



United States  
Department of  
Agriculture

Agricultural  
Marketing  
Service

1400 Independence Avenue, S.W.  
Room 3071-S. Ag. Stop 0201  
Washington, D.C. 20250-0268

**CANDIDATE SUMMARIES**  
**NATIONAL ORGANIC STANDARDS BOARD**

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**1. HANDLER**

Harold V. Austin, IV, Director of Orchard Administration, **Recommended**

- **Geographic Location:** Yakima, Washington
- **Affiliations and Expertise:** Washington State Department of Agricultural Organic Advisory Board; Northwest Horticultural Science Advisory Committee, and the Washington Tilth Association
- **Education:** Some basic correspondence classes at Washington State University. Over 30 years of farming and agricultural consulting experience; obtained Consulting License from Washington and Oregon State and Washington State Dealer Manager's Licenses
- **Career or Notable Positions Held:** Zirkle Fruit Company, a family-owned business, and Director of Orchard Administration; farmed own apple orchards for 25 years to include working with a number of growers and other fruit warehouses. Previously worked with G.S. Long, Inc., as an agricultural chemical fieldman and entomologist; responsible for writing recommendations for growers to help them to efficiently control their disease and pest problems by using an integrated pest management systems approach
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or R&P Board Experience:** Cowiche Growers Fruit Co-op Grower Member; Washington Growers League; Yakima Valley Fieldmans Association; and Washington State Farm Bureau Member
- **Acres or Crop Size:** Owner and operator of 2,000 acres of organic apples, cherries, pears, and blueberries, including 110,000 bins of organic certified apples for the upcoming growing season
- **Industry Comparison:** Large Fruit Operator/Grower
- **Any Other Facts about Candidate:** Has over 35 years involvement in the activities of the fruit industry, both organic and conventional in the Pacific Northwest

**Summary of Candidate's Qualifications:** Harold Austin is the Director of Orchard Administration for Zirkle Fruit Company, an organic tree fruit grower, packer and shipper. Mr. Austin is a member of the Washington State Department of Agriculture's Organic Advisory Board, the Northwest Horticultural Council's Science Advisory Board, and Washington State University's Leadership Team. Mr. Austin has been a leader in the organic tree fruit industry for a number of years and has a broad experience from the farm through the packing shed to the marketplace.

## National Organic Standards Board

### Personnel Summary

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Carmela Beck, National Organic Program Supervisor, **Next Favored**

- **Geographic Location:** Watsonville, California
- **Affiliation and Expertise:** California Certified Organic Farmers (CCOF); Latinas in Agriculture; and Organic Trade Association Mexico Task Force
- **Education:** B.A., Political Science, University of California; Ecological Horticulture, University of California, Santa Cruz Extension, Center for Agroecology and Sustainable Food Systems
- **Career or Notable Positions Held:** Driscoll Strawberry Associates, Inc. (DSA) as the National Organic program Supervisor, serve as the Organic Certification Grower liaison, and is responsible for managing the organic compliance program; and as an Organic Certification Grower Liaison, required to manage all DSA's organic certification program
- **Any Statutory Requirements the Candidates Represents:** None
- **Previous Committee or R&P Board Experience:** None
- **Acres or Crop Size:** Strawberries 906 acres; 1027 acres raspberries, 105 acres blueberries; and 300 acres of blackberries
- **Industry Comparison:** Large fruit berry operation
- **Any Other Facts about Candidate:** Carmela Beck is the National Organic Program Supervisor and Organic Certification Grower Liaison for Driscoll's, an organic producer of berries. Ms. Beck is a member of the CCOF Government Advisory Council, the Organic Trade Association Mexico Task Force and Latinas in Agriculture. Ms. Beck will bring extensive knowledge and experience with organic certification to the NOSB. The current organic producers on the NOSB include Nick Maravell (Maryland, crops and livestock), Wendy Fulwider (Wisconsin, organic dairy), and Colehour Bondera (Hawaii, coffee and avocados). Nearly one third of U.S. organic production is produced in California and having an organic producer member on the NOSB from California is important.

## National Organic Standards Board

### Personnel Summary

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## 2. PRODUCER

Carmela Beck, National Organic Program Supervisor, **Recommended**

- **Geographic Location:** Watsonville, California
- **Affiliation and Expertise:** California Certified Organic Farmers (CCOF); Latinas in Agriculture; and Organic Trade Association Mexico Task Force
- **Education:** B.A., Political Science, University of California; Ecological Horticulture, University of California, Santa Cruz Extension, Center for Agroecology and Sustainable Food Systems
- **Career or Notable Positions Held:** Driscoll Strawberry Associates, Inc. (DSA) as the National Organic Program Supervisor, serves as the Organic Certification Grower liaison, and is responsible for managing the organic compliance program; and as an Organic Certification Grower Liaison, required to manage all DSA's organic certification program
- **Any Statutory Requirements the Candidates Represents:** None
- **Previous Committee or R & P Board Experience:** None
- **Acres or Crop Size:** Strawberries 906 acres; 1027 acres raspberries, 105 acres blueberries; and 300 acres of blackberries
- **Industry Comparison:** Large fruit berry operation
- **Any Other Facts about Candidate:** For the past four years managed the complex organic compliance program for Driscoll Strawberry Associates; working with an estimated 80 certified organic growers, over 15 certified organic coolers, two certified organic nurseries and five organic certification agencies in U.S., Mexico, and Chile. Assists with Organic System Plan compliance, and annual inspections. Fluency in Spanish allows her to communicate with a broader Hispanic organic audience.

**Summary of Candidate's Qualifications:** Carmela Beck is the National Organic Program Supervisor and Organic Certification Grower Liaison for Driscoll's, an organic producer of berries. Ms. Beck is a member of the CCOF Government Advisory Council, the Organic Trade Association Mexico Task Force and Latinas in Agriculture. Ms. Beck will bring extensive knowledge and experience with organic certification to the NOSB. The current organic producers on the NOSB include Nick Maravell (Maryland crops and livestock), Wendy Fulwider (Wisconsin, organic dairy), and Colehour Bondera (Hawaii, coffee and avocados). Nearly 1/3 of U.S. organic production is produced in California and having an organic producer member on the NOSB from California is important.

**National Organic Standards Board  
Personnel Summary  
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Harriet Behar, Organic Specialist, **Next Favored**

- **Geographic Location:** Gays Mills, Wisconsin
- **Affiliations and Expertise:** Clayton Township Crawford County Planning Commission; Crawford County Land Conservation Committee, and Soil and Water Committee
- **Education:** Journalism Major, University of Wisconsin; Organic Inspector Trainings and Coordinator; and completed Applied Dairy Chemistry short course. Completed IOIA Advanced Inspector Training; ISO 9001 Lead Auditor Course, and National Organic Program Certifier Compliance Training
- **Career or Notable Positions Held:** Midwest Organic Sustainable Education Service (MOSES) Organic Outreach Coordinator and Instructor served as coordinating and provide instruction for organic classes, training extension agents, Ag instructors, farmers, ranchers, processors and supplies to the organic industry about organic regulations and production. As an Organic Certify Inspector and Reviewer, responsible for traveling throughout North and Central America performing organic certification inspections for crop and livestock farms, and processing operations. Performed over 1500 crop inspections, 700 livestock inspections, and 600 processing inspections
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or R&P Board Experience:** Independent Organic Inspectors Association Board of Directors; Organic Materials Review Institute Board of Directors; National Sustainable Agriculture Coalition; National Organic Coalition and Organic Trade Association and NOSB Task Force
- **Acres or Crop Size:** Owner and operator of 216 acres of organic bedding plants, vegetables, herbs and grains; include 35 laying hens, 20 honey bees and making maple syrup
- **Industry Comparison:** Small harvesting wild and plant perennials
- **Any Other Facts about Candidates:** Harriet Behar is the Organic Outreach Coordinator for the Midwest Organic Sustainable Education Service (MOSES) and an organic crop producer in Wisconsin. Ms. Behar has served on the board of directors for the Independent Organic Inspectors Association and the Organic Materials Review Institute. Ms. Behar has extensive knowledge and experience with organic inspections and certification.

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3. **ENVIRONMENTALIST**

Tracy Favre, Chief Operating Officer, **Recommended**

- **Geographic Location:** Granbury, Texas
- **Affiliations and Expertise:** Quivera Coalition, and Society for Range Management, and Registered Professional Engineer, Texas P.E.#72184
- **Education:** MSc. Sustainable Development (Agricultural Emphasis); Master's Thesis, University of London, UK, and B.S. Petroleum Engineering, Texas A&M University
- **Career or Notable Positions Held:** Holistic Management International (HMI), Chief Operating Officer, plans and co-directs aspects of the organization's operational, administrative policies, objectives, and initiatives. Responsible for developing new business programs and oversees the consulting arm of HMI. Works closely with agricultural producers, NGOs and government agencies. Pipeline Analysis, LLC, an environmental engineering firm, as President worked with municipal and industrial clients to creatively solve watershed water quality challenges relating to the Clean Water Act compliance
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or R&P Board Experience:** None
- **Acres or Crop Size:** 9 acres hay operations; 3 acres pecan orchard; and 1 acre of blackberry orchard new planting
- **Industry Comparison:** Small orchard planting farm
- **Any Other Facts About Candidate:** Over 25 years of working to protect natural resources. Working directly with farmers, ranchers and other land stewards to provide training on methods of managing their land to achieve triple bottom line success – environmental, financial and social. As a farm owner and operator, experience first-hand the dynamic conditions of markets, weather and environment that make agricultural production so uncertain. Since 2008, worked with over a hundred producers with certified organic operations to assist with developing their Organic System Plans.

**Summary of Candidate's Qualification:** Tracy Favre is the Chief Operating Officer for Holistic Management International, an international non-profit with the mission of "educating people to manage land for a sustainable future." Ms. Favre has 17 years of experience working with municipal and industrial clients on watershed management projects as an environmental engineering consultant. She is a frequent author of technical articles for industry journals and presenter at technical conferences.

## National Organic Standards Board

### Personnel Summary

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Jennifer Ryder Fox, Ph.D., Dean, **Next Favored**

- **Geographical Location:** Chico, California
- **Affiliations and Expertise:** Organic Materials Review Institute, and California Certified Organic Farmers (CCOF)
- **Education:** Ph.D., Woody Root Physiology, New Mexico State University, M.S. Soil Microbiology, New Mexico State University, and B.S. Soil Science, Cal Poly State University
- **Career or Notable Positions Held:** College of Agriculture, California State University, Dean, responsible for the administration of the college including management of a \$2.5 million budget, the \$600,000 state-funded Agricultural Research Initiative grant program, curricula and faculty/resource/facility development, and providing teaching and research on an 800 acre university farm. As Department Head and Professor, Horticulture and Crop Science Department worked as principle faculty liaison to the department's industry advisory council with production oversight of 125 acres of orchards, grapes, and berries
- **Any Statutory Requirements the Candidate Represents:** U. S. Environmental Protection Agency Peer Review Panel, 2009 EPA STAR Grants, and the Western Integrated Pest Management (IPM) Center, Davis, California
- **Previous Committee or R&P Board Experience:** California Farm Bureau; Board of Directors & Executive Committee, Ag \*IDEA Consortium, American Association of State Colleges of Agriculture and Renewable Resources; and Advisory Council, Agricultural Sustainability Institute
- **Acres or Crop Size:** 800 acres at California State University, crops, vegetables and grains; 100 head of beef cattle, 80 dairy organic cows, and various livestock
- **Industry Comparison:** Large Crop farm and livestock
- **Any Other Facts About Candidate:** Dr. Jennifer Ryder Fox is the Dean of the College of Agriculture, California State University, Chico, California. She serves on the boards of directors of the Ag\*IDEA Consortium, the American Association of State Colleges of Agriculture and Renewable Resources, and the Organic Materials Review Institute. She has extensive background in agriculture and integrated pest management.

## National Organic Standards Board

### Personnel Summary

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#### 4. CONSUMER PUBLIC INTEREST

Jean Richardson, Ph.D., Professor Emerita, **Recommended**

- **Geographic Location:** North Ferrisburgh, Vermont
- **Affiliations and Expertise:** Justice of the Peace; Board of Civil Authority – Quasi-Judicial Appeal Board; Vermont Environmental and Agricultural Mediation Center; Addison County District Environmental Commission, and State Environmental Board
- **Education:** B.S., Faculty of Science, University of Newcastle-upon-Tyne, England; M.S. and Ph.D., Biogeography, Post-Doctoral Law Clerkship; served on the Faculty of the Vermont Law School, Environmental Law Center, and advanced studies in strategic negotiation from Harvard University
- **Career or Notable Positions Held:** Professor Emerita of Natural Resources, Environmental Studies and Geography; Maple Syrup Producer; Organic Inspector and Consultant/Independent Contractor
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or R&P Board Experience:** Board of Directors of the Vermont Natural Resources Council; Northwest Medical Center; Board of Directors for National Wildlife Federation (NWF); and Editorial board of the Island Press non-profit publishing company
- **Acres or Crop Size:** 5000 Taps of Maple Syrup Production organic certified
- **Industry Comparison:** Large
- **Any Other Facts About Candidate:** First woman in Britain to do the weather forecast live on evening television; extensive international research and consulting experience over three decades in Western and Eastern Europe, Russia, China, West Africa, Australia, New Zealand. Established an electric fence franchise business. Negotiated regional Forest Certification Standards and establish the Forest Stewardship Council (FSC) in the U.S. and Canada

**Summary of Candidate's Qualification:** Dr. Jean Richardson is Professor Emerita of Natural Resources, Environmental Studies and Geography, University of Vermont, a Maple Syrup Producer, Organic Inspector and Independent Contractor in matters relating to rural development, agriculture and environment. She has served on the board of directors of the Vermont Natural Resources Council, Northwest Medical Center, and the National Wildlife Federation. She has been appointed to Vermont Commission on the Status of Women and was appointed by President Clinton to represent the United States on the NAFTA Commission for Environmental Cooperation. She was a founding director of the Institute of Sustainable Communities, President of the New England Environmental Policy Center and founding Director of Environmental Partnerships in Communities. She has an extensive background in public policy and work in sustainable development and also understands organic agriculture in her work as an organic inspector. She has broad support from the National Organic Coalition, regional organic certifiers and elected politicians.

## National Organic Standards Board

### Personnel Summary

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Carolyn Dimitri, Ph.D., Research Associate Professor, **Next Favored**

- **Geographic Location:** New York, NY
- **Affiliations and Expertise:** Organic Import Trade Codes; and Board of Directors, Northeastern Agricultural and Natural Resource Economics Association
- **Education:** Ph.D., Agricultural and Natural Resource Economics, University of Maryland; and B.A., Economics cum laude, University of Buffalo
- **Career and Notable Positions Held:** Research Associate Professor, Food Studies, New York University; Adjunct Faculty, University of Maryland, Department of Agricultural and Resource Economics; Adjunct Associate Professor, University of Maryland, Department of Business Administration; and Adjunct Associate Professor, George Mason University, Department of Environmental Studies – Introduction to Environmental Economics (master's level)
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or R&P Board Experience:** None
- **Acres or Crop Size:** None
- **Industry Comparison:** None
- **Any Other Facts About Candidate:** Dr. Carolyn Dimitri is Research Associate Professor of Food Studies in the Department of Nutrition, Food Studies, and Public Health at New York University. She serves on the board of directors of the Northeastern Agricultural and Natural Resource Economics Association. She has extensive experience and knowledge of the economic aspects of the organic food industry as well as of consumer preferences concerning organic food products.



5. **SCIENTIST**

**Andrea Sonnabend**, Policy Specialist and Organic Inspector, **Recommended**

- **Geographic Location:** Watsonville, California
- **Affiliations and Expertise:** Organic Materials Review Institute, and Organic Seed Alliance
- **Education:** M.S. Plant Breeding, Agronomy, Biochemistry, Entomology, Statistics, and Ecology, Cornell University; and B.S. Plant and Soil Science (magna cum laude), University of Massachusetts
- **Career or Notable Positions Held:** California Certified Organic Farmers, Organic Inspector and Policy Specialist, work on policy for organic materials, invasive pests, organic seeds, genetic engineering and other topics through regulatory agencies, task forces, and other industry councils. Organic Inspector, responsible for inspecting organic farms and on-farm handling and processing operations for compliance to include a full range of crops grown in California
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or R& P Board Experience:** Board of Directors, North Valley Chapter; Statewide Certification Standards Committee; Materials Review Committee; Government Affairs Committee; and International Organic Inspectors Association
- **Acres or Crop Size:** 12 acres of figs, peaches, and prunes fruit trees
- **Industry Comparison:** Small Fruit Trees
- **Any Other Facts About Candidate:** Founding Board Member for the Organic Materials Review Institute (OMRI); participation as a Member chair for the Crops Review Panel for Formulated Product review. Coordinated the annual 3-day Ecological Farming Conference for 1400+ people throughout the organic industry. Received recognition for Steward of Sustainable Agriculture Award (SUSTIE) from the Ecological Farming Association for demonstrating long-term and significant contributions for the well-being of agriculture and the planet; and the Spirit of Organic Award from New Hope Media.

