

AGENDA

SATURDAY, MAY 20

8:00 – 9:00 AM KUSHNER LOUNGE AND GREENBERG LOUNGE

Registration and Breakfast

9:00 – 9:30 AM TISHMAN AUDITORIUM

Welcome

9:30 – 10:45 AM TISHMAN AUDITORIUM

A Broken Food System: How does conventional animal agriculture impact our world?

Moderator: Nil Zacharias, One Green Planet

Speakers: Maryn McKenna, Author of *Superbug* / Dawn Moncrief, *A Well-Fed World* / Sharon Nunez, *Animal Equality* / Becky Ramsing, Johns Hopkins Center for a Livable Future / Ashley Schaffer Yildiz, Rainforest Action Network / Darius Teter, Oxfam America

10:45 – 11:00 AM MID-MORNING BREAK

11:00 – 12:00 PM TISHMAN AUDITORIUM

The Psychology and Culture of Meat: Why do we eat so much of it in the first place?

Moderator: Mary Bowerman, USA Today

Speakers: Samuel Boerboom, Author of *The Political Language of Food* / Barbara J. King, Author of *Personalities on the Plate* / Tania Luna, Author of *Surprise: Embrace the Unpredictable and Engineer the Unexpected* / Anastasia Marx de Salcedo, Author of *Combat-Ready Kitchen*

12:00 – 1:00 PM CLASSROOM 220 / TISHMAN AUDITORIUM

CONSIDERING SCALE (Concurrent Panels)

Local and Domestic: What efforts can we implement on the local and domestic scales and what challenges do we face? — CLASSROOM 220

Moderator: Katherine Martinko, TreeHugger

Speakers: Gene Baur, Farm Sanctuary / Richard McCarthy, Slow Food USA / George Tenedios, fresh&co / Karen Washington, Rise and Root Farm

International: What efforts can we implement on the international scale and what challenges do we face? — TISHMAN AUDITORIUM

Moderator: Eillie Anzilotti, Fast Company

Speakers: Heather Coleman, Oxfam America / Tobias Leenaert, ProVeg International / Peggy Neu, Meatless Mondays / Stephanie Töwe, Greenpeace

ALL CONFERENCE PROGRAMMING AT THE NYU SCHOOL OF LAW

40 Washington Square S., New York, NY 10012

1:00 – 2:15 PM LUNCH

2:15 – 3:15 PM TISHMAN AUDITORIUM

Changing Attitudes and Behaviors: How can we leverage mass communication tools and strategic messaging?

Moderator: Olessa Pindak, mindbodygreen

Speakers: Matt Grager, WildAid / Kris Moon, James Beard Foundation / Lauren Wolahan, Climate Nexus / Dana Worth, Impossible Foods

3:15 – 4:15 PM CLASSROOM 220 / TISHMAN AUDITORIUM

MEAT IN NUMBERS (Concurrent Panels)

Research and Meat: How can we leverage data to most effectively decrease societal meat consumption? – CLASSROOM 220

Moderator: Nico Pitney, NowThis Media

Speakers: Lewis Bollard, Open Philanthropy Project / Kari Hamerschlag, Friends of the Earth / Daniel Vennard, World Resources Institute

The True Price of Meat: How do we internalize the external costs of meat? – TISHMAN AUDITORIUM

Moderator: Justin Worland, TIME Magazine

Speakers: Marcia DeLonge, Union of Concerned Scientists / James McWilliams, Author of *Just Food* / Colin O'Neil, Environmental Working Group / Marco Springmann, Oxford University

4:15 – 4:45 PM MID-AFTERNOON BREAK

4:45 – 5:45 PM TISHMAN AUDITORIUM

The Politics of Meat: What legislative and regulatory measures can we implement?

Moderator: Chase Purdy, Quartz

Speakers: Peter Lehner, Earthjustice / Paul Shapiro, The Humane Society of the United States / Michele Simon, Plant Based Foods Association / Laura Wellesley, The Royal Institute of International Affairs

5:45 – 6:00 PM TISHMAN AUDITORIUM

Closing

6:30 – 8:30 PM MOTHER OF PEARL/CIENFUEGOS (95 AVE. A, NY, NY 10009)

VIP Reception (Ticketed Event)

AGENDA

SUNDAY, MAY 21

8:30–9:00 AM GREENBERG LOUNGE

Registration and Breakfast

9:15–10:15 AM TISHMAN AUDITORIUM

The Rise of Conscious Capitalism: What role do businesses play in reducing societal meat consumption?

Moderator: Adam Chandler, The Atlantic

Speakers HRH Khaled bin Alwaleed bin Talal, KBW Investments / Molly Breiner, ALOHA / Monica Klausner, Veestro / Anna Rosales, Barilla

10:15–11:15 AM TISHMAN AUDITORIUM

Impact Investing: What is the role of social entrepreneurship, investment, and philanthropy in reducing societal meat consumption?

Moderator: Leif Walcutt, Forbes Media

Speakers: Leslie Barcus, VegFund / Lisa Fera, Stray Dog Capital / Simone Friedman, EJF Philanthropies / Leslie Samuelrich, Green Century Funds / David Yeung, Green Monday

10:45–11:00 AM MID-MORNING BREAK

11:45–12:45 PM TISHMAN AUDITORIUM

The Culinary Scene: How can chefs and restaurateurs push plant-based eating forward?

Moderator: Carey Polis, Bon Appétit

Speakers: Jonathan Cetnarski, Natural Gourmet Institute / Craig Cochran, Terri / Kim Huskey, Google Food

1:00–2:15 PM LUNCH

2:00–3:00 PM TISHMAN AUDITORIUM

Transforming Food Service: How can we encourage food service providers and institutions to promote and incorporate more plant-based foods on the menu?

Moderator: Sierra Tishgart, Grub Street

Speakers: Amy Keister, Compass Group / Sasha Stashwick, Natural Resources Defense Council / Arlin Wasserman, Changing Tastes

ALL CONFERENCE PROGRAMMING AT THE NYU SCHOOL OF LAW

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3:00–4:00 PM TISHMAN AUDITORIUM

The Plant-Based Revolution: What is the future of plant-based foods in terms of their diversity, accessibility and marketability?

Moderator: Kaleigh Rogers, Motherboard

Speakers: Lamiaa Bounahmidi, Looly's and leCupboard / Todd Boyman, Hungry Planet / Rosario Garcia, Blendfresh / Caroline Love, Hampton Creek

4:00–4:30 PM MID-AFTERNOON BREAK

4:30–5:30 PM TISHMAN AUDITORIUM

Innovations in Food Manufacturing: What are the opportunities and challenges associated with cultured meat?

Moderator: Ryan Mandelbaum, Gizmodo

Speakers: David Kay, Memphis Meats / Mark Post, Mosa Meats / Mike Selden, Finless Foods

5:30–6:00 PM TISHMAN AUDITORIUM

Closing