

FARMJOURNAL FOUNDATION

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For Immediate Release

HungerU Tour Expands

Adds three additional schools and visits the Earth Institute at Columbia University

WASHINGTON, D.C. (October 14, 2013)—In its first month, the Fall 2013 HungerU tour has seen a consistent rise in interest from the student and academic communities. The tour added three additional campuses to the schedule as a result of demand. And the HungerU crew reports that everywhere the tour travels, the curriculum piques young people's curiosity while inspiring conversations about the global hunger crisis.

"This semester, HungerU has been able to expand not only the number of schools the tour reaches, but also the depth of connection it is making with students," said Lesly Weber McNitt, Farm Journal Foundation's director of government relations and program development. "HungerU creates an environment where students feel comfortable sharing their personal experiences with hunger, asks questions about complex food and agriculture issues, and offers inspiration and an opportunity to become part of the hunger solution."



Originally scheduled to visit 16 schools, HungerU has since added three more campuses including Columbia University in New York City. That visit was hosted by Columbia's prestigious Earth Institute and allowed the Hunger U crew an opportunity to meet Al Roker from NBC's "Today Show." The tour is made possible through the support of the Foundation's supporters, including DuPont Crop Protection and donors to the Farmers Feeding the World initiative.

"The response is so powerful because we empower students to control the conversation in an open and friendly environment," said Margie Alsbrook, the Farm Journal Foundation director of operations. "We allow them to come to their own conclusions about the connection between the hunger crisis and the modern agricultural solution. Our data shows this is an incredibly impactful way to communicate with the next generation."



HungerU features a large electronic, interactive mobile exhibit. Each visit to campus allows students to have individual or group conversations with crew members, interact with the DuPont Global Security Index on large screens and tablets, and play games, win prizes or participate in other activities.

On many campuses, student organizations work with HungerU to host meal packaging events, intensive sessions that can feed up to 20,000 families in a day. Alsbrook says one of the goals of HungerU conversations is to find people who are interested in becoming ongoing volunteers for their partners, or in some cases even pioneering new chapters on their campus. This helps

answer the most common question that students ask at HungerU: “What can I do?” This also helps organizations like Stop Hunger Now, the Campus Kitchen Project, the ONE campaign and Universities Fighting World Hunger keep the momentum going after HungerU rolls to the next campus.

HungerU is a special project of the Farm Journal Foundation’s Farmers Feeding the World campaign to end world hunger. HungerU’s fall tour will be on the road through November 15 at the following campuses:

Queens University at Charlotte, October 14-15
University of South Carolina, October 16
North Carolina State University, October 18
Wake Forest University, October 21-22
University of Kentucky, October 24-25

National FFA Convention, October 30 and
November 1
University of Tennessee, November 4-5
University of Alabama, November 6
University of Georgia, November 11-12
University of Florida, November 14-15

To view HungerU photos and online updates, visit the tour’s [Facebook page](#) or follow on [Twitter](#).

About the Farm Journal Foundation and Farmers Feeding the World

The Farm Journal Foundation is a nonprofit corporation dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment. Farmers Feeding the World is a platform dedicated to rallying the agricultural community around the fight against world hunger. The Foundation’s approach includes bringing together their extensive partnerships to elevate the next generation’s understanding of the connection between expanding global nutritional needs and advanced agriculture’s capacity to meet those needs. 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.