**Summary of Candidate's Qualification:** Zea Sonnabend is the Organic Policy Specialist for CCOF, an organic certifier based in California. She has served on the board of the Organic Materials Review Institute, the Organic Seed Alliance, the International Organic Inspectors Association, and the California Department of Agriculture Invasive Species Advisory Council. Ms. Sonnabend has extensive scientific knowledge and experience with materials used in organic production and handling. She was a technical advisor to the National Organic Standards Board on Technical Advisory Panels between 1993-5.

## National Organic Standards Board

### Personnel Summary

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Francis Thicke, Farmer Owner and Operator, **Next Favored**

- **Geographic Location:** Fairfield, Iowa
- **Affiliations and Expertise:** Board of Directors of Iowa Farmers Union, Board of Directors of the Organic Farming Research Foundation; Steering Committee of Scientific Congress on Organic Agriculture Research (SCOAR)
- **Education:** Ph.D., Agronomy/Soil Fertility, University of Illinois; M.S. Soil Science, University of Minnesota, and B.A. Music and Philosophy, Winona State College
- **Career or Notable Positions Held:** Owner/operator of on-farm dairy processor and marketing; Fellow of the Food and Society Policy Fellows program funded by the W.K. Kellogg Foundation; National Program Leader for Soil Science at USDA Extension Service; and Graduate Research Assistant
- **Any Statutory Requirements the Candidate Represents:** Iowa USDA State Technical Committee
- **Previous Committee or R&P Board Experience:** Iowa Environmental Protection Commission; Iowa Food Policy Council, Producer Subcommittee; Board of Directors of the Midwest Organic and Sustainable Education Services (MOSES); and Iowa State University Extension Advisory Committee
- **Acres or Crop Size:** 450 acres, and 80-organic dairy livestock
- **Industry Comparison:** Large
- **Any Other Facts About Candidate:** Francis Thicke is the owner/operator of an organic livestock operation. He serves on the Board of Directors of the Iowa Farmers Union and has served on the Organic Farming Research Foundation board, the Iowa Environmental Protection Commission, the Iowa Food Policy Council and the Steering Committee of Scientific Congress on Organic Agriculture Research. Dr. Thicke has a Ph.D. in Agronomy and an extensive background with organic research and extension.

**Applicants Not Recommended**

The applicants listed below were all vetted and approved, and did meet the requirements, but did not provide the level of experience or depth of knowledge that was exhibited by the selected members nor did they provide the geographic balance or diversity needed in combination with the current members.

<u>Organic Handlers:</u>	<u>Organic Producers:</u>	<u>Environmentalists:</u>	<u>Consumer Public Interest</u>	<u>Scientist</u> ←
Charles Coiner Zareb Herman Cynthia Szymanski Francis Thicke	Colin Archipley Tom Chapman Alfred Clutts Charles Coiner Jane Cowels Jaime Edgar Jeffrey Ensminger Michael Horwath Lowell Kaul Marc Keith Amy Kinder Rochelle King Linda Lipsius Philip LaRocca Dominic Marchese Michelle Sandy Cynthia Szymanski Francis Thicke	Margy Lambert Eric Mader Amy Manzelli Christy Wilhelmi	Laurie Cohen Cynthia Coronado-Brown Jeffrey Dangler Michael Horwath Marc Keith Brancy Gamoning Melinda Hemmelgarn Amy Manzelli Ashley Powell David Stephens Cynthia Szymanski John Westerdahl, Ph.D. Christy Wilhelmi	Judith Erb, Ph.D. Margy Lambert Gadi Reddy, Ph.D. John Reigart Dojin Ryu, Ph.D. Francis Thicke Steve Yeon

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USDA Agricultural Marketing Service (AMS)  
National Organic Program (NOP)  
National Organic Standards Board (NOSB)  
2012 and 2015 Appointment Summary

### **Summary of 2012 Appointment: Carmela Beck**

- Five seats were open for January 2012 appointments
- Records show that there 46 applicants; 15 were interviewed; 9 names were advanced to the USDA Secretary for consideration. Five were appointed.
- At the time applications for 2012 appointments were being considered, the NOSB had 14 members: 9 were men and 5 were women. There were no members known to be Latino/Hispanic at the time, making that an under-represented group.
- At the time of Carmela Beck's application and appointment, she worked for Driscoll's in Watsonville, California. Driscoll's is certified as a crops producer by CCOF (California Certified Organic Farmers – an organic certifier), and Beck was identified as the primary contact for the organic certification of the operation. USDA considered her to be engaged in the operations of an organic farming operation. Beck was interviewed and based on her experience, expertise, and diversity factors, her name was advanced for consideration by the Secretary.
- Dominic Marchese (b) (6) applied as an organic producer, and operates an organic farm in Ohio. He had previously applied for the NOSB in 1992 and 2009, and had not been appointed. He met the qualifications, but he was not selected as one of the 15 people to be interviewed.
- At the time Beck, Marchese and others were considered, other producers already on (and that would remain) on the NOSB included: a Maryland crop and livestock producer, a Wisconsin organic dairy producer, and a Hawaii coffee and avocados grower. Because nearly one third of U.S. organic production is produced in California, for balance in representation, having an organic producer member on the NOSB from California was important. Beck was selected in part for this geographic balance, and was also identified as Hispanic, adding diversity to the NOSB in this underrepresented group.

### **Summary of 2015 Appointment: Ashley Swaffer**

- Four seats were open for January 2015 appointments
- There were 25 applicants; 18 were interviewed; 9 names were advanced to the USDA Secretary for consideration (3 of these were in the producer category). Four were appointed.
- At the time applications were being considered, the NOSB had 15 members: 9 were men and 6 were women.
- At the time of Ashley Swaffer's application and appointment, she worked for Arkansas Egg Company in Arkansas, and was the primary liaison for organic certification with 48 family and company owned farms in 4 states. As such, USDA considered her to be

engaged in the operation of organic farms. Swaffer was interviewed and based on her experience, expertise, and diversity factors, her name was advanced for consideration by the Secretary.

- Rebecca Goodman was determined to be qualified and was interviewed for the producer position; she operated an organic dairy in Wisconsin. She was not one of the 3 names advanced to the Secretary in the producer category.
- At the time Swaffer, Goodman and others were considered, other producers on the NOSB included: a California berry producer, a Maryland crop and livestock producer, and a Hawaii coffee and avocados grower. One of the departing members of the NOSB (a person whose term was expiring) was a livestock producer in the Upper Midwest. Goodman and Swaffer were both from the Midwest, however, Swaffer's expertise in poultry represented an agricultural production area not well represented on the NOSB at the time of the appointment. In contrast, dairy expertise was already present through the qualifications of other standing NOSB members.

<b>Nominee (Last name, First)</b>	<b>Board/Committee</b>	<b>Nominated by:</b>
Austin, Harold	National Organic Standards Board	Diane Dempster
Sonnabend, Zea	National Organic Standards Board	Barbara Boxer
Chapman, Tom	National Organic Standards Board	Barbara Boxer
Reigart, Dr. J. Routt	National Organic Standards Board	Rush Holt
Beck, Carmela	National Organic Standards Board	Laura Batcha
Clutts, Perry	National Organic Standards Board	Laura Batcha
Behar, Harriet	National Organic Standards Board	Laura Batcha
Sandy, Michelle	National Organic Standards Board	Laura Batcha
Sonnabend, Zea	National Organic Standards Board	Laura Batcha
Callahan, Tim	National Organic Standards Board	Laura Batcha
Favre, Tracy	National Organic Standards Board	Jeff Bingaman
Fox, Jennifer	National Organic Standards Board	Laura Batcha
Herman, Zareb	National Organic Standards Board	Laura Batcha
Favre, Tracy	National Organic Standards Board	Laura Batcha
Chapman, Tom	National Organic Standards Board	Laura Batcha
Dimitri, Carolyn	National Organic Standards Board	Laura Batcha
Austin, Harold	National Organic Standards Board	Maria Cantwell
Beck, Carmela	National Organic Standards Board	Sam Farr
Fox, Jennifer	National Organic Standards Board	Debbie Stabenow
Marchese, Dominic	National Organic Standards Board	Sherrod Brown
Clutts, Perry	National Organic Standards Board	Sherrod Brown
Richardson, Dr. Jean	National Organic Standards Board	Patrick Leahy
Richardson, Dr. Jean	National Organic Standards Board	Patrick Leahy
Callahan, Tom	National Organic Standards Board	Peter Welch
Reigart, Dr. J. Routt	National Organic Standards Board	Henry Waxman
Reigart, Dr. J. Routt	National Organic Standards Board	Henry Waxman
Marchese, Dominic	National Organic Standards Board	John C. Fisher
Marchese, Dominic	National Organic Standards Board	John Fisher
Clutts, Perry	National Organic Standards Board	John Fisher

Nominator's Affiliation	Date	Appointed: Y or N
Tilth Procedures	6/14/2011	N
Senate	7/6/2011	N
Senate	7/6/2011	N
House of Representatives	7/19/2011	N
Organic Trade Association	7/20/2011	N
Organic Trade Association	7/20/2011	N
Organic Trade Association	7/20/2011	N
Organic Trade Association	7/20/2011	N
Organic Trade Association	7/20/2011	N
Organic Trade Association	7/20/2011	N
Senate	7/20/2011	N
Organic Trade Association	7/20/2011	Y
Organic Trade Association	7/20/2011	N
Organic Trade Association	7/20/2011	N
Organic Trade Association	7/20/2011	N
Organic Trade Association	7/20/2011	N
Senate	7/21/2011	N
House of Representatives	7/25/2011	N
Senate	7/25/2011	Y
Senate	7/26/2011	N
Senate	7/26/2011	N
Senate	8/1/2011	?
Senate	8/5/2011	N
House of Representatives	8/10/2011	N
House of Representatives	8/10/2011	N
House of Representatives	8/17/2011	N
Ohio Farm Bureau Federation	9/13/2011	
Ohio Farm Bureau Federation	9/16/2011	
Ohio Farm Bureau Federation	9/20/2011	

**DECISION MEMORANDUM FOR THE SECRETARY**

**THROUGH:** Edward Avalos  
Under Secretary  
Marketing and Regulatory Programs

*Edward Avalos* 11-21-11

**FROM:** David R. Shipman  
Acting Administrator

*David R Shipman*

NOV 15 2011

**SUBJECT:** Appointment of five members to the National Organic Standards Board

**ISSUE**

The National Organic Standards Board (NOSB) is composed of 15 members; four members have terms that expire on January 24, 2012. An additional member resigned from their position in October 2010 for personal reasons and, as such, must also be replaced. Therefore, appointments by the Secretary of Agriculture are needed for the following five vacant member positions: one organic handler, one producer, one environmentalist, one consumer public interest, and one scientist. The term shall be for five years, commencing on January 24, 2012, and ending on January 24, 2017.

**SUMMARY OF REGULATIONS AND NOMINATION PROCEDURES**

Under the Organic Foods Production Act (OFPA), Section 2119 (7 U.S.C. 6518), and in accordance with the Federal Advisory Committee Act (5 U.S.C. App. 2 et seq.), the NOSB was established to assist in developing standards for substances to be used in organic production and to advise the Secretary on any aspect of the National Organic Program (NOP).

On April 1, 2011, the Agricultural Marketing Service (AMS) published in the *Federal Register* and publicized through an AMS News Release an announcement seeking nomination for five positions on the NOSB. Additional outreach activities were also conducted to increase diversity on the Board.

The procedures for submitting an NOSB nomination were clearly outlined in the *Federal Register* Notice. Candidates who apply for membership on the NOSB submit a letter of interest, a resume, and the AD755 Background Information form. The Secretary of Agriculture has the sole authority and discretion to appoint members to the NOSB.

**Composition and Qualification of the Board.** The NOSB is composed of 15 members, representing seven categories: four individuals who own or operate an organic farming operations; two individuals who own or operate an organic handling operation; one individual



## **DECISION MEMORANDUM FOR THE SECRETARY**

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who owns or operates a retail establishment with significant trade inorganic products; three individuals with expertise in areas of environmental protection and resource conservation; three individuals who represent public interest or consumer interest groups; one individual with expertise in the fields of toxicology, ecology, or biochemistry; and one individual who is a certifying agent.

### **STEPS TAKEN TO INCREASE OUTREACH**

Please see Outreach Summary included in this package (left side).

### **CLEARANCE PROCESS**

A list of the nominees was submitted to the White House Liaison's office for vetting clearance on August 4, 2011. The nominees were cleared on September 30, 2011. As part of the clearance process, the department also certified that none of the nominees to the Board are federally registered lobbyists.

### **RECOMMENDATION**

Under the OFPA, Section 2119 (7 U.S.C. 6518), and in accordance with the Federal Advisory Committee Act (5 U.S.C. App. 2 et. Seq.), the Secretary has authority to select candidates to serve on the NOSB. Therefore, AMS recommends that the Secretary of Agriculture appoint new NOSB members for the following positions: one organic handler, one organic producer, one environmentalist, one consumer public interest, and one scientist beginning January 24, 2012, and ending on January 24, 2017.

#### **Attachments**

Cc: Administrator Office  
ODA/NOP

# DECISION MEMORANDUM FOR THE SECRETARY

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## CANDIDATE SLATE

### QUALIFICATIONS

The recommendations are based on a number of factors including: (1) Applicant's knowledge of the Organic Food Production Act and the National Organic Program regulations; (2) Applicant's experience with working on boards; (3) the ability to represent interests of board membership category (e.g., producer, handler, retailer, scientist, environmentalist, certifier, and public interest); (4) support from stakeholders, interest groups, and elected officials; and (5) Gender, ethnic, and geographical balance. Existing gender, ethnic and geographical balance were reviewed to ensure continued balance for the Board.

<b>Number of vacancies to be filled</b>	<b>5</b>
<b>Number of applications considered</b>	<b>46</b>
<b>Number of candidates considered and listed below</b>	<b>9</b>
<b>Number of candidates recommended (in bold)</b>	<b>5</b>

1. **HANDLER**

× **Harold V. Austin, IV**  
Carmela Beck

✓  
\_\_\_\_\_

2. **PRODUCER**

× **Carmela E. Beck**  
Harriet Behar

✓  
\_\_\_\_\_

3. **ENVIRONMENTALIST**

× **Tracy T. Favre**  
Jennifer Ryder Fox, Ph.D.

✓  
\_\_\_\_\_

4. **CONSUMER PUBLIC INTEREST**

× **Jean Richardson, Ph.D.**  
Carolyn Dimitri, Ph.D.

✓  
\_\_\_\_\_

5. **SCIENTIST**

× **Andrea Sonnabend**  
Francis Thicke, Ph.D.

✓  
\_\_\_\_\_

**DECISION MEMORANDUM FOR THE SECRETARY**

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**ACTION BY THE SECRETARY**

I hereby appoint the candidates annotated above.



\_\_\_\_\_  
Thomas J. Vilsack  
Secretary

11/29/11

\_\_\_\_\_  
Date

If approval cannot be made at this time:

Disapproved

Please see me

Consultation with \_\_\_\_\_ is required before approval can be made.

