
FARM JOURNAL FOUNDATION

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For Immediate Release

2013 Farm Journal Forum Will Debut New Award

Washington (November 8, 2013)—The Farm Journal Foundation is pleased to announce a new addition to the 15th Farm Journal Forum’s program: the presentation of the Alliance to Feed the Future Communicator of the Year Award. The Alliance to Feed the Future, in collaboration with CropLife America, will announce the award winner at the Forum’s evening reception on Wed., Dec. 4. The inaugural award will recognize an outstanding communicator who is helping to balance the dialogue on modern food production.

The winner, whose name will be revealed at the reception, was chosen from eight nominees selected from recommendations by bloggers, journalists, students, farmers and other stakeholders invested in communicating about agriculture’s contributions to society. The Alliance’s Communicator of the Year honoree will receive a complimentary registration to the Farm Journal Forum.

Dave Schmidt, president and CEO of the International Food Information Council, which coordinates the Alliance, stated, "The Alliance to Feed the Future Communicator of the Year Award recognizes effective and innovative new voices that are enhancing the dialogue about modern food production. These voices are concerned not just with the here and now, but with the needs of generations to come. We can't think of a better place to award the Communicator of the Year than the Farm Journal Forum, one of D.C.'s top food and agriculture policy meetings."

"CropLife America is pleased to support the Alliance to Feed the Future and the Communicator of the Year Award," said Jay Vroom, president and CEO of CropLife America. "It is critical that the agricultural community engage in a meaningful dialogue on the issues surrounding food production, and this year's winner is leading the way for our future communicators."

Held in Washington, D.C., at the Loews Madison Hotel, this year’s Forum will focus on “The Role of Innovation in Agriculture.” The event kicks off with an evening reception at 6 pm on Wed., Dec. 4, followed by a newsmaker breakfast on Thurs., Dec. 5, and a full day of high-level speakers.

The Forum will explore food system innovations, discuss opportunities to foster ingenuity and identify barriers to access. Hosted in partnership with Informa Economics, the event will promote intelligent discussion and insight relative to critical food and farming issues, and through that conversation, advance education and more enlightened decisions on U.S. food, agricultural and environmental policies. The 2013 Farm Journal Forum is made possible by support from premiere sponsor, Monsanto Company, and supporting sponsors: AdFarm, Charleston|Orwig, CropLife America, and DuPont, in association with Farmers Feeding the World.

“We’re excited to have this new award presented at the Farm Journal Forum,” said Charlene Finck, president of Farm Journal Foundation. “The Forum is an ideal venue for honoring individuals who are passionate about telling the story of modern agriculture’s capacity to feed a growing population.”

To learn more or to register for the Farm Journal Forum, visit www.FarmJournalForum.com. A special registration rate is available for government employees. To join the discussion on Twitter, follow @farmersfeeding and #FJForum13.

About the Farm Journal Foundation

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. The Foundation houses the Farmers Feeding the World platform to rally the agricultural community around the fight against world hunger. For more information, please visit www.FarmersFeedingTheWorld.org.

About the Alliance to Feed the Future

The mission of the Alliance to Feed the Future is to raise awareness and improve understanding of the benefits and necessity of modern food production and technology in order to meet global demand. For more information, visit www.alliancetofeedthefuture.org.