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THE FOOD BUSINESS SCHOOL FOODBIZ+ SERIES IS HOSTING AN INTERACTIVE ONLINE CONVERSATION WITH JUSTIN SIEGEL ON JULY 6
Join FBS Dean Will Rosenzweig in a Discussion with Justin Siegel, Acting Director, Innovation Institute for Food and Health, UC Davis

Napa, CA, July 5, 2016 —The Food Business School (FBS), the new center for executive education of The Culinary Institute of America (CIA), invites entrepreneurs, industry insiders, and graduate students in food studies to join FBS Dean Will Rosenzweig and Justin Siegel, acting director of the Innovation Institute for Food and Health at the University of California, Davis, for a free interactive online conversation on July 6 from 5–6 p.m. (PST).

Dr. Siegel will be discussing topics related to his [FBS course *Technology, Trends, and Policies Transforming the Food System*](#). He'll address how these factors will impact the dynamic and treacherous challenges our food system faces, such as population growth, rapidly changing consumer tastes, shifting expectations, and climate change. He will also talk about his work with the Innovation Institute of Food and Health and its underlying goal of bringing industry leaders, food business startups, and academia together to solve food-connected problems in local food systems.

“Dr. Siegel will share his latest scientific research and how he is applying technology and innovation to food system challenges,” says Dean Rosenzweig. “Prospective students have the opportunity to get to know him as an FBS faculty member and get a preview of his course.”

Sign up for this event and receive a link to join this online conversation at [FOODBIZ+ Tech, Trends, & Policies](#).

[Technology, Trends, and Policies Transforming the Food System](#) is a fast-paced, five-week (Oct. 3–Nov. 4), online survey course that will provide essential forecasting information needed to make high-impact contributions to food business organizations. The course provides emerging innovators with direct access to industry pioneers who share predictions and present approaches to transforming the food system.

The **FOODBIZ+** *series* is a monthly program of online talks with food industry experts that explores the latest opportunities and challenges in food business. Upcoming events and classes are listed on [The Food Business School's events page](#).

Justin Siegel, Acting Director, Innovation Institute for Food and Health at the University of California, Davis

As the acting director of the Innovation Institute for Food and Health at UC Davis, Dr. Siegel has engineered and discovered numerous enzymes of interest to modern society, catalyzing a wide range of reactions. He is the recipient of numerous awards, including the Sloan Research Fellowship in 2014.

Moderator & Series Host: William Rosenzweig, Dean and Executive Director, The Food Business School

William Rosenzweig has spent his career as an educator, serial entrepreneur, and venture investor. He was founding CEO of The Republic of Tea and co-founder of Physic Ventures. He also helped to grow such companies as Odwalla, Leapfrog, Revolution Foods, Yummly, and Brand New Brands. Rosenzweig is a long-time faculty member at the Haas School of Business at UC Berkeley. He was honored with the Oslo Business for Peace Award for his accomplishments in the area of ethical business in 2010.

About The Food Business School

FBS is the new center for executive education of the CIA. FBS broadens the CIA's commitment to the future of food education and leadership by providing cutting-edge, practice-based business education to corporate professionals, recent graduates, and mid-career explorers. The mission of FBS is to enable and empower entrepreneurial leaders to design, deliver, and lead transformative innovations that address the world's most pressing food challenges—and its greatest business opportunities. FBS is located at The Culinary Institute of America at Copia in Napa, CA. For more information on FBS, follow along on Facebook (facebook.com/thefoodbusinessschool), Twitter ([@foodbizschool](https://twitter.com/foodbizschool)), and Instagram (instagram.com/foodbizschool).

About The Culinary Institute of America

Founded in 1946, The Culinary Institute of America is the world's premier culinary college. Dedicated to driving leadership development for the foodservice and hospitality industry, the independent, not-for-profit CIA offers associate degrees in culinary arts and baking and pastry arts; bachelor's degree majors in management, culinary science, and applied food studies; and executive education through its Food Business School. Its conferences and consulting services have made the CIA the think tank of the food industry in the areas of health & wellness, sustainability, world cuisines & cultures, and professional excellence & innovation. The college also offers certificate programs and courses for professionals and enthusiasts. Its worldwide network of 49,000 alumni includes leaders in every area of foodservice and hospitality. The CIA has campuses in New York, California, Texas, and Singapore. For more information, visit www.ciachef.edu.

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