

NEWS RELEASE

FOR IMMEDIATE RELEASE:

October 26, 2010



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Internationally Renowned Futurist, Economist Dr. Jay Lehr to Address 106th Food Processor Convention

The food manufacturing industry is under enormous pressure to feed a rapidly growing global population. The industry must face this challenge while taking into consideration a host of environmental, social and legislative issues. Internationally renowned speaker, scientist, economist and author Dr. Jay Lehr will discuss the future of these and other issues as one of the keynote speakers at the 106th Midwest Food Processors Convention ([MWFPA](#)) scheduled for November 30-December 2, 2010 at the KI Convention Center in Green Bay, Wisconsin.

“The common objective of Midwest food manufacturers is to continuously improve the environmental performance of their products and processes, while meeting consumers' needs for food safety, nutrition, health, convenience, life-style and product choice,” said MWFPA President Nick George.

“Dr. Lehr brings five decades of expertise in agricultural economics, environmental science and business administration to our convention. He will take a close look at the issues of globalization, world food supply, the green movement, sustainability, global warming and water supply, and how they will impact business decisions everyone will have to make in order remain viable in the future” added George.

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Dr. Lehr has testified before Congress on many occasions regarding environmental issues and consulted with nearly every agency of the federal government as well as with many foreign countries. He has spoken numerous times on topics ranging from the impact of advancing technologies on the global economy to climate change and biotechnology to health and physical fitness.

The 106th annual MWFPA food processors convention will include a meeting of the American Fruit & Vegetable Processors and Grower Coalition as well as a meeting of the MWFPA Board of Directors. Breakout sessions with discussions focused on federal food processing legislation, thermal processing, social media and customer service, the utilization of biomass boilers, allergen detection, using performance competencies to drive organizational results, and developments in Occupational Safety & Health Administration (OSHA) compliance directives are planned during the two-day convention.

Online registration for MWFPA Annual Convention will be open until November 24th. To register, or for more information, visit 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.

Dr. Jay Lehr received an engineering degree from Princeton followed by two years of active duty in the Naval Civil Engineering Corps. He then studied for and received his Ph.D. in a combined program of water resources, environmental science and agricultural economics from The University of Arizona. He taught at both the University of Arizona and The Ohio State University before forming two education companies, which he later sold to two different Fortune 500 Companies. He combines a deep understanding of both science and economics in describing the impact of advancing technologies on the local, regional, national, and global economy. Dr. Lehr is author of the book "Standard Handbook of Environmental, Science, Health and Technology."