

OLDWAYS FINDING COMMON GROUND

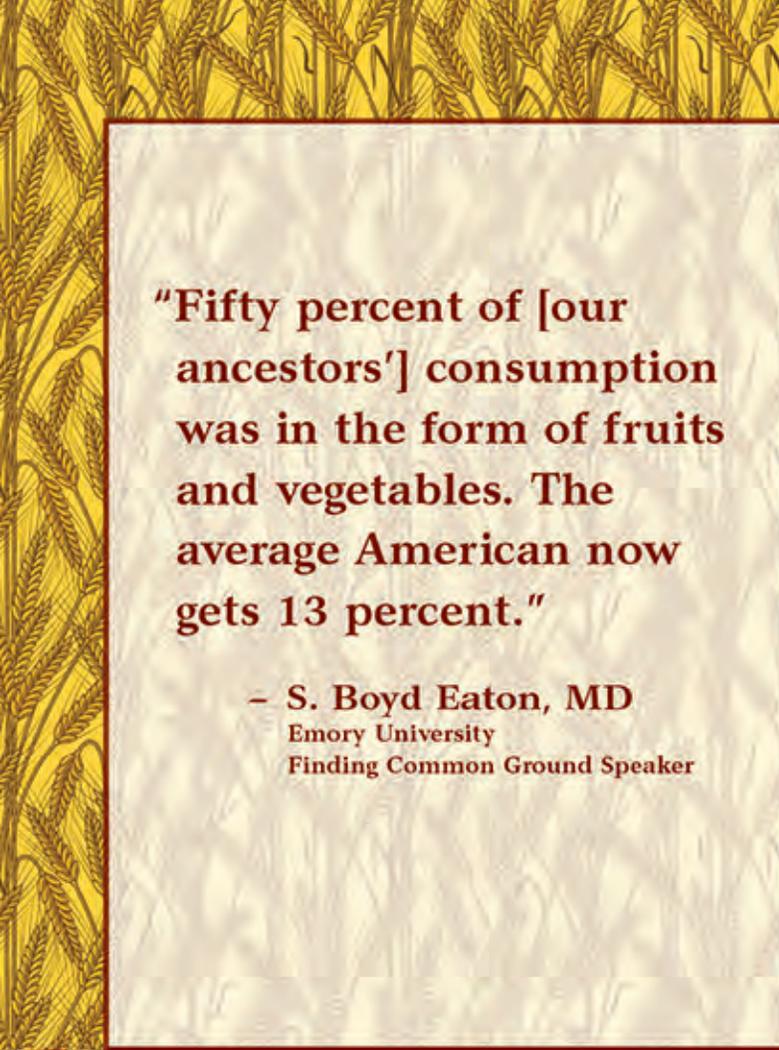
A SCIENTIFIC AND MEDIA CONFERENCE

November 16–18, 2015

**Hyatt Boston Harbor
Boston, Massachusetts**

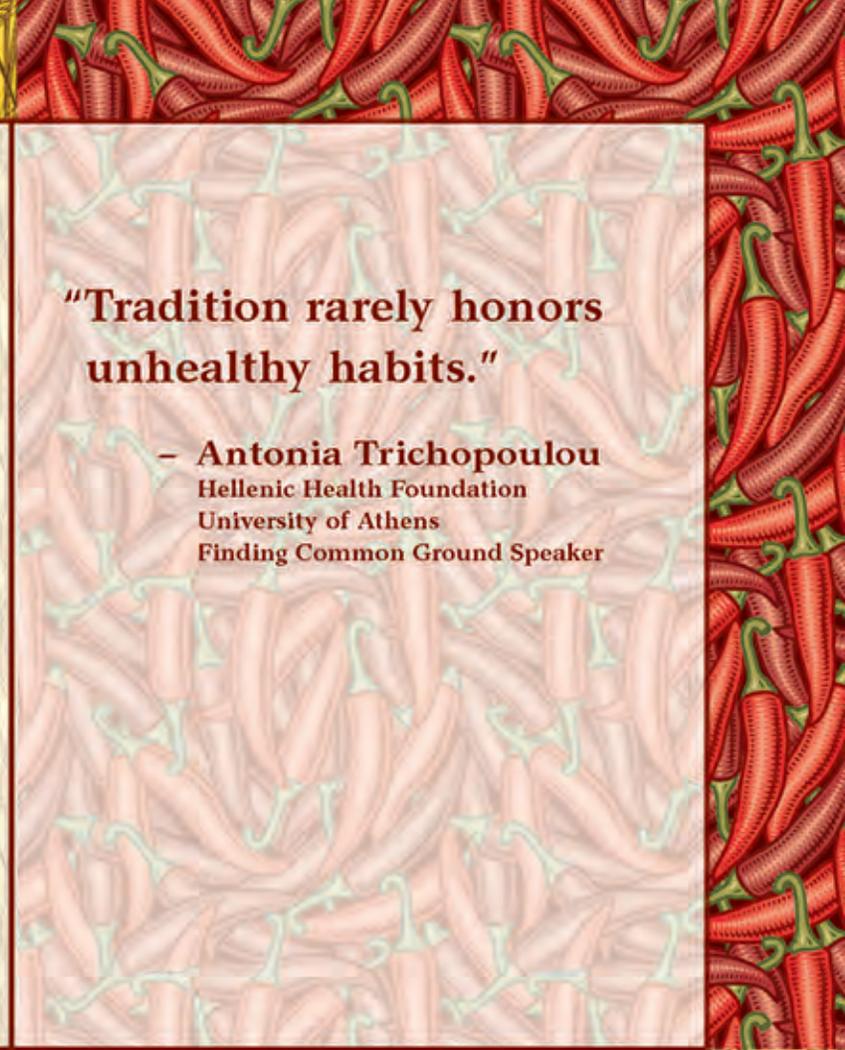
#OldwaysCommonGround

OLDWAYS
HEALTH THROUGH HERITAGE



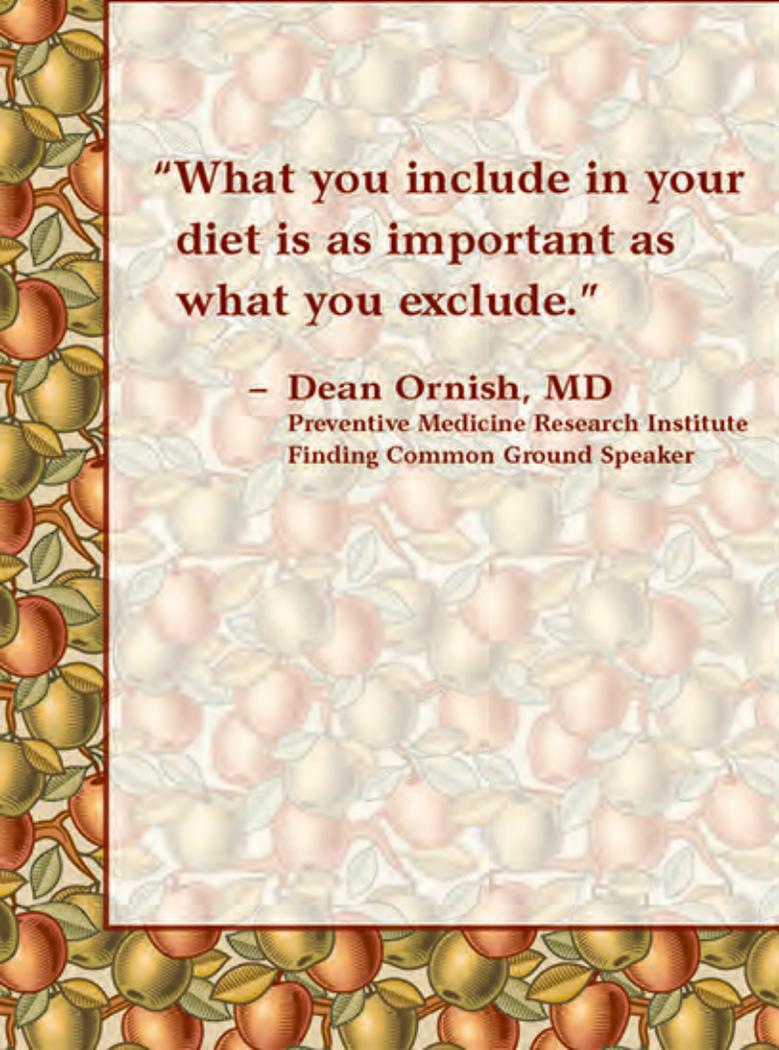
"Fifty percent of [our ancestors'] consumption was in the form of fruits and vegetables. The average American now gets 13 percent."

- S. Boyd Eaton, MD
Emory University
Finding Common Ground Speaker



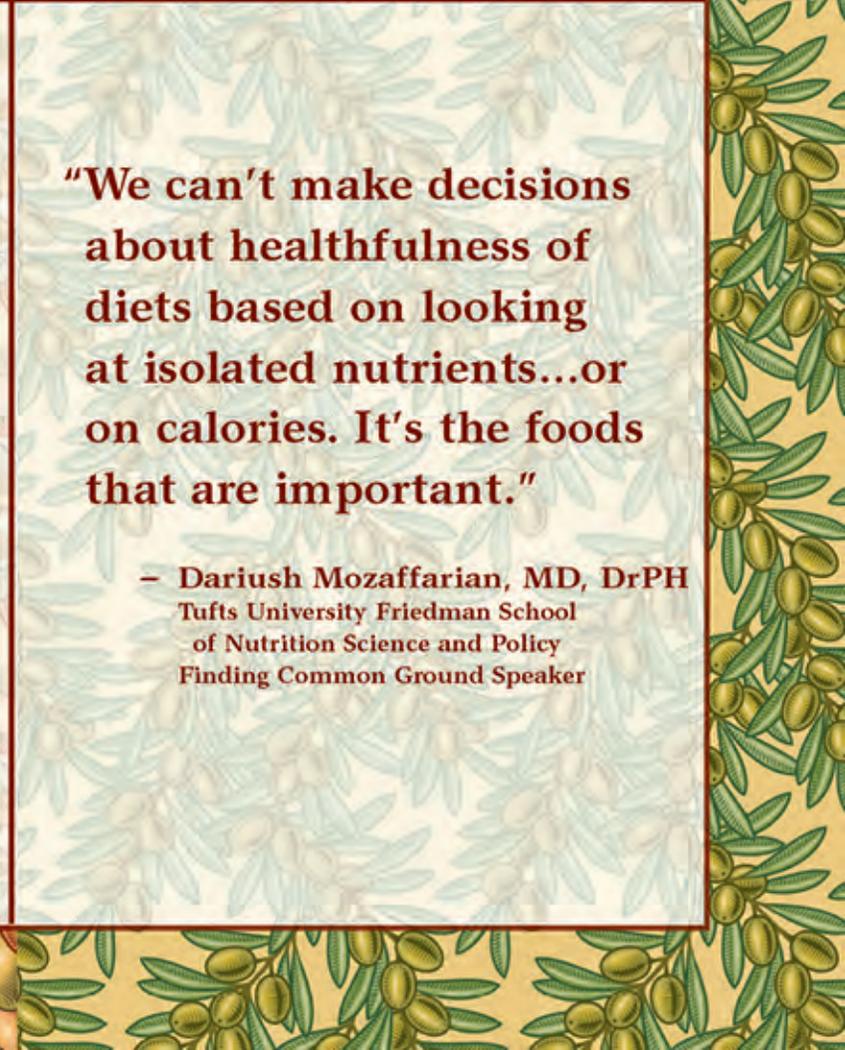
"Tradition rarely honors unhealthy habits."

- Antonia Trichopoulou
Hellenic Health Foundation
University of Athens
Finding Common Ground Speaker



"What you include in your diet is as important as what you exclude."

- Dean Ornish, MD
Preventive Medicine Research Institute
Finding Common Ground Speaker



"We can't make decisions about healthfulness of diets based on looking at isolated nutrients...or on calories. It's the foods that are important."

- Dariush Mozaffarian, MD, DrPH
Tufts University Friedman School
of Nutrition Science and Policy
Finding Common Ground Speaker



Why Finding Common Ground is Essential

Eat Chocolate for Breakfast. Don't Eat Pasta after 4 pm. Drinking Wine at Bedtime Can Help You Lose Weight. Butter is Back.

These are just a few of the headlines consumers have seen in newspapers, blogs, magazines, websites and television shows in the last year. No wonder people say they are confused and have no idea how they should eat – and therefore just give up. Adding to the confusion, public perception is that nutrition advice changes every day, leaving many of us scratching our heads and saying, “Can’t those experts agree on anything??”

Oldways, the nonprofit nutrition communication organization best known for creating educational tools such as the Mediterranean Diet Pyramid and the Whole Grain Stamp, figured there was only one way to answer that question: Gather some of the world’s top nutrition science experts in one room, let them have their say, then ask them to reach consensus – to find common ground – on what we really know about eating well.

Finding Common Ground brings together some of the world’s best nutrition scientists, many with differing views, asking them to listen to one another and come to a meeting of the minds about what is a healthy and sustainable way of eating, and to make clear recommendations so consumers will understand that it’s not chocolate for breakfast and wine at bedtime that will help them lose weight and live a healthy, long life.

Because every good message needs dependable messengers to help spread the word, Oldways is inviting many of the media’s top journalists and reporters to witness and participate in this unprecedented summit meeting. Writers for newspapers, magazines and websites have an important complementary role to play in helping the public realize that we know how to eat well; by bringing both journalists and scientists together in one place, Oldways will ensure that more consumers hear the consistent message of the Finding Common Ground Consensus, and that journalists have the opportunity to network with researchers who can act as their reliable sources for future stories.

In fact, exploring how nutrition information gets miscommunicated – and how we can all do better in the future – is an important component of this conference. Finding Common Ground will take a hard look at how these headlines and stories come to pass, and how the (sometimes unsexy and non-sensational) common sense truth – the common ground – might better see the light of day.

Oldways’ goals for the Finding Common Ground conference are ambitious:

- to craft a unified, clear message about eating well
- to examine the ways that nutrition messages get distorted – and why
- to unite scientists and journalists in a positive campaign for better public health

Going forward, we hope that all of you will help us spread the messages generated at the Oldways Finding Common Ground conference.



About Oldways

Since 1990, Oldways has been inspiring good health through cultural food traditions.

We began challenging conventional wisdom from the start, introducing the Traditional Mediterranean Diet Pyramid in 1993 (in partnership with the Harvard School of Public Health) as a healthier, tradition-based alternative to the USDA's first food pyramid.

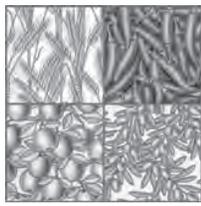
Throughout the '90s we educated the public, health professionals, and the media about “healthy fats” at a time when low fat diets were the standard prescription; our work culminated in Scientific Consensus Statements on Moderate Fat Diets in 1998 and 2000.

At Oldways, nutrition, culture and sustainability are built into our main mission of preserving and promoting traditional foods in ways that are good for people and good for the planet. To this end, we've organized a range of conferences – from scientific ones focusing on the commonsense truth around traditional diets to overseas symposia to introduce chefs, journalists and everyday food lovers to the classic dishes of Morocco, Spain, Tunisia, Italy, Greece, France and Turkey. We develop resources to help consumers and health professionals embrace traditional diets and use healthy ingredients. We also founded the Chefs' Collaborative to support local and sustainable foods in America's restaurants.

Today as we celebrate our 25th anniversary, our work continues, much of it carried out through our eight principal programs:

- Oldways Whole Grains Council
- Oldways African Health & Heritage / A Taste of African Heritage
(A Taste of Latin American Heritage – a similar program – is in development)
- Oldways Mediterranean Foods Alliance
- Oldways Vegetarian Network
- Oldways Nutrition Exchange (ONE)
- Oldways Supermarket Dietitian Symposium
- Oldways Cheese Coalition
- Oldways Culinary Travels (Culinarias)

We've included more information about each of these programs at the back of this book. Journalists seeking additional information about Oldways or any of its programs can contact Ashley Owen, Media and Public Relations Manager, at ashley@oldwayspt.org or 617-896-4888.



