

Center for Food Integrity Announces New Partnership for 2009 Food System Summit

CFI/NCCR 2009 Food System Summit slated for Oct. 6 – 7 in Kansas City

KANSAS CITY, Mo. (February 17, 2009) — The Center for Food Integrity (CFI) announces it will partner with the National Council of Chain Restaurants (NCCR) for the 2009 Food System Summit. The two organizations will team up on the planning and implementation of the annual event scheduled for Oct. 6–7 at the Hilton Kansas City Airport Hotel in Kansas City.

NCCR is the national trade association exclusively representing the chain restaurant industry on major public policy issues and includes among its members national quick-service and casual dining chains such as McDonald's, Brinker International, Darden Restaurants, Burger King, Dunkin' Brands, Carlson Restaurants Worldwide and others.

"We're pleased to be working with the Center for Food Integrity on such an important event," said NCCR president Jack Whipple. "Food, food safety and animal welfare are key NCCR priorities. We look forward to bringing our membership's perspective to the important dialogue the summit generates."

The theme for the 2009 CFI/NCCR Food System Summit is "*The New Normal — Building Consumer Trust during Unprecedented Market Volatility.*" Agenda topics will focus on the lasting impact that today's high profile issues will have on the future of the U.S. food system.

"Finding solutions that work for the entire food system is what our organization is all about," said Terry Fleck, executive director at CFI. "This partnership with NCCR will bring a whole new range of stakeholders to our discussions."

CFI is dedicated to helping the food system develop and implement systems that build consumer trust and confidence by embracing practices that are ethically grounded, scientifically verified and economically viable.

The 2008 event included presentations from Wal-Mart grocery division executive Jack Sinclair, Bon Appétit founder and CEO Fedele Bauccio as well as a wide range of

national and international experts from across the U.S. food system. Highlights from last year's event can be viewed at the Center for Food Integrity web site (www.foodintegrity.org).

Summit attendees also will be the first to see an analysis of CFI's annual Consumer Trust Survey. The research benchmarks consumer attitudes toward the important issues facing the U.S. food system.

Additional details about the CFI/NCCR 2009 Food System Summit, including registration information, will be announced soon.

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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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