

THE NEW YORK PRODUCE SHOW & CONFERENCE

presented by
PRODUCE BUSINESS and the EASTERN PRODUCE COUNCIL
Announces the 2nd Annual



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

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

PROGRAM SCHEDULE

7:00 a.m. – 8:00 a.m.

REGISTRATION

Location: Sheraton New York Hotel

8:00 a.m. – 8:30 a.m.

CONTINENTAL BREAKFAST

Location: Sheraton New York Hotel

8:30 a.m. – 8:45 a.m.

WELCOME REMARKS/INTRODUCTIONS

Location: Sheraton New York Hotel

Speaker: Jim Prevor/PRODUCE BUSINESS

8:45 a.m. – 9:30 a.m.



Gillian Duffy

NEW YORK'S RESTAURANT SCENE

Location: Sheraton New York Hotel

Description: Learn about innovative restaurants and their potential to put produce in the spotlight and in the minds of consumers through this interactive Q&A sit-down with famed culinary editor of *New York* magazine, Gillian Duffy.

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

9:30 a.m. – 10:30 a.m.



Chef Michael Giletto, Bayonne Golf Club

CHEF DEMO ONE – MICHAEL GILETTO

Location: Sheraton New York Hotel

Description: Recently awarded "Most Creative Chef of NYC" by *Wine and Country* magazine, Chef Michael Giletto — who has appeared on *Iron Chef*, *Chopped*, *Restaurant Impossible* and many other culinary shows — will demonstrate his unique style of cooking produce."

10:30 a.m. – 11:15 p.m.



Chef Michael Foley

CULINARY EVOLUTION – From Staples to Specialties to Cell Cuisine

Location: Sheraton New York Hotel

Description: Known for his sophisticated use of staples and regional foods, James Beard-award recipient Chef Michael Foley — aka *the Vegetable Alchemist* — will start the forum's conversation on how to increase produce consumption at foodservice

by zeroing in on innovative ways to rethink produce staple items and specialties.

Speaker: Chef Michael Foley

Chief Food Innovator for Hyde Park Group

11:15 p.m. – 12:00 p.m.



Gabriella Morini

CULINARY EVOLUTION –

Learning The Language Of Taste

Location: Sheraton New York Hotel

Description: Based on theories developed from groundbreaking research on TASTE, Professor Gabriella Morini makes the case that the produce industry, and especially the segment that produces bitter vegetables, will find it difficult to compete if it's trying to out-sweeten cookies and cake.

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

12:00 p.m. – 12:15 p.m.

IDEATION FRESH Menu Challenge

Location: Sheraton New York Hotel

Speaker: Jim Prevor/PRODUCE BUSINESS

12:15 p.m. – 1:30 p.m.

Ideation Break Out Luncheon

Location: Sheraton New York Hotel

LUNCH IS SPONSORED BY GRIMMWAY FARMS

1:30 p.m. – 1:30 p.m.

Presentation of Small Groups/

Discussion of Challenges Ahead

Location: Sheraton New York Hotel

Facilitator: Jim Prevor/PRODUCE BUSINESS

2:30 p.m. – 3:15 p.m.



Chef Amanda Cohen, Dirt Candy

CHEF DEMO TWO – AMANDA COHEN

Location: Sheraton New York Hotel

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

3:15 p.m. – 4:00 p.m.



Chef Brad Barnes

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

Location: Sheraton New York Hotel

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

Speaker: Chef Brad Barnes, CMC

Culinary Institute of America

4:00 p.m. – 4:15 p.m.

WRAP UP

Location: Sheraton New York Hotel