Quentin (Moderator): I'll be your moderator, my name is [inaudible], or as some people like to call me, Quentin; whichever one you prefer. Thank you to everyone who's coming here today for the Seventh annual A.S. Sustainability – This Way to Sustainability Conference. Yes, it's okay to clap. It's okay to clap. Now before Laura Stec comes and give you her presentation, I want to tell you a little bit about her. Give you a little background for those of you who may be unfamiliar with some of her accolades and some of the things she's done.

Laura Stec is a chef, author, and educator who enjoys teaching about artistry, health and energetics of cooking. She trained at the Culinary Institute of America, The School of Natural Cookery, and The Vega Macrobiotic Student Center Study Center, developing her specialty, contemporary nutritional, high vibe organic, California cuisine. Laura Stec has worked in restaurants across the U.S., including the Left Bank and Flea Street Cafe in Menlo Park, before starting Laura Stec Innovative Cuisine, which offers private chef services as well as wellness programs and green cuisine workshops for local businesses and businesses worldwide.

As Corporate Chef for Pescadero Foods, Inc., Laura's team is developing three products for market, Wattle & Comb which is 100 percent pasture-raised eggs,
whole grain chicken feed and Zoupka, which is a soup line for the National Schools Lunch Program.
As culinary health educator for Kaiser Permanente Medical Group, she teaches cooking and lectures at Bay Area Corporations and as a leader of the food and environment for over 20 years, Laura's long time message is, the positive effect we can have on the environment begins on our dinner plate. And I would have to say that I agree with that totally. The most positive effect we can start with begins on a dinner plate 'cause most people love to eat. I know I love to eat. Do you guys love to eat?

**Audience members:** Yeah!

**Quentin:** So there you go. There you go. I think you guys agree. Laura has been working part time at environmental organizations Acterra and Bay Area Action from 1994 to 2011, which adds up to 38 years of combined experience in the food and environment sectors. She also has a partnership with Ecospeakers.com and a solution-based message shared across the globe. Now, if that's not enough, I think I might want to mention she's also an author. If you look over there at the table right there you might see some of her books. Her book, "Cool Cuisine: Taking the Bite out of Global Warming," is co-authored with Google scientist and climate scientist, Dr. Eugene Cordero. And
it has been reviewed in 16 countries and 7 languages. So just in case you don't speak English and you speak another language, you can check it out in Spanish or the other five languages.
Now I know what you might be thinking, how did she get started? Well, Laura Stec, she started at home, cooking as a child, using souvenirs and foods from her parent's international travels to decorate the kitchen and incorporate theme, incorporate them into theme dinners for her family. Her first restaurant job was Seva, the iconic vegetarian restaurant in Ann Arbor, Michigan – any Spartans in the house? Maybe? No? [Laughter] Oh, oh, there you go, represent, okay. Now, my dad is from Michigan so you know I like Michigan. Her green cuisine dinner parties and events have been enjoyed by clients such as Google; Sheldon Whitehouse for Senate; football great, Ronnie Lott; activist, Ralph Nader; rock star, farmer Joel Salatin; Silicon Valley Community Foundation and the Medical Women's Association Environment just to name a few. I can't forget Harvard University because that's one of the top schools in our country. But those are just a few of the clients that she has had and she has prepared meals for. Promoting the powerful effect food has on personal and planetary health, Laura founded EcoEaters in 1988, one of the first food and environment education programs in the US. She co-founded The Peaceable Plate Schools Lunch Program and is a former instructor for the Chef's Collaborative Adopt-A-School Campaign. While working for environmental organizations, Bay Area Action and Acterra, she founded EEAT,
EEAT stands for the Environmental Eating Action Team, and was chef of the popular decadent dinner parties for over 10 years.
Now currently Laura's working down on the farm, helping to raise Boardwalk, Rhode Island Red, and Americana Heritage Chickens for Wattle & Comb's exceptional eggs. With 400 chickens and more to follow, Pescadero Foods, Inc. is trying to scale the business without becoming the problem it is trying to solve. Now without further ado, I need everyone in here to put your hands together and help me welcome the woman that does it all — the chef, the author, the educator, Laura Stec.

[ Applause ]

**Laura Stec:** Thank you. Oh, my god. Wow, what an introduction. Thank you, Quentin. My goodness. Hello everybody. Thank you. I can't even—that was it. That was the whole presentation. Lovely to be back here in Chico. Actually one of the three culinary schools that I worked at or trained at was the Vega Macrobiotics Study Center and we were based in Oroville, California. It is since closed. It was that spooky old building in the middle of town if you've ever been to Oroville. And it really taught me a lot about food and cooking. And it's just great to be back in this area. Our presentation today is called, “Cool Cuisine - Feed Your Body, Mind and Planet.” Let's see if we turn this on, that
would be a good thing. Okay.
And it's based on the information from the book which came out in 2008 from one of my alma maters, the Culinary Institute of America, in conjunction with their work with Harvard University. So this is kind of an amalgamation of work from the book and work since the book has come out.
And the whole idea is that the book is looking at what feeds us and what motivates us. So feeding our stomachs works but it may not be quite enough. It may be important for us to consider feeding our heads and our hearts in order to get true satisfaction.
And beyond that we have to realize that we are all products of our brain. And in the past year—two years, there's just been amazing information that's been coming out from scientists about how our brain is controlling our eating. And so we're also going to be looking at that as well.
So we're going to start with four questions to start us off. When was the last time you cooked a meal? Why did you take the time to cook? Where did you learn to cook or did you ever learn to cook? Where do you buy or get your groceries and why?
So these next slides we're just going to take you on a little pictorial tour, information coming from the CDC, the Center for Disease Control. And this tracks basically the United States and our trend toward obesity since 1986. And you'll notice here in the chart that we see—we're starting here with. There are--10 percent of the population with BMI over 30 and then the dark blue is 10 to 14 percent in 1986. Now BMI over 30 of course Body Mass Index means that we're technically obese. And certainly in 1986 there wasn't a lot of us.
And let's just take a little journey in time....
No commentary from speaker.
In 1992, we see a new category added. There's certain percentage of the population, 15 to 19 percent of the states would be considered to be obese.
Here, we have another...
No commentary from speaker.
Another category in 1998, over 20 percent.
No commentary from speaker.
Another category, 25%, in 2001.
No commentary from speaker.
No commentary from speaker.
In 2007, we had 30 percent of the population having a BMI over 30 percent.
And this is where we are with the most recent stats.
So, this little squirrel on the psychiatric—psychiatrist’s couch--makes a lot of sense, right? It's like, what are we eating?
Anyways, Harvard says--Harvard Nutritional Department says there are four key problems with the way that you and I eat. One, we eat too much red meat. Two, we eat too much sodium. We eat too many poor carbohydrates. And lastly, we eat too much in general.
And as we'd look here, this is kind of the--from the US Dietary Guidelines Committee, it shows our goal of what we're trying to get to and our goal and our food of what we're actually eating, what we're currently eating and what we're eating too much of. And you'll notice that basically we're nowhere near what we should be eating then we're way, way over the things that we really don't want to eat.
And when we break that into what are we actually eating...This is a chart that shows that basically half of what you and I--most of the calories that you and I are eating are actually coming from carbos, refined grains, you know, that little bit up here about whole grains and vegetables. This is all the refined grains that we're eating, a little bit of protein and then fat.
And then when you look at that a little closer, when you consider the carbohydrate aspect of that chart, this is what basically you and I are eating. About 30 percent of our calories are coming from these foods. And if you'll look at that chart a little closer, you'll noticed that probably the only thing healthy on it is the beer. [Laughter] So, we have a long way to go start looking at how we're eating.
Here when we look at sodium, we realized that over 77 percent of the sodium that you and I eat, and we're eating about double what we should be, the average--the recommended is 15 to 2300 milligrams. You and I are eating approximately double that, making all of us that we have a 90 percent chance of high blood pressure in this country. And the 77 percent of that sodium that we already eating is coming from processed foods. And the biggest contributor to that, believe it or not, is bread. So if you want to cut down your sodium, one easy, quick, take-home message is, "Don't eat out so much, or cook yourself."
And when we look at that idea of we're eating too much red meat, here are a few charts that talk a little about, show a little bit about what's been happening. Here we see within 3 to 4 countries. The increase since 1987, I think that is or 1981? '61, I think that' what that says. All the way up to a 2001, a big increase in the amount of meat, eggs, fish, you know, poultry when it comes to China, and increase in Japan as well India. is staying pretty similar. And how is that affecting diseases?
Well here, look at the increase in colon cancer. Now for the United States it's actually been going down, which is nice. But in Japan, my goodness gracious, this amount of colon cancer that has increased over the years, dramatic. And actually microbiotics is a Japanese--from Japanese descent. And I recently went to a conference of the culinary institute that was all about Japanese cooking. And it's just amazing how much the top chefs -- they fly top chefs in from Japan to teach us cooking classes and they're teaching us how to cook beef which was the oddest, strangest thing. Because, obviously, we're seeing what happens when you increase too much beef. And from a country that didn't really have beef at all many, many years ago.
And here we see with China how the increase of diabetes has been happening in the country. And interestingly enough, some of the information that's just recently come out is that processed meats are really contributing to this. There's a big difference between eating processed, like lunch meats, deli meats, and just regular beef and, obviously, chicken and fish and things like this. And what Harvard is saying is, don't eat any more of these deli meats because it is really seemingly contributing to diabetes.

