

UC DAVIS

WORLD FOOD CENTER

Institute for Food and Agricultural Literacy

The **Institute for Food and Agricultural Literacy's (IFAL)** 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

IFAL was established in 2014 by 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, International Scientific Advisory Board and Working Group serve as guiding committees to oversee IFAL program development and activities.

The Science Policy and Communication Group consists of UC Davis graduate students, postdocs and research scientists interested in learning and practicing science communication to diverse audiences. Science Policy and Communication Group members have created posters, videos and articles that engage and inform the public and policy makers on issues in food and agriculture. The 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. Most recently, the US Treasury announced that it will select a woman to be on the new \$10 bill. A campaign promoting Barbara McClintock, Barbara on the Bill, was started by one student within the group and is quickly gaining ground on social media worldwide.

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

In the fall, IFAL will host a 4-weekend **Farm-to-Table Academy** for the general public, covering a range of topics in food and agriculture, including sustainable agriculture, food safety and nutrition, water and energy issues, and global food security. In addition to outreach, science education at UC Davis will be an important component of the IFAL program. IFAL will host campus **Food & Ag Roundtable Discussions** on hotly debated issues in food and agriculture. Plans are underway for a roundtable featuring Jonathan Eisen discussing the microbiome and science communication. IFAL also is moving forward on the proposal for a new Designated Emphasis in the Science Communication graduate program.

IFAL looks forward to connecting with food and agriculture experts on campus and in the wider academic community as new programs are launched.

Pamela Ronald – Faculty Director, IFAL

Denneal Jamison-McClung – Director, IFAL

Shannon Albers – Program, Educational and Outreach Coordinator, 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.