

## APPENDIX 9 - EXTERNAL ADVISORY BOARD: INAUGURAL MEMBERS

(in alphabetical order):

**Marcus Benedetti**, President, Clover Stornetta Farms, Petaluma, CA

**Ashley Boren\***, Executive Director, Sustainable Conservation, San Francisco, CA

**John Diener**, President, Red Rock Ranch, Five Points, CA

**Greg Drescher**, Senior Director for Strategic Initiatives, Culinary Institute of America, St Helena, CA

**Mable Everette**, CEO and Founder, Community Nutrition Education Services, and 2007 Roots of Change Leadership Fellow, Inglewood, CA

**Cornelius Gallagher**, Senior Vice President for Agribusiness, Bank of America, Roseville, CA

**Martha Guzman Aceves**, Legislative Advocate, California Rural Legal Assistance Foundation, Sacramento, CA

**Carl Johnson**, Senior Vice President, Chief Strategy Officer, Campbell's Soup Company, Camden, NJ

**Jonathan Kaplan**, Director, Sustainable Agriculture, Natural Resources Defense Council (NRDC), San Francisco, CA

**AG Kawamura**, Secretary, California Department of Food and Agriculture, Sacramento, CA

**Craig McNamara**, President, Sierra Orchards, and Co-Founder, Center for Land Based Learning, Winters, CA

**Amparo Perez-Cook**, Vice President and General Manager, Bustos Media, LLC, Sacramento, California

**Michael Pollan**, Contributing writer to the *New York Times*, author, and Knight Professor of Science and Environmental Journalism, University of California, Berkeley, CA

**Judith Redmond**, Co-owner, Full Belly Farm, and President, Community Alliance with Family Farmers, Guinda, CA

**Richard Rominger\***, Rominger Farms, Winters, CA

**Howard Shapiro\***, Director, Plant Science & External Research, Mars Inc, and Co-founder, Seeds of Change, McLean, VA and Davis, CA

**Paul Wenger**, 1<sup>st</sup> Vice President, California Farm Bureau Federation, and farmer, Modesto, CA

\* indicates members of the Executive Committee

### **Ex officio members** (in alphabetical order)

**Daniel Dooley**, Vice President, Agriculture and Natural Resources, University of California

**Jennifer Ryder Fox**, Dean, College of Agriculture, California State University, Chico

**Maggie Lickter**, Student representative, UC Davis Students for Sustainable Agriculture.

**Neal Van Alfen**, Dean, College of Agricultural & Environmental Sciences, University of California, Davis

**Marcus Benedetti**  
**President, Clover Stornetta Farms**



Marcus Benedetti was born and raised in Petaluma, and attended St. Vincent grammar and high schools. Marcus continued his education in Alaska where he pursued a degree in Business Administration at the University of Alaska, Fairbanks. Upon graduation he returned to Petaluma where he started his work at Clover. Marcus started at Clover full time in the chilled warehouse in 2000. He moved on to a route delivering milk to schools, then later products to restaurants in the Sonoma area. As a sales representative he called on accounts in Sonoma and Mendocino Counties, and as demand for Clover products grew, he looked forward to helping get Clover established in new markets like Sacramento and the L.A. basin. Marcus became President in January 2006.

**Ashley Boren**  
**Executive Director, Sustainable Conservation**



Ashley Boren directs the strategy, growth, and operations of Sustainable Conservation, located in San Francisco. Prior to that, she spent eight years at Smith & Hawken, a mail order and retail gardening company, where she worked in finance, new business development, inventory planning, and retail merchandising. Boren began her career at The Nature Conservancy in program development and fundraising. She left The Nature Conservancy to attend Stanford Business School where she received her MBA, a certificate in public management, and an MA in applied economics. Ashley received a BA in human biology (with concentrations in plant ecology and environmental policy) from Stanford University. In addition to her work at Sustainable Conservation, Ashley has chaired the board of Stanford Business School's Alumni Consulting Team and serves both as a Trustee of the Robert and Patricia Switzer Foundation and as a board member of the California State Board of Food and Agriculture. At UC Davis, Ashley serves on the Dean's Advisory Council for the College of Agricultural and Environmental Sciences.