**Audience member**: What's the statistics?

**Laura Stec**: One serving of unprocessed red meat increases your risk of diabetes by 11 percent. One serving, which is a hotdog, a sausage or whatever, of processed meats increases risk that, you know, daily by 30 percent. So there's definitely a lot of information out that's coming to talk a little bit about processed meats and the problem with it.
So what do we say about all of this as a United States of America when surveyed? We say that 71 percent of us want healthier choices in restaurants, 50 percent one—excuse me, healthier choices in supermarkets. 50 percent in restaurants. 66 percent claim we have healthy eating habits. And 75 percent of us say that we know that talking to our children when we sit down to eat with them makes a big difference.
And yet, we're finding we're doing the exact opposite. 25 percent actually choose nutrition when we go out to eat. About a 5th of us eat breakfast, 5 or more days a week. About a 5th of us eat a healthy lunch. 37 percent eat a healthy dinner. And only about half of us actually talk to our kids about nutrition.
So what is it, then, that we are motivated by? What makes us choose things in grocery stores? And it happens to be a combination of 4--actually now, 5 things; family, time, money, and values. Who am I cooking for, right? My family. Who am I cooking for? How much money do I have to cook? How much time to do I have to cook. And what are my values around food?

And values is that kind of large category. Do I know how to cook? Do I appreciate healthy food? Do I care about the connection between food and the environment? Is there a cultural thing happening in the way that I eat, in the way that I prepare food at home? And so, what this is basically shows us is that when we're trying to change our diets or anybody else's' diet, you have to hit all these different areas. Don't just come from one area, because people are balancing all these--you know, all these things.
And they also -- well let's look closer at that values perspective. Where, how, feeding the planet, how--what we eat, you know. How it affects the planet as well as our own health?
And how, interestingly enough, these four main areas that we're all doing too much of, too much red meat, too much sodium, too many simple carbohydrates, and too much food in general is basically causing the planet to be as sick as we are.
So this is a factory farm chart of the United States. And in the dark red regions, we see the biggest concentration of factory farms. There are a lot of them in the country and certainly causing all kinds of problems when it comes to eating too much red meat.
So when we look at the stats of what are meat eating diet contributes to the planet, we can see that 70 percent of all the agricultural land on the planet, and 30 percent of the land used, is for livestock, which is shocking. 18 percent of the greenhouse gases, they say, can be contributed to livestock around the planet. 6 million acres a year is deforested just to grow the grain to feed our cows? And, you know, it's interesting, we are feeding our animals the same thing we're feed -- they're feeding our animals the same thing we're feeding us. We're feeding our animals simple carbohydrates, not with their used to eating and it's not a good thing. We'll look at that a little closer. And then within US livestock in general, 55 percent of the erosion in the country is related and caused by livestock. 37 percent of the pesticides used, 60 percent of the antibiotics used in the country is for the livestock, 85 percent of the water used in agriculture is used for livestock. And 85 percent of the grain we grow is raised to feed our livestock. And not only that, every cow puts out approximately 120 pounds of manure daily. Most of that is in pee, not in poop, but every single cow. So, you know, what is that doing? My God, we're--we're polluting the waterways. We're not doing anything with the manure. We're growing way too much grain.
And it’s also causing what we call in the book, “Cool Cuisine,” the Global Warming Diet. This was the first cover for the book. I called the book, “The Global Warming Diet.” The publisher when they got a hold of it, they didn’t like “The Global Warming Diet.” They thought it was too negative and so they changed it into this Martha Stewart, you know, circa 1980s, Martha Stewart looking pastel cover but what are you going to do, you know. I don’t have any pull as an author. But anyways, there are six main ways that our food system contributes to global warming. And those are from UC Davis and the six are here. The six main ways, livestock which we know we’re hearing that 18 percent have contributed to global warming, to greenhouse gas emissions. Petroleum based fertilizers, so eating foods that are grown, that are not organic and also eating, you know, cows that are grown—that are fed grain, that are grown non-organically. If we grow food in greenhouses that are powered by gasoline as compared to the sun, if we fly our food in, if we don’t eat seasonally, and we’re eating strawberries now and we’re eating, you know, squashes and things in the middle of the winter. Winter squashes in the middle of the summer. Flying our food in is definitely contributing. Our food waste -- not doing anything with our compost, right? Not taking care of those apple peels and potato skins. And then our transportation -- how you and I get to the store.
And for every good recipe book, which “Cool Cuisine” is, it’s 1/3 recipes, 1/3 science (by my co-author Dr. Eugene Cordero, who's a professor of science at San Jose State), and then 1/3 storytelling book. Every good cookbook has a recipe. And I just think this is so amazing that I had to include it in this presentation, which is a recipe for one gallon of gas. Because if you and I are eating the Global Warming Diet, we should at least know how to make gas, right? So it turns out that one gallon of gas is 196,000 pounds of plants, and roots, and leaves, and everything we can possibly cram into 40 acres of agriculture. And we gather all that up and we shove it in the ground 6,500 feet with a big potato masher, and then we put a rock on top of it, and we set our kitchen timer for a million years. And then we come back. And we have the makings of one gallon of gas, definitely not a sustainable way to be running our system and certainly not a good way to be running our food system.
So this is one of the charts in the book -- we have lot of charts, Eugene is a smart guy. And he shows us, basically, the connection between the foods and how--what how--what our foods for 100 calories of our food, whether be soybeans, potatoes, chicken, milk, eggs, and beef. What--How much greenhouse gases, how much carbon that emits.

