



FOR BILLIONS

Thursday, September 12, 2013
The Ohio Union
1739 N. High St. | Columbus, OH
43210

EVENT GUIDE

foodforbillions.com



THE OHIO STATE UNIVERSITY

Food Innovation Center

Collaborating for a healthier, hunger free world



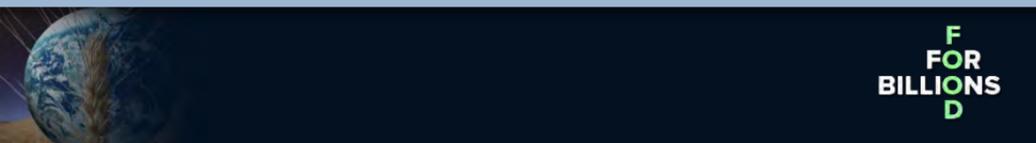
Why Food for Billions?

To sustain nine billion people by 2050, the world's food supply must increase by a staggering 70%. But increasing production is not enough to eradicate hunger and improve human health. Roughly one-third of food produced for human consumption is lost or wasted globally to flaws in process, economics, energy, behavior, and policy. Our global food system must improve and innovate to advance us toward a healthier, hunger-free world. [Food for Billions](#) is a pivotal event conceived by members of the **Food Innovation Center (FIC) at The Ohio State University**. We aim to inspire researchers, policy makers, community organizers, industry leaders, and food enthusiasts to brainstorm, innovate and invent the food system that satiates billions in a nutritious, healthy and sustainable way.

The **FIC** is a faculty-driven Center for Innovation of the Ohio State University. The Office of Academic Affairs and Office of Research wisely created the Centers for Innovation to encourage trans-institutional and interdisciplinary scholarship across campus to address issues and problems of global dimension. With the launch of the food discovery theme this month, the time is now to plan our future in food for billions.

Few major universities have the intellectual and technical resources needed to aggressively attack the global food crisis. Ohio State has collaborative and co-localized expertise in medicine, human nutrition, business, law, policy, food science, crop and animal sciences, engineering, economics, and more that can help develop comprehensive strategies to the most challenging food problems. Our Center members advance compelling ideas with industry and government partners. The **FIC** empowers world class expertise and stimulates new teams to solve local, national and global food challenges. We welcome your ideas to advance a nutritious, healthy and sustainable food frontier.

Respectfully submitted, Ken Lee, Michael Leiblein, Steve Schwartz, Steve Clinton; Directors of Food Innovation at The Ohio State University



