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Benefit Raffle, March 10 & 11, 2006

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*Prize includes \$1000 toward airfare. Winners need not be present to win.

Raffle as allowed by Illinois State Law.



Second Prize: Dinner for two at the award-winning Vie Restaurant in Western Springs, hosted by Paul Virant, *Chicago Magazine*, Chef-of-the-Year.

Third Prize: Gift Certificate for Lula Café in Logan Square Value \$100



Welcome to the 2006 FamilyFarmed.org EXPO. We thank you for joining the ever growing community of dedicated, like-minded individuals who are contributing to the good health and future of local organic farms and a sustainable environment. We hope this event will inspire, educate, and connect people who together can truly empower the local food movement.

At this year's EXPO we are releasing the report, *Organic Harvest: An Action Plan to Support Local, Organic and Family Farmed Food in Illinois*. The report reflects three years of study and focus groups and speaks to challenges and opportunities associated with increasing local sustainable food production. By educating consumers, policymakers, business leaders, funders and the media and by implementing plans highlighted in the *Organic Harvest* report, the future of local organic food is bright. FamilyFarmed.org and Sustain will continue to stay at the forefront of this important movement.

Sincerely,
 Jim Slama
 President, Sustain
 Founder, FamilyFarmed.org

Sustain Staff and Consultants

John Beske
 Mary Ann Boggs
 Warren King
 Brian Murray
 Cathy Morgan
 Lynn Peemoeller
 Jim Slama
 Eric Shropshire
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Our special thanks to

each and every volunteer who gave selflessly of their time, energy & expertise to help with marketing outreach, planning and on-site guest relations. We are so grateful for the extraordinary grassroots outreach efforts of every individual and organization who helped us get the word out.





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Chef Demos

Learn something new at a Chef Demonstration today. Let some of Chicago's most talented chefs teach you new culinary skills using fresh, local, organic ingredients. Learn the art of traditional butchering, imagine new ways to integrate herbs into your baking, taste an assortment of artisanal Wisconsin cheeses and much much more.

Garland Room- 1st Floor

12:00-1:00 Michael Altenberg, Bistro Campagne
1:00-2:00 Janine MacLachlan, Rustic Kitchen & Slow Food
2:00-3:00 Jo Kaucher, Chicago Diner
3:00-4:00 Christophe David, NoMI, Park Hyatt
4:00-5:00 A Taste of Wisconsin: Exploring Artisanal and Farmstead Cheeses, Daniel Sirko from Pastoral
5:00-6:00 Scott Curcio, Whole Foods Market

Chef Michael Altenberg, Bistro Campagne

Michael is a fanatic about the quality and source of his ingredients and is dedicated to local growers of seasonal organic produce and artesian foods. After culinary school he apprenticed at Le Francois in Wheeling, IL and then went to Italy to cook in various famous Northern Italian restaurants. That's where he seed was planted- great natural ingredients and cooking with the seasons- that grew into his own restaurant, Bistro Campagne. He strives to be 100% organic. He wants to feed his customers what he feeds his family who eats organic at home.

Scott Curcio from Whole Foods Market

Founded in 1980 in Austin, Texas, Whole Foods Market (www.wholefoodsmarket.com) is the world's leading natural and organic foods supermarket and America's first national certified organic grocer. The company currently has more than 175 stores in the United States, Canada, and the United Kingdom, including 9 stores in Illinois. The Whole Foods Market motto, "Whole Foods, Whole People, Whole Planet"(tm) captures the company's mission to find success in customer satisfaction and wellness, employee excellence and happiness, enhanced shareholder value, community support and environmental improvement. Whole Foods Market employs more than 34,000 team members and has been ranked for nine consecutive years as one of the "100 Best Companies to Work For" in America by Fortune magazine.

Chef Christophe David, NoMI at the Park Hyatt

Executive Chef, Christophe David subtly links the rich history of French cuisine with the modern elegance that is the signature of NoMI. Described by *Wine Spectator* as "leading a streamlining of American cuisine." NoMI features contemporary French-inspired cuisine in which the intrinsic flavors of each ingredient is emphasized, letting dishes emerge as their own masterpieces.

Chef Jo Kaucher, Chicago Diner

Chef Jo is acknowledged by *Vegetarian Times* and The Chicago Vegetarian Society as one of the finest vegetarian chefs in the nation. Chef Jo established Chicago's popular all vegetarian Chicago Diner with her partner Mickey Hornick in 1983. For over 30 years, Jo has been helping set the pace for natural foods in

the Midwest by changing the old American SAD Diet (Standard American Diet). Jo re-creates classic home-style recipes using plant based protein, natural ingredients and in-season organic produce. She was a silver medal winner as a member of America's Natural Food Team and a Culinary Olympic award winner in Frankfurt, Germany. The Chicago Diner is proud to have Chef Jo's leadership, knowledge and talents and we are honored to share her with you.

Chef Janine MacLachlan, The Rustic Kitchen and Slow Food Chicago

Janine MacLachlan is a farm groupie, freelance food writer, marketing consultant and owner of The Rustic Kitchen cooking school, where she teaches private group classes on stylish casual entertaining. She frequently takes students on field trips, often to the farmers market, to show firsthand the rich experience and superior ingredients you get when you buy directly from the grower. She is co-leader of Slow Food Chicago, and was a contributing editor to the Slow Food Guide to Chicago. As food contributor to the new *Ruralife* magazine and dining columnist for Chicago-based monthly *Conscious Choice*, Janine is constantly on the hunt for restaurants that buy from local producers, and chefs who cook the way the way their grandmother taught them. Her web site is www.RusticKitchen.com.

Chef Daniel Sirko, Gourmet Manager, Pastoral Artisan Cheese, Bread & Wine in Chicago.

With almost 20 years experience in the specialty food industry, Daniel Sirko has launched and operated some of Chicago's premier retailers including Pastoral, Fox & Obel and Foodstuffs, Inc. He is a graduate of the School of Hospitality Management at Michigan State University. As the Gourmet manager of Pastoral Artisan Cheese, Bread & Wine, Daniel oversees product selection and handling and teaches classes on cheese and cheese/wine pairing. He is grateful to be a part of the burgeoning cheese movement in the US and is eager to share his passion with colleagues, customers and other enthusiasts.

Chef Demos Sponsored by



Grab something organic!



Fruitful Bowl

CERTIFIED ORGANIC
NET. WT. 7.05 OZ.

the best seasonal offerings of organic orchards and fields with the chef's homemade granola on the side.

Ingredients: pineapples*, oranges*, strawberries*, raisins*, granola*, green leaf lettuce*, dried cranberries*.

*Signifies an organic ingredient



Farmer's Garden Salad

ORGANIC
NET. WT. 12.5 OZ.

Refreshing, crunchy and delicious, with organic roasted corn, crunchy green beans and a cool tarragon buttermilk dressing.

Ingredients: romaine lettuce*, cherry tomatoes*, dressing (buttermilk, soy mayonnaise, sour cream, tarragon*, salt, pepper*, apple cider vinegar*), corn*, green beans*, black beans*, carrots*, egg*.
*Signifies an organic ingredient



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Hot, Hot, Hot Fundraiser Party

Friday March 10, 6:00 pm Tickets \$100
GAR Hall

Tickets are still available for the **Hot, Hot, Hot Fundraiser Party**. Enjoy live Brazilian music, organic cocktails and delicious organic food. It's a great chance to mingle with farmers and friends, learn some new things about local organic food, and most importantly, have fun! All proceeds from this event benefit FamilyFarmed.org which supports local family farmers and food businesses.

Co-Chairs

Bill Kurtis

Journalist and Owner of Tallgrass Beef

Deborah Koons Garcia

Filmmaker, *The Future of Food*

Hosts

Bill Abolt/The Shaw Group
John Beske Communications
Bruce and Beth Wiley Boyd
Silvia and Marcos Croce
Ron Doetch
Harry and Beth Drucker
Charlotte and Bob Flinn
Gillian and Ellis Goodman
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Catering by **Greg Christian Catering**

Music Sponsored by **Partners of America**

WE PLOW OUR PROFITS BACK INTO THE EARTH.



Organic family farmers on a mission

We founded Organic Valley in 1988, seven farmers who shared a love of the land and a belief that a new, sustainable approach to agriculture was needed in order for family farms and rural communities to survive. As more and more family farms were threatened with extinction, we set out to create a cooperative solution.

That solution has grown into the leading organic farming cooperative in North America. We still stand today as an organic label solely owned and operated by organic farmers.

Partnering with citizen consumers, we've built a stable, equitable and sustainable pay price for our farm-fresh organic milk, cheese, eggs, soy, produce and meat. In return, delicious, wholesome food has returned, in healthful style, to America's table.

And, unlike a publicly traded corporation, we own our cooperative and are free to hold ourselves to the strictest of standards: that our efforts always, at the end of the day, profit the earth.



Family of Farms

www.organicvalley.coop

Organic Kids Activity Corner

Saturday, March 11 9am-6pm Preston Bradley Hall

Organic Farm Mural

Join your child and contribute to our giant organic farm mural. Add your fun and vision to others' to create the ideal family farm.

Artist's Retreat

Get off your feet and discover your inner child as you spend quality time with your own child. Quiet drawing and sketching opportunities are available for parents and children. You provide the inspiration, we provide the materials.

Paper Bag Puppet Making

Inspired by our friendly Food Group Puppets, you and your children can create your own puppets using recyclable bags and materials. You can make fruits or vegetables, farm animals, or a crazy imaginative creation of your choice.

Reading Corner

Take a break, relax and spend some special time with your child reading our wonderful selection of books related to organic food, farming and nature.

What's your Favorite Organic Snack?

Sample some of our favorite organic food items – carrots and dip, pretzels, raisins and juice.

Food Group Puppets

Stop by the Organic Kids Corner to meet the silly and engaging Food Group Puppets. Let your child tell the puppets what their favorite healthy food in each food group is.

How to Read Food Labels

Using our sample guide, help your child learn how to read food labels. Explain the concepts of fiber, protein, carbohydrates, trans fats and added sugars. You can't start too early teaching this important skill.

Worms At Work

Stop by the Activity Corner to watch worms at work! Your child will be able to observe worms turning food and yard waste into compost, or "Black Gold." Find the resources you'll need to start your very own worm bin or backyard compost pile.

Face Painting

Let your child tell our junior volunteer face painters what their favorite fruit or vegetable is and then watch as it is painted on their face for all to see.

Facts and Information

Pick up free handouts filled with tips to help you keep your child strong and healthy with nutritious food.

Please note

We cannot be responsible for children left unattended.

Sponsored by Purple Asparagus

A non-profit organization dedicated to bringing families back to the table, by promoting and enjoying all the things associated with good eating. www.purpleasparagus.org

Movies and Documentaries

Friday, March 10 4:30pm-6:00pm Theatre 2nd Floor

THE REAL DIRT ON FARMER JOHN
A Feature Documentary by Taggart Siegel

The Real Dirt on Farmer John is the award-winning true story of third-generation American farmer John Peterson's hero's journey of success, tribulation, failure and rebirth, through his childhood in the '50s, the tumultuous '60s, the hippie-influenced '70s, and the farm-crisis '80s, culminating in his transformation-based creation of a biodynamic, organic CSA (Community Supported Agriculture) farm serving 1500 families in the Chicago area with weekly fresh produce. For more information go to www.therealdirt.net.

Saturday, March 11 3pm-4:30pm Education Center
1st Floor

THE FUTURE OF FOOD
Movie and Question/Answer Session with filmmaker
Deborah Koons Garcia

The Future of Food offers an in-depth investigation into the disturbing truth behind the unlabeled, patented, genetically engineered foods that have quietly filled U.S. grocery store shelves for the past decade. This film gives a voice to farmers whose lives and livelihoods have been negatively impacted by this new technology. The health implications, government policies and push towards globalization are all part of the reason why many people are alarmed by the introduction of genetically altered crops into our food supply. The movie examines the market and political forces that are changing what we eat as huge multinational corporations seek to control the world's food system. The film also explores alternatives to large-scale industrial agriculture, placing organic and sustainable agriculture as real solutions to the farm crisis today.

Friday, March 10th Schedule

8:00am – 9:00am Join us for organic coffee while you register

9:00am – 10:15am Trade Workshops

10:30am – Noon Opening Symposium - Theatre 2nd Floor



Organic Harvest: Capitalizing on the Booming Demand for Local and Organic Food
Organic Food is now a \$14.5 billion industry that is growing 20% annually. This session describes some of the opportunities and challenges faced in the Midwest to grow and process large quantities of local organic food. Symposium speakers include some of the leading politicians and organic thinkers in the region.

Speakers Include:

MC Jim Slama, President, Sustain; Founder FamilyFarmed.org and *Conscious Choice* Magazine



- Mayor Richard M. Daley, City of Chicago
- First Lady, Patti Blagojevich, State of Illinois
- Will Allen, Executive Director, Growing Power
- Bob Scaman, CEO, Goodness Greeness
- Bill Kurtis, CEO Tallgrass Beef
- Stan Schutte, Farmer, President, OCIA Illinois
- Tom Stromolo, Director of Greenmarket, New York City
- Abby Mandel, Founder Chicago's Green City Market
- Ron Doetch, Executive Director, Michael Fields Agricultural Institute

Noon – 4:30pm Exhibits Open – GAR Hall

Noon – 3:30pm Illinois Farmer-Consumer Coalition Meeting: Open to the Public- 5th Floor Garland

2:00pm – 4:30pm Trade Workshops

4:30pm – 6:00pm Movie – *The Real Dirt on Farmer John* - Theatre 2nd Floor

6:00pm Hot, Hot, Hot Fundraiser Party - GAR Hall

Friday Time Table

	5th Floor Washington	5th Floor Millenium	5th Floor Garland	Theatre 2nd Floor
9:00	The Where Why and When of Local Organic Meat	Goodness Greeness and Whole Foods Wholesale Opportunities		
10:15				
2:00	Special Roundtable Discussion for Restaurants and Institutions		Illinois Farmer-Consumer Coalition Meeting Open to the Public 12:00-3:30	Movie: The Real Dirt on Farmer John 4:30 - 6:30
3:00	Training Opportunities for New Farmers	The New Grapevine, Connect Your Farm to a Greater Community with New Media		
4:30				

Friday Workshops

9:00-10:15 Washington 5th floor

The Where, Why, and How of Local Organic Meat

It's here! Up until June, 2005 it was impossible to find meats that had been raised and processed organically in Illinois. This workshop will present the story of how one small-town meat locker became USDA certified organic, and the impact that the forging of this "missing link" in the local food chain has had in building a more diverse agriculture – one that grows healthier foods and offers new opportunities to farmers, local businesses and local consumers.

