

**Speaker photos/logo:** downloaded [here](#)

**For interviews contact:** Jana McGuire, (816) 556-3167 or [jana.mcguire@foodintegrity.org](mailto:jana.mcguire@foodintegrity.org)

Former White House policy advisor, Hershey executive to keynote  
CFI Food Integrity Summit on transparency  
*Major food companies are put to the test: results revealed at Summit*

KANSAS CITY, Mo. – Monday, Oct. 26, 2015 – Sam Kass, NBC News senior food analyst and former White House policy advisor, will keynote The Center for Food Integrity (CFI) *2015 Food Integrity Summit: A Clear View of Food Transparency*, Nov. 17-18, in New Orleans.

Kass, who has been on the forefront of transforming food culture in America, will discuss food trends and the impact they have on consumer trust and confidence in the food system.

A Chicago native, Kass served as the personal chef for the Obama family until 2014. While at the White House, he took on additional initiatives. As senior policy advisor on nutrition, Kass played a role in coordinating major food and agriculture policies. His most visible position was as executive director of *Let's Move!*, First Lady Michelle Obama's initiative to battle childhood obesity and raise a healthier generation of kids.

In addition, Leslie Turner, general counsel and corporate secretary for The Hershey Co., will discuss how the company has embraced transparency throughout its culture by incorporating changes that include making product information easy to find and transitioning to simple ingredients.

Summit participants also will hear from major food companies that agreed to be put to the test when it comes to transparency. They are the first to use a transparency index developed by CFI as a result of its extensive research. Leaders from the 10 beta test companies will discuss their experiences during a panel discussion. Beta test companies include ConAgra Foods, Smithfield Foods, The Hershey Co., Tyson Foods and Phibro Animal Health.

“Amid all of the talk about the importance of transparency, there has been no roadmap for companies and organizations to achieve it – until now,” said Charlie Arnot, CEO of The Center for Food Integrity.

CFI's 2015 consumer research reveals that transparency is not a pick-and-choose buffet, but rather requires openness in six different areas including food safety, animal well-being and health, he said.

“The research also finds that consumers will give a failing grade to companies that rely solely on written policies to demonstrate transparency,” said Arnot.

Gain a clearer understanding of transparency through consumers’ eyes at the 2015 CFI Summit. Registration for the November 17-18 Summit, which takes place at the historic Roosevelt New Orleans Waldorf Astoria hotel, will remain open until the conference begins. More information and a registration link can be found at [www.foodintegrity.org](http://www.foodintegrity.org).

*The Center for Food Integrity is a not-for-profit organization established to build consumer trust in food and agriculture. 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](http://www.foodintegrity.org).*