



FOR IMMEDIATE RELEASE

**American Farmers for the Advancement and Conservation of Technology (AFACT)
Joins the Alliance to Feed the Future**

May 13, 2011 – AFACT has joined the Alliance to Feed the Future to help tell the story of modern farming from the heart of the family farmer. AFACT is comprised of farm families from across the country that seek to help all participants in the food chain to understand the benefits of technology used to produce affordable food with minimal impact on the environment. Misperceptions about how food is produced on modern farms are common, and AFACT farmers want consumers to have access to fact-based information that provides peace of mind about how today's food is produced.

“The more consumers understand how their food is produced, the more they can appreciate the role modern agriculture plays in providing safe, affordable, and nutritious food,” says Dave Schmidt, President and CEO at the International Food Information Council, who coordinates the Alliance. “The Alliance will be a clearinghouse of resources to increase consumer understanding of this role.”

In an effort to meet the world's increasing food needs responsibly, efficiently and affordably, the members of the Alliance to Feed the Future share the common goal of building understanding and promoting the benefits of modern food production, processing and technology.

The Alliance currently has 63 members and continues to grow. All sectors of the food value chain have come together in the alliance – including professional societies, commodity groups, farmer organizations, industry and academia. Membership in the Alliance will help multiply the effects of their individual and joint efforts to tell the true and balanced story of modern food production.

The Alliance to Feed the Future website is home to an assortment of resources and information regarding modern food production from farm to fork. For additional information about the Alliance to Feed the Future, please contact media@alliancetofeedthefuture.org or 202-296-6540.

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