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## **Experts Weigh In On Future of Food During Webcast Fundraiser CFI NOW: COVID-19 Pivot from Panic to Progress, July 14**

KANSAS CITY, Mo. – Wednesday, June 24, 2020 – Internationally recognized experts in consumer insights and the food industry will reveal the latest research on consumer trends, the current environment in food and agriculture and what the future holds during a free fundraiser webcast to help those experiencing hardship.

“CFI NOW: COVID-19 Pivot from Panic to Progress,” Tues., July 14, 11 a.m. to 2 p.m. CDT, is hosted by [The Center for Food Integrity](#) (CFI) and will benefit the Feeding America COVID-19 Relief Fund and the National Restaurant Association Employee Relief Fund.

“The lives of so many people in America have been upended because of the pandemic, including those in the food and agriculture industries,” said Charlie Arnot, CFI CEO. “Consumer perceptions and behaviors have shifted in unprecedented ways and will define the future of food. This event will not only provide industry guidance, but raise money for two organizations providing much-needed support to people in need.”

The free webcast includes three one-hour sessions during which attendees can donate to the charities. Participants can attend one, two or all three sessions. They include:

**Forget Normal – Focus on What’s Next, 11 a.m. to 12 p.m. CDT.** Susan Schwallie, executive director of food and beverage consumption with NPD Group, and Kevin Ryan, founder of Malachite Strategy and Research, will discuss new consumer research and how companies can capture opportunities for long-term success.

**The Road to Recovery – Consumers Call the Shots, 12 to 1 p.m. CDT.** John Dick, founder and CEO of CivicScience, and Ujwal Arkalgud, cultural anthropologist and co-founder of MotivBase, will underscore a path to growth where consumers are in the driver’s seat, not politicians, business leaders, pundits and economists.

**From Disruption to Decisions: How Ag Should Move Forward, 1 to 2 p.m. CDT.** Jayson Lusk, Distinguished Professor at Purdue University and food and agriculture economist, and John Newton, PhD, chief economist for the American Farm Bureau Federation, will discuss supply chain disruption, climate change, the increased demand for sustainability and how agriculture should evolve to withstand future challenges.

Susan Schwallie, Ujwal Arkalgud, Jayson Lusk and Kevin Ryan are founding members of CFI’s Consumer Trust Insights Council. Launched in 2019, the council brings together top food industry thought leaders, executives and social scientists to explore emerging consumer trends and use data analysis to inform strategic direction.

More information and a registration link can be found at [www.foodintegrity.org](http://www.foodintegrity.org). One-hundred percent of donations will go to the charities. Sponsorship opportunities are available.



*The Center for Food Integrity (CFI) is a not-for-profit organization that helps today's food system earn consumer trust. CFI 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](http://www.foodintegrity.org).*