- Terra Brockman- Director, The Land Connection
- Scott Bittner- Owner- Eureka Meat Locker
- Bob & Karen King- Owner, Choices Meat Market
- Marilyn Wettstein- Organic Farmer

9:00am-10:15am Millenium 5th floor

Goodness Greeness & Whole Foods, Wholesale Marketing Opportunities

Learn how your business can benefit by selling wholesale directly to Goodness Greeness and Whole Foods. Buyers will be on-hand to tell you what you need to know including types of products they are looking for, farm plans and post harvest-handling needs.

- Bob Stone- Goodness Greeness
- Barry Grein-Whole Foods Market
- Warren King- Sustain and FamilyFarmed.org

12:00pm- 3:30pm Garland 5th floor

Illinois Farmer-Consumer Coalition Meeting: Open to the Public

The Illinois Farmer-Consumer Coalition is a statewide urban-rural network advocating food system policies and practices that promote a just and healthy, ecologically sound, economically viable, spiritually vibrant, and sustainable quality of life for all family farmers, workers, consumers, and their children. It is comprised of farmers, farm organizations, environmental groups, organic producers, labor, sustainable community advocates, rural advocacy organizations, urban consumers, policy makers, researchers, faith based organizations, and community advocates. All people—urban and rural—face a daily flood of unhealthy information about their food, while farmers are being forced to produce food as an article of trade versus a staple of human existence. Our goal is to re-establish the understanding that food "consumers" and farmers are linked as human families and communities. So long as this divide is maintained, those who have created it can continue to exploit us all. If you are interested in learning more or joining IFCC contact us at 1-800-273-8177 or jbraun2525@yahoo.com.

2:00pm –3:00pm Washington 5th floor

Going Organic with Foodservice; Special Roundtable Discussion for Restaurants and Institutions

Does your restaurant, school or hospital want to start purchasing organic food? In the past, it has been difficult to purchase organic food for these uses because of limited supply and few vendors able to provide the high level of service and accountability that food service sales demand. This roundtable discussion will look at new opportunities to bring organic and local food into food service operations.

- Dan Bobel, Director of Food Service Sales, Goodness Greeness
- Bob Stone, Director of Procurement, Goodness Greeness

Michael Fields Agricultural Institute



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3:00pm-4:30pm Washington 5th floor

Training Opportunities for New Farmers

Want to be an organic farmer? These experts will discuss ways to make it happen. Learn about all the regional programs available to people that want to move into the local, sustainable and organic marketplace.

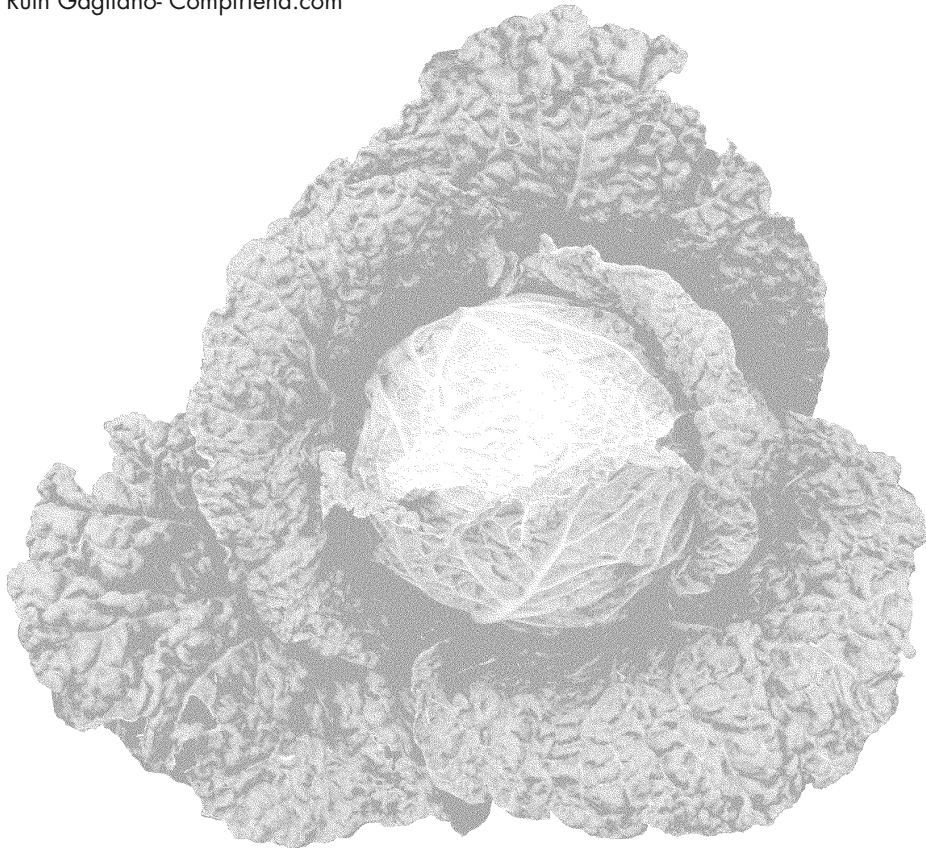
- Warren King- Sustain and FamilyFarmed.org
- Ron Doetch- Michael Fields Agricultural Institute
- Rasha Abdulhadi- CSA Learning Center
- Dr. Wes Jarrel- University of Illinois
- Will Allen- Growing Power

3:00pm- 4:30pm Millenium 5th floor

The New Grapevine: Connect Your Farm to a Greater Community with New Media

The internet and other new technologies provide an inexpensive outlet for informing a broad community about your work and your area of expertise, as well as a great way to further connect with others in the farming and food community. Blogging and Podcasting are two accessible ways for you to share the work of your farm and the fruits of the field with a global audience. Find out how to set up a blog, get a list of some of the best tools and resources available on the Internet today, and learn what Podcasting can do for you.

- Mia Littlejohn- EatFeed Podcast
- Ann Bramley- EatFeed Podcast
- Tana Butler- Small Farms Blog
- Paul McCann- Knowledge is Power Blog
- Ruth Gagliano- Compfriend.com



Saturday, March 11 Schedule

9:00am – 6:00pm Exhibits Open GAR Hall, GAR Rotunda, Preston Bradley Hall

9:00am – 6:00pm Kids Corner - Preston Bradley Hall

11:00am – 5:00pm Chef Demos - Garland 1st Floor

Noon – 4:30pm Workshops - 1st Floor

10:00am **Plenary: This Organic Life** Theatre 2nd Floor



Are you inspired by organic food? In this exciting session, Chicago luminaries Bill Kurtis and Ambassador Carol Moseley Braun discuss their new companies and their commitment to organic and sustainably-grown food. FamilyFarmed.org founder Jim Slama will moderate and take questions from the audience afterwards.

- Bill Kurtis, Award Winning Journalist, CEO, Tallgrass Beef
- Ambassador Carol Moseley Braun, President, Good Food Organics
- Jim Slama, President, Sustain; Founder, Conscious Choice



3:00pm – 4:30pm Movie: *The Future of Food*

Saturday Time Table

	Theater- 2nd Floor	Washington Room - 1st Floor	Education Center- 1st Floor	Garland Room- 1st Floor
Noon	Organic Eating on a Dime	Generation Organic: Who Will be our Next Generation of Farmers?	Organic Lawncare 101	Michael Altenberg, Bistro Campagne 12:00-1:00
1:30	Benefits of Organic and Grass-fed Meat	From Farm to Classroom: Linking Healthy School Lunches and ABCs	Neighborhood Approaches to Increasing Fresh Produce Access and Availability	Janine MacLachlan, Rustic Kitchen & Slow Food 1:00-2:00 Jo Kaucher, Chicago Diner 2:00-3:00
3:00	Got Organic Milk?	The Green Youth Farm: Growing Young Adults from the Ground Up	MOVIE The Future of Food with filmmaker Deb Koons Garcia	Christophe David, NoMI, Park Hyatt 3:00-4:00
4:30	Genetic Engineering & its Impact on Food Security & Public Health	Eat Your Talk: Food as a Guide Toward Building Sustainable Communities	Right Bite: Sustainable Seafood Awareness	A Taste of Wisconsin: Exploring Artisan and Farmstead Cheeses with Daniel Sirko from Pastoral 4:00-5:00 Scott Curcio, Whole Foods Market 5:00-6:00
6:00				

Saturday Workshops

12:00pm- 1:30pm Education Center 1st Floor

Organic Lawncare 101

This informative panel discussion will address the basics of organic lawn care for the Illinois homeowner. Emphasis will be placed on the culture and care of the lawn (watering basics, mowing guidelines and reseeding and topdressing techniques) as well as why the homeowners should make the transition away from chemical lawn care.

- Bill Leunberger- Manager of Turf Operations, Chalet Nursery
- Rachel Rosenberg- Executive Director, Safer Pest Control Project
- Kim Stone- Associate Director Safer Pest Control Project
- Bill Scheffler- Owner, Pure Prairie Organics
- Craig Fritts- Owner of Child's Play Organic Lawns

12:00pm-1:30pm Theatre 2nd Floor

Organic Eating on a Dime

Looking for ideas and inspiration to live a more eco-friendly lifestyle? Want to simplify, de-clutter and cutback expenses? Come for ideas and inspiration on sustainable living topics such as renewable energy, organic and local foods, simple living and green home design. Join Laura Michaels from the Organic Food Network, Lisa Kivirist and John Ivanko, co-owners of the nationally recognized Wisconsin bed & breakfast, Inn Serendipity, and co-authors of Rural Renaissance: Renewing the Quest for the Good Life (www.ruralrenaissance.org).

- Lisa Kivirist- Inn Serendipity
- John Ivanko- Inn Serendipity
- Laura Michaels – Organic Food Network
- Laura Bruzas- Editor, Healthy Dining Chicago

12:00pm-1:30pm Washington 1st Floor

Generation Organic: Who Will be our Next Generation of Farmers?

They come in all shapes and sizes! Organic family farms hold a message of hope for building an environmentally and economically sustainable food system. Like diverse family structures, a variety of small to medium scale farms are providing viable opportunities to those with a passion to farm – young and old. Independent and farmer owned, Organic Valley is proud to share the real life stories of the next generation of organic farmers and the life and lifestyle they aspire to achieve.

- Doran Holmes- Organic Dairy Farmer
- Lee Arboreal- Organic Farmer
- Mike Green & Jennifer Hall- Family Farmers
- Alfrid Krusenbaum- Dairy Farmer
- Theresa Marquez- Director of Marketing, Organic Valley

1:30pm-3:00pm Washington 1st Floor

From Farm to Classroom: Linking Healthy School Lunches and ABCs

This session will focus on examples of farm-to-school initiatives incorporating in-class curriculum and farm-to-food service procurement. The session will explore the national farm-to-school movement and model programs across the country; Chicago area efforts to influence school policy and healthy food procurement; and a detailed look at a local Chicago area farm-to-school program.

- Anupama Joshi- National Farm-to School Program
- Jean Saunders- Healthy Schools Campaign
- Lisa Gershenson- Perspectives Charter School
- Gary Cuneen- Seven Generations Ahead

1:30pm-3:00pm Education Center 1st Floor

Neighborhood Approaches to Increasing Fresh Food Access

This session will focus on the role of community organizing and development in increasing access to and the availability of fresh produce. All of the projects described by the session are part of the Community Organizing for Obesity Prevention: Humboldt Park project. Lolita Lopez- MPH, Puerto Rican Cultural Center

- Miguel Morales- Puerto Rican Cultural Center
- Anita Rico- Centro Sin Fronteras
- Enrique Salgado- Division Street Business Association
- Lara Jones- Project Coordinator, CLOCC

1:30pm-3:00pm Theatre 2nd Floor

Benefits of Organic and Grass-fed Meat

Confined Animal Feeding Operations (CAFOs) dominate US livestock production. By definition CAFO operation contains more than 1,000 beef cattle, 2,500 hogs or 100,000 boiler hens and is commonly referred to as a “factory farm”. Many negative public health effects such as respiratory illness, neurological problems and antibiotic resistance can be attributed to these operations due to their contamination of air, water and soil—as documented in recent studies. This presentation will provide participants with knowledge about the health consequences associated with conventional meat production; it will also discuss alternative meat production practices and how consumers can make informed decisions when purchasing meat and poultry.

- Karen Hudson- President F.A.R.M.
- Larissa McKenna- Food and Animal Concerns Trust
- Stan Schutte- Farmer, President of OCIA Illinois
- Allen Williams- Tallgrass Beef
- Rich Wood- FACT

3:00pm-4:30pm Theatre 2nd Floor

Got Organic Milk?

There is a lot of confusion about organic milk. In fact some so-called organic companies use industrial farming practices to produce their organic milk. In this session, experts talk about the need for better USDA standards for organic milk and ways consumers can ensure their organic milk is from dairies that treat their animals well.

- Mark Kastel- Co-Founder- Cornucopia Institute
- Theresa Marquez- Director of Marketing- Organic Valley
- Tony Huls- Farmer- Oak Grove Organics
- Chad Pawlak- President, Wisconsin Organics
- Kathy Seus- Marketing and Farm Program Manager- FACT

3:00pm-4:30pm Washington 1st Floor

The Green Youth Farm: Growing Young Adults from the Ground Up

The Green Youth Farm is an after-school/summer program based in North Chicago and the North Lawndale community. Approximately 35 teens, ages 15-18, work in two farm locations learning sustainable farming techniques, marketing skills and meal planning and preparation. The workshop will be a panel of the two program coordinators and two youth representatives from the North Lawndale site, and will be moderated by Dexter Sullivan, another program participant.

