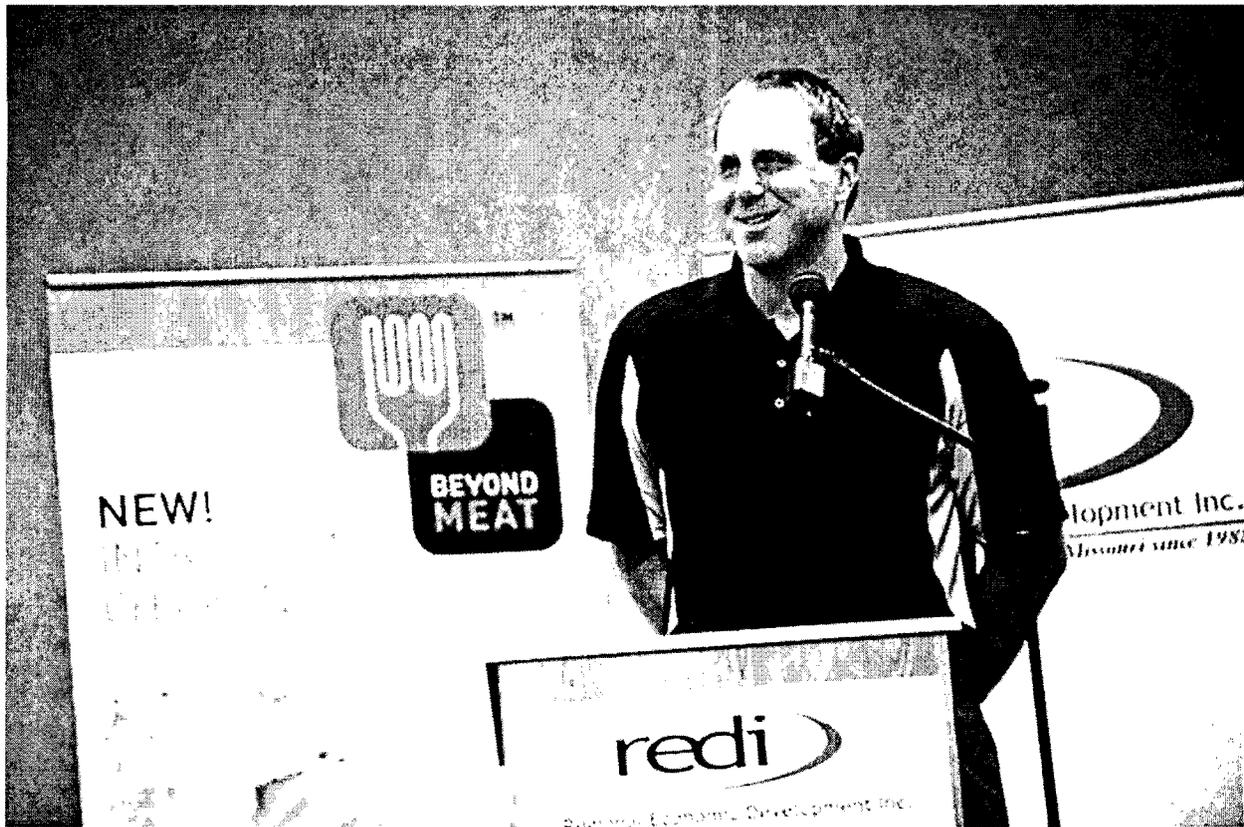


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TRIBUNE

Chicken substitute to be made in Columbia



August Kryger

Beyond Meat founder Ethan Brown announces that his company is investing in a production facility in Columbia to produce its soy-based chicken product during a news conference at the Stoney Creek Inn Tuesday.

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City and university officials today announced that Savage River Inc., a company that makes meat substitutes, will open a Columbia factory that could employ as many as 60 people within five years.

Officials from Regional Economic Development Inc. and company representatives made the announcement immediately after a REDI conference at Stoney Creek Inn. The Los Angeles company uses technology licensed from the University of Missouri to make its Beyond Meat brand foods and already is converting a building at 1714 Commerce Court to use as a production facility.

