

National Farmers Organization Joins Coalition

AMES, Iowa — National Farmers Organization (NFO) recently joined Food Facts Coalition, an agriculture industry group educating consumers about the production, processing, distribution and nutritional value of human food. "We joined Food Facts Coalition because we are concerned that consumers have accurate information about the food they eat," said Steve Halloran, NFO president.

"We want to educate consumers on the healthful benefits of eating foods such as red meat," he said. "It seems that too much of the public is accepting extremist views or are just plain confused by so much conflicting dietary research information."

Halloran stresses that National Farmers "will not necessarily endorse all Food Facts Coalition's claims. However, we'll be comfortable within the coalition help-

ing disseminate the facts about most controversial food issues.

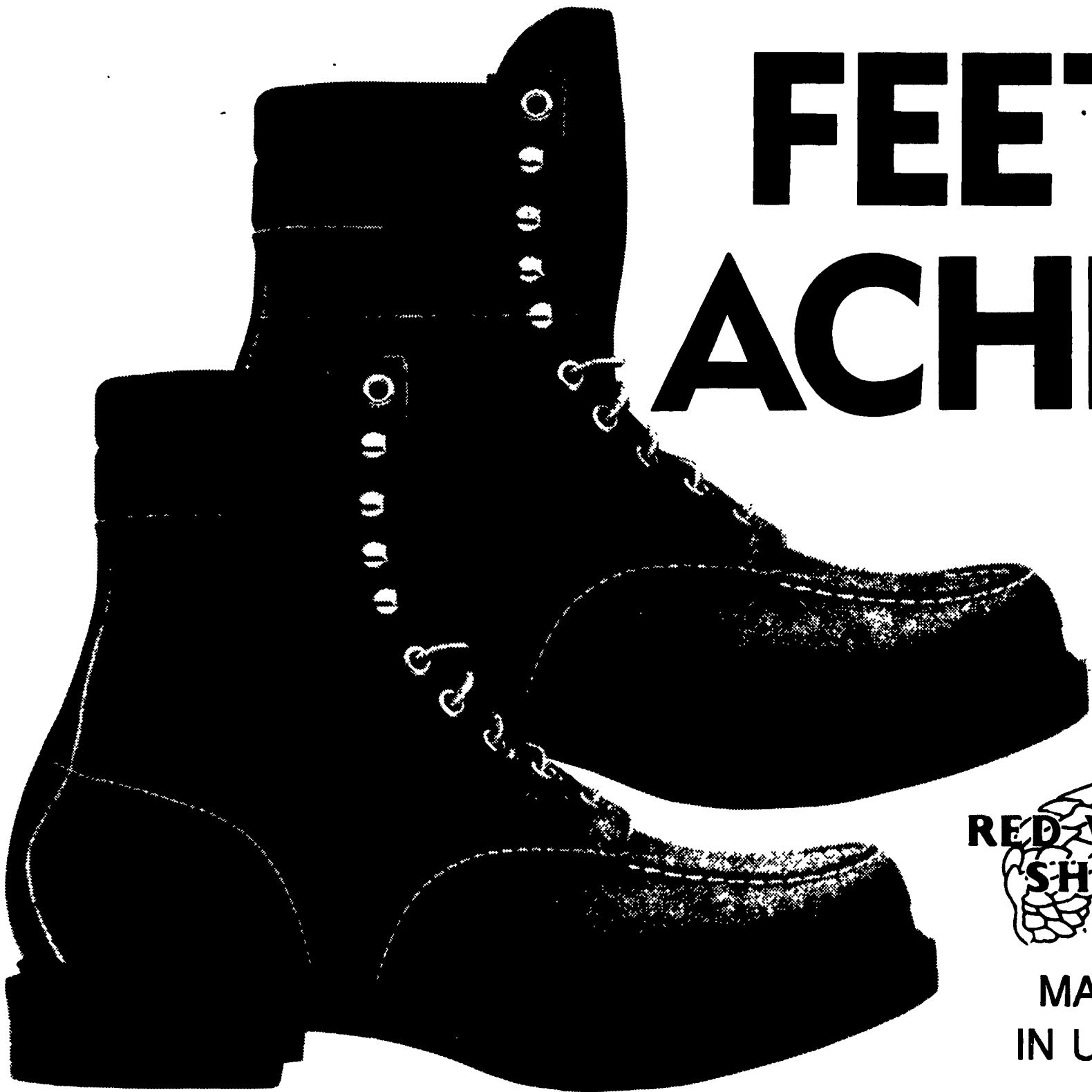
"We feel the collective voices of the organizations in the coalition give more validity to proper nutritional information," he said. "People can't eat right unless they know what's right."

Joining National Farmers in Food Facts Coalition are American Society of Animal Science, American Feed Industry Association, American Meat Institute,

American Farm Bureau Federation, Livestock Marketing Association, National Live Stock and Meat Board, National Cattlemen's Association, National Milk Producers Federation, American National Cattle Women, Animal

Industry Foundation, American Meat Science Association, American Dairy Science Association, and Federation of American Societies of Food Animal Sciences.

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