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November 16–18, 2015
Hyatt Boston Harbor

Program

Monday, November 16, 2015

6:30–9:30 Opening Reception – Traditional Tastes from the Oldways Heritage Pyramids

Tuesday, November 17, 2015

8:30–8:40 Oldways Welcome – Sara Baer–Sinnott, Oldways

8:40–9:00 Overview
Walter Willett, MD, DrPH, Harvard TH Chan School of Public Health
David Katz, MD, MPH, Yale Prevention Research Center

9:00–9:30 ***Making the Case for Vegetarian and Vegan Diets***
Dean Ornish, MD, Preventive Medicine Research Institute
Joan Sabaté, MD, DrPH, Loma Linda University

9:30–9:45 Commentary, discussion, questions
Walter Willett and Brierley Wright, MS, RD, *EatingWell* magazine

9:45–10:15 ***What Makes Sense about Paleo Diets in a Modern World***
S. Boyd Eaton, MD, Emory University

10:15–10:30 Commentary, discussion, questions
David Katz and Mary MacVean, *Los Angeles Times*

10:30–11:00 Break

11:00–11:30 ***The Evidence that the Mediterranean Diet is the Gold Standard***
Antonia Trichopoulou, MD, PhD, Hellenic Health Foundation
Miguel Angel Martínez, MD, MPH, PhD, University of Navarra

11:30–11:45 Commentary, discussion, questions
Walter Willett and Cynthia Sass, MPH, MA, RD, *Health* magazine

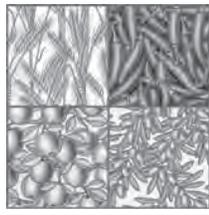
11:45–12:00 ***A Paradigm Shift in the American Diet – Changing Social Norms***
Christopher Gardner, PhD, Stanford University

12:00–12:15 Commentary, discussion, questions
David Katz and Jeanne Teshler, Moor Insights & Strategy / Forbes Tech

- 12:15–12:45 ***What's So Special About Low Glycemic Eating?***
– Who Benefits Most from Low GI/GL Diets
David Jenkins, MD, DSc, PhD, University of Toronto
- Which Comes First, Overeating or Obesity?***
– The Effects of Glycemic Index on Metabolism
David Ludwig, MD, PhD, Boston Children's Hospital
- 12:45–1:00 Commentary, discussion, questions
Walter Willett and James Hamblin, MD
- 1:00–2:00 Lunch – Buffet of African Heritage and Latin–American Flavors
- 2:00–2:30 ***Good for the Planet, Too***
Mal Nesheim, PhD, Cornell University
Tom Kelly, PhD, University of New Hampshire Sustainability Institute
- 2:30–2:45 Commentary, discussion, questions
David Katz and Barry Estabrook, Journalist
- 2:45–3:45 ***There's More to Consider!***
Gluten: Alessio Fasano, MD, Massachusetts General Hospital
Saturated Fat: Frank Hu, MD, PhD, Harvard TH Chan School of Public Health
Marketing and Food Environment: Darius Mozaffarian, MD, DrPH, Tufts University
- 3:45–4:00 Commentary, discussion, questions
Walter Willett and Kathleen Zelman, MPH, RD, LD, WebMD
- 4:00–4:15 Break
- 4:15–5:30 Panels of Discussion
Major Points of Common Ground: Acknowledging What We Know and What We Don't Know
- Plant Foods:** Led by Walter Willett and David Katz
Neal Barnard, MD, Physicians Committee for Responsible Medicine
T. Colin Campbell, PhD, Center for Nutrition Studies
Dean Ornish, MD, Preventive Medicine Research Institute
- Meat, Fish and Dairy:** Led by Walter Willett and David Katz
Meir Stampfer, MD, DrPH, Harvard TH Chan School of Public Health
Eric Rimm, ScD, Harvard TH Chan School of Public Health
Steven Abrams, MD, University of Texas Dell Medical School
S. Boyd Eaton, MD, Emory University
- Evening Scientists' Dinner

Wednesday, November 18, 2015

- 9:00–9:05 Oldways Welcome – Sara Baer–Sinnott
- 9:05–10:45 ***Finding Common Ground: Consensus***
Led by Walter Willett and David Katz
- 10:45–11:00 ***Common Ground Found: Consensus Announced***
- 11:00–11:30 Break
- 11:30–1:00 ***Media and Coverage of Science and Health***
Problems in Consistently and Constantly Communicating Common Ground
- Journalist Presentation:** John Bohannon, PhD
Contributing Correspondent, *Science* magazine
- Moderator:** Joy Bauer, MS, RD, CDN, *NBC Today Show*
Toby Amidor, MS, RD, *US News & World Report*
Monica Eng, WBEZ/Chicago Public Radio
Janet Helm, MS, RD, *Nutrition Unplugged*
- 1:00–2:00 Lunch – Mediterranean Buffet
- 2:00–5:00 ***Solutions: Implementing Common Ground***
- 2:00–3:00 Moderated Panel Discussion
How the Media Can Help Demolish Nutrition Myths
- Moderator:** Allison Aubrey, National Public Radio
Ellie Krieger, MS, RD, FoodNetwork and Author
Sidney Fry, MS, RD, *Cooking Light*
Madelyn Fernstrom, CNS, PhD, Journalist and Scientist
- 3:00–4:30 Moderated Panel Discussion
Communicating Common Ground Outside the Media
- Moderator:** Sara Baer–Sinnott
Dan Kish, Panera Bread
Ken Toong, University of Massachusetts
Simon Poole, MD, Family Physician
Janis Jibrin, MS, RD, Nutrition Consultant and Author
Bonnie Liebman, MS, Center for Science in the Public Interest
- 4:30–5:00 ***Conclusions and Next Steps***
Walter Willett
David Katz
Sara Baer–Sinnott



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Roster of Speakers

in alphabetical order

Steven Abrams, MD, Professor and Chair, Department of Pediatrics, Dell Medical School, University of Texas (Austin, TX)

Toby Amidor, MS, RD, CDN, Toby Amidor Nutrition (Scarsdale, NY)

Allison Aubrey, Correspondent, NPR News (Washington, DC)

Sara Baer-Sinnott, President, Oldways (Boston, MA)

Neal Barnard, MD, President, Physicians Committee for Responsible Medicine and Adjunct Associate Professor of Medicine, George Washington University School of Medicine (Washington, DC)

Joy Bauer, MS, RD, CDN, Nutrition and Health Expert, *NBC Today Show* (New York, NY)

John Bohannon, PhD, Contributing Correspondent, *Science* magazine (Berkeley, CA)

T. Colin Campbell, PhD, Professor Emeritus, Cornell University and Founder, T. Colin Campbell Center for Nutrition Studies (Ithaca, NY)

S. Boyd Eaton, MD, Professor Emeritus, Emory University (Atlanta, GA)

Monica Eng, Food and Health Reporter, WBEZ Chicago Public Radio (Chicago, IL)

Barry Estabrook, Writer and Author (Vergennes, VT)

Alessio Fasano, MD, Director, Center for Celiac Research; Chief, Division of Pediatric Gastroenterology and Nutrition and Associate Chief, Department of Pediatrics, Basic, Clinical and Translational Research, Massachusetts General Hospital (Boston, MA)

Madelyn Fernstrom, PhD, CNS, NBC News Health Editor, Comcast–Universal (New York, NY)

Sidney Fry, MS, RD, Nutrition Editor, *Cooking Light* magazine (Birmingham, AL)

Christopher Gardner, PhD, Professor of Medicine, Stanford University School of Medicine (Stanford, CA)

James Hamblin, MD, Writer and Senior Editor, *The Atlantic* magazine (Brooklyn, NY)

Janet Helm, MS, RD, Blogger, *Nutrition Unplugged* (Chicago, IL)



Frank Hu, MD, PhD, Professor of Nutrition and Epidemiology, Harvard TH Chan School of Public Health; Professor of Medicine, Harvard Medical School (Boston, MA)

David Jenkins, MD, DSc, PhD, Professor, Department of Medicine and Nutritional Sciences, University of Toronto; Scientist, Li Ka Shing Knowledge Institute of St. Michael's Hospital; Director, Risk Factor Modification Centre, St. Michael's Hospital (Toronto, Ontario, CA)

Janice Jibrin, MS, RD, Nutrition Consultant and Author (Washington, DC)

David Katz, MD, MPH, Founding Director, Yale–Griffin Prevention Research Center, Yale University (New Haven, CT)

Tom Kelly, PhD, Chief Sustainability Officer, Sustainability Institute at University of New Hampshire (Durham, NH)

Dan Kish, Senior Vice President, Food, Panera Bread (St. Louis, MO)

Ellie Krieger, MS, RD, Culinary Nutritionist and Author (New York, NY)

Bonnie Liebman, MS, Director of Nutrition, Center for Science in the Public Interest (Washington, DC)

David Ludwig, MD, PhD, Researcher and Pediatrician, Division of Endocrinology, Boston Children's Hospital (Boston, MA)

Mary MacVean, Mind and Body Editor, *Los Angeles Times* (Los Angeles, CA)

Miguel Ángel Martínez–González, MD, MPH, PhD, Professor and Chair, Department of Preventive Medicine and Public Health, University of Navarra (Pamplona, Spain)

Dariush Mozaffarian, MD, DrPH, Dean, Tufts University Friedman School of Nutrition Science and Policy (Boston, MA)

Malden Nesheim, PhD, Professor Emeritus of Nutrition and Provost Emeritus, Cornell University (Ithaca, NY)

Dean Ornish, MD, Founder and President, Preventive Medicine Research Institute; Clinical Professor of Medicine, University of California, San Francisco (Sausalito, CA)

Simon Poole, MBBS, DRCOG, Medical Practitioner and Commentator (Cambridge, UK)

Eric Rimm, ScD, Professor of Epidemiology and Nutrition and Director of the Program in Cardiovascular Epidemiology, Harvard TH Chan School of Public Health; Professor of Medicine, Harvard Medical School (Boston, MA)

Joan Sabaté, MD, DrPH, Professor of Nutrition and Epidemiology, Loma Linda University School of Public Health (Loma Linda, CA)

Cynthia Sass, MPH, MA, RD, CSSD, Contributing Nutrition Editor, *Health* magazine (New York, NY)

Meir Stampfer, MD, DrPH, Professor of Epidemiology and Nutrition, Harvard TH Chan School of Public Health; Professor of Medicine, Harvard Medical School (Boston, MA)

Jeanne Teshler, Analyst, Moor Insights & Strategy / Forbes Tech (Austin, TX)

Ken Toong, Executive Director of Auxiliary Enterprises, University of Massachusetts Amherst (Amherst, MA)

Antonia Trichopoulou, MD, PhD, President, Hellenic Health Foundation and Director of the World Health Organization Collaborating Center for Nutrition at the School of Medicine, University of Athens (Athens, Greece)

Walter Willett, MD, DrPH, Professor of Epidemiology and Nutrition and Chairman of the Department of Nutrition, Harvard TH Chan School of Public Health; Professor of Medicine, Harvard Medical School (Boston, MA)

Brierley Wright, MS, RD, Nutrition Editor, *EatingWell* magazine (Shelburne, VT)

Kathleen Zelman, MPH, RD, LD, Director of Nutrition, WebMD (Marietta, GA)



Founder/Organizer of Finding Common Ground

Sara Baer-Sinnott (Boston, MA)



Sara Baer-Sinnott is President of Oldways, a nonprofit food and nutrition organization with a mission to improve health through cultural food traditions and lifestyles. In her 23 years at Oldways, Sara has been an integral part of Oldways' growth and success. She has helped develop ground-breaking programs including this Finding Common Ground Conference; Traditional Diet Pyramids; African Heritage & Health program; the Whole Grains Council; Mediterranean Foods Alliance; Healthy Pasta Meals; High Five Children's Cooking Curriculum; Culinary Travel; among others. Sara is also co-author of The Oldways Table with Oldways' Founder Dun Gifford. Before joining Oldways, Sara was the Special Projects Editor at Inc. Magazine, and she's also worked for state and federal government agencies. She has a BA in Economics from Hobart and William Smith Colleges, and an MA in Regional Planning from the University of Massachusetts Amherst.

The headlines shout out from grocery checkout lines, from bookstore shelves and from websites promising an easy route to good health and a great body. Just a sampling: *Seven health secrets about red wine that will shock you... Eat chocolate to lose weight – new science proves you should eat chocolate every day... The real reason wheat is toxic... Don't eat greens if you want a long life!... Egg yolks are as bad for your heart as smoking cigarettes.*

In an article on nutrition myths, an RD writing on PopSugar calls the internet the Wild West when it comes to nutrition information – anything goes. So true! And despite calling this out, the same web page – on the day we visited it – had ads for “2 Sweet Pairings to take your OREO Thins to the Next Level” and “Eat Clean with these Warming Detox Soups.”

In addition to conflicting, confusing and sometimes downright crazy headlines, there's a growing body of best-selling health and diet books. Some are commonsensical and look at time-tested, science-based, overall healthy eating patterns. Others – often demonizing one food (wheat, eggs, fruit) or one macronutrient (carbs, fats, protein) – promise long life over death, and results in three weeks. What should consumers believe? Whom should they believe? And why do they believe crazy headlines and diets that demonize one or two foods or ingredients?

These are the reasons Oldways has organized Finding Common Ground. We could think of no better way to celebrate Oldways' 25th Anniversary than by convening the best of the best nutrition scientists, along with a similar group of journalists in order to bring Common Ground about health and nutrition – Common Sense – to people everywhere.

Scientific Co–Chair of Finding Common Ground

Walter Willett, MD, DrPH (Boston, MA)



Dr. Walter Willett is Professor of Epidemiology and Nutrition and Chairman of the Department of Nutrition at Harvard TH Chan School of Public Health and Professor of Medicine at Harvard Medical School. Dr. Willett studied food science at Michigan State University, and graduated from the University of Michigan Medical School before obtaining a Doctorate in Public Health from Harvard School of Public Health. Dr. Willett has focused much of his work over the last 35 years on the development of methods, using both questionnaire and biochemical approaches, to study the effects of diet on the occurrence of major diseases. He has applied these methods starting in 1980 in the Nurses' Health Studies I and II and the Health Professionals Follow-up Study. Dr. Willett has published over 1,500 articles, primarily on lifestyle risk factors for heart disease and cancer, and has written the textbook, Nutritional Epidemiology. He has also written four books for the general public, and most recently, Thinfluence, co-authored with Malissa Wood and Dan Childs.

It is time to find common ground because people's lives are at stake. It's also time to talk about responsible, complete and truthful reporting about health and nutrition.

Understandably, many people feel confused about nutrition. Some findings are by nature confusing: moderate alcohol consumption, for example, is associated with lower risk of cardiovascular disease but higher risk of breast cancer in women. But some findings are reported in a way that skews the full story. A few years ago an Institute of Medicine report, for example, found no evidence to support reducing daily sodium consumption to 1,500 milligrams, a point then trumpeted in some news reports as "don't worry about lowering your sodium." Yet the study did acknowledge that the average American still uses way too much salt. That part of the study didn't end up in the news.

"Data-free" dietary advice upsets me the most. During the low-fat craze of the 1980s and '90s, I was troubled by experts who didn't distinguish between the good fats in things like nuts and the bad fats in red meat and some margarines. We saw nut consumption go down about 50 percent in the 1990s based on the data-free advice that nuts weren't good for you, and people certainly died from that advice. It's important to push back strongly against the promotion of ideas and analyses that are based on faulty data, and to do that, we need the help of responsible journalists.

This Common Ground conference is designed to deliver clear advice from top nutrition scientists and a discussion about the need for strong data driving health and nutrition news. I believe the results of this conference are important, because the consequences of inaction are unforgivably high.

Chiuve SE1, Fung TT, Rimm EB, Hu FB, McCullough ML, Wang M, Stampfer MJ, Willett WC. 2012. **Alternative dietary indices both strongly predict risk of chronic disease.** J Nutr. 142(6):10009–10018.

Scientific Co–Chair of Finding Common Ground

David Katz, MD, MPH (New Haven, CT)



David L. Katz is the founding director of Yale University's Prevention Research Center; President of the American College of Lifestyle Medicine; Editor-in-Chief of the journal, Childhood Obesity; and director of the Integrative Medicine Center at Griffin Hospital in New Haven, CT. A clinician, researcher, author, inventor, journalist, and media personality, Dr. Katz is the recipient of numerous awards and recognitions, including an honorary doctoral degree and widely supported nominations for the position U.S. Surgeon General. He has authored nearly 200 scientific papers and chapters, and 15 books. A two-time diplomate of the American Board of Internal Medicine, and a board-certified specialist in Preventive Medicine/ Public Health, he is recognized globally for expertise in nutrition, weight management and the prevention of chronic disease.

Lifestyle, with diet the centerpiece, has the potential to add years to lives, and life to years, as no other medicine can. If ever there was a rallying cry to common cause, surely propagating the luminous prize of vitality coupled to longevity is it. Common cause, however, requires common ground on which to start – and that has proven elusive. This conference, convening experts with diverse perspectives and priorities, aims to map that patch of ground on which we can stand together. Truly great things can come from the strength of such unity, and the capacity to look past residual differences, to embrace our common cause: advancing the human condition.

Making the Case for Vegetarian and Vegan Diets

Dean Ornish, MD (Sausalito, CA)



Dr. Dean Ornish is the founder and president of the non-profit Preventive Medicine Research Institute and Clinical Professor of Medicine at the University of California, San Francisco. Dr. Ornish has directed clinical research demonstrating, for the first time, that comprehensive lifestyle changes may begin to reverse even severe coronary heart disease and other chronic diseases, without drugs or surgery, which Medicare is now covering. Dr. Ornish is the author of six bestselling books, including The Spectrum. He serves on the board of directors for the St. Vincent de Paul homeless shelter and was previously appointed to the White House Commission on Complementary and Alternative Medicine Policy during the Clinton Administration. During his career, Dr. Ornish has received numerous awards and honors, including being selected as a "National Public Health Hero" by the University of California,

Berkeley, "one of the 125 most extraordinary University of Texas alumni in the past 125 years," "one of the fifty most influential members of his generation" by LIFE magazine, and by Forbes magazine as "one of the world's seven most powerful teachers."

We tend to think of advances in medicine as a new drug, laser, or surgical procedure, something high-tech and expensive. This presentation will discuss the power of comprehensive lifestyle changes, reviewing more than 30 years of research using high-tech, state-of-the-art measures to prove the power of low-tech, low-cost, and often ancient interventions. Also, the lecture will describe proven strategies for motivating people to make and maintain comprehensive lifestyle changes as well as how to personalize a way of eating and living based on an individual's needs, genes, and preferences. Finally, the presentation will describe many of the health policy implications of comprehensive lifestyle changes as both medically effective and cost effective.

Ornish D, Magbanua MJM, Weidner G, Weinberg V, Kemp C, Green C, Mattie MD, Marlin R, Simko K, Shinohara K, et al. 2008. **Changes in prostate gene expression in men undergoing an intensive nutrition and lifestyle intervention.** Proc Nat Acad Sci USA. 105(24):8369–8374.

Making the Case for Vegetarian and Vegan Diets

Joan Sabaté, MD, DrPH (Loma Linda, CA)



Joan Sabaté is Professor of Nutrition and Epidemiology at Loma Linda University's School of Public Health. From Spain, Dr. Sabaté is a board certified physician in internal medicine. In 1989 he obtained the degree of Doctor of Public Health in Nutrition from Loma Linda University and became a faculty member in the Department of Nutrition. From 1997 to 2013 he served as Chair of the Department. Dr. Sabaté was principal investigator in the study that directly linked the consumption of walnuts to significant reductions in blood serum cholesterol. His landmark findings were published in the New England Journal of Medicine and received the attention of nearly 400 media sources, both national and international. He is currently the co-principal investigator on the Walnuts and Healthy Aging Study (the WAHA Study), a dual-center clinical trial with Hospital Clinic in Barcelona that includes 700 subjects. He is the editor of the book Vegetarian Nutrition published in 2001. He also served as chairman for the Sixth International Congress on Vegetarian Nutrition held at Loma Linda University in February 2013.