And we'll see here, at first, we've got our vegetables.

And then second, we have our chicken and our eggs.

And then we see how much beef contributes. Now, when we look at that chart, you might have an interesting kind of reaction to it. Anyone have a question about that particular chart, why one might be higher than another? Why is pork so low? Yeah, well, that's a good question. Why is lamb so high? Why is lamb so high? Pork actually does eat, it doesn't just eat grain, they aren't--you can actually put pork and give a little bit of--you can put it on pasture, of course, that's in the natural way. This is an all non-natural thing with the fish. And, you know, just pork eat less than lamb? That's a good--that I don't know. A question that a lot of people ask is why is chicken less than eggs? Anyone have that answer? Why would chicken be less than eggs? I know this 'cause I'm a chicken farmer now. Well--What's that? That's what it definitely. That's--could be one them. [Inaudible Remark] Incubation, okay, that could be added too. [Inaudible Remark] That's not necessarily true. But the chicken feed--what we're feeding our chickens commercially, is crap. It's outrageous, what we're feeding our
chickens. Anyways, the main reason is because you take a commercial chicken to market in six weeks, from egg to market; six weeks it takes to grow a commercial chicken. It takes six months for a chicken to start laying eggs. So you have to feed them, and take care of them, and all this stuff, you got all this lead time. So it takes a lot longer to get a chicken to start laying eggs than it does to actually just take it to market in six weeks. Which is one of the reasons it looks like that.
Now here's another Eugene chart. And it shows a comparison on Auto-Diet Comparison.

So when we look at a Ford F-series truck and compare it to a high animal, which is basically based in beef diet, you'll notice that they kind of look the same. The amount of greenhouse gas emissions per year, that you contribute if you drive one of the biggest trucks out there, one of the biggest gas spewing trucks out there, is actually pretty similar to if you ate a lot of meat.

And we'll go down the list here and look at the different... Prius--there's Prius... ...and here is more of a vegetarian, low-beef diet......and I think, you know, it's actually more efficient for you to become a vegetarian that it is to you to bite, that it is for you buy a Prius, alright. That's one of the market things that we say here. But another thing that's interesting, someone just interviewed me for an article, they wanted to know, re-inspired by green, they were writing an article, how do we get re-inspired by green? We've been doing it for a while. We're kind of--we realized that we want what we want. And, you know, we'd like what we like, and we don't want to give up things we don't like. And I guess, the first thing is this--my first question to the reporter was, "I mean, what don't you like? You don't like clean air, you don't like clean water, you want to live in a polluted dirty planet where, you know--that everything and there's garbage everywhere. And, you know, this is some kind of idea, this is what you want to aspire to? So it's not good to do green because I like living in a dirty crappy place?" No, that's silly. What else might you like that you feel you have
to give up with your working, you know, trying to live a more sustainable green lifestyle. Well, gosh, I like to drive. Okay, there's a good article. There's a good point, I like to drive. But guess what, if you like to drive, then why don't you look at what you eat because you don't have to be perfect in this whole world of trying to create positive change. Don't let perfect be the enemy of the good. There are many ways you can participate in working towards a sustainable lifestyle. Your goal is to try to find out the ones that you like that you can actually work on. And if you really like your big gas, guzzling, hammer vehicle, well then, definitely consider how much beef you're eating, and try to make a balance between the two. In fact, on our website, globalwarmingdiet.com and coolcuisine.org--and coolcuisine.org, we asked people. We've been asking people for three years, when they've rather take public transportation or eat vegetarian a couple time a week, and it was--basically, 75 percent, 25 percent. Most people would rather eat a couple of vegetarian meals three times a week. It doesn't mean you have to give up meat. It means that, find that balance and live in balance with those kinds of ideals.
But this is an interesting chart. This shows—you know, everyone likes local foods, local foods are it, local foods are it. And actually, local foods aren't always at. In the book, we go into many different examples about local is not the answer, but being a fan of wine I'd like to show this chart, you know, which really kind of pretty exposes that. If you are looking for the most local wine, technically, the one with the lowest greenhouse gas emissions, anything—if you're living on the west side of this line, then you want to buy your wines—you know, if it was California and France, we were juxtaposing, you want to buy your wines from California. We have—it'd be your most local, unless of course you bought if from a state closer. And all states are actually, except for Hawaii and Alaska, producing wine now, interestingly enough. It might not be that good but certainly not as good as California. But your local wine, right, would be in California. If you lived to the east of this line though, your local wine is actually from France, which is interesting. Anybody have any idea why?

**Audience member:** [ Inaudible Remark ]

**Laura Stec:** Exactly. If you're going to be eating wine—drinking wine—from this side, chances are you're using a truck to move it to you. Here, things are coming in by boat. And we have another chart in the book that shows the difference between the carbon emissions of flying food, driving food and, you know, and boating food. And boat turns out to be the most efficient way you can possible move food around. So unfortunately, you know, for cherries and things like that, you can actually boat them.
So we're finding a lot of our food being flown. But when it comes to wine which is interesting, and this kind of just makes that point about local foods, local foods are not always the most advantageous to the environment. And so, just think about that and use that when people want to come up and argue a point with you and you can come up and tell them, well, it's true. It's not always the way it is.
So when we look at the fact we’re eating too many refined carbohydrates, it's important to figure out how that's affecting the planet as well.

And here we have 22 billion pounds of fertilizer and 2 trillion pounds of pesticides used every year in the United States, basically to grow the grain to feed our cows. 22 billion pounds of fertilizer, how much is that?

