



THE CENTER FOR
FOOD INTEGRITY

CFI Welcomes New Leaders and Broad Perspectives on 2016-2017 Board *Food and Agriculture, Academia and Consumer Advocacy Experts Come Together*

[The Center for Food Integrity](http://www.foodintegrity.org) welcomes a new slate of board members and officers that includes professionals from food and agriculture, academia and consumer advocacy, reflecting the diversity of CFI's broad membership.

The new board of directors is installed at an exciting time in CFI's history. Now approaching its tenth anniversary, CFI has conducted the most comprehensive consumer trust research in the country, providing its members with a roadmap to effectively engage consumers.

Beginning in 2013, CFI zeroed in on the role of transparency in building trust and by 2015, developed and tested a tool to measure transparency. CFI is now scaling its transparency index for broad food system application. Upcoming 2016 research focuses on the hottest place consumer conversations are occurring – online. It will define key online influencers driving discussions about food and agriculture, how influence spreads and effective engagement strategies for each influencer group.

At its July 13 meeting in Kansas City, the CFI board elected Len Heflich, vice president of Global Food Safety, Quality and Crisis Management for Grupo Bimbo in Mexico City, as president. Doyle Karr, director of biotechnology public policy for DuPont, was elected vice president, and Amy Roady, communications director for the Illinois Soybean Association, was named secretary/treasurer.

New board members for the 2016-17 term include Susan Borra, RD, Food Marketing Institute, Leanne Cooley, L.H. Gray & Son Limited, Stewart Leeth, Smithfield Foods, Leigh Horner, The Hershey Company, Monica Massey, Dairy Farmers of America, Kirk Merritt, Ohio Soybean Council, Ernst van Orsouw, Genus/PIC, Cicely Simpson, National Restaurant Association, Mindy Whittle, Monsanto, and Craig Wilson, Costco.

They join current members Jason Clay, World Wildlife Fund, Shannon Mutschler, Sysco, Jay Akridge, Purdue University, Doug Buhler, Michigan State, Leon Bruner, Grocery Manufacturers Association, Brittany Jablonsky, The Farm Credit Council and Doug Winter, United Soybean Board.

We'd like to thank outgoing members for their service: James Garner and Michael Boccadoro, Dairy Cares, Sue Hensley, National Restaurant Association, Craig Hunter, Burnbrae Farms, Sara Lilygren, Tyson Foods, Claire Masker, National Pork Board, Ted McKinney, Indiana State Department of Agriculture, and Jane Ade Stevens, Indiana Soybean Alliance and Indiana Corn Marketing Council.

Charlie Arnot is CFI CEO and Terry Fleck serves as CFI executive director. Learn more about CFI, its research and programs at www.foodintegrity.org or contact CFI at learnmore@foodintegrity.org.

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