

FOR IMMEDIATE RELEASE

## **Conservation Group Favors Intensive Agriculture to Meet Growing Global Food Demand**

*World Wildlife Fund's Jason Clay to discuss the relationship between sustainability and intensive food production at Center for Food Integrity 2008 Food System Summit*

Kansas City, Mo (July 29, 2008) -- Farming and ranching occupy over half the habitable land on the planet. Simply expanding agriculture to feed a growing population that eats increasing amounts of animal protein is not a viable option according to Jason Clay of the World Wildlife Fund (WWF), one of the featured speakers at the upcoming Center for Food Integrity 2008 Food System Summit.

“We’ve got to figure out how to produce meat and all food in ways that are more intensive and have less pollution,” said Clay, senior vice president, Markets at WWF. “If you look at where some of the biggest impacts from agriculture and livestock come from, it’s not from the biggest, most commercial systems. Often it’s from the smallest, poorest farmers that are cutting trees on hillsides to produce crops to feed their families.”

Clay will share his perspectives during a breakout session on Energy and Sustainability at the Center for Food Integrity Summit taking place October 8-9 in Indianapolis. The event will also offer sessions on Food Animal Well-Being, Food Safety and Immigration. Live consumer panels will offer thoughts on each topic.

Keynote speakers for this year’s event are Jack Sinclair, executive vice president of Wal-Mart’s grocery division and Bon Appétit founder Fedele Bauccio. Results from CFI’s second annual nationwide consumer survey will also be unveiled.

Additional information on the Center for Food Integrity 2008 Food System Summit, as well as downloadable audio from Jason Clay, are available at [www.foodintegrity.org](http://www.foodintegrity.org).

CONTACT: Carol Hein  
(816) 880-5360  
[Carol.hein@foodintegrity.org](mailto:Carol.hein@foodintegrity.org)

###

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).