr. Tom Pickerell is senior science manager, overseeing the team of research scientists for the Seafood Watch program of the Monterey Bay Aquarium. He was a recent author of a paper reviewing climate impacts on marine aquaculture, and was an expert for the European Project on Ocean Acidification.

Brad Warren is the founder and director of the Global Ocean Health Program, the joint ocean-acidification initiative of the Sustainable Fisheries Partnership and the National Fisheries Conservation Center.

Dr. Tessa Hill is an assistant professor at University of California, Davis. Her research focuses on climate change, and impacts on marine environments. She is a member of a team attempting to understand the impact of ocean acidification on marine invertebrates and oceanography of the U.S. West Coast.

Dr. Larry Crowder is the science director at the Center for Ocean Solutions. He is also a professor of biology at Hopkins Marine Station. His recent research has focused on marine conservation, including research on bycatch, sustainable seafood and ecosystem-based management.

12:15-1:30 p.m. Lunch hosted by ARAMARK and prepared by Jeff Rogers and Cindy Pawlcyn with the Monterey Bay Aquarium Culinary Team

1:30-2:15 p.m. Keynote 2: Matt Elliott, “Charting a Course to Sustainable Fisheries”

Matt Elliott is a principal at California Environmental Associates (CEA) and the conservation director of the Sea Change Investment Fund. At CEA, Matt focuses on strategic planning for nonprofits and foundations, particularly in the marine conservation and climate arenas.

Institute Day I, continued
Speakers, Media and Celebrity Chefs

Thursday, May 16 • Monterey Bay Aquarium

2:15-3:30 p.m. Panel 3: Seafood Watch 3.0—Meeting the Needs of Purveyors

Over the last decade the Seafood Watch program has evolved from a primarily consumer-facing program to one that also needs to meet the needs of businesses buying large volumes of seafood. In this panel we'll learn what some of these needs are, and how the sustainable seafood movement is evolving to meet them.

Moderated by **Paul Greenberg**, author of *Four Fish: The Future of the Last Wild Food*

Jennifer Dianto Kemmerly is director of the Monterey Bay Aquarium Seafood Watch program, the most-trusted source of information in North America. Seafood Watch works to engage and empower consumers and businesses to purchase seafood fished or farmed in ways that minimize their impact on the environment.

Marc Zammit is vice president of corporate sustainability at Compass Group USA and is responsible for the development and implementation of its sustainability platform. Marc's work on sustainability initiatives is focused on consumer environmental, health and ethical concerns.

Logan Kock is vice president of strategic purchasing and responsible sourcing for Santa Monica Seafood. In this role he oversees the "Responsible Sourcing Vendor Partner" programs. He also travels to farms and production sites all over the world validating the integrity of SMSF's suppliers as well as qualifying prospects with responsible sourcing and food safety in mind.

William Disson is the owner and executive chef of The Market Place in Asheville, NC. William works with a network of local farms, artisan producers and sustainable fishermen to produce flavorful, fresh food. He is a Seafood Watch Ambassador.

3:00-4:00 p.m. Break hosted by Earthbound Farm

Institute Day I, continued
Speakers, Media and Celebrity Chefs

Thursday, May 16 • Monterey Bay Aquarium

4:00-5:00 p.m. A conversation with Dr. Marion Nestle, hosted by **Elizabeth Weise**, *USA Today*

Marion Nestle will explore the latest hot topics in food systems, at the intersection of sustainability, health and the political arena—from the farm bill to GMO foods, to the impact of food policy on public health.

Dr. Marion Nestle is Paulette Goddard professor in the department of nutrition, food studies, and public health at New York University. She is also professor of sociology at NYU and visiting professor of nutritional sciences at Cornell. Her research examines scientific and socioeconomic influences on food choice, obesity, and food safety, emphasizing the role of food marketing. She is a contributor to the *San Francisco Chronicle* and writes her own *Food Politics* blog.

5:00-6:30 p.m. Free time for one-on-one interviews before Awards Ceremony (shuttles running)

6:30-7:30 p.m. Sustainable Seafood Awards Ceremony: Aquarium Auditorium

A formal program to recognize the work of our 2013 "Educator of the Year," Hugh Fearnley-Whittingstall, and Cooking for Solutions 2013 Chef Ambassadors.

7:30-9:30 p.m. "Meet the Chefs" Reception: Monterey Bay Aquarium galleries

Taste gourmet dishes prepared by ARAMARK chefs, along with Cindy Pawlcyn, Jeff Rogers and the Monterey Bay Aquarium Culinary Team, illustrating their commitment to using sustainable and organic ingredients. Sample sustainable premium wines while suppliers and experts talk about issues surrounding all aspects of food production. Meet suppliers, celebrity chefs and local host chefs, and learn about critical issues facing the food production system as sustainable practices move to supply a growing market here and overseas.

