

Appendix A-Advisory Committee and Project Team Information

(Listed alphabetically)

ADVISORY COMMITTEE MEMBERS

Jennifer Conde, Hudson Hospital & Clinics, Wisconsin

Jennifer Conde is the supervisor for nutrition care and café at Hudson Hospital & Clinics. Prior to working at Hudson Hospital, she worked in college food service for 23 years. Jennifer is involved with the Hudson Hospital community garden, composting food waste from the hospital kitchen, and helping with the nutrition care plot, which is used to produce food for patient and café meals. Jennifer has a master's degree in management and a Bachelor of Science (BS) degree in dietetics and food service administration. Jennifer lives in River Falls, Wisconsin, and has recently become a Master Gardener.

Teresa Engel, Department of Agriculture, Wisconsin

Teresa Engel is the Buy Local, Buy Wisconsin (BLBW) director at the Wisconsin Department of Agriculture, Trade and Consumer Protection. BLBW is an economic development program aimed at increasing the sale of locally grown foods into local markets. The program focuses on infrastructure development, producer development, and state-wide networking. Teresa has been with the department for five years. Prior to her current position, she worked at the Minnesota Food Association as a food broker, and on the family vegetable farm—Driftless Organics.

Collie Graddick, Department of Agriculture, Minnesota

Collie Graddick has spent the last 20 years as a consultant for the Minnesota Department of Agriculture in the Pesticide and Fertilizer Management Division. Collie is also a volunteer board member on several community and environmental organizations. As a volunteer partner in the Community Table Association of Cooperatives, he helps

to create small-business opportunities and to build local community food systems by connecting producers and consumers using the cooperative model of transparency, equity and trust. Collie has a master of science in plant and soil science from Tuskegee University in Alabama and a BS in plant science from Fort Valley State College in Georgia.

Angela Gross, VA Health Services-St. Cloud, Minnesota

Angela Gross is the director of nutrition and food services at the St. Cloud VA Health Care System. She oversees all facets of inpatient and resident food service for the 388-bed medical center, and clinical nutrition services for the medical center and community based outpatient clinics in Brainerd, Montevideo, and Alexandria. Angela began her VA service in 2010 as the administrative dietitian for the St. Cloud VA. Previously, Angela has over ten years of managing nutrition services in a variety of food service and clinical environments; ranging from managing the food service in a jail setting serving over 1,700 meals daily to managing the nutrition and clinical staff at St. Cloud Hospital and Mille Lacs Health System. Angela graduated from University of Wisconsin-Green Bay with a degree in nutritional science in 1999 and completed her dietetic internship through the University of Wisconsin – Green Bay in 2006. She is also a Veteran, with 5 years of service in the U. S. Army Reserve.

Kristen Huselid, VA Health Services-St. Cloud, Minnesota

Kristen Huselid is the administrative dietitian for the St. Cloud VA Health Care System in Minnesota. As a registered dietitian, she is involved with menu planning, food purchasing, and the Nutrition & Food Service quality management program. Kristen grew up on a farm in west-central Minnesota. At a young age, Kristen was involved with planting, harvesting, and preserving food. Kristen graduated from Concordia College, Moorhead, Minnesota, with a double major in dietetics and exercise science.

Jody Lenz, Threshing Table Farm, Wisconsin

Jody and her husband Mike own Threshing Table Farm and operate a Community Supported Agriculture (CSA) program that has 75 members. Among other sites, they work with four hospitals to bring CSA shares in for employees and community members, and they also sell wholesale to three area hospitals for use in their kitchens. Jody and Mike are graduates of the Land Stewardship Project's (LSP) Farm Beginnings program. Jody serves on a steering committee for LSP, helping to give vision to programs that educate and support farmers in years 3-5 of farming. She is also an LSP Executive Board member. Jody grew up on a 46 cow dairy farm in northeast Wisconsin, is a beginning bee keeper and a master food preserver. Jody has a bachelor's degree in education and taught in elementary schools for 9 years before choosing to stay home with her children and pursue her passion for farming.

Gary Loew, LoFam Farm, Wisconsin

Gary and his wife Cindy have owned LoFam Farm, a Century farm, for almost 40 years. As a dairy farmer for Organic Valley, Gary has served on both their Dairy Executive Committee and the Standards and Rules Committee. He has also served on numerous other boards including the Farm Bureau and St. Peter School Board, and is active in Future Farmers of America (FFA). Throughout his life, Gary has been involved in farming. As a kid he was active in 4-H, and he continued to volunteer with the organization when his own children were young. Gary believes not just in sustainable but regenerative agriculture, which leaves the land and people in better condition than before. Gary served for two years in the U.S. Marine Corps, and over the years has traveled to 27 countries around the world. He has a two-year associate's degree in production agriculture, and worked part-time for 26 years for the U.S. Department of Agriculture (USDA).

