



Sustainable Foods Institute
Tuesday and Wednesday, May 12-13, 2015

Program at-a-Glance

Monday, May 11: Monterey Plaza Hotel & Spa

6:30-8:30 p.m. Evening Reception for Media, Speakers and Panelists
Private: Participating panelists, moderators, speakers, media and sponsors only

Tuesday, May 12: Monterey Plaza Hotel & Spa

7:00–8:00 a.m. Registration & continental breakfast
8:00–8:15 a.m. Welcome by Julie Packard, Executive Director, Monterey Bay Aquarium
8:15–8:45 a.m. Keynote 1—Ricardo Salvador, PhD “Promoting a New National Food Policy”
8:45–9:45 a.m. Panel 1—The Incredible Groundfish Recovery: A Case Study
9:45–10:15 a.m. Break
10:15–11:00 a.m. Recovering Global Fisheries: A conversation with Maria Damanaki and Paul Greenberg
11:00 a.m.–12:15 p.m. Panel 2—Can We Turn the Tide on Tuna?
12:15–1:30 p.m. Lunch
1:30–2:30 p.m. Panel 3—Antibiotics: Land, Sea and the Connection to Human Health
2:30–3:15 p.m. Protein Planet: A conversation with Christopher Gardner, PhD, and Arlin Wasserman
3:15–3:45 p.m. Break
3:45–4:15 p.m. Keynote 2—Rafe Sagarin, “What Natural Systems Can Tell Us about Adaptability”
4:15–5:15 p.m. Panel 4—Adaptation: Stories of Survival and Growth in a Changing World
5:15–6:30 p.m. Free time for one-on-one interviews
6:30–9:00 p.m. Make It Sustainable Reception: Monterey Bay Aquarium

Wednesday, May 13: Monterey Plaza Hotel & Spa

At 7:30 a.m. Shuttles depart Monterey Plaza Hotel & Spa for Earthbound Farm **(Private event)**
8:00–9:00 a.m. Organic breakfast at Earthbound Farm **(Private event)**
9:00–10:00 a.m. An Agricultural Blueprint for the 22nd Century **(Private event)**
10:00–10:30 a.m. Return transportation to the Monterey Plaza Hotel
10:30–11:30 a.m. Panel 5—Managing Supply Chains for Sustainability and Social Justice
11:30–12:15 p.m. Silicon Valley Meets Salinas Valley: A case study for innovation, with John Hartnett
12:15 p.m.–1:30 p.m. Lunch
1:30–2:30 p.m. Panel 6—Sustainable Growth: New Models for Funding Sustainable Food Systems
2:30–3:30 p.m. Panel 7—Food Recovery
3:30–3:45 p.m. Break
3:45–4:30 p.m. A conversation with Javier Plascencia and Hoyt Peckham, PhD
4:30-5:00 p.m. Reception with refreshments
5:00–6:00 p.m. Free time
6:15–9:30 p.m. Cooking for Solutions Dine Around **(Private event)**
From 9:30 p.m. Return transportation to the Monterey Plaza Hotel & Spa

Institute Day 1 – Full Agenda

Tuesday, May 12, 2015: Monterey Plaza Hotel & Spa

7:00–8:00 a.m. Registration & deluxe continental breakfast

8:00–8:15 a.m. **Welcome by Julie Packard, Executive Director, Monterey Bay Aquarium**

8:15–8:45 a.m. **Keynote 1—Ricardo Salvador, PhD, “Promoting a new National Food Policy”**

Ricardo Salvador, PhD, is the senior scientist and director of the Food & Environment Program at the Union of Concerned Scientists where he works with citizens, scientists, economists, and politicians to transition our current food system into one that grows healthy foods while employing sustainable practices. Before coming to UCS, he served as a program officer for Food, Health, and Wellbeing with the W.K. Kellogg Foundation, and was an associate professor of agronomy at Iowa State University (ISU). He holds a MS and PhD in crop production and physiology from Iowa State University.