Vegetarian diets are oldways of eating. They are not a modern invention or a fad from a recent book. They are not a construct or a complicated index. Vegetarian diets are real-world diets that large populations around the world have eaten for a variety of reasons and are entrenched in some cultures and traditions. Vegetarian diets are commonly defined as the absence of flesh foods.

Those following vegetarian diets enjoy better health than most of those following meat-including diets, exemplified by lower risks of cardiovascular diseases, diabetes, obesity and some cancers, lower all-cause mortality and greater longevity. All vegetarian diets are not equally healthy and not all healthy diets are necessarily meatless.

Vegetarian diets have important implications for planetary health and sustainability. The production of nutritious and healthy vegetarian diets using modern agricultural practices takes substantially less water, land, and fossil fuel energy, and fewer greenhouse gases are emitted compared to meat-including diets. Thus, vegetarian diets are more sustainable since their production requires fewer natural resources and they are less taxing on the environment.

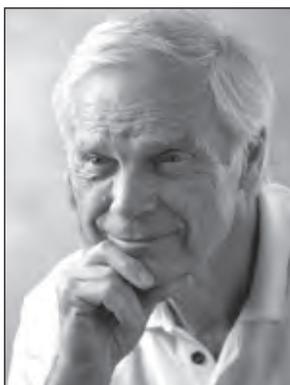
Orlich MJ, Jaceldo-Siegl K, Sabaté J, Fan J, Singh PN, Fraser GE. **Patterns of Food Consumption among Vegetarians and Non-vegetarians.** *Br J Nutr* 2014; 28;112: 1644–53.

Orlich MJ, Singh P, Sabate J, Jaceldo-Siegl K, Fan J, Knutsen S, et al. **Dietary Patterns and Mortality in Adventist Health Study 2.** *JAMA Intern Med* 2013;173: 1230–1238.

Sabaté J, Soret S. **Sustainability of plant-based diets: Back to the future.** *Am J Clin Nutr* 2014;100: 476S–482S.

What Makes Sense about Paleo Diets in a Modern World Evolutionary Health Promotion: the Paleo Diet

S. Boyd Eaton, MD (Atlanta, GA)



Boyd Eaton is an honors graduate of Harvard Medical School with two books, 15 textbook chapters and over 50 articles in refereed journals as part of his curriculum vitae. His 1985 New England Journal of Medicine article, Paleolithic Nutrition and 1988 book, The Paleolithic Prescription, both written with Mel Konner, are viewed by most leaders of the Paleo Health movement as foundational documents so that Eaton is commonly considered the movement's father. Eaton gave the keynote address at the Ancestral Health Symposium held at UCLA in August, 2011. An associate professor of anthropology and radiology at Emory University for many years, he's been an invited lecturer in 19 countries on 4 continents.

Four key axioms are at the heart of evolutionary health promotion.

1. An organism's biology functions best when operating under conditions similar to those for which its genome was selected during evolution.
2. Traits influenced by multiple genes have been "conserved" over vast stretches of time.
3. Accordingly, human nutritional requirements date back to and before the Stone Age.
4. Epigenetic modification has occurred periodically; an example being ethnic differences in T2DM susceptibility. However, the same example shows that "tolerance" to lifestyle change does not imply that the change is "desirable."

The relevant ancestral diet was that prevailing in East Africa ~70,000 years ago. Then, protein intake was twice that which is now recommended. Diets contained more polyunsaturated fat, especially EPA and DHA. Vegetables and fruits provided nearly all the carbohydrate – and more fiber than we now consume. A variable amount of honey was the only simple carbohydrate. Because milling was too laborious, grains were consumed only in times of shortage. Except for sodium, vitamin and mineral intake exceeded ours. These well-accepted differences form the basis for the Paleo diet.

Kuipers R, Luxwolda M, Dijck-Brouwer D, Eaton SB, Crawford M, Cordain L, Muskiet F. 2010. **Estimated macronutrient and fatty acid intakes from an East African Paleolithic diet.** Br J Nutr. 104(11):1666–1687.

Eaton, SB. **A Paradigm for Chronic Disease Prevention.** [unpublished article].

The Evidence that the Mediterranean Diet is the Gold Standard

Antonia Trichopoulou, MD, PhD (Athens, Greece)



Antonia Trichopoulou, MD, PhD, is President of the Hellenic Health Foundation, Director of the World Health Organization Collaborating Centre of Nutrition, Medical School, University of Athens. She has served as president of the Federation of the European Nutrition Societies (FENS) and as chairperson or key member of numerous Greek, European Commission and World Health Organization Committees. She has received numerous honors and awards and was decorated by the President of the Greek Republic with the Golden Cross of Honor for her work in nutrition and public health. In 2011, she received the Federation of European Nutrition Societies (FENS) Award for her “outstanding nutritionist career.” Her scientific work has focused on public health nutrition and nutrition epidemiology, with emphasis on the health effects of the Mediterranean diet and traditional foods.

The Mediterranean diet has been linked to a number of health benefits, including reduced mortality risk and lower incidence of cardiovascular disease. Definitions of the Mediterranean diet vary across some settings, and scores are increasingly being employed to define Mediterranean diet adherence in epidemiological studies. Some components of the Mediterranean diet overlap with other healthy dietary patterns, whereas other aspects are unique to the Mediterranean diet. We can infer that the combination of different types of Mediterranean foods with healthy characteristics is necessary for the expression of their protective potential and could be partly attributed to traditional foods, which this diet incorporates. Although there are exceptions, tradition rarely honors unhealthy habits and there is one additional advantage: traditional diets are compatible with the respective ecosystem and are, more often than not, supportive of the local economy.

Trichopoulou A, Martínez-González M, Tong T, Forouhi N, Khandelwal S, Prabhakaran D, Mozaffarian D, de Lorgeril M. 2014. **Definitions and potential health benefits of the Mediterranean diet: views from experts around the world.** *BMC Med.* 12:112. In this forum article, clinicians and researchers with an interest in the effect of diet on health were asked to describe what constitutes a Mediterranean diet in different geographical settings, and how we can study the health benefits of this dietary pattern.

Trichopoulou A. 2012. **Diversity v. globalization: traditional foods at the epicenter.** *Public Health Nutr.* 15(6):951–954. There is a need to highlight biodiversity, food production and food consumption as interconnected elements, with the purpose of promoting a broader assessment of the link between local food products, nutrition, food safety and sustainability with traditional foods at the epicentre.

The Evidence that the Mediterranean Diet is the Gold Standard

Miguel Ángel Martínez–González, MD, MPH, PhD (Pamplona, Spain)



Dr. Martínez–González is Professor and Chair in the Department of Preventive Medicine and Public Health at the University of Navarra, Spain. He served as Principal Investigator for the SUN Cohort Study, with more than 22,000 participants, which sought to identify dietary determinants of high blood pressure, diabetes, obesity, and coronary heart disease. This 2006 study supports the benefits of a Mediterranean diet and olive oil against coronary heart disease and high blood pressure. Dr. Martínez–González is a co–author of the landmark PREDIMED clinical trial published in the New England Journal of Medicine in February 2013. The study’s findings indicate that adhering to a Mediterranean diet reduces risk of cardiovascular disease by approximately 30% and also reduces risk for stroke in high–risk patients. He has been awarded an Advanced Research Grant by the European Research Council for a new large primary

cardiovascular prevention trial (PREDIMED–PLUS) studying the effect of an intensive lifestyle intervention with an energy–restricted Mediterranean diet, increased physical activity, and behavioral treatment, on the primary prevention of cardiovascular diseases. With Dr. Frank Hu, Dr. Martínez–González has been a co–principle investigator of two grants funded by the NIH in collaboration with Harvard TH Chan School of Public Health. He has been a visiting scholar at the Harvard School of Public Health, Department of Nutrition, an associate editor with the British Journal of Nutrition, and editor of more than 20 books.

Both large observational studies and two large randomized trials support the strong benefits of a Mediterranean–style diet against premature mortality and non–fatal cardiovascular disease. Mediterranean–style diets share many elements with other healthy dietary patterns, including increased consumption of fruits, vegetables, nuts, legumes, fish and red wine. A peculiarity of the Mediterranean diet is the high consumption of olive oil. Extra–virgin olive oil (the direct juice of the ripe olive fruit) is rich in bioactive polyphenols. These polyphenols may explain further benefits of the Mediterranean diet beyond its fat content. The PREDIMED trial showed with high–level evidence that a Mediterranean–type diet was superior to a low fat diet in primary cardiovascular prevention. Also, when a high consumption of extra–virgin olive oil is ensured, the benefits of the Mediterranean diet expanded to the reduction of breast cancer, atrial fibrillation and type–2 diabetes. The PREDIMED trial has provided strong evidence on the effect of the Mediterranean diet on these end–points using a randomized design.

Martínez–González MÁ, Corella D, Salas–Salvadó J, Ros E, Covas MI, Fiol M, Wärnberg J, Arós F, Ruíz–Gutiérrez V, Lamuela–Raventós RM, et al. 2012. **Cohort profile: design and methods of the PREDIMED study.** *Int J Epidemiol.* 41(2):377–385.

Estruch R, Ros E, Salas–Salvadó J, Covas MI, Corella D, Arós F, Gómez–Gracia E, Ruiz–Gutiérrez V, Fiol M, Lapetra J, et al. 2013. **Primary prevention of cardiovascular disease with a Mediterranean diet.** *N Engl J Med.* 368(14):1279–1290.

Martínez–González MÁ, Toledo E, Arós F, Fiol M, Corella D, Salas–Salvadó J, Ros E, Covas MI, Fernández–Crehuet J, Lapetra J, et al. 2014. **Extravirgin olive oil consumption reduces risk of atrial fibrillation: the PREDIMED (Prevención con Dieta Mediterránea) trial.** *Circulation.* 130(1):18–26.

A Paradigm Shift in the American Diet – Changing Social Norms

Christopher Gardner, PhD (Stanford, CA)



Dr. Gardner holds a PhD in Nutrition Science and is a Professor of Medicine at Stanford. For the past 20 years his research has examined the potential health benefits of dietary components such as soy, garlic, antioxidants, ginkgo, omega-3 fats, vegetarian diets, and weight loss diets in the general population. The most current continuation of this work includes an NIH funded weight loss trial among 609 overweight and obese adults that will try to determine if such factors as insulin resistance, genotype, and microbiota predict differential weight loss on different diets. Recently his nutrition interests have expanded to two new areas. The first is to explore motivators other than health for making positive dietary changes, taking advantage of ongoing social movements around animal welfare, climate change, social justice, and their relationships to food – stealth nutrition. The second is to focus on a food systems approach to

dietary improvements that addresses the quality of food provided by schools, hospitals, worksites, food banks and other institutional food settings.

According to several metrics, the average American consumes a diet of low nutritional quality – factory farmed, ultra-processed, and hyper-palatable foods. Massive change is needed but appears daunting because it appears so complex. We have a broken food system. So, let's look at this from the perspective of systems-level solutions. Significant changes are taking place at many levels. The 2015 Dietary Guidelines Advisory Committee has recommended a shift to a more plant-based diet. The Culinary Institute of America is transitioning its culinary curriculum to focus more on health and environmental sustainability. A coalition of universities is setting and achieving goals for sourcing more local and seasonal foods. Many hospitals around the country are transforming their food service along these same lines. Some chefs are achieving the stature of rock stars. Which is all to say the time is ripe for change – for a paradigm shift in the ways we produce, prepare and consume foods. The holy grail is in sight – changes in social norms are upon us.

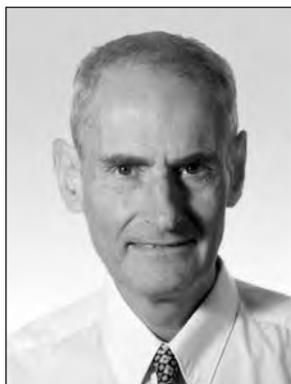
Hekler EB, Gardner CD, Robinson TN. 2010. **Effects of a college course about food and society on students' eating behaviors.** *Am J Prev Med.* 38(5):543–547. In this study we approached behavior change in college students by linking food choices to social/ideological movements rather than health. We refer to this as Stealth Nutrition.

Gardner CD, Whitsel LP, Thorndike AN, Marrow MW, Otten JJ, Foster GD, Carson JA, Johnson RK. 2014. **Food and beverage environment and procurement policies for healthier work environments.** *Nutr Rev.* 72(6):390–410. This policy piece initiated by the American Heart Association addresses the important point that consuming good food often means starting with guidelines for sourcing good foods.

Robinson TN. 2010. **Save the world, prevent obesity: piggybacking on existing social and ideological movements.** *Obesity.* 18:S17–S22. This insightful perspective lays out behavioral theories that suggest motivations for meaningful dietary behavior change can come from taking advantage of the overlap in many current social and ideological movements and eating behaviors.

What's So Special about Low Glycemic Eating? Who Benefits Most from Low GI/GL Diets?

David J. A. Jenkins, MD, DSc, PhD (Toronto, CA)



Educated at Oxford University, Dr. Jenkins is currently a professor in both the Departments of Nutritional Sciences and Medicine, Faculty of Medicine, University of Toronto; a staff physician in the Division of Endocrinology and Metabolism; the Director of the Clinical Nutrition and Risk Factor Modification Center, St. Michael's Hospital. He has served on Canadian and U.S. committees to formulate nutritional guidelines for diabetes treatment and most recently, recommendations for fiber and macronutrient intake for the general population under the new joint United States–Canada DRI system (RDAs) of the National Academy of Sciences (Washington, DC). His team was the first to define and explore the concept of the glycemic index of foods and demonstrate the breadth of metabolic effects of viscous soluble fiber, including blood glucose and cholesterol lowering. His studies on combining cholesterol lowering food components (dietary portfolio) have been recognized as creating an effective dietary alternative to drug therapy (statins) for many people. He believes that diets have to be palatable and more readily available to encourage dietary adherence, equally they have to be environmentally sustainable.

His studies on combining cholesterol lowering food components (dietary portfolio) have been recognized as creating an effective dietary alternative to drug therapy (statins) for many people. He believes that diets have to be palatable and more readily available to encourage dietary adherence, equally they have to be environmentally sustainable.

We have pooled our data from 4 GI/GL studies (n=480 T2DM trial participants) to determine who benefits most from low GI/GL diets. Our findings suggest that those with the MetS and higher FRS were most likely to show a benefit in HbA1C reduction on low GI/GL diets. Taking participants with type 2 diabetes but no risk factors actually resulted in a non-significant rise in HbA1C while sequential addition of each of the 3 main risk factors (waist circumference, systolic blood pressure, and apo B) progressively reduced HbA1C in response to the low GI/GL diets. Our findings are in keeping with the findings that 30 minutes post-prandial insulin, if raised, is associated with weight loss on a low GL diet (1); that GL only predicts CHD in those with a BMI over 23kg/m² (2); and that a high GI diet is only associated with fatty liver in those with evidence of insulin resistance. (3) It is likely that reducing the GI/GL will be most effective in those with insulin resistance and increased overall risk for chronic disease.

Ebbeling CB, Leidig MM, Feldman HA, Lovesky MM, Ludwig DS. 2007. **Effects of a low-glycemic load vs low-fat diet in obese young adults: a randomized trial.** JAMA. 297(19):2092–2102. Variability in dietary weight loss trials may be partially attributable to differences in hormonal response. Reducing glycemic load may be especially important to achieve weight loss among individuals with high insulin secretion. Regardless of insulin secretion, a low-glycemic load diet has beneficial effects on high-density lipoprotein cholesterol and triglyceride concentrations but not on low-density lipoprotein cholesterol concentration.

Liu S, Willett WC, Stampfer MJ, Hu FB, Franz M, Sampson L, Hennekens CH, Manson JE. 2000. **A prospective study of dietary glycemic load, carbohydrate intake, and risk of coronary heart disease in US women.** Am J Clin Nutr. 71(6):1455–1461. These epidemiologic data suggest that a high dietary glycemic load from refined carbohydrates increases the risk of CHD, independent of known coronary disease risk factors.

Valtueña S, Pellegrini N, Ardigò D, Del Rio D, Numeroso F, Scazzia F, Monti L, Zavaroni I, Brighenti F. 2006. **Dietary glycemic index and liver steatosis.** Am J Clin Nutr. 84(1):136–142; 268–269. High-GI dietary habits are associated with high-grade liver steatosis (LS), particularly in insulin-resistant subjects. Dietary advice on the quality of carbohydrate sources therefore may be a complementary tool for preventing or treating LS of metabolic origin.

What's So Special about Low Glycemic Eating? Which Comes First: Overeating or Obesity? The Effects of Glycemic Index on Metabolism

David S. Ludwig, MD, PhD (Boston, MA)



David S. Ludwig, MD, PhD is a practicing pediatrician and researcher at Boston Children's Hospital. He holds the rank of Professor of Pediatrics at Harvard Medical School and Professor of Nutrition at Harvard TH Chan School of Public Health. Dr. Ludwig is Founding Director of the Optimal Weight for Life (OWL) program at Children's Hospital, one of the country's oldest and largest multidisciplinary clinics for the care of overweight children. He also directs the New Balance Foundation Obesity Prevention Center. His research focuses on the effects of diet on hormones, metabolism and body weight. In particular, he developed a novel "low glycemic load" diet (i.e., one that decreases the surge in blood sugar after meals) for the treatment of obesity and prevention of type 2 diabetes and heart disease. Dr. Ludwig is Principal Investigator on numerous grants from the National Institutes of Health, has published over 150 scientific

articles, and presently serves as Contributing Writer for JAMA. He is author of the forthcoming book, Always Hungry? Conquer Cravings, Retrain your Fat Cells, and Lose Weight Permanently (Grand Central Publishing, January 2016).