Shawn McMartin, Promise Farm Buffalo, Wisconsin

Shawn McMartin is the owner/operator of Promise Farm Buffalo. Shawn also serves as the regional director/treasurer of the Minnesota Buffalo Association. Shawn grew up on a large family corporate dairy and cash crop farm. She transitioned to raising natural grass-fed bison in 1986. Shawn was part of a group of eight that established the Wisconsin-based Producers' & Buyers' Co-op in 2008 and served as para-director/treasurer for four years before the Co-op was dissolved in the summer of 2011. Shawn values the opportunity to use this knowledge to help see farm to health care system infrastructure advanced. Shawn has

a degree in business management/accounting and is an Accredited Business Accountant (ABA). She also has experience in property management, banking and finance and emergency communications. Shawn is also interested in community health and serves as an emergency medical technician—Dunn County First Responder.

Wilson Mills, Circle K Orchard, Wisconsin

Together with his wife Kathy, Wilson has owned and operated Circle K Apple Orchard in Beldenville, Wisconsin, for the past 23 years. Additionally, he currently maintains County Tourism websites for Pierce and St Croix Counties. While operating Circle K Orchard, Wilson has served two terms as a director on the Wisconsin Apple Growers Board and is currently an advisor for several farm markets in western Wisconsin. Wilson is a member of the Pierce County Juvenile Justice Board and a member of the Knights of Columbus in Ellsworth, Wisconsin. In the past, he has also served as president of the Pierce County Partners in Tourism and as District Governor for the Lions Club of Wisconsin. Prior to acquiring the apple orchard, Wilson served as president of Hahnel USA, an Irish-based photographic/video accessory importing company following a three-year term as senior vice president of marketing for Bell and Howell Osawa. Wilson is originally from Oak Ridge, Tennessee, and was educated at the University of Tennessee.

John Peterson, Ferndale Market, Minnesota

John Peterson is the third generation of his family to grow turkeys on their family farm in Cannon Falls, Minnesota. Founded by John's grandparents, Fern and Dale, in 1939, the Peterson family has continued to grow their turkeys free-range and without the use of any antibiotics. After some years away, John returned to the family farm in 2008 to begin direct-selling their turkey in their own label, Ferndale Market, both to further sustainability efforts and to add value back to the family farm through operating more independently. Today Ferndale Market turkey products are carried in over 50 natural food stores and served in a number of college, school, corporate and other food service settings. Additionally, the Peterson family operates an on-farm store retailing local foods from area producers, offering them a connection with sustainability-minded food producers from across the area. John is a graduate of Augustana College, Sioux Falls, South Dakota with a degree in business/communication.

Crystal Saric, Fairview Health Services, Minnesota

As sustainability program manager at Fairview Health Services, Crystal Saric lead initiatives to reduce solid waste, toxic and hazardous substances, and energy use, and to increase environmentally preferable purchasing, green building design, and healthy food. Crystal has a master's of public and nonprofit administration (MPNA) with an emphasis in environmental conservation and serves on the board of directors for Minnesota Waste Wise.

Christina Traeger, Rolling Hills Traeger Ranch, Minnesota

Christina Traeger and her three daughters own and operate Rolling Hills Traeger Ranch in West Central Minnesota. Raised on a dairy farm and involved at an early age in FFA and 4-H, Christina has leaned on her early farm experience coupled with sixteen years of involvement in the British White Cattle Association to become a successful beef producer and breeder of British White Cattle. Christina has operated Rolling Hills Traeger Ranch for 17 years where she continues to live by the 4-H motto of striving to make the best better.

Brenna Vuong, Fairview Health Services, Minnesota

Brenna is a senior wellness specialist and has been with Fairview Health services for 6 years. With a background in public health, Brenna is interested in improving population health outcomes through policy, systems, and environmental changes in the workplace. Brenna has many years of experience with setting up hospital-based farmers' markets and community supported agriculture drop sites and enjoys inspiring others about the benefits and rewards of supporting local producers. Brenna received her master's in public health (MPH) in Community Health Education from the University of Minnesota School of Public Health and has a Bachelor of Arts (BA) degree in psychology from the College of St. Benedict

Wesli Waters, Fairview Health Services, Minnesota

Wesli Waters is the sustainability coordinator at Fairview Health Services. She leads efforts to reduce Fairview's environmental footprint by reducing waste, energy, and toxic chemicals, while strengthening initiatives in healthy and local food systems, environmentally preferable purchasing, and green building design. Wesli served as a Minnesota GreenCorps - AmeriCorps member with Fairview Health Services and has a BA in environmental studies and Hispanic studies.

