

TOGETHER AT THE TABLE:

*Ethics in Food
and Health Systems*

A Conference and Culinary Challenge
Hosted by the Caux Round Table
Minneapolis, MN USA
Wednesday, September 30, 2009



Honorary Event Chair
Jeanette Leehr

Honorary Event Chair
John Diracles

CAUX ROUND TABLE



Background:

The Twin Cities is a major center of the world's food and health industries. This community is also famous for groundbreaking work and leadership in the areas of wellness, ethics and philanthropy. The location is a fitting one to analyze questions relating to ethics in the world's food and health systems.

Description:

As we witness tremendous change and convergence in the food and health industries worldwide, and the evolution of related law and policy, we see that ethical considerations are playing a key role in decision-making.

Some of the ethical questions being asked are fundamental and the answers to them critical: What is 'good'? What is 'bad'? Do we, as industries, have a moral duty and obligation to individuals? Which individuals? And to what extent? As these issues are debated, it is becoming increasingly clear that a shared commitment to ethics and corporate social responsibility will be key to assuring that emerging food and health systems will be suitable, fair, safe and sustainable. It is also apparent that food and health systems need to be integrated and coordinated to some extent in order that the goal of public health be achieved and maintained.

The aim of this conference is to bring together varied representatives of the food, agriculture, health and wellness industries to discuss the integration of ethics in emerging food and health systems. The speakers will explore the ethical questions in a general way. The panelists will discuss ethical issues in the context of their practical experience and respective primary objectives. They will also share visions and recommendations for the future. If we see the body as substructure of human dignity, then how we feed ourselves is as fundamental and ethical a challenge as we can find. The focus of our food and agricultural systems, ultimately, is whether we can find a way to feed all the people well and safely.

The Caux Round Table:

The Caux Round Table is an international network of experienced business, political, academic and community leaders who work to design the intellectual strategies, management tools and practices to strengthen private enterprise and public governance to improve our global community. For more information, see www.cauxroundtable.org.



Sponsored by:



SCHEDULE:

- 1:30 Conference Registration -**
3rd Floor Atrium
- 2:00 Conference -**
Norway Room
- 5:30 Conference Reception**
(and Silent Auction) -
3rd Floor Atrium
- 6:00 Culinary Event -**
3rd Floor Atrium
- 8:00 Dessert and Awards -**
Norway Room
- 8:30 Event concludes**

Venue:

Radisson Plaza Hotel
35 South 7th Street; 3rd Floor
Minneapolis, MN 55402
612.339.4900
www.radisson.com/minneapolismn_plaza

CONFERENCE PROGRAM

Welcome

Jeanette Leehr, Honorary Event Co-Chair

The Caux Round Table

Stephen B. Young, Global Executive Director, Caux Round Table

Message from Washington, DC

Senator Amy Klobuchar (by video)

Conference Opening

Megan O'Hara, Wife of Minneapolis Mayor R.T. Rybak
and Tri-Chair of *Homegrown Minneapolis*

Guest Speaker

Richard Broderick, Award-winning journalist and
Co-founder of *Twin Cities Daily Planet*.

15 minute break

PANEL DISCUSSIONS

PANEL I

Moderator: Glenn Ford, CEO, Praxis Marketplace

Panelists:

1. Mike Erlandson, Vice President Government Affairs, SUPERVALU, Inc.
2. Reginaldo Haslett-Marroquin, Director, Rural Enterprise Center
3. Greg Reynolds, Riverbend Farm, Delano MN
4. Tony Thompson, Willow Lake Farm, Windom MN
5. Cecil Wright, Vice President of Sustainability and Local Operations, Organic Valley Family of Farms

Q & A

15 minute break

PANEL II

Moderator: Dr. David Wallinga, William T. Grant Foundation Distinguished Fellow, Food Systems and Public Health, Division of Epidemiology and Community Health, University of Minnesota; and Director, Food and Health, Institute for Agriculture and Trade Policy

Panelists:

1. Margaret Adamek, PhD, Research Fellow, University of Minnesota - Local Foods, Sustainability, and Wellness, Regional Sustainable Development Partnerships
2. Jeremy Iggers, Executive Director, Twin Cities Media Alliance and Blogger, TCfoodies.com
3. Jean Ronnei, Director of Nutrition & Commercial Services, St. Paul Public Schools
4. Marcus Thygeson, VP and Medical Director of Consumer Health Solutions, Health Partners

