



# MOVING THE NEEDLE:

Sustainable and Plant Forward Menus

## 2020 SYMPOSIUM MICHIGAN STATE UNIVERSITY THURSDAY, MARCH 5



**CULINARY SERVICES**  
RESIDENTIAL AND HOSPITALITY SERVICES





# MOVING THE NEEDLE:

Sustainable and Plant Forward Menus

## PROGRAM DESCRIPTION

As the plant forward movement soars to popularity on college campuses and plants make their way from the edge of the plate to the center, chefs and nutritionists find themselves looking for new ways to be creative in their approach to plant forward menus.

Michigan State University (MSU) Culinary Services is hosting a symposium event, Moving the Needle: Sustainable and Plant Forward Menus, to explore this growing trend and provide you with tangible methods of bringing more plant forward menu options to your students.

Several university professionals in the sustainability field and industry partners who are bringing plant forward options to dining programs across the nation will speak and present on their areas of expertise.

### *Special thanks to:*

***Lentils.org | The Mushroom Council | Mankai | Elmhurst***



## PROGRAM AGENDA

**Master of Ceremonies:**  
Jay Makowski

- 7:45-8:30 a.m. Continental Breakfast Available in Lobby
- 8:30 a.m. MSU Culinary Services Welcome  
*Rebecca Selesky, Executive Director*
- 9 a.m. MSU College of Agriculture  
*Sheril Kirshenbaum*
- 10:15-10:30 a.m. Break  
*Presented by Lentils.org and Mankai*
- 10:30 a.m. Lentils.org  
*Amber Johnson and James Bickmore-Hutt*
- 11:30 a.m. MSU Center for Regional Food Systems  
*Kathryn Colasanti*
- 12:15 p.m. Lunch  
*The Gallery at Snyder/Phillips*
- 1 p.m. Residential Initiative on the Study of the Environment  
and MSU Student Organic Farm  
*Dr. Laurie Thorp*
- 2 p.m. MSU Sustainability  
*Amy Butler, Lisa Farley and Carla Iansiti*
- 2:45-3 p.m. Break  
*Presented by the Mushroom Council and Mankai*
- 3 p.m. Mushroom Council  
*Steve Solomon and Andrew Hunter*
- 4 p.m. Mankai and CulinaryNXT  
*Ephi Eyal and Ronald DeSantis*
- 4:30 p.m. Wrap Up, Thank You and Acknowledgments



## PROGRAM SPEAKERS



### *Keynote Speaker*

**SHERIL KIRSHENBAUM**  
**MSU College of Agriculture**

Sheril Kirshenbaum works to enhance public understanding of science and improve communication between scientists, policymakers and the public. She has authored two books and her writing appears in popular publications such as Bloomberg and CNN and scientific journals like Science and Nature. Sheril has been a 2015 Presidential Leadership Scholar, a Marshall Memorial Fellow, a legislative Fellow in the U.S. Senate and a Next Generation Fellow through the Robert Strauss Center for International Security and Law. She speaks internationally about science communication and has appeared at events like TEDGlobal and Ciudad de las Ideas. Sheril currently hosts “Our Table” at Michigan State University.





## **AMBER JOHNSON**

### ***Lentils.org***

As Manager of Foodservice Marketing with Lentils.org, Amber leads efforts to increase the awareness of lentils in the U.S. across the non-commercial and commercial foodservice industries working with chefs, culinary innovators, and industry experts. She holds a Bachelor of Commerce degree in Marketing from the University of Saskatchewan and has a diverse array of experience working in agriculture, hospitality, tourism and hotel industries.

## **CHEF JAMES BICKMORE-HUTT**

### ***Lentils.org***

Chef James Bickmore-Hutt has utilized a lifetime of travel and residence in multiple countries to shape and expand his love of food, both authentic and on trend. From the mountains of Papua New Guinea and Japan, to a fishing village in Italy, the countryside of Ireland and center city London, dinner theater in Virginia, Michelin star restaurants in NYC. Working around the globe in the foodservice and research and development industries has allowed James to develop an appreciation for delicious food and consistent process of production. A graduate of the Culinary Institute of America's Culinary Science program and Culinary R&D Manager and Chef at Dole Packaged Foods, Chef James brings a very diverse skill set and background to each culinary project. In collaboration with Lentils.org, he is excited to help find new, varied, and delicious applications for pulses in the changing diets of the American market, by addressing both the need for skill appropriate methods and consumer demanded flavor identity.

