



An introduction to the
**MEDITERRANEAN DIET
ROUNDTABLE**
May 15-16, 2017
University of Massachusetts Club
One Beacon Street - 32nd Floor
Boston, MA 02108



An invitation to join the Mediterranean Diet Roundtable

The MDR is an annual thought leadership conference to discuss practical ways of implementing the Mediterranean cuisine into food service operations at schools, colleges, universities, workplaces, hospitals and senior centers. The Mediterranean diet, a UNESCO Intangible Cultural Heritage since 2010, is regarded as one of the healthiest ways to eat. It involves a set of skills, knowledge, rituals, symbols and traditions concerning crops, harvesting, fishing, animal husbandry, conservation, processing, cooking, and particularly the sharing and consumption of food in several countries around the Mediterranean Sea.

There is overwhelming Scientific evidence about the diet's health benefits. Despite these findings, ACCESS to Mediterranean products and implementing its principles into high volume commercial and non-commercial food service operations is not yet as widespread as you would expect. Furthermore, the “public plate” (meals

prepared by governmental agencies) serves millions of people every day, creating diet trends, molding taste and daily meals of people in America, where about 36 % of the adult population is obese (source: National Institute of Diabetes and Digestive Diseases www.niddk.nih.gov).

“Two words come to mind to describe MDR – educational and inspirational, as well as a wonderful opportunity for networking...”

Ken Toong

Executive Director at UMass
Auxiliary Enterprises
Ranked #1 College/
University Food Service
(Princeton Review)

Hence the **Mediterranean Diet Roundtable**: an event whose outcome is a practical insight about menu engineering, products' showcases, and food science explained. We want to tell the story of all the different Mediterranean countries, not for a frivolous exercise of culinary diplomacy, but for a real translation of culinary medicine into trade opportunities.

Previous conferences held in New York and Beverly Hills have been extremely successful and well attended from the United States and abroad. This year's conference will be held in Boston on May 15-16, 2017. **The 2018 MDR is planned in Washington, DC.**

We invite national and international operators to become part of the MDR and support its efforts to bring different accessible menu choices for a balanced diet to schools, hospitals, cafeterias, senior centers, and many other outlets.

Come and join an exciting group of leaders and visionaries by sponsoring and attending the MDR. We are available to tailor specific programs and sponsorship opportunities with Institutions, companies and organizations willing to capitalize on the Mediterranean Diet as a tool to work in the U.S. market.

Be a part of this exciting world: support health and wellness through the Mediterranean Diet!

With kind regards,
Daniela Puglielli
president ACCENT PR, LLC,
producer of the MDR



MEDITERRANEAN DIET ROUNDTABLE
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EVENT PROFILE & 2017 PROGRAM HIGHLIGHTS

"I support the mission of the MDR and appreciate the participation of diverse experts, a unique feature of this conference. Studies have found evidence linking the Mediterranean Diet to reduced risk of chronic diseases for healthier aging. It is most gratifying to hear firsthand about the research that supports this conclusion. Most importantly, I am inspired by the knowledge that the Food Industry is working towards the common goal of promoting health through good dietary choices."

Dr. Immaculata De Vivo

Harvard Medical School

MDR panelists are always noteworthy scientists and internationally recognized professionals.

We work hard to secure opinion leaders, trendsetters, and scientists to add valuable contacts to network, learn and be inspired.

The 2017 edition will feature:

- **HEALTHY AGING & LONGEVITY: Scientific evidence from the Mediterranean Diet** (Chair Dr. Immaculata De Vivo, MPH, PhD, Prof. Frank Sacks, MD - Harvard; Prof. Eugenio Luigi Iorio; Dr. Antonia Trichopoulou; MA Martinez-González, MD, PhD, MPH);

- **FDA, Importing & Logistic:**
Accessing the Mediterranean food;

- **MEDITERRANEAN DIET IN HEALTH CARE FOOD SERVICE OPERATIONS: Challenges, Triumphs and Next Steps** (Chair Angelo Mojica, Senior Director Food and Culinary Services; Tony Almeida, Director of Food and Nutrition Services at Robert Wood Johnson University Hospital; Dan Skay - Nutrition Manager/ Executive Chef at Centura Health; Deborah Boudrow - Food Services at Massachusetts General Hospital);

- **SPONSORED PANEL;**

- **Mediterranean Diet Education, Policy and Practice Implications.** SNEB (Society for Nutrition Education and Behavior) aims to promote effective nutrition education and healthy eating behaviors through research, policy and practice. This session will examine:
 - difficulties with following a healthy diet in Greece due to current food insecurity and emergency food system problem;
 - research-based education programs that encourage a Mediterranean diet and lifestyle among Americans;
 - and best communication practices to promote a healthy diet in the current digital and interconnected age. Rachel Paul, MS, RD, CDN, Columbia University, Virginia Quick, PhD, RD, Rutgers University, and Lynn E. James, MS, RD, LDN, Penn State Cooperative Extension.

**LEADING NATIONAL
AND INTERNATIONAL
PANELISTS, AS WELL
AS LEADING NON
COMMERCIAL FOOD
SERVICE PROFESSIONALS
WERE PART OF THE 2015
AND 2016 EDITIONS.**

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PARTICIPANTS & TESTIMONIALS

GOOGLE FOOD · UC DAVIS · HARVARD UNIVERSITY
NORTH AMERICA OLIVE OIL ASSOCIATION · 3V · AMERICAN
BEAN PRODUCTS · **BARILLA** · BAYER · BORA'S PANTRY · BUSINESS FRANCE
CAMPOBASSO CHAMBER OF COMMERCE · **CENTER FOR GENETICS, NUTRITION**
AND HEALTH · CHO OLIVE OIL CORP INTL · **COLAVITA** · CYPRUS EMBASSY
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PRODUCTS · L'ACETAIA DI ALFREDO · MANHATTAN CHAMBER OF COMMERCE
MEMORIAL SLOAN CANCER CENTER · **MEZZETTA** · NEW YORK UNIVERSITY
OLDWAYS · PADILLA CRT · PECINKA FERRI ASSOCIATES · **PREMIER, INC.**
RESTAURANT ASSOCIATES/COMPASS GROUP · RICE UNIVERSITY
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CERTIFICATION · **SPECIALTY FOOD ASSOCIATION**
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· **U-MASS** · UNITED STATES MILITARY ACADEMY · **YALE UNIVERSITY**
· GELSON'S MARKETS · KAISER PERMANENTE · ITALY · OAKLAND SCHOOL DISTRICT · MARXFOOD
· MISSION OLIVE · WEST COAST TURKISH AMERICAN CHAMBER OF COMMERCE - WECTAC
· LA DEPARTMENT OF PUBLIC HEALTH · **OLIVIO** · **SOCIETY FOR NUTRITION**
EDUCATION AND BEHAVIOR · AHEPA · **AHI**



“The MDR gave me an opportunity to not only keep pace with the latest clinical research, it allowed me to view retail operators from many key food service market segments. All while getting to eat great and healthy foods.”
Dr. Angelo Mojica

Barilla

The Italian Food Company. Since 1877.



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