



# FoodMed 2009

The Third International Conference on Healthy Food in Healthcare  
Detroit, MI | June 30 - July 1, 2009

## Monday, June 29

- |             |   |                    |
|-------------|---|--------------------|
| 1:00 - 3:00 | <b>Detroit Urban Garden Tour</b>  | <i>Main Lobby</i>  |
|             | Join us on a two hour guided tour of urban food gardens in Detroit, featuring gardens which participate in the Detroit Garden Resource Program  |                    |
| 3:30 - 4:30 | <b>MGM Green Kitchen Tour</b>   | <i>Main Lobby</i>  |
|             | The Detroit MGM Grand features an impressive commissary kitchen that utilizes state of the art cook/chill equipment and includes a bakery/pastry shop and full service butcher shop. The kitchen also uses a food waste tracking software to minimize food waste and overproduction. The tour will also visit the Lodge, the team member 24/7 dining experience venue. Employees can relax, enjoy a variety of foods including healthy options, in a modern and clean atmosphere. Space is limited. |                    |
| 3:00 - 6:00 | <b>Registration</b>   | <i>Grand Foyer</i> |



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## Agenda

Tuesday, June 30

- 7:30 - 8:00      **Registration, Continental Breakfast**      *Grand Foyer*
- 8:00 - 8:30      **Welcome and Logistics**      *Grand Ballroom*  
Introduction: Jamie Harvie, P.E., Health Care Without Harm  
Hillary Bisnett, Healthy Food in Health Care Coordinator,  
Ecology Center  
Welcome: JoAnn Watson, Chair of the Detroit City Council Task Force  
for Food Sustainability
- 8:30 - 9:15      **Morning Keynote - Food, Farming and Health**      *Grand Ballroom*  
Preston Maring, M.D., Kaiser Permanente
- 9:15 - 9:30      **Break and Exhibits**      *Grand Foyer*
- 9:30 - 10:45      **Concurrent Panels - Industrialized Agriculture and Health**
- (A1) Agribusiness: Meat and Poultry Production**      *Sapphire*  
    Moderator: Jeff Gearhart, Ecology Center
- What is a CAFO? Cheap Meat and Poultry**  
    Public Health Issues with Industrialized Beef, Hog and Poultry Production  
    *Doug Gurian-Sherman, Union for Concerned Scientists*
- Sustainable Meat Production – A Producers’ Experience**  
    Against the odds this producer is raising livestock. Learn about the challenges  
    she faces and success she has encountered.  
    *Karen Lubbers, Lubbers Family Farm, Grand Rapids, MI*
- (A2) Food Production and Public Health**      *Amber*  
    Moderator: Tracey Easthope, MPH, Ecology Center
- What’s in our Food and How Did it Get There?**  
    Learn how food policy, obesity, high fructose corn syrup, food packaging,  
    hormones and a warming climate are all connected in this public health  
    overview of our food system.  
    *David Wallinga, M.D., MPA, Institute for Agriculture and Trade Policy*
- Pesticides and Public Health**  
    Pesticides are found on our food and in our air, water and bodies. Learn about  
    the public health impacts associated with an industrialized use of pesticides.  
    *Ted Schettler, M.D., MPH, Science and Environmental Health Network*



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## Tuesday, June 30 (continued)

### **(A3) Industrialized Agriculture and New Technologies: Genetic Engineering and Nanotechnology**

*Garnet*

Moderator: Emma Sirois, Health Care Without Harm

#### **Genetically Engineered Foods and Cloned Animals**

Understand the ethical and ecological health issues of genetically engineered foods.

*Rebecca Spector, West Coast Director, Center for Food Safety*

#### **Nanotechnology and Food**

Learn about the public health issues associated with this new technology.

*Ian Illuminato, Friends of the Earth*

10:45 – 11:15

**Break and Exhibits**

*Grand Foyer*

11:15 - 12:30

**Concurrent Panels - Issues in Food Safety**

### **(B1) Food Safety and Public Health**

*Sapphire*

Moderator: Louise Mitchell, Maryland Hospitals for a Healthy Environment

#### **Agricultural Antibiotics and Microbial Resistance**

MRSA in your hospital and your community. How might they be linked?

