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“Feeding the World in 2050” to be Discussed by Food System Summit Keynote Speaker
John Lamb of the World Bank views food system as a key to global rural development

Kansas City, MO (Aug. 26, 2009) – The number of people on the wrong side of the poverty line took a turn for the worse during the global food price increase that peaked during the spring of 2008.

“By our estimation, more than 100-million people fell back below the poverty line because of that increase,” said John Lamb, of the World Bank. The United Nation’s Food and Agriculture Organization estimates 1.15 billion people — about one-fifth of the planet’s population — are food insecure, according to Lamb.

Lamb will share his vision for feeding the world in the year 2050 including changes in food demand and the drivers behind them during his presentation at the 2009 Food System Summit sponsored by the Center for Food Integrity (CFI) and the National Council of Chain Restaurants (NCCR).

The food industry in particular, and agriculture more broadly, are important economic drivers for the world, according to Lamb, who notes that about three-quarters of the world’s poor live in rural areas.

“A large majority of them are in one way or another involved in agriculture,” said Lamb. “Using agriculture to get accelerated economic growth in rural areas has the effect of furthering growth not only for the country as a whole but in raising incomes and producing livelihoods for some of the poorest people on the planet.”

Lamb will deliver the opening keynote presentation during the Summit, set for Oct. 6-7 at the Airport Hilton Hotel in Kansas City. As the World Bank’s Agribusiness Team Leader, Lamb manages the global agricultural and rural enterprise work program in the Agriculture and Rural Development Department.

The theme of the 2009 CFI/NCCR Food System Summit is *“The New Normal – Building Consumer Trust during Unprecedented Market Volatility.”* A variety of speakers 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.

Media note: downloadable audio from John Lamb is available at www.foodintegrity.org.

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