Q & A

Closing Remarks

Stephen B. Young, Global Executive Director, Caux Round Table

Farewell

Jeanette Leehr, Honorary Event Co-Chair

Reception

PARTICIPANT BIOGRAPHIES

CONFERENCE



Margaret Adamek, PhD

Local Foods, Sustainability and Wellness - University of Minnesota
Minneapolis, MN

Margaret Adamek, PhD, serves as a Research Fellow in Local Foods, Sustainability and Wellness at the University of Minnesota. Her current portfolio of work includes developing new methodologies for analyzing current and potential food sheds; building capacity of local communities to make systems change associated with local food systems; and creating innovative strategies for urban and rural communities to transform their food environment. She holds a bachelors degree from Carleton College in African American Studies and French Literature and a doctorate from the University of Minnesota, with a research specialization in consciousness studies.

Her background includes two decades of work in sustainable food systems, social movements and systems change, and building effective multicultural collaborations. She is a proud member of a biodynamic CSA, grows her own vegetables and herbs, and is experimenting with whole grain breads using delayed fermentation methods. Adamek is a frequently requested public speaker, nationally and locally, on local food systems, brain biochemistry and the contemporary American diet, and the interface between culinary and agricultural arts.



Richard Broderick

Journalist
Minneapolis, MN

Rich Broderick teaches journalism and writing at Anoka Ramsey Community College and is co-founder of the award-winning news website, Twin Cities Daily Planet (www.tcdailyplanet.net), where he writes often about health and public policy. The author of three books, he is the recipient of numerous honors, including a Minnesota Book Award.



Mike Erlandson

SUPERVALU Inc.
Eden Prairie, MN

Mike Erlandson oversees federal and state government affairs for SUPERVALU. He is Chair of SUPERVALU's federal political action committee, is on the company foundation board, a member of the public affairs team and serves on the environmental stewardship committee. Erlandson joined SUPERVALU in January of 2007. SUPERVALU is one of the largest publicly held companies based on revenue headquartered in Minnesota. The company operates more than 2,500 stores, over 900 in-store pharmacies, 120 fuel centers, and 35 distribution centers that supply over 5,000 grocery retail endpoints. It operates in 49 states and employs over 180,000, including 110,000 union members.

Prior to joining SUPERVALU, Erlandson served as chief of staff to U.S. Congressman Martin Olav Sabo, 5th District Minnesota, for 13 years. He was elected State Chair of the Minnesota Democratic (DFL) Party

in 1999, serving three terms. A spokesman on such issues as campaign advertising, election law, campaign finance, campaign strategy, and multi-party politics, he has appeared on both national and local television and radio shows, including: NBC's Today Show, Hardball, ABC's This Week with George Stephanopoulos, CNN, C-SPAN's Washington Journal, Fox and Friends, National Public Radio, NBC's Sunrise Show, Face to Face, At Issue, Minnesota Public Radio's Midday, Don Shelby Show, The CBC, and Public Television's Almanac. Erlandson also hosted The Mike Erlandson Show on Air American Minnesota and is a published author. Erlandson is a graduate of St. John's University in Collegeville, Minnesota, and Harvard's Kennedy School Program for Senior Managers in Government. A native Minnesotan, he grew up in Fridley and attended Columbia Heights High School. With his wife, Dawn, son John and daughter Lily, he currently lives in Minneapolis. He is an avid sailor, enjoys skiing on water and snow, spending time with his children and riding his motorcycle.



Glenn Ford

Praxis Marketplace
Minneapolis, MN

Glenn Ford parlayed an advanced degree from Northwestern University and two undergraduate business degrees from Eastern Illinois University to become a senior executive with the companies PepsiCo, Baxter Healthcare, Indiana National Bank, and Electronic Data Systems. He

left his career with Fortune 500 companies to teach marketing and to become an entrepreneur. His entrepreneurial pursuits and care for the plight of the urban ethnic community has led him to form Praxis Foods which will be building grocery stores in urban areas that have been deserted or ignored by leading grocers. Commonly referred to as "food deserts", some of these communities have not seen a new grocer in over thirty-five years. Glenn lives in Minnetonka and is the father of two grown children.