"The benefits of being close to the university are really measurable," Beyond Meat founder Ethan Brown said. "And it's the right thing to do."

Beyond Meat initially will produce its Chicken-Free Strips, which use vegetable protein to mimic the taste and texture of chicken, at its Columbia facility. But the company plans to begin offering new products using university research, and it expects to have a beef substitute in production soon.

"The way sales have gone, it'll be the end of next year," said Bob Prusha, vice president of operations at Beyond Meat.

The product has garnered national attention, which makes economic development officials hopeful that Beyond Meat could have a promising future. NPR covered the company in May, and New York Times food columnist Mark Bittman said he couldn't tell the difference between the chicken substitute and real chicken when it was used in a wrap. "This could be a really big business," said REDI President Mike Brooks.

The announcement also represents a win for the university, which housed the researchers, Fu-hung Hsieh and Harold Huff, who developed the technology. The licensing agreement MU negotiated with Beyond Meat required the company to make a capital investment in Missouri, a new tactic the institution is trying to take when it licenses its research to private companies.

"It's not realistic all the time," said Mark Thomas, executive director of advancement at MU's office of development. "But when you can do it, why not?"

For the company, the proximity to the university and the capital investment requirement weighed on the decision to come to Columbia, but Prusha said low electric and operation costs and the location in the middle of the country also were important. "At the end of the day, the center of population is pretty close to Columbia," Prusha said.

Beyond Meat already operates a production facility in Maryland, which it is shutting down to shift production to Columbia, and distributes its product through Whole Foods on the West Coast and other outlets near Washington, D.C. Brown said the company plans to begin offering its products in the Rocky Mountain region before introducing it in Midwest markets.

Beyond Meat expects to invest about \$3 million over the next year in new equipment, and it already has started moving equipment from its Maryland facility, Prusha said. The company plans to hold a job fair in a few weeks, he added.

Beyond Meat is leasing its building off Vandiver Drive from the Sarah Maguire LeMone Trust for five years, said trust representative and REDI board member Jay Burchfield.

Brooks said REDI is offering \$10,000 in assistance through its operating budget, and the company is negotiating incentives with the state.

REDI wanted to offer Beyond Meat incentives through an enhanced enterprise zone, but a board is still determining the parameters on a local EEZ and the tax credits and property tax abatement the program offers aren't available yet. But REDI Chairman Dave Griggs said he thinks the company could benefit from the program in the future.

"There's still an opportunity for EEZ for this company, primarily as they grow," he said.

Soy chicken company coming to Columbia

By Xinrui Zhu

August 7, 2012 | 12:30 p.m. CDT

COLUMBIA — It tastes like chicken, but it's actually meat free.

Savage River Inc., a Maryland-based vegan food company, will open a food production facility for its Beyond Meat brand in Columbia this fall. The company expects to invest \$5 million in the plant and employ more than 60 people within five years.

Beyond Meat will produce a soy-based chicken substitute the company says is as good as real chicken. The product is said to offer alternative protein while keeping the texture the same, and contains no saturated or trans fat, no cholesterol and no gluten.

Savage River Inc. will open its 16,000-square-foot facility in an existing building on Commerce Court off Vandiver Drive. Some of the equipment for the production line will be moved from the Maryland facility.

The company is considering entering an agreement with MU's campus dining service and then expanding its outlets in local grocery stores, Ethan Brown, the founder of Beyond Meat, said. Products will start selling on campus this fall.

Brown has worked with MU researchers since 2009, and he licensed the technology from MU the same year. The product is developed by MU biological engineering professor Fu-Hung Hsieh, who worked for 20 years developing the concept.

The company will continue to work with the university for further development, Brown said.

Brown said they are looking to launch the product nationwide early next year, and Columbia's facility will support the expanding demand.

Most of the jobs that will be provided by the company are manufacturing jobs for the production line. The company will be looking for job candidates in the local community, Mike Brooks, president of Regional Economic Development Inc., said.