- Angela Mason- Chicago Botanic Garden
- Eliza Fournier- Chicago Botanic Garden
- Kenya Miller- Student
- Teresa King- Student
- Dexter Sullivan- Student

4:30pm-6:00pm Washington 1st Floor

Eat Your Talk: Food as a Guide Toward Building Sustainable Communities

We depend on food for our very survival. The 21st century food and food production processes will continue to play an evermore pivotal role in human existence and well being as well as our planet's ability to provide a clean and stable environment for future generations. This session will explore a spectrum of approaches, from farm family efforts to community activism, to green business practices and government programs by which communities are focusing on building healthy local food systems as a critical function in the sustainable development equation.

- Laurie Arboral- Organic Farmer
- Ken Dunn- Director of Resource Center
- Jaimie Johnson- Marketing Executive Assistant, Organic Valley
- Gary Cuneen- Executive Director, Seven Generations Ahead
- Anna Viertel- Market Basket Coordinator, Growing Power

4:30pm-6:00pm Education Center 1st Floor

Right Bite: Buying Safe and Sustainable Seafood

The Shedd Aquarium is spearheading the sustainable seafood movement in the Midwest through the Right Bite program. Right Bite helps consumers discover how their seafood choices can make a difference in the health of the oceans. Right Bite functions under the assumption that if those who demand seafood also demand sustainable fisheries through informed purchases, the industry will shift their practices to meet these demands. This program focuses specifically on the consumer, from seafood lovers to chefs to seafood wholesalers, and partnerships, public awareness programming, marketing and PR, as well as our seafood wallet card.

- Bonnie Paganis- Sodhexo
- Mary Ganchoff- Plitt Seafood Co.
- Michelle Jost- Shedd Aquarium

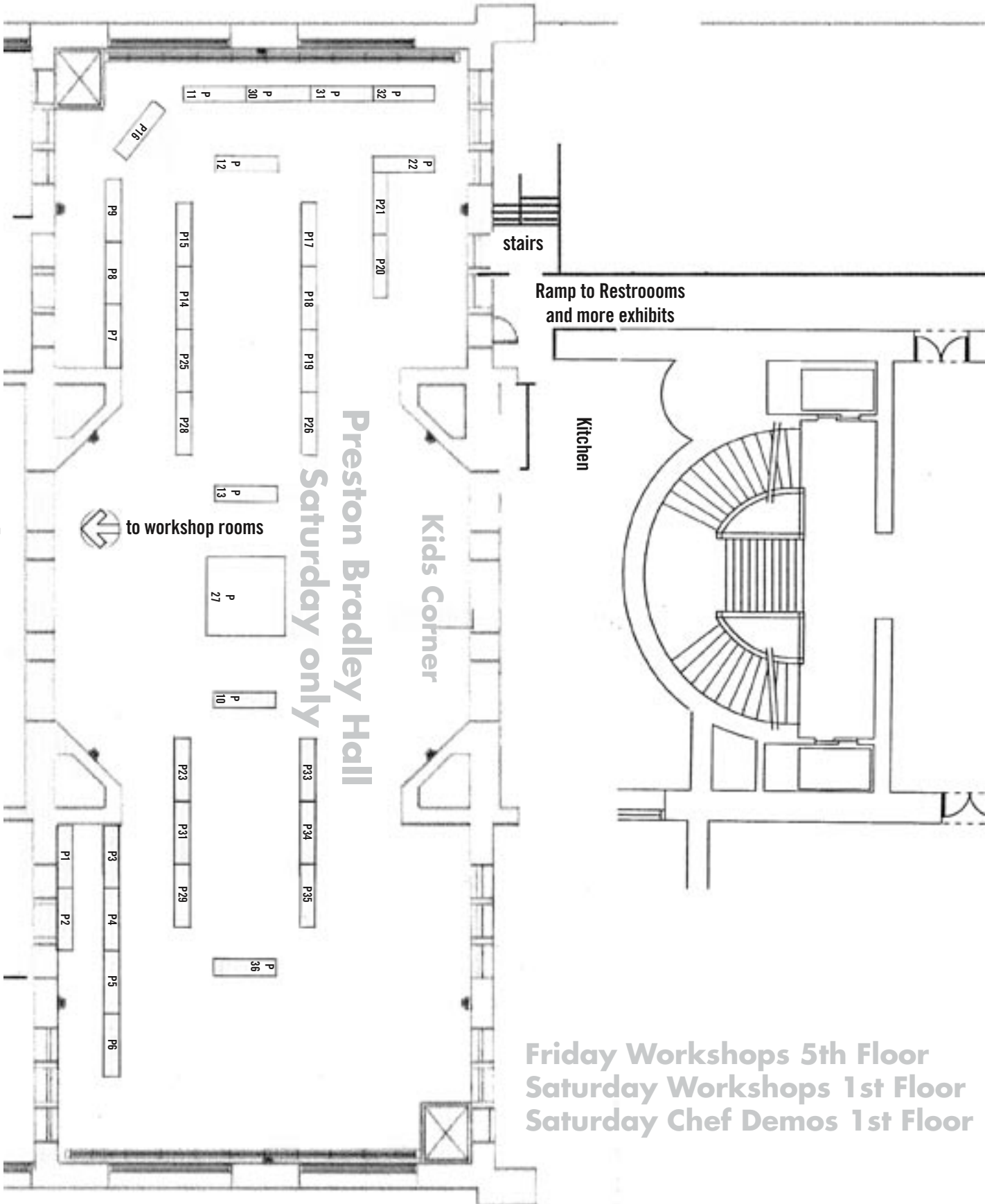
4:30pm-6:00pm Theatre 2nd Floor

Genetic Engineering & its Impacts on Food Safety & Public Health

Concern and controversy over biotechnology has led growers, consumers and chefs to look for alternatives. We will explore, in an interactive information session, the issues surrounding genetically modified crops: crop yielding potential, manufacturing practices, industry sponsorship, contamination, and additive use. Join us to explore alternatives, suggest solutions, and discover answers.

- Deborah Koons Garcia- Director of "The Future of Food"
- Bill Wenzel- Farmer to Farmer Campaign
- Dr. Cass Ingram- MD
- Liane Casten- Journalist and Writer
- Larry Bohlen- Advocate Consultant
- Beth Aldrich- For Her Information

Washington Street



Friday Workshops 5th Floor
Saturday Workshops 1st Floor
Saturday Chef Demos 1st Floor

Randolph Street

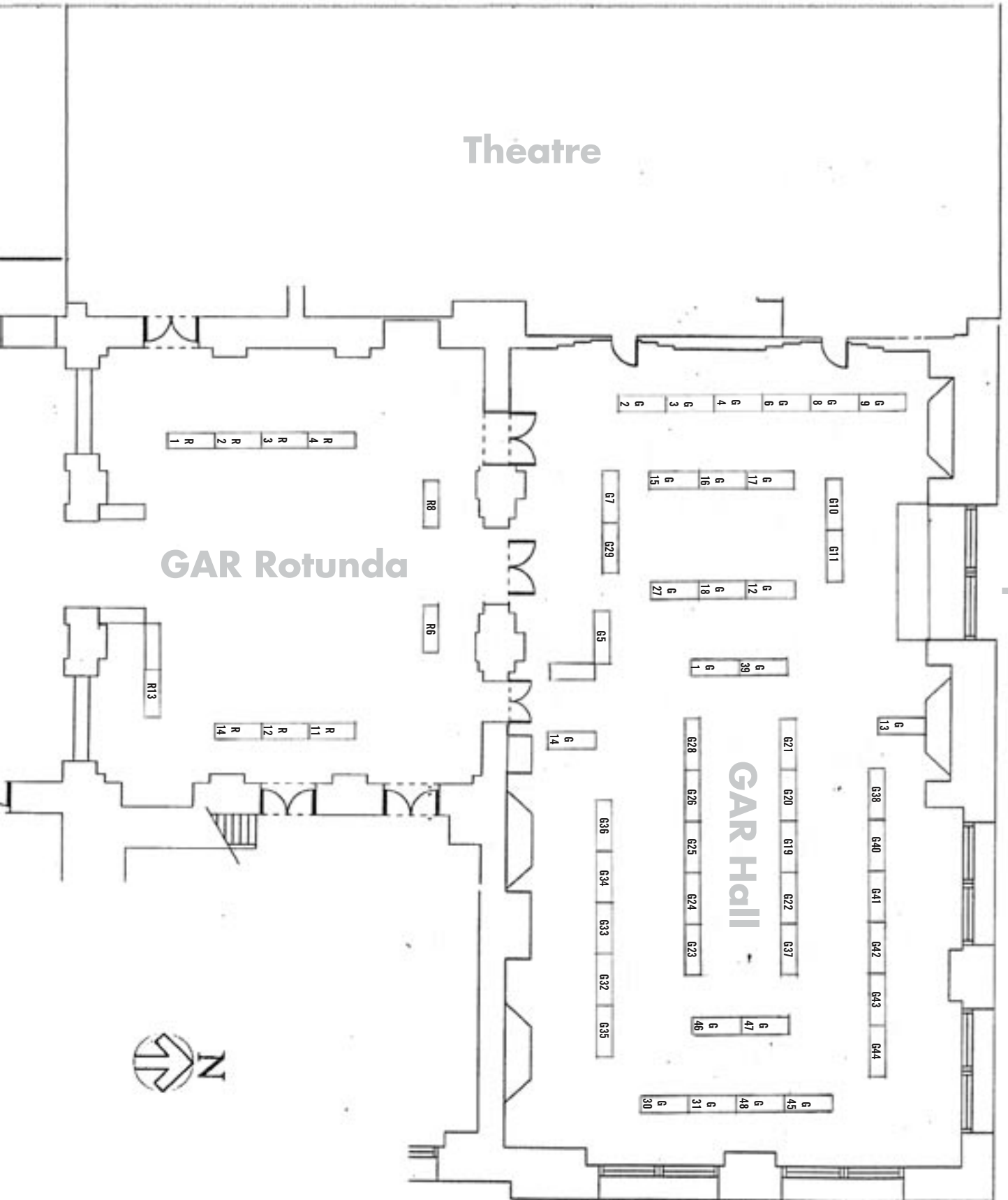
Theatre

GAR Rotunda

GAR Hall



Avenue



Exhibitor Listings

Agroecology/Sustainable Agriculture Program, UI—ACES

Table 23 Preston Bradley Hall, Saturday
Dan Anderson
W-503 Turner Hall, MC-047
Urbana, IL 61801
(217) 333-1588
www.aces.uiuc.edu/asap

Angelic Organics and The CSA Learning Center at Angelic Organics

Table 7, Preston Bradley Hall, Saturday
Bob Bower
1547 Rockton Rd.
Caledonia, IL 61011
(815) 389-2746
www.angelicorganics.com

Aqua Ranch

Table 38 GAR Hall, Friday and Saturday
Myles Harston
P.O. Box 658, 404 D
East Lincoln, IL 61740
(815) 796-2978
www.aquaranch.com

The Bleeding Heart Bakery

Table 29, Preston Bradley Hall, Saturday
Michelle Garcia
2018 W. Chicago Ave.
Chicago, IL 60622
(773) 278-3638
www.thebleedingheartbakery.com

Cedar Grove Cheese

Table 15, GAR Hall, Friday and Saturday
Dane Huebner
P.O. Box 185
E5904 Mill Rd.
Plain, WI 53577
(608) 546-5284
www.cedargrovecheese.com

Center for Neighborhood Technology, I-Go & Clean Air Counts

Table 11, Preston Bradley Hall, Saturday
Melissa Haeffner
2125 W North Ave.
Chicago, IL 60647
(773) 269-4084
www.cntf.org

Center for Sustainable Community

Table 14, Preston Bradley Hall, Saturday
Bill Wilson
123 Crescent Lane
Stelle, IL 60919
(815) 256-2204
www.centerforsustainablecommunity.org

Chicago Botanic Garden's Green Youth Farm

Table 8, GAR Hall, Friday and Saturday
1000 Lake Cook Rd.
Glencoe, IL 60022
(847) 835-8254
www.chicagobotanic.org

The Chicago Committee on Fair Trade

Table 19, Preston Bradley Hall, Saturday
Nancy Jones
637 S. Dearborn
Chicago, IL 60605
(312) 660-1460
www.chicagofairtrade.org



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www.grasspoint.com



Chicago's Green City Market

Table 16, Preston Bradley Hall, Saturday
 Carolyn Zezima
 820 Davis Street, Suite 134
 Evanston, IL 60201
 (847) 424-2486
www.chicagogreencitymarket.org

City Farm—The Resource Center

Table 33, GAR Hall, Friday and Saturday
 Chris Anderson
 222 E. 135th Place
 Chicago, IL 60657
 (773) 957-3168
www.cityfarmchicago.org

City of Chicago Department of Environment

Table 14, GAR Rotunda, Friday and Saturday
 30 N. LaSalle
 Chicago, IL 60602
www.cityofchicago.org

Crummy Brothers

Table 48, GAR Hall, Friday and Saturday
 Brian Crummy
 1609 N. Wolcott
 Chicago, IL 60622
 (800) 959-3341 x.203
www.crummybrothers.com

Conscious Choice

Table 2, GAR Hall, Friday and Saturday
 Sondra Brigandi
 920 North Franklin, Suite 202
 Chicago, IL 60610
 (312) 440-4373
www.consciouschoice.com

Consolidated Printing Company

Table G22
 5942 North Northwest Highway
 Chicago, Illinois 60631
 773.631.2800
www.consolidatedprinting.net

Earthsave Chicago

Table 28, Preston Bradley Hall, Saturday
 Mikael Nielson
 2417 W. Homer
 Chicago, IL 60647
 (847) 312-0349
www.earthsavechicago.com

Eden Foods Inc.