8:45–9:45 a.m. **Panel 1—The Incredible Groundfish Recovery: A Case Study**

The West Coast groundfish fishery has made a remarkable recovery – from economic disaster to Seafood Watch Best Choice in just over 15 years. Our panelists will offer insights about the cooperation among the fishing fleet, conservation groups and government regulators that produced this success story – one that offers a path forward for recovery of other struggling fisheries.

Moderated by **Drew Cherry**, IntraFish Media

Shems Jud is Oceans Program Deputy Regional Director, Pacific Coast, at Environmental Defense Fund where he coordinates the catch share projects in the Pacific Region, including the multispecies trawl IFQ program. Shems also performs research and analysis on fisheries in the Pacific to aid in the development of catch shares and other meaningful management reforms in the region.

Brad Pettinger is director of the Oregon Trawl Commission and a member of a longtime Oregon fishing family. The commission was formed by a vote of the producers in 1962, and is funded entirely by fishermen from a percentage of their catch.

Margaret Spring is Vice President of Conservation & Science and Chief Conservation Officer at the Monterey Bay Aquarium. She directs the aquarium’s conservation and science efforts, which include research programs involving sea otters, great white sharks, Pacific Bluefin tuna and other species, as well as its respected Seafood Watch program and ocean policy initiatives. Before coming to the aquarium in 2013, she served at the National Oceanic and Atmospheric Administration from 2009 to 2013, first as Chief of Staff and then as Principal Deputy Under Secretary for Oceans and Atmosphere.

Will Stelle is Regional Administrator NOAA Fisheries’ West Coast Region. Previously, he was Northwest Regional Administrator where during his tenure the region formulated the basic architecture of the ESA salmon program for NOAA Fisheries. Prior to joining NOAA, he worked in the White House, for the Secretary of Interior, and served as Chief Counsel for the House

Merchant Marine and Fisheries Committee, the General Counsel for the Fish and Wildlife Subcommittee, and as staff counsel for the Senate Select Committee on Indian Affairs.

9:45–10:15 a.m.

Break

10:15–11:00 a.m.

Recovering Global Fisheries: A Conversation with Maria Damanaki

The West Coast groundfish recovery is a success story. What will it take to turn around struggling global fisheries, and how can successful management models in the U.S. and elsewhere be exported around the world?

Moderated by **Paul Greenberg**, author of *Four Fish* and *American Catch*

Maria Damanaki is the Global Managing Director for Oceans at The Nature Conservancy. She leads a global team focused on transforming how the world manages its oceans, including sustainable fisheries management, large-scale protection and restoration of coral reefs and other ecosystems, coastal resilience, and a first-of-its-kind mapping and quantification of the full value of the world's oceans to people. With over 30 years of public service in Europe, Damanaki most recently served the past four years as European Union Commissioner for Maritime Affairs and Fisheries. Under her leadership, the Commission was able to bring fish populations back to healthier levels—from as few as five sustainable stocks in 2010 to up to 27 today. In just the next five years, the continuation of her fisheries policy efforts could lead to 15 million more tons of fish in the sea, 30 percent more jobs and the equivalent of over U.S. \$2 billion in additional revenue.

11 a.m.– 12:15 p.m.

Panel 2—Can We Turn the Tide on Tuna?

Tuna is a popular seafood choice (and an incredibly lucrative fishery) around the world. High demand is pushing some tuna populations to the brink of commercial extinction. Our panel will explore new global management initiatives, growing interest in tuna aquaculture, the role of major buyers in pressing for sustainable fishing practices and the perspective of chefs who are just saying no to tuna.

Moderated by **Shannon Service**, Oceans Reporter & Documentary Producer

Andre Boustany, PhD is a research scientist at Duke University where he studies pelagic fish and fisheries, looking at ways to reduce bycatch and improve fishing efficiency. In addition to his research, Andre also teaches classes in marine conservation and fisheries ecology and serves as a member of the Atlantic Highly Migratory Species Advisory Panel and the US ICCAT Advisory Committee, advising NOAA on domestic and international management of pelagic fishes in the Atlantic Ocean.