“Beyond Meat demonstrates how intellectual property in a lab can be commercialized and result in a positive job announcement,” Brooks said.

Supervising editor is Celia Darrough.



Press Freedom Leads to Happiness, Environmental Quality

ScienceDaily (Aug. 6, 2012) — Freedom of the press is viewed by many as a cornerstone of democracy. But can it actually help improve people's lives and make them happy? Researchers at the University of Missouri have found that citizens of countries with press freedom tend to be much happier than citizens of countries without free presses. Edson Tandoc, Jr., a doctoral student in the MU School of Journalism, says that press freedom directly predicts life satisfaction across the world.

"We already know that having reliable, objective news sources can benefit democracy, but in this study, we found that press freedom also benefits communities by helping improve the overall quality of life of citizens and, in the process, by also making them happier," Tandoc said. "People enjoy having an element of choice about where they get their news. Citizens of countries without a free press are forced to rely on the government for information, when what people really want is diversity in content where they are free to get the information they want from the source of their choosing."

Tandoc and his co-author, Bruno Takahashi from Michigan State University, analyzed data from 161 countries using a 2010 Gallup Poll evaluating happiness levels around the world. Tandoc and Takahashi compared those happiness levels with Freedom House's press freedom index which rates the level of each country's press freedom. They also examined human development statistics gathered by the United Nations as well as the Environmental Performance Index created by researchers at Yale Center for Environmental Law & Policy. Tandoc found that the more press freedom a country enjoyed, the higher the levels of life satisfaction, or happiness, of its citizens tended to be.

"The road to happiness isn't direct; it is a complex path or web that includes many different influences and interrelationships," Tandoc said. "Things like improving the economy alone are insufficient for increasing happiness. Protecting press freedom is also an important component of the happiness web."

Tandoc also found that countries with higher levels of press freedom enjoyed better environmental quality and higher levels of human development, both of which also contribute to life satisfaction. He credits this to the watchdog function of the press, which helps expose corruption of all levels in a community.

"A country with a free press is expected to be more open about what is wrong in their societies and with their environments," Tandoc said. "A free press is likely to report about poor human conditions and environmental degradation, bringing problems to the attention of decision-makers. It should not come as a surprise, therefore, that press freedom is positively related to both environmental quality and human development."

This study was published in the *Social Indicators Research* journal and presented at the International Communication Association 2012 conference in Phoenix.



CDC says graphic anti-smoking ads work, more on way

By Wendy Koch, USA TODAY

MU Mention Page 2

The federal government says its graphic ad campaign showing diseased smokers has been such a success that it is planning another round next year to nudge more Americans to kick the habit.

The ads, which ran for 12 weeks in spring and early summer, aimed to get 500,000 people to try to quit and 50,000 to kick the habit long-term.

"The initial results suggest the impact will be even greater than that," says Thomas Frieden, director of the Centers for Disease Control and Prevention, which spearheaded the \$54 million campaign. The ads showed real Americans talking about how smoking caused their paralysis, lung removal and amputations.

He says it's the first time the U.S. government has paid for anti-smoking ads, although some media ran them free.

The CDC doesn't have a tally yet on how many people actually tried to quit, but it says the ads generated 192,000 extra calls — more than double the usual volume — to its national toll-free quit line, 800-QUIT-NOW, and 417,000 new visitors to smokefree.gov, its website offering cessation tips. That's triple the site's previous traffic.

"We do plan to do another (campaign) next year," Frieden says, adding that he has no details yet on the ads or their timing. He says the amount the CDC spent this year is a pittance compared with the \$10 billion the tobacco industry spends annually to market its products.

The nation's two largest tobacco companies, Philip Morris USA and R.J. Reynolds Tobacco Company, declined to comment on the ads. Both reported solid second-quarter 2012 earnings.

Frieden says the print, broadcast and online ads struck a chord. "What we heard from people is they wished they'd seen them years ago."

