

JENNIFER CURTIS
CURTIS CONSULTING, INC.
jencurt@mindspring.com
www.curtis-consulting.com

102 Pine St.
Carrboro, NC 27510
919-967-0014 (office)
919-306-4008 (cell)
919-928-0518 (fax)

PROFESSIONAL EXPERIENCE:

Founder & Principal, Curtis Consulting, Inc., *Carrboro, North Carolina 2001-present*. Direct company and provide project design and management services to improve sustainability of food and farming systems.

Project Director, NC Choices, a Center for Environmental Farming Systems initiative, *Raleigh, North Carolina 2006-present*. Direct this W.K. Kellogg-funded project (www.ncchoices.com) to promote pasture-based marketing, processing and production opportunities in North Carolina; oversee staff, outreach and education activities, and pilot projects.

Managing Member, Farmhand Foods, LLC., *Durham, North Carolina, 2010-present*. Co-direct incubation of branded meat processing company designed to expand market access for North Carolina's small-scale pasture-based meat producers.

Food Systems Consultant, *Center for Environmental Farming Systems, Raleigh, North Carolina, 2006-present*. Conducted strategic planning, fundraising and grassroots organizing for Farm to Fork and community food systems initiatives; author of CEFS' 2010 publication, *From Farm to Fork: A Guide to Building North Carolina's Sustainable Local Food Economy*.

Project Manager, Gerber Products Company, *Fremont, Michigan 1999-2005*. Directed the development of agricultural third-party certification program, including creation of crop standards, company compliance and long-term improvement program, and pesticide risk management system. Managed the development of Southern Appalachian Apple Integrated Pest Management (IPM) Project housed at North Carolina State University (NCSU). Created Advisory Committee, edited grower newsletter, conducted industry and grower outreach, and raised over \$230,000 from public and private sources.

Outreach & Evaluation Coordinator, Sweetpotato IPM Project, North Carolina State University, *Raleigh, North Carolina 2001-2008*. Coordinated internal and external project communications across four states; managed implementation and completion of industry-wide grower survey of IPM practices; raised over \$2 million from U.S. EPA and USDA for IPM research and education in sweetpotato and facilitated development of industry-wide strategic plan.

Research Fellow, World Wildlife Fund, *Washington, D.C. 2000-2003*. Managed development of partnership between WWF and Florida ranchers to improve ecological and economic sustainability of cow/calf operations in Lake Okeechobee watershed, including development of initial project feasibility assessment and grant funding.

Policy Analyst, Self-Help Credit Union, *Durham, North Carolina 2002-2003*. Conducted a policy analysis of barriers to and opportunities for financial credit for organic and sustainable farmers.

Senior Research Associate, Natural Resources Defense Council, *San Francisco, California, 1988-1996*. Monitored federal and California state regulation of pesticides; developed policy instruments & coordinated national coalition to promote adoption of IPM and sustainable agriculture. Authored numerous reports & served on a variety of regulatory and academic advisory committees.

EDUCATION

M.S. Environmental Management & Policy, Department of Environmental Sciences & Engineering, School of Public Health, University of North Carolina, Chapel Hill. 1999.

Thesis: *Identification of Motivating and Enabling Factors Related to the Adoption of Alternative Agricultural Practices: A Multiple Case Study Approach.*

B.A. Community Health Education (minor: Biology). University of Oregon, 1988.

SELECTED PUBLICATIONS & CLIENT REPORTS

- Curtis, Jennifer. June 2010. Assessment & Recommended Strategies Regarding Cruse Meats Slaughter & Processing Facility & Expansion of Local Beef Markets, internal report prepared for Cabarrus County.
- Curtis, Jennifer, et. al. April 2010. *From Farm to Fork: A Guide to Building North Carolina's Sustainable, Local Food Economy.* A Center for Environmental Farming Systems report, Raleigh, N.C. 97 pp.
- Curtis, J. & N. Creamer. 2008. From Farm-to-Fork: Building a Sustainable Food Economy in North Carolina. American Planning Association North Carolina Chapter, November 2008 Newsletter, <http://www.nc-apa.org/images/stories/Newsletter/nov08edition2.pdf>.
- Curtis, J. 2007. Improving Meat Slaughter and Value-Added Processing for NC Choices Farmers: Internal Working Document, NC Choices, a Center for Environmental Farming Systems initiative. 5 pp.
- Curtis, J. & J. Haley 2006. Southern Sweetpotato Grower Survey: Report of Results (2005). A report prepared for the Southern Sweetpotato IPM Project. 129 pp.
- Curtis, J. 2006. Lessons Learned & Recommendations for the Development of a Code of Cooperative Stewardship. An internal guidance document prepared for the National Council of Farmer Cooperatives. 12 pp.
- Curtis, J. 2006. A Review of Principles & Procedures Used in Sustainability Programs. An internal background paper prepared for the National Council of Farmer Cooperatives. 15 pp.
- Curtis, J. 2005. Funding the New Harvest: Overcoming Credit Barriers for North Carolina's Sustainable Farming Enterprises. A report prepared for Self-Help Credit Union, Durham, NC. 52 pp.
- Curtis, J. 2003. Strategic Plan for Pest Management Research & Education in Southern Sweetpotato Production Systems: A Summary of Workshops held October 2001 and January, February, August and December 2002. A report prepared for North Carolina State University, Department of Horticultural Science. 25 pp.
- Curtis, J. 2003. Unique Collaboration Yields Cost Savings for Peanut Growers. Southeastern Farm Press (in press). Article prepared at the request of the Rural Advancement Fund International, Pittsboro, NC. 3 pp.
- Curtis, J. 2002. Establishing Agricultural Partnerships in the Context of Everglades Ecosystem Restoration: An Assessment of Potential Partners in Florida. An internal report prepared at the request of the World Wildlife Fund, Washington, D.C. 58 pp.
- O'Hara, D. & J. Curtis. 2002. Agricultural Issues & Water Quality Concerns in Southeastern Rivers & Streams. An internal report prepared at the request of the World Wildlife Fund, Washington, D.C. 45 pp.
- Curtis, J. & J. Dlott. 2000. Seeking Higher Ground: An Appraisal of the Food Alliance's Certification Process & Content for Environmental Claims & Recommendations to Achieve Higher Ground. Confidential report prepared at the request of The Food Alliance. 38 pp.