*David Wallinga, M.D., MPA, Institute for Agriculture and Trade Policy*

#### **What Makes a Safe Food System**

What role does technology or a decentralized food system play in food safety? What are the different ways to think of safe food?

*Marie Kulick, M.S., Institute for Agriculture and Trade Policy*

#### **Voluntary or Required?**

From the perspective of a regulator, learn what handling and processing rules are required of producers around food safety.

*Colleen Bess, Michigan Department of Agriculture*

### **(B2) Sustainable Foods - Thinking Globally, Acting Locally**

*Amber*

Moderator: Lena Brook, MES, Physicians for Social Responsibility, San Francisco Bay Chapter

#### **Seasonal Foods and Seasonal Menus**

Learn how to put seasonal foods into practice!

*Diane Imrie, R.D., MBA, Fletcher Allen Health Care, VT*

#### **Sustainable Seafood**

Learn about seafood contamination, over fishing and sustainable procurement strategies

*Emma Sirois, Health Care Without Harm*



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## Tuesday, June 30 (continued)

### **(B3) Food Sourcing for Health and the Community**

*Garnet*

Moderator: Ted Schettler, MD, MPH, Science and Environmental Health Network

#### **Growing Michigan's Economy and Improving Health**

How increased local food production can improve health and create jobs

*Mike Hamm, PhD, C.S. Mott, Professor for Sustainable Agriculture*

#### **Local Products on the Menu**

Making local and regional products a hospital purchasing priority

*Frank Turner, Executive Chef, Henry Ford West Bloomfield Hospital*

*Matt Prentice, CEO, Matt Prentice Restaurant Group*

12:30 - 2:00

### **Lunch and Keynote Address - From Silent Spring to Silent Night**

*Grand Ballroom*

Atrazine's effects on frogs and the implications for human and ecological health

#### **Tyrone Hayes, Ph.D.**

*Professor of Development Endocrinology at the University of California, Berkeley*

2:00 - 3:15

### **Concurrent Panels - Issues in Food Service**

#### **(C1) Healthy Foods in Healthcare: Getting Started on Sustainable Foods and Certified Foods**

*Sapphire*

Moderator: Stacia Clinton, RD, LDN, Healthlink

#### **What is Organic, what is Fair Trade, what is sustainable?**

Learn how to cut through the greenwash and get what you want.

*Alyssa Nathanson, MS, Vermont Fresh Network*

#### **Rolling out the Program**

From a humble beginning to a comprehensive initiative.

*Erin Dawson, RD, LD, Legacy Health System, OR*

#### **(C2) Food Service in a Low Carbon Society**

*Amber*

Moderator: Archer Christian, Ecology Center

#### **Food Service and Climate Change**

Where does bottled water, menu planning and food service equipment fit in a low carbon society. Why healthcare should care about climate change.

*Jamie Harvie, P.E., Institute for a Sustainable Future*

#### **Balanced Menus Challenge: Less Meat, Better Meat and a Healthy Bottom Line**

Saving money, improving ecological health and your carbon footprint.

*Lena Brook, MES, Physicians for Social Responsibility, San Francisco Bay Chapter*

*Linda Hansen, CDM, CFPP, St. Joseph's Health System*



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Tuesday, June 30 (continued)

**(C3) Food Waste and Food Serviceware**

*Garnet*

Moderator: Dianne Moore, Women's Health and Environmental Network

**Food Serviceware: Biobased, Reusables and Compostables**

Recent innovations allow for the use of compostable flatware, dishware, packaging and other items used in hospital kitchens. This presentation will focus on product availability, benefits, and environmental health issues to keep in mind.

*Marie Kulick, M.S., Institute for Agriculture and Trade Policy*

**Establishing a Successful Food Waste Diversion Program - A Healthcare Example**

*John Ebers, Sustainability Officer, Metro Health Hospital*

**Closing the Loop: From Composting to Food Production**

Learn the insights into a successful food waste program. What are the costs, regulatory concerns? Why do it?