Reginaldo Haslett-Marroquin

Rural Enterprise Center
Northfield, MN

Reginald Haslett-Marroquin was a founder of Peace Coffee, a coffee company developed in partnership with Rigoberta Menchu Tum, the 1992 Nobel Peace Prize laureate. In recognition of his work both locally and internationally, he was awarded one of the Twin Cities (Minneapolis

and Saint Paul) International Citizen of the Year Awards in 1996. After developing Peace Coffee, Reginaldo went on to work with woodland owners in the Midwest and Guatemala where he organized Forestry Stewardship Certified cooperative forestry businesses. Reginaldo currently lives and works in Northfield, MN and is the founder and current Director of the Rural Enterprise Center, a program of Main Street Project, a non-profit tax exempt organization in Minneapolis with a focus in rural development.



Jeremy Iggers

Twin Cities Media Alliance
Minneapolis, MN

Jeremy Iggers (jerry@tcmediaalliance.org) ended a 20+ year career with the Minneapolis Star Tribune to become executive director of the Twin Cities Media Alliance, the non-profit organization that operates the Twin Cities Daily Planet.

TCMA also offers citizen journalism classes and media skills workshops, and holds public forums on media issues. During his journalism career, Iggers wrote about food, restaurants and ethics, and won two national awards for overseas reporting. Iggers has a Ph.D. in philosophy from the University of Minnesota (1993); his doctoral thesis on the ethics of journalism was published as Good News, Bad News: Journalism Ethics and the Public Interest (Westview Press, 1998). He is also the author of two books about food, The Joy of Cheesecake (Barron's, with co-author Dana Bovbjerg), and Garden of Eating: Food, Sex and the Hunger for Meaning (Basic Books). He continues to blog about food and restaurants for his participatory food website, TCFoodies (www.tcfodies.com). He lives in south Minneapolis with his wife Carol and two cats.



Senator Amy Klobuchar (D-MN)

United States Senate

In 2006, Amy Klobuchar became the first woman elected to represent the State of Minnesota in the U. S. Senate. As a respected leader - both as chief prosecutor in Minnesota's largest county, and now as a United States Senator, Amy has always embraced the values she learned growing up in Minnesota. Amy quickly established herself as a

leader determined to get results. On issues from consumer protection to renewable energy; from developing our rural economy to combating climate change to reforming our government, Amy has been a strong advocate for middle-class families and Minnesota values.

Amy took the lead to pass the most significant consumer product safety legislation in a generation, keeping toxic products off our shores and out of our stores. She acted quickly to obtain full funding for the I-35W bridge, the eight-lane highway which was rebuilt in a record nine months after tragically falling into the Mississippi River. She introduced legislation to secure health and education benefits for our nation's veterans. She took on the cell phone companies for more consumer-friendly policies. And she helped pass the most sweeping ethics reform since Watergate. "The Washington Post has described Klobuchar as "a rising star" and "a leading proponent of efforts to combat climate change," not to mention "the funniest new member of Congress." Amy serves on five Senate committees: Agriculture, Environment and Public Works, Commerce, Judiciary and the Joint Economic Committee.



Jeanette Leehr

Honorary Event Chair
Minneapolis, MN

Jeanette Leehr is President of the Board of Directors of Via International (formerly Los Ninos), a 35-year-old non-profit community development organization, based in San Diego and operating in the U.S./Mexico border region

principally. Via programs include Food Security, Nutrition and Ecology, Micro-Enterprise, Community Leadership and the newly formed Institute for Community Development and Voluntourism. Jeanette is also Founder, President and Executive Producer of Heritage Productions International, LLC, an independent television production company. She has worked for a number of international businesses and has been active in philanthropic, educational and political organizations at home and abroad. She has served on the Board of Trustees at Shattuck-St. Mary's School, Faribault, Minnesota and is currently a board member of the Minneapolis-Cuernavaca Sister Cities Organization. Jeanette holds a BA in Political Science from

Loyola University (Chicago), a MA in International Relations from the University of Southern California (London Campus) and studied law at Southwestern University (Los Angeles).