How could we even possibly imagine how much 22 billion pounds are? So I did a little quick calculation and I was like, how many cows would it take, all piled upon on top of each other to represent 22 billion pounds?
And it turns out that it takes 18.3 million cows, all piled upon on top of each other. That would 22 billion pounds of fertilizer and that fertilizer -- and that is how much we are putting on to our land just to grow the grain to feed our cows. And it's nuts, because cows don't eat grain. We all know this. We've been reading about this and hearing about this. Grain makes cow sick. Cows eat grass. When cows eat grain, they get sick. Then we have to get them antibiotics, and we give them bio--antibiotics the whole course of their life because they are in these crappy torture chamber factory farms that we saw earlier all over the country. And then if we took those cows off of their antibiotic diet in the last 10 days of their life, it would clean up and it would clear up any type of problems that they have with--associated with, you know, eating this way. But we don't do that because if we took them off antibiotics, they would start to lose weight. Oh, we didn't know. So we took them off grain, it would clean up acidosis and all the other diseases associated with eating grain. So we don't want them to go off grain the last 10 days of their life because then they'll lose weight and then the industry would lose money. So we keep them on grain and on antibiotics until they're slaughtered, and then you and I get to have that lovely delicious seasoned antibiotic meat. And it's silly. Somebody said to me, "That's kind of stupid. We feed cows grain. It'd be like feeding us grass." Can you imagine? Nope, you can't eat any more. Lunch tomorrow is grass for you. Huh?
Now, when we're talking about eating too much salt—well, the reason why you and I are eating too much salt is because 70 percent or 77 percent of the food we eat is processed foods, and they used a lot of salt. Salt is cheap. It's easy. It's a fast way to season. And we really don't care about how our food is grown any longer because we grow with the Global Warming Diet, right? So we—everything that's put in soil that is basically depleted of any type of carbon, and then we grow it with fossil fuels. And then we eat food that's basically—well one, it grows too fast; and two, it grows in dead soil. So in this picture here, you'll see there's a difference in just 4 percent of the amount of carbon that is in the soil. And it's just amazing the difference in color, and it's interesting to think that, you know, as we deplete our soils of any kind of flavoring, any kind of seasoning, which is the way we should think of our soils. We should think of our soil as a fine Bordelaise sauce that we add in all these yummy compost apple peels, and potato skins, and we create this yummy-like soup that seasons our soil and gives it all this life and nutrients and trace elements, and chemical and natural additives. And when we do that, there's a lot of life in the soil.

And it turns out, interestingly enough, that if you have healthy soil, in one tablespoon of healthy soil, supposedly you can find one billion microorganisms that live in a healthy tablespoon of soil. It's amazing. If you do your own composting at home, you know the soil is vibrant, right? And the Global Warming Diet takes that away from us. We're not working with the soil. We don't care about the soil. We've taken the most
that you—we forgotten about the cheapest, the most abundant thing in the planet to grow our food with, which is soil. And we've replaced growing our food with the most expensive, rarest, thing you can find—practically you find on the planet, which is oil.
Now, when we think about what's in the soil, this is a good little picture here. Those microorganisms, these are two of them here, they're called mycorrhizal fungi. And they're so important that I happened to have my one and only joke, that I tell about so you can remember these guys, when you--as you move forward in your connections between food and the environment. So mycorrhizal walks into the bar, it says, "Bartender, I want to drink." The bartender says, "I don't feed mycor--I don't serve mycorrhizal." Mycorrhizal says, "Oh, come on, I'm a fungi." [Laughter] Ah, thank you. Thank you for a little bit of the laugh. And it was such an important story. Part of the story of the sous chef. I call them the sous chef, right. So what the sous chef is--what's a sous chef? Sous chef is the second chef, right? You can tell in the kitchen if they still wear the toques, the hats, who's in-charge, and who's underneath because the guy or the woman with the tallest toque is the executive chef and everybody else, the shorter the toque, the less [inaudible]. So the sous chef would have a shorter toque than the executive chef. And so these guys are like the sous chefs of the soil, and this is a corn, a root. And what happens is the corn root, it's all--it's really it's like about a take ordered cook--take order restaurant. Root, the corn root says, "I want a little trace barium or above, you know, boron, or I want some sodium or I want some phosphorus or whatever." And it puts that on order, and all these little hyphal, which are the--like the root hairs of the root itself, they go out and try to find it and they meet up with the mycorrhizal that are cased--encased in carbon actually, hard carbons. So that's another way to sequester the soil, the carbon into the soil, which is another important part of the story. Carbon in the atmosphere is a liability. Carbon in the soil is an asset, fine Bordelaise sauce in the soil. We want to get it in the soil,
these guys encased themselves. And then they go out and they actually bring these traced minerals. But if there are no traced minerals in our soil because of the Global Warming Diet, in fact, there are no mycorrhizal fungi, because pesticides, fertilizers, kills it all off. Then this story is not going to happen and you and I won’t have the type of flavor that we have.
So why is that important? Why is any of this important? Well when it comes to kids it actually turns out that children because they're not sick are motivated more by the health of animals and the planet than they are themselves, right? You remember when you were a kid, you don't care about your health, people don't talk to kids about health. Kids aren't sick. They don't even--they never--most of them haven't experience sickness. So talking to kids about health is silly. Let's talk to them about the environment and the studies are showing that actually, this is a good way to get kids involve in making changes to their diet - - talking to them about animals, the planet, teaching them about gardening and teaching them about cooking.
But how about you and I? What is our motivation?
So what happened to food and cooking, please? We do it three times a day. Sometimes lot more than this, some of those, lot more than that, and we totally forgotten about it. Like, you know, if you played golf three times a day, wouldn't you have like the best equipment, you read periodicals, you'd be part of a--you've been part of maybe a club, you would take private lessons. Where has food and cooking escaped us, something that we do so often -- we just haven't really taken the time to learn much about it. And I love this saying, it becomes so far apart from us, right.

Europeans, if we compare us to Europeans, eat the best food they can afford, Americans eat the cheapest food that won't kill us. Terrible.
And so, when we look at motivation, again, from that brain idea, forget all those four things.
Let's look at the brain, a couple quick things here. Again, I'm a chef. I'm certainly not a scientist.

