

Ms. Roxi Beck

Director, The Center for Food Integrity

As director for The Center for Food Integrity, Roxi Beck brings over a decade of experience working with clients across several sectors of the food system including food companies, production agriculture, education, financial providers and governmental agencies. Whether research, communications training, content generation, media monitoring or online strategic outreach and engagement, her work at CFI focuses almost exclusively on directing strategy and activities for consumer-facing initiatives related to food.

After 17 years on her family's dairy farm in Minnesota, where she drank whole milk and tended to her own barn of calves daily, Roxi received bachelor's degrees in psychology and public relations from Coe College in Cedar Rapids, Iowa. She and her prince charming married and moved to Des Moines where Roxi joined Osborn Barr as an account executive. Roxi currently serves on the advisory board for Iowa State University's Agricultural Entrepreneurship Initiative, is a graduate of the Greater Des Moines Leadership Institute, is a member of the Public Relations Society of America and has served as president of the National Agri-Marketing Association. As a mom of two, Roxi's passion for food in the office meets the necessity of good nutrition and an active lifestyle at home.