

UC DAVIS

WORLD FOOD CENTER

Institute for Food and Agricultural Literacy

Dear Colleagues and Friends,

Thank you for your interest in the newly established **Institute for Food and Agricultural Literacy (IFAL)**.

Our primary mission is simple – *to promote science-based communication on food and agriculture so that policy makers and consumers have accurate information on which to base decisions.*

IFAL program goals include:

- Train faculty and students in science communication regarding the social, economic, environmental and ethical aspects of food systems
- Provide science-based information to the public

The IFAL Team:

- IFAL was established in 2014 by IFAL Governance Group members Peggy Lemaux, Kent Bradford and Pam Ronald. In the fall of 2014, IFAL welcomed Dr. Denneal Jamison-McClung (PhD, Genetics - DE Biotechnology) as IFAL Director. In January 2015, IFAL welcomed Shannon Albers (MS, Horticulture & Agronomy) as the IFAL Program, Educational and Outreach Coordinator. Professor Pamela Ronald serves as the Faculty Director for IFAL.
- The UC Governance Group is composed of UC faculty and will serve as a guiding committee to oversee IFAL program development and activities in accordance with all UC policies and the UC Davis Principles of Community.
- The International Scientific Advisory Board includes global food experts in food and agriculture, as well those with expertise in the economic, social and policy impacts of food systems.
- The Working Group consists of members from the public and private sector who have professional expertise in food and agriculture, in addition to an interest communicating science to the public.
- The Science Policy Group consists of UC Davis graduate students, postdocs and research scientists interested in learning and practicing science communication to diverse audiences. Science Policy Group members are creating podcasts, videos and writing articles that will engage and inform the public and policy makers on issues in food and agriculture. Our members are communicating about a range of food and agricultural issues of interest to consumers, including “GMOs”, food borne illness and the environmental impacts of agricultural inputs, such as pesticides and herbicides. We currently have 35 members affiliated with a broad range of campus graduate groups, academic programs and research centers including: Animal Behavior; Animal Science; Biochemistry, Molecular, Cellular and Developmental Biology (BMCDB);



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Chemistry; the Center for Health & the Environment; Entomology; Environmental Science & Policy; Environmental Toxicology; Food Science & Technology; the Genome Center; Horticulture & Agronomy; Hydrologic Sciences; Integrative Genomics & Genetics (IGG); International Agricultural Development (IAD); Microbiology & Molecular Genetics; Neurobiology, Physiology & Behavior (NPB); Plant Biology; Plant Pathology; Science and Society; Soils & Biogeochemistry; and Veterinary Medicine.

The Science Policy Group welcomes all eligible UC Davis participants interested in science communication on topics in food and agriculture!

Upcoming Events

In collaboration with Jon Entine, Founder of the Genetic Literacy Project and Senior Fellow at the World Food Center, we will be co-hosting the **2nd Annual Biotechnology Literacy Project Workshop** May 31st through June 3rd at UC Davis (invitation only). On the afternoon of June 3rd, we will host the inaugural **IFAL Symposium at the Mondavi Vanderhoef Studio** (public event). Over these 3.5 days in June, we will bring together journalists and scientists to develop and share the best practices for fact-based science communication and debate in the public sphere. Stay posted for the agenda and registration information for the June 3rd symposium.



In addition to outreach, science education at UC Davis will be an important component of the IFAL program. We will host campus **Food & Ag Roundtable Discussions** on hotly-debated issues in food and agriculture. We will reach out to undergraduate students at the university through a “Topics in Science and Society” course. This class will train students in writing Opinion pieces and presenting science-based material to the general public. We will develop opportunities for graduate students and post-doctoral scholars to interact with journalists and refine science communication skills through our **Science Policy Group** and plan to propose a new Designated Emphasis in Science Communication graduate program.

We will engage mainstream media through our partnership with the **Genetic Expert News Service (GENeS)**, directed by Robin Bisson (Recent blog: http://www.scilogs.com/communication_breakdown/robin-bisson-guest/).

We aim to establish an IFAL Rapid Response Team, composed of UC Davis faculty and science policy fellows, who will work closely with GENeS to address breaking news stories within 24 hours.