Table 30 & 31, GAR Hall, Friday and Saturday
 Lisa Schwind
 701 Tecumseh Road
 Clinton, MI 49236
 (517) 456-7424
www.edenfoods.com

Equal Exchange

Table 40, GAR Hall, Friday and Saturday
 Julia Knott
 50 United Drive
 W. Bridgewater, MA 02379
 (774) 776-7371
www.equalexchange.com

Esther's Place, Lamb of God Farm

Table 34, Preston Bradley Hall, Saturday
 Donna Lehrer
 75027 Jericho Road
 Big Rock, IL 60511
 (630) 556-3476
www.FamilyFarmed.org

Family Farm Defenders

Table 12, Preston Bradley Hall, Saturday
 John Peck
 1019 Williamson St., #B
 Madison, WI 53703
 (608) 260-0900
www.familyfarmdefenders.org

FamilyFarmed.org, Sustain

Table 1, GAR Hall, Friday and Saturday
 Table 10, Preston Bradley Hall, Saturday
 920 North Franklin Street, Suite #301
 Chicago, IL 60610
 (312) 951-8999
www.FamilyFarmed.org

Field's Best & Nokomis Organic Bakery

Table 5, GAR Hall, Friday and Saturday
 Tricia Riley
 W2463 County Rd. ES
 East Troy, WI 53120
 (262) 642-9665
www.nokomisbakery.com

Food and Animal Concern Trust, FACT

Table 9, Preston Bradley Hall, Saturday
 Kathy Seus
 PO Box 14599
 Chicago, IL 60614
 (773) 525-4952
www.fact.cc

Futters Nut Butters

Table 28, GAR Hall, Friday and Saturday
 Jody Futterman
 P.O. Box 4934
 Buffalo Grove, IL 60089
 (847) 634-6976
www.futtersnutbutters.com

Future Fruit Farm

Table 37, GAR Hall, Friday and Saturday
 Ellen & Robert Lane
 5363 Knobs Rd.
 Ridgeway, WI 53582
 (608) 924-1012
www.localharvest.org/farms/M7074

Genesis Growers

Table 36, GAR Hall, Friday and Saturday
 Vicki Westerhoff
 8373 E. 3000 S. Rd.
 St. Anne, IL 60901
 (815) 953-1512
www.FamilyFarmed.org

Glacier Beef, Inc.

Table 4, GAR Hall, Friday and Saturday
 Len Buonincontro
 20780 Carroll Rd.
 Morrison, IL 61270
 (815) 772-4386
www.glacierbeef.com

Go Go Organics

Table 13, GAR Rotunda, Friday and Saturday
 Ces Lopez
 1103 W. Grand Ave.
 Chicago, IL 60622
 (312) 666-4466
www.gogoorganics.com

Good Earth Farms

Table 20 & 21, GAR Hall, Friday and Saturday
 Mike Hansen
 10431 Mayflower Rd.
 Milladore, WI 54454
 (715) 652-3520
www.goodearthfarms.com

Goodness Greeness

Table 11 & 12, GAR Rotunda, Friday and Saturday
 5459 S. Lowe
 Chicago, IL 60621
 (773) 224-4411
www.goodnessgreeness.com

GRACE Factory Farm Project

Table 20 & 21, Preston Bradley Hall, Saturday
 22514 West Claybaugh Rd.
 Elmwood, IL 61529
 (309) 742-8895
www.factoryfarm.org

Grass Point Farm

Table 8, GAR Rotunda, Friday and Saturday
 Chad Pawlak
 302 W. Stanley St.
 P.O. Box 560
 Thorp, WI 54771
 (715) 669-7549
www.grasspoint.com

Green Earth Institute

Table 30, Preston Bradley Hall, Saturday
 Steve Tiwald
 10S 404 Knoch Knolls Rd.
 Naperville, IL 60563-1315
 (630) 664-5681
www.greenearthinstitute.org

Growing Home, Inc.

Table 11, GAR Hall, Friday and Saturday
Harry Rhodes
1325 S. Wabash Ave. #205
Chicago, IL 60605
(312) 435-8601
www.growinghomeinc.org

Growing Power

Table 7, GAR Hall, Friday and Saturday
Tammy Treviranus
5500 W. Silver Spring Dr.
Milwaukee, WI 53218
(414) 527-1546
www.growingpower.org

Harmony Valley Farm

Table 25, GAR Hall, Friday and Saturday
Richard de Wilde
S.3442 Wine Hollow Rd.
Viroqua, WI 54665
(608) 483-2143
www.harmonyvalleyfarm.com

Healthy Dining Chicago

Table 36, Preston Bradley Hall, Saturday
Laura Bruzas
934 W. Fry #2E
Chicago, IL 60622-5462
healthydining@aol.com

Heifer International

Table 26, Preston Bradley Hall, Saturday
Rodger Cooley
3944 W. Irving Park Rd.
Chicago, IL 60618
(773) 279-9696
www.heifer.org

The Herbal Garden

Table 44, GAR Hall, Friday and Saturday
Gabrielle Castrejon
27373 W. Hwy. 176
Wauconda, IL 60084
(847) 526-1839 x230
www.theherbalgarden.com

Hillside Orchards

Table 16, GAR Hall, Friday and Saturday
Paul Thelen
8198 Fleisher
Berrien Springs, MI 49103
(269) 471-7558
www.chestnutgrowersinc.com

Igl Farms

Table 17, GAR Hall, Friday and Saturday
Brian Igl
W 9689 Cherry Rd.
Antigo, WI 54409
(715) 627-7888
www.FamilyFarmed.org

Illinois League of Conservation Voters

Table 13, Preston Bradley Hall, Saturday
Amanda Espitia
1000 W. Washington St. 418
Chicago, IL 60607
(312) 731-6108
www.lcvillinois.org

Illinois Stewardship Alliance

Table 22, Preston Bradley Hall, Saturday
Gayle Keiser
P.O. Box 648
Rochester, IL 62563
(217) 498-9707
www.illinoisstewardshipalliance.org

Indiana Certified Organic, LLC

Table 41, GAR Hall, Friday and Saturday
Cecilia Bowman
8364 S. SR 39
Clayton, IN 46118
(317) 539-4317
<http://members.iquest.net/~cvof/ico/>

Irv & Shelly's Fresh Picks

Table 33, Preston Bradley Hall, Saturday
Shelly Herman
220 S. Loflin St.
Chicago, IL 60607
(312) 421-3876
www.freshpicks.com

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Uurwo Primary Society,
KNCU Cooperative,
Tanzania



Iyabo Farms

Table 12, GAR Hall, Friday and Saturday
 Johari Cole
 P.O. Box 582
 Hopkins Park, IL 60944
 (815) 944-5891
 www.FamilyFarmed.org

Kalona Organics

Table 23, GAR Hall, Friday and Saturday
 Joanna Mouming
 P.O. Box 668
 Kalona, IA 52247
 (319) 656-4221
 joanna@kalonaorganics.com

Kickapoo Gold LLC

Table 47, GAR Hall, Friday and Saturday
 Philip Gudgeon
 E 8533 Cherry Grove Rd.
 Viroqua, WI 54665
 (608) 634-4896
 www.kickapoogold.com

Kinnikinnick Farm

Table 19, GAR Hall, Friday and Saturday
 David Cleverdon
 21123 Grade School Rd.
 Caledonia, IL 61011
 (815) 292-3288
 www.FamilyFarmed.org

LaSalle Bank

Table 1, GAR Rotunda, Friday Only
 135 South LaSalle St., Suite 2325
 Chicago, IL 60603
 www.LaSalleBank.com

Lake Side Café

Table 35, Preston Bradley Hall, Saturday
 Amona Buechler
 1418 W. Howard St.
 Chicago, IL 60626
 (773) 262-9503
 www.Lake-Side-Café.com

Learn Great Foods

Table 38, Preston Bradley Hall, Saturday
 Ann Dougherty
 203 E. Seminary
 PO Box 182
 Mt. Carroll, IL 61053
 (815) 244-5602
 www.LearnGreatFoods.com

Maude's Organics

Table 46, GAR Hall, Friday
 Nancy Depondt
 1830 W. Greenleaf
 Chicago, IL 60626
 (773) 680-8397
 ndepontd@comcast.net

Michael Fields Agricultural Institute Bookstore

Table 1-6, Preston Bradley Hall, Saturday
 Ginger Goral
 P.O. Box 990
 W2493 County Rd. ES
 East Troy, WI 53120
 (262) 642-3303
 www.michaelfieldsagainst.org

Natural Direct LLC

Table 8, Preston Bradley Hall, Saturday
 Scott Dickinson
 P.O. Box 70
 Sandwich, IL 60548
 (815) 498-4910
 www.naturaldirect.com

Next Generation Organic Dairy, Organic Choice

Table 45, GAR Hall, Friday and Saturday
 Steve Pechacek
 251 Industrial Dr.
 Mondovi, WI 54755
 (715) 926-4788
 www.nextgenerationdairy.com

Northstar Bison LLC

Table 42, GAR Hall, Friday and Saturday
 Mary & Lee Graese
 1936 28th Ave.
 Rice Lake, WI 54868
 (715) 234-1496
 www.northstarbison.com

OrganicRetreats.org (Brazil)

Table 6, GAR Rotunda, Friday and Saturday
 Silvia Barretto
 www.organicretreats.org

Organic Valley

Table 27, GAR Hall, Friday and Saturday
 Table 27, Preston Bradley, Saturday
 One Organic Way
 LaFarge, WI 54639
 (888) 446-6455
 www.organicvalley.com

PastureLand

Table 6, GAR Hall Friday and Saturday
 Jean Andraesen
 1219 University Ave. SE
 Suite 307
 Mpls, MN 55414
 (612) 331-9115
 www.pastureland.coop

Rain Vodka

Table 14, GAR Hall, Friday and Saturday
 Mike Buday
 115000 Woodlawn Ave
 Lemont, IL 60439
 (630) 257-6329
 www.rainvodka.com



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Red Hen Bread

Table 26, Gar Hall, Friday and Saturday
 Chad Sellman
 250 N. Western Ave.
 Chicago, IL 60012
 (312) 433-0436
www.redhenbread.com

Renewing The Countryside

Table 18, Preston Bradley Hall, Saturday
 Jan Joannides
 2105 First Ave. South
 Minneapolis, MN 55404
 (866) 378-0587
www.renewingthecountryside.org

Roseland Organic Farms

Table 35, GAR Hall, Friday and Saturday
 John & Merrill Clark
 27427 M-60 West
 Cassopolis, MI 49031
 (269) 445-8769
www.roselandorganicfarms.com

Safer Pest Control Project

Table 17, Preston Bradley Hall, Saturday
 Rachel Rosenberg
 25 E. Washington Suite 1515
 Chicago, IL 60076
 (312) 641-5575
www.spcpweb.org

Sandhill Organics

Table 25, Preston Bradley Hall, Saturday
 Peg & Matt Sheaffer
 32140 N. Harris Rd.
 Grayslake, IL 60030
 (847) 548-4030
www.sandhillorganics.com

Scotch Hill Farm

Table 10, GAR Hall, Friday
 and Saturday
 Tony Ends
 910 Scotch Hill Rd.
 Brodhead, WI 53520
 (608) 897-4288
www.scotchhillfarm.com

Seedling

Table 13, GAR Hall, Friday and Saturday
 Peter Klein
 6717 11th Ave.
 South Haven, MI 49090
 (269) 227-3958
www.seedlingfruit.com

Shoal Creek Farm

Table 24, GAR Hall, Friday and Saturday
 Floyd Johnson
 151 Johnson Lane
 Raymond, IL 62560
 (217) 229-3571
www.shoalcreekfarm.com

Snug Haven Farm

Table 39, GAR Hall, Friday and Saturday
 Bill Warner & Judy Hageman
 1170 Hageman Rd.
 Belleville, WI 53508
 (608) 424-3296
www.localharvest.org/farms/M4073

Square One Organic Baby Food / J&G Farms, LLC

Table 15, Preston Bradley Hall, Saturday
 Denise M. Henderson
 323 W. Goethe
 Chicago, IL 60610
 (312) 848-0067
square1organics@aol.com

The Supreme Master Ching Hai International Association

Table 31, Preston Bradley Hall, Saturday
 Wenqing Li
 2900 W. Hollywood
 Chicago, IL 60659
 (847) 361-3671
www.godsdirectcontact.org

Sweet Earth Organic Farm

Table 32, GAR Hall, Friday and Saturday
 Rene Randall
 P.O. Box 323
 Wauzeka, WI 53826
 (608) 875-6026
www.sweetearthorganicfarm.com

Sylvan Meadows Farm

Table 3, GAR Hall, Friday and Saturday
 Virginia Goeke
 E8303 Hwy. SS
 Viroqua, WI 54665
 (608) 637-2544
www.macsac.org/profiles.php#Sylvan

Tallgrass Beef Company

Table 29, GAR Hall, Friday and Saturday
 Allen Williams
 103 East Main, Suite 1
 P.O. Box 7
 Sedan, KS 67361
 (620) 725-3807
www.tallgrassbeef.com

Traders Point Creamery

Table 18, GAR Hall, Friday and Saturday
 David Robb
 9101 Moore Rd.
 Zionsville, IN 46208
 (317) 733-1700
www.traderspointcreamery.com

Triple S Farms

Table 9, GAR Hall, Friday and Saturday
 Stan S. Schutte
 Rt.1 Box 122A
 Stewardson, IL 62463
 (217) 895-3652
www.triplsfarm.com

Union of Concerned Scientists

Table 32, Preston Bradley Hall, Saturday
 Jennifer Palembas
 1707 J Street NW #600
 Washington DC, 20003
 (202) 331-5435
www.ucsusa.org

Walkup Heritage Farm & Gardens Inc.

Table 31, Preston Bradley Hall, Saturday
 Victoria Walker
 5215 Walkup Road
 Crystal Lake, IL 60012
 (815) 459-7090
www.walkupheritagefarm.com

Whole Foods Market

Table 3&4, GAR Rotunda, Friday and Saturday
 3241 N. Lincoln Ave.
 Chicago, IL 60657
www.WholeFoodsMarket.com

Zanjabil Gardens

Table 43, GAR Hall, Friday and Saturday
 Kamal K. Rashid
 8446 S. Drexel Ave.
 Chicago, IL 60619
 (773) 343-3781
www.zanjabilgardens.com

FamilyFarmed.org Brings Marketing to the Family Farm

FamilyFarmed.org gives regional farmers a marketing system with ready access to trade and consumer buyers, while allowing them to differentiate their products as “local” versus large-scale organic farms in California, Arizona, Mexico, or South America. Regional farmers are concerned that produce from large farms in California and beyond can sell to wholesale markets more inexpensively than products from small- to mid-sized producers in the Midwest. This was clearly indicated by the fact that 58 percent of organic farmers surveyed in Illinois said they would participate in a “Family Farmed in Illinois” labeling system. Farmers and other regional stakeholders strongly believe that a system in which the label differentiates the product as “Family Farmed” while identifying the place of production is a positive marketing opportunity. This is because the products can command a higher price in the marketplace and effectively be promoted as local.

