



**Food  
Health**  
LIVE

**DAY 1**

**04.29.2026**

**9:00 AM -  
12:00 PM**

***Ticket Required* Pre-Event Workshop -  
The 'How to' Food Health Innovation Lab**

**Innovation Lab**

Carter Williams and Ellen Brown have spent years inside the systems most people only critique - and they're building what comes next. Join them for the Food Is Health Innovation Lab: a coalition-building working session designed to help participants locate themselves in the food-health transition, make meaningful connections, and leave with concrete next steps.

**9:00 AM**

**Opening Session: Food Is Health - The Rebel Alliance and System C (20 minutes)**

*Whether are in the System C tribe or it's a new term this conversation sets the stage for everyone. Food and healthcare have operated as separate industries for decades. Chronic disease makes clear they are one system. Rising costs, poor outcomes, and advances in AI are forcing a shift from downstream disease management to upstream prevention. We will discuss why the separation is breaking down, what System C is, and why this room matters now.*

**9:20 AM**

**Participant Working Introductions (90 minutes)**

*Each participant shares what they're building, the problem they're solving, and what they need to move forward. Structured for alignment and real-time connection - not fundraising. We will take it deeper if we all already know each other.*

**10:50 AM**

**Break (15 minutes)**

**11:05 AM**

**Theme Mapping and Working Groups (40 minutes)**

*Carter and Ellen synthesize themes and guide participants into focused small-group discussions around the highest-potential areas for collaboration.*

**11:45 AM**

**Report-Outs, Introductions, and Next Steps (15 minutes)**

*Groups share takeaways and immediate actions. You leave with momentum, not just ideas.*

*This room will have people you need to know - and you'll meet them before the conference officially kicks off.*

**12:00 PM**

**Ellen Brown, Founder, Healthcare Actually**  
**Carter Williams, CEO & Managing Principal, iSelect Fund**



# Food Health LIVE

**DAY 1**

**04.29.2026**

**12:30 PM**

**Registration, Refreshments & Networking**

**1:30 PM**

**Chair's Opener**

**Catherine Macpherson**, SVP & Chief of Nutrition, **Mom's Meals**

**1:40 PM**

**Making Food as Medicine Pay Off**

This session shows how to unlock reimbursement and prove ROI. Learn how to pitch nutrition programs to payers, employers, and investors and get them to say yes.

**Catherine Macpherson**, SVP & Chief of Nutrition, **Mom's Meals**

**Lisa Porter**, Director of Medicare Market Solutions, **Humana**

**Anna Lin-Schweitzer**, Associate Director, Feeding Change, **Milken Institute**

**Haleta Belai**, VP, Enterprise Health Equity, **Centene Corporation**

**Jenefer Jedele**, Health Economist, **Blue Cross North Carolina**

**2:20 PM**

**Balancing Nutrition in the Age of Ozempic**

GLP-1 is here to stay... and it's not going anywhere. Discover how health and food sectors can align with this shift, support long-term outcomes, and adjust as consumer behavior evolves. What framework needs to be in place to keep patients safe and maintain their nutrient requirements. A must for anyone navigating this disruption.

**Stephen Lupe**, Head of Behavioral Health, **Cleveland Clinic**

**Tara Schmidt**, Lead Dietician & Host, Mayo Clinic Nutrition Podcast, **Mayo Clinic**

**Deedra Geniesse**, Director of Clinical Nutrition, **Stanford**

**Bruno Didier**, Head of B2B, **Cook Unity**

**3:00 PM**

**Refreshments & Networking**

**3:40 PM**

**Beyond the Basket. How Retail, CPG & Nutrition Data are Advancing Community Wellness**

Learn first hand how cross-sector collaborations are translating data into action and expanding Food is Medicine beyond fresh fruits and vegetables, enabling access to better-for-you products, strengthening community-based programs, and using nutrition intelligence to inform smarter decisions.

**Steven Jennings**, Health Partnerships & Stakeholder Engagement Health & Sustainability, **Ahold Delhaize**

**Mandy Katz**, Director of Healthy Living, **Giant Food**

**Melanie Condon**, Sr. Director, Corporate Affairs Strategy & Engagement, **Dr Pepper**

**Jason Wilson**, SVP, Strategic Partnerships, **Partnerships for a Healthier America**

**Julie Greene**, Director of Guiding Stars, **Guiding Stars**



## DAY 1

# 04.29.2026

4:30 PM

### Bridging the Food Health Ecosystem

From the rise of Food is Medicine programs to the broader shift toward preventative food health approaches that encompass lifestyle and even environmental factors. What role does policy play in taking this movement to that next level? Learn on emerging trends and the biggest opportunities and challenges for each stakeholder. How do we link the chain?

