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## **For Immediate Release**

### ***2019 Trust in Food™ Symposium Announces Rabobank, Culver's and Environmental Defense Fund Among Speakers***

Lenexa, Kan., (October 24, 2018) — Trust In Food™, a division of Farm Journal Media, announces the first of many thought leaders from food and agriculture who will be among the speakers at the second annual Trust In Food™ Symposium, Jan. 15-16, 2019, at the Hilton Chicago Hotel. The January 2018 Trust in Food™ Symposium, which featured 200 executives from across the food value chain, elevated the conversation between consumers and farmers.

The 2019 Symposium will focus on the critical connection between conservation agriculture and consumer trust.

“Participants will discuss tangible outcomes and models for scaling up conservation agriculture practices to support the food industry’s ongoing investments in achieving long-term improvements in soil health and water quality,” said Mitch Rouda, President, Trust In Food™. “In turn, this will help meet evolving consumer expectations for a sustainable food supply.”

Speaking for the first time will be:

- Nick Fereday, Executive Director, Food and Consumer Trends, Rabobank, New York, N.Y.
- Joseph Koss, President and CEO, Culver’s Franchising Systems, Madison, Wis.
- Maggie Monast, Senior Manager, Economic Incentives, Agricultural Sustainability, Environmental Defense Fund, Raleigh, N.C.

“Leadership interested in the intersection of food and agriculture should plan to attend,” said Charlene Finck, President, Producer Media Division. “This is an invitation-only event with opportunities to hear novel ideas, build your network and engage in Q-and-A sessions with speakers. Attendees will include farmers, ranchers, NGO leaders, foundation directors, government officials, agribusiness professionals, academia, food company executives, food retailers, technology innovators, bankers, investors and consumer advocates.”

Through a multifaceted, multigenerational endeavor, Trust In Food™ engages 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 Trust in Food™ Symposium will open at the end of October. To learn more, visit [www.TrustInFood.com/Symposium](http://www.TrustInFood.com/Symposium).

**About Farm Journal Media ([farmjournalmedia.com](http://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.