

SUBJECT:

IFT Comments on CBS News Ultra-processed Foods Documentary

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At IFT FIRST this year, we welcomed approximately 100 journalists from all over the world, including a film crew from CBS News. While their primary interest was to create a documentary on ultra-processed foods, they expressed an interest in attending IFT FIRST to meet our exhibitors, members, and community to learn more about food science, technology, and IFT. Over the weekend, CBS News aired its documentary, which you can view [here](#).

Exhibitors and members will be proud to see their expertise reflected in the introductory segment as correspondent Adam Yamaguchi visited booths at the IFT FIRST Expo. He admitted to feeling a bit overwhelmed by the size of the event while marveling at the technology on display addressing current food system challenges. As Yamaguchi states, IFT FIRST “showcases scientific solutions to the world’s food related challenges, like increasing nutrition, sustainability, and affordability.” Yamaguchi tried plant-based tuna sashimi; meatballs enhanced with structured, texturized pea protein from AGT Foods; and the Tastenrich umami flavoring that makes food taste saltier than it is with 40% less salt. Yamaguchi wrapped up his tour of the expo floor with ultra-processed foods panelist Kevin Hall as the duo enjoyed a special treat from Blommer Chocolate.

CBS News attended the full ultra-processed panel that included Hall, as well as IFT members Julie Hess, Youling Xiong, and Mario Estevez, and then wrapped up their IFT FIRST experience interviewing Hess. Far beyond IFT FIRST, the ultra-processed foods documentary spotlighted the confusion, cultural debate, scientific gaps, and need for additional research in ultra-processed foods, showing a broad perspective on a controversial and complicated subject. Ultra-processed foods have been covered in the mainstream media, often without the voice of food science visibly represented. But we have noticed a shift in tone and greater engagement with food science experts.

IFT’s members and global community are playing an important role in that transformation. Together, we are elevating food science and technology in a variety of ways, as noted in the [UPF content collection](#). Our collective efforts to elevate the science of food are being felt in numerous ways, including through our work [Codex Alimentarius](#), the Food and Agriculture Organization of the United Nations (FAO), as well as the scientific input we have provided around various food bills, including the Farm Bill. Stay up to date with our advocacy efforts in media via [IFT in the News](#) as well as our government affairs efforts via [IFT Public Comments](#).

CBS News chose to attend IFT FIRST over other food events because they wanted to witness the future of food for themselves and engage with top food leaders across academia, government, and industry. Thanks to the efforts of the science of food community, we are making a difference. There is still work to be done and there will no doubt be more opportunities to advocate for science in these critical conversations moving forward.

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