Collaborations

We are pleased to announce that the UC Global Food Initiative has provided start-up funding to run the IFAL-associated **Communication, Literacy & Education for Agricultural Research (CLEAR)** program co-lead by Prof. Pamela Ronald (UC Davis), Prof. Peggy Lemaux (UC Berkeley), and Prof. Keith Pezzoli (UC San Diego). CLEAR funding will support graduate student training in science communication through collaboration with GENeS, activities of the Science Policy Group, and graduate student fellowships.

CLEAR traineeships were recently awarded to Gena Hoffman (PhD. Student), Nir Oksenberg (Postdoctoral Scholar), and Donald Gibson (PhD. Student).

Though we are just getting started, momentum is building for IFAL! We look forward to connecting with food and agriculture experts on campus and in the wider academic community as we launch our programs.

Please let us know if you would like to collaborate with us with regards to co-hosting a UC Davis Food & Ag Roundtable, attending the IFAL Symposium in June or advertising with the Science Policy Group. We welcome community suggestions for new IFAL programming and feedback on current efforts. Please send your ideas and comments to Shannon Albers (snalbers@ucdavis.edu).

Together we will provide the next generation of scientists with the training, support and tools they need to become effective communicators and infuse scientifically sound information into the public discourse on food and agriculture.

Sincerely,

Pamela Ronald – Faculty Director, IFAL

Denneal Jamison-McClung – Director, IFAL

Shannon Albers – Program Representative, IFAL

IFAL may be found on Twitter @FoodAgLiteracy and on the World Food Center website at http://worldfoodcenter.ucdavis.edu/What_We_Do/IFAL.html.



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Governance Group

The Governance Group is composed of UC faculty and will serve as a guiding committee to oversee IFAL program development and activities in accordance with all UC policies and the UC Davis Principles of Community.

- Diane Barrett, PhD, Fruit and Vegetable Products Specialist, Department of Food Science & Technology, University of California, Davis
- Roger Beachy, PhD, Director, World Food Center
- Alan Bennett, PhD, Executive Director, PIPRA; Professor, Department of Plant Sciences, University of California, Davis
- Kent Bradford, PhD, Director, Seed Biotechnology Center; Professor, Department of Plant Sciences, University of California, Davis
- Jonathan Eisen, PhD, Professor, Department of Evolution and Ecology; Professor Department of Medical Microbiology and Immunology; Faculty, The Genome Center; University of California, Davis
- Denneal Jamison-McClung, PhD, Director, IFAL; Associate Director, UC Davis Biotechnology Program; Director, Biotech SYSTEM; Program Coordinator, UC Davis ADVANCE; University of California, Davis
- Peggy Lemaux, PhD, Cooperative Extension Specialist, Crop Biotechnology, University of California, Berkeley
- Josette Lewis, PhD, Associate Director, WFC
- Alan McHughen, PhD, Cooperative Extension Biotechnology Specialist and Geneticist, University of California, Riverside
- Keith Pezzoli, PhD, Director, Urban Studies and Planning Program; LSOE Communication Department, University of California, San Diego
- Pamela Ronald, PhD, Faculty Director, IFAL; Professor Department of Plant Pathology; Faculty, The Genome Center; University of California, Davis
- Julian Schroeder, PhD, Professor of Biology, University of California, San Diego
- Alison Van Eenennaam, PhD, Professor, Department of Animal Science; Cooperative Extension Specialist, Animal Biotechnology; University of California, Davis
- David Rizzo, PhD, Professor, Plant Pathology, University of California, Davis

Working Group

The Working Group consists of members from the public and private sector who have professional expertise in food and agriculture, in addition to an interest communicating science to the public.

