

The New York Produce Show & Conference

presented by
PRODUCE BUSINESS and the EASTERN PRODUCE COUNCIL

Announces the 2nd Annual



CULINARY EVOLUTION AND REVOLUTION... **...Utilizing Produce Staples and Specialties** **In the Menu of Tomorrow**

Thursday, December 6, 2012
Sheraton New York Hotel, New York City

PROGRAM SCHEDULE

Thursday, December 6

7:00am – 8:00am

Registration
Sheraton New York Hotel

8:00am – 8:30am

Continental Breakfast
Sheraton New York Hotel

8:30am – 8:45am

Welcome Remarks/Introductions
Sheraton New York Hotel
Speaker: Jim Prevor/PRODUCE BUSINESS

8:45am – 9:30 am

New York's Restaurant Scene
Sheraton New York Hotel
Description: What are the hot trends in the New York restaurant and foodservice world? Where does FRESH PRODUCE fit in? Who are the movers and shakers of the latest food trends? Learn about innovative restaurants and their potential to put produce in the spotlight and in the minds of consumers through this interactive Q&A sit-down with famed culinary editor of *New York* magazine, Gillian Duffy.

Speakers: Gillian Duffy, culinary editor of *New York* magazine
Jim Prevor, editor-in-chief of PRODUCE BUSINESS

9:30 – 10:15 am

CHEF DEMO ONE – MICHAEL GILETTO

Sheraton New York Hotel

Description: Recently awarded “Most Creative Chef of NYC” by *Wine and Country* magazine, Chef Michael Giletto – who has appeared on *Iron Chef*, *Chopped*, *Restaurant Impossible* and many other culinary shows – will demonstrate his unique style of cooking produce, reflecting “exquisite, sophisticated, contemporary, American Cuisine with Mediterranean influences.”

Chef Michael Giletto, *Bayonne Golf Club*
(Assisted by Culinary School Students)

10:15am – 10:30am

Beverage and Conversation Break

Sheraton New York Hotel

10:30am – 11:15pm

CULINARY EVOLUTION – From Staples to Specialties to Cell Cuisine

Sheraton New York Hotel

Description: Known for his sophisticated use of staples and regional foods, James Beard-award recipient Chef Michael Foley – *aka the Vegetable Alchemist* -- will start the forum’s conversation on how to increase produce consumption at foodservice by zeroing in on innovative ways to rethink produce staple items and specialties.

Speaker: Chef Michael Foley
Chief Food Innovator for Hyde Park Group

11:15pm – 12:00pm

CULINARY EVOLUTION – Learning The Language Of Taste

Sheraton New York Hotel

Description: Variety is the taste of life... but in a global world of pizza, pasta and fast food, our common palates have evolved into one that opposes bitter and acidic foods. Based on theories developed from groundbreaking research on TASTE, Professor Gabriella Morini makes the case that the produce industry, and especially the segment that produces bitter vegetables, will find it difficult to compete if it’s trying to out-sweeten cookies and cake.

Speaker: Gabriella Morini, Assistant Professor, *Universita Degli Studi Di Scienze Gastronomiche* (University of Gastronomic Sciences), Pollenza, Italy

12:00 – 12:15

IDEATION FRESH Menu Challenge

Sheraton New York Hotel

Description: Room will be divided into small groups with challenges posed to create menu items that involve produce staples and specialties on 50% of the plate.

Speaker: Jim Prevor/PRODUCE BUSINESS

12:15pm - 1:30pm

Ideation Break Out Luncheon

Sheraton New York Hotel

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

LUNCH IS SPONSORED BY [GRIMMWAY FARMS](#)

1:30 – 2:30 pm

Presentation of Small Groups/Discussion of Challenges Ahead

Sheraton New York Hotel

Description: Each group will report back with their menu creations and then a discussion of the challenges and opportunities will follow. Students from Culinary Schools will lead presentations of menus.

Facilitator: Jim Prevor/PRODUCE BUSINESS

2:30 – 3:15

CHEF DEMO TWO – AMANDA COHEN

Sheraton New York Hotel

Description: One of New York’s breakthrough vegetarian chefs, Amanda Cohen, owner of Dirt Candy, cookbook author and participant on *Iron Chef America*, will demonstrate one of her favorite dishes utilizing fresh vegetables.

Chef Amanda Cohen, *Dirt Candy*

(Assisted by Culinary School Students)

3:15 pm – 4:00 pm

CULINARY REVOLUTION – How Innovative Uses of Produce In American Restaurants Can Change the Way We Eat And Promote A Healthier Lifestyle

Sheraton New York Hotel

Description: American Restaurants are America’s testing ground for new and innovative produce items. From local/heirloom varieties to imported specialty items rarely sold in supermarkets... and on to molecular gastronomy and deconstructed foods, restaurant chefs are on the “cutting edge” of a revolution in educating palates to new tastes and sensations. How will this movement increase overall produce consumption?

Speaker: Chef Brad Barnes, CMC
Culinary Institute of America

4:00pm – 4:15 pm

WRAP UP

Sheraton New York Hotel