*Nicole Chardoul, P.E., Principal and COO, Resource Recycling Systems*

3:15 - 3:30

**Break and Exhibits**

*Grand Foyer*

3:30 - 4:45

**Concurrent Panels - Learning Across Sectors**

**(D1) Cross-Sectoral Lessons on Sustainable Sourcing**

*Sapphire*

Moderator: Michelle Gottlieb, MEM, Health Care Without Harm

**Wayne State University – Lessons Learned from University Food Sourcing**

*Kami Pothukuchi, PhD, SEED Wayne, Wayne State University, Detroit*

**Baltimore Schools – Tight Budgets and Hungry Kids**

What can we learn from Baltimore Schools and how their own Farm is helping serve healthy nutritious meals

*Mellissa Mahoney, Dietician and Chef, Baltimore City Public Schools*

**The Red Tomato Pilot**

Hospitals in New England are forming new distribution models to source local foods. Learn more about how Boston Medical Center and Covenant Health System are implementing partnerships with Red Tomato and Northeast Family Farms.

*Michelle Gottlieb, MEM, Health Care Without Harm*

*Lynn Larsen, RD, LDN, Boston Medical Center*



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## Tuesday, June 30 (continued)

### (D2) Purchasing Tools, the Business Case

*Amber*

Moderator: Archer Christian, Ecology Center

#### **Food and Food Service Contracting**

Learn the ins and outs of creating contracts and signaling the market to get what you want.

*Marie Kulick, M.S., Institute for Agriculture and Trade Policy*

#### **Building the Business Case for Sustainable Food**

Learn about how this health systems is trying to build the business case for local, sustainable food procurement

*Kathleen Reed, Sustainable Food Program Manager, Kaiser Permanente*

### (D3) Organic Food Promotion – A European Story

*Garnet*

Moderator and Interpreter: Gen Howe, MPH, Ecology Center

General Services Hospital, Spain will share their story of how they promote public health and organic farming

*Martin Blanco Garcia, Hospital Universitario Virgen de las Nieves, Spain*

*Maria Gonzalez Callejas, Hospital Universitario Virgen de las Nieves, Spain*

4:45 - 6:30

### **Reception and Hors D'oeuvres**

*Grand Foyer*

New Milford Youth Chef Advocates Cooking Demonstration

Book Signing

Poster Session with Author Q&A

Exhibits



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## Wednesday, July 1

- 7:30 - 8:15      **Continental Breakfast and Registration**      *Grand Foyer*
- 8:15 - 8:30      **Introduction and Logistics**      *Grand Ballroom*  
Introduction: Hillary Bisnett, Healthy Food in Health Care Coordinator,  
Ecology Center  
Welcome: Nancy Schlichting, MBA, President and CEO Henry Ford Health System
- 8:30 - 9:20      **Morning Plenary: Healthcare's Role at the Nexus of the Economy and Health**      *Grand Ballroom*  
Moderator: Gary Cohen, Co-Executive Director, Health Care Without Harm  
A Conversation with:  
*Gerard van Grinsven, CEO, Henry Ford West Bloomfield Hospital*  
*Mike Hamm, PhD, C.S. Mott, Professor for Sustainable Agriculture*  
*Malik Yakini, Chairman of the Detroit Black Community Food Security Network*
- 9:20-9:55      **Morning Plenary: Bugs, Drugs, and the Flu**      *Grand Ballroom*  
Introduction: Michelle Gottlieb, MEM, Health Care Without Harm  
*Michael Greger, MD, Director, Public Health and Animal Agriculture*  
*The Humane Society of the United States*
- 9:55 - 10:15      **Break and Exhibits**      *Grand Foyer*
- 10:15 - 11:45      **Concurrent Panels - Learn from Example**
- (E1) Healthy Foods in Healthcare: Getting Started to Digging Deep**      *Sapphire*  
    Moderator: *Stacia Clinton, RD, LDN, Healthlink*
- Getting Started**  
    Learn how Sparrow Hospital got their program up and running to include, CSA's and local sourcing.  
    *Christa Betts, Room Service Supervisor, Sparrow Hospital, Lansing, MI*
- Beyond Baby Steps**  
    Whole Grains, Fresh Produce, Scratch Cooking and Seasonal Menus are all part of a comprehensive program at OHSU. Learn their approach to local, nutritious food service.  
    *Steven Hiatt, Food and Nutrition Director, Oregon Health and Science University*  
    *Ecole Copen, M.S., RD, LD, Oregon Health and Science University*
- Evaluating the Hospital Nutrition Environment**  
    *Marjorie Freedman, PhD., San Jose State University, CA*



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## Wednesday, July 1 (continued)

### (E2) Hospitals and Direct Food Markets

Amber

Moderator: Michelle Gottlieb, MEM, Health Care Without Harm

#### Farmers Markets: Getting Going

What were the first steps and how does one start a farmers market. A hospital experience.

