

**FOR IMMEDIATE RELEASE**

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## The James Beard Foundation Presents *Rethinking the Future of Food*

*~ James Beard Award-winning chef José Andrés; Nathan Myhrvold, author of Modernist Cuisine; Dr. Ellen Stofan, Chief Scientist of NASA; Sam Kass, former Senior Policy Advisor for Nutrition at the White House; and Paola Antonelli, Senior Curator, Department of Architecture and Design at MoMA, among the participants ~*

New York, NY (August 3, 2015) – The James Beard Foundation (JBF) will host the sixth annual [James Beard Foundation Food Conference](#) at the Convene Conference Center (730 Third Avenue) on October 19 and 20. This year's theme, *Rethinking the Future of Food*, will bring together a diverse group of thought leaders and provocateurs including chefs, scientists, journalists, activists, investors, and more. Building on last year's theme of prescriptions for a healthier America, the conference will look at what lies ahead in three compelling areas: the future of health, the future of the kitchen, and the future of the farm.

“Too often it seems that the future of our food is in the hands of others. Scientific and technological food-system innovations that affect our lives are unfolding every day,” said Susan Ungaro, president of the James Beard Foundation. “Our distinguished speakers and participants will offer provocative and practical ideas to answer the question, ‘What is the future of food we want to create?’”

Over the course of two days, speakers and panelists will explore how a deeper understanding of changes in science, technology, and investment strategies empowers us all to make choices today that will lead to a healthier and more equitable tomorrow.

The agenda will consist of three categories: The Future of Health: Food, Flavor, & Innovation; The Future of the Plate: Innovation in the Kitchen; and the Future of the Farm: Science and Technology Outlook.

Topics that will be covered during the Food Conference include:

- *Presentation:* The Future We Can See: What the Universe is Telling Us
- *Presentation:* The Chef's Journey to Better School Lunches
- *Panel:* Flavor on the Front Line of Promoting Good Health

- *Panel:* Health or Hype: Can Technology and Science Boost Well-Being?
- *Dialogue:* How Technology is Transforming How We Eat
- *Panel:* Cooking Up Change in the New Commercial Kitchen
- *Panel:* The Youth Factor: Report Card from the New School Kitchen
- *Panel:* R&D Food Forecast
- *Presentation:* The CEO of the Future
- *Dialogue:* From the Lab to the Field: Ideas that Can Work
- *Panel:* The Future is Good Dirt
- *Panel:* Sowing a Foundation for Thriving Crops & Community
- *Panel:* Financing the Future: Science, Technology, and the Next Great Opportunity

Guest speakers and panelists include:

- JBF Award-winning chef José Andrés, Think Food Group
- Paola Antonelli, Senior Curator, Department of Architecture and Design, MOMA
- Allison Aubrey, journalist, NPR
- Gary Bennett, Bishop-MacDermott Family Professor of Psychology, Global Health and Medicine, Duke University
- Nancy Easton, Founder and Executive Director, Wellness in the Schools
- Eileen Gordon Chiarello, Founder and CEO, Barnraiser
- Danielle Gould, Founder and CEO, Food+Tech Connect
- Chef Evan Hanczor, Egg Restaurant
- Chef Peter Ho, IKEA Group
- Marilee Jennings, Executive Director, Children's Discovery Museum of San Jose
- Ashley Koff, RD, Founder, Ashley Koff Approved
- Mike Lee, Founder, The Future Market & Studio Industries
- JBF Award-winning pastry chef Emily Luchetti, The Cavalier, Marlowe, and Park Tavern
- Michael Mazourek, School of Integrative Plant Science, Cornell University
- Denise Morrison, President and CEO, Campbell Soup Company
- Nathan Myhrvold, author, *Modernist Cuisine*
- Danielle Nierenberg, President, Food Tank
- JBF Award-winning chef Andrea Reusing, Lantern Restaurant
- Howard Shapiro, Chief Agricultural Officer, Mars, Inc.
- Chef Bill Telepan, Telepan Restaurant, Wellness in the Schools
- Nicola Twilley, author and journalist
- Karen Washington, farmer and 2014 JBF Leadership Award recipient

The JBF Food Conference will also include the [James Beard Foundation Leadership Awards](#) dinner and ceremony on Monday, October 19, at Hearst Tower, co-hosted by *Good Housekeeping* and emceed by Andrea Reusing, chef and owner of Lantern Restaurant. Now in its fifth year, the ceremony will honor [five visionaries](#) across a broad range of backgrounds who influence how, why, and what we eat. All five of the 2015 Leadership Awards recipients— Don Bustos, Eliot Coleman, Saru Jayaraman, Sam Kass, Bryant Terry—will also be participating in the conference.

Conference attendees are also invited to the official welcome reception, featuring the winners of the [Better Burger Project](#), on Sunday, October 18 from 6:00–8:00 P.M. at the James Beard House (167 West 12th Street, NYC).

Founding support for this year’s JBF Food Conference was provided by GRACE Communications Foundation, with additional support provided by Alaska Seafood Marketing Institute, the Better Burger Project and the Mushroom Council, Bon Appétit Management Company, Karp Resources, Salt for Life, *Good Housekeeping*, and the Natural Gourmet Institute\*. Admission to the two-day conference, which will be streamed live, is \$500 and includes breakfast and lunch both days. Discount tickets for the Leadership Awards dinner are also available to conference attendees. For more information and to register, visit [jbffoodconference.org](http://jbffoodconference.org) or follow #JBFCONF2015 on [Twitter](#). 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 (JBF)**

Founded in 1986, the James Beard Foundation celebrates, nurtures, and honors 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 JBF 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, JBF 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. One such project is Expo Milano 2015, a global gathering of 147 countries addressing the challenges of how we will feed ourselves in the future. At Expo, the James Beard Foundation has co-lead the effort for the State Department to design and produce the USA Pavilion; the theme of the pavilion, “American Food 2.0: United to Feed the Planet,” showcases America’s contributions to global food security and gastronomy. For more information, please visit [jamesbeard.org](http://jamesbeard.org). Get JBF news, recipes, and more at the James Beard Foundation’s [blog](#). Join the James Beard Foundation on [Facebook](#). Follow the James Beard Foundation on [Twitter](#) and [Instagram](#).