Christi Leigh Sims, 42, says she was shocked into action by the ad showing a woman whose throat cancer caused her to lose her teeth, hair and larynx, and resulted in a hole in her throat. So in late March, Sims quit — cold turkey — after about 20 years of smoking.

"I wanted to change my life now before it was too late," says Sims, a mother of two from Arlington, Texas. "I didn't want to look or live like that." The ad shows a woman getting dressed with a wig and false teeth.

"We made the danger accessible and realistic," says Eric Asche, who works for the anti-smoking group Legacy and who consulted with the CDC on the ads. "When you personalize a story, it's powerful."

Too powerful for some. The ads "are shocking, disgusting and too provocative — and they've crossed the line," wrote stay-at-home dad Joel Mathis in a Scripps Howard News Service column. "The non-smoking majority is being subjected to an assault on our senses."

Glenn Leshner, a University of Missouri researcher who has studied the effectiveness of anti-smoking ads in a lab setting, says they draw more attention when they feature either a health threat or disgusting images. Yet when they have both, he's found viewers start to withdraw.

Frieden, a physician who has treated many smokers, defends the ads.

"It's important that everyone understands the impact of smoking," he says.

He adds that most people don't realize that smoking causes more than lung cancer and heart disease.

Health care costs are \$2,000 more each year for smokers — about 20% of U.S. adults — than for non-smokers, Frieden says, and smoking remains the leading cause of preventable deaths.

"This campaign pulled back the curtain," he says.

Show-Me State showdown: Akin will face McCaskill

Akin emerges victorious over Steelman and Brunner in crowded GOP primary field.

By STEVE KRASKE

MU Mention Page 2

St. Louis area U.S. Rep. Todd Akin, a staunch conservative who refused to attack his opponents, on Tuesday won Missouri's Republican U.S. Senate nomination.

He'll face Democratic incumbent Claire McCaskill in November in a race that will offer Missourians a sharp contrast between a six-term congressman who has said he's committed to sharply cutting the federal budget and a Democrat determined to maintain a basic safety net for most Americans.

Endorsed by former Arkansas Gov. Mike Huckabee, Akin defeated St. Louis businessman John Brunner and former state treasurer Sarah Steelman of Rolla.

"I want to give thanks to God our Creator who has blessed this campaign, heard your prayers, and answered them with victory," Akin said. "Through the months, we have seen frequent instances of His blessing and are reminded that with Him all things are possible."

Akin, a six-term House member, begins the race as a slight favorite, but was widely viewed as the Republican candidate McCaskill most preferred to face.

McCaskill, who was unopposed in the Democratic primary, said the contrast would be between "somebody who believes that Pell Grants and the federal government having some involvement in helping kids get to college is third-stage cancer versus somebody who believes that has distinguished us from the rest of the world."

She added that Akin is "somebody who is very proud of crafting a blueprint for America that blows up Medicare and blows up Social Security."

Akin agreed that contrasts between the two are clear.

"This is going to be about reclaiming our God-given values, rebuilding the American dream and restoring the America that we love," he said. "And so this is going to be a sharp contrast."

One indication that McCaskill favored Akin, 65, could be seen in an unusual series of ads that her campaign ran against each of the three leading Republicans last month.

The spots aimed at Brunner and Steelman were critical, but the ad about Akin labeled him “the most conservative congressman in Missouri” and “a crusader against bigger government” — both qualities that could be considered appealing to GOP voters.

University of Missouri-Columbia political scientist Peverill Squire said McCaskill, 59, wound up engineering who her fall opponent would be “to a greater degree and in a more transparent way than anything we can think of in recent memory.”

In his losing bid, Brunner, a political newcomer who struggled early on to explain why he was running, spent \$7.5 million of his own money. McCaskill admitted that she had worried about how much Brunner might spend in the general election.

“I was a little intimidated by the amount of personal wealth that John Brunner was going to be willing to put on the table to buy a Senate seat,” she said.

Akin told The Star that he will push the need to rebuild Medicare after \$500 billion has been stripped out of it as a result of President Barack Obama’s health care plan.