**NOSB Nominations Summary Table**

For January 2015 Appointments

CONFIDENTIAL INTERNAL DELIBERATIVE					Positions				
#	Name	Gender	Ethnicity	Race	Environm	Producer	Handler	Retailer	
1	Dr. Kokoasse Kpombrekou-A	(b) (6)			did not complete				
2	Mr. Colin Thomas Archipley					X			
3	Ms. Paula Ann Daniels				X				
4	Ms. Phyllis Ann Hannan		did not complete						
5	Dr. Tania Antonieta Mazza Martinez					X			X
6	Mr. Joseph Randall Martin						X		
7	Mr. William Clyde Reed		did not complete						
8	Ms. Ashley Swaffar		did not complete						
9	Mr. Pierre Sleiman						X		
10	Ms. Rebecca Goodman						X		
11	Mr. Paul Chartrand							X	
12	Mr. John K. Ashby							X	
13	Mr. Tom Chapman							X	
14	Mr. Alan Lewis								X
15	Ms. Laura Hedlund		did not complete						
16	Mr. Scott Silverman							X	
17	Ms. Robyn O'Brien					X			
18	Ms. Lisa de Lima								X
19	Dr. Michael E. Menes					X			
20	Ms. Sally Keefe					X			
21	Ms. Sarah Manski		did not complete						
22	Mr. James Rietkerk						X		
23	Mr. Cameron Molberg								
24	Mr. Dennis D. Crabtree						X		
25	Mr. Patrick D.R. Horan								
Counts: Male - 15/ Female - 10				<b>TOTALS</b>	5	6	4	3	

Hispanic/Latino - 3  
 Black/African American - 1  
 Asian - 2



**NOSB Nomination Summary Table  
For January 2015 Appointments  
CONFIDENTIAL INTERNAL DELIBERATIVE  
May 19, 2014**

**Mr. Colin Thomas Archipley – Producer seat**

(b) (6) CA

- President & CEO of Archi's Acres
- Farming since April 2006; produce 30,000 lbs of avocados; 75,000 herbs; and 10,000 lbs of kale per year

**Mr. John Kenneth Ashby – Handler seat**

(b) (6) CA

- 20+ years of Business Development experience in natural, organic, nutritional, and performance foods
- Highly visible industry contributor – writer, speaker, lecturer, advocate
- NOSB Poet Laureate

**Mr. Thomas Owyang Chapman – Handler seat**

(b) (6) CA

- Working in organic industry for 12 years
- Currently serving as the Sourcing Manager, Ingredients, Cliff Bar & Company – a leading company in healthy snacking and portable nutrition
- Strong understanding of organic principles and standards; career long dedication to the organic industry including experience in organic certification and processing/handling of organic products

**Mr. Paul M. Chartrand – Handler seat**

(b) (6) ME

President & Founder, Organic Wine Importer

- 1<sup>st</sup> U.S. company to import a line of organically grown wines

**Mr. Dennis D. Crabtree – Producer seat**

(b) (6) KS

- Chief Technical Officer, BioStar Systems, LLC
- Currently sits on board of directors of the National Agribusiness Technology
- Engaged in the development and deployment of agriculture waste management technology since 1993

**Ms. Paula Ann Daniels – Environmentalist seat**

(b) (6) CA

- Founder of LA Food Policy Council
- Served as Senior Advisor on Food Policy, Special Projects in Water, Office of Mayor Antonio Villaraigosa from 2011-2013
- Lawyer

**Ms. Lisa Ann de Lima – Retailer seat**

(b) (6) MD

- Currently VP of Grocery, MOM's Organic Market
- 16 years of experience in the Organic Retail Foods Industry

**(b) (6) ca A. Goodman – Producer seat  
WI**

- Organic dairy farmer since 1999; currently work 245 acre dairy/beef/crop family in SW Wisconsin
- Iowa Organic Farming Conference attendee; Grant reader; USDA Farmers' Market Promotion Program

**Ms. Phyllis Ann Hannan – seat not specified**

**(b) (6) MO**

- Owner of Nature's Organic Haven, LLC
- Independent producer of organic elderberries grown on 90 acres in rural MO

**Ms. Laura Hedlund – seat not specified**

**(b) (6) MN**

- Co-host live, call-in radio show – Food Freedom Radio in MN
- Member of Valley Natural Foods since 1997
- No Resume or cover letter

**Mr. Patrick D. R. Horan – seat not specified**

**(b) (6) NY**

- 25 years of experience farming certified organic vegetables
- Sell at five farmers markets in the Connecticut area
- Serve on Market Committee with CitySeed (New Haven) farmers markets

**Ms. Sally Keefe – Environmentalist seat**

**(b) (6) CO**

- Extensive organic agriculture experience in complex agricultural regulatory environment; in organic crop, livestock and handling certification and regulation; and in details of dairy production, processing and distribution
- Member of Colorado Department of Ag Organic Certification Advisory Board from 2007 – 2012

**Dr. Kikoasse Kpombrekou-A – seat not specified**

**(b) (6) AL**

- Professor of Soil and Environmental Science, Tuskegee University
- Organic farming research since 2002

**Mr. Alan Paton Lewis – Retailer seat**

**(b) (6) CO**

- Currently manage 77 USDA organic certificates for retail handling/processing associated with retail locations of Natural Grocers by Vitamin Cottage, Inc.
- Wrote the OSP for Natural Grocers 110,000 square foot food processing and packaging facility and worked with Colorado Department of Ag Organic Program to implement the OSP

**Ms. Sarah Manski – seat not specified**

(b) (6) CA

- Co-Founder/CEO, PosiPair.com – a company working to become the global leader in online green business services
- Businesswoman and communications specialist engaged in building the new, green economy

**Mr. Joseph Randall Martin – Producer seat**

(b) (6) NC

- Own and operate Zydeco Moon Organic Farm
- Certified with NOP since 2006
- Founder, officer and board member of New River Organic Growers Association, Inc., an agricultural marketing cooperative

**Dr. Tania Antonieta Mazza Martinez – Environmentalist or Retailer seat**

(b) (6) FL

- Expert in product regulatory compliance for 24 years at Federal and State level
- Special Advisor for some of the Central and Latin America governments regarding import procedures of organic and natural products as well as Free Trade Agreements with the U.S.

**Dr. Michael Eric Menes – Environmentalist seat**

(b) (6) CA

- Technical Director, True Organic Products, where one of the core competencies is environmental protection and resource conservation

**Mr. Cameron Joseph Molberg – farmer seat?**

(b) (6) TX

- CEO World's Best Eggs, LLC
- Advocate for organic rural middle-class family farms
- Manage one of the largest family-owned pasture-raised certified organic egg farms in the nation

**Ms. Robyn O'Brien – Environmentalist seat**

- Founder/Executive Director, Allergy Kids Foundation
- Active in the food industry for 15 years
- Currently working with farmers in the field to understand the impact of today's technologies and application on soil health

**Mr. William Clyde Reed – seat not specified**

(b) (6) SC

- Sunny Creek Farm Manager – a family owned and operated hydroponic sprout farm in western NC

**Mr. James Rietkerk – Producer seat**

(b) (6) CA

- Manage all cultural aspects of strawberry production for 300 acres
- Develop variety specific soil fertility program for conventional and organic strawberry production



**Mr. Scott Silverman – Handler seat**

(b) (6) CO

- VP of Growth Solutions, KeHE Distributors
- 4 distribution centers certified organic by QAI
- Completed IOIA training
- Served on various boards – OMRI to Ecological Farming Association to State of CA Organic Products Association

**Mr. Pierre Sleiman – Producer seat**

(b) (6) CA

- Founder and CEO Go Green Agriculture, Inc. – an organic, aquaponic farm
- Company's mission is to setup urban farms across the U.S. who can supply organic produce locally thereby reducing transportation cost, fuel emissions and delivery time

**Ms. Ashley Swaffar – Farmer seat?**

(b) (6) AR

- Extensive knowledge of farming and organic production
- Director of Special Projects, Arkansas Egg Company

<b>NOMINEES/POSITIONS</b>	<b>Board/Committee</b>	<b>Nominated by:</b>	<b>Nominator's Affiliation</b>	<b>Date</b>
<b>HANDLERS</b>				
Austin, Harold	National Organic Standards Board	Maria Cantwell	Senate	7/12/2011
Beck, Carmela	National Organic Standards Board	Sam Farr	House of Representatives**	7/25/2011
Beck, Carmela	National Organic Standards Board	Anna G. Eshoo	House of Representatives	7/22/2011
Chapman, Tom	National Organic Standards Board	Barbara Boxer	Senate	7/6/2011
Chapman, Tom	National Organic Standards Board	Barbara Lee	House of Representatives	7/7/2011
<b>PRODUCERS</b>				
Archipley, Colin	National Organic Standards Board	Darrell Issa	House of Representatives	7/15/2011
Archipley, Colin	National Organic Standards Board	Bob Filner	House of Representatives	7/7/2011
Beck, Carmela	National Organic Standards Board	Sam Farr	House of Representatives **	7/25/2011
Beck, Carmela	National Organic Standards Board	Anna G. Eshoo	House of Representatives	7/22/2011
Behar, Harriet	National Organic Standards Board	Ben Brancel, Secretary	Dept. of Ag, Trade&Consumer Protection, Wisconsin	7/7/2011
Behar, Harriet	National Organic Standards Board	Herb Kohl	Senator	7/27/2011
Behar, Harriet	National Organic Standards Board	Dan Kapanke	Wisconsin State Senator	7/14/2011
Behar, Harriet	National Organic Standards Board	Ron Kind	House of Representatives	7/11/2011
Behar, Harriet	National Organic Standards Board	Pete Flesch	Crawford County Board Chairman, Wisconsin	7/11/2011
Behar, Harriet	National Organic Standards Board	Lee Nerison	State Representative	7/13/2011
Clutts, Perry	National Organic Standards Board	Sherrod Brown	Senator	7/26/2011
Clutts, Perry	National Organic Standards Board	Steve Austria	House of Representatives	7/13/2011
King, Rochell	National Organic Standards Board	Jim Reese	Secretary of Agriculture, Oklahoma	6/24/2011
Marchese, Dominic	National Organic Standards Board	Steven LaTourette	Member of Congress	7/26/2011
Marchese, Dominic	National Organic Standards Board	Sherrod Brown	Senator	7/26/2011
Szymanski, Cynthia	National Organic Standards Board	Linda Newell	Senator	7/13/2011
Szymanski, Cynthia	National Organic Standards Board	John T. Salazar	Commissioner, Colorado Department of Agriculture	6/30/2011
<b>ENVIRONMENTALISTS</b>				
Favre, Tracy	National Organic Standards Board	Jeff Bingaman	Senate	7/20/2011
Fox, Jennifer	National Organic Standards Board	Debbie Stabenow	Senate**	7/25/2011
<b>CONSUMER PUBLIC INTERESTS</b>				
Dimitri, Carolyn	National Organic Standards Board	Laura Batcha	Organic Trade Association**	7/20/2011
Manzell, Amy	National Organic Standards Board	Lorraine S. Merrill	Commissioner, New Hampshire	7/14/2011
Manzell, Amy	National Organic Standards Board	Peter C.L. Roth	Senior Assistant Attorney General, New Hampshire	7/8/2011
Manzell, Amy	National Organic Standards Board	Suzanne J. Smith	House of Representatives	7/8/2011
Manzell, Amy	National Organic Standards Board	G. Brian Seaworth	State Representative	7/10/2011
Manzell, Amy	National Organic Standards Board	Thomas S. Burack	Commissioner, Dept. of Environmental Services, New Hampshire	7/11/2011
Manzell, Amy	National Organic Standards Board	John Lynch	Governor, New Hampshire	7/12/2011
Manzell, Amy	National Organic Standards Board	Charles F. Bass	House of Representatives	7/13/2011
Manzell, Amy	National Organic Standards Board	Kelly Ayotte	Senator	7/14/2011
Manzell, Amy	National Organic Standards Board	Sylvia B. Larsen	Senate Minority Leader	8/18/2011

Richardson, Dr. Jean	National Organic Standards Board	Patrick Leahy	Senate**	8/1/2011
Richardson, Dr. Jean	National Organic Standards Board	Patrick Leahy	Senate**	8/5/2011
Richardson, Dr. Jean	National Organic Standards Board	Patrick Leahy	Senate	7/12/2011
Richardson, Dr. Jean	National Organic Standards Board	Sara B. Kittell	Vermont State Senator	6/20/2011
Richardson, Dr. Jean	National Organic Standards Board	Chuck Ross	Secretary, Vermont, Agency of Ag. Food & Markets	6/17/2011
<b>SCIENTISTS</b>				
Reigart, John	National Organic Standards Board	Henry A. Waxman	House of Representatives	8/10/2011
Reigart, John	National Organic Standards Board	Rush Holt	House of Representatives	7/19/2011
Sonnabend, Zea	National Organic Standards Board	Barbara Boxer	Senate	7/6/2011
Sonnabend, Zea	National Organic Standards Board	Sam Farr	House of Representatives	7/12/2011
Thicke, Francis	National Organic Standards Board		No congressional support letters received	
<b>**White House Liaison office reported receipt of congressional support letters; however, NOP did not receive copies of letters</b>				



1400 Independence Avenue, SW  
Room 3071-S, STOP 0201  
Washington, DC 20250-0201

## DECISION MEMORANDUM FOR THE SECRETARY

THROUGH: Edward Avalos  
Under Secretary  
Marketing and Regulatory Programs

FROM: Anne L. Alonzo  
Administrator

### ISSUE:

The National Organic Standards Board (NOSB) is composed of 15 members; four members have terms that end on January 24, 2015. Therefore, four appointments are needed by the Secretary of Agriculture to fill these pending vacancies. The term for the appointees will be for five years, beginning on January 24, 2015, and ending on January 24, 2020.

### MEMBERSHIP FACTORS:

The NOSB was established under the Organic Foods Production Act (OFPA), Section 2119 (7 U.S.C. 6518), and in accordance with the Federal Advisory Committee Act (FACA) (5 U.S.C. App. 2 et seq.), to assist in developing standards for substances used in organic production and to advise the Secretary on aspects of the National Organic Program (NOP).

The OFPA requires that the NOSB be composed of 15 members, representing seven categories:

- four individuals who own or operate an organic farming operations;
- two individuals who own or operate an organic handling operation;
- one individual who owns or operates a retail establishment with significant trade in organic products;
- three individuals with expertise in areas of environmental protection and resource conservation;
- three individuals who represent public interest or consumer interest groups;
- one individual with expertise in the fields of toxicology, ecology, or biochemistry; and
- one individual who is a certifying agent.

The 2015 vacancies are:

- one individual who owns or operates an organic farming operation;
- one individual who owns or operates an organic handling operation;
- one individual who owns or operates a retail establishment with significant trade in organic products; and

## **DECISION MEMORANDUM FOR THE SECRETARY**

### **Page 2**

- one individual who has expertise in environmental protection and resource conservation.

This appointment to serve on the NOSB is considered an honor amongst appointees, providing opportunities to make a difference in the organic community.

### **SUMMARY OF NOMINATION PROCEDURES**

On March 12, 2014, the Agricultural Marketing Service (AMS) published in the Federal Register and publicized through the USDA Organic Insider an announcement seeking nominations for four positions on the NOSB. Additional outreach activities were also conducted to increase Board diversity.

Procedures for submitting an NOSB nomination are clearly defined in the Federal Register Notice. Candidates who apply for membership on the NOSB submit a letter of interest, a resume, and the AD755 Background Information form. Each candidate's nomination package is verified for completeness. Each candidate's information is submitted to the NOP Deputy Administrator for review. Based upon qualifications, the Deputy Administrator submits a subset of candidates to the White House Liaison Committee Management Officer (CMO) for vetting approval. The CMO forwards the vetting results memorandum to the NOP indicating approval or disapproval of these vetted candidates. The final list of best qualified and vetted candidates is then submitted to the Secretary of Agriculture for selection to the Board. The Secretary of Agriculture has the sole authority and discretion to appoint members to the NOSB. The Office of the Secretary will notify the NOP of final selection of applicants. The NOP Deputy Administrator then notifies candidates of their appointment to the NOSB, and a final AMS Press Release is published notifying the public of the Secretary's appointment to the NOSB.

### **STEPS TAKEN TO INCREASE DIVERSITY AND STAKEHOLDER ACCESS:**

To reach the most diverse pool of candidates, AMS collaborated with AMS Civil Rights coordinators to have an announcement about the vacancy distributed to all known diversity groups. For the purposes of reaching out to socially disadvantaged farmers and ranchers, AMS contacted the Director, Office of Advocacy and Outreach, and the Farm Service Agency outreach office to assist with distribution to their contacts. AMS also contacted and collaborated with our Outreach Office and Public Affairs office to assist with distribution to news media services and organizations, and announced the vacancy at conferences and open meetings.

The eleven current NOSB members whose terms continue in 2015 include one African American male, one African American female, one Hispanic female, three white females, and five white males. The following table shows the diversity of the candidate slate in comparison to the current NOSB membership.

## DECISION MEMORANDUM FOR THE SECRETARY

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	<b>Current NOSB</b> (15 members)[1]	<b>Candidate Slate</b> (9 Nominees)*
White	80%	55%
Female	40%	33%
African American	13%	11%
Native American	0%	0%
Asian	0%	11%
Native Hawaiian	0%	11%
Hispanic	7%	11%

### CLEARANCE PROCESS:

A list of nine most qualified candidates was submitted to the White House Liaison's office for clearance; all candidates on the slate below were approved through this process. As part of the clearance process, USDA also certified that none of the candidates are federally registered lobbyists.

### RECOMMENDATION:

Under the OFPA and in accordance with FACA, the Secretary has the authority to appoint members to serve on the NOSB. AMS recommends that the Secretary of Agriculture appoint four new NOSB members to the position of organic producer, organic handler, retailer, and environmental protection/resource conservation from the attached list of candidates.

