



For more information, contact:

Mitch Rouda
President, Trust In Food™
Telephone: (202) 258-0226
Email: mrouda@trustinfood.com

For Immediate Release

Trust In Food™ Announces 2019 Symposium Agenda, Executive Speakers And Co-Location With Top Producer Summit

Lenexa, Kan., (December 10, 2018) — Trust In Food™, a division of Farm Journal Media, has published the full agenda for the second annual Trust In Food™ Symposium, Jan. 15-16, 2019, at the Hilton Chicago Hotel. The invitation-only event will host 200 executives from across the food value chain to discuss innovative strategies for scaling conservation agriculture and rebuilding consumer trust in the U.S. food system, beginning at the farmgate.

Secretary of Agriculture Sonny Perdue has been invited to deliver opening remarks on USDA's vision for creating pathways to engagement across the food system.

Recently added speakers to the Symposium will bring an important mix of executive thought leadership and deep perspective to improve farmer profitability, environmental outcomes and the rural-urban relationships that are essential to the fabric of the country. These presenters include:

- Rob Barley, Owner, Star Rock Farms
- Matt Carstens, Senior Vice President, Land O'Lakes SUSTAIN
- Jason Clay, Senior Vice President, Food & Markets, and Executive Director, Markets Institute, World Wildlife Fund
- Kristin Weeks Duncanson, Owner and Partner, Duncanson Growers
- Mikel Hancock, Senior Director of Sustainable Food & Agriculture, Walmart
- Eric Jackson, CEO, Pipeline Foods
- A.G. Kawamura, Founding Co-Chair, Solutions From the Land
- Alexandra Lewin-Zwerdling, Vice President, Research and Partnerships, International Food Information Council Foundation
- Don Perkins, Executive Director, Harte Charitable Foundation
- John Piotti, CEO, American Farmland Trust
- Ryan Sirolli, Sustainability Director – Row Crops, Cargill
- Christy Slay, Director of Technical Alignment, The Sustainability Consortium
- Daniel Sonke, Director of Sustainable Agriculture, Campbell Soup Company
- René Strickland, Owner, Strickland Ranch & Exports
- Ed Treacy, Vice President, Supply Chain Efficiencies, Produce Marketing Association

“The breadth and depth of this year’s Symposium lineup speaks to the tremendous enthusiasm across the food system to accelerate the pace of conservation agriculture adoption,” said Mitch Rouda, President, Trust In Food™. “As a 141-year-old company built to deliver the best information for farmers, growers and ranchers, we are pleased to convene this event to focus attention on the changes in farm practices – and farm economics – that conservation entails. The economic

challenges farmers face are substantial, and this conversation will help all participants build relationships and understanding that can achieve important environmental outcomes, build rural-urban collaboration for stronger communities, and, at the same time, improve farmer profitability.”

“We’re pleased to co-locate our Symposium with the first-ever Top Producer Summit featuring three business events for farmer-leaders — Top Producer Seminar for farm executives, Tomorrow’s Top Producer for young farmers and Executive Women in Agriculture for women in farming and agribusiness,” said Charlene Finck, President, Producer Division. “This is a valuable opportunity for other food system leaders from an array of backgrounds, including government agencies, NGOs, food companies and consumer advocates, to network with some of the best farmers, growers and ranchers in the U.S. Farm Journal Media is pleased to convene these events to advance cross-industry collaboration for the benefit of our entire food system.”

Through a multifaceted, multigenerational endeavor, Trust In Food™ aims to engage all food-industry stakeholders to drive broader adoption of sustainable agriculture and animal well-being practices and ignite authentic consumer engagement in ways that help restore consumers’ trust in food.

Registration for the two-day Trust In Food™ Symposium is \$300 per attendee, which includes all meals and networking events. To register, visit www.TrustInFood.com/Symposium.

About Farm Journal Media (farmjournalmedia.com)

Farm Journal Media is the nation’s leading business information and media company serving the agricultural market. Started 141 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters and phone apps; business magazines; live events including conferences, seminars and tradeshow; 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 dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.