**Rebecka Sexton**, Founder and Director, **PeopleLabs**

**Steve Brazeel**, CEO & Founder, **Project Foodbox** | Fruit & Veg Advisory Committee, **USDA**

**Naima Gardner**, Director Division of Nutrition and Physical Activity, **Indiana Department of Health**

**Amanda Ryan**, Deputy Director, State and Population Health Group, **Centers for Medicare & Medicaid**

**Dion Dawson**, President, **Dion's Chicago Dream**

5:20 PM

### Chair's Closer

**Catherine Macpherson**, SVP & Chief of Nutrition, **Mom's Meals**

5:30 PM

### Food Health LIVE Awards & Party!

6:30 PM

### End of Day 1

## DAY 2

# 04.30.2026

7:30 AM

### Morning Mobility - Stretching & Strengthening

Hosted by **Georgie Spurling**, Founder & CEO, **AVRA Wellness**

8:00 AM

### Breakfast & Networking

*Food Health LIVE will Split into 2 Tracks. Please Pick your Track, you are Welcome to Switch Between the Two Tracks Throughout the Day.*

### Track 1 - Food Health: In Action

### Track 2 - Food Health: The How-to Playbook

9:00 AM

### Chair's Opener

**Ed Gaskin**, Journalist, **Boston Herald**

### Chair's Opener

**Ellen Brown**, Founder, **Healthcare Actually**

**Carter Williams**, Founder & Managing Principal, **iSelect Fund**



DAY 2

04.30.2026

9:10 AM

### School Food: Myths, Misunderstandings, Models, & Opportunities

School meals are a secret weapon. Learn how top programs are fighting disease, boosting academic outcomes, and transforming communities despite stigma and funding myths. See what's possible when school food gets the spotlight.

**Spence Medford**, SVP & Chief Advancement Officer, **The Henry Ford**

**Alexandra DeSorbo Quinn**, Executive Director, **Pilot Light**

**Katie Wilson**, Executive Director, **Urban School Food Alliance**

**Kris De la Torre**, Managing Director **Cultivate Collective**

### How To Framework: Monetizing Health, Not Disease

School meals are a secret weapon. Learn how top programs are fighting disease, boosting academic outcomes, and transforming communities despite stigma and funding myths. See what's possible when school food gets the spotlight.

**Katie Stebbins**, Executive Director, Food & Nutrition Innovation Institute, **Tufts Food & Nutrition Innovation Institute**

**Ellen Brown**, Founder, **Healthcare Actually**

**Carter Williams**, Founder & Managing Principal, **iSelect Fund**

9:50 AM

### You Can't Prescribe What You Can't Source

Food as Medicine programs are scaling fast, but the biggest bottleneck is not reimbursement or policy. It is sourcing. Three working farmers and a food safety certification expert break down what it takes to make small and mid-sized farms institution-ready: compliance, aggregation, traceability, and fair pricing. This is the operational foundation underneath every produce prescription, grocery bag program, and school food initiative on the agenda.

**Clancy Harrison**, Founder, **The Food Dignity® Movement**

**Liz Krug**, Owner & Farmer, **Endless Roots Farm**

**Gerardo Martinez**, Owner & Farmer, **Wild Kid Acres**

**Jake Bowman**, Founder, **Sustainably Fresh**

**Mark Williamson**, Owner & Farmer, **Williamson Family Farm**

### Science of Human Health — The Root Cause of Health

Chronic disease is not random — it is the result of disrupted biology over time. This session explores the science beneath true health: metabolic function, inflammation, nutrient status, toxins, and lifestyle drivers that shape long-term outcomes. Learn what it means to address root cause instead of symptoms — and why food is the most powerful lever to restore resilience and redefine the future of healthcare.

**Joe Pizzorno**, Author & Member of the Board, **The Institute of Functional Medicine**



### DAY 2

10:30 AM

#### Refreshments & Networking

11:10 AM

#### **We all Deserve Healthy Food**

What is being done to tackle food insecurity? Over 47 million Americans lack access to healthy food driving preventable disease and deepening health gaps. Discover how innovative programs and partnerships are scaling nutrition access through prescriptions, tech, and community-led solutions that deliver real impact where it's needed most.