### STAFF CONTACT:

Miles V. McEvoy, Deputy Administrator, USDA-AMS-NOP, 1400 Independence Avenue, S.W., Room 2648-S, Stop 0268, Washington, D.C. 20250

Jennifer Tucker, Associate Deputy Administrator, USDA-AMS-NOP, 1400 Independence Avenue, S.W., Room 2648-S, Stop 0268, Washington, D.C. 20250

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[1] Information based on self-identification in AD-755.

**DECISION MEMORANDUM FOR THE SECRETARY**

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CANDIDATE SLATE BACKGROUND DATA

1. Number of vacancies to be filled from the <u>current</u> slate.		4
2. Total number of applications reviewed by the Agency to determine or verify qualifications for the specific vacant position(s) shown on the slate.		25
3. Total number of applicants, from line #2, deemed to meet the minimum qualifications to serve on the board or committee.		18
4. Total number of applicants selected to become candidates on the slate.		9
<b>Of the qualified applicants (from line 3 above):</b>		
5. Number who did <u>not</u> pass vetting within the last six months. (These applicants are not counted below.)		0
6. Number who declined to answer question #7 on the AD-755 Application Form at all.		4 of 25
7. For all qualified applicants who completed question #7 on the AD-755 Application Form, their responses are tallied below:		Total: 14 (18 qualified minus 4 who did not complete)
<b>Race or Ethnicity</b>	<b>Male</b>	<b>Female</b>
Hispanic or Latino	2	1
Not Hispanic or Latino	8	3
American Indian or Alaska Native		
Asian		1
Black or African American	1	
Native Hawaiian or Other Pacific Islander		1
White	9	2
Unknown		
Two or more races		
Totals	13 Men Total (of the 18 qualified)	5 Women Total (of the 18 qualified)
Other Data: One self-reported Veteran.		

**DECISION MEMORANDUM FOR THE SECRETARY**

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CANDIDATE SLATE

QUALIFICATIONS:

The recommendations are based on a number of factors including: (1) a general understanding of organic principles, and practical experience in the organic community; (2) demonstrated experience in the development of public policy; (3) participation in standards development or involvement in educational outreach activities; (4) a commitment to the integrity and growth of the organic agriculture industry; (5) the ability to evaluate technical information and to fully participate in NOSB deliberation and recommendations; and (6) the willingness to commit the time and energy necessary to assume NOSB duties.

Seven of the applications received did not fit the open NOSB membership categories as required by OFPA. The remaining 18 applications were evaluated and 9 candidates are considered below. The best qualified candidates (in bold) would provide the best alignment with the factors above, the best objective balance to the existing NOSB representatives, and support USDA’s diversity objectives.

Number of vacancies to be filled	4
Number of applications considered	25
Number of candidates considered and listed below	9
Best qualified candidates (in bold)	4

**Organic Producer**

<b>Ashley Swaffer</b>	<b>Fayetteville, Arkansas</b>	_____
Colin Archipley	Escondido, California	_____
Pierre Sleiman	Encinitas, California	_____

**Organic Handler**

<b>Tom Chapman</b>	<b>Belmont, California</b>	_____
John Ashby	Davis, California	_____

**Retailer**

<b>Lisa de Lima</b>	<b>Gaithersburg, Maryland</b>	_____
Alan Lewis	Denver, Colorado	_____

**Environmental Protection/Resource Conservation**

<b>Paula Daniels</b>	<b>Los Angeles, California</b>	_____
Kokoasse Kpamblekou	Auburn, Alabama	_____



**DECISION MEMORANDUM FOR THE SECRETARY**

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ACTION BY THE SECRETARY

I hereby appoint the candidates annotated above.

---

Thomas J. Vilsack  
Secretary

---

Date

**DECISION MEMORANDUM FOR THE SECRETARY**

**Page 7**

AMS:NOP:MMcEvoy:720-3252:9/02/14:

P:\NOSB\Nominations\2015 Appts\Nomination Package\NOSB-Decision-Memo-08262014.docx

\_\_\_\_\_

M.McEvoy

\_\_\_\_\_

S. Eckhouse

\_\_\_\_\_

R. Barnes

\_\_\_\_\_

A. Alonzo

**USDA Agricultural Marketing Service  
National Organic Standards Board  
Candidate Slate Biographies (Alphabetical Order)**

**Producer Seat**

**Colin Archipley**

President and CEO of Archi's Acres, Inc.

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6) California
- **Affiliations and Expertise:** San Diego Farm Bureau; CCOFchap; Organic Trade Association
- **Education:** No formal education listed
- **Career or Notable Positions Held:** United States Marine Corps (USMC) veteran
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** Produces 30,000 lbs of avocados, 75,000 herbs, and 10,000 lbs of kale per year.
- **Summary of Candidate's Qualifications:** Mr. Archipley is a combat veteran in the USMC, and trains veterans, spouses, and civilians about sustainable organic agriculture as a career through the program VSAT (Veterans Sustainable Agriculture Training). He has a deep understanding of organic principles and standards. He reports that Archi's Acres is considered a point farm by USDA Farm Service Agency (FSA) to evaluate equipment and policy through working directly with leadership to pave the way for more organic growers. The farm uses hydro-organic technology to grow produce. He has worked to develop policy for transitioning military members to enter into sustainable agriculture as a career track for all branches of the military.
- **Letters of Recommendation:** Duncan Hunter, Member of Congress, U.S. House of Representatives, 50<sup>th</sup> District, California; Val Dolcini, State Executive Director, California, USDA Farm Service Agency; Eric Larson, Executive Director, Farms Bureau, San Diego County; Laura Batcha, CEO/Executive Director, Organic Trade Association (OTA); David M. Brahms, Esq., B. Gen. USMC (ret); Melvin G. Spiese, MajGen USMC (Ret).
- **Eligibility:** Mr. Archipley owns an organic farming operation and is therefore eligible.

**Pierre Sleiman**

Founder & CEO of Go Green Agriculture, Inc.

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6), California
- **Affiliations and Expertise:** San Diego Farm Bureau; Young Farmers & Ranchers; California Farm Bureau
- **Education:** M.B.A., University of California San Diego, 2013; B.S., Computer Science, University of California Riverside, 2009

- **Career or Notable Positions Held:** Go Green Agriculture, Inc., Founder and CEO
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** Crops grown: green bib lettuce, red bib lettuce, green kale, black kale, spinach, basil. Size: 5 acres greenhouse producing approximately 4-5 million total heads per year.
- **Summary of Candidate's Qualifications:** Mr. Sleiman has been farming since 2009. For Go Green Agriculture, he develops the product mix, builds the sales force, builds management structure, sources capital, develops Organic Systems Plans, develops Food Safety programs, and other activities. He is a motivational speaker about entrepreneurship and innovation in agriculture for elementary through high school and universities.
- **Letters of Recommendation:** Karen Ross, Secretary, California Department of Food & Agriculture; Ro L. Elgas and Sarah E. J. Costin, A Bee Organic; Robert S. Sullivan, Dean, Stanley and Pauline Foster Endowed Chair, Rady School of Management, University of California, San Diego; Val Dolcini, State Executive Director, California, USDA Farm Service Agency; Paul Wenger, President, California Farm Bureau Federation.
- **Eligibility:** Mr. Sleiman owns an organic farming operation and is therefore eligible.

### Ashley Swaffar

Director of Special Projects at Arkansas Egg Company

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6) Arkansas
- **Affiliations and Expertise:** Organic Egg Farmers of America; Organic Trade Association; Mort Marshall for 2014 Washington County, AR Sherriff Campaign Treasurer; Washington County Fair, JR Ambassador Advisor; Farmington FFA Booster Club
- **Education:** Bachelor's Degree, Poultry Science, University of Arkansas, 2007
- **Career or Notable Positions Held:** She has been involved in all aspects of organic egg production at Arkansas Egg Company, including managing organic certification, managing all aspects of operations, and plant food safety audits.
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** She currently has 275,000 organic laying hens and 275,000 non-organic and non-GMO laying hens.
- **Summary of Candidate's Qualifications:** Ms. Swaffar has been involved in all aspects of organic egg farming, including certification, all aspects of operations, government and industry relations, farmer relations, financial planning, customer and growth development, animal welfare program development, and plant food safety audits.
- **Letters of Recommendation:** Rick Crawford, Member of Congress, U.S. House of Representatives, 1<sup>st</sup> District, Arkansas; Steve Womack, Member of Congress, U.S. House of Representatives, 3<sup>rd</sup> District, Arkansas; Matthew O'Hayer, CEO, Vital Farms, Inc.; Adele Douglass, Executive Director, Humane Farm Animal Care; Bill Bradley, CCF

Brands; Anne Fanatico, Assistant Professor, Appalachian State University; Michael Sencer, Executive Vice President, Hidden Villa Ranch; Mohamed Mousa, VP of Production, Herbruck's Poultry Ranch; Rich Musselman, Field Operations Manager—Farm Animal Program, American Humane Association; Kelly Shea, Vice President Government and Industry Relations, WhiteWave Foods; Christopher Pierce, President, Heritage Poultry Management Services, Inc.; David Bruce, Vice President, Organic Egg Farmers of America, UA; Laura Batcha, CEO/Executive Director, Organic Trade Association (OTA); Melissa Hughes, General Counsel, CROPP Cooperative; Michael A. Cox, Arkansas Egg Company; David Will, General Manager, Chino Valley Ranchers; Dave Engel, ED, Nature's International Certification Service (NICS).

- **Eligibility:** Ms. Swaffer owns or operates an organic farming operation and is therefore eligible.

### Handler Seat

#### **John K. Ashby**

General Manager of the Ingredients Division of California Natural Products, a producer of Organic Ingredients (Rice Syrups and Rice Syrup Solids) and Organic and Natural low acid shelf stable beverages (Organic Soymilks, Rice Milks, Soups, Teas, etc.)

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6) California
- **Affiliations and Expertise:** Organic Materials Review Institute; State of California Organic Products Advisory Committee; Institute of Food Technologies; Organic Trade Association
- **Education:** M.B.A., University of Pennsylvania Wharton School of Business, 1979; ScB, Cellular Physiology, Brown University, 1977
- **Career or Notable Positions Held:** Organic Materials Review Institute, chair; State of California Organic Products Advisory Committee, chair; worked with NOP in developing California's regulations enabling strict NOP enforcement in the State of California; Institute of Food Technologists Northern California Section, chair
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** NOSB Poet Laureate
- **Acres or Crop Size:** 100 square feet, 70 planting locations, approximately 200lbs of tomatoes, squash, and almost no cucumbers
- **Summary of Candidate's Qualifications:** Mr. Ashby has a background in nutrition, food science, food processing, and food safety. He understands their relevance to Organic Food, Organic Food Processing, and the NOSB.
- **Letters of Recommendation:** John Garamendi, Member of Congress, U.S. House of Representatives, 3<sup>rd</sup> District, California; Jerry McNerney, Member of Congress, U.S. House of Representatives, 9<sup>th</sup> District, California; Kim (Burton) Dietz, Past NOSB Handler Representative (2000-2005); Timothy Schultz, Vice President, Research and Development, Lundberg Family Farms; Joe Smillie, Senior VP, Quality Assurance International (QAI), retired, (1995-2013), and Past-president and Founding Member Organic Trade Association (OTA) (1984-2003); Zareb Herman, Regulatory Affairs

Director, Hain Celestial; Bill Stoneman, Executive Director, Biopesticide Industry Alliance; Diane M. Barrett, Ph.D., Fruit & Vegetable Products Specialist, University of California—Davis; Bob Kaake, SVP/Chief Innovation & Quality Officer, Annie's; Peggy Miars, Executive Director/CEO, OMRI; Dr. Karen Klonsky, Specialist in Cooperative Extension, University of California—Davis; Kelly Shea, Vice President, Government and Industry Relations, WhiteWave Foods; Jaclyn Bowen MPH/MS, Quality Assurance International, Inc. (QAI); Dr. Katrina Heinze, Past National Organic Standards Member, (2007-2012); Laura Batcha, CEO/Executive Director, Organic Trade Association (OTA); Richard E. Rominger, Retired Deputy Secretary, USDA (1993-2001).

- **Eligibility:** Mr. Ashby owns or operates an organic handling and is therefore eligible.

### **Tom Chapman**

Sourcing Manager for Ingredients, Clif Bar & Company

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6), California
- **Affiliations and Expertise:** California Organic Products Advisory Committee (COPAC) and its technical subcommittee
- **Education:** University of California—San Diego, Political Science; various other certificates
- **Career or Notable Positions Held:** Sourcing Manager for Ingredients, Clif Bar & Company
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None
- **Summary of Candidate's Qualifications:** Mr. Chapman has 12 years working in the organic industry. Additionally, he has a technical competence and demonstrated a robust working knowledge of the organic standards and principles.
- **Letters of Recommendation:** Barbara Boxer, United States Senator, California; Mike Simpson, Member of Congress, U.S. House of Representatives, 2<sup>nd</sup> District, Idaho; Barbara Lee, Member of Congress, U.S. House of Representatives, 13<sup>th</sup> District, California; Melody L. Meyer, VP Policy and Industry Relations UNFI, OTA, TOC, COPAC; Sarah W. Bird, CMO, SVP Marketing, Annie's, Inc., Organic Trade Association, Board Vice Chair, Organic Research and Promotion Order, Steering Committee, Just Label It, Board Member; Kevin Cleary, Chief Executive Officer, Clif Bar & Company; Phil LaRocca, Board of Directors Chairman, and Cathy Calfo, Executive Director/CEO, CCOF; Rob Neenan, President/CEO, California League of Food Processors; Chris Schreiner, Executive Director, Oregon Tilth; Jaclyn Bowen MPH/MS, General Manager, QAI, Inc.; Kristina Hubbard, Director of Advocacy & Communications, Organic Seed Alliance; Brise Tencer, Executive Director, Organic Farming Research Foundation; George Siemon, CEO, CROPP Cooperative; Blair C. Kellison, CEO, Traditional Medicinals; Raquel Hansen, Vice President of Sales, Ingredients, SunOpta, Inc.; Christian P. Kongsore, Executive Vice President, Shareholder, Director, Grain Millers, Inc.; Colin McDermid, Cereal Business Unit President, Kerry Ingredients & Flavors; Tyler Lorenzen, Vice President, World Food

Processing; Katherine DiMatteo, Managing Partner, Client Services, Wolf, DiMatteo + Associates; Dr. Katrina Heinze, National Organic Standards Board Member (2007-2012); Laura Batcha, CEO/Executive Director, Organic Trade Association (OTA); Tyler Lorenzen, Vice President, World Food Processing; Eric Ring, Head, Production, Purchasing and Certification, Granum, Inc./Choice Organic Teas.

- **Eligibility:** Mr. Chapman owns or operates an organic handling and is therefore eligible.

### Retailer Seat

#### **Lisa deLima**

Vice President of Grocery for MOM's Organic Market, which stocks a higher volume of organic products than any other store, and sells only 100% organic produce

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6), Maryland
- **Affiliations and Expertise:** City of Gaithersburg, Environmental Affairs Committee
- **Education:** M.B.A., Johns Hopkins University, 2006; B.A., Environmental Studies and Political Science, University of Vermont, 1998; African Wildlife and Ecology, Kenya 1997
- **Career or Notable Positions Held:** City of Gaithersburg, Environmental Affairs Committee
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None
- **Summary of Candidate's Qualifications:** Ms. de Lima is Vice President of Grocery for MOM's Organic Market, which stocks a higher volume of organic products than any other store, and sells only 100% organic produce. She has sixteen years of experience in the organic retail foods industry. She has in-depth knowledge of organizational strategy, customer outreach, staff education, product sourcing, category management, and merchandising strategies.
- **Letters of Recommendation:** Chris Van Hollen, Member of Congress, U.S. House of Representatives, 8<sup>th</sup> District, Maryland; Kelly Shea, Vice President Government and Industry Relations, WhiteWave Foods, Tim Kaine, Governor, Virginia; Mary Beth Catapano, New Hope Natural Media, Retail Accounts, Natural Products Expo East; Robert M. Bjorkholm, Regional Sales Manager, CROPP Cooperative, Organic Valley; Marc S. Klein, Natural Specialty Sales, Inc.; Craig H. Smith, Natural SVP of Sales and Service, United Natural Foods, Inc. (UNFI); Katherine DiMatteo, Executive Director, Sustainable Food Trade Association; Scott Nash, Founder and CEO, MOM's Organic Market; Laura Batcha, CEO/Executive Director, Organic Trade Association (OTA).
- **Eligibility:** Ms. de Lima owns or operates a retail establishment with significant trade in organic products is therefore eligible.

