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**The James Beard Foundation Explores  
*The Paradox of Appetite: Hungering for Change* in  
America's Food System at National Conference**

*Adam Gopnik, Sam Kass, Michael Moss, Marion Nestle, Raj Patel,  
Art Smith, Carolyn Steel, and Other Food Industry Thought Leaders  
Convene to Discuss How to Attain a More Sustainable Future*

New York, NY (August 5, 2013) – The James Beard Foundation (JBF) will host the fourth annual **James Beard Foundation Food Conference** at the Convene Conference Center in New York City on October 21 and 22. The conference will bring together a diverse group of thought leaders from every corner of the food system to discuss and set the stage for solutions to issues that hunger and appetite present in our modern society.

The theme of this year's conference, *The Paradox of Appetite: Hungering for Change*, will explore the idea of appetite and the conflicts it creates. Appetite fuels ambition, feeds our economy, and encapsulates life, but it also presents challenges. Hunger and obesity, consumption and sustainability, control and freedom—these are just a few paradoxes of appetite.

“With sustainability at the heart of this year's conference, we will call on nutritionists, chefs, authors, professors, and many other experts to delve into the complexity of our appetite,” said Mitchell Davis, Ph.D., executive vice president of the James Beard Foundation. “Our distinguished participants will consider how appetite can be used as a tool to arrive at a more healthful, sustainable future.”

The agenda for the conference will carefully address these important themes of appetite through various presentations, panels, group discussions, and other guided conversations. Top influencers in the industry will lead discussions on compelling subjects such as the impact of appetite on the decisions we make about our food system; the connection between personal appetites and societal, political and economic environments; and the multiple meanings of appetite and its roots in biology.

Topics that will be covered during the Food Conference include:

- *Panel: Hunger in Our Backyard*

- *Presentation:* The Biology of Appetite
- *Conversation:* Cultural Cravings
- *Panel:* Nourishing a Healthy Appetite: Obstacles and Solutions to Achieving Balance between Eating for Pleasure and Health
- *Keynote:* The Consequences of Appetite
- *Conversation:* Rebuilding the American Table: Bridging the Good Food, Fair Food, and Hunger Movements

Guest speakers and panelists include:

- Mariana Chilton, Director, The Center for Hunger-Free Communities
- Jeff Dunn, President and CEO of Bolthouse Farms
- Claude Fischler, Sociologist and Author, *Food, Self and Identity*
- Stephen Goff, Principal Investigator and Project Director, iPlant Collaborative
- Adam Gopnik, Author of *The Table Comes First* and contributor to *The New Yorker*
- Jonathan Halperin, Founder of Designing Sustainability
- Fred Kaufman, Contributing Editor, *Harper's*, and Author, *Bet the Farm*
- Joseph McIntyre, Founder and President of Ag Innovations Network
- Raj Patel, Author of *Stuffed and Starved*
- Jan Poppendieck, Sociologist and Author, *Free for All: Fixing School Food in America*
- Krishnendu Ray, Chair, Department of Nutrition, Food Studies and Public Health, NYU
- Susan Roberts, Professor of Nutrition and Author, *The Instinct Diet*
- Stephen Sidwell, Co-Founder of LYFE Kitchen
- Art Smith, Chef and Founder of Common Threads
- Carolyn Steel, Architect and Author, *Hungry City: How Food Shapes Our Lives*
- Michael Moss, Pulitzer Prize-winning reporter, *The New York Times*, and Author, *Salt Sugar Fat*

The JBF Food Conference will also include the third annual [James Beard Foundation Leadership Awards](#) dinner and ceremony, co-hosted by *Good Housekeeping* at the Hearst Tower. The awards, emceed by chef Art Smith, will honor [five visionaries](#) for their tireless work creating a more healthful, sustainable, and safe food world. All five of the 2013 Leadership Awards recipients will also be participating in the conference.

Founding support for this year's JBF Food Conference was provided by GRACE Communications Foundation and Edens, with additional support provided by Innovator partners Bon Appétit Management Company, Karp Resources, and Sustainer partners, Monterey Bay Aquarium Seafood Watch®, *Good Housekeeping*, and United States Healthful Food Council.\* Admission to the two full-day conference, which will be streamed live, is \$500 and includes breakfast and lunch both days. For more information and to register, visit [jbffoodconference.org](http://jbffoodconference.org) or follow #JBFLeads on [Twitter](#) and [Facebook](#). For further details please contact Bowen & Company at 914.231.6180 or [jamesbeard@bowenandco.com](mailto:jamesbeard@bowenandco.com).

*\*Current list as of press time.*

**About the James Beard Foundation:**

Founded in 1986, the James Beard Foundation's mission is to celebrate, nurture, and honor America's diverse culinary heritage through programs that educate and inspire. A cookbook author and teacher with an encyclopedic knowledge about food, James Beard, who died in 1985, was a champion of American cuisine. He helped educate and mentor generations of professional chefs and food enthusiasts, instilling in them the value of wholesome, healthful and delicious food. Today the Beard Foundation continues in the same spirit by administering a number of diverse programs that include educational initiatives, food industry awards, scholarships for culinary students, publications, chef advocacy training, and thought-leader convening. The Foundation also maintains the historic James Beard House in New York City's Greenwich Village as a "performance space" for visiting chefs. In September of 2012, the Foundation launched the Diplomatic Culinary Partnership with the U.S. Department of State's Office of Protocol and helped create the American Chef Corps as a way to champion American chefs abroad, promote American food products and foster an interest in American culinary culture and history through international programs and initiatives. For more information, please visit [www.jamesbeard.org](http://www.jamesbeard.org). Find insights on food at the James Beard Foundation's blog [Delights & Prejudices](#). Join the James Beard Foundation on [Facebook](#). Follow the James Beard Foundation on [Twitter](#) and [Instagram](#).