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For Immediate Release

Trust In Food™, a Farm Journal Media Platform, Named Media Partner of SB'18 Vancouver, the Global Flagship Conference of Sustainable Brands

Lenexa, Kan. (April 5, 2018)—Farm Journal Media's Trust In Food™ platform (www.TrustInFood.com) has been named a media partner of [SB'18 Vancouver](#). The global flagship conference of Sustainable Brands will take place June 4–7 at the Vancouver Convention Centre in Vancouver, British Columbia. Along with other media partners of the conference, including Scientific American and Innovation & Tech Today, Trust In Food™ will provide its growing audience of food-system leaders with news and insights from the experts and businesses putting sustainability first in food, agriculture, technology and other industries.

The partnership will link sustainability thought leaders in food, agriculture, technology and other industries from Sustainable Brands with the Trust In Food™ omnichannel reach to improve food-system collaboration from field to table and rebuild consumer trust.

“Last year, our content team attended SB'17 Detroit, and we were impressed by the tremendous capabilities of Sustainable Brands to convene sustainability thought leaders for actionable dialogue about issues of critical importance to the future of consumers and our food system,” said Charlene Finck, Chief Content Officer for Farm Journal Media. “With the launch of our Trust In Food™ platform this year, it's only natural to join the conversation in a bigger way to effect change at scale.”

“Sustainable Brands is committed to helping brands win in the marketplace by delivering solutions to some of the world's most intractable problems,” said KoAnn Vikoren Skrzyniarz, founder and CEO of Sustainable Brands. “Finding our way forward to a sustainable food system requires bringing the system in the room. We are excited to deepen our relationship with this key group of stakeholders and, together, generate even broader impact.”

Through a multifaceted, multigenerational endeavor, Trust In Food™ aims to engage all food industry stakeholders to drive broader adoption of sustainable agriculture and animal well-being practices and ignite authentic consumer engagement in ways that help restore consumers' trust in food. This includes strategic partner WPP Health & Wellness, the world's leading health and wellness marketing communications company.

About Farm Journal Media (farmjournalmedia.com)

Farm Journal Media is the nation's leading business information and media company serving the agricultural market. Started 141 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 dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.

About Sustainable Brands

[Sustainable Brands®](#) is the premier global community of brand innovators who are shaping the future of commerce worldwide. Since 2006, our mission has been to inspire, engage and equip today's business and brand leaders to prosper for the near and long term by leading the way to a better future. Digitally published news articles and issues-focused conversation topics, internationally known conferences and regional events, a robust e-learning library and peer-to-peer membership groups all facilitate community learning and engagement throughout the year. Sustainable Brands is hosted by Sustainable Brands Worldwide, a division of [Sustainable Life Media](#) headquartered in San Francisco, Calif.