

# NEWS RELEASE

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## **Food Processors Annual Convention Offers Full Program, Features International Food Council President David Schmidt**

The Midwest Food Processors Association ([MWFPA](http://www.mwfpa.org)) 107th Annual Convention and 84<sup>th</sup> Food Processing Crops Conference, one of the largest and most established food processing gatherings in the Midwest, will be held Tuesday, November 29, 2011 through Thursday, December 1, 2011 at the Kalahari Resort & Convention Center in Wisconsin Dells, Wisconsin.

This three-day event features a full program of educational seminars, high level industry and keynote speakers, break-out sessions, networking events and a resource-rich trade show exhibition with over 140 exhibitors.

“Since its inception in the early 1900’s, the annual convention and processing crops conference has become one of the more influential and comprehensive food manufacturing events in the Midwest” according to MWFPA’s President Nick George.

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“For visitors, it’s an invaluable opportunity to view the latest products and concepts from highly skilled food manufacturing business suppliers” he added.

In addition to offering educational sessions with noted industry experts, this year’s convention will offer the insights of keynote speaker David Schmidt, President & CEO of the [International Food Information Council](#), a nonprofit organization whose mission is to effectively communicate science-based information on food safety and nutrition to health and nutrition professionals, educators, government officials, journalists, and others.

Prior to joining IFIC in 1993, Schmidt served as the first Bush Administration's director of external affairs for the Food Safety and Inspection Service of the U.S. Department of Agriculture. There he addressed a number of controversial food safety and nutrition issues, and managed the inspection agency's media, legislative and consumer education programs.

Schmidt also gained a thorough understanding of the food industry in previous sales positions with leading food and beverage firms, Oscar Mayer Foods, Pepsi-Cola USA and Canada Dry Corporation.

An “All Industry Reception” will be held the evening of November 29<sup>th</sup>. "The ‘All Industry’ reception is an excellent opportunity for members to network and provide additional information about company products and services in a one-on-one setting," said George.

In addition to the reception, the convention will include the MWFPA board of directors meeting; a meeting of the American Fruit and Vegetable Processor and Grower Coalition; “Chairman’s Reception”; a dance, cash prize drawings and a big screen TV and all terrain vehicle raffles.

The 84<sup>th</sup> Annual Processing Crops Conference, held in conjunction with the convention, takes place on Tuesday, November 29 and Wednesday, November 30<sup>th</sup>. It offers an in-depth look at the raw products side of the food processing industry. Agricultural researchers from the universities of Illinois, Minnesota and Wisconsin join food processors and seed-industry representatives to tackle the latest crop-growing challenges in the Midwest.

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Online registration for MWFPA Annual Convention and processing crops conference is now available. To register, or for more information, visit [www.mwfpa.org](http://www.mwfpa.org).

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The Midwest Food Processors Association is the foremost voice of the food processing industry in the Midwest. The association lobbies on legislative and regulatory matters; promotes safe food processing practices; investigates new technologies; funds industry research; and plans industry events. It represents over 100 processing facilities in Wisconsin, Illinois and Minnesota.