The conventional approach to obesity, founded on the First Law of Thermodynamics, assumes that all calories are alike, and that to lose weight one must simply "eat less and move more." According to an alternative model, the anabolic state of the adipocyte plays a key role in determining body weight. High intakes of high glycemic load carbohydrate in particular raise insulin levels and program the body for weight gain. From this perspective, conventional calorie-restricted, low fat diets amount to symptomatic treatment, destined to fail in an environment with readily available food. Instead, dietary approaches aiming to lower insulin secretion promise to increase the effectiveness of long-term weight management and chronic disease prevention.

Ebbeling CB, Swain JF, Feldman HA, Wong WW, Hachey DL, Garcia-Lago E, Ludwig DS. 2012. **Effects of dietary composition on energy expenditure during weight-loss maintenance.** JAMA. 207:2627-2634. A feeding study showing that the type of calories consumed affects the number of calories burned.

Ludwig DS, Friedman MI. 2014. **Increasing adiposity: consequence or cause of overeating?** JAMA. 311:2167-2678. A review article that explores the scientific basis for the new paradigm presented in this talk.

Good for the Planet, Too

Malden C. Nesheim, PhD (Ithaca, NY)



Malden C. Nesheim is Professor of Nutrition Emeritus and Provost Emeritus of Cornell University. He has chaired numerous national advisory committees including the National Institutes of Health Nutrition Study Section and The 1990 Dietary Guidelines committee. He has served as President of the American Institute of Nutrition. He was elected a Fellow of the American Academy of Arts and Sciences in 1995 and of the American Society of Nutritional Sciences in 1997. His research interests have been aspects of nutritional biochemistry and the relationship of parasitic infections to nutritional status. He recently collaborated with Marion Nestle to co-author two books, Feed Your Pet Right in 2010, and Why Calories Count in 2012. In the past two years he chaired a joint committee of the Institute of Medicine and the Board on Agriculture of the National Research Council to develop a framework to examine the health, environmental, social, and economic aspects of the US food system.

The recommendations for dietary guidelines should include considerations of the effects of the recommendations on the food system and the environment. This need was highlighted by a recent report from the Institute of Medicine and the National Research Council that described a framework for examining the health, environmental, social and economic aspects of the US food system. The report discusses the evolution of the US food system and discusses some of the health, environmental, social and economic effects associated with the system. The US food system is dynamic and interconnected so that recommendations that affect one component of the system may have unanticipated consequences for other food system practices. Components of this framework will be illustrated and some potential impacts of dietary recommendations will be discussed.

Committee on a Framework for Assessing the Health, Environmental, and Social Effects of the Food System; Food and Nutrition Board; Board on Agriculture and Natural Resources; Institute of Medicine; National Research Council. 2015. **A framework for assessing effects of the food system.** Nesheim MC, Oria M, Yih PT, editors. Washington, DC: National Academies Press.

Good for the Planet, Too

Tom Kelly, PhD (Durham, NH)



Dr. Tom Kelly is the Chief Sustainability Officer for the University of New Hampshire and the founding director of the Sustainability Institute at UNH. Dr. Kelly collaborates with faculty, staff, students and community members in the development of policies, programs and practices related to the Sustainability Institute's four educational initiatives in biodiversity, climate, culture and food. Dr. Kelly has been working in the field of higher education and sustainability for more than 20 years in the US and abroad. Current activities include working with UNH colleagues and many related partners on projects across the university's curriculum, operations, research and engagement (CORE) activities; examples include regional approaches to sustainable food and energy systems, incubating sustainability science, the central place of culture in sustainability and sustainability education and pedagogy.

How do we eat in a way that is healthy and sustainable for our planet and ourselves? One answer is to consider a place-based, food systems perspective that emphasizes context, complexity, community participation, and an intergenerational quality of life for all. While sustainability is often equated with the health of the natural environment, its core principles and central commitments extend far beyond that. A core aspect of sustainability is that it is rooted in place and participation and, as such, operates across a heterogeneous landscape from the local to the global scale. *A New England Food Vision*, a report released by Food Solutions New England in 2014, will be offered as a place-based example of a sustainable food system perspective in which general recommendations and messages about healthy and sustainable dietary patterns can be contextualized and interpreted within a growing local and regional system that reflects its history, ecology, economy, values and growing racial and ethnic diversity.

Donahue B, Burke J, Anderson M, Beal A, Kelly T, Lapping M, Ramer H, Libby R, Berlin L. 2014. **A New England food vision**. Durham (NH): Food Solutions New England, University of New Hampshire. [Accessed 2015 Nov 6]. http://www.foodsolutionsne.org/sites/default/files/LowResNEFV_0.pdf.

Fairlie S. 2011. **Meat: a benign extravagance**. White River Junction (VT): Chelsea Green Publishing.

2015 Dietary Guidelines Advisory Committee. 2015. **Scientific report of the 2015 Dietary Guidelines Advisory Committee, advisory report to the Secretary of Health and Human Services and Secretary of Agriculture**. Washington, DC. [Accessed 2015 Nov 6]. <http://health.gov/dietaryguidelines/2015-scientific-report/PDFs/Scientific-Report-of-the-2015-Dietary-Guidelines-Advisory-Committee.pdf>.

There's More to Consider: Gluten & Gut Health How Early Nutrition Can Shape Gut Microbiota and Its Implication in the Autoimmunity Epidemics: Lesson Learned From Celiac Disease

Alessio Fasano, MD (Boston, MA)



*World-renowned pediatric gastroenterologist, research scientist and entrepreneur Alessio Fasano, MD, directs the Center for Celiac Research at MassGeneral Hospital for Children. He is also Division Chief of Pediatric Gastroenterology and Nutrition and director of the Mucosal Immunology and Biology Research Center at MassGeneral Hospital for Children. Dr. Fasano's research focuses on mucosal biology of the gut and transcends the disciplines of physiology, microbiology, and molecular and cell biology. In 2000, his team discovered the ancient molecule zonulin, which regulates the permeability of the intestine. In 2003, his research established the rate of celiac disease at one in 133 people in the US. He is a visiting professor of Pediatrics at Harvard Medical School and author of *Gluten Freedom*, a book published in spring 2014 by Wiley Health on celiac disease, gluten-related disorders, and the gluten-free diet.*

The gut microbiome consists of more than 100 trillion microorganisms, most of which are bacteria. It has been just recently recognized that there is a close bidirectional interaction between the gut microbiome and our immune system. This cross talk, particularly during infancy, is highly influential in shaping the host gut immune system function and, ultimately, the development of chronic inflammatory diseases (CID), including autoimmunity in genetically susceptible individuals.

Increased hygiene and a lack of exposure to various microorganisms have been held responsible for the “epidemic” of autoimmune diseases, including celiac disease. However, this hypothesis has been recently challenged. Indeed, there is growing evidence that many CID are characterized by a change in microbiome composition. While factors such as modality of delivery, neonatal feeding regimens, use of antibiotics, and infections can influence microbiota composition, diet is by far the most important variable affecting the gut ecosystem. Therefore, reshaping gut microbiota through dietary manipulation is becoming an extremely active area of research for the prevention or treatment of a multitude of CID.

Fasano A. 2012. **Zonulin, regulation of tight junctions, and autoimmune diseases.** *Ann N Y Acad Sci.* 1258:25–33.

Fasano A. 2009 Aug. **Celiac disease insights: clues to solving autoimmunity.** *Scientific American.* [Accessed 2015 Nov 6]. <http://www.scientificamerican.com/article/celiac-diseaseinsights/>. Study of a potentially fatal food-triggered disease has uncovered a process that may contribute to many autoimmune disorders.

Fasano A, with Flaherty S. **Gluten freedom: the nation's leading expert offers the essential guide to a healthy, gluten-free lifestyle.** Nashville (TN): Wiley. For General readers, including health care professionals and patients.

There's More to Consider: Saturated Fat

Frank Hu, MD, PhD (Boston, MA)



Dr. Frank Hu is Professor of Nutrition and Epidemiology at Harvard TH Chan School of Public Health and Professor of Medicine, Harvard Medical School and Brigham and Women's Hospital. Dr. Hu is Co-director of the Program in Obesity Epidemiology and Prevention at Harvard. Dr. Hu received his MD from Tongji Medical College in China and a PhD in Epidemiology from University of Illinois at Chicago. Dr. Hu's research is mainly focused on nutritional and life-style epidemiology and prevention of obesity, type 2 diabetes, cardiovascular disease as well as gene-environment interactions. Dr. Hu has published more than 800 original papers and reviews and a textbook, Obesity Epidemiology (Oxford University Press 2008). He was the recipient of the Kelly West Award for Outstanding Achievement in Epidemiology by American Diabetes Association in 2010. Dr. Hu has served on the IOM Committee on Preventing the Global Epidemic of Cardiovascular Disease, the AHA/ACC Obesity Guideline Expert Panel, and the 2015 Dietary Guidelines Advisory Committee. Dr. Hu is serving on the editorial boards of Lancet Diabetes & Endocrinology, Diabetes Care, and Clinical Chemistry.

A recent meta-analysis reported no significant association between consumption of saturated fatty acids (SFAs) and risk of coronary heart disease (CHD). However, individuals do not eat SFAs in isolation, but replace them with other macronutrients especially refined carbohydrates. Few studies have considered the quality of the carbohydrates substituting for SFAs in CHD. In a recent study, we investigated the predicted effects of isocaloric substitutions of carbohydrates for fats. We estimated that replacing 5% of energy intake from saturated fats with equivalent energy intake from either polyunsaturated fats (PUFA), monounsaturated fats (MUFA), or carbohydrates from whole grains was associated with 25%, 15%, and 9% lower risk of CHD, respectively. However, replacing SFAs with refined starch/added sugar was not associated with CHD risk. These findings indicate that recommendations to reduce saturated fat consumption should additionally specify their replacement with unsaturated fats or with high-quality carbohydrates.

Li Y, Hruby A, Bernstein AM, Ley SH, Wang DD, Chiuve SE, Sampson L, Rexrode KM, Rimm EB, Willett WC et al. 2015. **Saturated fat compared with unsaturated fats and sources of carbohydrates in relation to risk of coronary heart disease: A prospective cohort study.** J Am Coll Cardiol. 66(14):1538-1548. This is the first study directly compared the association of saturated fat with unsaturated fats and different sources of carbohydrates in relation to CHD. This analysis may have important public health implications for guiding individuals toward healthy dietary choices as they work to reduce their saturated fat intake.

Mozaffarian D, Micha R, Wallace S. 2010. **Effects on coronary heart disease of increasing polyunsaturated fat in place of saturated fat: a systematic review and meta-analysis of randomized controlled trials.** PLoS Med. 2010; 7(3):e10000252.

There's More to Consider: Food Marketing and the Food Environment

Dariush Mozaffarian, MD, DrPH (Boston, MA)



Dariush Mozaffarian is the Dean of Tufts University's Friedman School of Nutrition Science & Policy, the only graduate school of nutrition in North America. Dr. Mozaffarian is a board-certified cardiologist and epidemiologist whose research focuses on the effects of diet and lifestyle on cardiometabolic health, including global impacts of suboptimal diet and effectiveness of policies to improve diets around the world. He has authored more than 250 scientific publications on nutrition, nutrition policy, and cardiovascular health, including on dietary fats, healthy foods and food patterns, long-term weight gain, global burdens of disease, and effective policies. He has served in numerous advisory roles, including for the American Heart Association, US and Canadian governments, World Health Organization, and United Nations. He chairs the Global Burden of Diseases Nutrition and Chronic Diseases Expert Group (NutriCoDE).

Poor diet is the leading cause of cardiovascular disease in the US and globally. Evidence-based dietary targets and policies are crucial to improve population behaviors health. This talk reviews the effectiveness of a range of policy levers to alter diet and diet-related risk factors. We have identified evidence to support benefits of focused mass media campaigns (especially for fruits, vegetables, salt), food pricing strategies (both subsidies and taxation, with stronger effects at lower income levels), school procurement policies (for increasing healthful or reducing unhealthful choices), and worksite wellness programs (especially when comprehensive and multi-component). Evidence remains inconclusive for food and menu labeling (with some evidence for effects on industry behavior) and changes in local built environment (e.g., availability or accessibility of supermarkets, fast food outlets). We find little empiric evidence evaluating marketing restrictions, although broad principles and large resources spent on marketing suggest utility. Widespread implementation and evaluation of evidence-based policy strategies, with further research on other strategies with mixed/limited evidence, are essential "population medicine" to reduce health and economic burdens of diet-related illness worldwide.

Mozaffarian, D. 2014. **Saturated fatty acids and type 2 diabetes: more evidence to re-invent dietary guidelines.** *Lancet Diabetes Endocrinol.* 2(10): 770-772.

Major Points of Common Ground: Plant-Based Diets

Neal Barnard, MD (Washington, DC)



Neal Barnard, MD, is an adjunct associate professor of medicine at the George Washington University School of Medicine and Health Sciences in Washington, DC, and president of the Physicians Committee for Responsible Medicine. Dr. Barnard has led numerous research studies investigating the effects of diet on diabetes, body weight, and chronic pain, including a groundbreaking study of dietary interventions in type 2 diabetes, funded by the National Institutes of Health. He has authored more than 70 scientific publications as well as 17 books. As president of the Physicians Committee, Dr. Barnard leads programs advocating for preventive medicine, good nutrition, and higher ethical standards in research. He has hosted three PBS television programs on nutrition and health and is frequently called on by news programs to discuss issues related to nutrition and research. Originally from Fargo, ND, Dr. Barnard received his medical degree at the George Washington University School of Medicine and completed his residency there. He practiced at St. Vincent's Hospital in New York before founding the Physicians Committee.

He received his medical degree at the George Washington University School of Medicine and completed his residency there. He practiced at St. Vincent's Hospital in New York before founding the Physicians Committee.

A plant-based diet presents major advantages for health, the environment, use of resources, and animal welfare. Observational studies, controlled trials, and systematic reviews show that plant-based diets help maintain a healthy weight, blood pressure, lipid levels, and blood glucose levels and improve these measures in people with abnormal values. In the research setting, they have demonstrated an acceptability similar to that of other therapeutic diets. Studies show that much of the value of “Mediterranean diets” stems from their reduced meat content, compared with typical North American diets.

Diets emphasizing fish are between meat-based and vegan diets regarding body weight, blood lipid concentrations, and diabetes prevalence. Cancer risk is similar between vegans and fish-eaters, but is less in these groups compared with meat-eaters.

There is likely to be broad agreement that:

1. Vegetables, fruits, legumes, and whole grains should be primary diet staples.
2. Meat (including fish), dairy products, and eggs should be considered optional, and not required.
3. There are advantages to having foods that are simple and relatively unprocessed.

Tonstad S, Butler T, Yan R, Fraser G. 2009. **Type of Vegetarian Diet, Body Weight, and Prevalence of Type 2 Diabetes.** *Diabetes Care.* 32(5): 791–796. The Tonstad article shows the BMI and diabetes statistics for different dietary choices.

Romaguera D, Norat T, Vergnaud AC, Mouw T, May AM, Agudo A, Buckland G, Slimani N, Rinaldi S, Couto E, et al. 2010. **Mediterranean dietary patterns and prospective weight change in participants of the EPIC-PANACEA project.** *Am J Clin Nutr.* 92(4):912–921. The Romaguera article shows that weight benefits of a Mediterranean largely relate to the reduction in meat intake.

Bradbury K, Crowe F, Appleby P, Schmidt J, Travis R, Key T. 2013. **Serum concentrations of cholesterol, apolipoprotein A-I and apolipoprotein B in a total of 1694 meat-eaters, fish-eaters, vegetarians, and vegans.** *Euro J of Clin Nutr.* 68(2):178–183. The Bradbury article shows the lipid statistics for various diet choices.

Major Points of Common Ground: Plant-Based Diets

T. Colin Campbell, PhD (Ithaca, NY)



Colin Campbell has been a long time faculty member at Cornell University (now Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry), teaching, doing original research and participating in many national and international policy committees on diet and health. In the more recent years, he is best known for his co-authorship (with his son, Thomas M Campbell, MD) of the best-selling book, The China Study, 2005 (well over one million copies, about 30 foreign translations), his authorship of NY Times best seller, Whole, 2013 (with Howard Jacobson, PhD) and his lead role in the widely viewed movie documentary, Forks Over Knives, 2011. His principle interests, beginning with graduate research studies in 1956, concern the effect of nutrition on human health, especially the effect of nutrition on cancer etiology. Since publication of The China Study in 2005, he has presented more than 600

lectures in the US and abroad, in recent years mostly at medical schools (Grand Rounds) and medical conferences. His more recent interests concern the fundamentally profound and widespread confusion among public and professional communities about the science of nutrition.

Hypothesis: diet is the primary effector of health and disease outcomes. Although its biological effect is infinitely complex, its participation in furthering the cause of a healthy lifestyle is paramount. Food choice, when done right, has a greater capacity to maintain health and prevent disease than all the conventional pills and procedures combined. The diet best serving this purpose is whole food, plant-based, nutritionally composed of approximately 80% carbohydrate, 10% protein and 10% fat and provided by vegetables, fruits, legumes, whole grains and nuts. Such a diet up-regulates healthy-promoting genes and down-regulates disease-producing genes, among other benefits. No other dietary prescription can produce these remarkable results, which effects can be observed in a matter of days, certainly in a couple weeks. This is not a traditional vegan or vegetarian prescription; nor is it provided by supplements of nutrients. This diet not only prevents future disease; it can and should be the first choice to treat disease. Like Hippocrates said, "Let food be thy medicine and medicine be thy food."

Campbell TC, Campbell TM. 2005. The China study. Dallas (TX): BenBella Books.

Campbell TC. 2013. **Whole: rethinking the science of nutrition.** Dallas (TX): BenBella Books.