Rebecca Lent, PhD is the Executive Director of the Marine Mammal Commission. Before joining the Commission in 2013 she served as Director of the Office of International Affairs at NOAA's Fisheries Service. Her career at NOAA began in 1992 when she joined the Highly Migratory Species Division at the National Marine Fisheries where she served as Economist and then Division Chief. She then joined the Senior Executive Service in 2000, serving as the Regional Administrator of the Southwest Region, the Deputy Assistant Administrator for Regulatory Programs, and the Director of the Office of International Affairs.

Matt Owens is the Director of Environmental Policy and Social Responsibility at Tri Marine, one of the largest tuna supply companies in the world. He is an experienced leader in sustainability advocacy, most recently at FishWise where he led efforts to build sustainable seafood programs

for U.S. retailers. Currently, Owens focuses on sustainability and public policy issues to strengthen the long-term reliability and integrity of Tri Marine's supply chain solutions for its customers and the communities where Tri Marine operates.

Jonathon Sawyer is chef and owner of The Greenhouse Tavern, Noodlecat and Trentina in Cleveland, Ohio. Sawyer is a member of Seafood Watch's Blue Ribbon Task Force, and in 2014 he made the decision to give up tuna for a year, both in his own diet, and in his restaurants. Sawyer was the recipient of *Food & Wine* magazine's Best New Chef award in 2010, and has made several national television appearances including "Iron Chef America," "Dinner Impossible," "Unique Eats," and "The Best Thing I Ever Ate."

12:15–1:30 p.m.

Lunch prepared by Monterey Plaza Hotel & Spa **Executive Chef James Waller**, a Seafood Watch partner and Cooking for Solutions Ambassador

1:30–2:30 p.m.

Panel 3—Antibiotics: Land, Sea and the Connection to Human Health

Antibiotics have long been used in the farming of terrestrial livestock, and are increasingly being used in aquaculture as the global fish farming industry continues to scale up. With physicians raising concerns about antibiotic resistance in human health, and food suppliers faced with production demands and animal health concerns, what solutions are on the horizon? Our experts will discuss what consumers need to know, and what policy shifts need to occur to address this issue.

Moderated by **Dan Charles**, National Public Radio

Peter Bridson is founder of Seagreen Research. He was the Aquaculture Manager at Monterey Bay Aquarium's Seafood Watch program for six years. His more than 20 years' experience in aquaculture research aided the development of criteria with which Seafood Watch assesses the sustainability of farmed seafood and informs the buying decision of consumers and businesses nationwide. Bridson sits on the Global Aquaculture Alliance's Standards Oversight Committee, the Global Seafood Sustainability Initiative's Aquaculture Expert Working Group, and the National Institute for Animal Agriculture's National Roundtable for Sustainable Aquaculture.

Stuart H. Cohen, MD is Chief of the Division of Infectious Diseases and Director of Hospital Epidemiology and Infection Control at UC Davis medical group, and professor of medicine at UC Davis. He specializes in clinical infectious diseases and infection control in the hospital environment. He is interested in AIDS, HIV infection and treatment of immunocompromised patients and serves as primary infectious diseases consultant to transplant programs. Cohen uses molecular biology to investigate epidemiology of resistant microorganisms.

Christine Daugherty, PhD is Vice President of Animal Well-Being Programs and Technology at Tyson Foods. Daugherty is responsible for leading the company's commitment to proper farm animal treatment. This includes overseeing the Tyson FarmCheck™ program, which includes third-party, on-farm animal well-being audits, working with an external Animal Well-Being Advisory Panel and commitment to additional research. Daugherty has a PhD in life sciences from Louisiana State University and a JD from the University of Arkansas.

