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Subject: UPDATE: IFIC Foundation's Understanding Our Food Initiative
Date: Monday, April 28, 2014 8:22:52 AM

TO: IFIC Board of Directors

FROM: Dave Schmidt

CC: Sarah Romotsky, Marianne Smith Edge, Kimberly Reed, Lindsey Loving, Brittany Mountjoy, IFIC Board of Trustees

As you may know, IFIC Foundation developed the *Understanding Our Food* initiative in 2010 to communicate the important roles of modern food production, processing and technology in providing a safe, affordable, and nutritious food supply. Since its inception, the initiative has been working to impact consumers' perception of processed foods through science-based information while also recognizing consumers' emotional relationship with food. The creation and distribution of the *Understanding Our Food* Tool Kit, participation in the Food and Nutrition Science Solutions Task Force, and development of the Alliance to Feed the Future are just a few of the successes the initiative has achieved.

We are looking forward to building upon these successes in the coming years and appreciate the financial support from several member companies. The 2014 supporters of *Understanding Our Food* are:

Abbott Nutrition
Ajinomoto North America
Bayer CropScience

Cargill
Coca-Cola Company
Dannon
Dow AgroSciences
Ferrero
Hershey
Kraft
Mars
McDonalds
Monsanto
Nestle
PepsiCo
Red Bull
J.M. Smucker
Dupont
Zoetis

From previous research we know that negative perceptions of processed foods are deeply rooted and cut across all consumer demographics. For this reason, it is crucial that the benefits of food processing are communicated by credible individuals and organizations such as the IFIC Foundation. **If you are not a current supporter, please consider contributing the suggested \$10,000 voluntary contribution to the Foundation to support the *Understanding Our Food* initiative** to help further our work. Attached for your use internally is a new resource which illustrates the accomplishments and future deliverables of the initiative.

Sarah Romotsky, Associate Director of Health & Wellness, is the staff lead on the *Understanding Our Food* initiative. Sarah will follow up with supporters shortly with details on 2014 projects and deliverables.

Please let us know if you have any questions.

Best regards,

Dave Schmidt