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Cal Poly to Host A Conversation with Michael Pollan on Oct. 15

SAN LUIS OBISPO – Cal Poly's College of Agriculture, Food and Environmental Sciences' Sustainable Agriculture Resource Consortium (SARC) will host "A Conversation with Michael Pollan" on Thursday, Oct. 15, from 11 a.m. to 12:30 p.m. in Sidney Harman Hall in the Christopher Cohan Performing Arts Center. The event is free and open to the public. No tickets are required, but seating is limited.

The event will feature nationally recognized author, journalist, teacher and sustainable foods advocate Michael Pollan in a panel discussion with world renowned agricultural leaders, including Gary Smith, Monfort Endowed Chair in meat science at Colorado State University, and Myra Goodman, co-founder of Earthbound Farm Organic.

The panel will discuss current challenges and issues in California food production and lend perspective to sustainable practices across the food production industry.

David Wehner, dean of the College of Food, Agriculture and Environmental Sciences, said he's looking forward to hosting a panel of experts with diverse opinions about food production. "We feel it's important to host a balanced panel discussion that offers the audience insight into the issues California food production professionals face on a daily basis."

The public presentation will be preceded by a "Sustainability Showcase" in the Performing Arts Center lobby and a "Sustainability Fair" organized by Cal Poly students on the adjoining plaza, both at 10 a.m.

A contributing writer to the New York Times Magazine, Pollan is the recipient of numerous journalistic awards, including the James Beard Award for best magazine series in 2003 and the Reuters-I.U.C.N. 2000 Global Award for Environmental Journalism. Pollan served for many years as executive editor of Harper's Magazine and is now the Knight Professor of Science and Environmental Journalism at *UC Berkeley*. Pollan lectures widely on food, agriculture and gardening. More information is available at his Web site, www.michaelpollan.com.

Smith has an international reputation as a leader and thinker on issues in animal agriculture. He was appointed Monfort Endowed Chair in Meat Science in 1990 and is a University Distinguished Professor at CSU. His many accomplishments include awards for distinguished teaching and research by the American Society of Animal Science, and he has been recognized as one of “25 who made a difference” by Beef Magazine. He has been given the Alumni Award of Excellence from CSU Fresno and is a Fellow-in-Teaching for the American Society of Animal Science.

Goodman, along with husband Drewco-founded Earthbound Farm. Earthbound Farm was formed in 1984 in Goodman's 2.5-acre backyard garden in Carmel Valley, Calif. The business has grown to become the largest grower and shipper of organic produce in the world. She continues to help guide the company, especially in its mission to bring the benefits of organic food to as many people as possible and serve as a catalyst for positive change. Goodman recently completed her first cookbook, Food to Live By: The Earthbound Farm Organic Cookbook (Workman, 2006), with over 260 recipes, colorful photos and useful information about organic foods, along with the story of the unexpected birth of Earthbound Farm.

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