- Raoul Adamchak, PhD, Market Garden/CSA Coordinator, Ag Sustainability Institute
- Robin Bisson, Director, Genetic Expert News Service (GENeS)
- Bruce Chassy, PhD, Professor Emeritus, Food Safety and Nutritional Sciences, Department of Food Science and Human Nutrition, University of Illinois at Urbana-Champaign, Academics Review
- David Coil, PhD, Research Scientist, The Genome Center, University of California, Davis
- Jon Entine, Founder and Executive Director, Genetic Literacy Project; Senior Fellow, IFAL; Senior Fellow, Center for Health & Risk Communication; Genetic Expert News Service (GENeS)
- Sarah Davidson Evanega, PhD, International Professor of Plant Breeding & Genetics (adjunct), Cornell University

- Kevin Folta, PhD, Professor and Chair Horticultural Sciences Department, University of Florida
- Karl Haro von Mogel, PhD, Chair and Co-Director, Biology Fortified, Inc.
- Calestous Juma, PhD, Professor of the Practice of International Development and Director, Science, Technology, and Globalization Project, Belfer Center for Science and International Affairs
- Tom Muller, Operations, Muller Farms
- Robert Paarlberg, PhD, Professor of Political Science, Wellesley College
- C.S. Prakash, PhD, Professor of Plant Genetics, Biotechnology and Genomics, Tuskegee University
- Cami Ryan, PhD, Monsanto Canada
- Toni Voelker, PhD, Senior Scientist, Monsanto
- Robert Wager, PhD, Biology Department, Vancouver Island University
- Ania Wieczorek, PhD, Associate Professor, Department of Plant and Soil Sciences and Director, Biotechnology Outreach Program, University of Hawaii, Manoa, <http://www.ctahr.hawaii.edu/biotechinfocus/whatisbiotechinfocus.html>
- David Zilberman, PhD, Professor, Department of Agricultural & Resource Economics, University of California, Berkeley
- Leanna Sweha, JD, Attorney; Guest Writer Davis Vanguard

Scientific Advisory Board

The Scientific Advisory Board includes global experts in food and agriculture, including the economic, social and policy impacts of food systems.

- Anne Barnhill, PhD, Assistant Professor, Department of Medical Ethics & Health Policy, University of Pennsylvania
- Sylvie M. Brouder, PhD, Professor, Agronomy, Purdue Agriculture
- Ettore Capri, PhD, Institute of Agricultural Chemistry and Environment, Catholic University of the Sacred Heart, Piacenza, Italy
- Sir Gordon Conway, PhD, Professor of International Development Agriculture for Impact, Centre for Environmental Policy, Imperial College
- Ruth Faden, PhD, Professor of Biomedical Ethics; Executive Director, Johns Hopkins Berman Institute of Bioethics; Johns Hopkins University
- Jessica Fanzo, PhD, Assistant Professor of Nutrition, Institute of Human Nutrition and Department of Pediatrics; Director, Nutrition Policy Center on Globalization and Sustainable Development, Columbia University
- Charles Godfray, PhD, Department of Zoology, University of Oxford; President of the British Ecological Society; visiting professor, Imperial College London; visiting research fellow, Natural History Museum, London; Chair, Lead Expert Group of the Foresight Food and Farming Project; Chair, Expert Working Group for the UK Taxonomy and Systematics Review
- Clare Narrod, PhD, Research Scientist and Manager, Risk Analysis Program, Joint Institute for Food Safety and Applied Nutrition, University of Maryland
- Rosamond Naylor, PhD, Senior Fellow, Freeman Spogli Institute for International Studies; William Wrigley Professor in Earth Science; Senior Fellow, Stanford Woods Institute; William Wrigley Senior Fellow; Associate Professor, Economics; Director of the Center on Food Security and the Environment

- Per Pinstrup-Andersen, PhD, Professor Emeritus, Applied Economics; H.E. Babcock Professor of Food, Nutrition and Public Policy; J. Thomas Clark Professor of Entrepreneurship; Cornell University
- Martin Qaim, PhD, Professor of International Food Economics and Rural Development, Department of Agricultural Economics & Rural Development, Georg-August-University of Göttingen
- Marc Van Montagu, PhD, President, European Federation of Biotechnology; President, Public Research and Regulation Initiative; Emeritus Professor, Institute of Plant Biotechnology for Developing Countries
- P. Richard Visser, PhD, Chair and Head Plant Breeding, Wageningen University and Research Centre