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The James Beard Foundation Examines “Trust” in America’s Food System

Wendell Berry and Other JBF Leadership Award Honorees to Speak at National Food Conference, Co-Hosted by Good Housekeeping

New York, NY (August 8, 2012) – The James Beard Foundation (JBF) will host the third annual [**James Beard Foundation Food Conference**](#)—“**A Crisis in Confidence: Creating a Better, More Sustainable Food World We Can Trust**”—at Hearst Tower in New York City on October 17 and 18. Co-hosted by *Good Housekeeping*, the Conference will bring together a diverse group of thought-leaders and stakeholders in the food system for a unique conversation about how consumers and companies establish and maintain trust, ways trust is broken and repaired, and trust-worthy solutions for the future of our food system.

“Underlying America’s growing conversation about and fascination with food is the notion of trust,” said Mitchell Davis, Ph.D., executive vice president of the James Beard Foundation. “So much effort goes into ensuring that healthy, wholesome, nutritious food gets to as many people as possible, but every E. coli outbreak or environmental accident chips away at consumer faith in our food system. What’s more, where people place their trust—in large corporations, in small local producers, in third-party certification, in government regulation—is always changing in our increasingly global world.”

This is the second year in a row that the James Beard Foundation Food Conference and Leadership Awards ceremony and dinner will take place at Hearst Tower, home to co-host *Good Housekeeping*.

“This is such an important conversation right now, not only for the food industry, but for consumers who are shopping and cooking for their families every day,” said Rosemary Ellis, editor in chief of *Good Housekeeping*. “Our brand is built on trust, and we’ve been advocates for food safety for more than a century. Our priority is providing guidance for our readers with recommendations as well as warnings, and *Good Housekeeping*’s 23 million readers have a huge collective voice that can and has helped to bring about real changes in food safety.”

The agenda for the Conference is based on regional roundtable discussions with farmers, philanthropists, business people, policy makers, chefs, and food system experts. In keeping with this year's theme, these "salons" are exploring people's faith in the way the food system functions, and have taken place in Charleston, SC, and New Orleans, LA, and a third will take place in Detroit, MI in September. Through various presentations, panels, group discussions, and other guided conversations, the Conference will address many of the common themes discussed by the top influencers in the food system who attended these regional meetings. The salons are led by Mitchell Davis and Karen Karp, president of Karp Resources, which also collaborates with the Foundation on conference design and facilitation.

"This year's conference reflects the priorities of myriad sectors that play a vital role in today's food industry," said Karp, who has worked for more than two decades to create solutions for food system issues by building unique cross-sector partnerships. "Food companies, chefs, non-profits, farmers and government groups coming together to inform and learn from each other can unleash unlimited potential for safer, more sustainable and more delicious food - all along the chain."

Topics that will be covered during the Food Conference include:

- Got (Too Much) Milk?
- GMOs and the Science of Distrust
- That Organic Free Range Heritage Chicken Was Engineered by Man
- Shining a Light on Transparency
- Building Trust: Restaurant Community and Corporate Perspectives

Guest speakers and panelists include Rick Bayless, JBF Award-winning chef of Frontera Grill and Topolobampo; Wendell Berry, author of *Bringing It to the Table*; Jason Clay, senior vice president market transformation, World Wildlife Fund (WWF); Debra Eschmeyer, co-founder, FoodCorps; Eric Goldstein, chief executive, SchoolFood; Adam Gopnik, author and contributor, *The New Yorker*; Frederick Kaufman, professor of journalism, CUNY, and contributing editor, *Harper's*; Corby Kummer, senior editor, *The Atlantic*; Joseph McIntyre, founder, Ag Innovations Network; Anne Mendelson, author and historian; and Simran Sethi, Emmy Award-winning journalist and associate professor at the University of Kansas.

The JBF Food Conference will also feature the second annual [James Beard Foundation Leadership Awards](#) ceremony and dinner, where [five visionaries](#) will be honored for their tireless work creating a more healthful, sustainable, and safe food world. Founding support for the JBF Food Conference was provided by EDENS, GRACE Communications Foundation, and Sodexo. The Conference, which will be streamed live, is also made possible with support from Karp Resources, the Laurie M. Tisch Illumination Fund, and the W.K. Kellogg Foundation. Admission to the two full-day sessions, with breakfast and lunch both days, is \$500; for more information, visit jbffoodconference.org or follow hashtag #JBFLeads.

About the James Beard Foundation

Founded in 1986, the James Beard Foundation is dedicated to celebrating, nurturing, and preserving America's diverse culinary heritage and future. A cookbook author and teacher, James Beard was a champion of American cuisine who helped educate and mentor generations of professional chefs and food enthusiasts. Today the Beard

Foundation continues in the same spirit by offering a variety of events and programs designed to educate, inspire, entertain, and foster a deeper understanding of our culinary culture. These programs include educational initiatives, food industry awards, an annual national food conference, Leadership Awards program, culinary scholarships, and publications. In addition to maintaining the historic James Beard House in New York City's Greenwich Village as a "performance space" for visiting chefs, the Foundation has created a robust online community, and hosts tastings, lectures, workshops, and food-related art exhibits in New York City and around the country. For more information, please visit jamesbeard.org. You can find insights on food at the James Beard Foundation's blog [Delights & Prejudices](#), become a JBF member at jamesbeard.org/join, like the James Beard Foundation on [Facebook](#), and follow the James Beard Foundation on [Twitter](#) and [Pinterest](#).

About Good Housekeeping

Founded in 1885, *Good Housekeeping* magazine (www.goodhousekeeping.com) reaches nearly 25 million readers each month. The Good Housekeeping Research Institute, the consumer product evaluation laboratory of *Good Housekeeping* magazine, was founded in 1900 and is dedicated to improving the lives of consumers and their families through education, product evaluation, and advocacy. Only products evaluated by the Good Housekeeping Research Institute can be accepted for advertising in the magazine, and thereby become eligible to display the [Good Housekeeping Seal](#), the hallmark that provides assurance to readers that the products advertised in the magazine are backed by a two-year limited warranty against being defective, with specified exceptions. In 2009, the [Green Good Housekeeping Seal](#) was introduced as an environmental overlay to the primary Seal. It offers consumers guidance to help them choose products that are exercising environmental responsibility on a wide range of criteria. Readers can also interact with the brand on the digital front, Goodhousekeeping.com and through its GH@Home iPhone app. In addition to its U.S. flagship, *Good Housekeeping* publishes 13 editions around the world. *Good Housekeeping* is published by Hearst Magazines, a unit of Hearst Corporation (www.hearst.com), the largest publisher of monthly magazines in the U.S. (ABC 2011) and reaches 82 million adults (Spring 2012 MRI). Follow *Good Housekeeping* on [Facebook](#), Twitter (@goodhousemag), [Pinterest](#) and on the [Inside the Institute blog](#).

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