

**FOR IMMEDIATE RELEASE**

**Food Heroes Celebrated at World Food Prize**  
*Recognizing the Unsung Heroes Who Feed and Nourish the World*

**DES MOINES, 12 October 2016** - Stop and think for a moment: what was the last thing you ate? Do you know where that food came from or the journey it took to get to you? Most people imagine that food is simple to grow, but they do not consider the number of threats that crops face - from pests to plant diseases to harsh weather - that can turn a good harvest into a dismal one.

Today, CropLife International is launching its [Food Heroes campaign](#), which not only celebrates the farmers that grow our food, but also the plant scientists that help farmers protect their crops from pests and disease and develop improved seed varieties, with enhanced nutrient content or the ability to withstand extreme weather conditions.

"It can be easy to not think about the farmers and plant scientists who work diligently each day to maintain our food supply," said CropLife International's President and CEO Howard Minigh at the World Food Prize in Des Moines, Iowa. "This week at the World Food Prize, as we remember the pioneering work of Dr. Norman Borlaug in leading the Green Revolution, we are launching a campaign to thank today's farmers and plant scientists who work tirelessly to make nutritious food available every day."

The Food Heroes campaign tells the story of crops from around the world and some of the challenges they face from seed to harvest. Farmers share their stories about growing crops, as well as their constant need for innovative agricultural tools, and plant scientists share their efforts and research to keep farmers several steps ahead of weather, pests and viruses.

"It's exciting to see how far science has come, and the improved tools and techniques today's plant scientists can use to help farmers face some of agriculture's worst and devastating challenges," said Julie Borlaug, associate director of Texas A&M University's Borlaug Institute for International Agriculture. "Most people don't understand why modern agriculture, science and innovation are important to humanity's future. This Food Heroes campaign is so vital to making audiences understand the constant need for innovation to protect our food supply."

Read about today's Food Heroes at [www.food-heroes.org](http://www.food-heroes.org) and join the #FoodHeroes conversation on social media. High resolution images of our food heroes and interview opportunities are available on request.

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