Megan O'Hara

Megan O'Hara Communications
Minneapolis, MN

Megan O'Hara has served in a variety of community leadership roles, most recently as co-chair of Homegrown Minneapolis, a project of the City of Minneapolis to improve consumption, sales and distribution of fresh, locally grown foods to positively impact the health, food security, economy and environment of our city and the surrounding region. Prior to that she chaired the Minnesota Children and Nature Connection, helping to deepen and broaden the efforts to reconnect our children and families with nature.

Professionally, Megan has worked in communications and marketing for such major Minnesota nonprofits as the Guthrie Theater, Walker Art Center, the Minnesota Historical Society, Abbott Northwestern Hospital and Minnesota Public Radio. In the environmental field, Megan managed communications for the Minnesota Center for Environmental Advocacy, working on media and public advocacy campaigns for the protection of Minnesota's natural heritage and public health. In education, Megan helped launch a high school serving immigrant and refugee youth. She wrote and edited a series of children's history books in conjunction with the Minnesota Historical Society and Capstone Press.



Greg Reynolds

Riverbend Farm
Delano, MN

Minnesota Farmers Union member Greg Reynolds from Riverbend Farm in Delano began his organic farming venture after acquiring a degree in Physics. Heavily influenced by the back-to-land movement following the Vietnam War and thinking he wanted to "farm someday," Greg set out to grow food in an environmentally responsible manner with as little oil consumption as possible and a long-term view of the future. Now a veteran farmer, Greg proudly provides fresh, nutritious, and sustainable produce to local restaurants, including The Birchwood Café.

Greg has also been involved with the Local Fair Trade Network for the last five years, and has participated in the Agricultural Justice Project's pilot program for two years. Prior to becoming a farmer, Greg worked as an engineer for 18 years with TSI Inc., a scientific instrumentation manufacturer in Shoreview.



Jean Ronnei

St. Paul Public Schools
St. Paul, Minnesota

Jean Ronnei is the Director of Nutrition & Commercial Services for the Saint Paul Public Schools (SPPS) in Minnesota. She has worked for the district for 20 years. The SPPS is a very diverse urban district with 38,000 students. 70% of students are eligible for free or reduced-price meals; and over 70 languages and dialects are spoken. Nutrition Services has an annual budget of \$21 million. In addition to Ms. Ronnei's responsibilities for Nutrition Services, she also oversees the district print center, storehouse and distribution operations. Ms. Ronnei received her B.S. from Iowa State University in Hotel and Restaurant Management.

Ms. Ronnei is currently involved with School Nutrition Association Education Committee, the School Nutrition Association Professional Standards Taskforce, FOCUS (Food Options for Children in Urban Schools), Leadership Integration Team & Learning Lab. She is also a Member of the Council of Great City Schools Peer Review and Co-Chair of Child Nutrition Industry Conference. Formerly, Ms. Ronnei served as President of the Minnesota School Nutrition Association (2008-09), the FAME School Nutrition Association Director of the Year (2007) and Council of Great City Schools Food Service KPI Technical Team Lead.



Tony Thompson

Willow Lake Farm
Windom, MN

Tony Thompson represents the fifth generation of farmer landowners who have farmed the Willow Lake Farm near Windom, Minnesota as if physics, biochemistry, the ecology, the economy, aesthetics and ethics co-exist. He earned a B.S. in Agronomy and continued in graduate studies of Plant Ecology at Montana State University, Bozeman, MT. With help from the Minnesota Department of Agriculture's Energy and Sustainable Agriculture Grant Program, he has been increasing the biodiversity of his cropping system by planting understory forage grasses and legumes within his ridge-till corn and soybean fields. Over a period of many years, he has preserved a large expanse of native prairie and now harvests seed for ecological restoration from these sites. The Willow Lake Farm hosts many recreationists, students and researchers as well as the annual Willow Lake Farm Agroecology Summit (an informal, fun but challenging forum at which farmers, consumers, researchers and policy makers can meet and bring together their ideas for the future). Mr. Thompson is currently a board member of the Minnesota Institute for Sustainable Agriculture, the Craighead Environmental Research Institute and the North Heron Lake Game Producers Association.