Jean Weiler, Hudson Hospital and Clinics, Wisconsin

Jean has served as the manager of nutrition care and café at Hudson Hospital & Clinics from August 1995 to present. Jean's professional interest is to improve the health of patients, employees, and guests through providing an exceptional nutrition experience at Hudson Hospital. Prior to working at Hudson, Jean was a consultant for long term care for Beverly Enterprises, and held clinical, administrative, and education dietitian positions at Kettering Medical Center, Kettering, Ohio. Jean has a bachelor of arts in English and education from Oakland University in Rochester, Michigan, and a master of nutrition from the College of Education, University of Cincinnati in Cincinnati, Ohio.

IATP SARE project advisory committee meeting topics and highlights

The advisory committee meetings served as a primary means of sharing the data gathered during the project, exploring past and current approaches to connecting sustainable farmers to hospitals and other institutional markets, and soliciting input into recommendations for next steps and opportunities. See Table A.1 for a brief overview on meeting content.

Table A.1—IATP SARE Project Advisory Committee Meeting Topics and Highlights

<p>Tuesday, June 19, 2012 (10-11:30 AM)</p> <p>Introductory call</p> <ul style="list-style-type: none"> Marie Kulick provided a brief overview of national progress--models being used to increase health care procurement of sustainable food and regional highlights. She also described the role of the hospital collaborators in the project, the types of data already collected and remaining data collection and provided quick stats on the collaborators. Advisory committee members were introduced. Anna Claussen provided an overview of farmer/producer involvement via surveys and recruitment for the advisory committee. She also reviewed the role of the advisory committee and discussed ideas and plans for future calls.
<p>August 16, 2012 (10 to 11:30 AM)</p> <p>The Demand – Health Care Market for Sustainable Foods</p> <ul style="list-style-type: none"> Marie Kulick presented key data from the 2011 food and beverage procurement data provided by the hospital collaborators, the hospital collaborator food service survey results data, the 2010 IATP Specialty Crop Grant survey data, and other pertinent sources.
<p>October 22, 2012 (10 to 11:30 AM)</p> <p>Matching Supply with Demand</p> <ul style="list-style-type: none"> Emily Barker presented key data collected via the 2012 SARE project farmer/ producer survey. Advisory committee members, Jody Lenz, co-owner of Threshing Table Farm, and Jean Weiler and Jennifer Conde from Hudson Hospital presented on their procurement relationship.
<p>December 3, 2012 (10 to 11:30 AM)</p> <p>Direct Procurement Models</p> <ul style="list-style-type: none"> Barbara Hartman, Chief of Nutrition and Food Service at the Veterans Affairs Medical Center in Martinsburg, West Virginia; and Karen Arnold, Chief of Nutrition and Food Service Veterans Affairs Medical Center in San Francisco, California shared their stories of local food purchasing within their medical centers and how they have lead the movement to get 'good food' on patient trays. Advisory committee member, Collie Graddick, spoke about the efforts of the Community Table Association of Cooperatives to help local food businesses grow process, distribute, and sell food in the Twin Cities. He also shared how the association connects growers, processors, distributors, and markets to one another and to the information and resources they need to thrive in a local food economy.
<p>January 29, 2013 (10 to 11:30 AM)</p> <p>Delivery Methods and Models-Getting Sustainable Foods in the Door</p> <ul style="list-style-type: none"> Advisory committee member, Teresa Engel, Director, Buy Local, Buy Wisconsin, Wisconsin Department of Agriculture, provided an overview of some of the distribution models used in Wisconsin. Margaret Bau, Cooperative Development Specialist, USDA Rural Development Wisconsin, provided her perspective on the lessons learned from the closure of the Producer and Buyers Co-op in northwestern Wisconsin
<p>March 14, 2013</p> <p>Delivery Methods and Models-Getting Sustainable Foods in the Door (Continued)</p> <ul style="list-style-type: none"> Diane Chapeta, operations manager for Fifth Season, shared her insights on the success and challenges that Fifth Season has faced since its incorporation in 2010 Mark Hutson, administrative director for Nutrition Services at Gundersen Lutheran and Vice President of the Board of Directors for Fifth Season Coop shared his experience in working with the Fifth Season Co-op as he works toward the hospital's goal of purchasing at least 20 percent of their foods locally
<p>May 20, 2013 (9 AM to 3:30 PM)</p> <p>In-person Meeting</p> <ul style="list-style-type: none"> Tour of Ferndale Market & Peterson Farm in Cannon Falls Group Discussions/Exercises: Addressing hospital food safety concerns Conventional versus local, sustainable pricing Tour of Lorenz Meats processing facility in Cannon Falls

