DAVID B. SCHMIDT – President & CEO
International Food Information Council & Foundation

The Board of Directors of the International Food Information Council (IFIC) in Washington, DC elected David Schmidt as president & CEO effective January 1, 2006. Schmidt also serves as President & CEO of the International Food Information Council Foundation. Previously, he held the positions of executive vice president, vice president and director and has been a frequent speaker on a wide range of food safety and nutrition issues.

Prior to joining IFIC in 1993, Schmidt served as the first Bush Administration's director of external affairs for the Food Safety and Inspection Service of the U.S. Department of Agriculture. There he addressed a number of controversial food safety and nutrition issues, and managed the inspection agency's media, legislative and consumer education programs. Schmidt also gained a thorough understanding of the food industry in previous sales positions with leading food and beverage firms, Oscar Mayer Foods, Pepsi-Cola USA and Canada Dry Corporation.

David also served on the National Advisory Board for the Center for Risk Communication Research at the University of Maryland, on a steering committee for *America's Heartland,* and participated on the steering committee on Reinventing Agricultural Education for the Year 2020. He also served the Town of Leesburg, Virginia from 2000-2004 and in 2008 as a Town Councilmember.

Schmidt holds a Bachelor of Arts degree in business administration from Vanderbilt University, Nashville, Tennessee and has completed graduate business studies at the University of New Orleans.

IFIC is a nonprofit organization that effectively communicates science-based information on food safety and nutrition topics to health professionals, journalists, government officials and consumers. IFIC's programs are supported by the broad-based food, beverage and agriculture industries.