Jean Halloran is Director of Food Policy Initiatives at Consumers Union, and has worked on food safety and sustainability issues there for the last 25 years. She is currently responsible for developing policy and staff initiatives on strengthening FDA and USDA roles in food safety, biotechnology, mad cow disease prevention, seafood safety, bacteria in meat, and poultry and produce. She also oversees the Food and Product Safety Campaign, and the BuySafeEatWell.org website.

2:30–3:15 p.m.

Protein Planet: A conversation with Christopher Gardner, PhD, and Arlin Wasserman

Want to drive up sales? Adding more protein to almost any food product imaginable is the magic formula in today's marketplace. The belief that more protein equals better health is a long term consequence of nutrition advice that demonized fats and later carbohydrates, leaving protein including meats, poultry and seafood as the last safe macronutrient category for the eating public. But the quest for more protein has transformed our planet, and even modest changes in protein consumption in the American diet have the potential to lead to significant, positive environmental impacts. By simply following the guidelines for protein levels recommended by nutritionists we could see a significant change in environmental impacts – water, land use and carbon emissions. Is America ready to reconsider its love affair with animal protein?

Moderated by **Jane Black**, Food Writer

Christopher Gardner, PhD is a Research Professor of Medicine at Stanford Prevention Research Center. For the past 20 years he has been focused on investigating the potential health benefits of various dietary components or food patterns, which have been explored in the context of randomized controlled trials in free-living adult populations. He initiated the first Stanford Food Summit in 2010, which is now in its sixth year focused on solutions-oriented approaches to food system problems.

Arlin Wasserman is a principal and the founder of Changing Tastes, a consultancy that finds value and opportunity at the intersection of the five major drivers of change in our food system: sustainability, public health, information technology, demographics and the changing role of the culinary professional. He is also a fellow at the Center for Leadership in Global Sustainability at the Virginia Polytechnic University and chair of the Sustainable Business Leadership Council for Menus of Change.

3:15–3:45 p.m.

Break

3:45–4:15 p.m.

Keynote 2—Rafe Sagarin, PhD, “What Natural Systems Can Tell Us About Adaptability”

Rafe Sagarin, PhD is a marine ecologist at the University of Arizona's Biosphere 2 and the author of *Learning from the Octopus: How Secrets from Nature Can Help Us Fight Terrorism, Natural Disasters, and Disease*. A recipient of the Guggenheim Fellowship, he consults with organizations including the American Red Cross and the U.S. Department of Defense, as well as executives from the world's largest corporations on how they can unleash the natural power of adaptability to survive and thrive in an unpredictable world.

4:15–5:15 p.m.

Panel 4—Adaptation: Stories of Survival and Growth in a Changing World

Change is inevitable. How we respond to it can have huge ramifications on the planet, and on humanity. Our panel will explore how farmers, city residents, policymakers, and even nations, can adapt—and are currently adapting—to changes in climate, landscape, and the market to in order to nourish a growing population sustainably.

Moderated by **Mitchell Hartman**, Marketplace

Claire Kremen, PhD is Professor in the Department of Environmental Science, Policy and Management at University of California, Berkeley, and Faculty Director at the Berkeley Food Institute. Her current research focuses on exploring the ecological, social and economic benefits,

costs and barriers to adoption of diversified farming systems, and on restoring pollination and pest control services in intensively farmed landscapes, using both predictive modeling and field studies. In 2014 her lab published research indicating that diversification practices reduce the organic to conventional yield gap.

Tom Losordo, PhD is Principal Scientist and Chief Engineer at Pentair Aquatic Eco-Systems, Inc. He provides leadership in global aquaculture development for Pentair and works with a team of engineers and biologists in the design of cost effective and environmentally sustainable production systems for the global aquaculture community.

David Mas Masumoto is an organic farmer and the author of seven books including: *Heirlooms*, *Letters to the Valley*, and *Epitaph for a Peach*. A third generation farmer, Masumoto grows peaches, nectarines, grapes and raisins on an organic 80 acre farm south of Fresno, California.