- Dlott, J. & J. Curtis. 2000. *Eccountability and Eco-Labels: What Eco-Benefits Did I Buy Today?*
 RealToolbox White Paper presented at the Read the Label: Understanding the Challenges &
 Opportunities for Eco-labels and Eco-brands Conference, October 19, Portland, Oregon. 22 pp.
- Curtis, J. 2000. *Managing Pests Softly: Reduced Risk Pest Management Can Help Growers Deal with
 Restrictions from the Food Quality Protection Act.* American Fruit Grower, December. 3 pp.
- Curtis, J. 1999. *Lessons from the Farm: Eight Successful Partnerships That Protect Biodiversity through
 Reducing Risk from Pesticides.* World Wildlife Fund, Washington, D.C. 15 pp.
- Curtis, J. & R. Exner. 1999. *Ridge-Tillage Helps Farmers Cut Herbicide Use.* Natural Resources Defense
 Council and Practical Farmers of Iowa. 6 pp.
- Curtis, J. 1998. *Fields of Change: A New Crop of American Farmers Finds Alternatives to Pesticides.*
 Natural Resources Defense Council, San Francisco, California. 230 pp.
- Cohen, R. A. & J. Curtis. 1998. *Agricultural Solutions: Improving Water Quality in California Through
 Water Conservation and Pesticide Reduction.* Natural Resources Defense Council, San Francisco,
 California. 68 pp.
- Mott, L., D. Fore, J. Curtis & G. Solomon. 1997. *Our Children at Risk: The Five Worst Environmental
 Threats to Their Health.* Natural Resources Defense Council, San Francisco, California. 125 pp.
- Curtis, J. 1996. *Pesticides Yield a Toxic Harvest.* Forum for Applied Research and Public Policy. Vol. 11,
 No. 1. 5 pp.
- Mott, L., F. Vance & J. Curtis. 1994. *Handle With Care: Our Children and Environmental Carcinogens.*
 Natural Resources Defense Council, San Francisco, California. 50 pp.
- Curtis, J. & T. Profeta. 1993. *After Silent Spring: The Unsolved Problems of Pesticide Use in the United
 States.* Natural Resources Defense Council, San Francisco, California. 56 pp.
- Curtis, J. with T. Kuhnle & L. Mott. 1991. *Harvest of Hope: The Potential for Alternative Agriculture to
 Reduce Pesticide Use.* Natural Resources Defense Council, San Francisco, California. 123 pp.

SELECTED ADVISORY COMMITTEES, APPOINTMENTS & AWARDS

University of North Carolina, Kenan-Flagler Business School class, "Launching the Venture" 2008-2009
 Coaches Award for NC Choices, the business "Most Likely to Launch."

University of North Carolina, Kenan-Flagler Business School program participant, "Business Accelerator
 for Sustainable Entrepreneurship," 2008-2009.

Southern Regional Pest Management Center, Advisory Committee, North Carolina State University
 2003-2006.

United Nations Environment Program, Methyl Bromide Technical Options Committee, 1993-1995.

Sustainable Agriculture Research & Education Program, Advisory Committee, University of California,
 1992-1993.

California Department of Environmental Protection, Department of Pesticide Regulation, Pest
 Management Advisory Board, 1991-1993.

Pesticide Action Network, North America, Steering Committee, 1990-1995.

Northwest Coalition for Alternatives to Pesticides, Board Member (1991-1995) and Board President
 (1993-1995).