



Minnesota Soybean Research & Promotion Council

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PRESS RELEASE

USFRA Food Dialogues Viewing Party

Attendees hear from key speakers in the Minnesota food chain

St. Paul, MN – September 27, 2011 – New research from the U.S. Farmers and Ranchers Alliance shows that consumers believe food production is important to the success of the country, but they are split on whether or not it is headed in the right direction. That's why several Minnesota farmers and food industry leaders met with a group of consumers and students last Thursday at the University of Minnesota and answered questions about farming and food production.

The meeting was part of a national event with the U.S. Farmers and Ranchers Alliance (USFRA), which hosted four internet panel discussions that took place in select cities across the country. Attendees viewed a national panel discussion from Washington, D.C. on health and food prices, and were able to submit questions to the panelists via the internet.

Following the national panel, a panel of Minnesota experts spoke, including, Al Juhnke, aide to Senator Al Franken; Minnesota Senator Doug Magnus, who chairs the Senate Agriculture and Rural Economies Committee; Sara Wyant, editor, Agri-Pulse Communications; Don Baloun, U.S. Natural Resources Conservation Service State Conservationist; and Executive Chef and Co-Owner at Saffron, Sameh Wadi. They answered attendees' questions on organic food, biotechnology, local food production and how farmers can gain more trust from the consumer.

"This event helped bring different groups together to open up the lines of communication regarding food production and consumption," said Brian Greenslit, Minnesota Soybean Research and Promotion Council (MSR&PC) vice president and USFRA representative. "It is important for both farmers and consumers to understand each other's thoughts and concerns in order to come to a better understanding. That way, we'll be able to move forward in a more positive manner," added the Franklin, MN farmer."

Sponsors for the event were University of Minnesota Agricultural Club, Minnesota Corn Growers Association, Minnesota Farm Bureau, Minnesota Pork Board and Minnesota Soybean Research & Promotion Council.

U.S. Farmers and Ranchers Alliance (USFRA) is a newly formed alliance currently

representing more than 50 of the top farmer and rancher-led organizations and agricultural partners. We are committed to working together to continuously improve how we raise food that provides healthy choices for people everywhere. We are an industry that has always looked at how to do things better, including how we listen to and answer Americans' questions.

The Minnesota Soybean Research and Promotion Council is an elected board of 15 soybean producers from across the state. The mission of the council is to invest soybean checkoff dollars in well-defined research, marketing, education and commercialization programs designed to increase demand and thereby improve the profitability of Minnesota's soybean farmers.

For more information or to set up an interview please contact Maureen Degnan, 612-760-0497 mdegnan@wideopenthinking.com.

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