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Food Inc. Director to Discuss Food System Issues at CFI Summit

Robert Kenner to field questions from food system leaders on issues raised in movie

Kansas City, MO (Aug. 20, 2009) – When filmmaker Robert Kenner began work on *Food Inc.* he says he envisioned capturing perspectives from a wide variety of people throughout the U.S. food system. He says he now looks forward to the opportunity to meet face-to-face with food system leaders at the 2009 Food System Summit, sponsored by the Center for Food Integrity (CFI) and the National Council of Chain Restaurants (NCCR).

The Emmy and Peabody Award-winning director says he does not consider himself to be a food expert but has been outspoken on the nation's food system since he gained notice with his controversial film when it was released in June.

“I think it's important to engage,” says Kenner. “I've been disappointed by criticism from farmers who haven't seen our film. I don't want to represent myself as an expert but I think it's important to have these types of dialogues. That's what I was trying to do with the film.”

Food system leaders point out that the narrow focus of *Food, Inc.* ignores the market and production realities of providing not just a diverse, but also a safe, abundant and affordable food supply that meets the growing demands of today's consumers.

“We realize that consumers want to know more about where their food comes from and how it is produced,” said Ira Brill, director of marketing services for Foster Farms and a member of CFI's board of directors. “We agree that this is a critical conversation that deserves serious dialogue so that we can maintain our ability to provide consumers with an abundant source of safe and affordable food.”

Kenner says his work on the film left him with the impression that companies and organizations involved in the modern food system do not want to address public concerns.

“If companies think that we should be eating GMOs (Genetically Modified Organisms), trans fats, or whatever, I think they have to say *why* they think it's good and it should be on the labels,” says Kenner. “Consumers more and more are demanding a transparent system. I think the companies that are willing to go there with the consumer are going to benefit and grow. The ones that are not will ultimately get pushed aside.”

Kenner will answer questions directly from Summit participants on October 6 at 5:00 p.m. and will later engage in an online conversation that will provide for continued dialogue.

The theme of the 2009 CFI/NCCR Food System Summit is “*The New Normal – Building Consumer Trust during Unprecedented Market Volatility.*” The 2009 Summit will be held October 6-7 at the [Airport Hilton Hotel](#) in Kansas City and will address the lasting impact today’s high profile issues will have on the future of the U.S. food system as well as current challenges and solutions for building and maintaining consumer trust. Along with keynote addresses, breakout sessions are planned with speakers on nutrition, animal welfare, food safety and sustainability.

Registration information for the Summit is available at 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.