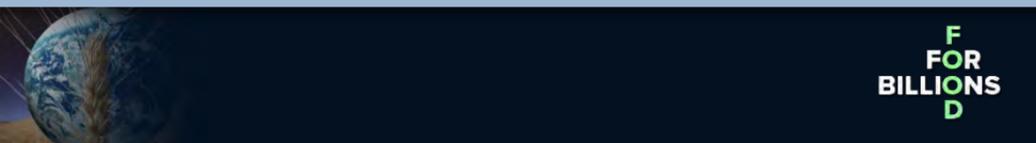
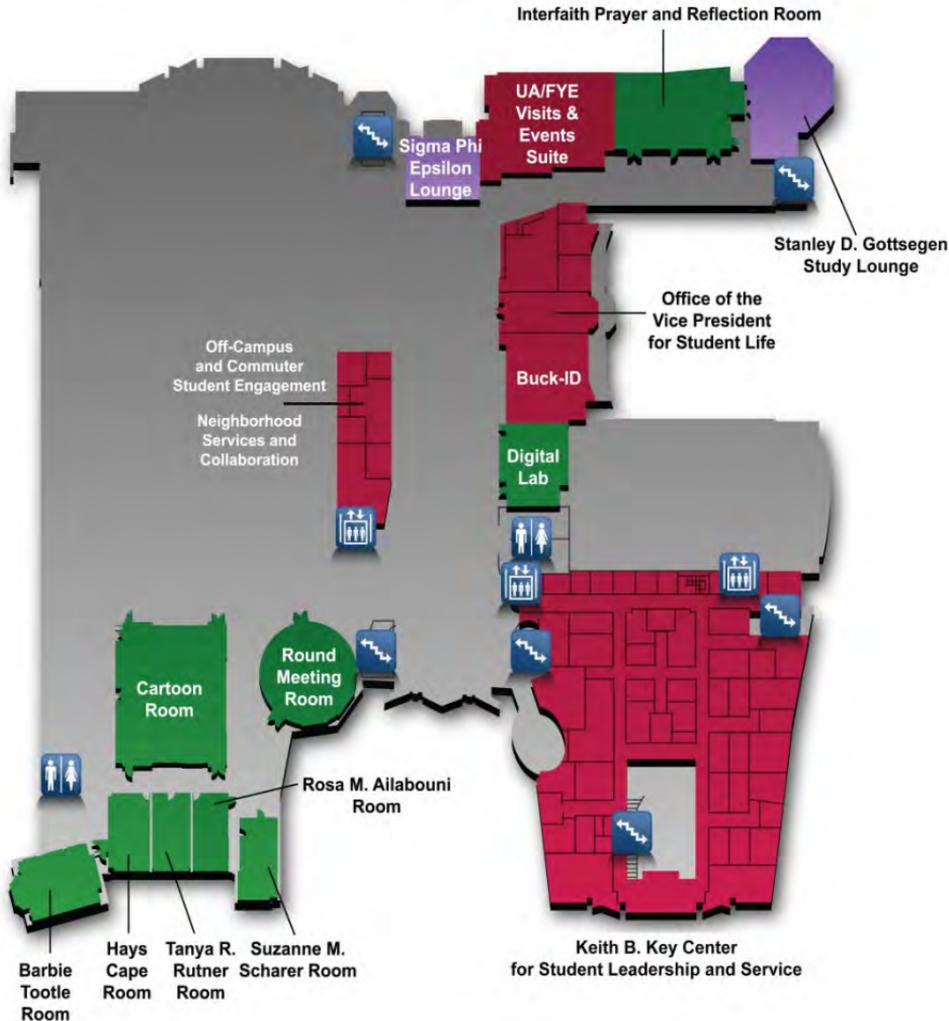
Event Schedule

Time	Activity	Location
10:45 am	Registration Opens	Performance Hall
11:15 am	Lunch Service Begins	Performance Hall
11:55 am	Welcome & Keynote Introduction	Performance Hall
12:10 pm	Keynote Speaker – Michael Specter	Performance Hall
1:10 pm	Networking Break	
1:25 pm	Panel and Moderator Introduction	Performance Hall
1:30 pm	Panel Discussion - Ann Fisher Moderator	Performance Hall
2:30 pm	Networking Break	
2:45 pm	Breakout Sessions Poverty and Food Insecurity: Bob Aiken Food Safety: John Floros Nutrition and Health: Glenna McCollum Food Policy and Trade: Ellen Terpstra Economics of Agriculture and Energy Policy: Pat Westhoff	Cartoon Room 1 Cartoon Room 2 Barbie Tootle Rosa Ailabouni Tanya Rutner
4:00 pm	Small group session reports	Performance Hall
4:30 pm	Closing Comments/Reception Begins	Performance Hall/Potter Plaza
6:00pm	Event Closes	Potter Plaza Exit

Map

Ohio Union, Third Floor

High Street

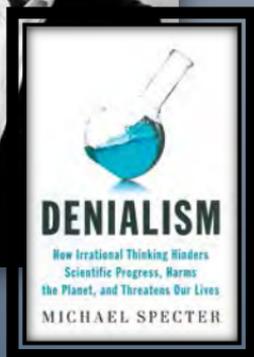


Keynote Speaker: Michael Specter

New Yorker Staff Writer and Author
Covering Science, Technology, and
Public Health Issues

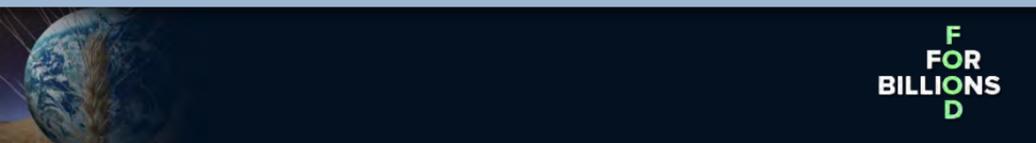


A refreshing counter-reaction to the growing rejection of the benefits of modern science



Michael Specter's truthful, rigorously researched, and often politically incorrect views are the perfect antidote to the widespread

rebellion against scientific thought and the products of scientific inquiry, such as the new wonder drugs, the new vaccines that are being refused by the public, as well as the genetically engineered foods that many are boycotting.



