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Pressure Mounts: Navigating Sustainability Demands and Tradeoffs
Free webinar details three-pronged approach

KANSAS CITY, Mo. – Wed., Nov. 27, 2019 – Food companies face unprecedented pressure to navigate growing public expectations for a sustainable food supply. The stakes are high as one well-meaning decision can have unintended and significant consequences that actually undermine a sustainable food system. A free webinar from The Center for Food Integrity (CFI) details a three-pronged approach to help the food industry comprehensively weigh the pros and cons of sustainability and make decisions that align with company values and those of their stakeholders.

[“A Food System Under Pressure: Navigating Sustainability Demands and Tradeoffs,”](#) scheduled for Thurs., Dec. 12, 1 to 2 p.m. CDT, features Charlie Arnot, CFI CEO, and Marty Matlock, executive director of the University of Arkansas Resiliency Center.

“A variety of interest groups and other organizations are harnessing the increased interest in the evolving definition of sustainability to capture opportunity or promote a specific agenda,” said Arnot. “As a result, a new and growing challenge is the focus on a single ingredient, process or practice without accounting for the potential impact on the entire food system.”

Initially sustainability was primarily focused on protecting environmental resources, but today’s consumers are concerned with a variety of issues, including health and wellness, animal welfare, worker treatment, food waste and more, said Arnot.

During the webinar Arnot and Matlock will detail the new definition of sustainability, public attitudes, growing pressures, tradeoff case studies and a framework designed to help organizations:

- Set sustainability priorities that reflect company values
- Evaluate tradeoffs on existing or potential sustainability practices
- Respond when an advocacy group makes demands
- Communicate sustainability decisions in a way that earns trust

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Register for the webinar at www.foodintegrity.org. More information on CFI's Optimizing Sustainability resources can be downloaded www.optimizingsustainability.org.

The Center for Food Integrity is a not-for-profit organization that helps today's food system earn consumer trust. Our members and project partners, who represent the diversity of the food system, are committed to providing accurate information and working together to address important issues in food and agriculture. The Center does not lobby or advocate for individual companies or brands. For more information, visit www.foodintegrity.org.

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