

From: [Matt Raymond](#)
Cc: [Dave Schmidt](#); [Marianne Smith-Edge](#); [Kimberly Reed](#); [IAII International Food Information Council Employees](#)
Subject: Two stories: "Fed Up" and food ingredients/Today Show
Date: Monday, May 05, 2014 1:46:07 PM

To: IFIC Board of Directors
IFIC Foundation Trustees
Media Dialogue group

CC: Dave Schmidt, Marianne Smith Edge, Kimberly Reed, and IFIC Staff

From: Matt Raymond

I wanted to ensure that you all were aware of two high-profile stories in which IFIC is currently involved.

First, as you know, the movie "Fed Up" premieres in U.S. theaters on Friday. IFIC has conducted interviews with two top-tier media outlets to provide our perspective:

New York Times reporter Anahad O'Connor has been working on a story focusing on the notion that "a calorie is not a calorie" and the issue of whether sugar consumption uniquely contributes to obesity. In addition with our directly providing comments, we successfully connected the reporter with Dr. John Sievenpiper, our noted expert in the field of sugars.

IFIC also spoke today with *USA Today* reporter Karen Weintraub, whose story is about the movie more generally. It's my understanding that she already has received statements from GMA and attorney Bruce Silverglade. It's unclear how much room she will have for the various quotes.

And second, Madelyn Fernstrom is working on a story for tomorrow morning's episode of *Today* about food ingredients that are banned in other countries but which we consume in the U.S.—with a specific focus on rBST in milk, food colors (red, yellow, and blue), BHA/BHT, GE papayas (also corn and soy), and BVO. IFIC has provided her with resources about all five.

As always, feel free to get in touch if you have any questions.

Best,

Matt Raymond

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