

CommonGround Volunteers Discuss Food on Popular Morning Show

Written by Cassie McCloud

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Lifetime Network's "The Balancing Act" welcomes farmers to discuss popular food and farming issues

CommonGround volunteer Sara Ross sits down with Danielle Knox to discuss GMOs.

ST. LOUIS (Nov. 21, 2013) – CommonGround volunteers will share how they grow and raise food for America's families with the hosts of popular Lifetime TV morning show, "The Balancing Act." The four-segment miniseries will air throughout the next three months, with the first episode airing Monday, Nov. 25 at 7:00 a.m. (EST/PST).

Viewers will get the chance to learn from American farm women about:

- **Understanding Cost of Food in America with CommonGround** (*Airing Nov. 25 and Dec. 6*)
[Mary Courtney](#), a Kentucky farmer and CommonGround volunteer, provides a way for moms looking for answers about food to connect with and get real, credible food information from moms who grow and raise it.

"The Balancing Act' provides a great forum to connect with moms across the country and let them know that farmers just like me want to share the story behind how American food is grown and raised," said Courtney.

- **Recipes From American Farms To Your Kitchen** (*Airing Dec. 5 and 12*)

Ohio farmer [Kristin Reese](#) shows off her cooking skills while teaching viewers about family farms in America. Reese also shares her favorite holiday recipes.

"I am often shocked that many people do not know 96 percent of the farms in America are family-owned and operated," said Reese. "It is wonderful to be able to share facts like these with the moms who tune into national television programs like the 'The Balancing Act.'"

- **Food Myths and GMOs** (*Airing Dec. 19 and 26*)

Iowa farmer [Sara Ross](#) leads the conversation about popular myths surrounding biotechnology, often referred to as GMOs.

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"We are thrilled to work with 'The Balancing Act' to create television that will really dig deeper into some of the hottest food topics," said Ross. "There is such a strong desire here to really delve into every aspect of American food, and, as farmers, we bring a unique perspective on issues like GMOs, organic food and the local food movement to an audience that is hungry to hear from women who share their experience and concerns, but also have first-hand knowledge on these subjects."

- **Understanding How Farmers Raise Healthy Food for Our Families** *(Airing Jan. 14 and 21)*

Nebraska farmer and rancher [Dawn Caldwell](#) shares health news you can use regarding food safety. Caldwell breaks down food-safety myths and gives valuable tips to prepare meat and produce at home.

"People often forget to take the proper safety precautions with food once they get it home," said Caldwell. "As a farmer dedicated to raising a healthy food supply, I want Americans to also pay attention to how they prepare the food they feed their families."

More than 400,000 women watch "The Balancing Act" every day, offering a perfect opportunity for CommonGround to share the truth about food with the women who buy it.

About CommonGround

CommonGround is a grass-roots movement to foster conversation among women — on farms and in cities — about where our food comes from. The United Soybean Board (USB) and the National Corn Growers Association (NCGA) developed CommonGround to give farm women the opportunity to engage with consumers through the use of a wide range of activities. USB and NCGA provide support and a platform for the volunteers to tell their stories.

Have a question about your food? Find CommonGround online:

Website: <https://www.FindOurCommonGround.com>

YouTube: <https://www.YouTube.com/FindOurCommonGround>

Twitter: <https://www.Twitter.com/CommonGroundNow>

Facebook: <https://www.Facebook.com/CommonGroundNow>

About The Balancing Act airing on Lifetime Television

Now in its sixth year, "The Balancing Act" continues to empower women in all aspects of their lives. The mission at "The Balancing Act" is simple – the show strives to help today's modern woman balance it all by bringing them exceptional solutions to everyday problems. Entertaining, educational and trusted by women, viewers can tune in to America's premier morning show, "The Balancing Act," on weekday mornings at 7:00 am (ET/PT) airing on Lifetime television. For additional information or to view a segment visit www.thebalancingact.com