### ***Program Description***

In this session, we will explore how lentils contribute to human health and the health of the planet, how lentils fit within current and emerging consumer trends and dive into unique applications using lentils across the menu, dayparts, and all sections of the plate. You will leave this session understanding why lentils are a key component in the plant forward movement and be armed with techniques and menu strategies to apply them to your operation.



## ***KATHRYN COLASANTI***

### ***Center for Regional Food Systems, Michigan State University***

Kathryn Colasanti is a Senior Specialist with the MSU Center for Regional Food Systems. She leads research and evaluation for the Center, serves on the management team for the Michigan Farm to Institution Network, and coordinates a shared measurement project affiliated with the Michigan Good Food Charter. Kathryn has been with the Center since 2009 and holds an M.S. from the Department of Community Sustainability at MSU.

#### ***Program Description***

Kathryn will share research and key trends on ways universities and other institutions are working to source and serve sustainable and locally grown foods. Her presentation will include the evolution of the farm to institution movement in Michigan, an introduction to the Michigan Farm to Institution Network, and research on local food sourcing at public universities in Michigan.

## ***DR. LAURIE THORP***

### ***Department of Community Sustainability and Residential Initiative on the Study of the Environment, Michigan State University***

Dr. Laurie Thorp is a MSU faculty member in the Department of Community Sustainability and director of the Residential Initiative on the Study of the Environment (RISE), an interdisciplinary living/learning program. She assisted with the curriculum development of a competency-based sustainability specialization at MSU as co-investigator of a \$625K Department of Education grant to assess student learning outcomes. She has served on the MSU Vice President for Finance and Operation's Environmental Stewardship Systems Team as technical team leader for behavioral research associated with strategic change initiatives advancing campus sustainability. She is co-founder of the MSU Student Organic Farm and Bailey GREENhouse and Urban Farm. For the past decade, she has collaborated with colleagues in the departments of Animal Science and Philosophy to study sustainable pork production and student ethical development.

#### ***Program Description***

Dr. Thorp will share information about RISE, an interdisciplinary living/learning program focused on sustainability and environmental stewardship. Additionally, she will discuss the current global environmental crisis, sustainable food systems and the responsibility of leaders in higher education.



## **AMY BUTLER**

### ***Sustainability, Michigan State University***

Amy Butler is the Director of Sustainability for Michigan State University. She provides a holistic and sustainable approach to the university's mission of Advancing Knowledge and Transforming Lives. She has a passion for developing business strategies and policy which prepare organizations for success in the knowledge economy and brings a wealth of experience in guiding organizations through the effective use of resources and data analytics to inform decisions that leverage competitive advantage. She is a recognized global speaker on Michigan energy policy, sustainability, and economic transformation and innovation policies. She holds a Bachelor's degree in biology and a Masters of Business Administration in International Business and Management of Information Systems from Oakland University.

## **LISA FARLEY**

### ***Culinary Services, Michigan State University***

Lisa Farley oversees Food Stores, MSU Bakers and Spartan Linen Services for Michigan State University Culinary Services. She has more than 20 years of experience in supply chain and process management. Lisa has been with the university since 2013, most recently as a Supervisor and Senior Purchasing Agent. Beyond focusing on procurement, strategic sourcing and compliance, Lisa has delved into staff development and collaboration, serving as a resource for leadership, direction and problem resolution. In previous roles, she built teams and coached individuals, achieving cost savings and driving positive growth for a variety of programs. Throughout her career, Lisa has gained experience in warehouse operations, product recall, technology and food service. She is committed to continuously improving her skills and taking on unique challenges.