Malik Kenyatta Yakini is a founder and the Executive Director of the Detroit Black Community Food Security Network (DBCFSN). DBCFSN operates a seven-acre urban farm and is spearheading the opening of a co-op grocery store in Detroit's North End. Yakini views the "good food revolution" as part of the larger movement for freedom, justice and equality. He has an intense interest in contributing to the development of an international food sovereignty movement that embraces Blacks communities in the Americas, the Caribbean and Africa.

5:15–6:30 p.m.

Free time for one-on-one interviews

6:30–9:00 p.m.

Make It Sustainable Reception: Monterey Bay Aquarium

Taste gourmet dishes prepared by local Cooking for Solutions Chef Ambassadors, 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 and chefs and learn about critical issues facing the food production system as sustainable practices move to supply a growing market here and overseas.

Institute Day 2

Wednesday, May 13, 2015: Monterey Plaza Hotel & Spa

7:30 a.m. Shuttles depart the Monterey Plaza Hotel & Spa for Earthbound Farm
Private event for participating media, speakers, panelists and chefs only.

8:00–9:00 a.m. Organic buffet breakfast hosted by Earthbound Farm
Private event for participating media, speakers, panelists and chefs only.

9:00–10:00 a.m. **An Agricultural Blueprint for the 22nd Century:** A conversation with **Karissa Kruse and Christopher Silva**
Private event for participating media, speakers, panelists and chefs only.

In early 2015 the Sonoma County Winegrowers announced a 100-year business plan to preserve agriculture in Sonoma County, what may be the first plan of its kind in agriculture. The announcement came just a year after the group made a bold commitment to make Sonoma the nation's first 100 percent sustainable wine growing region by 2019—a commitment that was already one-third complete just 12 months after it was announced. Sonoma County wine grape growers are currently following a rigorous sustainability self-assessment and third party certification program focused on 138 farming and business practices, such as land use, canopy management, energy efficiency, water quality assessments, carbon emissions, healthcare and training for employees and being a good neighbor and community member.

Moderated by **Naomi Starkman**, *Civil Eats*

Karissa Kruse is President of the Sonoma County Winegrowers, a marketing and educational organization dedicated to the promotion and preservation of Sonoma County as one of the world's premier grape growing regions.

Christopher Silva is President and CEO of St. Francis Winery & Vineyards. He is a fifth-generation Sonoma County native and was raised in a family of Petaluma dairy farmers. St. Francis has been recognized for its many green practices, and is Certified Sustainable by the California Sustainable Winegrowing Alliance.

10:00–10:30 a.m. Return transportation to the Monterey Plaza Hotel & Spa

Begin sessions open to all Institute attendees

10:30–11:30 a.m. **Panel 5—Managing Supply Chains for Sustainability and Social Justice**
Complex global supply chains can make tracing the backgrounds of products and raw materials a guessing game for businesses. For consumers concerned about the environmental and social impacts of the products they buy, the truth is even more obscure. Each panelist has championed solutions for both environmental and social justice in their supply chains, and will discuss the challenges and ways they've managed to shed light, and take action, on this multifaceted issue.

Moderated by **Marc Gunther**, *Guardian Sustainable Business*

Isabelle Aelvoet, PhD is Global Sustainability Director for Mars Petcare. She is responsible for developing the Mars Petcare sustainability strategy and priorities in support of the Corporate Mars Sustainability Vision and Policies.

Katrina Nakamura, PhD is founder of Sustainability Incubator, which offers technical services for sustainable seafood worldwide. Nakamura has worked for seafood sustainability for 20 years. As a rural planner, scientist and entrepreneur she has contributed to oyster farming and processing, new commercial fisheries and co-management institutions, and helped seafood supply chains produce more sustainable products. With support from Humanity United, Katrina led the development of the Labor Safe Screen to help seafood businesses to tackle forced and trafficked labor in supply chains.

