



Friends of the U.S. Pavilion Milano 2015 Officially Launches “American Food 2.0” Program, Welcomes the Nation’s Diverse Food Community to a Global Table

United States President Barack Obama: “I’m proud to announce today that the United States will participate in the Expo. And together with our partners, we’re going to put together an outstanding USA pavilion that showcases American innovation to improve agriculture and nutrition and the health of people around the globe.”

March 28, 2014 (Rome, Italy) – With President Barack Obama’s announcement of the U.S. presence at Milan Expo 2015 in Rome yesterday, the Friends of the U.S. Pavilion Milano 2015 – the coalition responsible for organizing the U.S. presence at Expo Milano 2015 – have officially announced their launch, kicking off a year-long series of programs to highlight the importance of food security and sustainability, to demonstrate the strength of U.S. ties with Italy and all of Europe, and to promote the incredible diversity of American food.

“We’re going to help market it. We will help engage. But tell your peers they’ve got to be involved in this,” said **United States Secretary of State John Kerry**, speaking to a group of business leaders in Rome. “This is going to be 100 percent supported by the private sector, and therefore we need to go to work to make sure that the pavilion is at the level that we want it to be, that it showcases the creativity and technology and capacities that we have with respect to both sustainability and long-term stability and growth and food security for a growing population on this planet.”

In partnership with the James Beard Foundation and the International Culinary Center, and in association with the American Chamber of Commerce in Italy, the Friends group will work for a vibrant U.S. presence at the Milan Expo. As the world convenes to address the challenges of feeding 9 billion people by 2050, its goal is to showcase American leadership and innovation in global food security, agriculture, and cuisine and plant the seeds for enhanced trade and investment between the United States and Italy in this sector.

“The USA Pavilion at Expo 2015 is all about presenting what we call ‘American Food 2.0,’” says **founder and CEO of the International Culinary Center, Dorothy Cann Hamilton** in Rome. “Americans are innovative and entrepreneurial – and through ‘American Food 2.0,’ we aim to showcase the incredible diversity that our food community brings to the global table today, not only through our trend-setting chefs and culinary innovators, but applying American innovation and ingenuity to address the critical issues we all face as a global community – food security, nutrition, quality, safety, and sustainability.”

The USA Pavilion at Expo 2015 is funded entirely through the generosity of corporations, organizations, universities and individuals. The launch is made possible thanks to the sponsorship of DuPont, illy, 3M, the International Culinary Center, the James Beard Foundation and McKinsey.

“DuPont is proud to participate in the USA Pavilion at Expo 2015,” said **Jim Borel, Executive Vice President, DuPont**. “This global stage provides an opportunity to generate dialogue and collaborative

action to feed a growing population. DuPont is committed to doing our part by making food more nutritious, safer and available to people everywhere.”

Under the theme “Feeding the Planet, Energy for Life,” Expo Milano 2015 will take place in Milan, Italy from May 1 through October 31, 2015. Like all World Expos, the event is intended to leave a cultural, social, scientific and technological legacy on a theme of global interest. The United States of America will be one among at least 147 nations and regions represented at Expo Milano 2015.

“Starting today, we are inviting all American food partners, enthusiasts and innovators to join us at the USA Pavilion and be a part of the American Food 2.0 movement,” said **Mitchell Davis, Executive Vice President of the James Beard Foundation**. “This is a watershed moment for the food world – with more people engaged and informed about the complex issues associated with global food than ever before – and we want American Food 2.0 to be the very center for inclusive dialogue, partnership and action. We all share one global food system. Let's come together to figure out how we want it to work.”

About the Friends of the U.S. Pavilion Milano 2015

Friends of the U.S. Pavilion Milano 2015, a 501(c)(3) nonprofit organization, is a collaboration between the [James Beard Foundation](#) (JBF) and the [International Culinary Center](#) (ICC), in association with the [American Chamber of Commerce in Italy](#), whose mission is to conceive, design, fundraise for, and produce the USA Pavilion and programs at Expo Milano 2015 under the auspices of the U.S. Department of State. As the White House said upon the group's selection after an intensive RFP process in October: "The Friends group will work for a vibrant U.S. presence at the Milan Expo. Its goal is to showcase American leadership and innovation in global food security, agriculture, and cuisine and lay the seeds for enhanced trade and investment between the United States and Italy in this sector, so important to the cultural heritage of both nations." ([Fact Sheet: U.S.-Italy Cooperation](#))

Run by President Dorothy Hamilton (founder and CEO of ICC), CEO Charlie Faas, Simone Crolla (AmCham Italy), and Chief Creative Officer Mitchell Davis (EVP of JBF), and in consultation with a team of experts across the science, business, technology, agriculture, sustainability, design and other fields, the Friends organization will oversee every aspect of the project.

For more information, visit: <http://www.usapavilion2015.net/> and <http://en.expo2015.org/>