

RELEASE IN FULL

From: Mills, Cheryl D <MillsCD@state.gov>
Sent: Thursday, October 15, 2009 5:09 PM
To: H
Subject: FW: World Food Prize - Chair and CEO of PepsiCo and Sec. Vilsack

-----Original Message-----

From: Craft, William E
Sent: Thursday, October 15, 2009 4:40 PM
To: Mills, Cheryl D; Plowden, Marisa L; Klevorick, Caitlin B
Subject: Re: World Food Prize - Chair and CEO of PepsiCo and Sec. Vilsack

Vilsack told a powerful story about going to a school feeding program while he was in kenya in august for agoa. At lunch time, he spooned usg donated porrage into the kids red cups. After lunch he asked the kids what their favorite part of school was. He expected to hear "recess" or maybe reading. Instead every single child responded with "lunch - because it is the only meal I get everyday". Vilsack was glad for what we were doing, but the event made him realize how much more there is to do.

Bill

----- Original Message -----

From: Mills, Cheryl D
To: Craft, William E
Sent: Thu Oct 15 16:16:42 2009
Subject: RE: World Food Prize - Chair and CEO of PepsiCo and Sec. Vilsack

Thanks - keep the updates coming!

-----Original Message-----

From: Craft, William E
Sent: Thursday, October 15, 2009 3:26 PM
To: EEB-A-MTAA-ABT-DL; EEB-A-STAFF-ASSISTANTS-DL; Plowden, Marisa L; Klevorick, Caitlin B; Mills, Cheryl D; Toiv, Nora F; EEB-A-TPP-Deputies-DL; Brown, Paul A (E); Nelson, David D
Subject: World Food Prize - Chair and CEO of PepsiCo and Sec. Vilsack

Keynote lunch speaker was Indra Nooyi, the chair and ceo of Pepsi Co. She noted that this event is growing in both size and importance every year. Attendance at the lunch alone was over 950 people including Secretary Vilsack and ministers from many countries. She specifically complemented Secretary Clinton's role in the Sept 26 UN event. Nooyi used much of her address challenging the private sector to do their part in carrying out the strategy unveiled in New York.

Secretary Vilsack gave a very powerful address that focused on our efforts feed hungry children and the need to do more. He refered to working with Secretary Clinton or to "under Secretary Clinton's leadership" at least 3 times. It was very well done.

Bill