As a result of this knowledge, Sustain created FamilyFarmed.org, an integrated marketing system serving regional producers. Here’s how it works:



FamilyFarmed.org Retail Program

Sustain’s two major partners in the retail program development are the two largest buyers of organic food in the Midwest, Whole Foods Market and Goodness Greeness. For the past two years we have been working with both companies to create stronger merchandising of local food at Midwestern supermarkets including posters, brochures, and product demonstrations.

FamilyFarmed.org EXPO: Producers, distributors, retailers and consumers attend the EXPO to network, learn from each other, and build marketing relationships. The Chicago EXPO includes farmer exhibitors representing more than 400 Midwestern farms and draws thousands of attendees for workshops, chef demos, films, and more.

FamilyFarmed.org Retail Food Label

Regional organic farmers, Whole Foods Market and Goodness Greeness have worked with Sustain to develop the FamilyFarmed.org food label, which we expect to fully launch by 2007. By identifying the name of the farm and place of production, the label brands the product as being locally grown on a family farm. Using information from the label, consumers can learn more about the producers by visiting the FamilyFarmed.org website or even the farm itself. Farmers can use the label to promote their products any number of ways, such as on packaging and promotional materials. Retailers can use it in advertising and at point-of-purchase to identify these products and help promote them to consumers.



FamilyFarmed.org Website. In many ways the website www.FamilyFarmed.org is the heart of the project. This is where consumers “meet” their farmers and begin to re-establish connections with their food, their community, and the land. Once on the site, consumers gain access to information about producers. This may include a picture of the farm family or processor and a description of their products and growing methods. The site also includes info on the FamilyFarmed.org EXPO.

Workshop Presenter Biographies

Rasha Abdulhadi, Urban Program Facilitator, CSA Learning Center

Rasha Abdulhadi grew up somewhere between Damascus, Syria and rural south Georgia. She's spent the past four years working with communities and organizations in neighborhoods all over the city of Chicago. Rasha is the urban program facilitator for the CSA Learning Center's Chicago programs and has helped to pilot their refugee and immigrant farmer training program in collaboration with the CRAFT network of sustainable farmers, the Marjorie Kovler Center, Growing Home, and the South Chicago Artist's Garden.

Beth Aldrich, For Her Information

Beth Aldrich has an agenda—to improve the lives of conscious-women with information, ideas and value-rich solutions with her new women's magazine, for her information: CHICAGO and her original TV series, For Her Information.

Will Allen, Executive Director, Growing Power

As the second youngest of seven kids, life on a rural Maryland farm was all about hard work, family pride and good food. Will's hard work paid off at school — he earned a basketball scholarship. After a decade in the corporate world, he realized something was missing. When offered a generous exit package from Procter & Gamble in 1982, Will took the money, and grabbed the last working farm in Milwaukee. His \$80,000 stake was just a seed. Will's three kids — two daughters, then 8 and 13, and a then 10-year-old son — grew up working the 100-acre farm alongside their parents. Today the Allen kids are grown, and Will is 53. The farm produces over 100,000 pounds of chemical-free vegetables and distributes close to 2 million more through his roadside stand. He is still a believer in the power of farming to shape lives. All kids, particularly poor city ones, are welcome to come by to volunteer and learn. Three years ago Will merged the farm with a nonprofit training center: Growing Power. He has taught farming and food processing to more than 1,000 students and helped launch more than 25 urban gardens, some in the poorest counties in the U.S.

Laurie & Lee Arboreal, Eater's Guild Farm

Laurie & Lee Arboreal began growing vegetables as "new generation" farmers in 2001. A suburban yard and 1 to 5 acre parcels on a nearby organic farm gave them the needed land to raise diverse veggies for a CSA project, restaurants and the food

co-op in Mt. Pleasant, Michigan. Markets quickly opened up and an old organic farm in Bangor, MI became available for purchase. 2004 marked the first season on their "real" farm of 40 acres. Eater's Guild Farm became an owner in the produce pool of Organic Valley/CROPP in '04 and '05.

Laurie's background is as a biologist by training and an artist, lay homeopath and yoga teacher by life's love. She sees her studies in creativity and healing modalities as allies and inspiration in the craft of organic growing. Mothering her young daughter Iris has strengthened her dedication to earth healing and raising nourishing food.

Lee's education is in comparative religions and biology. His first apprenticeship with organic vegetables was in 1997 in Oregon. He is an independent organic inspector and consultant, retaining a broad view of the global organic movement with an ear to the ground on his family's South Western Michigan farm.

Scott Bittner, Owner, Eureka Meat Market

Scott Bittner is the Owner / Proprietor of Bittner's Eureka Locker, the first and currently only meat locker in the state of Illinois to be USDA Certified Organic. Scott Bittner continues a tradition that has nearly become extinct — that of family-owned, small-town butcher shops in Illinois — and is bringing it into a vibrant future by meeting the consumer demand for "clean meats."

First Lady Patti Blagojevich, State of Illinois

First Lady Patti Blagojevich brings firsthand experience and personal commitment to her strong advocacy on behalf of the women and children of Illinois. To promote early childhood literacy throughout Illinois, she has championed initiatives to encourage children to read, including the Children's Reading Club. She also has worked to increase parents' understanding of childhood vision problems, focusing on amblyopia (also known as "lazy eye"). This past year alone, First Lady Patti Blagojevich has spearheaded efforts to raise awareness for issues of women's health, including breast cancer and heart disease. Through Mrs. Blagojevich's State Beautification Initiative, thousands of native wildflowers have been planted along state roadways, adding beauty to residents' everyday commutes while creating a new tourist attraction for visitors to Illinois. Mrs. Blagojevich earned her bachelors degree in Economics from the University of Illinois, Urbana-Champaign. She is a licensed real

estate broker and appraiser, and owns her own real estate company on Chicago's North Side. She and Governor Blagojevich are the proud parents of two young daughters, Amy and Annie.

Dan Bobel, Director of Food Service Sales, Goodness Greeness

Dan's responsibility is the "Goodness" of the company to the growers and buyers he sells to. Dan's passion with food began as a teenager helping his mother in their family garden, canning and preparing the harvest to enjoy throughout the year. His interests led him to culinary school and to the opening of a restaurant in 1996. His networking with chefs throughout the Chicago land area landed him a Midwest sales position with a high profile produce and specialty food company for several years. During the last ten years Dan has developed a long-standing commitment to the chefs and the growers by keeping them informed of the needs and the availability of the growing organic product business. His mission is to educate the buyers, growers and the food industry, in general, about the value of organic products and the growing demand in today's society.

Larry Bohlen, Advocate Consultant

Larry Bohlen is a consultant to numerous food safety and environmental organizations, providing leadership and strategy development. He led Friends of the Earth's Health and Environment Programs to protect people and the planet against heavy metals, pesticides, genetic contamination and other pollution. He served as the director of the group's Safer Food, Safer Farms Campaign and director of the D.C. Environmental Network. He was a founding member of the Genetically Engineered Food Alert Coalition. He is the founder and past coordinator of the Mad Cow Prevention Alliance. He is also a member of the Social Venture Network, an organization that promotes socially responsible business and investment. In July 2000, Larry initiated tests that found the illegal presence of StarLink genetically engineered corn in the American food supply. The debate that ensued led to significant reforms in the biotech and food processing industries and in government oversight of genetically engineered foods. Larry also initiated and released a 97-page publication assessing the risks of genetically engineered biopharmaceutical crops. Mr. Bohlen graduated summa cum laude with a Bachelors Degree in Aerospace Engineering and a concentration in Philosophy from the University of Maryland. He worked as an aerospace engineer for



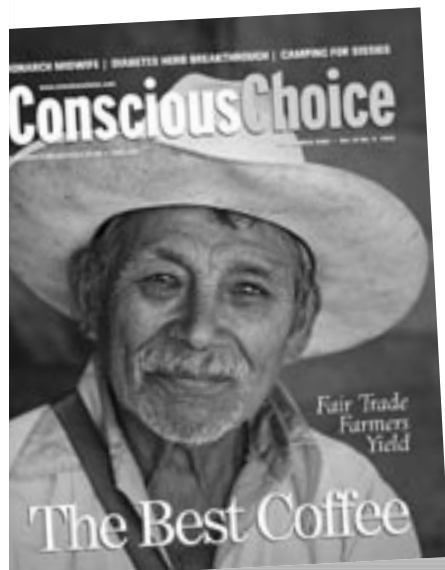
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NASA for four years before moving to environmental positions with the American Lung Association, the Sierra Club, where he co-founded and co-chaired the Challenge to Sprawl Campaign for five years, and Friends of the Earth.

Anne Bramley, www.eatfeed.com

Anne Bramley is the Creator and Host of Eat Feed (www.eatfeed.com) as well as a university lecturer with a passion for food and drink in Renaissance England. In January of 2005, she took advantage of a new media and transformed her scholarly interest in food and culture into one of the premier independent food podcasts. Combining her background in food history with a dedication to socially responsible eating, Anne uses the podcast to highlight small producers and family farms, feature writers and chefs using seasonal ingredients, and revive food and food-ways from the past.

Ambassador Carol Moseley Braun, CEO Good Food Organics

Ambassador Carol Moseley Braun is the founder and chairman of Good Food Organics, a provider of premium organic products. She is a former public servant, and has served her country as an Ambassador (to New Zealand and Samoa), a United States Senator (D-Illinois), a County Executive

officer, State Representative and Assistant United States Attorney. Following her tenure as a professor of government at Morris Brown college and business law at DePaul University, she stood for the Democratic Party nomination for President of the United States in 2004. In 2005 she and Brian Courtney organized Good Food Organics, a company that will specialize in marketing Demeter certified biodynamic organic products, and, in a joint undertaking with Goodness Greeness to sell organic produce to the food service industry. The company plans to launch its operations at the Organic Trade Association food show at McCormick Place in May of 2006.

Terra Brockman, Executive Director, The Land Connection

Terra Brockman is the founder and Executive Director of The Land Connection Foundation, an educational nonprofit whose mission runs "from the soil to the supper table." The Land Connection saves farmland at risk of loss to urban sprawl, transitions it to organic food production, trains new organic farmers to work that land (through Illinois Farm Beginnings), and finally links people who grow local organic food with consumers who enjoy it. Terra ably integrates skills in written and spoken communication with her lifetime of experience in food, farming, and science.

In addition to running The Land Connection, Terra writes radio opinion pieces, monthly newspaper columns, and a weekly Food & Farm Notes column. She is also a freelance writer and editor with various New York publishing companies.

Laura Bruzas, Editor, Healthy Dining Chicago

Laura Bruzas is the editor of Healthy Dining Chicago, an organic-friendly newsletter for health-minded foodies and author of 50 Simple Ways to Cut Your Natural Food Bill in Half. With 15 years of award-winning experience establishing and managing the HR function for a variety of well-known companies behind her, Laura elected to switch gears and focus on helping to spread the message to Chicagoans that good nutrition and a healthy lifestyle are paramount to disease prevention. For almost ten years now, Laura has been an adult education instructor at the Latin School and Francis Parker. She received a community grant for developing and delivering a series of wellness workshops, has taught healthy cooking classes at Whole Foods Market and presented a motivational lecture series on wellness and personal effectiveness for Chicago Public Library patrons. Laura is passionate about helping local organizations plan and promote healthy lifestyle events.

Tana Butler,
www.smallfarmsblog.com

Tana Butler fell in love with farms while doing photography and web design for a chef producing elaborate gourmet feasts on small farms in the San Francisco Bay area. Last year, she embraced the Internet technology of blogging so she could tell the stories of the farms and farmers she'd come to love. She is ardent about chefs who support local, sustainable farms. In the words of one farmer, "I don't give tours—too damn busy—but what you do for one of us, you do for all of us." In spotlighting their beauty and grace, Tana believes that small farms are at the spiritual core of our national heritage. If a picture says a thousand words, a story conjures a thousand images—the small farms blog gives both. As Tana says, "I want anyone who sees my blog say, 'Where's my pretty little farm?'"

Liane C. Casten, Author,
Breast Cancer: Poisons, Profits and Prevention

Liane C. Casten is an award-winning journalist with publication credits in national periodicals such as E Magazine; The Nation; Mother Jones; Ms.; Environment Health Perspectives; In These Times; Business Ethics; Conscious Choice; NY Times supplement -Chicago Life; The Chicago Tribune; the Chicago Sun-Times. Her book, *Breast Cancer: Poisons, Profits and Prevention*, (Common Courage Press, 1996) was the result of a three-year journey inspired by a cover story in Ms. on the environmental connection to the disease, the incestuous connection among polluting industries, the regulatory agencies, the cancer diagnostic industry, conventional cancer treatment and the media. She speaks across the country and in Canada to groups and gatherings on media, public health, food, and the environment. Her second book, an expose of a criminal corporation, will be completed in 2006.

Gary Cuneen, Executive Director,
Seven Generations Ahead

Gary Cuneen is the founder and executive director of Seven Generations Ahead. Through Seven Generations Ahead, Gary has developed education and market linking programs connecting consumers directly to local, sustainable farms and food, and has spearheaded the development of Seven Generations Ahead's Fresh from the Farm school-based healthy eating program serving Chicago metropolitan area children. Gary also works with area municipalities and businesses to design comprehensive sustainability plans, strategies and policies.

Scott Curcio, Whole Foods Market
Founded in 1980 in Austin, Texas, Whole Foods Market (www.wholefoodsmarket.com) is the world's leading natural and organic

foods supermarket and America's first national certified organic grocer. The company currently has more than 175 stores in the United States, Canada, and the United Kingdom, including 9 stores in Illinois. The Whole Foods Market motto, "Whole Foods, Whole People, Whole Planet" (tm) captures the company's mission to find success in customer satisfaction and wellness, employee excellence and happiness, enhanced shareholder value, community support and environmental improvement. Whole Foods Market employs more than 34,000 team members and has been ranked for nine consecutive years as one of the "100 Best Companies to Work For" in America by Fortune magazine.