Doug Welsh is Vice President, Coffee and Roastmaster at Peet's Coffee & Tea. Only the third man in Peet's history to hold the title of Roastmaster, Doug has circumnavigated the globe in the hunt for the world's best beans—and tasted more than a quarter million cups along the way. His three decades with Peet's have transformed him from customer to counterperson to foremost authority, presiding over the quality of Peet's coffee from source to bag.

Joe Whinney is founder and CEO of Theo Chocolate, the first organic and Fair Trade chocolate factory in the country. Whinney first pioneered the supply of organic cocoa beans into the United States in 1994 after traveling and working in the tropics of Central America and Africa, where he recognized an injustice in the way that both people and land were being exploited. Over the next decade, he worked to champion organic cocoa beans in the U.S. and promote Fair Trade practices for the people farming those beans. All of Theo Chocolate's ingredients are carefully screened and third party verified to ensure they meet the highest standards for social and environmental responsibility.

11:30 a.m.–12:15 p.m. **Silicon Valley Meets Salinas Valley: A case study for innovation with John Hartnett**

Salinas Valley is the salad bowl of the United States and just over a set of verdant hills lays Silicon Valley, the country's hub of innovation. Increasingly environmentalists and investors in Silicon Valley see the Salinas Valley as a laboratory for food production—a place where new technologies, methods and partnerships that have global ramifications for the food system can be tested. John Hartnett heads a Silicon Valley investment and advisory firm that is working in the Salinas area. Hartnett believes the Salinas Valley sits in the perfect position to capitalize and provide food technology leadership as the world grows from 7 billion to 9 billion people in the next 20 years.

Moderated by **Elizabeth Weise**, *USA Today*

John Hartnett is a senior technology executive and investor based in Silicon Valley, California and a native of Limerick, Ireland. He is founder and CEO of SVG Partners LLC, a Silicon Valley investment and advisory firm, and has over 25 years of executive level experience leading global sales, marketing, and operations.

12:15–1:30 p.m. Lunch prepared by Monterey Plaza Hotel & Spa **Executive Chef James Waller**, a Seafood Watch partner and Cooking for Solutions Ambassador

1:30–2:30 p.m. **Panel 6—Sustainable Growth: New Models for Funding Sustainable Food Systems**

How are venture capital approaches and other new funding models contributing to creation of more sustainable food systems? We tap several experts who are taking different roads to the same end.

Moderated by **Sarah Nassauer**, *Wall Street Journal*

Eileen Gordon Chiarello is founder and CEO of Barnraiser, a crowd-funding community to power the good food movement one project at a time. She and her husband, Chef and TV host Michael Chiarello, are proprietors of Chiarello Vineyards—sustainably farmed vineyards in Napa Valley—acclaimed Bottega and Coqueta restaurants, Emmy-winning Food Network shows and the NapaStyle brand.

Kellee James is founder and CEO of Mercaris, a market data service and trading platform for organic, non-GMO and other identity-preserved agricultural commodities. Prior to Mercaris, James spent five years at the Chicago Climate Exchange (CCX), the first electronic trading platform and registry for spot, futures and options contracts on carbon, sulfur, clean energy and other environmental products. She is currently a non-resident senior fellow at the Joint Center for Political & Economic Studies, a think tank in Washington, DC.

Ali Long is President and Trustee of The Springcreek Foundation in Corte Madera, California, and Director of Local Food Alliance in Wood River Valley, Idaho. She has been committed professionally and personally to philanthropy promotion and education since 1996, and now focuses her professional energy on the synergistic reform of our food and financial systems in order to achieve a balanced global environmental and social system.

William Rosenzweig is Dean and Executive Director at The Food Business School, and co-founder and Managing Partner at Physic Ventures, the first venture capital firm dedicated to investing in keeping people healthy. He was founding CEO of The Republic of Tea, and has been involved in growing the health and sustainability sectors through his work as an entrepreneur and investor at Odwalla, Stonyfield Farms, LeapFrog, Brand New Brands, Revolution Foods, GoodGuide, Gazelle, and Yummly. In 2014 Will joined forces with The Culinary Institute of America to launch The Food Business School.