But we are now finding out through "The End of Overeating", which is David Kessler's book down there, and the society—the American Society of Addictive Medicine -- that we are actually hard wired for habit. We are starting to understand in the brain that what we do kind of creates this little brain pathways that are very hard for us to get out of because it becomes kind of an easy way of doing things, like what we've done before is what we do now. And in order to be able to make change, we have to kind of get out of that pathway that is hard wired into our brain. And it just so happens that food is one of the ways that really turns on all this serotonin and dopamine and opioid receptors here that turns on a drive for us to eat the things that we really shouldn't be, right? Fat, salt and sugar are huge drivers for our own brain. And just in the past, I think two weeks, the American Society of Addictive Medicine has finely said that food can be addictive and they--no one has ever said that food can actually be an addictive thing. The definition of addictive is that it actually changes your chemistry around and it's always been the substance. Addiction has always been defined as the substance. It's alcohol, it's drugs, but now we know that addiction isn't about that. It's about what happens to our brains and if we're kind of in control--if the dopamine and serotonin receptors and releases, the opioid releases, are all in control of us there is really not a lot we can do about it until we start understanding that these things are actually affecting us and then we can make changes accordingly. This is some very interesting science that goes on. Basically
when we eat too much fat and sugar and salt, we get a hit and our hit one, which is the pleasure—we register in our brains about pleasure. And we release, if we eat no salt and fat and sugar, release opioids that is, I guess like having a mental orgasm. And so we--And then the dopamine is the chemical in the brain that makes us do things. So if we're kind of all--if we're getting this opioid release and then we're also--these foods are releasing these dopamine things to make us go out and get these things, we're kind of in this cycle and we have to start understanding it more. So if you can't, if you don't understand why you can't walk by that chocolate chip cookie or why, you know, pass those M&M's when you go to the drug store. There's a good chance that you need to start learning a little bit more about your brain because in the--yeah, it's probably in control.

And what I find is if you're trying to make any changes, you know, we really are--we eat what were used to, what we grew up with. That's what we think is right. And, you know, it's interesting. If you want to change your diet or anybody else's diet, it's not about trying one thing and saying you don't like it, because guess what, you probably won't like it. If it's brand new, you probably not going to like what you're eating. Studies have shown that it takes 13 times for us to change our habit in any way, shape or form, and it has to be consecutive, right? We have to rewire that brain. We know that when I get up in the morning, I eat my coffee--I drink my coffee. I have my sweet roll and then I go to work and then at 10, I get something else sweet 'cause my blood sugar. It's all hardwired in us, right? We have to try to get out of that hardwiring. So the science is very interesting, and it takes consecutive times to do it. So don't think
you're going to change your children's diet by just feeding them one time, or yours. Keep trying. You didn't like it the first time, great. Try it again.
Now, other things that motivate us -- again, we look at the money thing. And this is a chart that basically shows how you and I are percentage of income has gone down over the years and what we pay for food. What we want to pay for food. And what's important about this is that, one of the vendors that we worked with, Pescadero Foods, Mel Sagona [phonetic] from Sagona's, who sells our eggs. He is an organic local farmer in Menlo Park, Redwood City, in Stanford shopping center where I am based in the Bay Area. And he says that if we really want to make a change, basically, the average human or the average shopper has to be prepared to spend about 10 cents more a pound if we want to buy the organic and local, which really isn't that much. And we look at prices in general, we see that a family of four, if you're going to go out to McDonald's, it could cause you up to 24 dollars to feed a family of 4. But if you're going to use beans and grains, it could cost you about 10. So money is actually--it's debatable.
And here's another reason why we talked about food, right. Americans eat the cheapest food that won't kill us. Well, here's one of the reasons why we're eating such crappy food. It's because what the government is telling us we're supposed to be eating and what they're actually paying for are two very different things. In fact, they're almost exactly opposite. They are telling us, we're supposed to be eating more whole grains and more vegetables and less meat and dairy. And yet what they're subsidizing is again, basically corn and soy in the form of high fructose corn syrup and soy oil. So what we're paying for as consumers in the United States is exactly the opposite.
And, what's coming up, and one of the ways you can actually participate in this, is that the Farm Bill is being resubmitted and re-agreed upon every 4 years. The Farm Bill is basically the money that you and I that comes out of our taxes to support the way that we eat. In 2008, it was about $89 billion that was passed, which comes out to about $250 per person in the United States, that you and I paid to support basically an industry that is not looking out for our best interest. It is expiring in September of 2012.

And these are the four main meetings that are now happening in the Senate Agricultural Committee. They had just one on the 15th for energy and economic growth of the rural America. And soon, you will see we'll have conservation, food health initiatives, and at the end of March we'll have risk assessment and I encourage you to write a letter in relationship to them.
But that, when we end--when we really stop to think about it, we are motivated by pleasure. Whether it be because we enjoy it, or whether it be because we're addicted to it. And we should never approach the subject in any way that for some reason doesn't remember that food should taste good, it should look good, and it should be pleasing to us.
So we can take that idea from an environmental sense. Instead of coming to people and saying, “Oh you should eat organically, you should eat--you know--because it’s good for the planet.” Let’s think about what it does culinarilly to the foods. When I eat my--grow my foods, with pesticides and herbicides, basically, they grow too fast and they pull--they don’t have a chance to develop this like protectory skin in a sense. And because of that, they have to pull too much water off from the soil which is a problem for anybody, especially this year in California where we got no water, right?

Taking too much water out of the soil, and what we end up with is, you and I, because of the global warming diet, are eating fertilizer-forced-fed phony food.

We are eating bloated produce. There’s no better example than a pepper from a farmer’s market and a pepper from Safeway. Go get a pepper. The taste difference is completely different. We’re eating watered logged food because of the global warming diet.
And when we eliminate that, when we start growing our food where we have soil as, thinking the soil as the seasoning, right, we can say goodbye to this food that has no flavoring and hello to the flavoring that we’re looking for.
When it comes to beef, we can talk about, oh, don't eat beef. We can--Or, you know--Or we can say, "Hey, have you considered grass fed beef?" And what's interesting about grass-fed beef is, I was just to add a grass-fed beef conference when I was writing the book from all over the branches from all over the country. And they prefer--they've said that we could be talking about our beef in 10, 15 years the same way we talked about our wine.

And, so we might say, oh, this beef is 2008 vintage Angus-Hereford cross-finished on orchard grass and alfalfa, no hints of cinnamon and apricot. I'll give it a Beef Spectator Rating of 92. Have you had grass-fed beef? It's a very different taste. Don't come to people and talk to them of what they shouldn't be eating. Talk to them about how much better it would be if they changed their diet.
So here's a couple of—I have all kinds of tips. We're not going to be able to talk to them all because we don't have that time. What time is it by the way? I don't have a clock up here. Oh no I do. Oh, 2:34, okay. If ain't fun, it don't get done, is one of the tips, remember that. It's all about feeling satisfied. If you're cooking all holy and good like we used to at the microbiotic school and yet you're not satisfied, you're doing it wrong. It's about eating, so that you're satisfied. Variety causes us to eat more which is interesting. This is like—I just heard this from some scientists, neuroscientists. You know that could be a problem at those food bars. But it's not a problem if you're thinking about vegetables and grains. When you're thinking about vegetables, you want to be able to have and don't just serve one vegetable, serve two or three and learn how to season them so that the variety causes us to actually eat more. Here's couple of things. There's a difference between eating for calories and eating for rewards, and that's all this neurological thing that is very interesting. I encourage you to learn about it. And if you feel like you can't pass that chocolate chip cookie, you should learn a little bit more about your brain. When grass-fed farmers go out to eat, they're vegetarians.

