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# FARMJOURNAL FOUNDATION

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## For Immediate Release

### **HungerU Tour Brings Hunger Issue to University Campuses**

*Grassroots tour part of Farm Journal Foundation's Farmers Feeding the World initiative*

Philadelphia, PA (Oct. 12, 2012) — The Farmers Feeding the World initiative is taking its two-part educational message on hunger and the merits of advanced agriculture on tour this October and November, targeting cause-oriented college students at seven major land-grant universities. The "HungerU Tour" is generously supported by DuPont Crop Protection.



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"Many social and political views are shaped in college," said Brian Harvey Hogue, director of operations at Farm Journal Foundation, which administers the campaign. "With food and farming practices largely misunderstood by non-farm consumers of all ages, and a hungry world population creeping up to 9 billion by 2050, it's time to hit the road on the food-scarcity education front. Advanced agriculture is not just the best solution to diminish hunger, it is the only solution."

The campus visits kicked off October 8 and will conclude November 2, with stops at Michigan State University, Kansas State University, University of Illinois, Purdue University, The Ohio State University, University of Missouri and Iowa State University, as well as the National FFA Convention in Indianapolis. Across these locations, the HungerU Tour is expected to reach 260,000 students and faculty.

Additionally, the HungerU team is partnering with student organizations on campus to ensure HungerU messaging extends well beyond the reach of those engaging with the campaign's 40-foot trailer, via social media networks, text updates and coverage in Farm Journal Media properties, with more than 20 million touch points per month. The campus organizations also will coordinate with the HungerU team to facilitate Food Forums—evening events developed to elevate the conversation about world hunger and advanced agriculture and speak with food security experts on these important issues. The campus organization that demonstrates the highest amount of engagement and interaction with key messaging will earn a \$2,500 grant.

DuPont Crop Protection Director of North America John Chrosniak said HungerU falls right in line with the company's mission to help increase the quantity, quality and sustainability of the world's food supply. "DuPont is committed to helping solve the challenges of an ever-expanding population, and it is proud to support initiatives like HungerU that are dedicated to educating students, academia and anyone who eats about the critical role advanced agriculture plays in putting food on our tables."

Andy Weber, CEO of Farm Journal Media and Chairman of the Farm Journal Foundation, added: "We are honored to have the backing of so many in agriculture who are passionate about our mission to teach the hungry to feed themselves. In addition to DuPont's generous support, American farmers

themselves have contributed to the campaign, as have industry partners [Charleston/Orwig](#) and [Harvest PR & Marketing, Inc.](#) to help put our wheels in motion.”

For more information, and to track the HungerU team’s journey across the Midwest, check out [HungerU on Facebook](#), follow [@HungerUTour](#) on Twitter, or visit [www.HungerU.com](#).

### **About 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 will house Farm Journal’s myriad advocacy initiatives such as Farmers Feeding the World and elements of the Farm Journal Legacy Project. For more information, visit [www.FarmersFeedingTheWorld.org](#).

### **About DuPont Crop Protection**

For more than 75 years, DuPont Crop Protection has been serving production agriculture with products for the grain and specialty crop sectors as well as land management. These include global weed, disease and insect control products and services. Headquartered in Wilmington, Del., DuPont Crop Protection is part of the overall Agriculture & Nutrition segment of DuPont. Our scientists are finding answers to meet the needs of farmers in more than 130 countries, from relieving pest pressure on crops to minimizing a product’s environmental footprint and accessing distribution systems. Our stewardship is rooted in our commitment to help farmers and their families thrive in sustainable enterprises while preserving the Earth’s precious resources.