9:30 p.m. Return transportation to the Monterey Plaza and Portola hotels

Institute Day 2 Speakers, Media and Celebrity Chefs

Friday, May 17 • Monterey Plaza Hotel

At 7:30 a.m. Shuttles depart Monterey Plaza and Portola hotels for Earthbound Farm

8:00-9:00 a.m. Organic buffet breakfast hosted by Earthbound Farm

9:00-10:00 a.m. A conversation with Dr. Preston Maring and Ashley Koff RD, hosted by Myra Goodman, cookbook author and co-founder of Earthbound Farm

The connection between our health and the way we eat becomes clearer every day. Yet the U.S. is still plagued by an obesity epidemic, and food policy still supports systems that make unhealthy commodity foods widely available. Our speakers will explore approaches to overcoming the barriers to healthy eating.

Dr. Preston Maring is a physician at the Kaiser Permanente Medical Center in Oakland, CA. He has recently worked with Kaiser Permanente, the Community Alliance with Family Farmers and the Bay Area Physicians for Social Responsibility to help create a system to encourage the sourcing of sustainable local produce to healthcare institutional purchasers.

Ashley Koff RD is an internationally renowned registered dietitian on a mission to improve the health of people across America and beyond through raising public awareness of the value of quality eating—choosing whole foods over processed parts, natural over made in a chemistry lab and organic whenever possible to avoid hormones, synthetic fertilizers, GMOs and harmful pesticides.

10:00-10:30 a.m. Return transportation to the Monterey Plaza Hotel

10:30-11:15 a.m. “Hugh’s Fish Fight”: a conversation with chef activist Hugh Fearnley-Whittingstall, hosted by **Juliet Eilperin**, *Washington Post*

Hugh Fearnley-Whittingstall is widely known in the United Kingdom as a chef, journalist and founder of River Cottage—his small farm that has grown into a cooking school, restaurant and home to a variety of projects focused on self-reliance, food integrity and the consumption of local, seasonal produce. An outspoken advocate for sustainable seafood issues, Hugh launched a revolutionary campaign called Hugh’s Fish Fight, which brought public and government attention to Europe’s wasteful fishing policies.

Institute Day 2, continued Speakers, Media and Celebrity Chefs

Friday, May 17 • Monterey Plaza Hotel

11:15-12:15 p.m. A conversation with **Elizabeth Meltz** and **Kathleen Frith**, hosted by **Russ Parsons**, *Los Angeles Times*

It’s one thing to talk about greening a restaurant, or creating a sustainable regional food system. But how does it happen in the real world? Our panelists will share their experiences from a practical perspective—dealing with food safety issues, the special needs of chef-driven restaurants and vagaries of each local community.

Elizabeth Meltz is director of food safety and sustainability for the Batali/Bastianich Hospitality Group.

Kathleen Frith is president of Glynwood, a nonprofit working to build a thriving regional food system in New York’s Hudson Valley.

12:15-1:30 p.m. Lunch hosted by Clover Stornetta Farms, prepared by Monterey Plaza Hotel & Spa Executive Chef James Waller, a Seafood Watch partner and Cooking for Solutions local host chef.

1:30-2:15 p.m. Keynote 3: Craig McNamara, “Shifting California Agriculture Toward Sustainability”

Craig McNamara is the president and owner of Sierra Orchards, a diversified farming operation producing primarily organic walnuts. By connecting people, policy and agricultural best practices, Craig works to protect the land that feeds us, to promote social justice and support the next generation of farmers. He is also President of the California State Board of Food and Agriculture.

2:15-3:30 p.m. Panel 4: Spotlight Salinas Valley—“The Salad Bowl of the World”

The Salinas Valley is a leading source of produce for the United States and internationally. Increasingly, major growers are incorporating sustainable and organic practices—motivated by principle, by economics and by growing demand from retailers. Our panelists will share the innovative approaches they’re taking.

Moderated by **Marc Gunther**, *FORTUNE*, and Greenbiz.com

Craig Hope is chief customer and marketing officer at Earthbound Farm, the largest organic produce grower in the United States. He has extensive executive experience developing and leading strategic customer teams in well-established and highly entrepreneurial environments.

Institute Day 2, continued
Speakers, Media and Celebrity Chefs

Friday, May 17 • Monterey Plaza Hotel

2:15-3:30 p.m. Panel 4: Spotlight Salinas Valley—"The Salad Bowl of the World", continued

Margaret D'Arrigo-Martin is vice president of community development at Taylor Farms, one of the nation's largest grower-shippers of fresh produce. She oversees its sustainability and corporate responsibility initiatives, including efforts to reduce water and energy use, and to incorporate other sustainable business practices.

Joe Pezzini is chief operating officer at Ocean Mist Farms, Castroville—a family-owned, 90-year old grower-packer-shipper of artichokes and fresh vegetables in California, Arizona and Mexico. He directs corporate sustainability efforts and collaborations to protect wetlands and other natural ecosystems near its farms.

