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## **For Immediate Release**

### ***Farm Journal Media Announces “Trust in Food Symposium”—A Game-Changing Step in Bringing America’s Largest Farmers and Food Marketers Together to Address Consumer Mistrust in Food***

Lenexa, Kan. (July 13, 2017)—Today, Farm Journal Media announced its “Trust in Food Symposium,” bringing America’s largest farmers and food marketers together to address consumer mistrust in today’s food system. Stakeholders across the food supply chain will come together Jan. 23, 2018, at the Chicago Hilton, a day before Top Producer Seminar, to discuss the key barriers to consumer trust and the complexities of changing that landscape.

The 23<sup>rd</sup> Top Producer Seminar is the annual meeting of America’s largest and most productive farmers. The “Trust in Food Symposium” and ensuing two-day “Trust in Food Pavilion” of exhibiting food companies will bring together marketing and sustainability officers from food companies, food retailers and NGOs that are focused on addressing food supply trust and sustainability issues with 800-plus producers each averaging nearly 5,000 crop acres. The agenda and discussions will focus on how farm practices, including agriculture conservation, animal well-being, science and technology impact consumer perceptions.

“There have been many sincere but disparate efforts within agriculture over the last six or seven years to reach out to consumers: but without the direct and impactful involvement of food companies and food retailers, there is no chance of bridging the communication gap between consumers and farmers,” stated Farm Journal CEO, Andy Weber. “Farm Journal has a long history of advocacy for America’s farmers. They trust us, and we’re making a large commitment to working directly with food companies to establish a dialogue between consumers and farmers, ranchers and growers.”

The gap between consumers and producers is enormous. Consumer research shows that while 86% of consumers are concerned about agricultural practices, 94% have no connection at all to agriculture. Consumer trust in the food system is at an all-time low, with 43% of consumers saying they don’t trust our food system.

“This is a kick-off to what we expect will be a decade-long effort to rebuild trust in the food system, and we have to start by all speaking the same language,” said Charlene Finck, Chief Content Officer of Farm Journal. “It is both our responsibility and obligation to help farmers and food marketers build a shared understanding of consumer demands for conservation agriculture, animal well-being and affordable, safe and nutritious food.”

“We must help farmers, food companies and food retailers,” Finck continued, “and to build better understanding of the challenges of implementing many sustainable farming practices and to communicate the importance of supporting science and technology in sustaining an abundant, safe, nutritious and affordable food supply for the good of humanity.”

#### **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 26 branded websites, eNewsletters and phone apps; 11 business magazines; 70 events; six 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.