#### **Alan Lewis**

Oversees the organic certification for food packaging facility for Natural Grocers by Vitamin Cottage, a food retailer

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6), Colorado
- **Affiliations and Expertise:** Organic Trade Association, Government Affairs Committee, FSMA Task Force; Council for Responsible Nutrition, Government Affairs Committee; Natural Products Association, Natural Foods Standards Working Group; Farm and Ranch Freedom Alliance; Colorado Right to Know, Initiative 48 Steering Committee; Alliance for Natural Health, Executive Strategy Group; Boulder County Food and Agriculture Policy Council; Sunshine Food Project
- **Education:** B.A., Brown University, 1984; Diploma in Portuguese Studies, University of Coimbra, Portugal, 1982
- **Career or Notable Positions Held:** Organic Trade Association, Government Affairs Committee, FSMA Task Force; Council for Responsible Nutrition, Government Affairs Committee; Natural Products Association, Natural Foods Standards Working Group; Colorado Right to Know, Initiative 48 Steering Committee; Alliance for Natural Health, Executive Strategy Group; Boulder County Food and Agriculture Policy Council; Sunshine Food Project, Board of Directors
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None
- **Summary of Candidate's Qualifications:** Mr. Lewis currently manages 77 USDA organic certificates for retail handling/processing associated with the retail locations of Natural Grocers by Vitamin Cottage, Inc. Natural Grocers sells only produce that is USDA certified organic. He has been involved in developing several food standards, including naturally raised meats, non-confinement dairy, cottage food production, food safety, GMO labeling and new dietary ingredients under DSHEA. Additionally, he has participated in the development of bills, laws, rules and regulations for naturopathic doctor licensure, nutritionist licensure, retail alcohol sales, mandatory vaccinations, product labeling, food safety and food borne illness liability, among others.
- **Letters of Recommendation:** Jon Testor, Member of Congress, U.S. Senate, Montana; Jared Polis, Member of Congress, U.S. House of Representatives, 2<sup>nd</sup> District, Colorado; Ed Perlmutter, Member of Congress, U.S. House of Representatives, 7<sup>th</sup> District, Colorado; Taylor Hamilton, President, Tunies Natural Grocery & Vitamin Market; Greg Leonard, Senior Advisor, KeHE Distributors; Sam Welsh, President & CEO, OneCert, Inc.; Christopher Ely, Co-Founder – Applegate; Al Powers, Former CEO, NOW Health Group, Inc.
- **Eligibility:** Mr. Lewis owns or operates a retail establishment with significant trade in organic products is therefore eligible.

### **Environmental Protection and Resource Conservation Seat**

#### **Paula Daniels**

Senior Advisor on Food Policy, Special Projects in Water, Office of Mayor Antonio Villaraigosa (Los Angeles, CA); currently on sabbatical to write and teach in the area of food policy



- **Race, Ethnicity, and Sex:** [REDACTED]
- **Geographic Location:** (b) (6), California
- **Affiliations and Expertise:** California Coastal Commission; California Bay-Delta Authority
- **Education:** J.D., Southwestern University School of Law, 1980; B.A., magna cum laude, Broadcast Journalism, University of Southern California, 1977
- **Career or Notable Positions Held:** Ms. Daniels was a commissioner with the California Coastal Commission, on the governing board of the California Bay-Delta Authority, and taught food policy at the Institute of the Environment and Sustainability at UCLA and UC Berkley.
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None
- **Summary of Candidate's Qualifications:** Ms. Daniels is an attorney with over 20 years of experience representing businesses, and advises the mayor of Los Angeles on food policy. She is the founder of the Los Angeles Food Policy Council, which is a policy-based collective impact initiative of food system leaders working toward an environmentally sustainable, equitable, and regionally-based food system.
- **Letters of Recommendation:** Karen Ross, Secretary, California Department of Food and Agriculture
- **Eligibility:** Ms. Daniels has expertise in area of environmental protection and resource conservation and is therefore eligible.

#### **Dr. Kikoasse Kpombrekou-A**

Professor of soil and environmental sciences at Tuskegee University

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6), Alabama
- **Affiliations and Expertise:** Soil Science Society of America; Agronomy Society of America; Sigma Xi
- **Education:** Ph.D., Soil Science, Iowa State University, 1993 ; M.S., Plant and Soil Science, Tuskegee University, 1989; B.S./M.S., Agriculture Chemistry, Agriculture Institute of Kuban, Russia, 1981
- **Career or Notable Positions Held:** He has been in organic farming research since 2002.
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None
- **Summary of Candidate's Qualifications:** Dr. Kpombrekou-A is a professor of soil and environmental sciences at Tuskegee University, and has been in organic farming research since 2002. He has a Ph.D. in Soil Science from Iowa State University, and he reads, speaks, and writes fluently in English, French, and Russian. He leads the organic farming teaching and research team at Tuskegee University, and works on research to gain a fundamental knowledge in the development of agriculture management processes that

prevent adverse environmental effects on soil processes. A workshop he organized provided an opportunity to expand organic agriculture in Alabama.

- **Letter of Recommendation:** Walter A. Hill, Ph.D., Provost and Dean, College of Agriculture, Environment and Nutrition Sciences, Tuskegee University.
- **Eligibility:** Mr. Kpambleklou has expertise in area of environmental protection and resource conservation and is therefore eligible.

**USDA Agricultural Marketing Service  
National Organic Standards Board  
Biographies for Nominees for 2015 Appointments**

**Nominees for Environmental Protection and Resource Conservation Seat**

**Paula Daniels**

Senior Advisor on Food Policy, Special Projects in Water, Office of Mayor Antonio Villaraigosa (Los Angeles, CA); currently on sabbatical to write and teach in the area of food policy

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6), California
- **Affiliations and Expertise:** California Coastal Commission; California Bay-Delta Authority
- **Education:** J.D., Southwestern University School of Law, 1980; B.A., magna cum laude, Broadcast Journalism, University of Southern California, 1977
- **Career or Notable Positions Held:** Ms. Daniels was a commissioner with the California Coastal Commission, on the governing board of the California Bay-Delta Authority, and taught food policy at the Institute of the Environment and Sustainability at UCLA and UC Berkley.
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None
- **Summary of Candidate's Qualifications:** Ms. Daniels is an attorney with over 20 years of experience representing businesses, and advises the mayor of Los Angeles on food policy. She is the founder of the Los Angeles Food Policy Council, which is a policy-based collective impact initiative of food system leaders working toward an environmentally sustainable, equitable, and regionally-based food system. She has no letters of recommendation.
- **Eligibility:** Ms. Daniels has expertise in area of environmental protection and resource conservation and is therefore eligible.

**Laura Hedlund**

Radio Host at Food Freedom Radio

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6), Minnesota
- **Affiliations and Expertise:** Valley Natural Foods
- **Education:** B.A., Journalism, University of Minnesota
- **Career or Notable Positions Held:** Served as Public Relations Director for the 25,000 member Girl Scout Council of St Croix Valley. Press Secretary for David Minge's congressional win in 1992; Deputy Press Secretary for Paul Wellstone's political win in 1990.

- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None
- **Summary of Candidate's Qualifications:** Ms. Hedlund has co-hosted a live call-in radio show on AM950 - Food Freedom Radio on the Progressive Voice of Minnesota since May 2012. She worked in business development for AM950 since 2004. She has no letters of recommendation.
- **Eligibility:** Ms. Hedlund does not have expertise in area of environmental protection and resource conservation and is therefore not eligible.

### **Sally Keefe**

Consultant at skFigures, where she is a math and economics tutor and an agriculture and management consultant

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6) Colorado
- **Affiliations and Expertise:** American Independent Dairy Alliance; International Dairy Foods Association; Organic Trade Association; Colorado Dept. of Agriculture Organic Certification Advisory Board; Boulder Valley School Dist. Mathematics Strategic Planning Action Design Team
- **Education:** M.B.A., University of Colorado, 2003; B.A., Cum Laude, Economics, Middlebury College, 1993, Highest Honors in Economics, College Scholar, Dean's List. Senior Honors Thesis: "Leverage and Production in the U.S. Forest Products Industry.
- **Career or Notable Positions Held:** skFigures; Aurora Organic Dairy; Horizon Organic Dairy; Stratus Consulting (fka Hagler Bailly Consulting); Putnam, Hayes & Bartlett; American Independent Dairy Alliance, Vice President; Colorado Dept. of Agriculture Organic Certification Advisory Board
- **Any Statutory Requirements the Candidate Represents :** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None
- **Summary of Candidate's Qualifications:** Ms. Keefe was a member of the Colorado Department of Agriculture Organic Certification Advisory Board. She was also vice-president of American Independent Dairy Alliance, a member of International Dairy Foods Association, and a member of Organic Trade Association. She has no letters of recommendation.
- **Eligibility:** Ms. Keefe does not have expertise in area of environmental protection and resource conservation and is therefore not eligible.

### **Dr. Kikoasse Kpoblekou-A**

Professor of soil and environmental sciences at Tuskegee University

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6) Alabama
- **Affiliations and Expertise:** Soil Science Society of America; Agronomy Society of America; Sigma Xi

- **Education:** Ph.D., Soil Science, Iowa State University, 1993 ; M.S., Plant and Soil Science, Tuskegee University, 1989; B.S./M.S., Agriculture Chemistry, Agriculture Institute of Kuban, Russia, 1981
- **Career or Notable Positions Held:** He has been in organic farming research since 2002.
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None
- **Summary of Candidate's Qualifications:** Dr. Kpombrekou-A is a professor of soil and environmental sciences at Tuskegee University, and has been in organic farming research since 2002. He has a Ph.D. in Soil Science from Iowa State University, and he reads, speaks, and writes fluently in English, French, and Russian. He leads the organic farming teaching and research team at Tuskegee University, and works on research to gain a fundamental knowledge in the development of agriculture management processes that prevent adverse environmental effects on soil processes. A workshop he organized provided an opportunity to expand organic agriculture in Alabama. Further, he has one letter of recommendation.
- **Eligibility:** Mr. Kpombrekou has expertise in area of environmental protection and resource conservation and is therefore eligible.

### **Sarah Manski**

Co-Founder/CEO of PosiPair.com, an online source of green business information

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6) Wisconsin
- **Affiliations and Expertise:** Sits on the PosiPair board of advisors; research Fellow with the Liberty Tree Foundation; and served on municipal, union, and university commissions.
- **Education:** M.A., Life Sciences Communication, University of Wisconsin at Madison, 2009; B.A., Sociology, University of Wisconsin at Madison, 2002
- **Career or Notable Positions Held:** Founded PosiPair.com, a company working to become the global leader in online green business services.
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None
- **Summary of Candidate's Qualifications:** Ms. Manski has a Master's Degree in Life Sciences Communication from the University of Wisconsin-Madison. Her thesis research examined methods used by businesses to communicate their environmental policies and products, the use of the USDA Organic Label and other eco-labels, local farm-to-business partnerships, the growth of cooperatives, and the greening of the U.S. economy. She is an expert on environmental certifications, on their value to the business community, their uses, the wide variety of standards, various models within the certification industry. She has one letter of recommendation.
- **Eligibility:** Ms. Manski does not have expertise in area of environmental protection and resource conservation and is therefore not eligible.

**Dr. Tania Martinez**

Regulatory Consultant Director at Demos Global Group, Inc., a boutique regulatory compliance company specializing in international trade of organic and natural products

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6), Florida
- **Affiliations and Expertise:** Southern Florida Minority Council (through Spring Glory Corp.). Affiliate of several Chambers of Commerce worldwide in Europe and specialized industry associations for wine, organic food, and natural products.
- **Education:** Ph.D., University of Valencia, 2010; law degree, cum laude, University Catolica Andres Bello, 1990; law degree, Complutense University, 1995; law degree, St. Thomas University, 1998; Master Degree in International Business with focus in Latin American Countries, Institute IDEC. University Pompeu Fabra, 2008
- **Career or Notable Positions Held:** 24 years of regulatory Federal and State compliance experience in organic and natural food (including wine, beer, and food products), regulatory consultant for Baker & Mackenzie (an International law firm), regulatory consultant for Spring Glory Corp. (specializing in organic wines and beer from Europe and Latin America) since 1995, regulatory compliance expert for imported products from Europe (specifically, Spain, Italy, and France) in organic fields (wine, beer, and food), consultant regulatory expert for several regional governments in Spain since 1998, and professor for several business schools in Spain in organic export of import procedures to the United States and product regulatory compliance.
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None
- **Summary of Candidate's Qualifications:** Dr. Martinez also nominated herself for the Retailer position with NOSB. She is a regulatory consultant director at Demos Global Group, Inc. She has a Ph.D. from the University of Valencia with research work in the area of "Strategic Alliances and Internationalization of European Companies to the US." Her publications include, (i) How to export cheese from Spain to the US. Regulatory and federal requirements in the US for foreign companies, Spain Government Bulletin, Toledo, August 2009, and (ii) How to export wines from Spain to the US. Regulatory and federal requirements in the US for foreign companies, Spain Government Bulletin, Toledo, June 2009. She is a legal expert in international law in organic and natural procedures for food. She has Spanish, English, Italian listed as her languages. She has no letters of recommendation.
- **Eligibility:** Ms. Martinez does not have expertise in area of environmental protection and resource conservation and is therefore not eligible.

**Dr. Michael Menes**

Technical Director at True Organic Products, an organic fertilizer manufacturer

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6), California
- **Affiliations and Expertise:** Organic Trade Association: Food Safety Task Force (Biological Soil Amendments/Compost Subcommittee); United Fresh Produce

Association: Food Safety & Technology Council; Almond Board of California: Food Safety Council

- **Education:** Ph.D., University of Louisville, 1996; B.S., Andrews University, 1990
- **Career or Notable Positions Held:** Technical Director for True Organic Products. Involved in organic production for five years, primarily through his work for a manufacturer of NOP-compliant inputs. Employed at an organic fertilizer manufacturer since 2009, which fertilizer manufacturer services organic growers of the west coast and throughout the United States.
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None
- **Summary of Candidate's Qualifications:** Dr. Menes is the Technical Director for True Organic Products. He is familiar with organic fertilizers, and has regular interaction with decision-makers of soil health and fertility ranging from the farmer to partnerships with academia. His work centers around soil health and fertility while considering the environmental ramifications of choosing the raw material to reduce waste streams. He has a Ph.D. from the University of Louisville and a B.S. from Andrews University He has no letters of recommendation.
- **Eligibility:** Mr. Menes does not have expertise in area of environmental protection and resource conservation and is therefore not eligible.

### **Robyn O'Brien**

Founder and Executive Director of Allergy Kids Foundation

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6), Colorado
- **Affiliations and Expertise:** Environmental Working Group; Organic Voices; Healthy Child Healthy World
- **Education:** M.B.A., Rice University, 1997; B.A., Romance Languages, Washington & Lee University, 1993
- **Career or Notable Positions Held:** Financial analysis covering food industry; consultant strategies, author
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None
- **Summary of Candidate's Qualifications:** Ms. O'Brien has an M.B.A. from Rice University and a B.A. in Romance Languages from Washington & Lee University. She performs financial analyses of the food industry, and is a board member of Environmental Working Group, Organic Voices, and Healthy Child Healthy World. She is a consultant and strategist, presenting to companies like Nestle, Bloomberg, and members of the Grocery Manufacturers Association. She has several letters of recommendation.
- **Eligibility:** Ms. O'Brien does not have expertise in area of environmental protection and resource conservation and is therefore not eligible.

### Nominees for Producer Seat

#### **Colin Archipley**

President and CEO of Archi's Acres, Inc.

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6) California
- **Affiliations and Expertise:** San Diego Farm Bureau; CCOFchap; Organic Trade Association
- **Education:** No formal education listed
- **Career or Notable Positions Held:** United States Marine Corps (USMC) veteran
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** Produces 30,000 lbs of avocados, 75,000 herbs, and 10,000 lbs of kale per year.
- **Summary of Candidate's Qualifications:** Mr. Archipley is a combat veteran in the USMC, and trains veterans, spouses, and civilians about sustainable organic agriculture as a career through the program VSAT (Veterans Sustainable Agriculture Training). He has a deep understanding of organic principles and standards. He reports that Archi's Acres is considered a point farm by USDA Farm Service Agency (FSA) to evaluate equipment and policy through working directly with leadership to pave the way for more organic growers. The farm uses hydro-organic technology to grow produce. He has worked to develop policy for transitioning military members to enter into sustainable agriculture as a career track for all branches of the military. He has several letters of recommendation, including the California State Director of FSA.
- **Eligibility:** Mr. Archipley owns an organic farming operation and is therefore eligible.