Mayor Richard M. Daley,
City of Chicago

Chicago Mayor Richard M. Daley has earned a national reputation for his innovative, community-based programs to address education, public safety, neighborhood development and other challenges facing American cities. Richard Michael Daley was born in Chicago April 24, 1942, the fourth of seven children and the eldest son of the late Mayor Richard J. Daley and his wife Eleanor. He graduated from De La Salle Academy and earned undergraduate and law degrees from DePaul University and began his public service career in 1969 when he was elected to the Illinois Constitutional Convention. From 1972 to 1980 he served in the Illinois Senate, where he led the fight to remove the sales tax on food and medicine, sponsored landmark mental health legislation and established rights for nursing home residents. Daley was elected State's Attorney of Cook County in 1980. He pushed successfully for tougher state narcotics laws and raised the conviction rate dramatically. He helped overhaul Illinois' antiquated rape laws to obtain more convictions and developed programs to combat drunk driving, domestic violence and child support delinquencies. Re-elected States Attorney in 1984 and 1988, Daley was the first Cook County official to sign a decree eliminating politically motivated hiring and firing. Daley was elected Mayor on April 4, 1989, to complete the term of the late Harold Washington, and was re-elected in 1991, 1995, 1999 and 2003 by overwhelming margins. In 1997, Daley was named Municipal Leader of the Year by American City and County magazine; a Public Official of the Year by Governing magazine; and Politician of the Year by Library Journal. In 1996 he headed the U.S. Conference of Mayors. In 1999, he received the Education Excellence Award from the National Conference for Community and Justice, the Public Service Leadership Award from the National Council for Urban Economic Development, the J. Sterling

Morton Award from the National Arbor Day Foundation, the Keystone Award from the American Architectural Foundation and the Martin Luther King/Robert F. Kennedy Award from the Coalition to Stop Gun Violence/Education Fund To End Handgun Violence. Daley and his wife Maggie are the parents of three children, Nora, Patrick and Elizabeth. A son Kevin died in 1981 at the age of three.

Ron Doetch, Executive Director,
Michael Fields Agricultural Institute

Ron Doetch began as Executive Director of Michael Fields Agricultural Institute on the first of April 2003. He has worked with the food division of Itochu, a large Japanese trading company, for the past 8 years designing origination programs to connect the Japanese consumer to the American farmer. This "expansion" plan involved both organic and commercial grain. Ron has been directly involved in four sustainable agriculture projects since 1996 that focused on using a small grain crop to address grain quality, grower profitability and reduce negative impacts to the environment. These efforts have resulted in a significant increase of small grains production in the upper Midwest, mainly hard red winter wheat.

Ken Dunn, Founder and Director,
Resource Center

Ken Dunn is the Founder and Director of the Resource Center, which was started in 1975. He has designed and implemented recycling/reuse services for the Chicago area communities of Hyde Park, Kenwood, Woodlawn, South Shore, and Oak Park. Ken has also established recycling services with funding from Chicago's Department of Economic Development in diverse neighborhoods such as the Near South, Uptown, Rogers Park and North Austin. In addition to this work, Mr. Dunn also serves as a consultant to the Illinois department of Natural Resources, Illinois Association of Recycling Centers, recycling publications and conferences. Mr. Dunn has a BA in philosophy and MA in Ideas and Methods. He has lectured at the University of Chicago Extension and co-wrote a Chicago citywide recycling plan, "1000 Jobs for Chicago".

Parker Forsell, Stateline Farm
Beginnings, CRAFT

Parker Forsell is the farmer development coordinator for the CSA Learning Center in Caledonia, Illinois. Parker facilitates the Stateline Farm Beginnings program and the Upper Midwest Collaborative Regional Alliance for Farmer Training (CRAFT - region 1). These programs are farmer led and provide training to prospective and transitioning farmers to enter sustainable agriculture. The local CRAFT is an alliance of more than 35 rural and urban sustainable agriculture enterprises in northern Illinois

and southern Wisconsin. Prior to joining the Center, Parker studied at the PhD level under Fred Kirschenmann at the Aldo Leopold Center for Sustainable Agriculture, Iowa State University. Parker has worked as an organic and biodynamic farm certifier, as an editor for Biodynamic magazines, and as a farm manager and employee on multiple sustainable agriculture farms in the upper Midwest.

Eliza Fournier, Chicago Botanic Garden

Eliza Fournier was hired in the spring of 2001 as the Coordinator of Community Gardening at the Chicago Botanic Garden to manage the USDA Neighborhood Gardening funds. Prior to being hired by the Chicago Botanic Garden, Eliza worked for the City of Chicago in the Mayor's Office of Workforce Development coordinating special programs. Eliza earned her Bachelor's Degree in Environmental Studies from Lake Forest College in Lake Forest, Illinois and her Master's Degree in Public Affairs from Indiana University where she concentrated in Urban Management. Eliza currently assists with the Green Youth Farm program in North Lawndale.

Craig Fritts, Owner, Child's Play Organic Lawns

Craig Fritts is the owner of Child's Play Organic Lawns based in South Bend, Indiana. The name "Child's Play Organic Lawns" came from their desire to create a beautiful outdoor environment that was safe for their children and pets, and environmentally responsible. For the first year, Child's Play used commercially available organic fertilizers on their customer's lawns, but the results obtained were not up to the high standards they had set. Craig's engineering background allowed him the technical insight to create superior granular and liquid formulations made from all food-grade ingredients, at a much better price.

Ruth Gagliano, Account Manager, Computer Friendly Associates

Ruth Gagliano is Co-Owner of CFA, an environmentalist, and a long-time vegetarian. CFA is a local small independent company that specializes in the development of software, websites, and database systems for fellow sustainable businesses. Farming has always been part of Ruth's heritage with strong family ties to two tiny conventional corn/soybean farms downstate. Ruth believes in sustainability issues because, "No farms... NO FOOD!" Organic food/farming has always been close to Ruth's (rational activist) heart. Ruth is passionate about heightening public awareness of sustainability issues and strengthening local small businesses... every day. Ruth feels

that our health is directly related to local support for sustainable small businesses, especially organic farms. She would love to create an online mall to empower local small farmers/artisans... showing everyone how "the average person" can be part of real-world solutions just by changing regular shopping habits.

Mary Ganchoff, Director of Marketing, Plitt Seafood Company

Mary Ganchoff is Director of Marketing at Plitt Seafood Company. She champions sustainable seafood awareness at Plitt and through programming sponsored and run by Plitt at Shedd.

Deborah Koons Garcia, Future of Food

Deborah Koons Garcia fell in love with filmmaking when she first picked up a Bolex while a student at the University of North Carolina, Chapel Hill in 1970. She went on to receive a Master of Fine Arts from the San Francisco Art Institute. Her educational series *All About Babies*, narrated by Jane Alexander, won a Cine Golden Eagle and a Gold Medal from the John Muir Medical Film Festival, among other awards. Her feature film, *Poco Loco*, "finds its groove in gentle romantic fantasy" according to Variety, and won awards at the Philadelphia, Rivertown and Orlando Film Festivals. She was the instigator and chief Creative Consultant for *Grateful Dawg*, a documentary about the musical friendship between her husband Jerry Garcia and David Grisman. *Grateful Dawg* premiered at the Telluride Film Festival and went on to a lively run in film festivals, in theaters and on television.

Lisa Gershenson, Chef, Perspectives Charter School

Lisa Gershenson began her culinary career during 1979 in New York City, holding many positions in restaurants and gourmet shops. In 1989, she and her husband opened a catering business in Chicago. Lisa selected, trained and supervised 43 full-time and 28 part-time employees and oversaw special events from 10 to 650 guests, as well as daily food service in executive dining rooms. In 2001, she and her husband sold the company to their employees. Since then, she has taught at Kendall College and worked as a private chef. Recently, Lisa took over the position of Chef at Perspectives. She believes in all that Perspectives offers children and feels that, "helping kids understand the importance of a healthy lifestyle and the pleasures of good food are the most meaningful and joyful ways" for her to practice her craft.

Mike Green, Wisconsin Beef & Dairy Farm

Mike Green, along with his wife Pam and their two youngest sons, owns and operates

Rebel Ridge Family Farm in Southwestern Wisconsin. They recently sold their organic dairy cowherd and converted the farm's production to organic beef. They have 100 head of Brood beef cows rotationally grazing on 300 acres of pasture. Mike is currently a member of the Organic Valley /CROPP Cooperative's Board of Directors.

Barry Grein, Midwest Regional Produce Buyer, Whole Foods

Barry Grein is the Midwest Regional Produce Buyer for Whole Foods. Founded in 1980 as one small store in Austin, Texas, Whole Foods Market is now the world's leading retailer of natural and organic foods, with 167 stores in North America and the United Kingdom. To date, Whole Foods Market remains uniquely mission driven: They are highly selective about what they sell, dedicated to stringent Quality Standards, and committed to sustainable agriculture.

Doran Holmes, Holmes Girls Dairy

Doran Holmes entered farming as a mid-life career change. He is a first generation farmer. Doran worked on a dairy farm as a teenager but never milked a cow again until he bought his own cows at age 39. He received a BA in Communications and worked in sales in California before buying the family's 78-acre farm near Eau Claire, WI. Doran, his wife Mariann, and their six daughters run Holmes Girls Dairy. They milk 40 cows twice daily and rotationally graze their cows, moving them every 12 hours to fresh pasture. It's a family affair and a family dream to work and live together on the farm.

Karen Hudson, President, Families Against Rural Messes (F.A.R.M.)

Karen Hudson lives on a fifth-generation family farm in Elmwood, Illinois. Born and raised in the Chicago area, she is a graduate of Illinois State University with a Bachelor's Degree in education. She is President of Families Against Rural Messes (F.A.R.M.) and a Board member of Illinois Stewardship Alliance. Karen is a consultant for the GRACE Factory Farm Project (www.factoryfarm.org) and assists urban and rural communities, educators, and the media on factory farming and sustainable food issues. She was an appointed member of the Illinois House/Senate Joint Livestock Advisory Committee in 1997. Karen toured Poland in 2001 to educate citizens and farmers about the devastating impacts of factory farming, and was made an honorary member of the Polish Ecological Society, Polski Klub Ekologiczny, for her work. Karen has also been named "Conservationist of the Year" by the Heart of Illinois Sierra Club for a "long standing commitment to preserving and protecting the environment for farm and rural communities."

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**Tony Huls, Owner,
Oak Grove Organics**

Oak Grove Organics is a ten-year-old farm run by Tony and Sheila Huls. Situated in Hancock County, located in west-central Illinois, the Huls family farms 290 acres. Tony grew up on a conventional dairy farm just 8 miles away from where he is now. His brother now runs that farm. However, Tony decided several years ago that he wanted to farm organically. Tony and Sheila, along with son Jacob, 4, and daughter Megan, 2, raise cows for both grass-fed organic beef and for dairy. Oak Grove Organics has practiced organic farming for about 10 years, and was certified organic in March 2004 by Certified Organic, Inc.. Tony and Sheila raise their cows on organic pasture without the use of antibiotics, GMOs, or added hormones. The cows enjoy exercise, fresh air and sunshine every day. Tony believes that this is the most humane and natural way to produce milk, and that stress-free, contented cows provide the best milk. The Huls believe organic farming is a way for them to ensure that their land will be available for future generations.

Dr. Cass Ingram, D.O.

Dr. Cass Ingram, D.O., is a world-renowned expert in the field of nutritional medicine. He is an acclaimed lecturer; author of twenty books including *The Cure is in the Cupboard: How to use Oregano for Better Health*, and *Natural Cures for Killer Germs*, and a consultant to the World Health Organization on natural alternatives to pharmaceutical drugs. He has appeared on over 4500 radio and TV interviews and is credited with formulating 100 natural medicines including the most powerful natural germ killer ever discovered which was researched and tested at Georgetown University Medical Center with published findings in respected peer-reviewed medical journals including *Molecular and Cellular Biochemistry* and *Toxicology, Mechanisms and Methods*. His most recent research was published in *Antiviral Research* in which Oreganol P-73 and Oregacyn P-73 were demonstrated to eradicate the cold and flu viruses and even the dreaded avian influenza.

John Ivanko and Lisa Kivist, Inn Serendipity

John Ivanko and Lisa Kivist are both former Chicago advertisement executives, now managing a small organic farm and bed & breakfast called Inn Serendipity in Browntown, Wisconsin. The husband and wife duo are the coauthors of *Rural Renaissance: Renewing the Quest for the Good Life* and cofounders of the Rural Renaissance Network, a resource and educational program. The couple have written and photographed for a number of top publications. Inn Serendipity was

named one of the "Top 10 Eco-Destinations in North America" and received an Energy Star Small Business and Congregations Network Award by the EPA—and is powered by one hundred percent renewable energy. Lisa and John share their farm with their young son, Liam, a flock of free-range chickens and millions of ladybugs.

Wes Jarrell, Ph.D., Professor and Head, Department of Natural Resources and Environmental Sciences, University of Illinois, Urbana-Champaign

Wes Jarrell grew up on a small farm in Forest Grove, OR, picking and managing berries, cherries, walnuts, peaches, and prunes. He received his AB in Biological Science from Stanford University and went on to complete his MS and Ph.D. in Soil Science from Oregon State University. He was an Assistant and Associate Professor, Soil and Environmental Sciences, at the University of California, Riverside, and was Head of the Department from 1994-1996. He is President of Dynamic LLC and currently is Professor and Head of the Department of Natural Resources and Environmental Sciences at the University of Illinois, Urbana-Champaign. His wife Dr. Leslie Cooperband and he have started Prairie Fruits Farm just north of Urbana where they commercially produce farmstead goat cheese and organic tree fruit and berries.

Jamie Johnson, Marketing Executive Assistant, Organic Valley Family Farms

Jamie Johnson has been the Marketing Executive Assistant for Organic Valley Family of Farms since 2003. She is instrumental in Organic Valley's Earth Dinner, a public awareness project that raises food awareness by asking citizens to sit down to dinner with friends and family at least once a year to have fun, meaningful discussion about food and agriculture and how it impacts the earth. She is committed to sparking the urban-rural connection and preserving family farming for future generations. Jamie is the facilitator of Organic Valley's Cultural Council, as well as coordinator for the Cooperative's Partnership and Giving Programs. She has a specific emphasis on environmental and water quality issues and is on the Board of Directors of the Valley Stewardship Network (VSN). VSN promotes good stewardship of the Kickapoo River watershed in Southwest Wisconsin where Jamie lives on her small, organically managed farm. Jamie is co-founder of a natural homebuilding company called Midwest Earth Builders.

