LOSING TRACK!

DO YOU REALLY KNOW FROM WHERE YOUR LUNCH HAS COME?

Washington, DC—June 6, for Immediate Release – Research on food traceability and its role in preventing and managing foodborne outbreaks and recalls will be the subject of National C-FAR’s research seminar on Friday, June 10, at noon in 1300 Longworth House Office Building. The presenter is Tejas Bhatt, Director of the Institute of Food Technologists’ (IFT) Global Food Traceability Center (GFTC).

“Food traceability lies at the intersection of public good and private needs – publicly funded research is critical to ensuring a balanced approach using sound science for keeping track of where our foods come from in today’s global system,” says Bhatt.

“This presentation provides an excellent example 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 Andy LaVigne, President of the National Coalition for Food and Agricultural Research (National C-FAR).

Highlights: As agricultural and food commodities get traded globally in a complex web of interconnected supply chains, the food consumed by Americans been so distant and disconnected from where it was grown. Therefore, it is no surprise that foodborne outbreaks and recalls have grown larger and longer in recent years. With public health and industry viability at stake, food traceability has emerged as a high priority for public-private partnerships and collaborations. This talk will focus on one such success story on how stakeholders from governments, industry, NGOs and academia came together to solve one of the most pressing issues in the food and agricultural sectors – food traceability.

The seminar is open to the public and the media.

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The 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 Andy LaVigne 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.