#### **Dennis Crabtree**

Chief Technical Officer at BioStar Systems, LLC, which provides organic waste management

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6) Kansas
- **Affiliations and Expertise:** National Agribusiness Technology Center; Advisory Committee of the West Virginia University School of Business and Information Management; West Virginia Institute of Applied Microbiology at West Virginia State University
- **Education:** B.S., Chemical Engineering and Engineering Management, University of Missouri,
- **Career or Notable Positions Held:** Mr. Crabtree's primary focus as Chief Technical Officer of BioStar Systems is the conversion of agribusiness wastes to renewable energy and organic fertilizer products. He has 20 years of working experience in this.
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None



- **Summary of Candidate's Qualifications:** Mr. Crabtree is a founding sponsor of the Institute of Applied Microbiology at West Virginia State University. He also facilitated the establishment of the Applied Environmental Microbiology graduate program at West Virginia State University. He designed, constructed, and operated the West Virginia Policy Waste-to-Energy Project for five years. He has one letter of recommendation from the CEO of his employer.
- **Eligibility:** Mr. Crabtree does not own or operate an organic farming operation and is therefore not eligible.

### **Rebecca Goodman**

Organic dairy farmer at Northwood Organic Farm LLC, an organic dairy farm in operation since 1889

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6) Wisconsin
- **Affiliations and Expertise:** Board of Education, Hillsboro School District, Budget Committee, Policy & Negotiation Committee, and Policy Committee; Hillsboro Public Library Capitol Campaign; St. Joseph's Memorial Hospital Foundation Board
- **Education:** Abbot-Northwestern School of Nursing, 1973
- **Career or Notable Positions Held:** Dane County Farmers' Market, board member; Family Farm Defenders, board member; Organic Consumers Association, Policy & Advisory Board; Board of Education, Hillsboro School District, Treasurer & Chair Budget Committee; Hillsboro Public Library Capitol Campaign, Vice President & Chair Policy Committee
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** 46 registered Holstein cows and approximately 75 of their offspring (heifers, bulls and steers). Northwood Farm owns 245 acres (165 tillable) with another 200 tillable and 55 acres of pasture rented. Pasture, rye, barley, soy, hay, oats and corn grown on tillable acres provide all needed feed for our animals with excess yields for sale. 578,656 lbs. of milk produced in 2013 with 12 animals processed for direct marketing.
- **Summary of Candidate's Qualifications:** Ms. Goodman works in the family's organic dairy farm, and is the farm business accountant. She manages direct marketing of dairy steers, and is a member of the Dane County Farmers' Market. She maintains an intensive rotational grazing program. She has several letters of recommendation.
- **Eligibility:** Ms. Goodman owns an organic farming operation and is therefore eligible.

### **Phyllis Hannan**

Owns Nature's Organic Haven LLC, which has an organic elderberry farm as its primary business

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6) Missouri
- **Affiliations and Expertise:** Elderberry Growers Association; Hermann Chamber of Commerce; Gasconade County Historical Society

- **Education:** Hermann High School
- **Career or Notable Positions Held:** Elderberry Growers Association, Vice President
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** Owns a 90 acre farm in Montgomery County, Missouri. In 2013, harvested a crop of 1000 lbs of elderberries from 2500 elderberry plants, and has increased every year since. The farm is entirely organic, and raises other crops as well.
- **Summary of Candidate's Qualifications:** Ms. Hannan owns Nature's Organic Haven, LLC, and is an independent producer of organic elderberries grown on 90 acres of land in rural Hermann, Missouri. The candidate has two letters of recommendation.
- **Eligibility:** Ms. Hannan owns an organic farming operation and is therefore eligible.

### Patrick Horan

Planter at Waldingfield Farm

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** New York
- **Affiliations and Expertise:** NOFA-CT; New England Farmers Union; City Seed, Farmers Market Committee; Preservation committee with local land trust; Steep Rock Association
- **Education:** B.A., English, Union College, 1993
- **Career or Notable Positions Held:** Worked for a hedge fund in NYC, and currently works for his brother's farm on a project basis.
- **Any Statutory Requirements the Candidate Represents**
- **Previous Committee or NOSB Experience**
- **Acres or Crop Size:** Has between 22 and 25 acres under cultivation.
- **Summary of Candidate's Qualifications:** Mr. Horan has 25 years of experience in farming. He sells at five farmers markets in Connecticut. He is a founding member of one farmers market, and is on the board for another. He has a letter of recommendation signed by several members of the U.S. House of Representatives and two members of the U.S. Senate.
- **Eligibility:** Mr. Horan owns an organic farming operation and is therefore eligible.

### Joseph Martin

Owns and operates Zydeco Moon Organic Farm & Cabins, which grows organic vegetables and sells them directly to the public at the Watauga County Farmers Market, the Blowing Rock Farmers Market and wholesale to New River Organic Growers.

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** , NC
- **Affiliations and Expertise:** New River Organic Growers Association, Inc.; Louisiana State Bar Association; Home Care Association of Louisiana, Governmental Committee; National Association of Home Care, Credentialing Task Force for Consultants

- **Education:** J.D., Louisiana State University, 1984; B.A., Cum Laude, Economics, Louisiana State University, 1980
- **Career or Notable Positions Held:** With his wife, Mr. Martin owns and operates Zydeco Moon Organic Farm & Cabins. He's also a lawyer with Provosty, Sadler, deLaunay, Fiorenza & Sobel in Alexandria, Louisiana, preparing wills and trusts.
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** 56 acres, with six acres in production of specialty crop vegetables such as heirloom tomatoes, sugar, snap peas, asparagus, and ten to 12 other specialty crops.
- **Summary of Candidate's Qualifications:** Mr. Martin is a certified organic farmer (since 2006) and a lawyer, practicing wills, trusts, and estates. He is also the founder, board member, and Secretary of New River Organic Growers Association, Inc., a nonprofit cooperative of farmers located in the Blue Ridge Mountains of North Carolina. He has no letters of recommendation.
- **Eligibility:** Mr. Martin owns an organic farming operation and is therefore eligible.

### **Cameron Molberg**

CEO at World's Best Eggs, LLC, and WBE, LLC, dba Coyote Creek Organic Feed Mill

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6), Texas
- **Affiliations and Expertise:** Texas Organic Farmers & Gardner's Association
- **Education:** B.S., Restaurant, Hotel and Institutional Management, Texas Tech University, 2008
- **Career or Notable Positions Held:** Texas Organic Farmers and Gardeners Association, Treasurer
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** The candidate does not list any acreage owned, but lists organic resources managed.
- **Summary of Candidate's Qualifications:** Mr. Molberg works directly with organic grain farmers, organic livestock producers, and natural food retailers across the Southeastern United States. He manages a flock of 19,000 organic pasture-raised hens. In addition, he manages the adjoining organic feed mill that produces over fourteen million pounds of certified organic feed annually for livestock across the Southern United States and into Mexico. He has one letter of recommendation.
- **Eligibility:** Mr. Molberg owns an organic farming operation and is therefore eligible.

### **William C. Reed**

Manager of Fresh From the Farm Produce Division of Sunny Creek Farm

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6) South Carolina
- **Affiliations and Expertise:** NC Goodness Grows

- **Education:** B.A., Public Administration
- **Career or Notable Positions Held:** None
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** Does not list any farmland owned.
- **Summary of Candidate's Qualifications:** Sunny Creek Farm is the largest producer and distributor of Hydroponic Sprouts in the Southeast United States. Mr. Reed was hired about two years ago to head the Local and Organic Produce program. He has no letters of recommendation.
- **Eligibility:** Mr. Reed owns an organic farming operation and is therefore eligible.

### **James Rietkerk**

Strawberry Ranch Manager at Ramco Enterprises, L.P.

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6), CA
- **Affiliations and Expertise:** Grower-Shipper Association; California Strawberry Commission; Santa Maria FFA Advisory Council, Educational and Industrial Standards Review
- **Education:** B.S., Crop Science, Cal Poly State University (San Luis Obispo)
- **Career or Notable Positions Held:** Grower-Shipper Association, member; California Strawberry Commission, member; Santa Maria FFA Advisory Counsel
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** Between 110 and 350 acres in conventional strawberry production, yielding an average of 24,800,000 lbs, and 20 acres of organic strawberry production, yielding 288,000 lbs.
- **Summary of Candidate's Qualifications:** Mr. Rietkerk is engaged in both conventional and organic strawberry production. As a result, he has developed a specific soil fertility program for strawberry production. He has two letters of recommendation.
- **Eligibility:** Mr. Rietkerk owns an organic farming operation and is therefore eligible.

### **Pierre Sleiman**

Founder & CEO of Go Green Agriculture, Inc.

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6), California
- **Affiliations and Expertise:** San Diego Farm Bureau; Young Farmers & Ranchers; California Farm Bureau
- **Education:** M.B.A., University of California San Diego, 2013; B.S., Computer Science, University of California Riverside, 2009
- **Career or Notable Positions Held:** Go Green Agriculture, Inc., Founder and CEO
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None

- **Acres or Crop Size:** Crops grown: green bib lettuce, red bib lettuce, green kale, black kale, spinach, basil. Size: 5 acres greenhouse producing approximately 4-5 million total heads per year.
- **Summary of Candidate's Qualifications:** Mr. Sleiman has been farming since 2009. For Go Green Agriculture, he develops the product mix, builds the sales force, builds management structure, sources capital, develops Organic Systems Plans, develops Food Safety programs, and other activities. He is a motivational speaker about entrepreneurship and innovation in agriculture for elementary through high school and universities. He has several letters of recommendation.
- **Eligibility:** Mr. Sleiman owns an organic farming operation and is therefore eligible.

### Ashley Swaffar

Director of Special Projects at Arkansas Egg Company

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6) Arkansas
- **Affiliations and Expertise:** Organic Egg Farmers of America; Organic Trade Association; Mort Marshall for 2014 Washington County, AR Sherriff Campaign Treasurer; Washington County Fair, JR Ambassador Advisor; Farmington FFA Booster Club
- **Education:** Bachelor's Degree, Poultry Science, University of Arkansas, 2007
- **Career or Notable Positions Held:** She has been involved in all aspects of organic egg production at Arkansas Egg Company, including managing organic certification, managing all aspects of operations, and plant food safety audits.
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** She currently has 275,000 organic laying hens and 275,000 non-organic and non-GMO laying hens.
- **Summary of Candidate's Qualifications:** Ms. Swaffar has been involved in all aspects of organic egg farming, including certification, all aspects of operations, government and industry relations, farmer relations, financial planning, customer and growth development, animal welfare program development, and plant food safety audits. She has two letters of recommendation.
- **Eligibility:** Ms. Swaffar owns or operates an organic farming operation and is therefore eligible.

### Nominees for Handler Seat

#### John K. Ashby

General Manager of the Ingredients Division of California Natural Products, a producer of Organic Ingredients (Rice Syrups and Rice Syrup Solids) and Organic and Natural low acid shelf stable beverages (Organic Soymilks, Rice Milks, Soups, Teas, etc.)

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6), California

- **Affiliations and Expertise:** Organic Materials Review Institute; State of California Organic Products Advisory Committee; Institute of Food Technologies; Organic Trade Association
- **Education:** M.B.A., University of Pennsylvania Wharton School of Business, 1979; ScB, Cellular Physiology, Brown University, 1977
- **Career or Notable Positions Held:** Organic Materials Review Institute, chair; State of California Organic Products Advisory Committee, chair; worked with NOP in developing California's regulations enabling strict NOP enforcement in the State of California; Institute of Food Technologists Northern California Section, chair
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** NOSB Poet Laureate
- **Acres or Crop Size:** 100 square feet, 70 planting locations, approximately 200lbs of tomatoes, squash, and almost no cucumbers
- **Summary of Candidate's Qualifications:** Mr. Ashby has a background in nutrition, food science, food processing, and food safety. He understands their relevance to Organic Food, Organic Food Processing, and the NOSB. He has many letters of recommendation, including from past NOSB members and members of the U.S. House of Representatives.
- **Eligibility:** Mr. Ashby owns or operates an organic handling and is therefore eligible.

### Tom Chapman

Sourcing Manager for Ingredients, Clif Bar & Company

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6), California
- **Affiliations and Expertise:** California Organic Products Advisory Committee (COPAC) and its technical subcommittee
- **Education:** University of California—San Diego, Political Science; various other certificates
- **Career or Notable Positions Held:** Sourcing Manager for Ingredients, Clif Bar & Company
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None
- **Summary of Candidate's Qualifications:** Mr. Chapman has 12 years working in the organic industry. Additionally, he has a technical competence and demonstrated a robust working knowledge of the organic standards and principles. He has many letters of recommendation, including a member of the U.S. Senate and a past NOSB member.
- **Eligibility:** Mr. Chapman owns or operates an organic handling and is therefore eligible.

### Scott Silverman

Vice President for Growth Solutions, KeHE Distributors, LLC, Vice-President-Growth Solutions

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6), Colorado

- **Affiliations and Expertise:** KeHE is a member of Organic Trade Association
- **Education:** None formal listed
- **Career or Notable Positions Held:** During his career, he served on various boards, including OMRI, Ecological Farming Association, State of California Organic Products Association, and the Food Marketing Institute's National Products Advisory Committee
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None
- **Summary of Candidate's Qualifications:** During Mr. Silverman's career, he served on various boards, including OMRI, Ecological Farming Association, State of California Organic Products Association, and the Food Marketing Institute's National Products Advisory Committee. He has one letter of recommendation.
- **Eligibility:** Please determine status of KeHE distributors – are they certified?

### Paul Chartrand

Founder and President of Chartrand Imports, a wine importer, which includes organic wines

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6) Maine
- **Affiliations and Expertise:** ME State Representative (1995-1998), Transportation Committee; Rockland City Zoning Board of Appeals & Comprehensive Planning; Organic Trade Association; ME Organic Farmers & Growers Association; Good Term Natural Foods Cooperative
- **Education:** Does not list a degree (presumably B.S.), Chemical Engineering, Columbia University School of Engineering, 1969
- **Career or Notable Positions Held:** ME State Representative (1995-1998), Transportation Committee; Rockland City Zoning Board of Appeals & Comprehensive Planning; ME Organic Farmers & Growers Association, board member; Good Term Natural Foods Cooperative, president and treasurer
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None
- **Summary of Candidate's Qualifications:** Mr. Chartrand was one of the first importers of wine made from certified organic grapes. He has two letters of recommendation.
- **Eligibility:** Mr. Chartrand owns or operates an organic handling operation that is excluded from certification. He is therefore eligible.

## Nominees for Retailer Seat

### **Lisa deLima**

Vice President of Grocery for MOM's Organic Market, which stocks a higher volume of organic products than any other store, and sells only 100% organic produce

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6), Maryland
- **Affiliations and Expertise:** City of Gaithersburg, Environmental Affairs Committee
- **Education:** M.B.A., Johns Hopkins University, 2006; B.A., Environmental Studies and Political Science, University of Vermont, 1998; African Wildlife and Ecology, Kenya 1997
- **Career or Notable Positions Held:** City of Gaithersburg, Environmental Affairs Committee
- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None
- **Summary of Candidate's Qualifications:** Ms. de Lima is Vice President of Grocery for MOM's Organic Market, which stocks a higher volume of organic products than any other store, and sells only 100% organic produce. She has sixteen years of experience in the organic retail foods industry. She has in-depth knowledge of organizational strategy, customer outreach, staff education, product sourcing, category management, and merchandising strategies. She has several letters of recommendation.
- **Eligibility:** Ms. de Lima owns or operates a retail establishment with significant trade in organic products is therefore eligible.

### **Alan Lewis**

Oversees the organic certification for food packaging facility for Natural Grocers by Vitamin Cottage, a food retailer

- **Race, Ethnicity, and Sex:** (b) (6)
- **Geographic Location:** (b) (6), Colorado
- **Affiliations and Expertise:** Organic Trade Association, Government Affairs Committee, FSMA Task Force; Council for Responsible Nutrition, Government Affairs Committee; Natural Products Association, Natural Foods Standards Working Group; Farm and Ranch Freedom Alliance; Colorado Right to Know, Initiative 48 Steering Committee; Alliance for Natural Health, Executive Strategy Group; Boulder County Food and Agriculture Policy Council; Sunshine Food Project
- **Education:** B.A., Brown University, 1984; Diploma in Portuguese Studies, University of Coimbra, Portugal, 1982
- **Career or Notable Positions Held:** Organic Trade Association, Government Affairs Committee, FSMA Task Force; Council for Responsible Nutrition, Government Affairs Committee; Natural Products Association, Natural Foods Standards Working Group; Colorado Right to Know, Initiative 48 Steering Committee; Alliance for Natural Health,



Executive Strategy Group; Boulder County Food and Agriculture Policy Council;  
Sunshine Food Project, Board of Directors

- **Any Statutory Requirements the Candidate Represents:** None
- **Previous Committee or NOSB Experience:** None
- **Acres or Crop Size:** None
- **Summary of Candidate's Qualifications:** Mr. Lewis currently manages 77 USDA organic certificates for retail handling/processing associated with the retail locations of Natural Grocers by Vitamin Cottage, Inc. Natural Grocers sells only produce that is USDA certified organic. He has been involved in developing several food standards, including naturally raised meats, non-confinement dairy, cottage food production, food safety, GMO labeling and new dietary ingredients under DSHEA. Additionally, he has participated in the development of bills, laws, rules and regulations for naturopathic doctor licensure, nutritionist licensure, retail alcohol sales, mandatory vaccinations, product labeling, food safety and food borne illness liability, among others. He has several letters of recommendation.
- **Eligibility:** Mr. Lewis owns or operates a retail establishment with significant trade in organic products is therefore eligible.