2:30–3:30 p.m.

Panel 7—Food Recovery

Redirecting wasted food has the potential to address social justice and food security issues, and help mitigate climate change. So, why aren't all restaurants finding a way to donate their leftovers to a hunger group through a dedicated, reliable program? What are the barriers to doing so? This panel aims to bust myths about the barriers to food recovery, and highlight practical solutions for food recovery in all phases of the food chain.

Moderated by **Stephanie Strom**, *New York Times*

Claire Cummings is the first-ever Waste Specialist for Bon Appétit Management Company Foundation, the nonprofit arm of the pioneering food service provider. Over the past year Cummings has doubled Bon Appétit's food-recovery programs, developed implementation guides for launching reusable to-go container programs, supported the development of a new kitchen-waste-tracking system, and helped launch the Imperfectly Delicious program, which has rescued more than 10,000 pounds of produce from going to waste on farms in the first few months of its limited pilot operations.

Steven Finn is Managing Director of ResponsEcology, a sustainability and change management consulting firm helping organizations to reduce waste and drive transformational culture change with triple bottom line impact. He has conducted extensive research into the problems of food security, water security, and global food waste, and has developed innovative public-private partnerships to capture and redistribute excess food to mitigate hunger. He is co-founder of the

Food Systems Seminar at the University of Pennsylvania, a group which brings together thought leaders from multiple disciplines across the University community on a monthly basis, and serves as an advisor to food recovery projects in the Philadelphia region.

Mary Risley started Tante Marie’s Cooking School as a full-time professional school over 35 years ago. In 1987, she founded Food Runners as a grass roots organization picking up excess food from businesses and delivering it directly to agencies feeding the hungry in San Francisco. 12 years later, she was awarded “Humanitarian of the Year” by the James Beard Foundation for her work with Food Runners.

Ben Simon is a serial social entrepreneur and Founder and Executive Director at Food Recovery Network. FRN unites students at American colleges to fight food waste and hunger by recovering surplus food from their campuses that would otherwise go to waste and donating it to hungry people. FRN is now at over 110 colleges and has donated over 500,000 meals to hungry Americans. Simon is also a co-founder of Hungry Harvest, a social enterprise that sells surplus produce for bargain prices.

3:30—3:45 p.m.

Break

3:45—4:30 p.m.

Sustainability Across the Border: A conversation with **Javier Plascencia** and **Hoyt Peckham, PhD**

Trade of agricultural products between Mexico and the U.S. is robust, and in both countries public awareness about sustainability issues is increasing. Plascencia and Peckham will discuss their perspectives on sustainability in both countries—on land and in the sea—and the similarities and differences between the two when it comes to sourcing, policy and public engagement.

Moderated by **Russ Parsons**, *Los Angeles Times*

Hoyt Peckham, PhD is Director General of SmartFish, a social enterprise based in La Paz, Mexico that incentivizes more sustainable artisanal fishing by creating new markets. Peckham is a Visiting Scholar at Stanford University's Center for Ocean Solutions, a 2014-2016 Pew Marine Fellow, a Member of the IUCN MTSG, and serves as a Technical Expert for the United Nations Environment Program.

Javier Plascencia is chef and owner of multiple award-winning restaurants in Baja California and Southern California, including Tijuana’s Misión 19. He is a vocal advocate for the sustainable food movement both in Mexico and the United States, in particular sustainable fishing. Plascencia has been featured in *The New York Times* and *Food & Wine* magazine, and has appeared on television shows in Mexico and the U.S., including “No Reservations” with Chef Anthony Bourdain.

4:30-5:00 p.m.

Closing reception

End Institute

6:15—9:30 p.m.

Cooking for Solutions Dine Around

Private event for participating media, speakers and panelists only.

Join fellow Institute participants for dinner at one of five local Seafood Watch partner restaurants. It’s an opportunity to network, discuss hot topics from the Institute program and enjoy deliciously sustainable food and wine.