

<http://www.MSCNews.net/news/index.cfm?nk=46155>

Center for Food Integrity CEO to Discuss 'Big Food'

Charlie Arnot, chief executive officer of the Center for Food Integrity, will speak at Kansas State University at 7 p.m. Monday, March 2, in Forum Hall at the K-State Student Union. Arnot will present, "Size Matters: Why We Love to Hate 'Big Food.'" The presentation examines the relationship development and pattern of trust that consumers have with food and those who produce it.

The lecture is organized by the K-State student and alumni group, Food for Thought, and is free and open to the public.

The Center for Food Integrity (CFI) was established in 2007 to build consumer trust and confidence in today's food system. It is a non-profit organization whose members represent segments of the food chain, including farmers and ranchers, universities, food processors, restaurants, retailers and food companies. In his role as CEO, Arnot works with companies and associations across the food system to develop and implement sustainable solutions in issues management, public relations, strategic facilitation and marketing communications.

A bonus to this installment of the Upson Lecture Series is free bacon, which will be distributed to the first 200 attendees to arrive at Forum Hall. The event is co-sponsored by the Kansas Pork Association, which is providing the bacon samples.

The Upson Lecture Series is endowed by the Kansas State University College of Veterinary Medicine classes of 1962 and 1966. The series is named after Dan Upson, K-State retired professor emeritus. Dr. Upson taught in K-State's College of Veterinary medicine for 35 years before retiring with emeritus status in 1994. He received numerous awards for his dedication to classroom teaching and the veterinary profession.

Food for Thought, the organizer of the Upson Lecture Series, is a grass-roots group of agriculture enthusiasts who strive to bridge the gap between consumers and food production. The group includes K-State undergraduate, graduate and veterinary students, as well as young alumni, who work under the guidance of Dr. Dan Thomson, the director of K-State's Beef Cattle Institute and Dr. Don Boggs, associate dean of the K-State College of Agriculture.

More information about Food For Thought is available on the group's blog, <http://bloggingfoodforthought.blogspot.com/> or Twitter at <http://twitter.com/fftgroup> or on Facebook.

For more information about the lecture, contact Brandi Buzzard Frobose, a Food For Thought member, at bbuzzard13@gmail.com or 785-448-0239