*Jesse Keson, Employee Wellness Coordinator, Farm Market Manager, Metro Health Hospital*

#### Local Greenhouses and CSA's: A Healthcare Perspective

Bronson's CSA was so successful they are expanding their program. Learn what makes a successful program.

*Michael Rowe, Food Service Director, Bronson Methodist Hospital*

#### Detroit Eastern Market

The largest historic public market district in the United States. Every Saturday more than 150 farmers and vendors continue efforts to localize the food system.

*Dan Carmody, President, Eastern Market*

### (E3) Healthy Food, Healthy Hospitals, Healthy Communities

Garnet

Moderator: Dianne Moore, Women's Health and Environmental Network

#### Healthcare Leadership Teams

In different areas of the country, foodservice directors from competing systems are working together to change the face of healthcare food service. Learn about this collaborative strategy

*Lena Brook, MES, Physicians for Social Responsibility, San Francisco Bay Chapter  
Linda Hansen, St. Joseph's Health System*

#### New Milford Plow to Plate

What role can a hospital play as a community food leader?

*Mary Dale DeBor V.P. External Affairs, New Milford Hospital  
John Turenne, President and Founder, Sustainable Food Systems*

#### Detroit Food and Fitness Initiative

Cities around the country are collaborating to engage their communities around food and health. Learn about how this is happening in Detroit.

*Alberta Smith Plump, MPA, RN, City of Detroit, Department of Health and Wellness Promotion*

11:45 - 1:00

Lunch and Food Pledge Recognition

Grand Ballroom



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## Wednesday, July 1 (continued)

1:00 - 2:00

**Concurrent Panels - Cross Cutting Issues**

### **(F1) Food Systems, Diet in the Arc of Life**

*Sapphire*

#### **First Foods and the Healthy Baby Hospital**

*Michelle Gottlieb, MEM, Health Care Without Harm*

#### **Healthy Aging and the Arc of Life**

Featured on Good Morning America, author of the Healthy Aging Report shares the nutritional link to the Western Disease Cluster

*Ted Schettler, MD, MPH, Science and Environmental Health Network*

### **(F2) Understanding the Green Guide for Health Care**

*Amber*

#### **Workshop: Using the Green Guide for Health Care in your Institution**

Learn about the GGHC and how hospitals are implementing the new Healthcare Food Service Benchmarking Tool.

*Jamie Harvie, P.E., Health Care Without Harm*

*Dianne Imrie R.D., MBA*

*Fletcher Allen Health Care, VT*

### **(F3) Food Environments**

*Garnet*

#### **Creating Healthy, Affordable Food Environments**

Discover how this successful initiative uses 5 core principles to promote healthier foods in hospitals: Access; Affordable Pricing; Marketing; Wellness Incentives; and Education

*Nicolas Sullivan, Healthy Food in Hospitals Project, North Carolina Prevention Partners (NCPP)*

#### **How can hospitals Value [the] Meal?**

Learn how fast food impacts our environment, our communities and our health, and how hospitals can make a difference.

*Judy Grant, MPH, Value [the] Meal Campaign Director, Corporate Accountability International (formerly INFACT)*

2:15 - 2:30

**Break**

*Grand Foyer*

2:30 - 3:15

**Plenary Panel**

*Grand Ballroom*

#### **GPO Panel – An Update on Sustainable Food Contracting**

Short Presentation and Question and Answer

*Darren Victory, Portfolio Executive Support Services, Novation*

*Debby Kasper, RD, LD, Manager of Clinical Nutrition, Premier*

*Barb Mueller, RD, Food and Nutrition Specialist, Eastern Region, MedAssets*

3:15 - 3:45

**Round Table Discussions and Closing Remarks**

*Grand Ballroom*