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**Highlights from James Beard Foundation’s
Fifth Annual Food Conference:
*Health & Food: Is Better Food the Prescription for a
Healthier America?***

New York, NY (October 29, 2013) – The James Beard Foundation (JBF) hosted its fifth annual [James Beard Foundation Food Conference](#), *Health & Food: Is Better Food the Prescription for a Healthier America?*, at Convene Conference Center in New York City on October 27 and 28. The sold-out conference brought together a diverse group of thought leaders spanning the culinary, medical, agriculture, and arts communities, who explored the many ways in which food supports personal and public health, fails to deliver on the promise of better health, and both drives and responds to other cultural forces.

Following are highlights of presentations and key quotes from the conference:

“Food and nutrition is fundamentally a public health problem and are not best dealt with in the physician’s office.” – **Ezekiel Emanuel, M.D., Ph.D., Chair, Medical Ethics and Health Policy Department at University of Pennsylvania** during *KEYNOTE: Understanding the Relationship Between Food and Health*

“Come into my neighborhood to work side by side with me, to share your resources and your help. This is what we need in lower income neighborhoods and neighborhoods of color. I want to change the paradigm from a hand-out to a hand in.” – **Karen Washington, Urban Farmer and Community Activist, 2014 JBF Leadership Award Recipient** during *Voices in Leadership*

“Yes, you can have sugar. You just shouldn’t have quite so much. And that requires government regulation.” – **Marion Nestle, JBF Award Winner and Professor of Nutrition, Food Studies, and Public Health, New York University** during *THE SWEET TRUTH – A Dialogue*

“A can of condensed Campbell’s [tomato] soup has an equal amount of sugar to a Hershey bar.” – **Jonathan Halperin, Founder, Designing Sustainability** during *TAMING SUGAR: Solutions and Challenges*

“Health inequities are not linked to a lack of cooking skills or poor budgeting or a character flaw. They’re linked to things like unemployment or lack of childcare or poor housing.” – **Nick Saul, President and CEO, Community Food Centres Canada** during *FOOD, HEALTH AND PLACE: Why Equity Matters*

“More than 75 percent of physicians feel inadequately trained to counsel patients on food and diet.”
– **Miriam Arond, Director, Good Housekeeping Research Institute** during *WOMEN’S VOICES: What Good Housekeeping Readers Are Saying About Health*

"Nutrition advice hasn't changed much in 50 years, but people still don't hear it." – **Mark Bittman, Author and Journalist, *The New York Times*** during *EATING OURSELVES SICK – A Dialogue*

“Instead of paying for medicine on the back end, why don’t we invest in food at the front end?” – **Michel Nischan, CEO, Founder and President, Wholesome Wave** during *BEYOND HOSPITAL MEALS: Food and Healthcare Collaborations*

“Personal responsibility and self-determination doesn’t apply to children. For them, we need to create the best environment we can in which they will eat. We also need to create a situation where their parents are not undermined in their food situation.” – **Michael Pollan, Writer/Journalist and Professor, University of California, Berkeley** during *HELPING OURSELVES, HELPING OTHERS: Personal and Collective Responsibility – A Dialogue*

“People need to make better choices and we need to make it easy for them to do that.” – **Sam Kass, Executive Director of Let’s Move! and Senior Policy Advisor for Nutrition Policy, the White House** during *HELPING OURSELVES, HELPING OTHERS: Personal and Collective Responsibility – A Dialogue*

“The first step is getting people around the table and actually cooking with real ingredients that you can pronounce and recognize.” – **Seamus Mullen, Chef/Owner, Tertulia, and Author, Hero Food** during *ALLIES FOR HEALTH: Doctors and Chefs – A Dialogue*

During the conference, JBF president Susan Ungaro and executive vice president Mitchell Davis announced three initiatives the foundation is embarking on to promote a healthier food system:

- **Good Food Org Guide:** Developed by the James Beard Foundation and Food Tank, along with a prestigious advisory group of food system experts, the definitive guide highlights nonprofit organizations that are doing exemplary work in the United States in the areas of food and agriculture, nutrition and health, hunger and obesity, and food justice. Visit [FoodTank.com](http://issuu.com/foodtank/docs/gfog_interactive/0) for more information. Download the Good Food Org Guide: http://issuu.com/foodtank/docs/gfog_interactive/0
- **America Cooks with Chefs:** Six contestants will be paired with James Beard Award-winning chefs to participate in the nationwide health and wellness movement. The contestants will attend *Kitchen Camps*, where the chefs will teach them how to “make under” their favorite high-calorie dish and turn it into a nutritious, easy-to-prepare meal. They will then put their new culinary skills to the test when they compete in a live cooking challenge at the Clinton Health Matters Initiative Conference in January 2015. Viewers across the country will be able to follow contestants’ progress through the *America Cooks with Chefs* original video series, which will debut in December 2014. Visit americacookswithchefs.com to learn more.

- **USA Pavilion at Expo Milano 2015:** From May 1 through October 31, 2015, for the first time in the history of world's fairs, Expo Milano will focus exclusively on food. As one of the leading organizers of America's participation, the James Beard Foundation will engage visitors in the expo's theme, "Feeding the Planet, Energy for Life," through an ambitious, interactive pavilion that will showcase the diversity and deliciousness of American food today, as well as our country's leading role in feeding the planet in the future. Visit usapavilion2015.net for details.

Day one of the conference was capped off by the fourth annual [James Beard Foundation Leadership Awards](#) dinner and ceremony at Hearst Tower, co-hosted by *Good Housekeeping* with support from GRACE Communications Foundation and the W.K. Kellogg Foundation. The awards, emceed by James Beard Award–winning chef Mary Sue Milliken, honored [five visionaries](#) across a broad range of backgrounds who influence how, why, and what we eat. All five of the 2014 Leadership Awards recipients — Mark Bittman, Ben Burkett, Navina Khanna, Michael Pollan, and Karen Washington — also participated in the conference.

For more information or to watch archived videos of panels and presentations at the fifth annual JBF Food Conference, please visit www.jbffoodconference.org.

Founding support for this year's JBF Food Conference was provided by GRACE Communications Foundation and Edens, with additional support provided by Alaska Seafood Marketing Institute, Bon Appétit Management Company, Karp Resources, Tabasco®, *Good Housekeeping*, Monterey Bay Aquarium's Seafood Watch, Natural Gourmet Institute, and the W.K. Kellogg Foundation.

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 the next world's fair, Expo Milano 2015, for which the James Beard Foundation is co-leading the effort for the State Department to design and produce the USA Pavilion, a global gathering of 147 countries addressing the challenges of how we will feed ourselves in the future. The pavilion, whose theme will be "American Food 2.0: United to Feed the Planet," will showcase America's contributions to global food security and gastronomy. For more information, please visit 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](#).
