



## MEDIA ADVISORY

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## Designer Crops: Building Health and Nutrition from the Ground Up

WASHINGTON DC, April 14<sup>th</sup>, 2008 -- World-wide, more than 2 billion people suffer from hunger and malnutrition as populations struggle to find an adequate supply of nutritious foods. A multi-disciplinary group of science organizations will explore the nutrition, agronomic, and socio-economic tools and technologies that can be applied to understand and overcome chronic hunger, malnutrition and the diseases formed from these problems in both developed and developing nations at a Congressional **luncheon briefing on April 14<sup>th</sup> 2008, from 12 Noon -- 1:30 pm in B 339 Rayburn House Office Building (RHOB)**. Experts in human nutrition, biofortification of cropping systems, and economics will outline a framework to mitigate world hunger and malnutrition.

“The research conducted by agricultural scientists contributes to broad societal issues,” stated Tamara Wagester, Executive Director for C-FARE. She added, “Our organizations are very pleased to highlight these findings which can save lives.”

The speakers will include:

- Jerry Combs, a nutritional scientist and Director of the Human Nutrition Research Center (Grand Forks, ND), will provide an overview of the nutritional issues that plague human populations;
- Ross Welch, a crop physiologist specializing in biofortification and Lead Scientist at the U.S. Plant, Soil and Nutrition Laboratory (Ithaca, NY), will discuss the agronomic tools to enhance human health, by improving nutrient output of farming systems; and
- Alex Winter-Nelson, an agricultural economist at of the University of Illinois, Urbana-Champaign will discuss how human behavior shapes effective nutritional policies, acknowledging the important role of biofortification in mitigating nutritional problems.

INSERT HERE: QUOTE FROM Representative Earl Pomeroy

Biofortification of cropping systems is a process that identifies leading causes of nutritional problems, be it depleted soils, soil toxicity, low cereal grain micro-nutrient content, or diet uniformity. Together with the sciences of nutrition and behavioral economics, biofortification of cropping systems is a low-cost and viable method of mitigating the costs of hunger.

Sponsoring the Hill briefing are American Society for Nutrition (ASN), American Society of Agronomy-Crop Science Society of America-Soil Science Society of America (ASA-CSSA-SSSA), and Council on Food, Agricultural, and Resource Economics (C-FARE).

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*The American Society for Nutrition (ASN) is a non-profit organization dedicated to bringing together the world's top researchers, clinical nutritionists and industry to advance our knowledge and application of nutrition for the sake of humans and animals.*

*The more than 10,000 members of the American Society of Agronomy-Crop Science Society of America-Soil Science Society of America (ASA-CSSA-SSSA) are dedicated to the conservation and wise use of natural resources to produce food, feed, and fiber crops while maintaining and improving the environment.*

*The Council on Food, Agricultural, and Resource Economics (C-FARE) is a non-profit organization dedicated to strengthening the national presence of the agricultural economics profession.*