

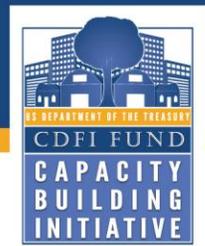
**Presenter Bios: The Field Guide to the New American Foodshed
April 5, 2012**

Jeff Farbman, The Wallace Center at Winrock International. Jeff Farbman came to food systems work circuitously, via website programming and teaching high school physics. A program associate of the Wallace Center at Winrock International, he is perhaps best known for producing the acclaimed National Good Food Network webinar series, a monthly event featuring ideas and examples of scaling up Good Food. His work at the Wallace Center also includes communications and program development and management. He is a graduate of Brandeis University.

Marty Gerencer, Morse Marketing Connections, LLC. Based in North Muskegon, Michigan, Morse Marketing Connections, LLC (MMC) is a national food systems consulting agency, owned and operated by Marty Gerencer. MMC began in 2002, and continues to be a family run business. Over the 10 years in operation, Ms. Gerencer has initiated and co-led several partnerships and initiatives to increase the supply of locally sourced food into communities in Michigan, and around the country. Marty's work also includes developing outreach programs focused on the importance of agriculture and food systems in building local economies and increasing health of consumers. In 2006, MMC entered into a partnership with the Wallace Center at Winrock International, to develop and co-lead the *National Good Food Network (NGFN)*. The NGFN is a national network focused on increasing supply of locally sourced food into communities, through farmer and supply chains capacity building programs, such as trainings, technical assistance and communities of practice. The NGFN has received wide support from the funding community through W.K. Kellogg Foundation, Sysco Corporation, and Wallace Genetic Foundation, USDA AMS, Kresge Foundation, and multiple USDA beginning farmer grants. Current projects of the NGFN include the *NGFN Food Hub Collaboration*: a capacity building project for existing and new food hub operations, the *Field Guide to the New American Foodshed Project*, and the *Evaluating and Improving Educational Instruments and Outreach for Beginning Farmers Project*: financial and business training programs for beginning farmers. Ms. Gerencer serves on the core team and in co-leadership roles for these projects. Ms. Gerencer holds board positions on the Michigan Food Policy Council, Food Bank Council of Michigan - Policy and Programs, Aquinas College Alumni Association and is a member of Local First West Michigan and Michigan Farm Bureau (Oceana County). Her education includes a Bachelors of Science in Computer Information Systems from Ferris State University, Big Rapids, Michigan and a Masters in Management from Aquinas College, Grand Rapids, Michigan.

Gary Matteson, Farm Credit Council. Gary Matteson works for the Farm Credit Council in Washington, DC, which is the trade organization of the Farm Credit System. Farm Credit is a nationwide network of borrower-owned lending institutions, providing credit for the nation's farmers and ranchers. As the Vice President for Young, Beginning, Small Farmer Programs and Outreach, Gary seeks to identify and meet the needs of the next generation of farmers and ranchers as a part of Farm Credit's enduring mission of service to agriculture and rural America. Farm Credit provided some \$7.7 billion to young farmers, \$12 billion for beginning farmers, and \$14.2 billion in financing for small farmers in 2008. Until recently Gary was a small farmer operating a wholesale greenhouse business in New Hampshire, including raising cattle for the local freezer beef market. He holds bachelor's degrees in agronomy and biology from the University of Connecticut.

David Norman, Winrock International. David Norman is an agricultural economist with of experience managing rural development and credit projects in both the United States and internationally. He is the Vice President of the Enterprise & Agriculture Group at Winrock International. Most recently he headed Winrock International's Volunteer Technical Assistance division, which focuses on recruiting qualified U.S. volunteers to assist farmers, businesses, and organizations to share their knowledge, expertise, and monetization programs, that



sell U.S. agricultural commodities abroad in order to fund local development projects as well as create markets for U.S. goods. Prior to joining Winrock in 1994, Mr. Norman was Director of Technology Operations for AgriBank in St. Louis, MO. Until recently, Mr. Norman was on the board of directors for AgriBank, a \$60+ billion cooperative bank serving 15 states. He also chairs Winrock's Information & Communication Technology oversight committee which establishes technology priorities for the entire institution. He holds a master's degree in Agricultural Economics from the University of Arkansas. He and his wife, Vivian, live in Little Rock with their two daughters, Beth and Anna.