



## HEY NEIGHBOR By Frank J. Buchman

### **Effort Spreads Awareness Of Ag's Challenge To Feed Starving Population**

"Every day, 25,000 people die from starvation and malnutrition."

That's a startling fact that most people in this country, with food at their fingertips all of the time and a publicly-proclaimed, increasingly overweight population, have no awareness.

"About 870 million people worldwide don't get enough food, and in less than four decades, by 2050, the world population will exceed 9 billion people, who will need 70 percent more food, of which 70 percent will have to come from efficiency-enhancing technology."

"Increasing awareness of that depressing, yet most demanding challenge, is the reason behind 'The Drive to Feed the World,'" according to David Rethman, chief operating officer of Midwest Ag Service at Seneca, advertiser on 580 WIBW.

"More than 250 area people were in attendance for the recent 'Chew On This' video and barbecue lunch Midwest Ag Service hosted at the Seneca Community Building," said Dean Becker, Midwest Ag Service sales manager.

With two big red trailers, the "The Drive to Feed the World" effort is a joint promotion of Elanco Animal Health, Greenfield, Indiana, and Nutra Blend, livestock, poultry and pet food company at Neosho, Missouri, "to spread the word about food safety and quality and to advocate for the use of technology in food production," Rethman explained.

"The video details to consumers about the benefits of conventional agriculture and helps dispel myths propagated by industry foes," Rethman emphasized.

Bill Goldberg, celebrity who is a former championship professional wrestler and football player, serves as spokesman for the effort, and addressed the World Pork Expo earlier this month in Des Moines, Iowa.

"I can reach as many people as those anti-agriculture activists," Goldberg contended. "I am going to do my part to make sure the hungry get the nutritious food they need."

The "Chew On This Tour" started on the West Coast and has visited feed mills, college campuses and other major events in the Midwest this year.

"In addition to spreading the word about the world hunger situation, surveys were conducted to see if consumers' attitudes changed regarding conventional agriculture. We must appeal to people's emotion, because this is an emotional issue," Becker commented.

Hunger kills more people worldwide than AID, malaria, and tuberculosis combined, and more than all forms of cancer combined.

This is not only a Third World country problem. One in five children in Kansas City get their only decent meal a day while at school, and in San Diego, it's only one out of four.

Less than two percent of Americans farm for a living. So, many people lack knowledge about where their food comes from, and how it's produced.



"We are anxious to do our part in helping spread the word about world hunger, food insecurity within our cities and rural populations and the safety of our food supply," Rethman summarized.



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### **Padre says:**

***"Feel what it's like to truly starve, and I guarantee that you'll forever think twice before wasting food."***