**John Diener**  
**President, Red Rock Ranch**

John started farming for himself on the Westside in 1980. Today, he farms both conventional and organic land. John has extensive experience growing fresh-market crops, however his current focus is on growing processing crops for the cannery and various agronomic crops for certified seed production. John has been very active in conservation and reclamation efforts. He developed a pilot Integrated On-Farm Drainage Management prototype (1985 to present). By tiling saline land and recycling water through a series of fields, farmers can reclaim land, harvest runoff water, produce marketable crops, and ultimately mine salts for commercial use.

## **Daniel Dooley**

**Vice President, Agriculture and Natural Resources, University of California**



As system wide vice president for the University of California Division of Agriculture and Natural Resources (ANR), Dooley leads a statewide research and public service organization responsible for activities in agriculture, natural resources, environmental sciences, family and consumer sciences, forestry, human and community development, 4-H/ youth development and related areas. Dooley is a member of the National Academy of Sciences' Board on Agriculture and Natural Resources and former chair of the Farm Foundation Round Table. He also served as vice chair of USDA's National Agricultural Research, Extension, Education and Economics Advisory Board and as a member of the U.S. Trade Representative's Agricultural Technical Advisory Committee for Trade.

## **Greg Drescher**

**Senior Director for Strategic Initiatives, Culinary Institute of America**



Greg Drescher is executive director of strategic initiatives and creator of the college's influential Worlds of Flavor International Conference & Festival, annual Worlds of Healthy Flavors Leadership Retreat presented in partnership with the Harvard School of Public Health, and other CIA "think tank" initiatives. In 2005, Mr. Drescher was inducted into the James Beard Foundation's Who's Who of Food & Beverage in America. The following year, he was honored with Food Arts magazine's Silver Spoon Award, and in 2007 shared a James Beard Award for his work in developing the CIA's Savoring the Best of World Flavors DVD and Web cast series.

## **Mable Everette**

**CEO and Founder, Community Nutrition Education Services  
2007 Roots of Change Leadership Fellow**



Mable Everette, DrPH, Registered Dietitian is the founder, and CEO of Community Nutrition Education Services (CNES) Inc. The organization is located in Inglewood, CA but provides services and programs throughout Los Angeles County. CNES Inc. was established in 2006 for the specific purpose of promoting healthy nutrition and obesity prevention through community-based collaborative research, service, training and mentoring of the general public, health care professionals, and students. Mable Everette has a vast array of experience in the field of nutrition. Experiences range from college teaching to consulting projects for various nutrition programs targeting senior citizens; adults; pregnant women; school-aged children; and preschoolers and their families. She completed a fellowship with the Roots of Change in 2007. The fellowship was a collaboration of community, nonprofit, philanthropic, government, and business organizations. As a result of fellowship, CNES has begun to focus more effort on educating urban consumers about the importance of agriculture and food sustainability.

**Cornelius Gallagher**  
**Agribusiness Executive, Bank of America**



Cornelius (Corny) Gallagher is the Global Agribusiness Executive for Bank of America. He is a member of a national team that coordinates management of the Bank's \$18 billion agribusiness and food products portfolio. Gallagher represents the Bank of America on numerous state and national agricultural leadership committees, boards and advisory councils. He was appointed by Governor Arnold Schwarzenegger to the California Exposition and State Fair Board of Directors and is a commissioner on the UC President's Advisory Commission on Agriculture and Natural Resources. He joined the Bank 39 years ago and has served the agricultural industry for all of his life.

**Martha Guzman Aceves**  
**Legislative Advocate, California Rural Legal Assistance Foundation**



Martha Guzman is Legislative Advocate for the California Rural Legal Assistance Foundation in Sacramento, focusing on farm worker health and safety issues, and environmental justice, including environmental and occupational hazards of heat-related illness and pesticide exposure. In 2003, she served as the Legislative Coordinator for the United Farm Workers, AFL-CIO, covering a range of labor and environmental issues. She is currently a member of the Environmental Justice Coalition for Water, and a board member of Ag Innovations Network, Sierra Institute and Community to Community Development. She was a gubernatorial-appointed member to the California Water Commission, a member of the California Agricultural Leadership Program, and on the board of directors

for the North American Pesticides Action Network.