Marcus Thygeson

Health Partners
Minneapolis, MN

Dr. Marcus Thygeson, Vice President and Associate Medical Director of Health Initiatives at Health Partners, provides medical direction in sales marketing and product development as well as executive leadership for worksite health programs. Prior to joining Health Partners, Dr. Thygeson worked as medical director of Definity Health where he was responsible for personal care support strategy and operations, and supported consumer activation, network strategy and provider

relations. Dr. Thygeson received his medical degree from Harvard Medical School in 1980. He is a member of the American College of Physicians and the American Gastroenterology Association.



David Wallinga, MD, MPA

Food Systems and Public Health, Division of Epidemiology and Community Health, University of Minnesota; Institute for Agriculture and Trade Policy (IATP) Minneapolis, MN

Dr. Wallinga looks in a systems way at how we grow, package and distribute foods that ultimately affects public health. He uses this ecological or food systems lens to look at epidemics of obesity, antibiotic resistant organisms as well as climate change. Among other venues, Dr. Wallinga works at Health Care Without Harm and leading hospitals and health systems to make their food more nutritious, as well as ecologically healthy and socially responsible. As co-leaders of Healthy Legacy, IATP worked to remove the synthetic estrogen, BPA, from baby bottles and other children's food packages. For those and other efforts, the Blue Cross Blue Shield Foundation of Minnesota last fall named Dr. Wallinga the recipient of its annual Upstream Public Health Leadership Award. He also serves as the William T. Grant Foundation Distinguished Fellow in Food Systems and Public Health at the School of Public Health, University of Minnesota.

Dr. Wallinga's publications with IATP include: "Not So Sweet: Mercury and High Fructose Corn Syrup (2009)," "Playing Chicken: Avoiding Arsenic in Your Meat (2006)," and "Poultry on Antibiotics: Hazards to Human Health (2002)." He received a medical degree from the University of Minnesota Medical School, a Masters degree from Princeton University, and a Bachelors from Dartmouth College.



Cecil Wright

Organic Valley Family of Farms
La Farge, WI

As a member of the executive management team, Cecil's duties are to oversee employee/operational support, to lead in special projects, to direct the Sustainability Department and to be the local/regional community liaison for the cooperative.

Currently, Cecil is leading projects within four sustainability initiatives: Installation of renewable energy projects (solar and wind), farm sustainability (renewable energy, energy efficiency, alternative fuels), quantifying carbon emissions and sequestration rates for our farms and our business (calculating net carbon), and communicating the value propositions of organic agriculture (benefits of organics on personal health and the environment).



Stephen B. Young

Caux Round Table
Saint Paul, MN

Stephen B. Young is the author of *Moral Capitalism* and the Global Executive Director of the Caux Round Table, a group of globally prominent business leaders that promotes transcultural standards for organizational integrity and responsibility. He earned his A.B. and J.D. degrees from Harvard University and served as Assistant Dean at the Harvard Law School and Dean of the Hamline University School of Law. In her 2008 book, *The Difference Makers*, Sandra Waddock listed Young as one of 23 leaders who guided the development of the corporate responsibility movement.

CULINARY EVENT



Rudy Maxa

Special Guest Host

Rudy Maxa, a former Washington investigative reporter and columnist for The Washington Post, is host and executive producer of "Rudy Maxa's World," the Emmy-award-winning public television travel series (www.maxa.tv). He is also an award-winning contributing editor and writer with National Geographic Traveler magazine.



Magdalena Müllerperth

Piano

Magdalena Müllerperth was born 1992 in Pforzheim, Germany. At the age of five, she took her first piano lessons. When she was eight, Magdalena became a student of Prof. Sontraud Speidel. At age eleven, she became a junior student at the public University of Music, Karlsruhe, Germany, attending courses taught by Prof. Sontraud Speidel.

At fifteen, Magdalena enrolled in the Pre-Conservatory Program at Shattuck-St. Mary's School in Faribault, Minnesota and became a student of Prof. Alex Braginsky, Professor of Piano, Hamline University and the University of Minnesota. Currently, she is a junior at Shattuck-St. Mary's. Since 1999, the young artist has earned more than 35 prizes and special awards at national and international piano competitions.

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