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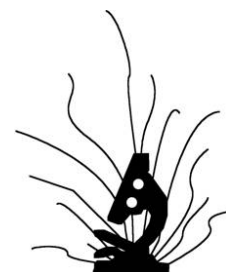
NutriCore NorthEast, Inc. Leaders to Address National Economic Conference

YORK, PA. – September 3, 2004 - The National Center of Excellence in Foods and Nutrition Research (NutriCore NorthEast) President Darrell Auterson and Project Coordinator Alan Cotich have been invited to speak at the National Rural Economic Development Association (NREDA) annual conference in Memphis, TN on Monday, September 13.

NutriCore NorthEast is funded by a collaboration of 20 stakeholders including food manufacturers, public and private sector community leaders, business leaders and Ben Franklin Technology Partners. The York, Pennsylvania hub is affiliated with 5 other centers in Tulare, California; Ft. Wayne, Indiana; Newton, Kansas; Orangeburg, South Carolina and Lubbock, Texas.

NREDA is an individual-member, professional organization dedicated exclusively to the advancement of rural development, the development of member proficiency, and achievement of social and human service objectives in rural areas. NREDA's membership base is comprised primarily of, but not limited to, development professionals working for rural utility organizations.

“This industry driven concept provides the private sector access to resources without having to navigate bureaucracy channels. This system will produce faster results in the commercialization of value-adding to the Kansas and American agricultural economy. These new products produced in the region will provide new sources of earning power which will entice the youth to remain in the rural areas of Kansas,” stated Loren W. Medley, Business Development Coordinator for Kansas Electric Power Cooperative and First Vice-President and Conference Chairman for NREDA.



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“With a theme of ‘Revitalizing Rural America’ this national conference offers Darrell and myself an outstanding opportunity to address economic development professionals from across the country and to share with them what the NutriCore initiative can mean specifically to agri-businesses, food processors, and academic institutions within their communities.”-- Alan Cotich, Food Industry Consultant and NutriCore Project Coordinator.

The mission of NutriCore is to provide the foods industries with the collaborative resources to perform health and nutrition R&D, provide industry with centralized resources to identify leading edge projects and researchers and to directly provide industry with representation and collaboration with the FDA, the CDC, USDA, NIH, HHS and related federal agencies on issues of nutrition development.

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