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The James Beard Foundation Presents
Health & Food: Is Better Food the Prescription for a Healthier America?

~ Mark Bittman, Laurie David, Dr. Zeke Emanuel, Sam Kass, Marion Nestle, and Michael Pollan are among thought leaders to take unique look at current health trends and more at Fifth Annual National Food Conference in New York City ~

New York, NY (August 6, 2014) – The James Beard Foundation (JBF) will host the fifth annual [James Beard Foundation Food Conference](#) at the Convene Conference Center (730 Third Avenue) in New York City on October 27 and 28. This year's theme, ***Health & Food: Is Better Food the Prescription for a Healthier America?***, will bring together a diverse group of thought leaders in agricultural technology, nutrition science, processing, manufacturing, policy, and public health to take a hard look at health and food, and what is and is not working to address the health impacts of the modern American diet.

“There is mounting scientific evidence that supports what many have been saying all along – that food is the key to improving the health of our bodies, as well as the health of our communities and our environment,” said Mitchell Davis, Ph.D., executive vice president of the James Beard Foundation. “Our distinguished participants will challenge and widen our perspectives and offer solutions to improving the impact food has on our health.”

Over the course of two days, speakers and provocateurs will examine the way food — all along the supply chain — supports and encourages, or confuses and fails us, individually and as a society, to be healthy. The agenda will include presentations and conversations that will give a better sense of actual health trends, three unique looks at what is driving these trends, and what solution-oriented food-system leaders and the medical community can do to make a difference.

Topics that will be covered during the Food Conference include:

- *Keynote:* What Is Health? by Zeke Emanuel, MD
- *Conversation:* The Ubiquity of Sweeteners with Robert Lustig, MD
- *Presentation:* Sugar in the Context of Food by Marion Nestle, Ph.D, MPH

- *Interlude:* Design Solutions from Harvard Graduate School of Design
- *Panel:* How Can Food Help Change the Health/Equity Equation?
- *Interlude:* The Bigger Picture — Youth Speaks Poetry
- *Survey:* *Good Housekeeping* Asks American Woman About Food and Health
- *Conversation:* Food and Health: Opportunities and Limitations with Mark Bittman, author/journalist, *The New York Times*
- *Interlude:* *Food, Health and Storytelling:* The Importance of Listening When Advocating for Change with Rita Charon, MD
- *Panel:* A Prescription for Better Health
- *Presentation:* A Doctor's View on Cooking up Health by Tim Harlan, MD

Additional guest speakers and panelists include:

- Miriam Arond, Director, *Good Housekeeping* Research Institute
- Laurie David, Executive Producer, FED UP
- Sarah Fine, Project Director, The Bigger Picture
- Kathleen Frith, President, Glynwood
- Cindy Gershen, Chef and Owner, Sunrise Bistro & Catering
- Toni Griffin, Founder, Urban Planning for the American City
- Jonathan Halperin, Founder, Designing Sustainability
- Sam Kass, Executive Director of Let's Move! and Senior Policy Advisor, Nutrition Policy
- Kim Kessler, Policy and Special Program Director, UCLA Law
- Tracie McMillan, Journalist and Author
- Michel Nischan, CEO, Founder, and President, Wholesome Wave
- Maritza Owens, CEO, Harvest Home Farmer's Market
- Michael Pollan, Journalist and Author, *The New York Times*
- Nick Saul, President and CEO, Community Food Centres Canada
- David Stevens, MD
- Mindy Thompson Fullilove, MD
- Jennifer Wilkins, Lecturer, Cornell University
- Derek Yach, Executive Director, The Vitality Institute

The JBF Food Conference will also include the fourth annual [James Beard Foundation Leadership Awards](#) dinner and ceremony at Hearst Tower, co-hosted by *Good Housekeeping* with support from the GRACE Communications Foundation. The awards, emceed by James Beard Award winner Mary Sue Milliken, will honor [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—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 Bon Appétit Management Company, Karp Resources, Tabasco®, Alaska Seafood Marketing Institute, *Good Housekeeping* and Natural Gourmet Institute.* Admission to the two full-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 or follow #JBFLeads on [Twitter](#) and [Facebook](#). For further details please contact Bowen & Company at 914.231.6180 or jamesbeard@bowenandco.com.

**Current list as of press time.*

About the James Beard Foundation (JBF)

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 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 initiative is the next World's Fair, for which the James Beard Foundation is co-leading the effort for the State Department to design and produce the USA Pavilion at Expo Milano 2015—a global gathering of 147 countries addressing the challenges of how we will feed ourselves in the future. The Pavilion will showcase America's contributions to global food security and gastronomy in a pavilion themed American Food 2.0: United to Feed the Planet. 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](#).