

IICA AND IFIC TO JOINTLY PROMOTE RURAL PROSPERITY, FOOD SAFETY AND NUTRITION IN THE AMERICAS

Washington, D.C., Friday, February 2, 2007 – The Inter-American Institute for Cooperation on Agriculture (IICA) and the International Food Information Council (IFIC) today signed an Agreement of Technical Cooperation at IICA's Representative Office in the United States.

The Agreement is aimed at carrying out joint activities in improving public understanding of food safety and nutrition issues through communication of credible science-based information to opinion leaders—health and nutrition professionals, government officials, educators, journalists and consumers. In addition, the collaboration is expected to foster linkages and transfer relevant information, technology and skills between IICA and IFIC.

“Many countries throughout the world are increasingly interdependent on the availability of their food supply and on its safety,” said Christopher Hansen, Associate Deputy Director for the Development of Strategic Partnerships and IICA Representative in the United States. “Recognizing our similar objectives, we hope to leverage this new partnership to encourage, promote and support the efforts of the Member States to achieve their agricultural development and rural well-being.”

Among the purposes of IICA is to strengthen alliances and ties with organizations involved in aspects of agricultural development. To date, the Institute is recognized for its competence and experience in the hemisphere and maintains permanent offices in its Member States through which it carries out its technical cooperation programs and activities.

Primarily a U.S. communications organization, IFIC encourages the development of cooperative strategic approaches and partnerships to effectively address key international issues related to food safety, nutrition and health communications. IFIC participates in, and helps to facilitate an informal network of independent food information organizations in Europe, Asia, Canada, Japan, Latin America and New Zealand. The organization is supported primarily by the broad-based food, beverage and agricultural industries but does not represent any product or company and does not lobby for legislative or regulatory action.



“IFIC was created to bridge the gap between science and communications by collecting and disseminating scientific information on food safety, nutrition and health”, said Dave Schmidt, President and CEO of IFIC, “We welcome the opportunity to share our experiences to help translate research into understandable and useful information for opinion leaders and the general public.”
<http://www.ific.org>