“And if Claire McCaskill is one of the key votes for passing Obamacare, I’m going to be one of the key votes for repealing Obamacare,” he said.

Both McCaskill and Akin said they were confident the upcoming race can focus on issues and not personalities. “He’s a principled guy, and a nice guy,” she said of Akin.

Stelman, who poured \$800,000 of her own money into the race, was the only one of the three who had held statewide office before. She was endorsed by former Alaska Gov. Sarah Palin.

In the campaign’s final week, Akin released a campaign ad in which he spoke directly to the camera.

“America was founded on the unique vision that our Creator gave us life, the foundation of freedom ...,” he said in the ad. “In times of crisis, when the dream seemed lost, great patriots turned to God, gave their all and rekindled freedom’s flame. This now is our duty and our time.”

Akin may have received a boost from Amendment 2 that also was on the statewide ballot Tuesday. Missouri voters wound up approving the amendment to the state constitution that proponents say will help ensure the right to pray in public.

The contest proved challenging for voters because Brunner, Steelman and Akin disagreed so little on issues. Each vied for the title of most conservative, and all insisted that their experience positioned them best for the right to take on McCaskill this fall.

Akin, a six-term congressman from the St. Louis suburbs, regularly reminded voters that interest groups rated him as the state’s most conservative member of Congress.

Brunner, a political newcomer, pitched his background as a “citizen-senator” and pointed out that he had created hundreds of jobs at Vi-Jon, maker of the Germ-X hand sanitizer and other personal care products.

Steelman, an economist, emphasized her experience battling insiders in the Missouri statehouse as a state senator, and then as state treasurer, and often ended her 30-second TV ads with the line: “The status quo has got to go.”

With little to argue about, the candidates turned to marketing. Akin released two TV spots featuring Huckabee, who finished second to John McCain in the 2008 Missouri presidential primary.

“Standing on principle, leading with courage, that’s Todd Akin,” Huckabee said in one of them.

Steelman relied on Palin, a favorite with the tea party crowd who came to Cass County on the campaign’s final weekend to stump for her. Palin, who had endorsed winners in the four other Senate primaries she engaged in this year around the country, also appeared in a TV ad in which she called Steelman a “conservative maverick.”

“Sarah ... defends our tax dollars like a mamma grizzly defends her cubs,” Palin said in one spot.

As a newcomer to politics, Brunner may have lacked the connections to high-profile Republicans, but he attempted to make up for it through the sheer volume of his spending. Through July 18, federal campaign reports showed that he spent nearly \$7 million — more than three times Akin’s \$2.2 million. Steelman spent \$1.5 million.

Brunner poured more than \$7.5 million of his own money into his bid with much of that going to advertising in which he attempted to introduce himself to voters.

“I built a successful manufacturing business from 80 to over a thousand American jobs, helping those families share in the American dream,” Brunner said in one ad.

The campaign turned aggressive at several points, with Brunner attacking Steelman and Akin as “not reliable conservatives.” Akin, Brunner charged, supported a government mandate for health care “just like Obamacare.” Steelman, the same ad said, was the only Republican state senator who voted against ending “frivolous lawsuits.”

Steelman countered with one spot that accused Brunner of donating \$10,000 to an “extreme animal rights group, founded to give farm animals rights.”

Even McCaskill weighed in with ads knocking all three. But her Akin spot was critical in tone only.

Akin declined to run negative ads.

A poll released Monday from the Democratic polling group, Public Policy Polling, showed that the primary race in its final days remained close. Brunner had 35 percent support to Akin’s 30 percent, while Steelman had 25 percent. About 10 percent said they would back another candidate or were undecided.

Five other GOP contenders were on the ballot, though none raised much money or campaigned aggressively. They were Jerry Beck of La Monte; Mark Memoly of Lee’s Summit; Mark Patrick Lodes of St. Louis; Robert (Bob) Poole of Macon, and Hector Maldonado of Sullivan.