

Media Press Kit 2011



Welcome

Thank you for your interest in Food Integrity Now! Our organization was started by three friends brought together by a common thread - passion about food! We had begun to learn that our food today is not what it once was, and we began to investigate further.

Much has changed in the last 20 years of food production. Genetically-modified organisms, chemical preservatives, pesticides, antibiotics are all prevalent in the food we eat today. Technology is a great thing, but when used without integrity, it can have widespread negative effects. The majority of our food is produced by a handful of large multinational corporations. On one hand, we are inclined to trust that the food we eat has been tested and safe. On the other hand, anyone who has spent any time in corporate culture knows that profits are the ultimate goal. Government agencies responsible for ensuring the safety of our food have deemed these new technologies in food production to be safe, but are they really? When you look at who is responsible for approving these new technologies, we see many former employees of that same handful of multinational corporations.

We are wading in new waters, and the recent generation of young adults is the first to have been raised on a diet of genetically-modified organisms. The companies that are engineering these organisms argue they are identical to their organic counterparts and do not need to be labelled, while simultaneously defending the patents in court with statements that their organism is “fundamentally different”. Every genetically-modified organism on the market today has undergone a 90-day study necessary to prove its safety, but long-term independent studies are indicating the contrary. GMO soybeans have been linked to genetic defects and infertility, and this is just the tip of the iceberg.

It would be one thing if these altered ingredients and procedures were labeled as such, but the producers of these products know they would not be accepted if their ubiquity was recognized. Genetically-modified organisms are not labelled and chemical agents are allowed to be hidden within the ingredient list. One of the fundamental goals of Food Integrity Now is to advocate truth and transparency in food labeling. We believe that people have every right to know exactly what they are buying and eating. If an eggplant has had its DNA modified to the degree that it holds its own patent, we feel that it can not be called a simple eggplant.

How did it come to be this way? We have no one to blame but ourselves for being passive as we have allowed this to continue. The influence of corporate lobbyists and corporate influence on the food laws of this country threaten our right to decide what we choose to put in our bodies. This is a fundamental freedom that we are letting slip away. It is now more important than ever to become educated about what we eat and to let our voices be heard. We are the people, and we have the power!

Thank you,

The Food Integrity Now Team

About

Food Integrity Now features the most influential guests influencing positive change and integrity in the global food supply. Our goal is to provide the most accurate and timely information available on food and health related issues. Most people have no idea what they are eating and would make different choices if they knew the truth. It is our mission to educate people so they can make informed choices about what they put in their bodies.

Many of the leaders of our governmental food safety agencies are people whose corporate ties create an undeniable conflict of interest. We must ask ourselves, are the actions of these agencies best for the people, or for the company that stands to profit from those actions? The mass conscious mentality is to take what is presented to us at face value and believe that we must accept it. We have accepted this powerless mindset and passive attitude as a fact of life even though this could not be farther from the truth.

The integrity of our world's food source is in jeopardy due to the laws that have been passed lowering the standards of what is considered safe for consumption. Definitions have been changed and harmful chemical additives are permitted that go unlisted as ingredients. Plants containing animal and human genes are allowed to be sold without any such labeling.

If the organizations who hold the responsibility of keeping our food safe are no longer doing so, who else will do so but we the people?

Goals

- Inform the public about unpublicized changes to the fundamental structure of our food.
- Expose conflicts of interest between those making laws and those directly affected by those laws.
- Advocate truth and transparency in food labeling.
- Educate about new food production methods and policies that compromise the integrity our food source.
- Promote companies with integrity.
- Encourage conscious consumerism in choosing who we support in the supermarket.
- Publicize the efforts of many individuals and organizations supporting this common cause.

Team



Matt Spaeth
President
Editor

Since birth, Matt has been driven by the passion to learn and explore all aspects of life, the universe and everything. Instilled with a deep love for good food and cooking, he works to educate and encourage discernment in what we accept as food. In the years since studying writing at Carnegie Mellon University, he has worked as a welder and animation engineer, kiteboarding instructor, CNC programmer and 3-D animator. Matt's passion for the inner workings ultimately led to philosophy and healing. His work now involves assisting individuals in healing physical, mental and emotional pain to live a life of joy in alignment with their true selves. Matt Spaeth is a Certified Advanced Level Tai Yi Practitioner, Writer and Artist. He currently resides and practices in Lyons, CO and his website is <http://www.streamofhealing.com>



Carol Grieve'
Treasurer
Radio Host

Carol Grieve' is a Certified Life Coach, Artist and Visionary. She has worked with hundreds of parents, teenagers and individuals and has assisted them in creating different relationships with themselves and others. She works with each individual at an emotional, physical, mental and spiritual level to assist them to create balance in all areas of their lives. In assisting her clients to create that balance, she helps them understand that the physical body needs nourishment and nutrients to maintain optimal health. Her passion and love of food motivates her to do research about the quality of our food and share it with others. Carol will not be passive and demands high quality food for everyone. Carol also has a passion for dolphins and does dolphin swim retreats in Hawaii. She currently lives in Woodland Park, Colorado and her websites are www.coach-withcarol.com and www.wilddolphinswimadventures.com



Susan Wright
Secretary
Media

Susan Wright is a licensed massage therapist and a student of Life Energy Flow Tai Yi School of Healing. Susan began studying diet and nutrition twenty years ago to overcome Chronic Fatigue Syndrome. After experiencing the effects of changing her diet from one of refined and processed foods to one of unprocessed organic foods, she feels that fresh, nutrient dense food is medicine. In researching how food is produced in the U.S., she is also aware of how poisonous refined and industrialized "food" can be. Susan's motivation to inform people about nutrition and the food industry comes from compassion for others who are ill and don't realize that the food they eat every day may be what is creating their illness. Susan lives in Denver.