I know this because I went out to eat with a number of them. It's amazing. Why don't they eat—why won't they eat the meat from restaurants because it is basically crap. And if you are a vegetarian, you must learn about the concept of umami. Umami is the fifth taste sense. We've got sweet, salty, sour, bitter. Umami is a Japanese, Asian perspective of these depths of flavor that we lose when we cut out meat. So if you're a vegetarian, I encourage you to think about umami. I also encourage you—let's see if
I can do this -- how to cut an onion and how to get into garlic. And let's see if we can do this, alright, [inaudible]. Hold on. Oh my gosh! We are. We're here. Alright. Okay. Let's see. Alright can you see this? (video) And two quick cooking tips, if you want to get into garlic, you take your garlic. This would usually have a--This would usually have a skin on it but they didn't have a skin. So [inaudible] the things that it would have skin. And what you do is you take your garlic and you put on the cutting board. You think of all your ex-husbands or old girlfriends or whatever like that. And you just take your knife and go, and there you say--you know, you say, "Jim! Bruce!" [Laughter] And then the skin just comes right off. So that's an easy cooking trick. When it comes to cutting an onion, this is the right way to cut an onion. Dice an onion. So I want to cut off the bottom and the top. Can you see this? You want to cut it down, okay. Take the skin off--because cooking is all about tips. The more you know, the faster you go. Take your onion. The part that is connected to the plant put off to the back. I take my knife and I want to make diagonal cuts to the size of a dice I want, then I turn my knife and I cut down. Oops, yeah, that's coming off. I cut down into the size of a dice I want. I'm left with the checker board and then I can simply cut straight down and I've got a dice. And that's the easiest way to do a dice. So learn, practice that at home. Okay, let's see. [Applause] Woo, we have this. We're going to cut them down. We're going to go chop them and let's see. Where is my IT person? [Inaudible] come in on what I'm doing wrong. No, let's go [inaudible], half of that. Okay. We'll do--Ah! What do we got? We got it! Okay, cool, cool, cool.
And oh, vinaigrette, vinaigrette recipe, right. It's all about the quick tips. So vinaigrette is three parts oil, one part vinegar, one part mustard, salt and pepper. So make your own vinaigrette and use it on different things with three parts oil, one part vinegar.
More tips. My plate. Half of our plate should be fruits and vegetables, right? Half of our plates should be fruits and vegetables.
And the other thing that you need to do if you're trying to change your diet or anybody else, don't tell people what not to eat. Can I replace that? Right. Don't tell people what not to eat, right? People don't know what to eat already. I'm a private chef. I go into homes. People pay me lots of money to go in. I ask them what they want. They have no idea. People don't know what they want. So, if you tell people what else they shouldn't be eating, they really going to be stuck.
So, tell people what to eat. Give them options. Here is an option of eating more vegetables. "I don't like vegetables, Laura." "Well guess what, you probably aren't bringing out the sweetness in your vegetables. You're probably not bringing out the secrets in your vegetables if you don't like them." "Vegetables have secrets Laura? What are those?" "Well, vegetables are sweet." "Huh, vegetables aren't sweet." "Ha, ha, ha, yes they are." Because if I took this onion and I just took a bite out of it, eeehh, right? But if I took this onion chopped it up in the right way and started to sauté it, what would happen? It would get sweeter. It would caramelize. The sugar is brown and it gets sweeter and it doesn't just happen with an onion, it happens with any vegetable. But it happens to happen at a temperature of 330 degrees Fahrenheit or higher. So are you smarter than a fifth grader? What temperature does water boil at? 212, right? We're in a college [inaudible]. Sometimes I've been in rooms--the only person who knew that answer was a fifth grader. It was really funny. It's 212. So throw out the chemical addition and moisture in this equation, when you boil and steam your vegetables, your temperature does not get hot enough for you to bring out those secrets. That sugar which happens in carmelization -- carmelization happens at 330 degrees or higher. That means roasting, boiling or grilling. Have you ever had grilled jicama? It's amazing. Have you ever roasted a carrot? Wow, really good important stuff.
Don't tell people, “Don't eat salt.”

- We have been spoiled with meat
- Reduce salt with “Ratchet Approach”
- Salt in “stages” when cooking
- Morton = 2,400 mg/ts. Kosher = 1,100 mg/ts.
- Salt taste test
Teach people how to season their food. We’re talking about full flavor. We’ve been spoiled with meat. Meat comes with its own seasoning. It’s full of nitrogen. Vegetables have carbohydrates. The only way we can make carbohydrates like nitrogen is to carmelize them. That’s how we get that type of flavor. So what we need to do is learn to reduce salt and cook with other full flavored seasonings. Ways to do that are, one, just know that Morton salt, if you still cook with that, has double the amount per teaspoon of sodium than kosher salt -- that stuff in the big red box. So that’s a good way to just start cutting your salt content in half if you are cooking at home.
Here is a bunch of slower salt techniques, flavoring techniques. If you're interested in these, you can sign and give me your email. I've got an email signup sheet there and I can afford them as well as a few of these little recipes that are going to come up.
Don't tell people, “Don't eat fat.” Tell people to eat good fats.
What Harvard was saying that we--when we gathered together as a group of professional food folks is they made us take a--you know, stand up and say a pledge that I don't want to tell my costumers anymore, “Don't eat fat”. You know, it's silly to--it's the type--it's not the amount of fat, it's the type of fats. We need to get monounsaturated, polyunsaturated and stop talking about monounsaturated and polyunsaturated, start talking about food. Instead of eating butter, and red meat, we want to eat oils, olive oils, sunflower oils. We want good--you know, avocados. We want to eat good fats, and good fats actually makes a big difference. And if we changed all of our diet from grain-fed beef to grass-fed beef, the average American would lose 5 pounds which is interesting because of the amount of difference in fat which is also very interesting. And when we're talking about meat, you don't have to give it up, but think about the way of using meat as a side dish. It's not--It does not have to be the main dish. It's a side dish. We incorporate into stir frys. We incorporate into vegetables. We use a little bit of it as a seasoning into a main dish. That's the way to really to be successful of fighting the Global Warming Diet with the Cool Cuisine.
Don’t tell people, “Don’t eat processed grains.” Tell people how to cook whole grains.
There are three stages of cooking a whole grain. The first is stage one, we take a raw grain, we soak it, we can soak it, or we can toast it. We don't have to do stage one. We soak grains to change the texture and make them a little bit more digestible, certainly good for kids or older people. Or if we choose to like that texture, why would we toast a raw grain? Or why do you toast, toast?
Stage two, most people know that you can cook--of what I call steep at meal, one part grain, two parts water in a pot, but did you know you can pressure cook a grain? Did you know you can bake a grain in the oven? Did you know you can boil a grain like pasta? Why do I do this? Because you are trying to find the match between the type of grain and the way it cooks. If I don't like millet, steamed in a pot like this, I might really like it boiled like pasta like this. It changes the whole thing and it's your object to find out how you like it so that you can actually move forward.
If you do these kind different types of cooking methods, you need a chart because it's not all the same. In the book, we give you the chart and I'm happy to send you the chart if you want to leave me your email, that is something you can do.

