

## Whole Grains Summit 2015

Whole Grains & Health: Empowering healthy change together  
Crossing fields. Empowering communities. Harvesting Impact.

### Agenda

All session talks will take place in the Nine's Ballroom (6<sup>th</sup> floor)

**Wednesday, June 24th, 2015**

**BREAKFAST**

**7:30-8:30am**

**Session 1: Opening Keynotes**

**8:30 - 9:45am**

**8:30 – 8:45**

**Welcome**

*Chairs: Emily Ho, Moore Family Center, Oregon State University and Len Marquart, Grains For Health Foundation, University of Minnesota*

**8:45 – 9:15**

**Public-Private Partnerships in Grains & Health**

*Catherine Woteki, United State Department of Agriculture*

**9:15 – 9:45**

**Importance of Early Diet on Lifelong Health**

*Kent Thornburg, Oregon Health & Sciences University*

**BREAK**

**Session 2: State of the Grain Market Address: A Global Perspective**

**10:00 – 12:00pm**

*Question: What are the successes and challenges? What categories are not using whole grains very much? What are the opportunities? How do we increase whole grain availability and consumption at a global level?*

*Chairs: Colleen Zammer, Bay State Milling*

**10:00 – 10:15**

**Overview of Issues & Scope**

*Colleen Zammer, Bay State Milling*

**10:15 – 10:35**

**Working Together to Deliver Whole Grain Foods to Schools and Foodservice Customers**

*Lisa Feldman, Sodexo*

**10:35 – 10:55**

**Development and Delivery of Whole Grain Ingredients and Foods**

*Jimmy Simonte, Domino's and Don Trouba, Ardent Mills*

**10:55 – 11:15**

**Working Together in the New Ulm Community to Increase Consumption of Whole Grain Foods**

*Rebecca Lindberg, Minneapolis Heart Institute Foundation*

**11:15 – 11:35**

**Developing and Customizing Whole Grain Breads for European Consumers**

*Roberto Ranieri, Open Fields*

**11:35 – 11:55**

**A few Thoughts on Whole Grain Education and Culture in China**

*Xiaodong Yu, China Public Nutrition and Development Center*

**LUNCH**

*Sponsored by Ardent Mills featuring Domino's Smart Slice pizza*



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### Session 3: The Whole Grain Dialogue – Fact or Myth

1:00- 3:30pm

Question: What are current controversies? How do we unify research and create solutions?

Chairs: Paul Jacques, Tufts University and Anne Birkett, Kellogg Co.

Moderator: Sylvia Rowe, SR Strategy

- 1:00 – 2:30**     **MYTH PANEL – Introduction** (Anne Birkett, Kellogg Co.)  
**Gluten Intolerance and Celiac Disease – What You Need to Know**  
*Matt Riley, MD, Northwest Pediatric Gastroenterology*  
**Modern Wheat: Nutritious Food to Feed the World or Corrupted Foodstuff?**  
*Judi Adams, Wheat Foods Council*  
**Is gluten free the healthier option for most of us?**  
*Prof Dr Fred Brouns, Chair "Health Food Innovation", Maastricht University, Netherlands*  
**Do whole grains make you sick and fat? A perspective on the healthfulness of whole grains as seeds in an overall healthful dietary pattern.**  
*David Jacobs, University of Minnesota*
- 2:30 – 2:35**     **WHOLE GRAIN DIALOGUE- Fact or Myth-Intervention vs Epidemiology- Setting the Stage**  
*Paul Jacques, Tufts University*
- 2:35 – 3:30**     **Dialogue – Intervention (Devries) and Observational Studies (Liu)**  
*Jan De Vries, De Vries Nutrition Solutions and Simin Liu, Brown University*

## BREAK

### Session 4: Networking & Idea Gathering

3:45 – 5:00pm

Question: What expertise is in the room? What are our collective experiences? What might we address as a collaborative community?

Chair: Denise Hauge, Grains for Health Foundation

Moderator: Shelly Melroe, Confluency, LLC

- 3:45-3:55**     **Introduction: Who? What?**  
*An overview of the intent and process to facilitate connections*
- 3:55-4:50**     **Speed Networking – Experiences & Insights**  
*Through a series of small group 'story sharing' rounds, we'll learn differing perspectives and begin to see 'the whole'*
- 4:50-5:00**     **Moving Ideas Forward**  
*This is only the beginning! We will recap themes and the upcoming Summit activities for defining collaborative actions*

## RECEPTION

5:00-6:00pm

### Whole Grain Summit Dine-Around Dinner 2015 (see participating Portland area restaurants)

Dinner on your own- Begin to explore Portland at one of our host restaurants; Grab a few new colleagues from the Networking Session and enjoy! Reservations are encouraged at most participating restaurants.

