

ADDED PRESENTATION



ANNA LAPPÉ

**SPINNING FOOD:
TELLING TRUTH FROM FICTION IN A
POST-FACT WORLD**
May 20th • 3-4:30pm

NATIONAL BESTSELLING AUTHOR and JAMES BEARD LEADERSHIP AWARD-WINNER ANNA LAPPÉ will take us down the rabbit hole of food industry spin. In this Saturday Seminar, Lappé will share how industry leaders deploy stealth public relations tactics: using front groups and trade associations to push coordinated messages, attacking sustainable food advocates, and defending the chemical agriculture industry. Taking their cues from the tobacco industry, dozens of food companies and trade groups have spent hundreds of millions of dollars in the past few years on these opaque public relations tactics. Pulling from fifteen years of work in exposing industry spin and in uplifting the stories of food system transformation, Lappé's talk will help us all become critical consumers not just of food itself but of the media about food we consume.

UNIVERSITY OF THE PACIFIC CENTER
155 5th St, Minna St Entrance • San Francisco

For more information and to RSVP, visit
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