



*For more information, contact:*

**Charlene Finck**  
**Chief Content Officer**  
**Phone: (573) 489-3060**  
**Email: [cfinck@farmjournal.com](mailto:cfinck@farmjournal.com)**

## **For Immediate Release**

### ***Trust In Food™ Opening Keynote Will Bridge Farmers and Food System at 2018 Top Producer Seminar***

*Lenexa, Kan.* (Jan. 2, 2018)—New to the upcoming Top Producer Seminar is the Trust In Food™ Opening Keynote, which will kick off the annual gathering of more than 800 farmers, ranchers and growers from across the U.S. and Canada Jan. 24–26 in Chicago.

Farm Journal has created the keynote to serve as the capstone to the inaugural Trust In Food™ Symposium, a co-located event happening Jan. 23 for 50 VIP farm operators and up to 200 executives from food companies, food retailers, restaurants, agribusinesses, NGOs, tech firms and government agencies.

The presentation will be delivered by Townsend Bailey, Director of U.S. Supply Chain Sustainability for McDonald's Corporation. He will help farmers and other food chain participants understand how the restaurant company partners with consumers and the agriculture community.

"The Trust In Food™ Symposium is the first important step in Farm Journal's decade-long initiative to rebuild consumer trust in the food system in cooperation with an array of stakeholders," said Charlene Finck, Chief Content Officer, Farm Journal Media. "Without question, this is not something Farm Journal can do on its own. That's why we are so grateful to be featuring the voices of experts who can help advance conversations throughout the supply chain about the five key pillars of consumer trust in food: health and nutrition; safety and security; affordability; animal welfare; and conservation agriculture."

In addition to McDonald's Bailey, some of the approximately 40 featured speakers at this year's inaugural Trust In Food™ Symposium include:

- Holly A. Bamford, Chief Conservation Officer, National Fish and Wildlife Foundation
- Patrick Beary, Director of Corporate Engagement, Agriculture and Food Systems, The Nature Conservancy
- Jason Clay, Senior Vice President, Food and Markets, and Executive Director, Markets Institute, World Wildlife Fund
- Maria Emmer-Aanes, Vice President of Marketing and Communications, Lighthouse Foods
- Robb Fraley, Chief Technology Officer, Monsanto Company
- Mark Gardiner, Rancher, Gardiner Angus Ranch
- Jackie McClaskey, Secretary of Agriculture, Kansas Department of Agriculture
- Christy Melhart Slay, Research Director, The Sustainability Consortium
- Mike Neal, CEO and Co-Founder, DecisionNext
- Adrian Percy, Global Head of Research and Development, Bayer Crop Science
- Mary Shelman, Former Director, Agribusiness Program, Harvard University
- Rod Snyder, President, Field to Market

For more information about the 2018 Trust In Food™ Symposium, visit [www.TrustInFood.com](http://www.TrustInFood.com).

**About Farm Journal Media ([www.farmjournalmedia.com](http://www.farmjournalmedia.com))**

Farm Journal Media is the nation's leading business information and media company serving the agricultural market. Started 140 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters and phone apps; business magazines; events; nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal Media also is the majority shareholder of the online equipment marketplace Machinery Pete LLC. In 2010, the Company established the non-profit, public charity Farm Journal Foundation, which is dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.