

World Bank Executive, Filmmaker Highlight 2009 Food System Summit Opening Day

KANSAS CITY, MO (August 10, 2009) – The Center for Food Integrity (CFI) today announced World Bank Executive John E. Lamb and filmmaker Robert Kenner as the featured speakers for the first day of the 2009 Food System Summit, scheduled for Oct. 6 – 7 at the Hilton Kansas City Airport Hotel in Kansas City, Mo.

Lamb, agribusiness team leader of World Bank's Agriculture and Rural Development Department, will open the 2009 Summit with a global view of the food system's opportunities and challenges. Kenner, director/producer of "Food, Inc.," a motion picture released earlier this summer, will close the first day with a candid discussion of current food system issues.

According to Terry Fleck, executive director of CFI, Kenner's attendance at the 2009 Food System Summit is meant to spark positive, two-way dialogue about the issues affecting the contemporary food system.

"By engaging in meaningful dialogue, we can better understand the issues and work to build consumer trust and confidence in the contemporary US food system," Fleck said.

"I'm looking forward to the discussion," Kenner said. "Candid dialogue on food system issues benefits everyone and I'm looking forward to engaging with leaders from across the food system."

Following his presentation at the Summit, Kenner will then engage in an online question and answer session for food system stakeholders unable to attend the Summit.

The 2009 Food System Summit also includes a first look at the latest CFI Consumer Trust Survey results, the organization's annual survey of consumer attitudes. This year's research focuses on how consumer attitudes about the food system's production practices, technologies and innovations are shaping consumer perception and trust. Breakout sessions with panel discussions featuring food system experts on sustainability, food safety, food animal well-being and nutrition are key components of the two day agenda.

The 2009 Food System Summit is sponsored by CFI and the National Council of Chain Restaurants (NCCR). More information about the Summit can be found 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 for individual food companies or brands. For more information, visit www.foodintegrity.org.

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