Lara Jones, Project Coordinator, CLOCC

Lara Jones, MPH, MBA received her Masters of Public Health and her Masters of Business Administration from the University of Minnesota. She worked in county and city

level public health departments in Minnesota for 7 years. She returned to Chicago in 2002 to pursue her PhD in Health Policy and Administration at the University of Illinois at Chicago School of Public Health. For her day job she is a Project Coordinator for the Consortium to Lower Obesity in Chicago Children (CLOCC).

Anupama Joshi, Director, National Farm-to-School Program

Anupama Joshi is Director of the National Farm to School Program based at the Center for Food and Justice, a division of the Urban and Environmental Policy Institute at Occidental College, Los Angeles, CA. Over the last four years, Anupama has strengthened the farm to school program in California as a model for improving school nutrition environments and benefiting local farmers. She is now leading efforts to establish a National Farm to School Network, bringing together over 30 organizations across the country to explore opportunities for collaboration for promoting the farm to school movement. Anupama has over ten years of experience working on nutrition and food systems issues in various countries around the world.

Michelle Jost, Conservation Programs Manager, John G. Shedd Aquarium

Michelle manages the Right Bite sustainable seafood awareness program and the Green Initiative. Michelle serves on Chicago's Green Building Council, Chicago's Green Museums Steering Committee, and the American Zoo and Aquarium Association's Green Scientific Advisory Group. Before joining the Shedd team, Michelle worked closely with scientists worldwide to develop volunteer-based research expeditions for the international non-profit, Earthwatch Institute. While with Earthwatch, she traveled to Africa, the Caribbean, and Mexico to assist with field research on community health, Leatherback sea turtles, and whale sharks, respectively. Michelle also spent time with Walt Disney World's Animal Kingdom, New England Aquarium, and Museum of Science-Boston as a conservation educator. Before embarking on her career, Michelle graduated with honors from the University of Wisconsin-Madison with a degree in Conservation.

Mark Kastel, Co-Founder, The Cornucopia Institute

Mark Kastel is co-founder of The Cornucopia Institute, a progressive farm policy research group based in Wisconsin, and director of its Organic Integrity Project. His professional experience includes political consulting and lobbying on behalf of family farm groups and business development work benefiting family-scale farmers. Kastel played a key role in a number of cooperative ventures designed to empower farmers in the

marketplace. He has also been a certified organic grower. Kastel, who grew up in Chicago and worked for agribusiness giants International Harvester and J.I. Case, made the paradigm shift to sustainable farming and lives on a 160-acre organic farm in the rugged hills of southwestern Wisconsin, near the tiny burg of Rockton.

Karen and Bob King, Owner/Proprietor, Choices Market

Karen and Bob King are Owner/Proprietors of Choices Market in Rockford, IL. Karen's interest in environmental sciences drove her to learn about sustainability. Through her tireless pursuit of local, organic meats, dairy and produce for her own family, Karen saw the opportunity to create a sustainable business. Out of their storefront market, Karen and her husband Bob King act as passionate purveyors of high-quality, sustainable foods. The Kings now eat better and make it easier for everyone around them to promote local sustainable agriculture with their food dollars.

Teresa King, Green Youth Farm

Teresa King, also a sophomore at Manley Career Academy, has a particular talent for the meal preparation component of the program, and hopes to extend the knowledge she has gained through the program by sharing wholesome food with homeless people in her community. Teresa also made an appearance on "Chicago Tonight" and presented to the Cook County Board of Commissioners.

Warren King, Sustain and FamilyFarmed.org

Warren King, of Sustain, has over twenty years experience in agri-business that includes strategic planning, international business development, market analysis and sales. He spent most of his career working for Cargill where he had many roles including Global Head of Marketing for Cargill Investor Services. Warren possesses an MBA in Marketing and in 2000 was honored with the Illinois Alumni Recognition Award for his volunteer work and fundraising achievements for local 4-H. He is on the Board of Seven Generations Ahead, which links Chicago area schools with food from local family farmers. In 2005, Warren served as the Chair of the FamilyFarmed.org Awards.

Alfrid Krusenbaum, Krusen Grass Farms

Alfrid Krusenbaum, along with his wife Sue and their three children, owns and operates "Krusen Grass Farms" in Elkhorn, WI. They have been farming organically since 1990 and have 115 dairy cows on 320 acres. They practice intensive rotational grazing. Alfrid says he aimed to create a viable alternative to chemical-intensive, large-scale agriculture that others could follow. Alfrid

is committed to helping others interested in organic farming get the experience and information they need. In addition to various speaking engagements, Alfrid provides interning opportunities on his farm. Currently, Maria Malterer and her husband Harold Bermejo are interns on the Krusenbaum farm. When they are done with their internship, they will leave with a good start on their own dairy cowherd.

Bill Kurtis, Journalist, CEO, Tallgrass Beef

Bill Kurtis is a television journalist and producer best known as the host of numerous A&E crime and news documentary shows, including Investigative Reports, American Justice, and Cold Case Files. Kurtis began his television career as a part time anchor at WIBW-TV in Topeka, Kansas. On the evening of June 8, 1966, a severe thunderstorm 20 miles southwest of town was heading straight towards Topeka. Bill warned: "For God's sake, take cover". It was also Kurtis' big break. He moved to Chicago in 1966 to work at WBBM-TV, first as a reporter and then as an anchorman. In 1982, he moved to New York to anchor the CBS Morning News, but returned to Chicago three years later to produce documentaries for the television show The New Explorers. He started his own production company, Kurtis Productions in 1990, and joined the A&E cable television network the following year. Kurtis has received numerous awards for his television work, including over twenty Emmys and the Illinois Broadcasters Association 1998 Hall of Fame Award. Bill Kurtis is the CEO of Tallgrass Beef, an all grass-fed cattle ranching operation that caters to many of Chicago-land's top steak houses and gourmet food stores.

Bill Leuenberger, Manager, Chalet Lawncare Division, Chalet Landscaping

Bill Leuenberger is Manager of Chalet Lawncare Division of Chalet Landscaping in North Chicago where he is also a Continuing Education instructor at the Chalet Nursery & Garden Shops Education Center. He is President of the Illinois chapter of the Professional Lawn Care Association of America (PLCAA). Mr. Leuenberger is the former owner of Lawngevity Lawncare (1984-1992).

Mia Littlejohn, Director of Marketing, Development, and Press, Eat Feed Podcast

Currently enjoying formal studies of the culinary arts, Mia Littlejohn is also the Director of Marketing, Development, and Press for the food podcast Eat Feed. Eat Feed is a terrific example of how new media can connect your work to a broader audience as it has grown a loyal

listenership in an emerging medium. Eat Feed's programs have, in its first year, been downloaded more than 100,000 times. On each show, the program explores a focused theme through multiple perspectives by talking to chefs, writers, farmers, scholars, industry trendsetters, drink experts, and other specialists from around the world. Eat Feed has won praise from the food community and beyond, including being named the first-ever Podcast of the Year by the Portable Media Expo.

Lolita Lopez, MPH Puerto Rican Cultural Center

Lolita Lopez received a Bachelors degree from the University of Illinois in Champaign Urbana in Speech and Hearing Sciences in 1999. She worked as the Program Coordinator for Vida/SIDA an HIV/STD prevention project of the Puerto Rican Cultural Center. She received a Master of Public Health degree in May 2005 from the University of Illinois, Chicago. While at the University of Illinois, Chicago she completed an internship with the organization CO-OP Humboldt Park. Her internship responsibilities included organizing, facilitating, transcribing, and analyzing several focus groups. She used this data to further examine the issue of preschool obesity from the perspective of community members for her Master's Paper. She also examined the focus group process and was able to offer recommendations for the implementation of future focus groups. Since completing school she has worked with the organization CO-OP Humboldt Park to analyze more focus group data and offer recommendations for interventions in this community.

Robert MacArthur, Founder, Rent Mother Nature

Robert MacArthur is the founder of Rent Mother Nature. Mr. MacArthur is a farmer who sells shares in farm products. Mr. MacArthur helps build direct connections between farmers and consumers.

Angela Mason, Chicago Botanic Garden

Angela Mason began working with Chicago Botanic Garden in the spring of 2003 as Coordinator of School and Community Gardening. Since that time she has launched the Green Youth Farm program. Angela graduated from Southern Illinois University Carbondale with a B.S. in Plant and Soil Science and an M.S. in Plant, Soil and General Agriculture.

Theresa Marquez, Chief Marketing Executive, Organic Valley Family of Farms®

Theresa Marquez has been involved in food and farming since the mid 1970s. She is currently the Chief Marketing Executive for the largest organic farmers' cooperative in the United States, CROPP Cooperative,

and its brand Organic Valley Family of Farms®. Marquez joined the Cooperative in 1995 and has helped to grow the business from \$5 million to \$209 million in 2004. Marquez serves on the Organic Trade Association (OTA) Board of Directors, and as the President of The Organic Center for Promotion & Education, a non-profit organization dedicated to proving the benefits of organics. She has also served on the Oregon Tilth Certification Advisory Board. Marquez has been a guest speaker at numerous events and conferences including: Natural Products Expo, National Nutritional Foods Association, American Marketing Association, Organic Trade Association, Food Marketing Institute, WKFF Foundation. In addition she pioneered the Food Alliance eco label and is currently working hard to start a new national tradition – The Earth Dinner.

Paul McCann, Knowledge is Power Food Blog

Paul McCann is a Web and graphic designer who makes a living building and using the Web. He has set up blogs for business consultants, caterers and food writers. Paul runs two personal weblogs, KIPlog, a six year-old link-driven weblog, which focuses on general knowledge, found on the Web. Foodblog, Paul McCann's other weblog, is food specific.

Larissa McKenna, Keep Antibiotics Working Coalition

Larissa McKenna earned a Master of Public Health degree in environmental health and a Master of Science degree in agriculture and food science and policy from the Tufts University School of Nutrition. She has worked with Red Tomato, a non-profit dedicated to helping local produce farmers get their products to market, the Massachusetts Department of Public Health, and the New Entry Sustainable Farmers project through Tufts University. She also interned with the USDA Agricultural Marketing Service. Since August 2004, she has been the coordinator of the Keep Antibiotics Working coalition, which is dedicated to eliminating a major cause of antibiotic resistance: the inappropriate use of antibiotics in food animals.

Laura Michaels, Founder, Organic Food Network

Laura Michaels is a certified nutritionist, journalist and long-time advocate of organic food. Her passion for pure food and water as the key to living a healthy life led her to create the Organic Food Network in 1999. The OFN is an educational and social organization for people who believe that "What's Good for your Health is Good for the Earth". Through events, classes and e-newsletters sent to an online organic

community of several thousand sustainable food lovers in Illinois and Wisconsin, Laura promotes and educates about everything that is local and organic. Among her classes are The Organic Kitchen, Light up Your Health with Full Spectrum Light and No Cooking this Summer. She also publishes *The Guide to Eating Organic In And Around Chicago*, a 27-page resource for local, regional and mail order organic food. The OFN's program, Organic Cinema, is making people aware of current food issues through a series of film showings.

Kenya Miller, Green Youth Farm

Kenya Miller is currently a sophomore at Manley Career Academy in the North Lawndale community of Chicago. Kenya is a first year participant in the Green Youth Farm program and has extended her involvement through the after school entrepreneurship club. Kenya's public speaking resume includes a presentation to the Cook County Board of Commissioners on behalf of the Chicago Botanic Garden and a special appearance on WTTW's "Chicago Tonight".

Miguel Angel Morales, Puerto Rican Cultural Center

Miguel Angel Morales works for the Puerto Rican Cultural Center and is the Program Coordinator for CO-OP Humboldt Park (Community Organizing for Obesity Prevention in Humboldt Park). In this role he has collected input from the Puerto Rican community through surveys and focus groups and coordinated a variety of collaborative community activities. He has been intimately involved in the community and political life of the East Humboldt Park community for six years. He taught Social Studies at Pedro Albizu Campos High School from 1999 through 2002 and coordinated various components of the Puerto Rican Cultural Center's HIV/AIDS prevention program, Vida/SIDA, from 2002 through 2004. Miguel has also participated in community organizing through the 26th Ward Organization for the campaigns of Representative Luis Gutiérrez, Alderman Billy Ocasio, and Cook County Commissioner Roberto Maldonado. Currently he organizes residents around housing displacement and community empowerment through the Participatory Democracy Project.

Janet and Greg Morse, Trail's End Farm

Janet and Greg Morse's diverse 238-acre farm in Putnam County has been certified organic since 1992. Their Scottish Highland/Black Angus cross ensures lean and flavorful beef. The Morses are very happy that their beef is now able to be organically processed at Bittner's Eureka Locker.

Jonathan Netzky, Founder, Local Alternative Inc.

Jonathan Netzky is Founder of Local Alternative Inc. in Evanston, IL. He is, a Mechanical Engineer, has 10 years of project management, sales training, product marketing, product development and business development experience. He founded Local Alternative Inc. in 2004 to foster the mission of improving accessibility to sustainable food in key markets through value added services.

Bonnie Paganis, General Manager of Food Service, Shedd Aquarium

Bonnie Paganis, General Manager of Food Service at the Shedd Aquarium, has been a key player in strengthening Right Bite's message within the Shedd eateries by bringing her personal green ethic to the tables.

Chad Pawlack, Wisconsin Organics and Grass Point Farms

Son of a cheese-maker from rural Thorp, Wisconsin, Chad has help build the brand Wisconsin Organics over 800% in the last two years. Chad and his team pickup milk from small Midwestern farm partners who care about where their milk is shipped. A brand free of multinational and oversized cooperative control they share profits with their producers quarterly. Distribution has grown to include retail partners throughout the Midwest and on both the East and West Coasts. Chad sees continued growth in what he refers to as eco-labeled food products, but feels organic dairy is only part of the specialty dairy market. Due to supply shortages, politics, and lack of organic inputs, other local, farmstead and humane dairy products will emerge to satisfy the demands of the consumers. Grass Point Farms is a brand he and his team have developed focusing on grass fed dairy products from Wisconsin certified humane. Cheers!