## **CARLA IANSITI**

### ***Division of Residential and Hospitality Services, Michigan State University***

Carla Iansiti is the Sustainability Officer for Residential & Hospitality Services at Michigan State University. She has been with MSU for 23, beginning as an assistant manager in Residential Dining and eventually transitioning to her current role 10 years ago. She provides direction from strategy through implementation for sustainability initiatives that focus on staff education and affect the student experience through education, research and hands on programs. Carla collaborates with MSU Sustainability to set goals, build relationships, establish policy changes, determine assessments and gather data. She oversees various student-run programs such as food waste collections of pre- and post-consumer waste, food donations and recycling measures oversees and coordinates all programs, initiatives and policies related to sustainability in and out of the MSU community.

### ***Program Description***

A key element of the Student and Campus experience is focused around food and sustainability. The nexus between the two is also an area of significant interest to students and patrons of the university. A panel of experts has been assembled to talk about the interaction of these topics on Michigan State University Campus and how it shapes future strategies for meeting the needs of stakeholders.





## **STEVE SOLOMON**

### ***The Mushroom Council***

As Culinary Strategist with the Mushroom Council, Steve is responsible for foodservice strategy, menu development, communication, education and promotion. He has worked with countless chains to get mushrooms on the menu and is the point person for the Council's new "Blended Burger," a growing concept which adds ground mushrooms to meat in burgers, meatballs and other iconic products for better flavor, nutrition and sustainability. He also works closely with the James Beard Foundation and the Blended Burger Project on behalf of the Mushroom Council. Previously at major advertising agencies, Steve supervised marketing for chains, consumer brands and foodservice marketers like Bakers Square, Bob Evans, Texas Dairy Queen, Hyatt Hotels, Little Caesar's/Canada, Quaker Oats, Jimmy Dean, Pepsi, General Mills, Kraft, Land O' Lakes, Sara Lee, Campbell's, Butterball, American Egg Board and the National Pork Board. He helped create the Market Fresh program for Arby's; has developed new breakfast programs for Taco Bell, Panera and Subway and was responsible for Culinary/Nutrition for the U. S. Ski Team at the 2002 Olympic Games.

## **CHEF ANDREW HUNTER**

### ***The Mushroom Council***

Chef Andrew Hunter is the Foodservice and Industrial chef for Kikkoman where he develops custom and ready-to-use sauce solutions for manufacturer partners, as well as menu concepts for a broad base of restaurant, college and university, and healthcare customers. Through Andrew, Kikkoman is an able partner in developing profitable sauce solutions for its customers. Andrew has worked as chef de cuisine for Barbara Tropp's China Moon Café, vice president of culinary development for Wolfgang Puck Worldwide, and managed the culinary operations for Darden Restaurants' 600+ unit Olive Garden restaurants. Andrew earned an AOS in culinary arts from the Culinary Institute of America, a BA in culinary history from New College, and an MA in museum studies from San Francisco State University. He recently returned from Thanksgiving 2011 in Afghanistan where cooked a "Dinner of a Lifetime" for U.S. Special Forces in forward operating bases.

### ***Program Description***

Recognized as "one of the most sustainably produced foods in the United States," mushrooms are popping up on menus across college campuses. Learn about the many benefits of using mushrooms from the growing process to health benefits and sustainability, including water, electric and space savings. Steve will also share benefits of The Blend, one of the newest burger phenomenons.



## **EPHI EYAL**

### ***Mankai***

Ephi Eyal is on a professional mission to introduce Mankai, an ancient-green superfood and the world's smallest vegetable, to the Americas. Prior to this latest quest, he was the Chief Executive Officer of Innovative Food Processors, a leader in powdered product innovation for the food and nutrition industries and a manufacturer of leading brands such as Truvia, Orgain and RxBar. Ephi also led the global food business for CP Kelco, the world's largest supplier of hydrocolloids – natural ingredients used to stabilize and texturize. Ephi started his career as an air force pilot, he holds a Bachelor of Science degree in electrical engineering from the Tel Aviv University and MBA from the Tuck School of Business at Dartmouth.