<table>
<thead>
<tr>
<th>Grain</th>
<th>Bake 350 degrees F</th>
<th>Pressure-cook</th>
<th>Steep</th>
<th>Boil</th>
<th>Yield</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rice</td>
<td>water/grain/time</td>
<td>60 min</td>
<td>1:1/2:1</td>
<td>45 min</td>
<td>2:1</td>
</tr>
<tr>
<td>Short-grain brown</td>
<td>2:1</td>
<td>55 min</td>
<td>1:1/2:1</td>
<td>45 min</td>
<td>2:1</td>
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<tr>
<td>Long-grain brown</td>
<td>2:1</td>
<td>55 min</td>
<td>1:1/2:1</td>
<td>45 min</td>
<td>2:1</td>
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<tr>
<td>Sweet brown rice</td>
<td>2:1</td>
<td>60 min</td>
<td>1:3/4:1</td>
<td>45 min</td>
<td>2:1/2:1</td>
</tr>
<tr>
<td>Wild rice</td>
<td>2:1</td>
<td>60 min</td>
<td>1:3/4:1</td>
<td>45 min</td>
<td>2:1/2:1</td>
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<tr>
<td>Emmer</td>
<td>11/4:1</td>
<td>60 min</td>
<td>1:1/2:1</td>
<td>45 min</td>
<td>2:1</td>
</tr>
<tr>
<td>Quinoa</td>
<td>2:1</td>
<td>30 min</td>
<td>1:1/2:1</td>
<td>10 min</td>
<td>2:1</td>
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<tr>
<td>Buckwheat</td>
<td>2:1</td>
<td>20 min</td>
<td>NA</td>
<td>NA</td>
<td>8:1</td>
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<tr>
<td>Hato Mugi (barley)</td>
<td>2:1/2:1</td>
<td>90</td>
<td>2:1</td>
<td>50 min</td>
<td>2:1/2:1</td>
</tr>
<tr>
<td>Millet</td>
<td>3:1</td>
<td>45 min</td>
<td>2:1/4:1</td>
<td>20 min</td>
<td>2:1</td>
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And also, when it comes to seasoning foods – “Oh, I can't cook, it takes me too long” -- well, you need to learn seasoning lessons. Seasoning lesson number one from the book is the condiment plate. The condiment plate is also down the table down there where we'll selling books later. The condiment plate is salt and pepper with the college education, right? You want to cook your vegetables and bring out the secrets, cook your grain in the right way, walk over to the condiment plate, and just put some seasonings on it. It doesn't have to take a long time. It's actually a very easy fast thing to do. You won't do it necessarily all the time, but you probably do on a day-to-day basis for daily cooking because this is the way that you can cook fast and eat healthy.
And last but not the least, if you really want to--don't tell people don't eat out because they don't like cooking at home. They don't like cooking at home because their knife isn't sharp. And so now, we're going to show you how to sharpen a knife. Because this got to be one of the important things. I'm not going to do it behind this thing. I'm just going to show you, I'm sure you can hear me.
When you cut, your knife bends on the micro fibers that bend of the side of your knife. And in order to feel that sharp knife, bring those micro fibers back up. So if I sharpen my knife each time I did, each time that happens, [inaudible] knife, but we actually wear my knife out. So I don't want to sharpen my knife. All the time I need to bring those fibers back up. I don't want to sharpen my knife. All the time I need to bring those fibers back up. I want to take this thing called steel, and for some of you who got married, you just get thing that, you know--[inaudible] something with a knife rack and just sitting in there on the counter, you haven't pulled it out in 25 years. And so if I take it out and look at it, if you don't have a chef knife 8 inches or taller and a steel, students, this what you want to ask over your birthday or Christmas. Ask for a chef's knife and you could go cheap like this at a $1.99 all the way up to $100 a knife. I use both and a steel, right? You're cooking for yourself now, you need to have these two tools. Go out and get them tomorrow if you don't want to wait for your birthday or Christmas. Anyway, we're already half hour of cutting time. So I cook--I cut--I cook. It should be 15 minutes to cut my vegetable today. It takes me 15 minutes to cut my vegetable tomorrow. And then you sharpen like steel my knife this [inaudible] day, every other day, every day. You take your steel and you take your knife, at a 20 degree angle so 90, 45, 20. It go up and down, on one side, 10 times. Then go to the other side, 10 times, 20 degree angle. Then I go 5 times, 5 times [inaudible], 2 times and then alternating sides, back and forth, back and forth. And what this does is it straightensup those micro fibers for every half hour of cutting time I steel my knife. It is the only way that you're going to enjoy cooking. If you don't have a sharp knife, you won't do it. Then about every 6 months to 9 months, I'll take it to where--to get it sharpened or I'll sharpen it. So you only sharpen your knife about every 6 to 9 months.
Sharpen your knife, we know that.

In our book, guys, we have a bunch of tips, and of course I don't want to go into them. There're tons of them. There's so many of them.

If you'd like the tips, just put your email down on my thing, I can send it to you. Get rid of the sugary drinks. Twenty-some percent of the calories we have now are from sugary sodas. We spent a thousand dollars a year on it. If you want to do the two most important things with children, remove the sugary drinks, help turn them on to things that aren't in sugar and take the screen out of the bedroom, the computer or the television. Those are the two most important ways we can influence our children's health right now, believe it or not. And there is--try out new vegetables. There are so many wants to know. Put greens in your pasta water when you're cooking. It's an easy way of doing it. Regularity, believe it or not, in the way that we sleep and eat, this brain doctor was saying is one of the most important things we do. Get up at the same time. Try to eat at the same time. If you don't, your body starts getting stressed out and it wants the food or it wants to sleep. So try to regularity. It is like extremely important.
More, gosh, you know, know more the names of celebrity farmers than celebrity chefs. You know the whole chef thing is just like stupid, right. The people that are growing our food are the ones who are the heroes in this. And you eat “high vibe” which of course, if we're going to eat, we are what we eat. We want high vibe foods and that's an interesting thing and way to think about and pay for your values. You know, know that if it hurts to pay a little bit more, don't have fewer values, just eat less, which is something that we could all definitely do.
Two quickies, just two quickies, two quickie recipes. If you want easy seasoning things, make a peanut sauce. Put it on everything you got. Take your peanut butter, your almond butter, your cashew butter, you choose, put a little bit of boiling water in it and combined it with anything in the condiment plate. You choose and just make a sauce and put it in your vegetables. Pickled onion is a good one too. Pickled red onions, take some onions, slice them thin, a little bit of boiling water, put a little vinegar or umeboshi vinegar and then put them in your refrigerator. Then when you need some seasoning for your vegetables and your grains, you just take out one of these things, right. In the book we talked to you about how to make a sauce. So I'd love to tell you but in another time. There're five main components to a sauce, and it's pretty easy once you understand those, you can make your own sauce.
So in closing, feed your mind, body, spirit. The idea that in eating, the story is important, because when we just feed our—if feeding our stomachs was enough, certainly we’d be fed by now. But 2/3rds of us are overweight quickly moving to a three quarters of the population. So feeding our stomachs is not enough. Looking at the story behind the food, who grows our food, and how it’s grown, starts feeding those other areas, our head and our heart. And if anyone has ever seen the movie Babette's Feast? Yes, it’s an old movie. If you haven’t seen it, students rent it. It’s a beautiful movie about a woman and her passion in cooking and one of the quotes says, "This woman had the ability to transform dinner into a love affair that made no different distinction between spiritual and other appetites." And I think that we need to broaden out the way that we look about feeding ourselves, because it's not just about feeding our stomachs. It's about the connections, yes, with the people that we eat with. But when we move those connections out to the people that grow our food and produce our food, then all of a sudden, we have so many more. It's not just sitting down with our family. It's sitting down with our entire family. And it connects us back to the planet. And we are eating the planet alive. So we definitely want to be able to treat it well and have good food.
So let's change the world, everyone, with great tasting food. Together we can make a great meal and a great difference. Thank you very much.