## Whole Grains Summit 2015

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Thursday, June 25th, 2015

### BREAKFAST

7:00-8:00am

Sponsored by Bay State Milling



### Session 5: Food Attributes & Innovations

8:00 – 12:00pm

Question: What are challenges and opportunities in the supply chain to improve nutrition value of the diet through whole grains?



#### Part 1: Practical, Healthy, Affordable and Desirable Foods

8:00 – 9:45am

Sponsored by Quaker Oats Center of Excellence

Chairs: Len Marquart, Grains for Health Foundation and YiFang Chu, Quaker Oats Center of Excellence

- 8:00 – 8:05**    **The Need for Developing Practical, Healthy, Affordable, and Desirable Foods**  
*Len Marquart, Grains for Health Foundation*
- 8:05 – 8:25**    **Opportunities with Grains for Health- Breeding and Production**  
*Nancy Ames, Agriculture and Agri-Food Canada*
- 8:25 – 8:45**    **Whole Grain Processing, Functional Components for Positive Food Attributes and Health**  
*Eric Decker, University of Massachusetts*
- 8:45 – 9:05**    **Research Evidence to Products and Health Claims**  
*YiFang Chu, Quaker Oats Center of Excellence*
- 9:05 – 9:25**    **Changing Factors in the Retail Environment to Facilitate Consumption of Healthy Grain-Based Foods**  
*Joel Gittelsohn, Global Obesity Prevention Center at Johns Hopkins, Center for Human Nutrition, Bloomberg School of Public Health, Johns Hopkins University*
- 9:25 – 9:45**    **Increasing Whole Grain Consumption: Policy and Economics**  
*Laurian Unnevehr, University of Illinois at Urbana-Champaign*

### BREAK

#### Part 2: Innovations

10:00 – 12:00pm

Chairs: Gary Hou, Wheat Marketing Center and Andrew Ross, Oregon State University

- 10:00 – 10:05**    **Introduction – Innovations and Integration in the Supply Chain**  
*Andrew Ross, Oregon State University*
- 10:05 – 10:20**    **Novel Technologies in Whole-Wheat Noodle Development**  
*Gary Hou, Wheat Marketing Center*
- 10:20 – 11:00**    **Panel discussion: Innovation examples (Moderator: Gary Hou)**  
*Suyong Lee (Sejong University), Lirong Zhou (ICL Food Specialties), Sharon Book (ICL Food Specialties)*
- **An Insight into On-Trend Applications of Whole-Grain: Frozen Dough Bread and Noodles**
  - **Texture Modification of Whole Wheat Noodles and Flavor Protection of Whole Grain Products Through Functional Ingredients**
  - **Optimizing Chemical Leavening in Whole Grain Bakery Products**

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- 11:00 – 11:20** Considerations for Limiting and Preventing Microbial Contamination in Whole Grain Cereal Based Products  
*Andreia Bianchini, University of Nebraska*
- 11:20 – 11:40** Sprouted Grains – Technology, Uses and Health Benefits.  
*Gang Guo, Ardent Mills*
- 11:40 – 12:00** How to Bring in Innovations into the Supply Chain? Examples?  
*Summary, Andrew Ross; Table Exercise: Gather ideas for collaboration*

### **LUNCH** –Whole Grain Summit Portland Food Carts Dine-Around **Noon-2:00pm**

Stretch your legs and enjoy the famous Portland Food Cart culture through lunch on your own at several carts serving whole grains, just for you!

*See participating Food Carts (carts located at 9<sup>th</sup> and Alder)*

### **Session 6: Technology and new tools in nutrition education** **2:00 – 3:30pm**

[Question: What are innovative new tools for messaging and nutrition education?](#)

**Chairs:** *Emily Ho, Moore Family Center, Oregon State University and Siew Sun Wong, Oregon State University*

- 2:00 – 2:10** Introduction to Session  
*Siew Sun Wong, Oregon State University*
- 2:10 – 2:30** Using Entertainment to Educate: KickinNutrition.TV  
*Paula Quatromoni, Boston University*
- 2:30 – 2:50** Virtual Worlds and Technology in Health Education  
*Jonathon Richter, University of Oregon*
- 2:50 – 3:10** Social Media and Mobile Devices in Nutrition Education  
*Kay Nobuko Hongu, University of Arizona*
- 3:10 – 3:30** Innovative Tools for Dietary Assessment  
*Carol Boushey, University of Hawai'i*

### **Session 7: Whole Grain Community Showcase/Poster Reception** **3:30 – 6:00pm**

**Sponsored by Oregon State University Extension Family & Community Health Program and 4-H Youth Development**

[Networking and collaboration discussion with the posters and projects](#)

**Chairs:** *Renee Carr, Oregon State University and Lori Sobelson, Bob's Red Mill*

- 3:30 – 3:45** Introduction to Showcase and Healthy Community Outreach Projects  
*Renee Carr, Moore Family Center, Oregon State University*
- 3:45 – 6:00** Poster Discussions and Reception – *Nine's Pre-function space (6<sup>th</sup> Floor) with food and beverage*  
Do we find any parallels in these projects to our suggestions from Day 1? Use the posters and projects to further refine, narrow, broaden or build the project ideas from Day 1.

