FROM FARM TO CELL
INTEGRATING AGRICULTURE, FOOD AND NUTRITION SCIENCES
TO DEVELOP IMPROVED FOOD PRODUCTS DELIVERING NUTRITIONAL QUALITY

Washington, DC—July 15, 2014. For Immediate Release – An integrated approach to development of food products that deliver nutrition from “farm to cell” will be the focus of a National C-FAR research seminar at noon, on Friday, July 18 in 1300 Longworth House Office Building. The presenter is Mario Ferruzzi, Professor in the Departments of Food Science and Nutrition Science at Purdue University.

“Producing and delivering a healthy food supply is a multidisciplinary effort,” Ferruzzi said. “To address current and future public health challenges, our thinking must evolve from the traditional ‘farm to fork’ to a ‘farm to cell’ mentality that considers how all aspects of agriculture and food science can be leveraged to translate cutting edge nutrition research into real consumer-friendly products.”

“These presentations provide excellent examples of the value of federally funded food and agricultural research, Extension and education in producing the scientific outcomes and outreach needed to meet 21st century challenges and opportunities,” says Chuck Conner, President of the National Coalition for Food and Agricultural Research (National C-FAR).

Background: Addressing public health challenges will require the evolution and refinement of a safe and healthful food supply that meets consumer demands for quality, convenience, affordability, and positive nutritional attributes. Achieving this goal will require collaborations across agriculture, food science and nutrition disciplines that traditionally have played divergent roles in the context of food. For example, agronomist and food science disciplines have focused on “farm to fork” aspects of the food supply. This includes research focus on production, post harvest processing as well as the technical and sensory aspects of food. In contrast, nutrition science has focused on metabolic and physiological responses to food and nutrients after consumption, sometimes termed “fork-to-cell”. Development of an improved, health-promoting food supply that address the “farm-to-cell” continuum would create a framework to address evolving public health issues by providing innovative products that translate cutting edge nutrition research into consumer-friendly products. Aligning efforts across agronomy, food science and nutrition disciplines can provide breakthrough research through translation of basic nutritional research into practical, consumer-friendly food-based solutions. This new approach would facilitate development and validation of improved food products that can provide health benefits beyond basic nutrition, promote health and reduce disease risk in the US population.

The seminar is open to the public and the media.

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National Coalition for Food and Agricultural Research (National C-FAR) is a nonprofit, nonpartisan, consensus-based, and customer-led coalition that brings food, agriculture, nutrition, conservation, and natural resource stakeholders together with the food and agriculture research and Extension community, serving as a forum and a unified voice in support of sustaining and increasing public investment at the national level in food and agricultural research, Extension, and education. National C-FAR’s Hill Seminar Series, now in its tenth year, regularly presents leading-edge researchers working to provide answers to pressing issues confronting the public and Congress. The Hill Seminar Series helps demonstrate the value of public investment in food and agricultural research—investment that returns 45 percent per year on average, and $20 in economic benefit from every $1 investment in food and ag research.

Go to http://www.ncfar.org/Hill_Seminar_Series.asp for more information about the seminar series and past topics. Interviews with National C-FAR President Chuck Conner are available by request. For additional information, go to www.ncfar.org; or contact Tom Van Arsdall, Executive Director, at tom@vanarsdall.com or (703) 509-4746.