**Carl Johnson**  
**Senior Vice President, Chief Strategy Officer, Campbell Soup Company**



Carl Johnson is Senior Vice President & Chief Strategy Officer for Campbell Soup Company, with responsibility for corporate strategy, global research & development/quality, corporate marketing services, corporate licensing and e-business. Prior to Campbell, he ran three successively larger multi-billion dollar divisions at Kraft Foods. Before Kraft, he led the Consumer Goods consulting practice at Marketing Corporation of America. Earlier, he held senior management positions at Polaroid and Colgate-Palmolive. Carl is a Trustee of the Adelpic Educational Fund, Wesleyan University. He is also a member of the Steering Committee of the Kilts

Center for Marketing at the University of Chicago Graduate School of Business.

## **Jonathan Kaplan**

**Director, Sustainable Agriculture, Natural Resources Defense Council**

Jonathan Kaplan is currently a Senior Policy Specialist at the Natural Resources Defense Council (NRDC). He directs a variety of projects seeking to reform state and federal policy and create market incentives to promote more sustainable farming systems and environmentally friendly pest control in the urban environment. Prior to joining NRDC, Jonathan directed programs at San Francisco BayKeeper and Environment California (formerly the California Public Interest Research Group), where he led regulatory, legislative and public outreach initiatives to protect public health and the environment from pesticides and other pollutants. Jonathan serves on several boards and advisory groups, including those serving Environment California, the California Department of Pesticide Regulation, the Dean of the College of Agriculture and Environmental Sciences at UC Davis and the San Francisco Estuary Institute. Jonathan received a Bachelor's degree from Cornell University and a Master's of Environmental Management degree at the Yale School of Forestry and Environmental Studies.

## **A.G. Kawamura**

**Secretary, California Department of Food and Agriculture**



Governor Schwarzenegger appointed A.G. Kawamura as secretary of the California Department of Food and Agriculture in November 2003. Secretary Kawamura is a produce grower and shipper from Orange County, where his family grows strawberries, green beans and other specialty crops. Secretary Kawamura is widely known for his passion for education and for his commitment to the issues of hunger and nutrition. As president of Orange County Harvest, a non-profit promoting agricultural partnerships with organizations combating hunger, he arranged for thousands of volunteers to harvest and glean over a million pounds of produce for area food banks. His nationally recognized urban projects, such as the 7-acre Common Ground project in San Juan Capistrano and 4-acre Incredible Edible Park in Irvine, are agricultural paradigms linking nutritional education and interaction with local schools and food banks.

## **Maggie Lickter**

**Student, UC Davis**

Maggie Lickter is an undergraduate student at the University of California Davis fulfilling an individual major in sustainable agriculture. She hails from the small northern California town of Nevada City and spent several years in between high school and college interning on organic farms across the country and abroad. At UCD, she is involved with Students for Sustainable Agriculture and California Student Sustainability Coalition. She currently serves on the administrative committee for the Real Food Challenge, a national campaign that calls for real food on college campuses. Maggie was recently accepted to the Sustainable Agri-Food System Fellowship offered through the Center for Agroecology and Sustainable Food Systems at UC Santa Cruz, a fellowship that will support and encourage students from across the UC system to engage their school and campus food systems in more sustainable food. Maggie is committed to social justice surrounding food and agriculture issues and plans to spend her future advocating and educating for sustainable food systems while enjoying growing food herself.

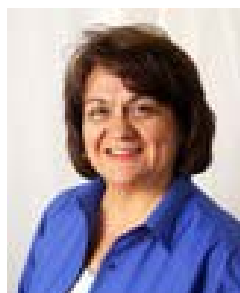


**Craig McNamara**  
**President, Sierra Orchards**  
**Co-Founder, Center for Land-Based Learning**



Craig McNamara is the president and owner of Sierra Orchards, a diversified farming operation that includes field, processing, and marketing operations, producing primarily walnuts. He also serves as the founder and president of the Center for Land-Based Learning. The goal of this innovative program is to assist high school students in becoming lifelong learners, overcoming barriers to change, and building greater social and human capital in their communities. Craig is a graduate of the California Agricultural Leadership Program and a Senior Fellow of the American Leadership Forum. His professional activities include: board member of the California State Board of Food and Agriculture, member of the Foundation Board of Trustees University of California Merced, University of California Davis Dean's Advisory Council. He is the recipient of several awards including the Leopold Conservation Award, the 2003 Governor's Environmental and Economic Leadership Award, the UC Davis Award of Distinction, and the Profile in Leadership Award.

