
FARMJOURNAL FOUNDATION

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For Immediate Release

HungerU Kicks Off Spring 2013 Tour for West Coast Universities

Grassroots Tour Part of Farm Journal Foundation's Farmers Feeding the World Initiative

Philadelphia (April 15, 2013) — The *Farmers Feeding the World* (FFW) initiative launched its Spring 2013 HungerU Tour last week, targeting cause-oriented college students at nine major West Coast universities. The tour encourages students to join farmers in addressing the world's hunger crisis. By building awareness of global food issues and the critical role that modern agriculture plays in putting food on our tables, HungerU will engage students in the ongoing hunger crisis and empower them to take action in their communities.

"Without a doubt, ending hunger is one of the greatest challenges facing this generation," said Brian Hogue, Director of Operations, Farm Journal Foundation. "The world's population is expected to grow by an additional two billion people by 2050, and our farmland is already at capacity. The students on college campuses today will need to find answers to help ensure that everyone on the planet in 2050 has access to a proper diet."

A special project of the Foundation, the HungerU Tour is made possible with the generous support of DuPont Crop Protection. "By engaging and educating youth about food security and modern agriculture, HungerU aligns with our goals to help end world hunger and ensure food security. We are excited to build on last year's success by collaborating with HungerU again this spring," said John Chrosniak, DuPont Crop Protection Director of North America.

"With the enthusiastic response we received last year, we know college students are hungry to learn more about solutions to end world hunger," said Andy Weber, CEO of Farm Journal Media and chairman of the Farm Journal Foundation. "The spring tour is off to a strong start after our first stop this week at the University of Arizona."

In addition to exhibiting on the University of Arizona's campus mall, the HungerU schedule of events included a campus-wide food forum featuring a panel of experts on global hunger issues and a guest lecture on poverty and developing nations. Students at the university also participated in a Stop Hunger Now event to package 40,000 meals for distribution to developing countries around the world.

The complete HungerU Spring 2013 Tour schedule is as follows:

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| April 8-9 | University of Arizona |
| April 11-12 | San Diego State University |
| April 15 | California State University, Fullerton |
| April 16 | University of San Diego |
| April 18-19 | California Polytechnic State University |

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| April 22-23 | University of California, Berkeley |
| April 25-26 | University of California, Davis |
| April 29-30 | California State University, Chico |
| May 1 | Butte College, Oroville |
| May 2-3 | Fresno State University, Fresno |

The HungerU Spring 2013 Tour features a mobile education exhibit, complete with large, flat-screen digital displays and interactive kiosks. This mobile classroom is designed to provide a welcoming space for conversations between students and HungerU staffers on global food issues and the critical role that modern agricultural practices will play in addressing them.

In addition to the mobile classroom, HungerU will be helping support additional campus activities at each tour stop, such as the opportunity to host a Stop Hunger Now meal-packaging event or an evening panel discussion about global hunger and agriculture.

HungerU will also be taking the conversation online, using social media to further engage students in the conversation about global hunger issues. Events vary by location; please visit www.HungerU.com for more information.

About the Farm Journal Foundation

The Farm Journal Foundation is a nonprofit corporation dedicated to sustaining U.S. agriculture's ability to serve the vital needs of a growing world population with education and assistance focused on the unique interests of people and organizations aligned with U.S. agriculture. The Foundation houses Farm Journal's myriad advocacy initiatives such as the *Farmers Feeding the World* campaign and elements of the Farm Journal Legacy Project. For more information, please visit www.FarmersFeedingTheWorld.org.

About DuPont

DuPont is a science-based products and services company. Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in more than 70 countries, DuPont offers a wide range of innovative products and services for markets that include agriculture and food, building and construction, communications and transportation.