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"Climate Friendly Cuisine" Conference Promotes Food Service Innovations that Save Money, Health and the Planet

Event Name: Climate Friendly Cuisine: Food Service Guidance and Best Practices for a Healthy Planet
Event Date: September 11, 2018
Event Time: 8:00 AM – 6:00 PM (Exhibit Hall open to the public from 4:00 – 6:00 PM)
Event Venue: LinkedIn Corporate Offices, 222 2nd St, San Francisco
Event Details: An educational conference for food service professionals addressing the importance and profitability of food service practices that promote sustainability. Participants include restaurants, caterers, hospitals, educational institutions, corporate campuses, entertainment venues and other institutions that serve food. Topics: plant-forward meal design, sustainable sourcing, and food waste minimization.
Event Website and Registration: https://www.acterra.org/climate-friendly-cuisine/ (Registration Deadline: September 5)

PALO ALTO, August 30, 2018-- On September 11, 2018, a day-long educational conference will take place in San Francisco aimed at helping Bay Area restaurants and food-serving institutions trim their costs, green their business practices and attract the growing proportion of eco-conscious diners. The conference, entitled “Climate Friendly Cuisine: Food Service Guidance and Best Practices for a Healthy Planet”, is sponsored by the environmental nonprofit Acterra, in partnership with the Bay Area Air Quality Management District and event host LinkedIn.

“Most people aren’t aware that in the Bay Area, your food probably contributes more to your carbon footprint than your commute,” said Nicole Angiel, Director of Business Partnerships for Sustainability at Acterra and lead organizer of the conference. For an average Bay Area resident, nearly 20 percent of their carbon footprint comes from food, presenting institutions and companies that serve food with “a major opportunity to help individuals to shrink that footprint,” Angiel remarked.

Attention to sustainable practices also confers real economic benefits. A 2015 Nielsen poll revealed a rapidly growing percentage of consumers (66%, up from 50% in 2013) who were willing to pay a premium for sustainable goods and services. And a suite of recent economic studies has shown that companies that commit to “zero waste” or other sustainability goals perform better in revenue and sales relative to their competition. The rapid rise of Redwood City’s Impossible Foods exemplifies the merging of profitability and concern for the planet.
Noted chef, restaurateur and two-time James Beard award-winner Traci Des Jardins (of Jardinière, Public House, The Commissary, and other restaurants) will deliver the keynote presentation at 9 AM. Other invited speakers include Anthony Myint of The Perennial, Toussaint Potter of AT&T Park and Bon Appétit Food Management Company, food waste author and expert Dana Gunders, and entrepreneur Miyoko Schinner of Miyoko’s Kitchen. Additional program details can be found at https://www.acterra.org/climate-friendly-cuisine/.

Participants in “Climate Friendly Cuisine” will gain resources and tools that will help them optimize their business practices. The conference will “inform, inspire, and open up communication channels that businesses can leverage in their everyday decision-making,” said Acterra’s Executive Director, Adam Stern. The opportunity to build a broader community of sustainable businesses motivated Kerry Bitner, owner of the 100% plant-based café Que SeRaw SeRaw in Burlingame, to register for the conference. “A green network of small businesses would reassure me I’m not alone in my mission to be green,” said Bitner, adding, “The more like-minded businesses who join together, the more we can create market pressure for green practices.”

[This event is an official Affiliate Event to the 2018 Global Climate Action Summit (GCAS) in San Francisco; in total, over 14 Affiliate Events to GCAS2018 pertain to the intersection of food and climate.]

About Acterra: Action for a Healthy Planet
Acterra is a San Francisco Bay Area 501(c)(3) nonprofit based in Palo Alto that brings people together to create local solutions for a healthy planet. Acterra works locally to help people save energy, use cleaner power, and reduce their carbon footprint at home, at work, and in the community. We also recognize Bay Area companies that are leaders in environmental sustainability and create mechanisms for companies and organizations to learn from each other. For more information, visit acterra.org.