**Amparo Perez-Cook**  
**Vice President and General Manager, Bustos Media, LLC**



Amparo Perez-Cook is the Vice President and General Manager of Bustos Media of California. She began her media career in 1985 and has held senior management and sales positions in four major Hispanic broadcasting companies. In 1999, she formed Aztec Media with two partners and launched KTTA 97.9FM and KBBU 93.9FM before selling the stations to Bustos Media in 2005. A recipient of the California Hispanic Business Woman of the Year Award for 2003, she is on the Board of the California Exposition and State Fair and also a Trustee for the Leukemia Lymphoma Society.

**Michael Pollan**  
**Contributing writer to the *New York Times***  
**Knight Professor of Science and Environmental Journalism, UC Berkeley**  
**Author**



Michael Pollan is the author, most recently, of "In Defense of Food: An Eater's Manifesto." His previous book, "The Omnivore's Dilemma: A Natural History of Four Meals", was named one of the ten best books of 2006 by the New York Times and the Washington Post. It also won the California Book Award, the Northern California Book Award, the James Beard Award for best food writing, and was a finalist for the National Book Critics Circle Award. He is also the author of "The Botany of Desire: A Plant's-Eye View of the World", "A Place of My Own", and "Second Nature". A contributing writer to the New York Times Magazine, Pollan is the recipient of numerous journalistic awards, including the James Beard Award for best magazine series in 2003 and the Reuters-

I.U.C.N. 2000 Global Award for Environmental Journalism. His articles have been anthologized in Best American Science Writing, Best American Essays and the Norton Book of Nature Writing. Pollan served for many years as executive editor of Harper's Magazine and is now the Knight Professor of Science and Environmental Journalism at UC Berkeley.

## **Judith Redmond**

**Co-owner, Full Belly Farm**

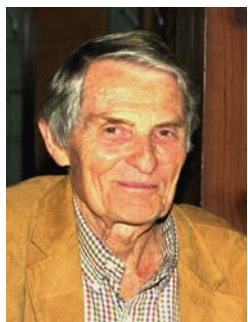
**President, Community Alliance with Family Farmers**



Judith Redmond is one of four partners of Full Belly Farm, a 250-acre diversified organic farm in the Capay Valley. Full Belly Farm markets its products at three Bay Area farmers markets each week, sells to wholesale and retail outlets and delivers CSA boxes to 1400 families. Ms. Redmond is also president of the board of the Community Alliance with Family Farmers (CAFF), a non-profit organization that promotes family farm-based sustainable agriculture. Ms. Redmond received a M.S. from U.C. Davis in Plant Pathology and was awarded the 2007 Women Chefs and Restaurateurs "Woman Who Inspire Golden Plow Award."

## **Richard Rominger**

**Rominger Farms**



Richard E. Rominger, a fourth generation Yolo County California farmer, is active in farm organizations and cooperatives and has served six years as Director (Secretary) of the California Department of Food and Agriculture. More recently he was the Deputy Secretary (the number two position) at the U. S. Department of Agriculture in Washington, DC for eight years, where working to improve farm policy, including conservation programs and the establishment of the National Organic Standards, were among his many responsibilities. Then for three years he was Advisor on Production Agriculture to the University of California (UC) Davis, UC Riverside, California State University Fresno, and Cal Poly San Luis Obispo. He continues to serve as a Special Advisor to the Chancellor at UC Davis and on the Advisory Committee of the new Agricultural Sustainability Institute at UC Davis. He is vice-chairman of Marrone Organic Innovations, a start-up company developing bio-pesticides. He is a member of the California Roundtable on Agriculture and the environment, and also serves on the board of directors of the American Farmland Trust, the Roots of Change Council, and recently completed terms on the University of California President's Advisory Commission on Agriculture and Natural Resources, and the Board of Regents of the University of California representing alumni.