Table A.1—IATP SARE Project Advisory Committee Meeting Topics and Highlights

<p>July 26, 2013 (10 to 11:30 AM)</p> <p>Remaining Models and Lingerin g Concerns – A Wrap-up Discussion</p> <ul style="list-style-type: none"> Erin McKee, IATP, presented on Minnesota Farm2School and Minnesota Farm to Daycare efforts Using Poll Everywhere software, feedback was solicited from advisory committee members on the following topics: Definition of “local, sustainable” Hospital use of purchasing protocols to guide procurement from sustainable farmers/producers and other potential tools/resources that can further address food safety concerns and other potential barriers to hospital purchase of local, sustainable foods from sources other than distributors. Important factors to be addressed when working to connect local, sustainable farmers to health care markets.
<p>September 24, 2013 (10 to 11:30 AM)</p> <p>Health Care Collaborators—A Wrap-up Discussion</p> <ul style="list-style-type: none"> Using Poll Everywhere software, hospital advisory committee members were asked to provide input on next steps and opportunities and the following draft sustainable farm-to-hospital toolkit resources: Building connections with local, sustainable farmers—“Creating Mutually Beneficial Relationships with Local Farmers/Producers” Local, sustainable food pricing/approaches to managing costs—“Financial Strategies for Incorporating Sustainable Food into a Hospital’s Budget Getting the most from current suppliers—“Getting the Most from Current Suppliers” Farm-to-hospital sustainable food purchasing protocol—“Using a Farm-to-Hospital Sustainable Food Purchasing Protocol”
<p>September 27, 2013 (10 to 11:30 AM)</p> <p>Farmers/Producers—A Wrap-up Discussion</p> <ul style="list-style-type: none"> Farmer/producer advisory committee members briefly discussed information presented by Marie Kulick on current supply versus demand and working with food service contractors. In addition, Poll Everywhere software was used to gather input on next steps and opportunities and the following draft sustainable farm-to-hospital toolkit resources: Building connections with local, sustainable farmers—“Creating Mutually Beneficial Relationships with Local Farmers/Producers” Local, sustainable food pricing/approaches to managing costs—“Financial Strategies for Incorporating Sustainable Food into a Hospital’s Budget Farm-to-hospital sustainable food purchasing protocol—“Using a Farm-to-Hospital Sustainable Food Purchasing Protocol”
<p>December 10, 2013 (8:30 AM to 1:00 PM)</p> <p>Final in-person convening</p>

IATP SARE project team bios

Anna Claussen

SARE Project Coordinator

Anna joined IATP in April 2011 to support the Rural Communities program. In June 2013, she became the Director of Rural Strategies. A landscape architect by training, Anna bridges years of practice in urban design and planning with a life deeply rooted on a Minnesota family farm. Over the last decade, Anna has focused on creating resilient communities through the creation of alternative land-use plans, regional greenway studies, city comprehensive plans, and park and trail system plans for communities across the state and the Upper Midwest. Her work at IATP focuses on biomass and the bioenergy economy; as well as the creation and retention of natural and social wealth within rural communities in order to improve the quality of life for all residents. Anna has a bachelor’s degree in geography and studio arts from Gustavus Adolphus College in St. Peter, Minnesota and a master’s degree in landscape architecture from the College of Design at the University of Minnesota.

Marie Kulick

SARE Project Consultant

As the owner of Earth Wise Communications, Marie works to improve the overall health and sustainability of Earth’s natural resources and its inhabitants by providing high quality, ecologically-focused, communications and sustainable procurement expertise. Prior to starting Earth Wise Communications, Marie was a senior policy analyst in the food and health program at IATP where she helped to found the Healthy Food in Health Care initiative and emerged as a national expert on institutional procurement of sustainable food and food ware and food-system related ecological health issues. Marie has a master of studies in environmental law from Vermont Law School, a bachelor of arts in communications from McDaniel College (formerly Western Maryland College) and certificates in project management and non-profit management from the University of Saint Thomas.

Emily Barker

SARE Project Assistant

Emily worked for the Institute for Agriculture and Trade Policy (IATP) from September 2008 through August 2013. Just prior to leaving IATP, Emily served as a Program Associate for IATP's Rural Communities program and ably assisted the SARE project team by creating and administering surveys, handling logistics for calls and in-person meetings, proofing documents and more. In 2012, Emily became a Master Recycler/Composter through Hennepin County in Minnesota. Her passion for addressing food waste issues led her to accept a position with the Minnesota Pollution Control Agency in 2013. Emily has a BS in biology, with minors in environmental studies, chemistry, and religion from Pacific Lutheran University in Tacoma, Washington.

Catherine Reagan

Catherine Reagan is a program assistant with IATP and helps with reporting, research, and administrative duties throughout the organization. She provided assistance to the SARE project team as needed. Prior to joining IATP, she worked as the assistant director of development at the Cedar Cultural Center, a nonprofit performing arts organization on Minneapolis' West Bank. Catherine holds a B.A. in humanities, media and cultural studies and a minor in Hispanic studies from Macalester College. Catherine's passions center on food, music and people.