**USDA Agricultural Marketing Service  
National Organic Standards Board  
Biographies for 2015 Nominees**

**Nominees for Environmental Protection and Resource Conservation Seat**

**Paula Daniels**

Senior Advisor on Food Policy, Special Projects in Water, Office of Mayor Antonio Villaraigosa  
(b) (6), CA); currently on sabbatical  
(b) (6), California

**Laura Hedlund**

Radio Host at Food Freedom Radio  
(b) (6), Minnesota

**Sally Keefe**

Consultant at skFigures  
(b) (6), Colorado

**Dr. Kikoasse Kpombrekou-A**

Professor of soil and environmental sciences at Tuskegee University  
(b) (6), Alabama

**Sarah Manski**

Co-Founder/CEO of PosiPair.com  
(b) (6), Wisconsin

**Dr. Tania Martinez**

Regulatory Consultant Director at Demos Global Group, Inc.  
(b) (6) Florida

**Dr. Michael Menes**

Technical Director at True Organic Products  
(b) (6), California

**Robyn O'Brien**

Founder and Executive Director of Allergy Kids Foundation  
(b) (6), Colorado

**Nominees for Producer Seat**

**Colin Archipley**

President and CEO of Archi's Acres, Inc.  
(b) (6) California

**Dennis Crabtree**

Chief Technical Officer at BioStar Systems, LLC

(b) (6), Kansas

**Rebecca Goodman**

Organic dairy farmer at Northwood Organic Farm LLC

(b) (6), Wisconsin

**Phyllis Hannan**

Owns Nature's Organic Haven LLC

(b) (6) Missouri

**Patrick Horan**

Planter at Waldingfield Farm

(b) (6) New York

**Joseph Martin**

Owns and operates Zydeco Moon Organic Farm & Cabins

(b) (6), NC

**Cameron Molberg**

CEO at World's Best Eggs, LLC, and WBE, LLC, dba Coyote Creek Organic Feed Mill

(b) (6) Texas

**William C. Reed**

Manager of Fresh From the Farm Produce Division of Sunny Creek Farm

(b) (6), South Carolina

**James Rietkerk**

Strawberry Ranch Manager at Ramco Enterprises, L.P.

(b) (6), CA

**Pierre Sleiman**

Founder & CEO of Go Green Agriculture, Inc.

(b) (6), California

**Ashley Swaffar**

Director of Special Projects at Arkansas Egg Company

(b) (6), Arkansas

**Nominees for Handler Seat**

**John K. Ashby**

General Manager of the Ingredients Division of California Natural Products

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**Tom Chapman**

Sourcing Manager for Ingredients, Clif Bar & Company

(b) (6) California

**Scott Silverman**

Vice President for Growth Solutions, KeHE Distributors, LLC, Vice-President-Growth Solutions

(b) (6), Colorado

**Paul Chartrand**

Founder and President of Chartrand Imports, a wine importer

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**Nominees for Retailer Seat**

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**Alan Lewis**

Oversees the organic certification for food packaging facility for Natural Grocers by Vitamin

Cottage, a food retailer

(b) (6), Colorado

*Application packages for each applicant are posted in the National Organic Program's (NOP) website: [LINK](#)*

**DECISION MEMORANDUM FOR THE SECRETARY**

THROUGH: Edward Avalos *Edward Avalos 9-9-14*  
Under Secretary  
Marketing and Regulatory Programs

FROM: Anne L. Alonzo *A. Alonzo*  
Administrator

ISSUE:

The National Organic Standards Board (NOSB) is composed of 15 members; four members have terms that end on January 24, 2015. Therefore, four appointments are needed by the Secretary of Agriculture to fill these pending vacancies. The term for the appointees will be for five years, beginning on January 24, 2015, and ending on January 24, 2020.

MEMBERSHIP FACTORS:

The NOSB was established under the Organic Foods Production Act (OFPA), Section 2119 (7 U.S.C. 6518), and in accordance with the Federal Advisory Committee Act (FACA) (5 U.S.C. App. 2 et seq.), to assist in developing standards for substances used in organic production and to advise the Secretary on aspects of the National Organic Program (NOP).

The OFPA requires that the NOSB be composed of 15 members, representing seven categories:

- four individuals who own or operate an organic farming operations;
- two individuals who own or operate an organic handling operation;
- one individual who owns or operates a retail establishment with significant trade in organic products;
- three individuals with expertise in areas of environmental protection and resource conservation;
- three individuals who represent public interest or consumer interest groups;
- one individual with expertise in the fields of toxicology, ecology, or biochemistry; and
- one individual who is a certifying agent.

The 2015 vacancies are:

- one individual who owns or operates an organic farming operation;
- one individual who owns or operates an organic handling operation;
- one individual who owns or operates a retail establishment with significant trade in organic products; and



**DEPARTMENT OF AGRICULTURE AND FORESTRY**

Page 2

- one individual who has experience in environmental protection or resource conservation.

This appointment is for the NDSB and is subject to the terms and conditions of the appointment process including opportunities to be considered for the organization.

**SUMMARY OF NOMINATION PROCEDURES**

On 01/01/2014, the Department of Agriculture and Forestry has invited the public to register and submit nominations for the NDSB. The Department is looking for nominations for four positions on the NDSB. The nomination process will be conducted in accordance with the Board of Diversity.

Procedures for submitting NDSB nominations are available on the Department's website. Nominations should be submitted to the NDSB nomination committee for review and approval. The NDSB nomination committee will be made up of representatives from the Department and the public. The NDSB nomination committee will be responsible for reviewing and approving nominations. The NDSB nomination committee will also be responsible for notifying the NDSB of the results of the nomination process. The NDSB nomination committee will also be responsible for notifying the public of the results of the nomination process.

**STEP-BY-STEP PROCEDURE FOR SUBMITTING A NOMINATION:**

To facilitate the process of submitting a nomination, the Department has established a nomination process. The nomination process is as follows: 1. The nomination process is open to all individuals who are interested in submitting a nomination. 2. The nomination process is open to all individuals who are interested in submitting a nomination. 3. The nomination process is open to all individuals who are interested in submitting a nomination.

The Department of Agriculture and Forestry is committed to diversity and inclusion. The Department is committed to diversity and inclusion. The Department is committed to diversity and inclusion.

DIRECTOR OF AGRICULTURE AND FISHERIES

	Caucasian	Chinese	Hispanic	White
	(15%)	(13%)	(7%)	(55%)
White	80%	80%	80%	55%
Female	40%	40%	40%	33%
African American	13%	13%	13%	11%
Native American	0%	0%	0%	0%
Asian	0%	0%	0%	11%
Native Hawaiian	0%	0%	0%	11%
Hispanic	7%	7%	7%	11%

CONCLUSIONS:

A list of the most qualified candidates was submitted to the Hawaii Commission for election and candidates who were recommended through this process are part of the election process. The Commission is not responsible for the results of the primary or general elections.

REFERENCES:

Under the Hawaii Constitution, the Secretary of Agriculture is appointed by the members of the Board of Agriculture. The Secretary of Agriculture is appointed by the Board of Agriculture from a list of candidates submitted by the candidates and environmental protection resources from the candidates.

STATE CONTACT:

Mikaela M. K. [Name], Deputy Director, Hawaii Department of Agriculture, 1140 Independence Avenue, W.W., Honolulu, HI 96820-1140

Jennifer [Name], Deputy Director, Hawaii Department of Agriculture, 1140 Independence Avenue, W.W., Honolulu, HI 96820-1140

[1] Information for candidates is available at <http://www.hawaii.gov/ags>.

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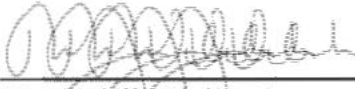
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ACTING SECRETARY

I hereby certify the information above.



\_\_\_\_\_  
Thomas J. Wilk  
Secretary



\_\_\_\_\_  
Date

## **Applicants for the National Organic Standards Board (NOSB) Recommendations for appointment in January 2012**

The recommendations are based on a number of factors including:

- Applicant's knowledge of the Organic Food Production Act and the National Organic Program regulations.
- Applicant's experience with working on boards.
- Ability to represent interests of board membership category (e.g. producer, handler, retailer, scientist, environmentalist, certifier, public interest).
- Support from stakeholders, interest groups and elected officials.
- Gender, ethnic and geographical balance. Existing gender, ethnic and geographical balance were reviewed to ensure continued balance for the board.

### **Producers**

1. **Carmela Beck, Driscoll's, Watsonville, California.** Carmela Beck is the National Organic Program Supervisor and Organic Certification Grower Liaison for Driscoll's, an organic producer of berries. Ms. Beck is a member of the CCOF Government Advisory Council, the Organic Trade Association Mexico Task Force and Latinas in Agriculture. Ms. Beck will bring extensive knowledge and experience with organic certification to the NOSB. The current organic producers on the NOSB include Nick Maravell (Maryland, crops and livestock), Wendy Fulwider (Wisconsin, organic dairy), and Colehour Bondera (Hawaii, coffee and avocados). Nearly 1/3 of U.S. organic production is produced in California and having an organic producer member on the NOSB from California is important.
2. **Harriet Behar, Spring Valley, Wisconsin.** Harriet Behar is the Organic Outreach Coordinator for the Midwest Organic Sustainable Education Service (MOSES) and an organic crop producer in Wisconsin. Ms. Behar has served on the board of directors for the Independent Organic Inspectors Association and the Organic Materials Review Institute. Ms. Behar has extensive knowledge and experience with organic inspections and certification.

### **Handlers**

1. **Harold Austin, Zirkle Fruit Company, Selah, Washington.** Harold Austin is the Director of Orchard Administration for Zirkle Fruit Company, an organic tree fruit grower, packer and shipper. Mr. Austin is a member of the Washington State Department of Agriculture's Organic Advisory Board, the Northwest Horticultural Council's Science Advisory Board, and Washington State University's Leadership Team. Mr. Austin will bring extensive knowledge and experience with organic handling and organic certification. Mr. Austin has been a leader in the organic tree fruit industry for a number of years and has broad experience from the farm through the packing shed to the marketplace.
2. **Carmela Beck, Driscoll's, Watsonville, California.** Carmela Beck is the National Organic Program Supervisor and Organic Certification Grower Liaison for Driscoll's, a handler of organic berries. Ms. Beck is a member of the CCOF Government Advisory Council, the Organic Trade Association

Mexico Task Force and Latinas in Agriculture. Ms. Beck will bring extensive knowledge and experience with organic certification to the NOSB.

#### Scientist

1. **Zea Sonnabend, CCOF, Santa Cruz, California.** Zea Sonnabend is the Organic Policy Specialist for CCOF, an organic certifier based in California. She has served on the board of the Organic Materials Review Institute, the Organic Seed Alliance, the International Organic Inspectors Association, and the California Department of Agriculture Invasive Species Advisory Council. Ms. Sonnabend has extensive scientific knowledge and experience with materials used in organic production and handling. She was a technical advisor to the National Organic Standards Board on Technical Advisory Panels between 1993-5.
2. Francis Thicke, Ph.D, Fairfield, Iowa. Francis Thicke is the owner/operator of an organic livestock operation. He serves on the Board of Directors of the Iowa Farmers Union and has served on the Organic Farming Research Foundation board, the Iowa Environmental Protection Commission, the Iowa Food Policy Council and the Steering Committee of Scientific Congress on Organic Agriculture Research. Dr. Thicke has a Ph.D in Agronomy and an extensive background with organic research and extension.

#### Environmentalist

- **Tracy Favre, Holistic Management International, Woodland Park, Colorado.** Tracy Favre is the Chief Operating Officer for Holistic Management International, an international non-profit with the mission of “educating people to manage land for a sustainable future.” Ms. Favre has 17 years of experience working with municipal and industrial clients on watershed management projects as an environmental engineering consultant. She is a frequent author of technical articles for industry journals and presenter at technical conferences.
- Jennifer Ryder Fox Ph.D, California State University, Chico, California. Dr. Jennifer Ryder Fox is the Dean of the College of Agriculture, California State University, Chico. She serves on the boards of directors of the Ag\*IDEA Consortium, the American Association of State Colleges of Agriculture and Renewable Resources, and the Organic Materials Review Institute. She has extensive background in agriculture and integrated pest management.

#### Consumer/Public Interest

- **Jean Richardson, Professor Emerita, University of Vermont, North Ferrisburgh, Vermont.** Dr. Jean Richardson is Professor Emerita of Natural Resources, Environmental Studies and Geography, University of Vermont, a Maple Syrup Producer, Organic Inspector and Independent Contractor in matters relating to rural development, agriculture and environment. She has served on the board of directors of the Vermont Natural Resources Council, Northwest Medical Center, and the National Wildlife Federation. She has been appointed to Vermont Commission on the Status of Women and was appointed by President Clinton to represent the United States on the NAFTA Commission for Environmental Cooperation. She was a founding director of the Institute of Sustainable Communities, President of the New England Environmental Policy

Center and founding Director of Environmental Partnerships in Communities. She has an extensive background in public policy and work in sustainable development and also understands organic agriculture in her work as an organic inspector. She has broad support from the National Organic Coalition, regional organic certifiers and elected politicians.

- Carolyn Dimitri Ph.D, New York University, New York, New York. Dr. Carolyn Dimitri is Research Associate Professor of Food Studies in the Department of Nutrition, Food Studies, and Public Health at New York University. She serves on the board of directors of the Northeastern Agricultural and Natural Resource Economics Association. She has extensive experience and knowledge of the economic aspects of the organic food industry as well as of consumer preferences concerning organic food products.

### **Applicants not selected**

Producers, Handlers, Scientists, Environmentalists, Consumer/Public Interest

These applicants met the requirements, but did not provide the level of experience or depth of knowledge that was exhibited by the selected members nor did they provide the geographic balance or diversity we needed in combination with the current members.

Organic Producers – Colin Archipley, Alfred Clutts, Charles Coiner, Jane Cowels, Jaime Edgar, Jeffery Ensminger, Michael Horwath, Lowell Kaul, Marc Keith, Amy Kinder, Rochelle King, Phillip LaRocca, Dominic Marchese, Cynthia Szymanski, Michelle Sandy.

<b>Continuing NOSB members</b>	<b>State</b>	<b>Gender</b>	<b>Diversity ?</b>	<b>NOSB position</b>	<b>Organic interest areas</b>	<b>Business interest</b>
Joe Dickson	Texas	(b)	■	Retailer	Retail, marketing, livestock	Whole Foods
Jay Feldman	Washington, DC	(b)	■	Environmental ist	Inputs	Beyond Pesticides
Calvin Walker	Louisiana	(b)	■	Public interest		Southern University
Jennifer Taylor	Florida	(b) (6)	■	Public interest		Florida A&M
Nick Maravell	Maryland	(b)	■	Producer		
Colehour Bondera	Hawaii	(b)	■	Producer		
Mac Stone	Kentucky	(b)	■	Certifier		Kentucky Department of Agriculture
Barry Flam	Montana	(b)	■	Environmental ist	Former organic cherry grower	Natural resource consultant
John Foster	Oregon/ California	(b)	■	Handler	Row crops, inputs	Earth Bound Farms
Wendy Fulwider	Wisconsin	(b) (6)	■	Producer	Organic Valley	Organic Valley
				<a href="#">Producer</a>		
				<a href="#">Handler</a>		
				<a href="#">Environmental ist</a>		
				<a href="#">Scientist</a>		
				<a href="#">Public Interest</a>		

**DECISION MEMORANDUM FOR THE SECRETARY**

**THROUGH:** Edward Avalos  
Under Secretary  
Marketing and Regulatory Programs

*Edward Avalos* 11-21-11

**FROM:** David R. Shipman  
Acting Administrator

*David R Shipman*

NOV 15 2011

**SUBJECT:** Appointment of five members to the National Organic Standards Board

**ISSUE**

The National Organic Standards Board (NOSB) is composed of 15 members; four members have terms that expire on January 24, 2012. An additional member resigned from their position in October 2010 for personal reasons and, as such, must also be replaced. Therefore, appointments by the Secretary of Agriculture are needed for the following five vacant member positions: one organic handler, one producer, one environmentalist, one consumer public interest, and one scientist. The term shall be for five years, commencing on January 24, 2012, and ending on January 24, 2017.

