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U.S. Food System Must Maintain Relevance with Consumers

CFI Summit speaker says food system needs to respond to rising social consciousness

The modern U.S. food system has a social responsibility to use its power, knowledge and technology to solve problems according to one of the keynote speakers at the Center for Food Integrity 2009 Food System Summit.

"Despite the fact that we are efficient and productive at raising food, a good portion of the planet is still hungry," said Catherine Adams Hutt, who specializes in regulatory science and food safety/health policy. "Thinking globally and acting locally is a prevailing principle. But thinking locally and acting locally is not smart. Everything we do has consequences for the planet, for other civilizations."

Dr. Adams Hutt will share her thoughts on keeping the food industry relevant with consumers during her presentation at the Summit taking place Oct. 6-7 in Kansas City.

"The worst thing we can do in the consumer goods business is lose relevance to the customer," said Adams Hutt. "We live in a civilized society and that means we have the luxury of a social conscience. Locally grown is not the opposite of big business farming. Both can be good for consumers, the environment, and animals."

Dr. Adams Hutt has had senior leadership roles in the public and private sectors. She led quality and food safety programs for companies like Heinz and Campbell Soup. She also previously led McDonald's nutrition strategy and was Assistant Administrator for the U.S. Department of Agriculture Food Safety and Inspection Service.

The 2009 Food System Summit takes place Oct. 6-7 in Kansas City and is open to the public. Registration information is available at www.foodintegrity.org.

Media note: Downloadable audio from Catherine Adams Hutt is available at www.foodintegrity.org.

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