Major Points of Common Ground: Animal Foods / Meat

Meir Stampfer MD, DrPH (Boston, MA)



Dr. Stampfer is Professor of Epidemiology and Nutrition at Harvard TH Chan School of Public Health (where he served as chair of the Department of Epidemiology 2000–2007), and Professor of Medicine at Harvard Medical School. At Channing Division of Network Medicine, Brigham and Women's Hospital and Harvard Medical School, he serves as Head of the Chronic Disease Epidemiology Unit. He earned his MD at New York University and Doctorate in Public Health at the Harvard TH Chan School. His research revolves primarily around four major prospective studies: the Nurses' Health Study, Nurses' Health Study II, the Health Professionals Follow-Up Study, and the Physicians' Health Study. He serves as PI for the Nurses' Health Study, and was a founding co-investigator for the other three studies. He has been among the top five most highly cited scientists in clinical medicine over the past 25

years. He bicycles to work from Brookline, where he lives with his wife Claire, a Cambridge-based physician. They have three children, Sam, Eliane and Orly. In matters of diet, he (mostly) practices what he preaches.

In affluent countries, red meat (beef, pork, and lamb) and especially processed red meat consumption are strongly associated with an increased risk of diabetes, total mortality, cancer mortality, and cardiovascular disease mortality. A recent meta-analysis that included 1,330,352 individuals found a 27 percent increased risk of all-cause mortality associated with unprocessed red meat consumption among men and a 20 percent increased risk of mortality associated with processed meat consumption. Substitution and change analyses are critical to evaluate the potential effects of meat and other dietary components. We found that increasing red meat by more than one-half serving per day was associated with a 48 percent elevated risk of diabetes in the subsequent four-year period, whereas reductions in red meat intake by more than one-half serving per day was associated with a 14 percent lower risk of diabetes. Reducing red meat intake will likely decrease the incidence of cardiovascular disease, stroke, diabetes, colon cancer, and possibly premenopausal breast cancer. Effects of environmental consequences of meat production are also relevant in assessing meat's impact on health.

Bernstein AM, Pan A, Rexrode KM, Stampfer M, Hu FB, Mozaffarian D, Willett WC. 2012. **Dietary protein sources and the risk of stroke in men and women.** *Stroke.* 43(3) 637–644. This is one of many papers, based on prospective data, showing the link between higher intake of meat with cardiovascular disease, in this instance, stroke.

Larsson SC, Orsini N. 2014. **Red meat and processed meat consumption and all-cause mortality: a meta-analysis.** *Am J Epidemiol.* 179(3):282–289. This large meta-analysis examined the relation of meat, and processed meat intake, with all-cause mortality rates. The findings are reasonably consistent in showing higher mortality rates among those who consumed the most meat.

Pan A, Sun Q, Bernstein AM, Manson JE, Willett WC, Hu FB. 2013. **Changes in red meat consumption and subsequent risk of type 2 diabetes mellitus: three cohorts of U.S. men and women.** *JAMA Intern Med.* 173(14):1328–1335. This summary of data from our cohorts provided an analysis linking change in intake of meat with change in incidence of type 2 diabetes. This supplemented the previous prospective studies showing a strong association of meat intake with diabetes incidence.

Major Points of Common Ground: Animal Foods / Fish

Eric Rimm, ScD (Boston, MA)



Eric Rimm, ScD, is a Professor of Epidemiology and Nutrition and the Director of the Program in Cardiovascular Epidemiology at Harvard TH Chan School of Public Health and also a Professor of Medicine at the Harvard Medical School. His research group has specific interests both in the study of modifiable lifestyle choices (e.g., diet and physical activity) in relation to cardiovascular disease as well as the translation of these findings into public health interventions that are effective for schoolchildren, adults and the food insecure. He has previously served on the scientific advisory committee for the 2010 US Dietary Guidelines for Americans. He has published more than 500 peer reviewed publications during his 20 years on the faculty at Harvard. Dr. Rimm is an associate editor for the American Journal of Clinical Nutrition and the American Journal of Epidemiology. He also was awarded the 2012 American Society for Nutrition General Mills Institute of Health and Nutrition Innovation Award.

Greater fish consumption has long been an important component of healthy dietary guidelines and evidenced-based healthy dietary patterns including the Mediterranean diet. The strongest evidence is derived from studies that assess fatty fish consumption, high in omega-3 fatty acids, in relation to cardiovascular disease and sudden cardiac death. The relationship with fish per se and overall health is complicated because despite the documented health benefits, some fish may be higher in contaminants either from the bioaccumulation of heavy metals like mercury or from pesticide run-off or from antibiotics in farmed fish. The adverse effects of higher contaminant exposure are greatest in vulnerable populations such as the unborn fetus via dietary exposure of the pregnant mother. However, the evidence suggests that in most cases the benefit of consuming fish high in omega 3 fatty acids outweighs the harm, especially for age-related chronic disease. More recently, studies of fish consumption or dietary patterns high in fish, focus on the whole diet and the impact fish can have in reducing chronic disease risk by replacing other less healthy protein sources, such as processed red meat. In other studies, fish as part of a healthy diet has been shown to be associated with lower risk of CHD, stroke, colon polyps, colon cancer, chronic obstructive pulmonary disease, hearing loss, and total mortality.

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Mozaffarian D, Shi P, Morris JS, Spiegelman D, Grandjean P, Siscovick DS, Willett WC, Rimm EB. **Mercury exposure and risk of cardiovascular disease in two U.S. cohorts.** N Engl J Med. 2011 Mar 24;364(12):1116-25

Nimptsch K, Bernstein AM, Giovannucci E, Fuchs CS, Willett WC, Wu K. **Dietary intakes of red meat, poultry, and fish during high school and risk of colorectal adenomas in women.** Am J Epidemiol. 2013 Jul 15;178(2):172-83.

Bernstein AM, Pan A, Rexrode KM, Stampfer M, Hu FB, Mozaffarian D, Willett WC. **Dietary protein sources and the risk of stroke in men and women.** Stroke. 2012 Mar;43(3):637-44

Anand SS, Hawkes C, de Souza RJ, et al. **Food Consumption and its Impact on Cardiovascular Disease: Importance of Solutions Focused on the Globalized Food System: A Report From the Workshop Convened by the World Heart Federation.** J Am Coll Cardiol. 2015 Oct 6;66(14):1590-614

Major Points of Common Ground: Animal Foods / Dairy

Steven Abrams, MD (Austin, TX)



Dr. Steven Abrams is the inaugural Chair of the Department of Pediatrics, and a professor of Pediatrics, at the Dell Medical School at The University of Texas at Austin. He is a neonatologist and came to the Dell Medical School from Texas Children's Hospital in Houston. He was also a professor of pediatrics, director of the fellowship program in neonatal-perinatal medicine, and medical director of the Neonatal Nutrition Program at Baylor College of Medicine. A graduate of the Massachusetts Institute of Technology, he studied medicine at The Ohio State University College of Medicine and was a pediatric resident at Akron Children's Hospital. He also had fellowships at the National Institutes of Health in nutritional research and Baylor in neonatology and in nutrition. His research for 30 years has focused on the mineral requirements of children of all ages, particularly calcium, zinc and iron metabolism; this also includes vitamin D and

bone-health-related issues, and growth of children. Abrams is a member of the American Academy of Pediatrics, including its Committee on Nutrition, and the Society for Pediatric Research. He is a member of the Dietary Guidelines Advisory Committee 2015, which advises the government on food programs.

Milk and dairy products remain part of the diets of large portions of the American population including infants, children and adolescents. For growing children they are substantial sources of protein, minerals and vitamin D. Other sources are present in the diet, but for most children, dairy remains a key source. Healthy diets at all ages, but especially for children and adolescents usually, but not always will include dairy.

Media Commentators and Panelists

Listed in order of appearance



Brierley Wright, MS, RD *EatingWell* magazine (Shelburne, VT)
Discussion for Vegetarian and Vegan Diets (with Walter Willett)

Brierley Wright, MS, RD, is the Nutrition Editor of EatingWell Media Group, which includes *EatingWell Magazine* and EatingWell.com, a Meredith Corporation women's lifestyle brand. Brierley oversees all nutrition content across EatingWell's various print and digital. She writes "Ask the Nutritionist," a column that appears in each issue of *EatingWell Magazine*, and has contributed to several of EatingWell's award-winning features. Brierley has appeared on national and local broadcasts, including TODAY, Access Hollywood Live, Better TV and MSNBC Live with Thomas Roberts. Brierley has served as President of the Vermont Academy of Nutrition and Dietetics. She holds a master's degree in Nutrition Communication from the Friedman School of Nutrition Science and Policy at Tufts University. A registered dietitian, Brierley's undergraduate degrees are in Dietetics and Nutrition and Food Sciences from the University of Vermont.



Mary MacVean, *Los Angeles Times* (Los Angeles, CA)
Discussion for Paleo Diet (with David Katz)

Mary MacVean is the Mind & Body editor at the *Los Angeles Times*. She also writes about food and health, among other topics. She's a runner and a cook, and has worked at the *Times* as morning assignment editor, web liaison, food writer and copy editor. She was a national editor and writer focusing on food at the *Associated Press* and a features editor and a columnist in Moscow, where she also ran a children's cooking school.



Cynthia Sass, MPH, MA, RD, CSSD, *Health* magazine (New York, NY)
Discussion for Mediterranean Diet (with Walter Willett)

Cynthia Sass is a three-time *The New York Times* best-selling author, and registered dietitian with formal culinary training and graduate degrees in both nutrition science and public health. Currently the contributing nutrition editor at *Health* magazine, Cynthia was previously a contributing editor at *Shape*, and served as the nutrition director at *Prevention*. Sass has appeared on numerous national TV programs, has been an interviewee in over 2,500 media interviews, was a weekly on air contributor for ABC News, and is a frequent speaker. Her company, Sass Consulting Services, Inc., based in New York City and Los Angeles, provides counseling and consulting for individuals and organizations. One of the first RDs to be Board Certified as a Specialist in Sports Dietetics, Sass has consulted for four professional sports teams, and is currently the New York Yankees' nutrition consultant. She is also the consulting nutritionist for UCLA's prestigious Comprehensive Health and Medical Hospitality programs. Her newest book, *Slim Down Now: Shed Pounds and Inches with Real Food, Real Fast* was published by Harper Collins March 10th, 2015.



Jeanne Teshler, Moor Insights and Strategy / Forbes Tech (Austin, TX)
Discussion for the American Diet (with David Katz)

Jeanne Teshler is an analyst at Moor Insights & Strategy. She and her husband, Yuri, lead Moor Insights & Strategy's health consumerization practice. Jeanne's passion is finding companies, products and services that help people become healthier and happier. Her goal is to make it as easy to be and stay healthy in the future as it has become to be and remain unhealthy today. Her 20+ years in strategic marketing and go-to-market campaign design have given her a front row view of consumer purchasing and adoption behavior. She leverages these experiences in her regular articles that appear on Forbes Tech.



James Hamblin, MD, *The Atlantic* (Brooklyn, NY)
Discussion for Low Glycemic Eating (with Walter Willett)

James Hamblin is a writer and senior editor with *The Atlantic* magazine, where he covers health and culture. He hosts a video series called *If Our Bodies Could Talk*, for which he was a finalist in the 2015 Webby awards for Best Web Personality. His work has been featured in/on *The New York Times*, *Politico* magazine, NPR, BBC, MSNBC, New York, The Awl, and even mentioned in passing on The Colbert Report. *TIME* named him among the 140 people to follow on Twitter in 2014, Greatist named him among the most influential people in health media in 2015, Refinery29 listed him as a "Man to Watch" in 2015, and BuzzFeed called him "the most delightful MD ever," though he is not as delightful as William Carlos Williams. After finishing medical school, Hamblin did three years of medical residency before joining *The Atlantic* to develop a health section and, at least for now, work entirely in media.



Barry Estabrook, Writer and Author (Vergennes, VT)
Discussion for Good for the Planet, Too (with David Katz)

Barry Estabrook is the author of *Pig Tales: An Omnivore's Guide to Sustainable Meat* (2015) and *Tomatoland: How Industrial Agriculture Destroyed Our Most Alluring Fruit* (2011). Stints working on a dairy farm and a commercial fishing boat as a young man convinced Barry that writing about how food was produced was a lot easier than actually producing it. He was formerly a contributing editor at the late lamented *Gourmet* magazine. He has written for *The New York Times*, *The Washington Post*, *TheAtlantic.com*, *MarkBittman.com*, *Saveur*, *Men's Health*, *Reader's Digest*, and pretty much anyone else who will take his stuff. He promises never to Tweet food porn about really great things he's recently eaten.



Kathleen Zelman, MPH, RD, LD, Director of Nutrition, WebMD (Marietta, GA)
Discussion for There's More to Consider (with Walter Willett)

Kathleen Zelman has been the director of nutrition for the number one health and wellness website for more than 12 years helping build a state-of-the-art food, diet and nutrition portal. Additionally, Zelman serves as the nutrition expert for United Healthcare and United Healthcare TV contributing webinars, articles, recipes and video responses to member questions. Zelman received the Academy of Nutrition and Dietetics (AND) 2015 Lenna France Cooper Memorial Award in recognition of a distinguished career and remarkable contributions to the profession. In 2007, Zelman was awarded AND's Media Excellence Award for her contribution and commitment to educating consumers about food and nutrition. The American Society for Nutrition named Kathleen the 2011 recipient of their Nutrition Science Media Award. The Institute of Food Technologists awarded her with the 2012 Media Award for Excellence in Consumer Journalism. In 2014 she was awarded the Distinguished Alumni award from Montclair State University. She has extensive media experience, including co-hosting a weekly radio program, serving as a spokesperson for AND, plus over 10,000 print and television appearances.





John Bohannon, PhD, *Science* magazine (Berkeley, CA)

Presenter: Media Coverage of Science & Health / Communications Problems

John Bohannon is a science journalist. After embedding with military forces in Afghanistan in 2010, he engineered the first voluntary release of civilian casualty data by NATO and the United Nations. His research inspired Stephen Colbert to eat cat food on television, and his study of chocolate led to the embarrassment of many nutrition journalists. He is the creator of the “Dance Your PhD” contest, an international competition in which scientists explain their research through interpretive dance. He has a PhD in molecular biology from Oxford University.



Joy Bauer, MS, RD, *NBC Today Show* (New York, NY)

Moderator: Media Coverage of Science & Health / Communication Problems

As the nutrition and health expert for NBC’s *TODAY* show, Joy Bauer shares reliable, practical, and straightforward advice that helps millions of Americans eat better. She also hosts the program’s popular “Joy Fit Club” series. Recently, Joy debuted her brand new PBS special, *Joy Bauer’s Food Remedies*, and launched her own online delivery service, Nourish Snacks. Joy delivers cutting-edge health content in her monthly column for *Woman’s Day* magazine and on JoyBauer.com, and has been featured countless times in prominent publications like *The New York Times*, *The Washington Post*, *People*, *US Weekly*, *Cosmo*, *Vogue*, *SELF*, *Glamour*, and *Wall Street Journal*, to name a few. Her 11 books include *The Joy Fit Club: Cookbook*, *Diet Plan & Inspiration* and *Joy Bauer’s Food Cures*. Joy is the nutritionist for the New York City Ballet and for many high-profile professionals, celebrity actors, fashion models and Olympic athletes. She received her Bachelors in Kinesiology from the University of Maryland and a Master of Science in nutrition from New York University. Passionate about delivering scientifically sound health information, Joy received the 2010 National Media Excellence Award from the Academy of Nutrition and Dietetics, and the 2012 American Society of Nutrition Science Media Award.



Toby Amidor, MS, RD, CDN, Toby Amidor Nutrition (Scarsdale, NY)

Panelist: Media Coverage of Science & Health / Communication Problems

Toby is the founder of Toby Amidor Nutrition, where she provides nutrition and food safety consulting services for individuals, restaurants and food brands. She is a nutrition expert for FoodNetwork.com, writing for their Healthy Eats Blog, a regular contributor to *US News and World Report Eat + Run* blog, Shape.com, MensFitness.com and *Today’s Dietitian Magazine*. She is an adjunct professor at Teachers College, Columbia University. Toby trained as a clinical dietitian at New York University. Previously, Toby was a consultant on Bobby Deen’s cooking show, “Not My Mama’s Meals.” Through ongoing consulting and faculty positions, she has established herself as one of the top experts in culinary nutrition, food safety, and media.



Monica Elise Eng, WBEZ / Chicago Public Radio (Chicago, IL)

Panelist: Media Coverage of Science & Health / Communication Problems

Monica Eng is a food and health reporter for WBEZ Chicago Public Radio. Before going into radio she covered food, policy, health and culture for the *Chicago Tribune* for 16 years. Her work on food ethics, policy and culture has been nominated for five James Beard Awards.



Janet Helm, MS, RD, Nutrition Unplugged (Chicago, IL)

Panelist: Media Coverage of Science & Health / Communication Problems

Janet Helm is a registered dietitian and nutrition communicator who wears multiple hats – as a public relations executive, blogger and nutrition journalist. She is the Chief Food and Nutrition Strategist in North America for Weber Shandwick, a global public relations firm, and author of the popular blog Nutrition Unplugged, where she tries to make sense of the latest nutrition news, food trends and diet controversies. She founded the Nutrition Blog Network, a site featuring nearly 900 blogs written by registered dietitians. She is also co-founder of Healthy Aperture, the first online food photo gallery exposing what's healthy to eat on the web. Janet recently published her first book with the editors of *Cooking Light* called *The Food Lover's Healthy Habits Cookbook*. She also blogs for *US News & World Report*. A former media spokesperson for the Academy of Nutrition and Dietetics, Janet has conducted hundreds of media interviews on food and nutrition issues, including appearances on *Today*, *Good Morning America* and CNN. She has a bachelor's degree in mass communications and nutrition, and a master's degree in dietetics from Kansas State University.



