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### **Consumers Demand Industry Commitment on Food Safety**

*Produce Marketing Association official to discuss changing consumer expectations at CFI 2008 Food System Summit*

**Kansas City, Mo** (Sept. 11, 2008) The recent food scare involving tomatoes probably cost the industry \$140 million according to an official with the Produce Marketing Association (PMA).

“Food safety is not a cost of doing business – it *is* your business,” says Dr. Bob Whitaker, PMA’s Chief Science Officer.

Whitaker will discuss the steps the produce industry is taking to build a culture of food safety at the Center for Food Integrity (CFI) 2008 Food System Summit taking place Oct. 8-9 in Indianapolis.

“Consumers are telling us in our surveys that they want the industry to communicate its commitment to food safety,” said Whitaker. “Food safety is more than just audits; it must be a total company commitment to producing the safest food possible. The industry needs to communicate this commitment to consumers and buyers to restore their confidence in our products.”

During a breakout session on Food Safety, Whitaker will be joined on a panel by Dr. David Acheson, director of food safety and security at the U.S. Food and Drug Administration and Darren Blass, director of quality assurance and product safety at Jack in the Box restaurants. The Food Safety session is sponsored by Novus, a leading developer of animal health and nutrition programs.

Additional breakout sessions will deal with important food system issues such as Animal Well-Being, Immigration and Energy/Sustainability.

Keynote speakers for this year’s event are Jack Sinclair, executive vice president of the grocery division at Wal-Mart and Fedele Bauccio, chief executive officer at Bon Appétit Management Company.

Additional information on the event, including registration information, 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).