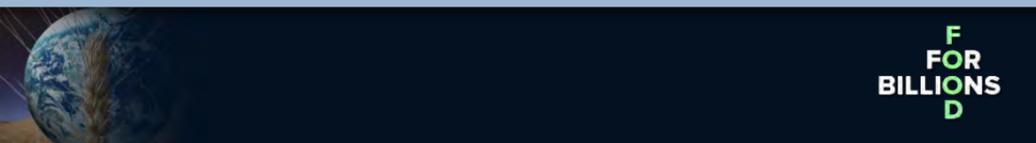
Panel Moderator: Ann Fisher

**Executive Producer and Host of All Sides
with Ann Fisher on WOSU 89.7 NPR
News, Columbus**

[All Sides with Ann Fisher](#) is a two-hour, daily public-affairs talk show designed to – over time – touch upon all sides of the issues and events that shape life in central Ohio. Topics are driven by the top news stories of the day – local, regional, national and international – and the trends in what we read and what we like to eat, where we worship and play, and more.



Ann moved to Columbus in 1989 to cover state government and politics for The Blade of Toledo. In 1998, Ann joined the staff of The Columbus Dispatch, where she worked as a reporter, editorial writer, editor and columnist. She joined the WOSU team in 2009.



Panelist: Bob Aiken

President and CEO, Feeding America

Feeding America, the nation's leading hunger relief organization and network of food banks, provided more than 3.5 billion pounds of food through 61,000 community based feeding programs last year. The network serves more than 37 million people, including 14 million children and 3 million



seniors annually. Prior to his role at Feeding America, Aiken served as CEO of Bolder Foods, a company founded to invest in specialty, ethnic and natural food companies. He also served as CEO of U.S. Foods, one of the nation's leading food distribution companies.

Panelist: John Floros

**Dean of the College of Agriculture and
Director of Research and Extension,
Kansas State University**

Dr. Floros began his role of dean of the [College of Agriculture](#) in August of 2012. Before arriving at K-State, Dr. Floros was a professor and the head of the department of food science at Pennsylvania State University. He has worked as an international industry consultant for more than 25 years and was a past president of the



**KANSAS STATE
UNIVERSITY**

Institute of Food Technologists. Most recently, Dr. Floros delivered a compelling address at the Annual Meeting of the American Chemical Society titled *Feeding the world through science and technology*, and has also been a leader on the issue of food waste.

Panelist: Glenna McCollum

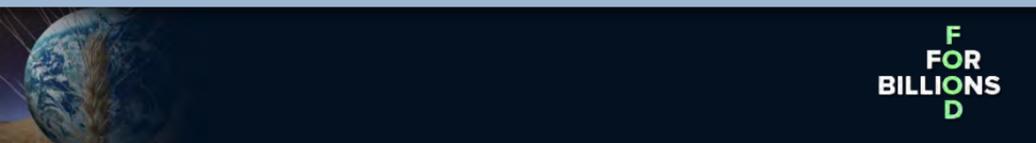
President, The Academy of Nutrition and Dietetics

Dr. McCollum is vice president of health and nutrition for [PhycoBiosciences, Inc.](#) and serves on Arizona's statewide leadership board of directors for Project CENTRL (Center for Rural Leadership). She also served as the inaugural president of Chandler University, assistant dean and director of nutrition of Central Arizona College, and CEO of the Chandler Education Foundation. McCollum is a



eat right. Academy of Nutrition and Dietetics

nationally known author and was the editor for more than 20 nutrition textbooks during her tenure at Central Arizona College. Her specific areas of expertise include children's nutrition, disease prevention, and sustainable agriculture.



Panelist: A. Ellen Terpstra

President and CEO, The International Food and Agricultural Trade Policy Council (IPC)

The [International Food and Agricultural Trade Policy Council](#) promotes the role of trade in creating a more open, equitable, productive and sustainable global food and agricultural system by making pragmatic trade policy recommendations to help solve major challenges.

Prior to her role at IPC, Ms. Terpstra served as Deputy Under Secretary for international activities at the

US Department of Agriculture and as administrator of the Foreign Agricultural Service. In that capacity, she managed the USDA's bilateral trade relations with many countries and participated in the Doha agriculture negotiations.