## **Jennifer Ryder Fox**

**Dean, College of Agriculture, California State University, Chico**



Jennifer Ryder Fox was appointed Dean of the College of Agriculture at California State University, Chico in 2006; prior to that she was head of the Horticulture and Crop Science Department at Cal Poly, San Luis Obispo. Before going to Cal Poly in the fall of 2002, she was a vice president at AgraQuest, a Davis-based biotechnology agricultural product development company. She has also been a regional regulatory affairs manager for FMC Corp., a leading chemical company of agricultural and consumer products, and director of regulatory and environmental affairs

for the Western Crop Protection Association. Dr. Fox received her MS and PhD from New Mexico State University in soil microbiology and woody plant physiology, respectively. She completed her undergraduate studies at Cal Poly, San Luis Obispo, where she received a BS in soil science.

## **Howard-Yana Shapiro**

**Global Director, Plant Science & External Research, Mars Incorporated**

**Co-founder, Seeds of Change**



Howard-Yana Shapiro has been involved with sustainable agricultural and tree cropping systems for over thirty five years with projects in the USA, the EU, Mexico & Latin America (Guatemala, Honduras, Belize, Costa Rica), South America (Brazil, Ecuador, Peru, Bolivia), West Africa (Ghana, Cameroon, Ivory Coast) and South East Asia (Papua New Guinea, Bougainville, The Philippines, Indonesia, Viet Nam). A two-time Ford Foundation Fellow, Fulbright Scholar, and recipient of a National Endowment for the Humanities Award, he is a former university professor and was the VP, Agriculture, for Seeds of Change, an organic seed and food company. Mars, Incorporated purchased Seeds of Change in 1997,

and since then he has served as Senior Scientist in Plant Science, Agroforestry and Agroecology for M&M, Mars, Research Manager, Plant Science and Agroforestry, M&M/Mars and currently as Global Director Plant Science and External Research, Mars, Incorporated. In 2006 he organized the Future of Cacao Symposia at the National Academy of Science and Co-Chaired the 1st World Congress of Agroforestry, a role he continues for the 2nd World Congress of Agroforestry in 2009. In 2008 he was appointed to lead an international consortium including Mars, Incorporated, The USDA-ARS and IBM to sequence and assemble the *Theobroma l.cacao* genome. He the author of three books and is currently co-editing *Chocolate: Heritage of the Americas*; *The Science of Theobroma l. cacao: Botany, Chemistry & Medicine*; and *The Future of Agroforestry and Landuse Globally*. He has presented at over 200 meetings and is widely quoted in the press, on radio and TV. He currently holds an appointment as Adjunct Professor in the College of Agriculture and Environmental Sciences at UC Davis.



## **Neal Van Alfen**

**Dean, College of Agricultural & Environmental Sciences, UC Davis**



Neal Van Alfen was raised in Modesto, California, and received a B.S. in chemistry in 1968 and M.S. in botany in 1969 from Brigham Young University. He received a Ph.D. in plant pathology from the University of California, Davis in 1972. Van Alfen started his professional career as a plant pathology research scientist at the Connecticut Agricultural Experiment Station in New Haven studying tree diseases. In 1975 he moved to Utah State University to be a Cooperative Extension plant pathology specialist and a member of the faculty of the Department of Biology. While at Utah State University he served as a professor of biology and molecular biology and biochemistry. In 1990 he moved to Texas A&M University, College Station to serve as head of the Department of Plant Pathology and Microbiology. In 1999, Van Alfen returned to UC Davis to become dean of the College of Agricultural and Environmental Sciences. Van Alfen's research interests have focused on controlling plant disease using low input, sustainable methods. His current research interests are to develop biological control strategies for fungal diseases. In particular, he studies how viruses of fungi can be used to control plant diseases. He also has extensive experience as a consultant on effects of air pollution on environmental health.

## **Paul Wenger**

**First Vice President, California Farm Bureau Federation  
Farmer**



Paul Wenger was re-elected first vice president of the California Farm Bureau Federation in December 2007. Wenger, who farms in Modesto, became a statewide officer in 1997 when he was elected second vice president, and became first vice president in 2005. A third-generation farmer, Wenger farms almonds and walnuts on the family farm, which includes property purchased by his grandfather in 1910. His farming operations also include sharecropping, custom farm work and walnut hulling. He has expanded his operation to include processing and marketing of almonds and walnuts through his Wood Colony Nut Co., to provide an opportunity for the fourth generation of the family to vertically integrate into the family farming operation. Wenger has been active in community affairs, serving on the Salida Volunteer Fire Department, the Hart-Ransom School Board of Trustees, and the Stanislaus Land Trust and Agricultural Pavilion boards.