Dr. Jeff Dlott is the president and CEO of SureHarvest, working with growers and agrifood companies to support their sustainability strategies. He's responsible for overall company operations and sustainability services development. He also chairs the California Department of Food and Agriculture's Environmental Farming Act Science Advisory Panel.

3:30-3:45 p.m. Break

3:45-5:00 p.m. Panel 5: GMOs—Bad Reputation or Good Solution?

Exploring the world of GM foods through the perspective of each of our panelists as they explore what they think the contribution can be, both good and bad, and the common misconceptions.

Moderated by **Bryan Walsh**, *TIME International*

Dr. Scott Nichols is a director of Verlasso® where he works with environmental and sustainability leaders to discover ways to evolve salmon aquaculture to meet the ever-growing demand while preserving the ecosystems where fish are raised.

Dr. Jason Clay is senior vice president for market transformation at WWF-U.S. He is a thought leader in the NGO community about global trends, supply chain management issues, partnering and convening multi-stakeholder groups to work together on pre-competitive issues.

Institute Day 2, continued
Speakers, Media and Celebrity Chefs

Friday, May 17 • Monterey Plaza Hotel

3:45-5:00 p.m. Panel 5, continued

Dr. Frederick Kaufman is professor of English and journalism at the City University of New York and author of *Bet the Farm: How Food Stopped Being Food*. A contributing editor at *Harper's Magazine*, Kaufman's work has also appeared in numerous journals and publications.

Dr. Mitch Tuinstra is a professor of plant breeding and genetics at Purdue University. He studies how crops can be enhanced through breeding to improve productivity in stressful environments especially heat and drought stresses, and how this can be translated in developing varieties that are better adapted to stressful growing conditions.

5:00-7:30 p.m. Free time before Cooking for Solutions Gala (shuttles available)

From 7:15 p.m. Shuttles to the Gala from Monterey Plaza and Portola hotels

7:30-10:30 p.m. Cooking for Solutions Gala: Aquarium Galleries

Savor sustainability at our 12th annual grand culinary celebration, with tasting opportunities in our exhibit galleries and in pavilions on our ocean-view deck. You'll taste gourmet dishes prepared by celebrity chefs and 90 outstanding restaurants, along with organic and sustainable wines from 60 premium West Coast wineries and microbrews from six breweries.

Be sure to explore our online silent auction, which benefits the Aquarium's Seafood Watch program and features outstanding culinary adventures, great wines and one-of-a-kind items.

Bidding runs through May 20 at www.biddingforgood.com/cookingforsolutions. The one exception—fine wines, which lucky winners will take home.

From 9:30 p.m. Return transportation to the Monterey Plaza and Portola hotels

Saturday and Sunday, May 18 & 19 • Monterey Bay Aquarium

No transportation today

10:00-6:00 p.m.

Sustainable Foods Celebration: Throughout the Aquarium
Complimentary tickets will be provided for you and a guest.

Learn more about sustainable seafood and organic agriculture as you stroll through the Aquarium galleries. Visit the Whole Foods Marketplace & Kids' Zone, where you'll graze with local growers and food artisans, or attend informative "talk and taste" demonstrations with culinary experts on our ocean-view deck. We'll present cooking demonstrations by celebrity chefs.

10:00-4:00 p.m.

Salon Series, hosted by Williams-Sonoma (Ticket purchase required for entry)

Join us for one, or more, of these intimate culinary experiences with chefs and artisans who will offer delicious insights into some of your favorite foods. The pros will share their tips, tricks and lively commentary in each hour-long, interactive program—most of which will tease your taste buds with delicious tastings.

5:00-7:00 p.m.

A Street Food Extravaganza hosted by Carla Hall (Ticket purchase required)

Street food is spreading like wildfire, offering gourmet-quality ethnic treats and comfort food from many cultures. **Carla Hall** will host as you sample tasty gourmet treats from street food aficionados like Hawaii's **Sam Choy**, Maine's **Michele Ragussis**, San Francisco's **Emily Luchetti** and **John Fink**, L.A.'s **Susan Feniger** and **Mary Sue Milliken**, Chicago's **Art Smith**, Atlanta's **Richard Blais**, Earthbound Farm's **Sarah LaCasse** and Monterey Plaza's own **James Waller**. This intimate event for 300 guests is a wonderful opportunity to chat casually with the chefs—and with many other Cooking for Solutions chefs who will be with you. You'll sample their creations, along with other delicious food created by the team at the Monterey Plaza Hotel & Spa, as you pick up cooking tips for preparing street food favorites at home. The food is paired with premium wines from The Hess Collection and beer from Sierra Nevada Brewing Company. All the activities take place overlooking the water at the beautiful bayside Monterey Plaza Hotel & Spa.

The mission of the
Monterey Bay Aquarium
is to inspire conservation
of the oceans.



Monterey Bay Aquarium

886 CANNERY ROW, MONTEREY, CA 93940
831.648.4800 MONTEREYBAYAQUARIUM.ORG