

RELEASE IN FULL

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**From:** Mills, Cheryl D <MillsCD@state.gov>  
**Sent:** Thursday, October 15, 2009 4:17 PM  
**To:** H  
**Subject:** FW: World Food Prize - Chair and CEO of PepsiCo and Sec. Vilsack

FYI

-----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 referred to working with Secretary Clinton or to "under Secretary Clinton's leadership" at least 3 times. It was very well done.

Bill