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Friday, June 26th, 2015

**BREAKFAST**

**7:00-8:00am**

### **Session 8: Consumer Messaging & Education/Communication**

**8:00 – 10:00am**

Question: [How do we overcome consumer/public misunderstanding?](#)

Chair: *LeeAnne Murphy, Manitoba Agri-Health Research Network*

**8:00- 8:10 Introduction**

*LeeAnne Murphy, Manitoba Agri-Health Research Network*

**8:10 - 8:35 Beyond the Headlines: How to Get the Story Straight – Consumer Perspectives**

*Kathleen Zelman, WebMD*

**8:35 - 9:00 What is the Science Behind the Headline; and How to Use Science in the Answer**

*Cynthia Harriman, Whole Grains Council*

**9:00 - 10:00 Individual Messaging Group Exercise**

*Lee Anne Murphy and Shelly Melroe, Confluency, LLC*

- *'Top 3' points of public misperception*
- *Scenarios: Finish the Story*
- *Reporting and conclusion*

**BREAK**

### **Session 9: Building a Healthier Food Environment**

**10:30 – 12:00pm**

Question: [How do we provide a positive environment that facilitates whole grain consumption?](#)

Chair: *Rebecca Lindberg, Minneapolis Heart Institute Foundation*

**10:30 – 10:45 Challenges and Opportunities with Whole Grains in Retail Environment**

*Shari Steinbach, Meijer*

**10:45 – 11:00 Whole Grains in Volume Food Service Operations: Challenges, Opportunities and Success Stories**

*Amy Myrdal Miller, Farmer's Daughter Consulting*

**11:00 – 11:15 Building a Healthy Food Environment in Schools**

*Chef Garrett Berdan, Oregon Public Schools, Nutrition and Culinary Educator*

**11:15 – 11:30 Behavioral Economics and Smarter Lunchrooms**

*Kathryn Hoy, Cornell University*

**11:30 – 12:00 Panel Discussion**

### **Lunch featuring Chefs' Demo and Panel**

**12:00 – 1:30pm**

Sponsored by OSU College of Public Health and Human Sciences, OSU Foundation, OSU Research Office and OSU College of Agriculture



Chair: *Jay Perry, University Housing and Dining Services, Oregon State University*

*Robin Asbell, Chef, Educator and Author, Whole Grains*

*Garrett Berdan, Oregon Public Schools Chef Consultant*

*Vitali Paley, Paley's Place, Portland, Oregon*

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### Session 10: Call to Collaborative Action & Conclusions

1:30 – 4:30pm

*Chairs: Pete Levangie, Bay State Milling and Mary-Ellen Camire, President, IFT and University of Maine*

Session 10 will challenge participants to define projects that result from their understanding of key learnings, needed next steps, and areas naturally calling for collaboration. As an inspirational example, the dairy industry and pulse community will deliver keynote addresses that demonstrate what is possible with a coordinated, intentional effort—both in messaging to consumers and focusing the science.

**1:30 – 1:35 Introduction and Overview**

*Pete Levangie, Bay State Milling*

**Closing Keynotes**

**1:35 – 2:00 Got Milk? A Brief History of One of the Most Memorable Campaigns in Advertising History – and Its Relevance to the Grain Industry**

*W. Stephen James, James & James Consulting LLC; California Milk Processor Board*

**2:00 – 2:25 Lessons From the International Year of the Pulse: Shaping future paths with sticky messages from a cooperative rider and elephant-going against the grain?...NOT.**

*Henry Thompson, Colorado State University*

**2:25- 4:15 Workshop: Defining future collaborative work that creates impact**

**Question: What are the most important things to DO as a whole grains community as next steps?**

**Outcomes: Project outlines and initiatives for organizations to move forward**

*Facilitated by Shelly Melroe, Confluency LLC*

- *Small group working session*
- *Report out and recap*

**4:15-4:30 Wrap-up and Next Steps**

### Whole Grain Showcase Dinner

6:00pm

Sponsored by Bob's Red Mill



You and your colleagues are invited to continue the conversation during the Whole Grain Showcase Dinner, Friday evening. Join Chefs Robin Asbell, Vitali Paley and Jay Perry as they bring their unique knowledge and talents to the Whole Grain Summit to offer you a delicious and “not to be missed” dining experience featuring whole grains.

*Please keep in mind that a ticket is required for this event. (Price: \$60 per person)*



Moore Family Center  
College of Public Health  
and Human Sciences