**Stephanie Christensen**, Head of Community Health Food Systems, **Virginia Mason Franciscan Health**

**Daniel Riff**, Head of Government & Nonprofit Operations, **DoorDash**

**Caree Cotwright**, Former Director of Nutrition Security, **USDA**

**Sonya Jones**, Executive Director, **Caja Solidaria**

**C.J. Sentell**, CEO, **The Nashville Food Project**

#### **Measuring What Matters — Evolution of Human Health Outcomes**

How-To Step 1: Define the endpoint. We are entering a new era of measurement. CGMs are just the start; inflammation, toxins, and long-tail health signals will redefine how we track outcomes. The challenge is separating real science from hype.

**Paul Denslow**, CEO & Co-Founder, **Intus Bio**

**Gil Blander**, CEO, **InsideTracker**

**Tom Cohen**, Co-Founder & President, **Panome Bio**

11:50 AM

#### **The Role of Food Banks in Food Is Medicine: Driving Food Security & Health Impact Through Healthcare Collaboration**

How are food banks and healthcare systems joining forces to advance Food Is Medicine? Across the country, new models are proving that integrating food access into clinical care can improve dignity, access, and health outcomes for families facing diet-related disease. Discover how innovative partnerships and neighbor-centered design are transforming food banks into critical health partners delivering measurable impact where it's needed most.

**Daphne Briggs-Clark**, Vice President, Health Impact Innovation, **Feeding America**

**Mashekia Jones-Slack**, Vice President, Quality Operations, **Lifepoint Health**

#### **Longitudinal Data & Agentic Intelligence — From Soil to Cell**

How-To Step 2: Connect the data vertically. The future of health measurement lies in connected longitudinal data. We now have the ability to track nutrient and biological impact from soil (Earth Optics) to cell (Alden Scientific). Linking these layers allows us to model and improve human outcomes across the entire vertical.

**Lars Dyrud**, CEO, **EarthOptics**

**Eric Smith**, Founder & CEO, **Edacious**

**Matthew Lange**, CEO & Chief Science Officer, **IC-FOODS**



# Food Health LIVE

**DAY 2**

**04.30.2026**

**Amy Qazi**, Director, Innovation & Programs, **Second Harvest Food Bank of Middle Tennessee**  
**Eric Cooper**, President & CEO, **San Antonio Food Bank**

**12:35 PM**

**Lunch & Live Cooking Demo by Cook Unity**  
**Emily Peck**, Platform Chef & Nutritionist, **Cook Unity**

**1:50 PM**

### **Closing Care Gaps with Grocery Bags: MCO Innovations in Food Supports**

Managed Care Organizations are increasingly using food supports such as grocery bags or boxes, medically tailored meals, produce prescriptions, and benefits enrollment help to close care gaps tied to chronic disease and missed preventive care. Coverage will include how plans identify members most in need, deliver food efficiently through community partners, and measure impact on health outcomes and quality scores.

**Rashim Gupta**, Medical Director, NC Community and State, **UnitedHealth Group**

**Speaker TBA**, **UnitedHealthcare**

### **Reformulating Food for Health – From the Ground Up**

How-To Step 3: Transform the soil and nutrient density. The importance of regenerative farming and supply chain on human outcomes. Importance of soil microbiome in food production for human health, etc.

**Mary Purdy Smith**, Managing Director, **Nutrient Density Initiative** | Strategic Program Manager, **The Culinary Institute of America**

**Emily Roach**, VP Healthcare Partnerships, **Morrisey Market**

**Bob Jones**, CEO, **The Chef's Garden**

**Colleen Zammer**, VP of Varietal Solutions Growth & Innovation, **Bay State Milling Company**

**2:20 PM**

### **Nutrition for Your Workforce**

The Fastest Lever for Energy, Focus, and ROI. Corporate wellness is where food and health become business strategy, not just perks. This session shows how employers are using nutrition to cut healthcare costs, lift productivity, and keep talent thriving, with real examples of what's working now.

**Michael Pappas**, Managing Partner, **Pappas Legal & Advisory PLC**

**Anna Threadcraft**, Delta Food Policy Strategy and Development, **Delta Air Lines**

**Georgie Spurling**, Founder & CEO, **ARVRA Wellness**

**Maggie Troope Biscarr**, Co-Lead, **The NOURISH Movement**

### **Reformulating Food for Health – You Are What You Eat**

How-To Step 4: Transform the product. The food industry must reformulate for health—reducing metabolic harm while enhancing bioactive compounds. This session covers two critical levers: the sugar transition and fiber as the forgotten drug.

