

FOR IMMEDIATE RELEASE

**Center for Food Integrity 2008 Food Industry Summit – Balancing for Success**

**Kansas City, Mo** (June 18, 2008) – Food and energy prices are soaring, consumer interest in sustainability is at an all time high and there are increasing questions about food safety and production practices. Those in the food system are challenged to develop and implement systems that meet the ethical demands of society using methods that are science-based while maintaining profitability.

Meeting the challenge of being ethically grounded, scientifically verified and economically viable will be the focus of the 2008 Center for Food Integrity (CFI) Food Industry Summit, October 8-9 at the downtown Marriott in Indianapolis.

“We have to find and maintain a balance between ethics, science and economics if we want to build truly sustainable systems,” said Terry Fleck, executive director of CFI. “The summit will provide those in the food system insight into the challenging issues we face and ideas on how to strike that balance.”

In addition to opening and closing keynote addresses from food system experts, the summit will offer in-depth breakout sessions on *Energy/Sustainability*, *Immigration*, *Food Animal Well-Being* and *Food Safety*. The breakout sessions will include results of a nationwide consumer survey, feedback from a live consumer panel and insight from industry experts.

The breakout sessions will include presentations on some of our most challenging issues:

- The impact of energy costs on food production and the long-term role of renewable fuels.
- Immigration reform for agriculture and the food system.
- Animal welfare, what does the next decade hold?

Summit attendees also will be the first to see an analysis of CFI’s new Consumer Trust Survey. The annual research benchmarks consumer attitudes toward the important issues associated with the U.S. food system. This year’s research explores how much

“social license” consumers are willing to grant producers, processors, retailers and restaurants.

Online registration and additional information on this year’s summit is available at [www.foodintegrity.org](http://www.foodintegrity.org).

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The Center for Food Integrity is a not-for-profit corporation established to build consumer trust and confidence in the contemporary U.S. food system. Our members, who represent every segment of the food system, are committed to providing accurate information and addressing important issues among all food system stakeholders. The Center does not lobby or advocate individual food companies or brands. For more information, visit [www.foodintegrity.org](http://www.foodintegrity.org).