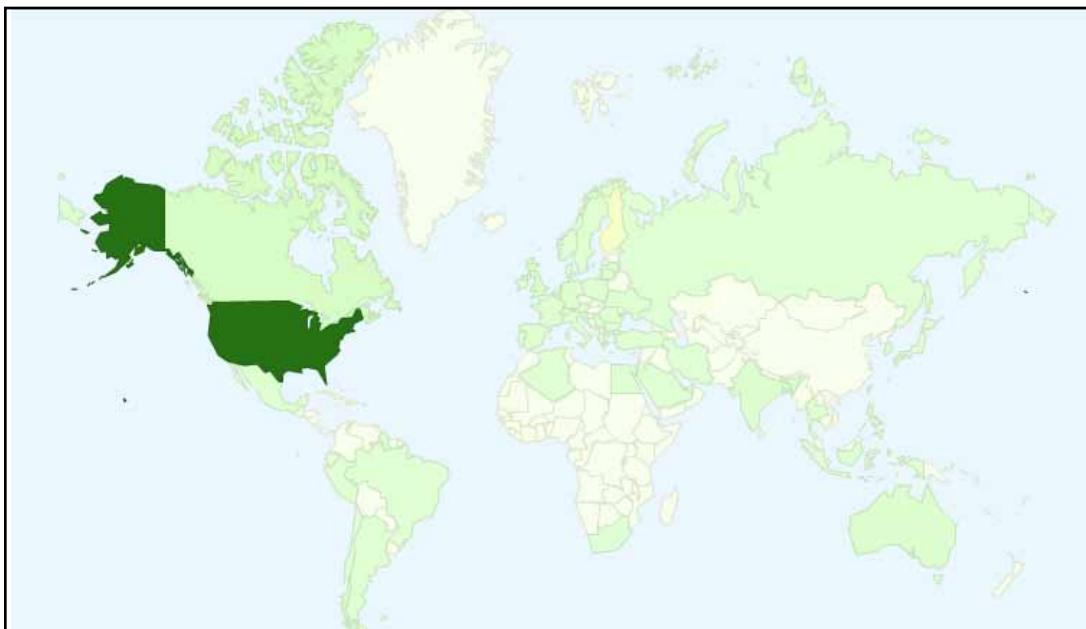
What We Do

- **News** - the Food Integrity Now [website](http://foodintegritynow.org) (<http://foodintegritynow.org>) is updated weekly with news and research covering the latest of what is going on in the food industry and food politics today. Because we don't answer to any parent corporation, we are not censored in what we publish.
- **Live Internet Radio/Podcast** - Food Integrity Now does a weekly live internet radio show which is later available for download as a podcast. We strive to get the most exciting and influential directors, authors, scientists and researchers making waves in the food industry today. The Food Integrity Now show is currently hosted on [Blogtalkradio.com](http://blogtalkradio.com) (<http://blogtalkradio.com/fintegrity>)
- **Events** - Food Integrity Now is available for public speaking events, workshops and documentary film showings. Email or call us for more information.

Audience Snapshot

Based on internet averages, foodintegritynow.org is visited more frequently by **females** who are in the age range **35-44**, have **children**, are **graduate school** educated and browse this site from **home**.

It is estimated that 93% of visitors to foodintegritynow.org are from the United States. The remaining percentage consists of visitors from 59 countries and territories.



Distribution of worldwide audience. Darker green areas indicate higher audience density.
Source: Google Analytics

Radio Spot Rates

Food Integrity Now offers the unique opportunity for advertisers to reach a targeted audience of internet-savvy individuals who are interested in health and well-being. We are currently offering advertising at affordable introductory rates which includes free production of your radio spot. Just send us a script and we will record it for you! Of course, you may also use a pre-recorded ad that you provide.

Current Rate

Four 30-second radio spots \$100
(3-month minimum contract required, \$100/month minimum)

Your ad will air in your designated slot on the date of the live show and at least one more time during re-broadcasts in the evening hours that same week.

Contact Information

We invite you to visit our website to listen to archived past shows and read articles.

website: <http://foodintegritynow.org>

General Inquiries

email: info@foodintegritynow.org

phone: (720) 248-8447

Social Media

facebook: <http://www.facebook.com/fintegrity>

twitter: <http://www.twitter.com/fintegrity>

Team

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Carol Grieve: carol@foodintegritynow.org

Susan Wright: susan@foodintegritynow.org