[ Applause ]

**Quentin (Moderator):** How about it for Laura Stec? [Laughter] It's not over. It's not over. We got a couple of minutes to do a Q and A. If we have a couple of questions that you would like to ask, now is the time to do it, anyone? Over here, alright.

[ Pause ]

**Audience member:** Thank you for your great speech. Laura, some nutritionists say that you shouldn't mix fruits with vegetables. So what do you say about that?

**Laura Stec:** Well, I heard about that years ago, and it has to do with the fact that fruits will digest faster, vegetables are digesting longer and it's all going to – it kind of gets screwed up in our digestive system. I have--I resonate with that and I think when you're talking about health, there's--everyone is going to tell you what to think, right? So don't believe what anybody else says. Try it for yourself. And if you seem to be having digestive problems in that way, I think it's an important thing for to pay attention to. Certainly the fact that that's been out for a long time, and some people seem to have issues with it and other people don't. So pay attention to your own body. That's what I would say. If it resonates with you, do it. If somebody tells you
something, it doesn't resonate with you, don't do it. Because you're going to go through your whole life with people telling you what to do, especially when it comes to food, and in the end we could have up to 50 times different nutritional requirements and just the way that our bodies act is so different. So find out for yourself.

Quentin: Another question? Other question? I know.

[ Pause ]

Audience member: Thank you. You had mentioned during your presentation about different options in cooking the grain for example?

Laura Stec: Yeah.

Audience member: How does that affect nutrient levels and the different methods of cooking an item?

Laura Stec: Well I'm not a--I'm not a nutritional scientist nor am I a nutritionist. So I can't say that anybody has ever done – I don't think anybody has done those studies, to be very honest with you. One thing I do know is that if whether you soak it, and the longer that you cook it can affect the way it digests. So when you're dealing with older people over the younger people, again, they often say that you should be
soaking your grains depending on your own digestive system and the strength that it is. But within, either the--you know, when it comes to boiling something or pressure cooking something, when boiling a lot of--you know, it goes--it's going up into the air, right. And pressure cooking it, that's actually staying all within a pot. So if this is something that concerns you, I would definitely encourage you to get a pressure cooker. Because the pressure cooker will kind of keep everything in. But I don't know if anyone that's ever said that even cooking a grain would affect the nutrient quality of it. I mean obviously in order to eat grains, we need to cook them.

**Quentin:** Anymore questions? Yeah.

**Audience member:** Thank you. I was wondering about the chart on the carbon footprint of all these different types of meat and grains and vegetables. What are those--the parameters that we should go with this from very birth of an animal to plate or is it to processing or where does it start and end?

**Laura Stec:** It was 100 calories of any of those foods. And it was all for commercial foods. So it wasn't foods growing out in the farm, it was foods either the fish, the salmon was farmed, the beef was factory farmed, the chicken is factory farmed, and I'm assuming even though I haven't asked Eugene about this that the vegetables were grown with pesticides and herbicides but, you know, right, in conventional agriculture but that actually I don't know. Does that answer the question? It doesn't? [Laughter] [Inaudible Remark] Yes. It's just for 100 calories. So it's just, you know, you're eating
100 calories of tomatoes. You're eating 100 calories of beef. In fact in--talk to me afterwards.

**Quentin:** Question up here.

**Audience member:** What role do you feel that a campus food policy is, the sort of food that's offered for a lot of freshmen that live in dorms, dining services, retailed foods, facilities on campus. How do you think they could apply this sort of information and, you know, offered--you know, try to fit with if the campus are trying to model sustainability, how that should be effective by that sort of food they offer?

**Laura Stec:** Absolutely [inaudible]. If it ain't fun, it don't get done, right? So we want to be able to have people. It's all about--It's all about improving. It's not about giving something up. It's not about done--doing things that you don't love. The idea is all of this stuff is helping you certainly as younger people to be able to have a planet that's going to be giving you good food in the future. So, you know, I always said to the environmental--the next, the next environmentalists were going to be the gourmands in the world. Because anybody who really appreciates good food is going to want to have good soil, and that's sort of moving towards that. And even that idea within the local and the green, it's still a little bit kind of--granola crunchy. And, you know, take the people who are the least concerned about any of those, right? They couldn't care less if food affects global warming and teach them how to cook and how to bring up the sweetness and the sugar and vegetables and you're moving along the way. Now
when it comes to actually just educating people's palates, again, don't--people are not going to be--you're going to try something new. Chances are you won't like it. So tasting comparisons are great. If you can do anything--if you have, you know, a chicken stock--if you're using like a chicken stock or if you're using chocolate or if you're using anything really, compare better quality food to less quality food. Chocolate is a great way to do it. You know, take Hershey's chocolate and compare to some of these lovely, wonderful rich dark chocolates and you'll never eat Hershey's chocolate again. Salt--I mean this is--you know, if you compare Morton salt to any other salt and certainly to the artisan sea salts out there, you will never eat Morton salt again. It tastes terrible. Morton salt is disgusting. You often now have a salt tastes down there. It's tinny. It's just awful. So, you know, definitely comparison is good. Obviously, when people are motivated by being involved in something, so I have a number of different tastings, you know, that I do, honey tastings and again chocolate tastings, or wine taste. Tastings are good to compare things and certainly visuals are also very good and getting people active in activities is good as well. We want to not--teaching is all about listening. Learning is all about talking. So get people involved. And I think the whole science of the brain is so interesting and if people are really kind of caught in this, I'm a prisoner to my sugar habit or whatever. You know sugar is, now we're knowing it's addictive. So maybe talking about it from different ways. The story is very interesting and it's going to--and not--people are motivated by stories, so it's a question of what story is that individual person motivated by.

Quentin: Thank you.