Allison Aubrey, National Public Radio (Washington, DC)

Moderator: How the Media Can Help Demolish Nutrition Myths

Allison Aubrey is a correspondent for NPR News. She is a 2013 James Beard Foundation Awards nominee for her broadcast radio coverage of food and nutrition and – along with her colleagues on *The Salt* – winner of a 2012 James Beard Award for best food blog. Her stories can be heard on *Morning Edition* and *All Things Considered*. She's also host of the NPR video series *Tiny Desk Kitchen*. Through her reporting, Aubrey can focus on her curiosities about food and culture. She has investigated the nutritional, and taste, differences between grass fed and corn fed beef, and has looked into the hype behind claims of antioxidants in berries and the claim that honey is a cure-all for allergies. In 2009, Aubrey was awarded the American Society for Nutrition's Media Award for her reporting on food and nutrition. She was honored with the 2006 National Press Club Award for Consumer Journalism in radio and earned a 2005 Medical Evidence Fellowship by the Massachusetts Institute of Technology and the Knight Foundation. She was a 2009 Kaiser Media Fellow in focusing on health. Before coming to NPR, Aubrey was a reporter for PBS' *NewsHour* and worked in a variety of positions throughout the television industry. She received her BA from Denison University, and an MA from Georgetown University.



Ellie Krieger, MS, RD, Culinary Nutritionist and Author (New York, NY)

Panelist: How the Media Can Help Demolish Nutrition Myths

Well known as the host of Food Network's hit show *Healthy Appetite*, Ellie Krieger is a James Beard Foundation and IACP award winning, and *The New York Times* bestselling, cookbook author, and a weekly columnist for *The Washington Post*. She has also been a columnist for *Fine Cooking*, *Food Network* magazines and *USA Today*. Ellie is a registered dietitian nutritionist who earned her Bachelors of Science in clinical nutrition from Cornell and her Master's in nutrition education from Teacher's College Columbia University. Her latest book is *You Have it Made: Delicious, Healthy Do-Ahead Meals* (Jan. 2016).



Sidney Fry, MS, RD, *Cooking Light* magazine (Birmingham, AL)
Panelist: How the Media Can Help Demolish Nutrition Myths

Sidney Fry is the nutrition editor at *Cooking Light* magazine. Sidney has been with the brand for over five years, working also as a food editor. Sidney oversees all recipes and nutrition-related content for *Cooking Light's* various print and digital platforms, sets nutritional guidelines, develops recipes, and is a regular contributor to the magazine's blog: Simmer and Boil. She writes, edits, or directs the Nutrition Made Easy section, any nutrition-related features, and two food columns. She is the editorial liaison for the line of ready-made *Cooking Light* food products, available in Target and soon to launch in Wal-Mart stores nationwide. She received an MS in clinical nutrition from the University of Alabama at Birmingham and is a registered dietitian. Prior to *Cooking Light*, Sidney worked in clinical nutrition research, corporate wellness, and dabbled in healthy catering. Sidney loves to eat, write, run, and has a passion for creating beautiful food using a more plant-based approach in the everyday kitchen.



Madelyn Fernstrom, PhD, CNS, NBC News (New York, NY)
Panelist: How the Media Can Help Demolish Nutrition Myths

Madelyn Fernstrom, PhD, CNS is an award-winning clinician, scientist, and author and a national media expert in the field of nutrition, health and wellness. She is the on-air NBC News and *Today Show* Health and Nutrition Editor, and a contributing writer to *Today.com*. Dr. Fernstrom is also the Senior Health Advisor for Comcast-NBCUniversal, focusing on scalable comprehensive workplace wellness initiatives. As an MIT and Harvard trained scientist, she is the author of more than 100 scientific papers in the areas of nutrition, neuroscience, and weight management. As a clinician, she was the founding director of the UPMC Weight Management Center, a first-of its kind multidisciplinary, continuity of care approach to weight management, including lifestyle, pharmacotherapy, and surgery. She is the author of three books, including the just released *Don't Eat This If You're Taking That*, on the hidden risks of mixing food and medicine. Dr. Fernstrom is a board certified nutrition specialist, and a Professor of Psychiatry, Epidemiology and Surgery at the University of Pittsburgh School of Medicine.



Dan Kish, Panera Bread (St. Louis, MO)
Panelist: Communicating Common Ground Outside the Media

Dan Kish brings over 25 years of culinary experience to Panera Bread. Kish came to Panera in 2005 as the Director of Product Development. In 2007, Kish was promoted to Vice President, Food, and now serves as Senior Vice President, Food. In this role, he is responsible for development and innovation of the Panera Bread cafe menu including sandwiches, salads, soups, and beverages. Kish also plays an integral role on Panera's Food Action Team, which leads efforts on clean ingredients, transparency and having a positive impact on the food system. Previous to his time with Panera, Kish served as an Associate Dean for Culinary Fundamentals at the Culinary Institute of America. Kish also served as a professor at Indiana University of Pennsylvania. Kish's lifelong curiosity and love of food led him to study at the Culinary Institute of America, where he graduated with honors. He has edited thousands of recipes and has appeared on *Good Morning America*, Food Network and FOX & Friends as well as in publications, including *The New York Times*, *Cooking Light*, and *Martha Stewart Living*.



Simon Poole, MBBS, DRCOG, Medical Practitioner (Cambridge, UK)

Panelist: Communicating Common Ground Outside the Media

Dr. Simon Poole is an author, broadcaster and full time family physician in Cambridge, England. He holds several senior positions within the British Medical Association as a member of the Committee of Public Health Medicine, General Practitioners Committee and a Council member of the Royal College of General Practitioners. He writes regularly for journals and media including contributions to publications as diverse as *The Guardian* newspaper, clinical journals such as *Nutrition and Food Science* and the *Journal of the Royal College of Surgeons*, *Body Language* and *Cook Vegetarian* on matters related to primary care, food, science and lifestyle. Dr. Poole is a regular keynote speaker and chair of conferences attended by physicians, politicians, chefs and the food industry on subject matters relating to public health, politics and nutrition, and is a passionate advocate for greater education of the benefits of the Mediterranean and other traditional diets. He is a director of Positively Good for You Ltd promoting healthy nutrition to UK regulator approved, European Authority compliant specification.



Ken Toong, University of Massachusetts Amherst (Amherst, MA)

Panelist: Communicating Common Ground Outside the Media

Ken Toong is the Executive Director of Auxiliary Enterprises (AE), which is comprised of UMass Dining, Hotel UMass, UMass Conference Services, Licensing, UMass Catering, University Club & Restaurant, as well as the University Bookstore. UMass Dining is the most awarded dining program in USA. Princeton Review ranked UMass Dining in the top three positions for the past five years as the “Best Campus Food” program in the nation. It is also one of largest and the most talked about dining programs in North America. Auxiliary Enterprises provides the core services that support the academic and extracurricular goals of the university. Ken is one of the most recognized faces in campus dining and he always puts customer service first and is committed to going beyond simply providing services by creating a unique experience for all customers and visitors. An avid supporter of student health and regional food system, Ken places a strong focus on sustainability, nutrition and community.



Janice Jibrin, MS, RD, Nutrition Consultant and Author (Washington, DC)

Panelist: Communicating Common Ground Outside the Media

Janis Jibrin is a nutritionist who loves everything about food – from eating it to researching its remarkable effects on the body. She has written hundreds of nutrition-related articles published in *Dr. Oz*, *The Good Life*, *Good Housekeeping*, *Self*, and other magazines. Her many blogs appear on TheBestLife.com, DietsInReview.com and on Sharecare.com, where she is a scientific advisory board member. She’s currently developing a 52-week weight loss program called “Real Appeal” for United Health Group. Her latest book is *The Pescetarian Plan*.



Bonnie Liebman, MS, Center for Science in the Public Interest (Washington, DC)

Panelist: Communicating Common Ground Outside the Media

Bonnie Liebman, CSPI’s director of nutrition, has been with the Center for Science in the Public Interest since 1977. She holds an MS in nutritional sciences from Cornell University. Liebman has been the key link in formulating CSPI’s policies on diet and health. She provides the scientific input on many of the organization’s administrative petitions and legislative proposals. Liebman is the author of numerous articles on diet and cancer, heart disease, stroke, diabetes, and other illnesses for *Nutrition Action Healthletter*. She also served on the advisory committees that issued the American Cancer Society’s 1996 and 2001 Guidelines on Nutrition and Physical Activity for Cancer Prevention.



Oldways Team

in alphabetical order



Sade Anderson, Program Assistant, African Heritage & Health

In her graduate and undergraduate work, Sade has studied history, Africana studies and African Diaspora Studies; she continues to engage in social justice work around issues of race, class, and most recently food injustice. She believes that food and culture is a powerful tool to reconnect with our ancestral past to heal ourselves from the inside out.



Lara Bertoia, Office Manager and Program Assistant

After studying economics at Cornell University, Lara developed a passion for the local food movement because of its potential to grow local economies, celebrate seasonal food, and reduce reliance on food with high carbon footprints. Growing up in an Italian household and traveling in Italy have also helped foster her love of quality ingredients cooked simply.



Annie Bonney, Events Manager

Annie rejoined Oldways this fall as Events Manager after a 12-year hiatus. Previously, she was Director of Development and Special Programs, helping to organize and execute numerous Oldways events in both the US and abroad, and also worked at the Harvard University Art Museums as Coordinator of Fellows and Patrons. Annie has a BA in Art History from Skidmore College.



Cynthia Harriman, Director of Food & Nutrition Strategies

In her twelve years at Oldways, Cynthia developed standards and graphics for the Whole Grain Stamp and spearheaded its spread to 45 countries. She takes an active role in creating new Oldways programs and helps oversee existing initiatives. A graduate of Brown University, she is the author of five books, including *Good Eats* and *Take Your Kids to Europe*.



Joan Kelly, Graphic Designer and Web Manager

Originally from Denver, Joan joined Oldways in 2011 to design and manage the organization's publications and website. She has been a designer for many years, including with her own firm and as art director of Pine Manor College. Experiences working in a health food store and a cheese shop helped set her on the road to exploring food choices and health.



Sarah McMackin, Program Manager, African Heritage and Health

Sarah helped Oldways develop African Heritage Diet resources and is the primary author of Oldways' cooking class curriculum, *A Taste of African Heritage*. Although Sarah now lives and works in Austin, TX, growing up in Boston's rich diversity fueled her inspiration to help African Americans reconnect to their healthy food roots.



Georgia Orcutt, Program Manager, OVN and Supermarket RD Symposium

Georgia is currently program manager for the Oldways Vegetarian Network (OVN) and the Supermarket Dietitian Symposium. She received a BA in English from Boston University and spent several decades as a writer and editor for *Yankee* magazine. She's also the author of *How to Feed a Teenage Boy*, inspired by her two sons' ravenous teenage years.



Ashley Owen, Public Relations and Media Manager

Ashley studied journalism at Syracuse University, then interned with the National Geographic Society. Before joining Oldways in 2015, she was associate editor of *Moonshine Ink* in Truckee, CA and co-producer and PR manager for Elevate Tahoe, a solutions-based organization creating a documentary on food innovations in the Tahoe area.



Deborah Plunkett, Program Manager, Oldways Nutrition Exchange (ONE)

In her role with ONE, Deborah is delighted to be working with dietitians, healthcare professionals and food companies to inspire people to choose healthier foods. Before joining Oldways, she worked in design and advertising, where she managed and curated exhibits including several that explored the relationship of food and art.



Kyle Potvin, Media Strategist (consulting)

Kyle works closely with Oldways to create and communicate important health messages designed to help change the way people eat. A graduate of the University of Connecticut, she has spent much of her 20 years in the PR industry promoting food and nutrition. An avid world traveler since an AFS stay in France at 16, she understands the cultural context of healthy food.



Abby Sloane, Finance Manager and Culinaria Coordinator

As Program and Financial Manager, Abby handles the in-office finances, supports the President and Program Managers on a variety of programs and initiatives, manages daily office tasks, and assists in organizing the Oldways Culinaria programs. Abby graduated from the University of Michigan with a major in Psychology and minor in History.



Harley Songin, Whole Grain Stamp Program Manager

Harley runs Oldways' Whole Grain Stamp program, and helps companies create better whole grain products. A graduate of Northeastern University, she has a passion for fitness, nutrition, and overall holistic health, and is determined to teach, inspire and help others understand that "good for you" can also taste good.



Kelly Toups, MLA, RD, Program Manager, Oldways Whole Grains Council

A native Texan, Kelly studied nutrition at the University of Texas then became a Registered Dietitian, before earning a Masters in Gastronomy from Boston University. Before joining Oldways in 2014, Kelly helped research Frances Moore Lappé's newest book, *World Hunger: 10 Myths*, and also managed an award winning healthy eating program for Boston College Dining Services.



Carlos Yescas, Program Manager, Oldways Cheese Coalition

Carlos directs the Oldways Cheese Coalition, which supports production and appreciation of artisan and traditional cheesemaking worldwide. A native of Mexico, he cofounded the first artisan cheese distribution company there. Since 2009, he has served as one of 14 supreme judges at the World Cheese Awards, and in 2011 was inducted as a member of the *Guilde Internationale des Fromagers*.





Oldways Programs

Oldways carries out a wide range of initiatives, all of which reflect our commitment to nutrition, culture and sustainability.

Most of these initiatives, which include both knowledge and specific hands-on skills and tools, are offered under the aegis of one of our eight principal programs:

- Oldways Whole Grains Council
- Oldways African Heritage & Health / A Taste of African Heritage (A Taste of Latin American Heritage – a similar program – is in development)
- Oldways Mediterranean Foods Alliance
- Oldways Vegetarian Network
- Oldways Nutrition Exchange (ONE)
- Oldways Supermarket Dietitian Symposium
- Oldways Cheese Coalition
- Oldways Culinarias

We invite you to browse the following pages to learn more about these eight programs, and learn why we get testimonials like these:

I first came across the A Taste of African Heritage program at the Essence Festival in New Orleans two years ago and I was instantly in. Since then it has been a way to bring my love of foods based in rich cultural heritage to the people and communities I love in a fun and educational way. Teaching these classes has been an absolute joy each time and a source of healing for me and so many others.

*Danissa Bowling, A Taste of African Heritage Instructor
(Houston, TX)*

Thank you for the incredible resources your organization is providing for my patients. I am a medical doctor in a large multi-specialty clinic practicing Preventive Cardiology in Madison, WI. Of course we have been teaching the Mediterranean diet to our cardiac patients for years, and the excellent design and readability of your teaching resources is both refreshing and effective. Your work makes mine more effective as I dedicate my days to keeping patients healthy.

*Jane K. Pearson, MD, Cardiologist
(Madison, WI)*

I always loved Oldways resources but was even more excited when I found the ONE toolkits. I love the simple tip sheets, demo ideas, recipes and myth busting articles. The toolkits are a great guide for planning classes and store tours, especially for those last minute requests! They also help trigger my creativity when I feel stuck in a nutrition rut and are easy to tailor with your own style and brand.

*Julie Menounos Hersey, MS, RD, Stop and Shop supermarkets
(Boston, MA)*



Oldways Whole Grains Council

In a nutshell:

Oldways founded the Whole Grains Council in 2003, and introduced the Whole Grain Stamp packaging symbol – now on more than 10,000 products in 45 countries – in early 2005. The Whole Grains Council’s mission is to:

1. Help consumers find whole grain foods and understand their health benefits.
2. Help manufacturers and restaurants create more delicious whole grain foods.
3. Help the media write accurate, compelling stories about whole grains.

Details:

The Oldways Whole Grains Council carries out a wide range of educational initiatives to encourage more people to switch to whole grains. For example:

Whole Grain Sampling Day. Every year on the last Wednesday in March, we coordinate nationwide activities at supermarkets, nursing homes, schools, universities and workplace cafeterias, all aimed at reducing the barriers to trying whole grains. Our partners range from Google to grade schools!

Whole Grains Month. September is officially Whole Grains Month, when we work with journalists, nutrition educators and foodservice to shine an extra spotlight on whole grains. We also run a special contest or event during September, such as this year’s “Share the Goodness of Whole Grains” Instagram photo contest.

Just Ask for Whole Grains newsletter. 9,400 individuals and health professionals receive our monthly whole grains newsletter which includes recipes, tips and updates on the latest whole grain research.

Whole Grains Council website. More than 2,200,000 people visit the Whole Grains Council website every year to learn about whole grains. They can learn that “gluten free doesn’t mean grain free,” explore information about ancient grains like Kamut®, farro and teff, find restaurants serving whole grains, or search our database of more than 200 research studies. More than 40% of visitors are from outside the United States, making this site one of the world’s leading sources of whole grain information.

The Whole Grain Stamp. All the whole grain education in the world is wasted if shoppers go to the store and can’t find whole grain products, so we created the Whole Grain Stamp, a registered certification mark, to help them. In a recent nationwide survey, 4 out of 5 people said they trust the Stamp to accurately report whole grain content – and 51% said they’d be less likely to trust whole grain claims on products without the Stamp. Companies seeking to use the Stamp on qualifying products pay an administrative fee, which not only covers the costs of the Stamp program but also funds our other educational work detailed above – so that we can offer it free of charge.

Contacts:

Kelly Toups, MLA, RD, kelly@oldwayspt.org or 617–896–4884, for questions about Oldways Whole Grains Council educational activities.

Harley Songin, harley@oldwayspt.org or 617–896–4832, for questions about the Whole Grain Stamp.



A Taste of African Heritage

In a nutshell:

A Taste of African Heritage is a national cooking and nutrition program – offered at more than 100 community locations across the country – that combines cultural history, nutrition and six cooking lessons on healthy, heritage-inspired meals to improve the health and well-being of African Americans.

Details:

Many people are unaware that, traditionally, African American ancestors ate a plant-based, whole food diet that was extremely high in flavor and nutrition. In fact, many of today's healthiest foods have their roots in African heritage – leafy greens, sweet potatoes, millet, watermelon, okra, lentils and peas, and flaxseeds to name just a few.

That's why Oldways developed the African Heritage Diet Pyramid, which celebrates and educates about traditional foods and diets across the African diaspora – from Africa to South America, the Caribbean, and the American South.

To bring the African Heritage Diet Pyramid to life for people everywhere, Oldways developed **A Taste of African Heritage**, an empowering and culturally – relevant national cooking program that combines cultural history, nutrition, and cooking lessons on healthy, heritage – inspired meals to dramatically improve health and well-being. Over the six weeks of the program, students reconnect to a long tradition of healthy, garden-to-table eating that has the power to heal and inspire, helping people to claim health by reclaiming history.