Christine Phillips, Co-Founder Genewise

Christine holds a B.A. in French and International Studies from Hope College in Holland Michigan and M.A. in Interdisciplinary Studies from DePaul University. Christie has served as the Midwest Field Coordinator for the Organic Consumers Association, as a co-coordinator of the first Midwest Genetic Engineering Action Network Conference on the human health and environmental impacts of genetic engineering, as a researcher for the project that has now become Sustain's Local Organic Initiative, and is a co-founder of GeneWise, a Chicago organization dedicated to educating the public about the long and short term effects of genetically engineered food and crops. While working pro-bono for GeneWise she served on the Reclaim the Commons and the BioJustice media teams during the 04 and 05 Biotechnology Industry



The City of Chicago is pleased to be a sponsor of the 2006 FamilyFarmed.org Expo. This Expo is an outstanding way to achieve our own goals to protect human health and the environment, improve the urban quality of life and promote economic development by linking family farmers across the region to Chicago retailers and restaurants that sell organic, healthy food.

The City of Chicago is also busy year round undertaking many efforts that help to encourage Chicagoans to lead healthy lives such as;

- establishing the Chicago Organic Task Forces made up of public and private agencies involved in local food matters,
- promoting community gardening and economic development through the Greencorps Chicago program,
- hosting the 2006 Chicago Grocery Expo to offer incentives to grocers from across the country to place stores in under-served neighborhoods,
- supporting composting through our recycling grant program and exploring the feasibility of a large-scale composting program,
- and offering courses and workshops on green building topics such as indoor air quality, urban gardening and recycled products at the Chicago Center for Green Technology.



For more information on the Chicago's greening efforts visit www.cityofchicago.org/environment or call 311. For information on the seminars offered at Chicago Center for Green Technology, contact (312) 746-9642 or visit the website above.



Organization conferences. Christine's other work includes lead organizer for the Farm Animals and Sustainable Agriculture Campaign of the Human Society of the United States, and the Community Food and Farming Projects Coordinator for the Illinois Stewardship Alliance where she helped to build the network of the Illinois Sustainable Food Policy Council and Illinois Farmer-Consumer Coalition.

Anita Rico, Centro Sin Fronteras

Anita Rico was raised in the Buck Town community and began volunteering for Centro Sin Fronteras when she was 14 years old. She worked as receptionist for the organization from 2002-2003 and is currently the Health Initiative Project Coordinator for breast cancer awareness and obesity prevention projects. Anita worked as a Youth Outreach Worker for the Board of Education and No Child Left Behind (2003) and a Youth Resource Developer for System of Care Chicago (2004). Her free time is spent volunteering and helping to organize the community with respect to immigrant rights, voter registration and citizenship work shops. Anita's ability to effectively organize and implement community projects is only surpassed by her dedication to improve Latino wellbeing especially with respect to education and health care awareness. Anita has recently dedicated time to CO-OP Humboldt Park as Project Coordinator, focusing on nutrition, food access in the community and physical activity support through the ¡Muévete! program for overweight and obese community residents.

Rachel Rosenberg, Executive Director, Safer Pest Control Project

Rachel Rosenberg is Executive Director of Safer Pest Control Project, a non-profit in Chicago dedicated to reducing the health risks and environmental impacts of pesticides and promoting safer alternatives in Illinois. She is a graduate of the University of Michigan (B.A.) and New York University (M.A.). She studied horticulture at the College of Du Page, and was the owner of Sunflower Lawncare, an organic lawn care company. Rosenberg enjoys teaching people how to take care of their lawns without the use of pesticides.

Enrique "Ricky" Salgado, Jr., Division Street Business Development Association

Enrique "Ricky" Salgado, Jr. was born and raised in Humboldt Park, and has been Executive Director of DSBDA since Oct of 2000. He volunteered with the Association for three years prior to that time. He is a Board Member of the Juan Antonio Corretjer Puerto Rican Cultural Center; Bickerdike Redevelopment Corporation; and the

Advisory Council for the Chicago Park District-Humboldt Park. He is also chair of the Economic Development Action Team for the Humboldt Park Redevelopment Area. In 2003 he was selected by the Chicago Sun-Times as one of the twelve people to watch.

Robert (Bob) Scaman, Jr.-President of Goodness Greeness

Bob, along with his brothers Rodney and Rick, started Goodness Greeness in 1991. Bob has been instrumental in moving the company forward to become the premier supplier of organic food in the Midwest. As president, Bob oversees the day-to-day operations of the company and works with suppliers to ensure that Goodness Greeness makes available the freshest and widest variety of organic foods to its customers. Bob is committed to informing consumers about the benefits and availability of organic food through the company's website and newsletters. Bob and Goodness Greeness also support Midwest farmers through buying as much locally produced organic food as possible and by sponsoring groups like Farm Aid that help America's family farmers.

Bill Scheffler, Owner, Pure Prairie Organics

Bill Scheffler is owner of Pure Prairie Organics, a natural lawn and tree care company serving the Chicago area for over 12 years. He is third generation in the greenhouse business and a graduate from the University of Ill (Champaign). He uses nutritional and biological approaches to grow healthy full plants and control insects and diseases.

Stan Schutte, Farmer, President, OCIA Illinois

Stan Schutte has been farming for 35 years and currently produces corn, soybeans, wheat, hay, oats, pork, beef, chicken, eggs, turkey, sweet corn, potatoes, lettuce, tomatoes, beets, carrots, peppers, popcorn, watermelons, and onions. He started transitioning to organic production in 1998, and had his first field certified organic in 2002. Stan is a member of the Shelby County (IL) Agriculture Committee, the Illinois Department of Agriculture's Sustainable Agriculture Committee, and the Steering Committee of Illinois Farm Beginnings. He is also the President and member of the Illinois Organic Crop Improvement Association. Stan was just named '2006 Organic Farmer of the Year' for the upper Midwest region and is the Chairman of a local initiative to build a multi-species processing plant. Stan has been married for 25 years, has 5 children (2 of whom work on the farm), and is a member of the Sacred Heart Catholic Church.

Kathy Seus, Food Animal Concerns Trust

As the Farm Program Manager for Food Animal Concerns Trust (FACT) in Chicago, Kathy works to strengthen the relationship between consumers and farmers using humane and sustainable farming practices. She works with federal regulatory agencies and advisory boards to promote farming and food labeling policies that help humane farmers find and maintain markets for their products. Over the past two years, she has been active at the National Organic Standards Board meetings, advocating on behalf of family farmers to strengthen pasture requirements for organic dairy cows. Kathy serves on the Board of Directors for the Chicago's Green City Market and is Chair of their Marketing Committee. She served on the Marketing & Entrepreneurial Task Force of Mayor Daly's Chicago Organic Committee. Kathy has an MBA from University of Chicago and is a member of Net Impact, a network of MBAs working toward positive social change.

Jim Slama, President and Founder of Sustain

Jim is the president of Sustain and was the founding publisher and editor of Conscious Choice. His work has been featured in Chicago Magazine, The Chicago Tribune, Crain's, The New York Times, San Francisco Chronicle, and Utne Magazine. Sustain has contributed to numerous national, regional and local environmental victories including the Keep "Organic" Organic Campaign, which helped generated 275,000 comments to the USDA encouraging the creation of strong organic standards. Jim and Sustain created FamilyFarmed.org to build markets for Midwestern organic farmers using a food label, EXPO, and website to connect trade and consumer buyers with regional family farmers in the Midwest. Jim was on the transition team of Illinois Governor Rod Blagojevich and now sits on Illinois' "Governor's Agricultural Advisory Council for Farmers and Farm Families." Jim is on the executive team of Mayor Daley's Chicago Organic Committee, which is developing a plan to support organic food production, marketing, and distribution in Chicago. Under Jim's direction, Conscious Choice was recognized eight times by Utne Magazine as a member of the Best of the Alternative Press and Whole Foods Market, CEO, John Mackey called Conscious Choice the "best publication of its kind." In 2001, Jim sold Conscious Choice to Dragonfly Media, which created a chain of monthly regional publications modeled on Conscious Choice with publications in San Francisco, Los Angeles, Seattle, Vancouver, and Chicago. Dragonfly is now owned by former Chicago Bear, Willie Gault. Jim's skill as a social

entrepreneur led to his designation in 1999 as one of Crain's Chicago Business "Forty Under Forty" leading business and civic leaders. In 2005 Jim received the Chicago Tribune Good Eating Award for contributions to the Chicago food and beverage world.

Bob Stone, Goodness Greenness

Bob Stone was born and raised in Pittsburgh, Pa. He started working in produce with a huckster at the age of 13. He headed to the west coast in 1983 where he worked with a wholesaler/farmers market in the San Diego area. He relocated to Las Vegas in 1985 to head up produce for Albertson's expansion. In 1990 he joined up with a company that was opening a new natural food market in Las Vegas. After the stores were sold to Wild Oats he moved to LA where he bought for Albert's organics for a few years before leaving to establish Wild Oats new organic produce distribution system/warehouse in Los Angeles. By the time he left Wild Oats to try his hand at his own business, the warehouse was distributing nationwide to all Wild Oats stores. He closed his organic distribution company to join Goodness Greenness as their buyer in 2004.

Kim Stone, Associate Director of Safer Pest Control Project.

Kim has over 17 years of experience working on environmental issues for Union of Concerned Scientists, Great Lakes Protection Fund, and the Environmental Law and Policy Center. Prior to joining the staff of Safer Pest Control Project, Kim served as a member of SPCP's Board of Directors. She currently serves on the National Advisory Board of Union of Concerned Scientists. Kim is a mom, an avid organic gardener and an advocate for reducing pesticide use.

Tom Strumolo, Director, Greenmarket

Tom Strumolo spent summers as a youth working on his grandfather's small family farm in Patchogue, Long Island. He studied philosophy at Florida State University on a graduate teaching fellowship. He spent time in San Diego where he was introduced to the then-blossoming organic and local foods movement. In 1970, he returned to New York and spent ten years working in natural and organic foods, opening three natural food stores, helping distribute natural and organic products, and connecting restaurants to sources of local and organic produce. In 1979, Tom's interest in the environment initiated his involvement in solar energy. He worked for two years as an energy consultant at Alternate Energy in NYC. He graduated from Pratt Institute School of Architecture, and while still a student, Tom began working for Greenmarket as a market manager. He worked his way up the ranks and in January 2004 was appointed Director.

Dexter Sullivan, Student

Dexter is currently a sophomore at Manley Career Academy in the North Lawndale community of Chicago. Dexter is a first year participant in the Green Youth Farm program and has extended his involvement through the after school entrepreneurship club. Dexter hopes to provide the neighborhood access to fresh, healthy, sustainably grown produce.

Mayo Underwood, Underwood Gardens

Mayo Underwood, has a B.A. from Rosemont College, an M.S. from the University of Pennsylvania, is a member of the National Speakers Association, Woodstock Professional Business Women, Women in Management, Woman of Achievement Award winner and owner of Underwood Gardens. After an accident in 1993, in which she broke her neck, sustaining injuries similar to those of Christopher Reeves, she went back to her "roots" using what she learned as a child from Native Americans, and started Underwood Gardens. Underwood Gardens is an international seed company which specializes in open-pollinated/heirloom seeds and plants for vegetables, herbs, flowers and "curiosities", many of which are rare and some, endangered. She's lived in various parts of this country and the world, gathering and saving seeds wherever she has been.

Anna Viertel, Farm, City Market Basket Program Coordinator and Project Assistant for Growing Power in Chicago

Anna Viertel is a graduate of The University of Chicago. Ms. Viertel joined Growing Power's staff 2 years ago with organic farming experience and an interest in social justice. Her farming experience includes several seasons on the Mountain School farm in Vershire, VT under the tutelage of Gerry Coleman. She also co-founded two-student organization, at the University of Chicago, around urban green space, urban gardening, and its role in balanced development, youth education, and community building.

William H. Wenzel, National Director Farmer to Farmer Campaign

Bill Wenzel is the National Director of the Farmer-to-Farmer Campaign on Genetic Engineering, a network of 34 farm groups organized in 1999 to provide a national voice for farmers on genetic engineering in agriculture issues. Bill is a 1981 graduate of the Hamline University School of Law. He has served as Chief of Staff and Agriculture & Environmental Resources Committee staff person for two former Wisconsin State Senators. He has a long history of grassroots activism with more

than 20 years of experience in federal and state policy development and advocacy on agricultural, environmental and rural development issues.

Dr. Allen R. Williams, Consultant, Branded Beef Program

Dr. Williams is founding partner and Vice President of Jacob Alliance, LLC, and Livestock Management Consultants, LLC. Both are food industry consulting firms specializing in differentiated branded food programs and facilitation of Value Chain management. Objectives are human health, food safety, environmental, and animal care concerns. He has an extensive farm background, served in academia for 15 years, and currently serves as COO of Tallgrass Beef Company. He serves on several regional and national Boards of Directors, has served on national scientific committees, and is routinely an invited speaker at national and international conferences and symposia. He has published over 50 scientific journal articles, as well as 200 industry publication articles. His consulting role focuses on "All Natural" and "Grass Finished" beef programs. He currently consults with over 800 individual producers nationwide, as well as all segments of the value chain, including finishers, processors, distributors, and retailers.

Richard Wood Executive Director of Food Animal Concerns Trust (FACT)

FACT advocates for farm management practices that improve the safety of meat, milk, and eggs through work with the federal regulatory agencies and Congress, the ongoing review of scientific literature, on-farm research projects, and by promoting humane and sustainable animal husbandry. Rich is also the Chair of the Keep Antibiotics Working coalition, a group of a 13 health, consumer, environmental, humane and other advocacy organizations dedicated to addressing the overuse of antibiotics in agriculture. He represented consumer groups in successfully negotiating an agreement with the FDA and the egg industry to require Salmonella testing on all U.S. egg farms. He is also helping to lead efforts to improve the federal response to Mad Cow.

100% Midwestern.

FamilyFarmed.org



Organic Valley is a cooperative of family farmers from across Illinois and the Midwest who grow some of the best organic fruits and vegetables you'll

ever taste. Goodness Greeness is the Midwest's leading supplier of fresh organic food. We bring produce from Organic Valley and other local family farms to your favorite store. We've also formed a partnership with FamilyFarmed.org – a non-profit organization that promotes sustainable local small-scale agriculture. Treat yourself to the best the Midwest has to offer. Look for fresh produce from Goodness Greeness at your favorite store.

Visit our website to receive our free weekly newsletter, for great organic produce tips and recipes.

GoodnessGreeness.com

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