

## **MEDIA ADVISORY**

### **USDA Satellite Features Feed**

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## **FEATURE – NIFA TO TRANSFORM AGRICULTURE SCIENCE**

INTRO: USDA officials have high hopes that a reorganized and refocused agency will be on the scientific frontier addressing twenty first century challenges. The USDA's Bob Ellison has more. (1:47)

THE U-S DEPARTMENT OF AGRICULTURE'S NATIONAL INSTITUTE OF FOOD AND AGRICULTURE, OR NIFA (NEE-FUH), IS BEING TOUTED AS AN EFFORT BRINGING CUTTING EDGE SCIENCE TO HEALTH AND ENVIRONMENTAL CHALLENGES. AGRICULTURE SECRETARY TOM VILSACK COMPARED NIFA TO A RESEARCH START-UP COMPANY.

Tom Vilsack, Agriculture Secretary: NIFA will integrate planning of science across the USDA, with its partners and beneficiaries of science. It will enhance education and create opportunities for the brightest and best scientists to establish careers in food and agricultural science.

NIFA'S NEW DIRECTOR SAYS THE AGENCY WILL FOCUS ON CRITICAL RESEARCH IMPORTANT TO THE U-S AND THE WORLD.

Roger Beachy, Director, USDA NIFA: How plants grow and develop to produce carbon based compounds and sequester carbon from the environment, how animals can effectively convert feeds to safe and effective foods. How plants produce and accumulate the wide range of components that serve as the raw materials that produce biofuels, industrial compounds and health conferring pharmaceuticals.

SECRETARY VILSACK SAYS NIFA'S RESEARCH EFFORTS WILL BE FELT BY ALL AMERICANS.

Vilsack: We want to take nutrition and food choice insights that we've gained from our science to test out some new approaches to school lunches and school breakfasts and other nutrition assistance and education programs.

Focusing on new diagnostic tools to identify food pathogens and trace toxins and chemical contaminants in food to help us identify effective interventions to reduce pathogens and contaminants when producing and processing foods.

NIFA WAS FORMED FROM THE COOPERATIVE STATE RESEARCH, EDUCATION AND EXTENSION SERVICE, OR C-S-R-E-E-S. IN WASHINGTON, FOR THE U-S DEPARTMENT OF AGRICULTURE, I'M BOB ELLISON.

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