



**ANNOUNCING**



**Ideation  
FRESH**  
Foodservice Forum

**Increasing Fresh Produce Consumption One Plate At A Time!**

Wednesday, November 9, 2011  
New York Hilton, New York

Come join New York's finest chefs, restaurateurs, foodservice distributors, culinary educators/students and fresh produce suppliers as we Celebrate Fresh Produce and discover ways to overcome the challenges of MyPlate.

**PROGRAM SCHEDULE**

Wednesday, November 9

**7:00am – 8:00am**

**Registration**

**8:00am – 8:30am**

**Continental Breakfast**

**8:30am – 8:45am**

**Welcome Remarks/Introductions**

Speaker: Jim Prevor/PRODUCE BUSINESS

**8:45am – 9:30am**

**New York Restaurant Scene**

Description: What is hot in the New York restaurant and foodservice world? Where does FRESH PRODUCE fit in? Who are the movers and shakers of the latest New York food trends?

Speaker: Chandra Ram/PLATE MAGAZINE

**9:30am – 11:00am**

**Chef Demos**

Description: New York's top chefs demonstrate their favorite dishes utilizing FRESH produce.

Presenters: Ben Pollinger/OCEANA  
Ralph Perrazzo

**11:00am – 11:15am**

**Beverage and Conversation Break**

**11:15am – 12:00pm**

**MyPlate Challenge**

Description: How will FRESH produce fit into the USDA's MyPlate Initiative to make half of the plate at restaurants composed of fruits and vegetables?

Speaker: Amy Myrdal-Miller/CULINARY INSTITUTE OF AMERICA

**12:00pm – 12:15pm**

**IDEATION FRESH Solutions**

Description: Room will be divided into small groups with challenges posed to create menu item solutions with half the plate using FRESH produce.

Speaker: Jim Prevor/PRODUCE BUSINESS

**12:15pm - 1:30pm**

**Ideation Break Out Luncheon**

Description: Small groups work on ideation of menus based on each challenge.

**1:30pm – 3:00pm**

**Presentation of Small Groups/Discussion of Challenges Ahead**

Description: Each group will report back with their menu creations and then an open discussion of the challenges and opportunities will follow.

Facilitator: Greg Drescher/CULINARY INSTITUTE OF AMERICAS

**3:00pm – 4:00pm**

**Keynote Presentation**

Description: Farming for Flavor and Sustainability

Speaker: Farmer Lee Jones/THE CHEF'S GARDEN

**4:00pm – 4:15pm**

**WRAP UP**

**Keynote Presentation**



**Farmer Lee Jones**

**This Event is in Conjunction With**



**For More Information, please contact Ellen Rosenthal at 212-426-2218, ext 117.  
Register today at NYProduceShow.com**