International
Food & Agricultural Trade
Policy Council



Panelist: Patrick Westhoff

**Director of the Food and Agricultural
Policy Resource Institute (FAPRI),
The University of Missouri**

[FAPRI](#) encourages effective agricultural policy through the development and operation of comprehensive analytical systems. These systems focus on the food and agricultural industries and impacts on the economy and environment. As the Director of FAPRI and a Professor of Agricultural and Applied Economics, Dr. Westhoff has worked on a range of projects in the United States, Europe, Africa, and Latin America. Westhoff is also the author of *The Economics of Food: How Feeding and Fueling the Planet Affects Food Prices*.



Food and Agricultural
Policy Research Institute

M FAPRI

University of Missouri

FIC Member Spotlight

Your meal today features products created by FIC members Yael Vodovotz and Jim Warner.

Feast or Famine: A Paradigm for Soy and Safflower Fortification

Malnutrition is a category of diseases and includes individuals who are undernourished and those with excess body weight (overweight and obese). According to the latest NHANES report, 32% of the children in the US are overweight or obese and consequently become part of the

69% of adult Americans who have excessive body weight. In the last three decades, the prevalence of obesity in children and adolescents has acutely risen in the US. Snack consumption in children accounts for over a third of their daily caloric intake. Incorporating nutritious food ingredients such as soy and safflower oil into a highly acceptable, frequently consumed snack foods which in earlier studies have shown to stabilize blood glucose, improve lipid metabolism, and satiety, may be an effective tool in improving the quality of snack foods offered to children. A food-based preventative approach may be a promising opportunity to arrest the obesity epidemic in developed countries. Through an FIC funded grant, a 9 week clinical trial will be conducted by Dr. Yael Vodovotz to investigate the impact of safflower oil fortified pretzels with and without soy on snacking behavior in obese adolescents. Besides a disease of excess, malnutrition is most commonly associated with under-nutrition. Soy is rich in protein and contains a complete profile of essential amino acids while safflower oil is a rich source of essential fatty acids. Therefore in combination these ingredients can address precisely the challenges related to protein-energy malnutrition by improving the quality and density of the nutrients in a ubiquitous food such as bread. Securing foods for our future is not only about increasing food quantity but also the quality of the food.

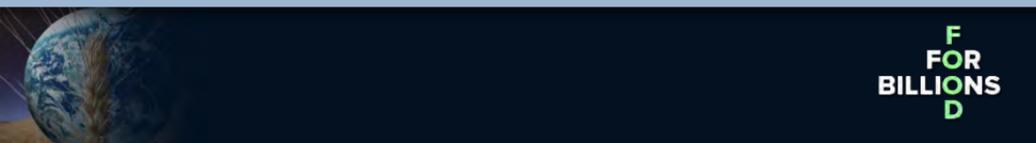


Today's lunch includes Dr. Vodovotz's recipe in the form of pretzel bites.

FIC Member Spotlight

Chocolate Avocado Pudding

The raw food movement as a dietary health treatment was developed in Zurich, Switzerland in 1897. It languished for a great number of years and became popular again in 1984 with foods such as sprouts, seeds and fresh vegetable juices. It has recently been resurrected as a body cleanse on the West coast. Raw foods are considered by many to be foods that have not been heated above 104-120 degrees F. This dessert was developed by James Warner, Program Director for Food and Nutrition, Nutrition Services, from the Wexner Medical Center from a base recipe developed by renowned chef, Charlie Trotter. This dessert has been served to hundreds of guests at a number of food and nutrition related functions held on the Ohio State University campus.



Special Thanks

Food for Billions Program Planning Committee

Michelle Battista	Education and Human Ecology
Dave Beck	Center for Innovative Technology
Susan Finn	American Council for Fitness and Nutrition
Greg Lesinski	College of Medicine
Colleen Spees	College of Medicine
Dan Wampler	Synergy Flavors LLC
Jim Warner	College of Medicine
Yael Vodovotz	College of Food, Agriculture and Environmental Science

Food Innovation Center Team

Ken Lee	Director
Steven Clinton	Associate Director
Michael Leiblein	Associate Director
Steven Schwartz	Associate Director
Julie Manning	Executive Manager
Katlin Fritz	Program Manager
Meg Dick	Budget Analyst
Billy Brown	Intern
Chau-Sa Dang	Intern
Laura Lee	Intern

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