**SUMMARY OF REGULATIONS AND NOMINATION PROCEDURES**

Under the Organic Foods Production Act (OFPA), Section 2119 (7 U.S.C. 6518), and in accordance with the Federal Advisory Committee Act (5 U.S.C. App. 2 et seq.), the NOSB was established to assist in developing standards for substances to be used in organic production and to advise the Secretary on any aspect of the National Organic Program (NOP).

On April 1, 2011, the Agricultural Marketing Service (AMS) published in the *Federal Register* and publicized through an AMS News Release an announcement seeking nomination for five positions on the NOSB. Additional outreach activities were also conducted to increase diversity on the Board.

The procedures for submitting an NOSB nomination were clearly outlined in the *Federal Register* Notice. Candidates who apply for membership on the NOSB submit a letter of interest, a resume, and the AD755 Background Information form. The Secretary of Agriculture has the sole authority and discretion to appoint members to the NOSB.

**Composition and Qualification of the Board.** The NOSB is composed of 15 members, representing seven categories: four individuals who own or operate an organic farming operations; two individuals who own or operate an organic handling operation; one individual

## **DECISION MEMORANDUM FOR THE SECRETARY**

**Page 2**

who owns or operates a retail establishment with significant trade inorganic products; three individuals with expertise in areas of environmental protection and resource conservation; three individuals who represent public interest or consumer interest groups; one individual with expertise in the fields of toxicology, ecology, or biochemistry; and one individual who is a certifying agent.

### **STEPS TAKEN TO INCREASE OUTREACH**

Please see Outreach Summary included in this package (left side).

### **CLEARANCE PROCESS**

A list of the nominees was submitted to the White House Liaison's office for vetting clearance on August 4, 2011. The nominees were cleared on September 30, 2011. As part of the clearance process, the department also certified that none of the nominees to the Board are federally registered lobbyists.

### **RECOMMENDATION**

Under the OFPA, Section 2119 (7 U.S.C. 6518), and in accordance with the Federal Advisory Committee Act (5 U.S.C. App. 2 et. Seq.), the Secretary has authority to select candidates to serve on the NOSB. Therefore, AMS recommends that the Secretary of Agriculture appoint new NOSB members for the following positions: one organic handler, one organic producer, one environmentalist, one consumer public interest, and one scientist beginning January 24, 2012, and ending on January 24, 2017.

#### **Attachments**

Cc: Administrator Office  
ODA/NOP



# DECISION MEMORANDUM FOR THE SECRETARY

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## CANDIDATE SLATE

### QUALIFICATIONS

The recommendations are based on a number of factors including: (1) Applicant's knowledge of the Organic Food Production Act and the National Organic Program regulations; (2) Applicant's experience with working on boards; (3) the ability to represent interests of board membership category (e.g., producer, handler, retailer, scientist, environmentalist, certifier, and public interest); (4) support from stakeholders, interest groups, and elected officials; and (5) Gender, ethnic, and geographical balance. Existing gender, ethnic and geographical balance were reviewed to ensure continued balance for the Board.

<b>Number of vacancies to be filled</b>	<b>5</b>
<b>Number of applications considered</b>	<b>46</b>
<b>Number of candidates considered and listed below</b>	<b>9</b>
<b>Number of candidates recommended (in bold)</b>	<b>5</b>

1. **HANDLER**

× **Harold V. Austin, IV**  
Carmela Beck

✓  
\_\_\_\_\_

2. **PRODUCER**

× **Carmela E. Beck**  
Harriet Behar

✓  
\_\_\_\_\_

3. **ENVIRONMENTALIST**

× **Tracy T. Favre**  
Jennifer Ryder Fox, Ph.D.

✓  
\_\_\_\_\_

4. **CONSUMER PUBLIC INTEREST**

× **Jean Richardson, Ph.D.**  
Carolyn Dimitri, Ph.D.

✓  
\_\_\_\_\_

5. **SCIENTIST**

× **Andrea Sonnabend**  
Francis Thicke, Ph.D.

✓  
\_\_\_\_\_

**DECISION MEMORANDUM FOR THE SECRETARY**

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**ACTION BY THE SECRETARY**

I hereby appoint the candidates annotated above.



\_\_\_\_\_  
Thomas J. Vilsack  
Secretary

11/29/11

\_\_\_\_\_  
Date

If approval cannot be made at this time:

Disapproved

Please see me

Consultation with \_\_\_\_\_ is required before approval can be made.

**2012 NOSB NOMINATION LISTINGS**

LAST NAME	FIRST NAME	POSITION	STATE	NOP/OFP A knowledg e	Experienc e with boards/te ams	Pragmati c	Well spoken/ Listens	Communi ty support	Political endorsem ents	Rating (A,B,C )	NOTES
Cohen	Laurie	Consumer Public Interest	CA	(b) (5)							
Coronado-Brown	Cynthia	Consumer Public Interest	CA								
Dangler	Jeffrey	Consumer Public Interest	IN								
Dimitri	Carolyn, Ph.D.	Consumer Public Interest	NY								
Fox	Jennifer Ryder, Ph.D.	Consumer Public Interest	CA								
Gamoning	Brandy	Consumer Public Interest	CA								
Hemmelgarn	Melinda, M.S., R.D.	Consumer Public Interest	MO								
Powell	Ashley	Consumer Public Interest	MI								
Stephens	David	Consumer Public Interest	VA								
Stevenson	Stacy	Consumer Public Interest	CA								
Westerdahl**	John, Ph.D.	Consumer Public Interest	CA								
Favre	Ms. Tracy, P.E.	Environmental ist	CO								
Mader	Eric	Environmental ist	OR								
Manzelli	Amy	Environmental ist/ public interest	NH								
Richardson	Jean, Ph.D.	Environmental ist	VT								

LAST NAME	FIRST NAME	POSITION	STATE	NOP/OFP A knowledge	Experience with boards/teams	Pragmatic	Well spoken/ Listens	Community support	Political endorsements	Rating (A,B,C)	NOTES
Wilhelmi	Christy	Environmentalist/ public interest	CA	(b) (6)							
Chapman	Tom	Organic Handler	CA								
Archipley	Colin	Organic Producer	CA								
Austin	Harold V.	Organic Producer/ handler	WA								
Beck	Carmela	Organic Producer/ handler	CA								
Behar	Harriet	Organic Producer	WI								
Clutts	Alfred	Organic Producer	OH								
Coiner	Charles	Organic Producer/ handler	FL								
Cowels**	Jane, Ph.D.	Organic Producer	CA								
Edgar	Jaime	Organic Producer	WA								
Ensminger	Jeffrey	Organic Producer	NC								
Horwath	Michael	Organic Producer/ public interest	CA								
Kaul	Lowell	Organic Producer	ND								
Keith	Marc	Organic Producer/ public interest	WA								
Kinder	Amy	Organic Producer	FL								





**2014 NOSB NOMINATION LISTINGS**

NAME	ST	Diversity	Public Policy experience	Organic regs. knowledge	Commitment to organic integrity	Technical Expertise	Work collaboratively	Rating (A,B,C)	Notes
Producers		(b) (5)							
Colin Archipley	CA								
Rebecca Goodman	WI								
Phyllis Hannan	MO								
Patrick Horan	CT								
Joseph Martin	NC								
Cameron Molberg	TX								
William Reed	SC								
James Rietkerk	CA								
Pierre Sleiman	CA								
Ashley Swaffer	AK								
Handlers									
John Ashby	CA								
Tom Chapman	CA								
Scott Silverman	CO								
Paul Chartrand	ME								
Ashley Swaffer	AK								

NAME	ST	Diversity	Public Policy experience	Organic regs. knowledge	Commitment to organic integrity	Technical Expertise	Work collaboratively	Rating (A,B,C)	Notes
Retailer		(b) (5)							
Lisa de Lima	MD								
Alan Lewis	CO								
Environmental Protection									
Paula Daniels	CA								
Kokoasse Kpamblekou	AL								
Applied but don't fit av									
Michael Menes	CA								
Belinda Obrien	CO								
Dennis Crabtree	KS								
Laura Hedlund	MN								
Sally Keefe	Co								
Sarah Manski	CA								
Tania Mazza Martinez	FL								
<b>Number of Applicants</b>									
<b>Incomplete Applications</b>									





**NOSB Nominees  
Interview questions**

**NOSB Member Motivation**

1. (b) (5) [Redacted]  
[Redacted]  
[Redacted]  
[Redacted]

**BOARD DYNAMICS**

5. (b) (5) [Redacted]  
[Redacted]  
[Redacted]  
[Redacted]

**OFPA and the USDA organic regulations**

8. (b) (5) [Redacted]  
[Redacted]

**THE ISSUES**

10. (b) (5) [Redacted]  
[Redacted]  
[Redacted]

Interview questions [ML draft 10/5]

**NOSB Member Motivation**

1. (b) (5) [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Commented [m1]: (b) (5) [REDACTED]

[REDACTED]

**BOARD DYNAMICS**

5. (b) (5) [REDACTED]

[REDACTED]

**THE RULE AND THE LAW**

7. (b) (5) [REDACTED]

[REDACTED]

[REDACTED]

**THE ISSUES**

10. (b) (5) [REDACTED]

[REDACTED]

[REDACTED]

## NOSB nominations – 2011

### Producers

- Harold Austin
- Carmela Beck
- Zea Sonnebend
- Francis Thicke
- Perry Cluts
- Harriet Behar

### Handlers

- Carmela Beck
- Harold Austin
- Francis Thicke
- Cyd Symanski??

### Scientist

- Zea Sonnebond
- Francis Thicke
- John Reigart
- Jennifer Fox
- Judith Erb

### Environmentalist

- Eric Mader
- Jean Richardson
- Amy Manzelli
- Tracy Favre

### Consumer/Public Interest

- Carolyn Dimitri
- Jennifer Fox
- Melinda Hemmelgarn
- Cynthia Coronado-Brown

### Criteria

- Balanced viewpoint
- Pragmatic
- Knows the organic regulations
- Speaks up and listens
- Pays attention/respects public comments
- Board experience – process oriented, patient, being in the public eye
- Diversity
- Respected by the community
- Balance to the board

## NOSB nominations – 2011 – Miles A Rating

### Producers

- Colin Archipley
- Harold Austin
- Carmela Beck
- Francis Thicke
- Perry Clutts
- Harriet Behar

### Handlers

- Harold Austin
- Carmela Beck
- Francis Thicke
- Tom Chapman

### Scientist

- Zea Sonnebond
- Francis Thicke

### Environmentalist

- Jean Richardson
- Amy Manzelli
- Tracy Favre

### Consumer/Public Interest

- Carolyn Dimitri
- Jennifer Fox
- Melinda Hemmelgarn
- Amy Manzelli

### Interview list

1. Colin Archipley
2. Harold Austin
3. Carmela Beck
4. Francis Thicke
5. Perry Clutts
6. Harriet Behar
7. Tom Chapman
8. Zea Sonnebond
9. Jean Richardson
10. Amy Manzelli
11. Tracy Favre
12. Carolyn Dimitri
13. Jennifer Fox
14. Melinda Hemmelgarn

NOSB nominations – 2011

Current Board

<b>Name</b>	<b>Position</b>	<b>State</b>
Tracy Miedema	Public/consumer	CA/OR
Steve Demuri	Handler	CA
Katrina Heinz	Scientist	MN
Tina Ellor	Environmentalist	PA
Barry Flamm	Environmentalist	MT
Jay Feldman	Environmentalist	DC
John Foster	Handler	CA
Joe Dickson	Retailer	TX
Wendy Fulwider	Producer	WI
Nick Maravell	Producer	MD
Colehour Bondera	Producer	HI
Calvin Walker	Public/Consumer	LA
Jennifer Taylor	Public/consumer	FL
Mac Stone	Certifier	KY

2012 board

<b>Name</b>	<b>Position</b>	<b>State</b>
Barry Flamm	Environmentalist	MT
Jay Feldman	Environmentalist	DC
John Foster	Handler	CA
Joe Dickson	Retailer	TX
Wendy Fulwider	Producer	WI
Nick Maravell	Producer	MD
Colehour Bondera	Producer	HI
Calvin Walker	Public/Consumer	LA
Jennifer Taylor	Public/consumer	FL
Mac Stone	Certifier	KY
Zea Sonnebend	Scientist	CA
Harold Austin	Handler	WA
Jean Richardson	Environmentalist	VT
Carmela Beck	Producer	CA
Michelle Sandy	Producer	CA
Jaime Edgar	Handler	WA
Jeff Ensminger	Producer	NC
Rochelle King	Producer	OK
Michael Horwath	Producer	CA

Producers

- Harold Austin
- Carmela Beck

Handlers

- Harold Austin

Scientist

- Zea Sonnebond

#### Environmentalist

- Jean Richardson
- Amy Manzelli
- Tracy Favre

#### Consumer/Public Interest

- Carolyn Dimitri
- Jennifer Fox
- Amy Manzelli

**NOSB nominations – 2011**

**Current Board**

<b>Name</b>	<b>Position</b>	<b>State</b>
Tracy Miedema	Public/consumer	CA/OR
Steve Demuri	Handler	CA
Katrina Heinz	Scientist	MN
Tina Ellor	Environmentalist	PA
Barry Flamm	Environmentalist	MT
Jay Feldman	Environmentalist	DC
John Foster	Handler	CA
Joe Dickson	Retailer	TX
Wendy Fulwider	Producer	WI
Nick Maravell	Producer	MD
Colehour Bondera	Producer	HI
Calvin Walker	Public/Consumer	LA
Jennifer Taylor	Public/consumer	FL
Mac Stone	Certifier	KY

**2012 NOSB – current members**

<b>Name</b>	<b>Position</b>	<b>State</b>	<b>Term</b>	<b>Congressional support</b>	<b>Selected other support</b>
1. Barry Flamm	Environmentalist	MT	2013		
2. Jay Feldman	Environmentalist	DC	2014		
3. John Foster	Handler	CA/OR	2014		
4. Joe Dickson	Retailer	TX	2014		
5. Wendy Fulwider	Producer	WI	2014		
6. Nick Maravell	Producer	MD	2015		
7. Colehour Bondera	Producer	HI	2015		
8. Calvin Walker	Public/Consumer	LA	2015		
9. Jennifer Taylor	Public/consumer	FL	2015		
10. Mac Stone	Certifier	KY	2015		

**Recommended New Members – starting January 2012**

<b>Name</b>	<b>Position</b>	<b>State</b>	<b>Term</b>	<b>Congressional support</b>	<b>Selected other support</b>
11. Zea Sonnebend	Scientist	CA	2016	Senator Boxer, Congressman Farr	Whole Foods, Small Planet Foods, Full Belly Farm, Kim Dietz, Organic Trade Association, Organic Seed Alliance, EcoFarm, Wild Farm Alliance, Maine Organic Growers
12. Harold Austin	Handler	WA	2016	Senator Cantwell	U.S. Apple, NW Hort Council, Washington Growers League, Washington Wine Grape Growers, Wenatchee Valley Traffic Assoc., Pear Bureau NW
13. Jean Richardson	Public/Consumer	VT	2016	Senator Leahy	State Senator Sara Kittell, NOFA-VT, VT Sec. of Agriculture Chuck Ross, National Organic Coalition
14. Carmela Beck	Producer	CA	2016	Congresswoman Eshoo, Congressman Farr,	Ventura County Agr. Assoc., CCOF, Organic Trade Association, numerous organic producers
15. Tracy Favre	Environmentalist	CO/TX	2016	Senator Bingaman	Organic Trade Association, Horizon, Ranchers in CO, TX, and VA



## **Brief summary of qualifications**

### Producer

- Carmela Beck, California
- Hispanic, Driscolls, Latinas in Agriculture, OTA Mexico Task Force

### Handler

- Harold Austin, Washington
- Organic tree fruit, Zirkle fruit company, Washington Organic Advisory Board, leader in tree fruit industry

### Scientist

- Zea Sonnebond, California,
- CCOF, Materials specialist, widespread support from across the breadth of the organic community

### Environmentalist

- Tracy Favre, CO/TX
- Holistic Resource Management, animal welfare specialist, extensive board experience

### Consumer/Public Interest

- Dr. Jean Richardson, Vermont
- Organic inspection experience, Gubernatorial and Presidential Appointments (Governor's Commission on the Status of Women, NAFTA Commission for Environmental Cooperation).