## **CHEF RONALD DESANTIS**

### ***CulinaryNXT***

Ronald DeSantis is a Certified Master Chef (CMC) and President of CulinaryNXT, a foodservice advisory practice with more than 30 years experience in all facets of the food industry. One of only 72 CMCs, Ron advises organizations of all sizes. His strengths are culinary innovation, menu and recipe development, culinary assessment, bottom-line results, and outstanding communication skills that allow him to implement solutions in all organizations. CulinaryNXT is based in New Haven, CT, but extends its reach globally to numerous countries around the world in a client and alliance network that has been built over many years. Prior to joining CulinaryNXT, Ron had a 25-year career at the Culinary Institute of America (CIA), where he taught several courses, including a 4-year stint running a full-service teaching restaurant, the CIA's flagship 4 star Escoffier Restaurant. Additionally, he has worked at Yale, where his primary responsibility was overseeing the production of more than 14,000 meals each day. A 1981 CIA alumnus, Ron has received many citations during his professional career, including the highly regarded CMC certification by the American Culinary Federation (ACF). He also holds a Masters in Business Administration from Empire State College in Saratoga Springs, NY.

### ***Program Description***

What do you get when you take an ancient green and cultivate it to perfection? This introduction to Mankai, a rare plant-based source of highly bioavailable protein, B12 and Iron will highlight this superfood. Touted as the most wholesome vegetable in the world, the Mankai team will bring culinary inspiration with an emphasis on sustainability and plant forward menus.



# DIRECTIONS AND PARKING

Parking is available at the Wharton Center for Performing Arts, 750 E. Shaw Lane, East Lansing, MI 48824. Maps and directions are available below for your convenience. To access directions online, enter your starting address here: [whartoncenter.com/plan-your-visit/directions-parking](http://whartoncenter.com/plan-your-visit/directions-parking).

## To East Lansing:

- FROM NORTH/SOUTH: US 127 to Trowbridge Road exit.
- FROM WEST: I-96/69 to I-496 to Trowbridge Road exit.
- FROM NORTHEAST: I-69 to US 127 South to Trowbridge Road exit.
- FROM SOUTHEAST: I-96 to Okemos Road exit.

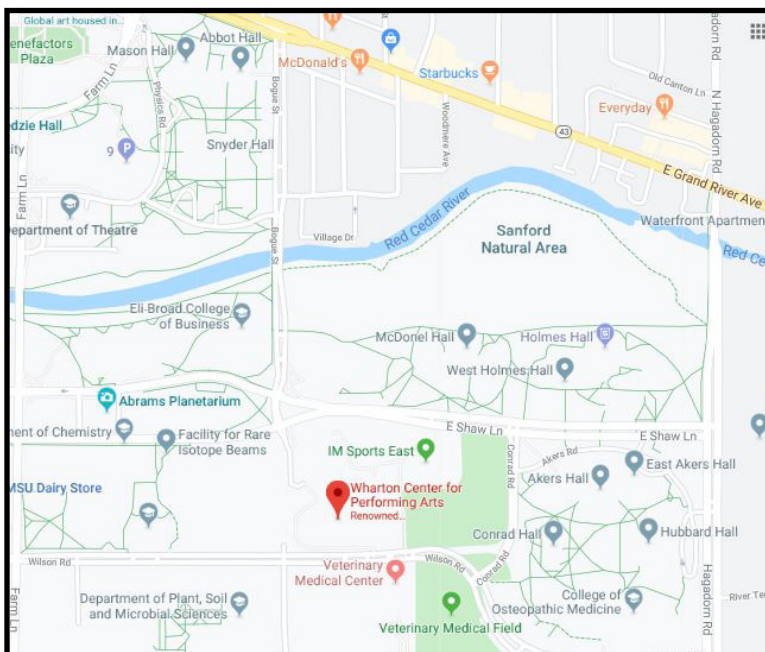
## To Wharton Center Parking from Trowbridge Road Exit:

- Take Trowbridge Road past Harrison Road and follow the curve left to Red Cedar. Turn right at Wilson Road. Continue on Wilson Road, cross Bogue St. and turn left into MSU Ramp 3's Wilson Road entrance.

## To Wharton Center Parking from Okemos Road Exit:

- Take Okemos Road North, turn left onto Jolly Road (first light), turn right onto Hagadorn Road and continue to Shaw Lane. Turn left onto Shaw Lane and follow to MSU Ramp 3.

**MAP: Wharton Center and adjacent parking ramp**



**MAP: Walking directions from parking ramp to Snyder/Phillips**