“African American foodways have, for many years, been perceived negatively because less-healthy ‘special occasion’ dishes are now marketed more as everyday foods,” says Vivien Morris, RD, who is an African Heritage Diet Advisor and class instructor. “But we are celebrating the real traditional African American culinary heritage, which is wonderfully health-promoting.”

We have found that it takes just six weeks to change your plate and your life. Reporting from our 2012–2014 classes shows that:

- Over 50% of graduates report cooking at least 5 times per week
- Over 50% have increased their vegetable intake
- Over 75% are eating leafy greens “at least 3–4 times per week”
- 2 out of 3 graduates have lost weight over the six week course
- And over 35% have seen a decrease in blood pressure status

A Taste of African Heritage is being delivered in over 100 communities nationwide, with the help of outstanding volunteer teachers and organizations, and it has been covered widely by local and national news outlets, including the *Associated Press*, *The Washington Post*, NPR Houston, NPR Cincinnati, *Food & Nutrition Magazine*, and many more.

Please visit the **A Taste of African Heritage** webpage for more details about the program (<http://oldwayspt.org/programs/african-heritage-health>). If you are a journalist interested in attending any local classes, please contact **Ashley Owen** at ashley@oldwayspt.org.

Contact:

Sarah McMackin, sarahm@oldwayspt.org or 512–330–0111 for more information.



Oldways Vegetarian Network

In a nutshell:

To support the growing interest in plant-based diets, Oldways has created the Oldways Vegetarian Network (OVN).

Details:

The future is green. Many well-educated health professionals are urging us to move plants to the center of our plates and the latest update on the 2015 Dietary Guidelines Advisory Report includes a call for Americans to reduce their consumption of meat and dairy and eat more plant-based foods.

Change is everywhere, from meatless choices in the supermarket aisles to veggie entrees on restaurant menus. Brooklyn has given us America's first vegan bar and Veganz, a 100-percent plant-based grocery chain, started in Germany, is scheduled to open its first US store in Portland, Oregon in 2016.

Oldways is supporting this momentum with our newest book, *The Oldways 4-Week Vegetarian & Vegan Diet Menu Plan*. This slim, approachable 88-page guide shows how simple and delicious going meatless can be, with tips and basic advice combined with daily meal plans and recipes any cook can make.

"Here is an easy-to-follow guide for healthy eating, with helpful tips for preparing and cooking nutritious vegetarian meals."

– Joan Sabaté, MD, DrPH, Professor of Nutrition, Loma Linda University

"I have long been grateful to Oldways for shining the light on traditional diets as the best source of food wisdom. This new, clear guide to plant-based eating brings the discussion full-circle, providing structure and inspiration to people who would like to reduce (or eliminate) the meat factor from their plates. With the beautifully presented information here, we can trust that we are in good hands, and proceed smartly and more deeply into the delicious world of garden- and orchard-based cuisine."

– Mollie Katzen, author of *Moosewood Cookbook*, and *The Heart of the Plate: Vegetarian Recipes for a New Generation*

The OVN is a primary resource for reliable nutrition information on vegetarian and vegan diets and plant-based eating. Think of us as a source for the latest science behind plant-based diets and a connection to individuals who can lend credible quotes. We stand ready to help journalists develop stories that bust the myths and knock down barriers that interfere with eating more plant foods. Our team includes dietitian Sharon Palmer, author of *The Plant-Based Diet* and *Plant-Based for Life*, who is available for OVN interviews.

Contact:

Georgia Orcutt, gorcutt@oldwayspt.org or 617-896-4861 for ideas on how you can use OVN materials to promote plant-based diets in your organization, or if you would like to explore future collaboration with Oldways.



Oldways Mediterranean Foods Alliance

In a nutshell:

Oldways created the original Mediterranean Diet Pyramid in 1993, with the Harvard School of Public Health. Since then, we have carried out a wide variety of creative initiatives to popularize the Mediterranean diet. Today, three initiatives form the core of our work with the Mediterranean diet:

1. Our bi-weekly Fresh Fridays consumer email.
2. Our popular book, *The Oldways 4-Week Mediterranean Diet Menu Plan*.
3. Active outreach to doctors and dietitians, with support materials.

Details:

“The Mediterranean diet has long been celebrated as the gold standard of healthy diets for its highly palatable nature and favorable impact on the prevention of chronic diseases, promotion of greater longevity, and quality of life. A large body of scientific evidence has accumulated over the past several decades showing that Mediterranean-type diets are highly protective against the development of cardiovascular disease, metabolic disorders, and certain cancers.”

“The Mediterranean Diet and Your Health,” *American Journal of Lifestyle Medicine* (J. Brill. Jan/Feb 2009, vol 3 no. 1, 44–56)

Oldways helps both health professionals and individuals realize the potential of the Mediterranean diet, as described above, with three initiatives:

Fresh Fridays e-newsletter. Sent out every other Friday to more than 11,000 subscribers, Fresh Fridays features short articles about the food traditions of the Mediterranean region, along with 3 to 5 recipes that illustrate these food traditions. This work is sponsored by companies with an annual membership in the Mediterranean Foods Alliance who can have their healthy Mediterranean foods featured periodically in Fresh Fridays recipes.

The Oldways 4-Week Mediterranean Diet Menu Plan. Available on the Oldways website and through Amazon.com, *The Oldways 4-Week Mediterranean Diet Menu Plan* includes positive and practical guidance for adopting a Mediterranean-style diet, along with daily menu plans and 57 delicious, easy-to-make recipes. A top-seller – ranking in the top 1/10 of 1% of all books on Amazon – this handy guide is endorsed by doctors and praised by individuals and families.

Materials for Doctors and Dietitians. Oldways offers a full suite of materials to support health professionals who are recommending the Mediterranean Diet to their patients. The materials include our Mediterranean diet poster, refrigerator magnets, weekly grocery list pads, tear-off Mediterranean Diet Pyramid “prescription pads,” our trifold “Med 101” brochure, and of course, our 4-Week Menu Plan, described above. Most of these materials can be co-branded with the name and logo of the doctor’s or dietitian’s practice.

Contact:

Cynthia Harriman, cynthia@oldwayspt.org or 617-896-4820 for more information.



Oldways Supermarket Dietitian Symposium

In a nutshell:

The Oldways Supermarket Dietitian Symposium is an annual conference that shines a light on the key role played by supermarket dietitians, and facilitates dialogue between supermarket RDs and food manufacturers/commodity boards.

Details:

Advice on weight loss, gluten-free diets, diabetes management, or feeding a picky toddler may be as close as your neighborhood grocery store. Dietitians who work in supermarkets can reach millions of consumers through their in-store programs, columns in weekly circulars, blogs, and media appearances. As their numbers grow from coast to coast, they expand their power to impact public health by offering free services to the community.

Oldways' annual Supermarket Dietitian Symposium, now in its sixth year, focuses on the work these dietitians do and calls for all retailers to include them in their programs. The event also encourages discussions, and probes for actionable solutions that can influence shoppers to be more conscious of their plates by promoting healthy and sustainable food choices. The goal is to help supermarket dietitians drive sales of better-for-you foods, and provide them with the tools, skills, and knowledge to maximize their impact and influence in the retail environment.

Journalists seeking stories about positive changes in our food system will want to learn more about what supermarket RDs do – such as the successful weight loss programs, store tours created especially for kids, and effective community partnerships between hospitals and supermarkets – and why we need to expand the dietitian presence nationwide.

The symposium is coordinated in partnership with Barbara Ruhs, MS, RD, LDN, a former supermarket dietitian, who is available for interviews on the growth of dietitians in supermarkets, a look at how their work can influence consumers, and the potential for positioning these influencers worldwide. Our next Symposium will be held in New Orleans, March 20–22, 2016.

Contact:

Georgia Orcutt, gorcutt@oldwayspt.org or 617–896–4861 for details on attending this annual event or on supporting it as a sponsor.



Oldways Nutrition Exchange

In a nutshell:

The Oldways Nutrition Exchange (ONE) is a free, online resource offering themed toolkits and our ONE–Stop Resource Directory to supermarket dietitians and other healthcare professionals. ONE provides comprehensive, relevant information to help these health professionals educate customers and patients about healthy foods and eating habits.

Details:

ONE's 3,500 opt–in subscribers include three–quarters of the known universe of supermarket dietitians – a highly influential group that promotes healthier food options to consumers at the point of purchase. Our network also includes dietitians, doctors, nurses and others working in hospitals, clinics, private practice, schools, and foodservice.

Since its beginnings in October 2012, ONE has produced 59 themed toolkits. Every month we publish a kit comprising about 10 resources, each exploring a topic of interest. For example, we've explored health issues such as diabetes and hypertension, consumer trends such as healthy snacking, as well as providing timeless strategies for eating healthily on a budget.

Our network of professionals uses these materials (over 49,500 resources have been downloaded so far) to develop web and print articles, in–store consultations and tours, and media appearances as well as printed handouts for the public. Our retail dietitians alone represent more than 70 chains with an estimated 115 million shoppers each week.

"I use ONE resources for our in–store overhead announcements and other events both in–store and in the community. ONE gives me ideas for these events including themes, recipes, and ways to educate consumers about healthy eating. By having these resources right at my fingertips I can use my time to interact more with our customers."

Stephanie Perez, RD, LDN, Shoprite, Philadelphia, PA

Our latest tool is the **ONE–Stop Resource Directory** – a central hub where healthcare professionals can readily find health and nutrition materials created by companies, trade boards and other food–related non–profits. The Directory makes it easy to find this information all in one place, without spending hours surfing individual websites.

Whether it's our Toolkits or our One–Stop Resource Directory, Oldways Nutrition Exchange lives up to its name – it truly is the place where health and wellness information and professional contacts are exchanged by those in healthcare and the food industry alike.

Contact:

Deborah Plunkett, deborah@oldwayspt.org or 617–896–4850 for more information.



Oldways Cheese Coalition

In a nutshell:

The Oldways Cheese Coalition is an international effort of cheesemakers, retailers, and enthusiasts fighting to preserve their right to enjoy raw-milk and other traditional cheeses.

Details:

Since the dawn of civilization, humans have been making cheese as a way to preserve milk – which otherwise spoils almost instantly without refrigeration – using knowledge passed down from generation to generation, preserving local traditions and natural tastes, while developing expertise that makes up complex gastronomic practices.

For many decades now, however, food regulators have tended to view all bacteria as “bad.” Even though scientific understanding is now growing of the role that “good” bacteria play in supporting digestive health, a regulatory cloud hangs over traditional cheesemaking.

What will be the fate of traditional cheese? Will Roquefort be gone forever? What about cheeses aged on wood? What about raw milk cheese? To the dismay of cheese enthusiasts everywhere, questions continue to mount.

To address these issues, the Oldways Cheese Coalition is bearing the banner of traditional cheese worldwide and jumping into the fray. Originally founded as the Cheese of Choice Coalition in 1999 by Oldways, along with the American Cheese Society, the Cheese Importers Association of America and Whole Foods Market, the Coalition was revitalized in 2014 at a time when regulatory uncertainty once again threatened traditional production and aging methods. The OCC offers a strong voice of industry support and consumer education.

Through a combination of advocacy, education, consumer outreach, and community engagement, the OCC works to preserve long-honored cheesemaking traditions and to ensure that enthusiasts everywhere continue to have the freedom to choose their cheese of choice. As with all Oldways programs, the OCC brings a research-based approach to promoting real cheese as a nutritious food that is part of a healthy diet.

Contact:

Carlos Yescas, carlos@oldwayspt.org or 617-896-4822.



Oldways Culinarias

In a nutshell:

Once or twice a year, Oldways travels to some area of the world (often in the Mediterranean region) to introduce travelers to the foods, flavors and traditional producers of that region. Our next Oldways Culinaria will be to the Emilia Romagna region in Italy, visiting Parma and Bologna, from May 1–8, 2016. Partnering with us to make this trip extra special will be James Beard award–winning chef Barbara Lynch and Boston Museum of Fine Arts Senior Curator of European Paintings Ronni Baer.

Details:

Oldways Culinarias are extraordinary culinary tours, planned with our firm belief that the heart of any culture can be illuminated by exploring its food, wine, and culinary traditions. Our respected place in the culinary world, and our long–standing relationships with international chefs, restaurateurs, and food and wine producers, mean that we’re able to create one–of–a–kind travel itineraries of unprecedented reach and depth that embrace traditional food and wine customs, educational programs, and elegant culinary activities.

Four Good Reasons to Travel with Oldways:

Congenial Travelers. Oldways trips are filled with a diverse group of ages and backgrounds – all sharing a common love of food and culinary traditions. We limit group size to just the right number so that you can interact with a variety of interesting people, without feeling that you’re part of an anonymous crowd.

Culinary Experts to Guide You. Imagine how much you can learn about the foodways of a region with someone along who can explain local ingredients at mealtimes, interpret the wares on offer while you walk through a vibrant public market, guide you through a tasting of unfamiliar spices, or do a cooking demo on the spot. Each Oldways Culinaria features a well–known culinary expert, such as a chef or cookbook author, who is intimately familiar with the foods and flavors of the area.

Historic and Cultural Context. While the focus is on food during Oldways trips, you will also learn about the historic and cultural context that helped shape local culinary traditions. Visits to museums, ancient ruins, and artisan crafters provide a useful counterpoint to food–related activities. On every trip you’ll enjoy fascinating facts from local historical guides – plus insights from Oldways staff, based on our two decades of international culinary travel.

Rare and Special, Outside–the–Guidebook Experiences. Oldways Culinarias take you beyond the realm of other tours, to little–known local producers, farms, vineyards, cheesemakers, and bakeries. You’ll dine at restaurants not yet discovered by the guidebooks – and perhaps even meet the chef! Our network of international contacts enables us to put together an itinerary unlike any other.

Contact:

Abby Sloane, asloane@oldwayspt.org or 617–896–4875 to learn about our next Oldways Culinaria.



Acknowledgements

Oldways is grateful to all of the many individuals and organizations who have contributed their support, time and efforts to make this conference a success.

First, and most importantly, Oldways expresses great thanks to the two scientific co-chairs of the conference, **Walter Willett**, Chairman of the Department of Nutrition, Harvard TH Chan School of Public Health, and **David Katz**, Founding Director of the Yale Prevention Research Center. Their guidance, ideas, and excitement about the concept of the conference were invaluable, and we appreciate their efforts throughout the planning and execution of the conference. Thank you also to **Debbie Flynn** at HSPH and **Helen Day** at Yale PRC for coordinating many conversations.

Second, many thanks to the **Oldways Board of Directors** for their interest, ideas, excitement and commitment to the Finding Common Ground conference.

The conference is made particularly special by the dream team of presenting scientists, journalists and other speakers. Oldways is very appreciative of their time and special knowledge. Many thanks to all of the attendees for making a time commitment in order to bring common ground to their audiences.

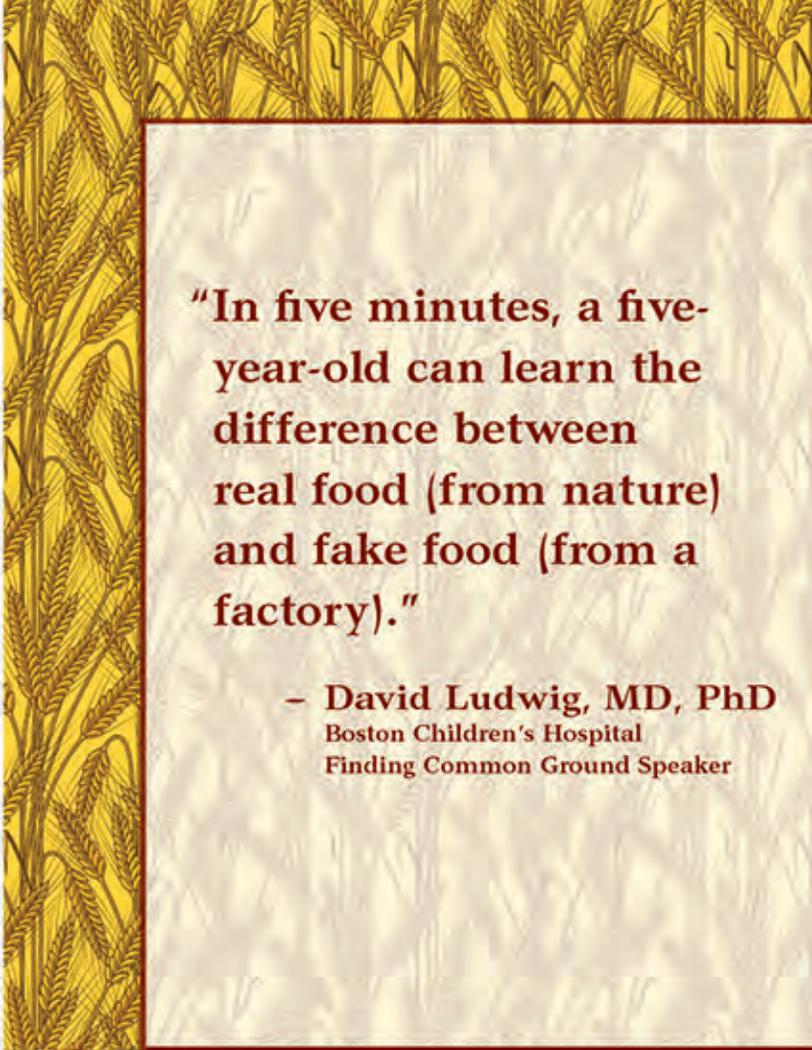
We are thankful for the donations of food we've received for some of the meals and reception: **Effie's Homemade**, **FoodMatch**, **Whole Foods**, **Iggy's Bread of the World**, and **Nashoba Brook Bakery**.

Many thanks also to the events team at the Hyatt Boston Harbor, especially **Kendra Smith**, Event Planning Manager, **Chef Kaeo Yeun**, and to all the hotel staff members who have contributed their time, efforts, and talents to making the conference run smoothly.