**Mike LaRocca**, CEO, **PLANTSTRONG**

**Philip Strandwitz**, Co-Founder & CEO, **Holobiome**



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**3:00 PM**

### **Smarter Systems Make Healthier Outcomes: The ROI of AI-Powered Nutrition**

AI is turning nutrition into a scalable, data-driven tool for better health. See how smarter systems are driving outcomes, lowering costs, and delivering ROI for payers, providers, and programs. Learn why investing in this tech is no longer optional.

**Shaan Chaturvedi**, Director, Product innovation, **Samsung**

**Craig Coleman**, Founder & Physician Strategy Lead, **Coleman Health Services**

**Sara Zywicki**, Chief Product Officer, **b.well Connected Health**

**Mory Bahar**, CEO & Co-Founder, **Personal Remedies**

### **Delivering Primary Prevention Through Food — The Basket & Experience**

How-To Step 5: Redesign the point of purchase, including last mile. GLP-1 + lifestyle medicine are changing baskets, and consumers are already moving faster than CPG innovation. Data shows where and how far ahead they are. Retail can become primary prevention infrastructure. Close the distribution gap. Reengineering food requires redesigning distribution.

**Carmen Brace**, SVP Human Health, **Directions Inc**

**Ellis McCue**, Founder & Former CEO, **Mealogic**

**Katie Stebbins**, Executive Director, Food & Nutrition Innovation Institute, **Tufts Food & Nutrition Innovation Institute**

**Irina Pelphrey**, Group VP, Health, **Albertsons**

**3:40 PM**

### **Refreshments & Networking**

**4:10 PM**

### **Engaging Consumers in Dietary Shifts: Insights from State and Local Leaders**

To address the rising chronic disease burdens, state and local governments, public health departments, and health systems are implementing a range of novel food-as-medicine strategies. This session will feature new case studies from public health departments, health systems, and state-based strategies that demonstrate the potential to engage and shift consumer preferences, as well as improve health outcomes.

**Martin Tull**, Chief Impact Officer, **American College of Lifestyle Medicine**

**Naima Gardner**, Director Division of Nutrition and Physical Activity, **Indiana Department of Health**

**Emma Davis**, Chronic Disease Public Health Program Director, **Tennessee Department of Health**

### **The Future of Healthcare — Ending the Chronic Disease Epidemic**

How-To Step 6: Flip the healthcare model. If lifestyle and prevention succeed, chronic disease management—the core of today's healthcare—shrinks dramatically. What will healthcare deliver when the sick-care economy collapses?

**Yuri Sudhakar**, Founder & CEO, **Nudj Health**

**Andy Beckman**, Director, Garmin Health, **Garmin**

**Krista Yoder**, COO & Co-Founder, **FoodHealth Collective**

**Daniel Durand**, CMO & President, **Prenuvo**



**DAY 2**

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**4:40 PM**

**This is How We Do it!  
Integrating Food as Medicine  
into Mainstream Healthcare**

Moving from pilot to standard care is hard. This session unpacks real-world strategies from leaders who've made it work, covering workflow, payer partnerships, and clinical impact. Learn what it really takes to integrate nutrition into healthcare systems.

**Rebecka Sexton**, Founder and Director, **PeopleLabs**

**Moet Sims-Joe**, Vice President, **Advocate Health**

**Peter Skillern**, CEO, **Reinvestment Partners**

**Zelda Council**, Chief of Nutrition, **U.S. Department of Veteran Affairs**

**Futurecast – Deploying the Assets  
& Accelerating Market Creation**

The future is now. A powerful use case will be shared that could be activated to accelerate Food Is Health. Key investors will be core to this panel to share insights on how they see market activation.

**Gen Gillespie**, Operating Partner, **Chicago Pacific Founder**

**Chris Rogers**, Senior Managing Director - Healthcare Investment Banking, **Ziegler**

**Maura Plante**, Founder & CEO, **Living Hungry**

**5:20 PM**

**Chair's Closer**

**Ed Gaskin**, Journalist, **Boston Herald**

**Chair's Closer**

**Ellen Brown**, Founder, **Healthcare Actually**

**Carter Williams**, Founder & Managing Principal, **iSelect Fund**

**5:30 PM**

**End of Food Health LIVE 2026**