Finally, so many thanks to those on the Oldways staff and at The Thomas Collective who have helped make Finding Common Ground a reality. Special thanks and recognition to **Cynthia Harriman**, Director of Food & Nutrition Strategies; **Annie Bonney**, Event Manager; **Joan Kelley**, Graphic Designer and Web Manager; **Kelly Toups, MLA, RD**, Program Manager; **Ashley Owen**, Public Relations and Media Manager; **Abby Sloane**, Finance and Program Manager; and **Lara Bertoia**, Program Assistant and Office Manager.

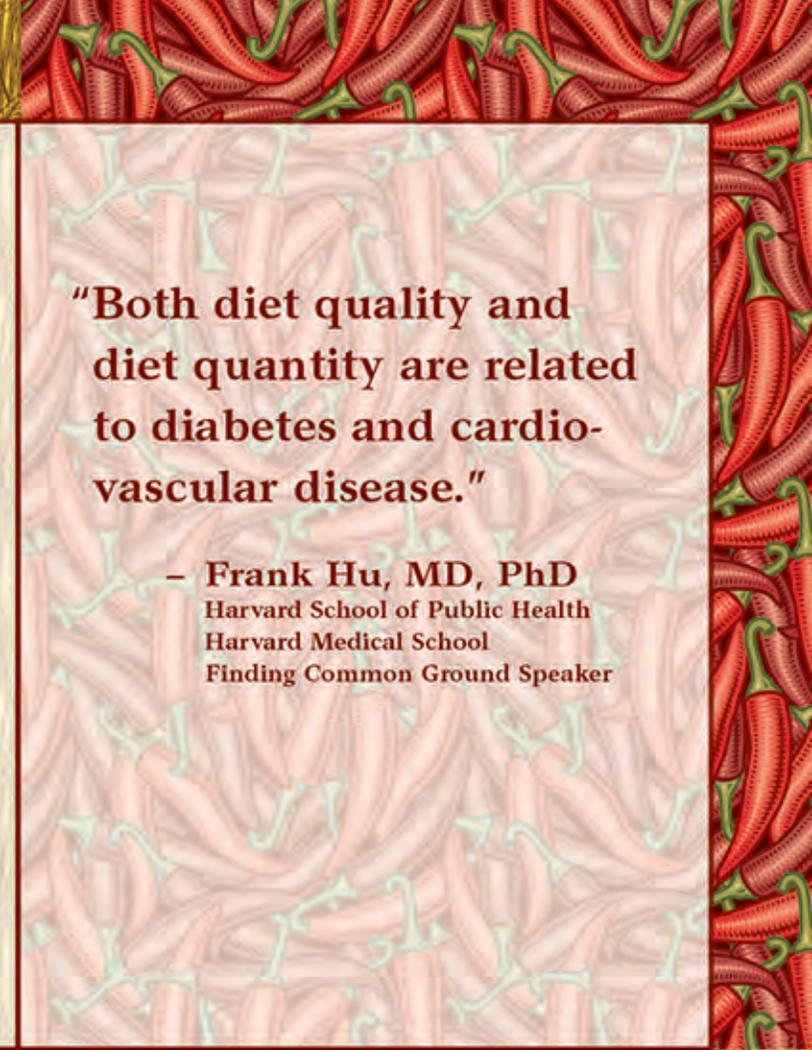
Sara Baer-Sinnott
President, Oldways

November 2015



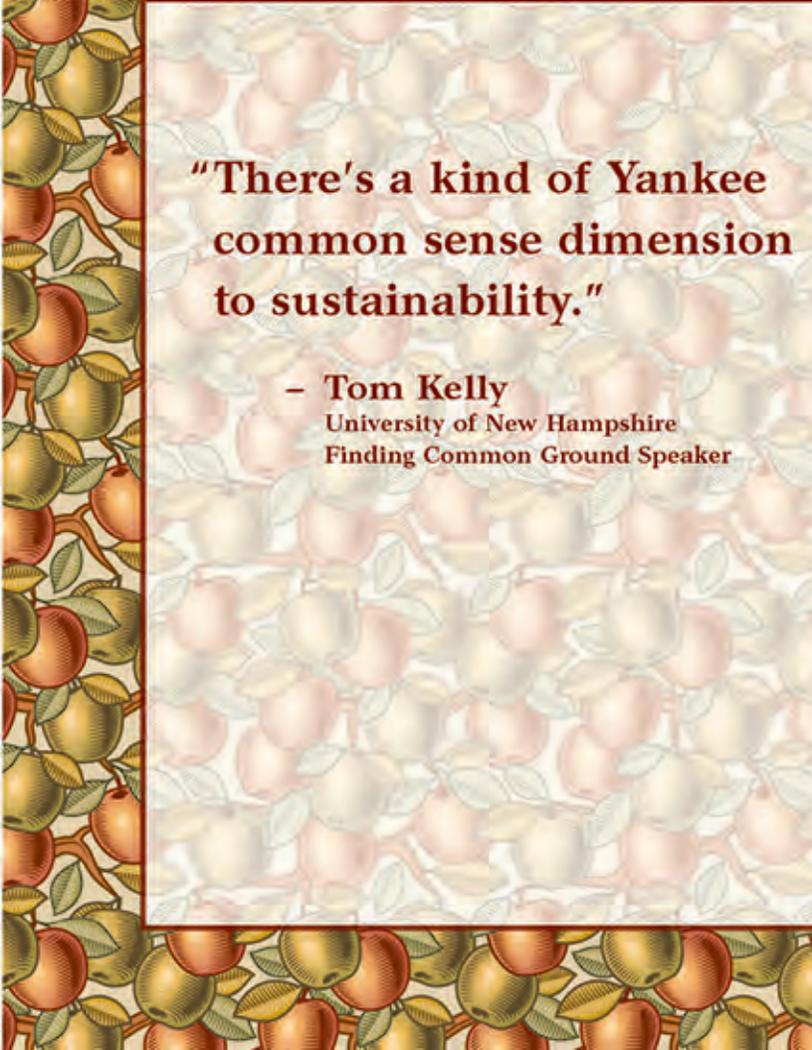
"In five minutes, a five-year-old can learn the difference between real food (from nature) and fake food (from a factory)."

- David Ludwig, MD, PhD
Boston Children's Hospital
Finding Common Ground Speaker



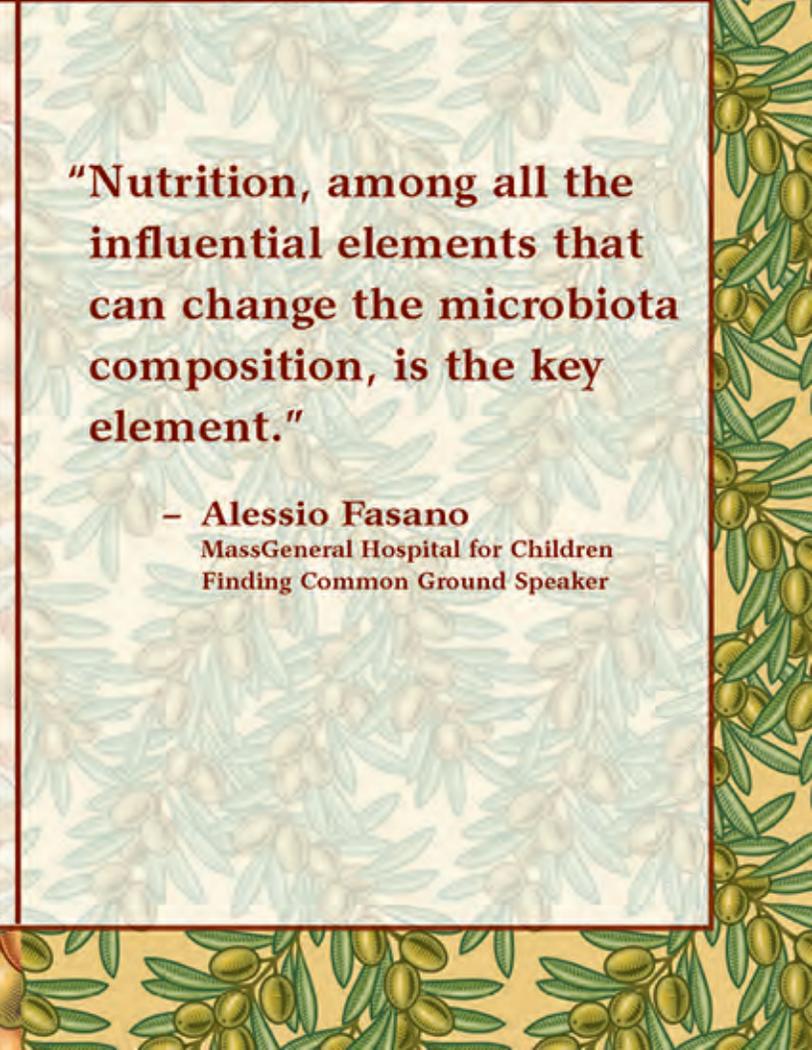
"Both diet quality and diet quantity are related to diabetes and cardiovascular disease."

- Frank Hu, MD, PhD
Harvard School of Public Health
Harvard Medical School
Finding Common Ground Speaker



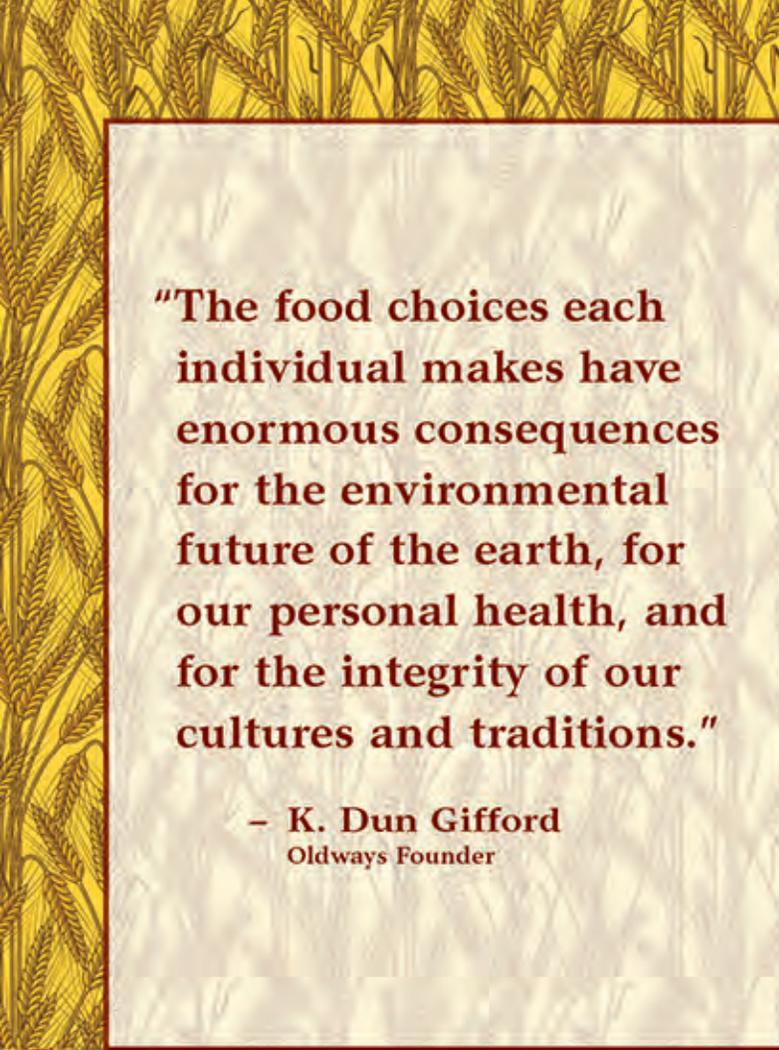
"There's a kind of Yankee common sense dimension to sustainability."

- Tom Kelly
University of New Hampshire
Finding Common Ground Speaker



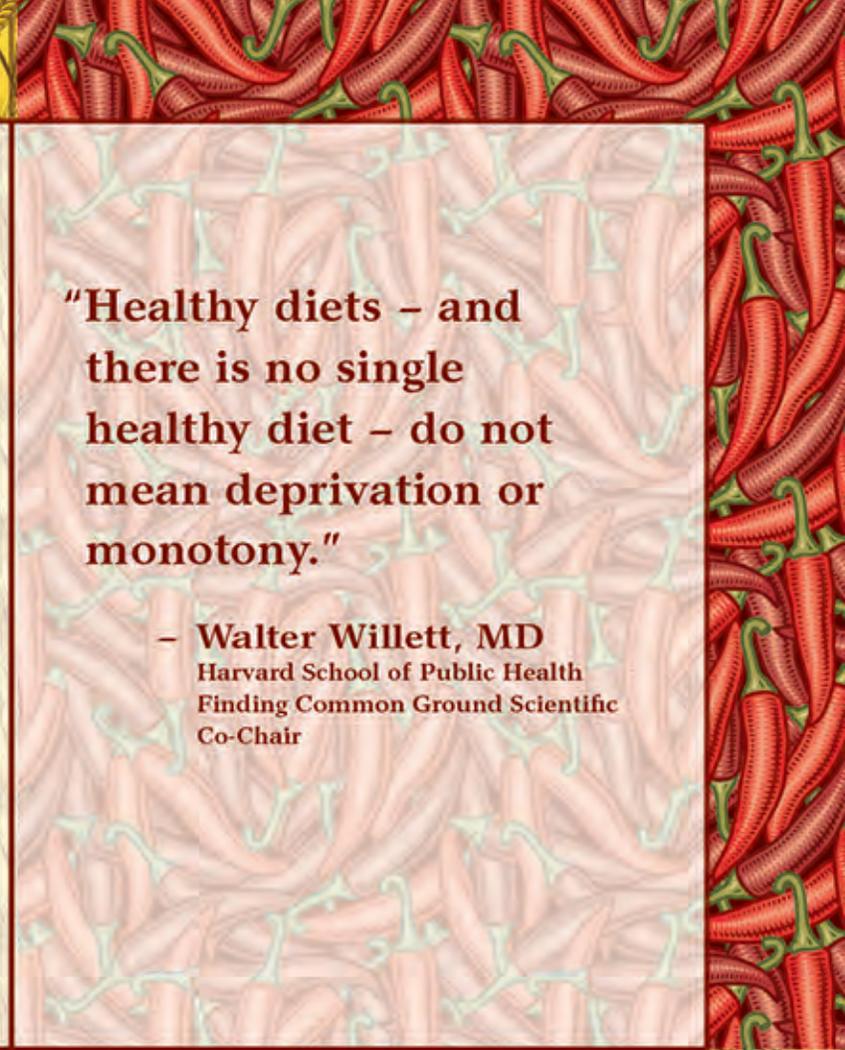
"Nutrition, among all the influential elements that can change the microbiota composition, is the key element."

- Alessio Fasano
MassGeneral Hospital for Children
Finding Common Ground Speaker



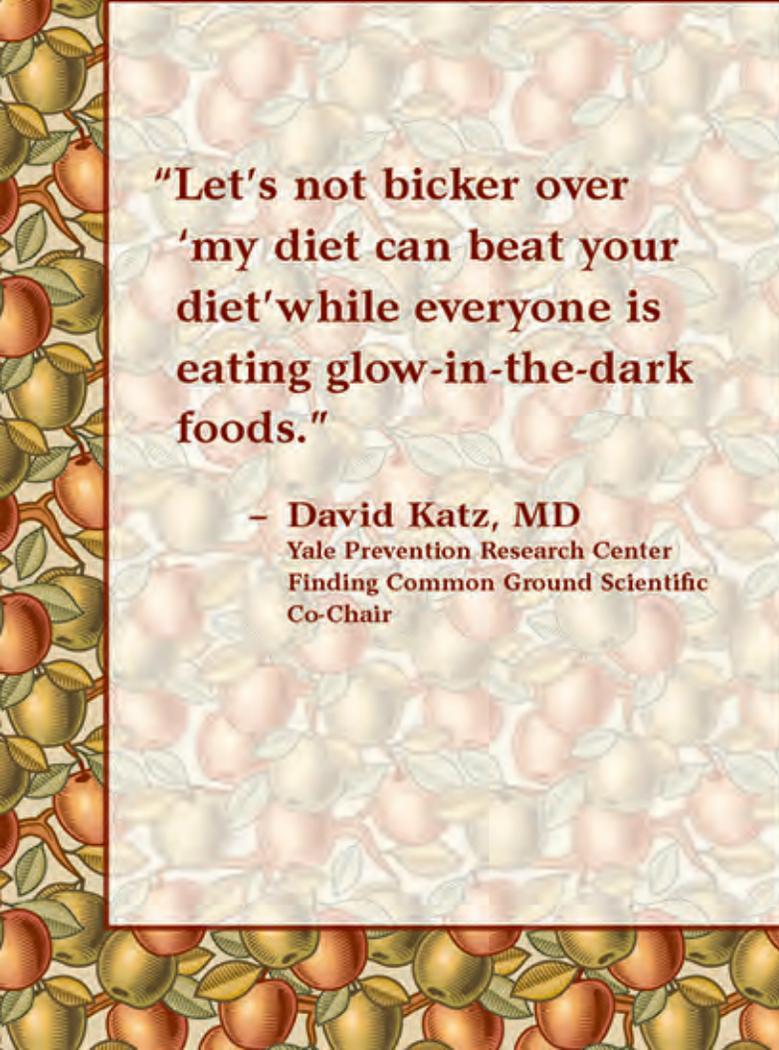
"The food choices each individual makes have enormous consequences for the environmental future of the earth, for our personal health, and for the integrity of our cultures and traditions."

– K. Dun Gifford
Oldways Founder



"Healthy diets – and there is no single healthy diet – do not mean deprivation or monotony."

– Walter Willett, MD
Harvard School of Public Health
Finding Common Ground Scientific
Co-Chair



"Let's not bicker over 'my diet can beat your diet' while everyone is eating glow-in-the-dark foods."

– David Katz, MD
Yale Prevention Research Center
Finding Common Ground Scientific
Co-Chair



"We can make a difference, collectively and individually, by eating healthfully, sustainably, and traditionally."

– Sara Baer-Sinnott
Oldways President
Finding Common Ground Organizer