

DR. FRANK ATHERTON

Dr. Frank Atherton is the Deputy Chief Medical Officer of Health in the Department of Health and Wellness, Nova Scotia. Frank graduated in medicine from Leeds University, UK and worked in hospital and primary care posts around the North of England for a number of years before undertaking voluntary work as a District Medical Officer in Malawi. On his return to the UK, Frank completed specialist training in Public Health Medicine in the Yorkshire Region and then worked on international health and development issues for the WHO and the UK Department for International Development in postings to the Former Yugoslavia, Tanzania, and Bangladesh. From 2002 to 2012 Frank worked as a Director of Public Health in Lancashire and from 2008 to 2012 he also acted as President of the UK Association of Directors of Public Health (ADPH). He holds honorary academic appointments at Dalhousie University (Adjunct Assistant Professor) and Lancaster University (Honorary Lecturer). Frank is passionately interested in addressing inequalities in health at the global, national and local level.



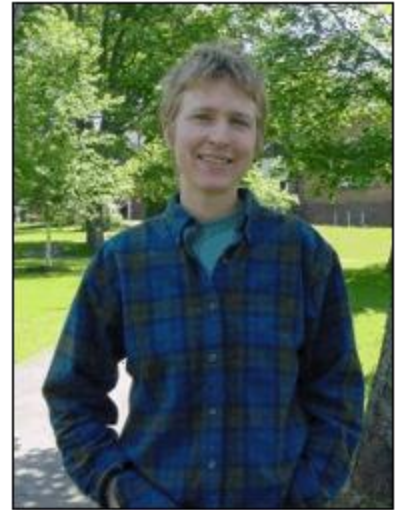
DR. CLAUDE CALDWELL

Dr. Claude Caldwell is a professor in the Department of Plant and Animal Science in the Faculty of Agriculture, Dalhousie University and presently Acting Dean of the Faculty. By formal training he is an ecologist and plant biophysicist. However, he has been active in agriculture since 1980, when he started as a research scientist with AAFC in Alberta. He has particular expertise in cropping systems, new crop development and agroecology. Claude has more than 15 years of extensive international experience, including the provision of technical and facilitation services in training, extension and curriculum development under various projects in Cambodia, China, the Gambia, Vietnam, The Philippines, Jamaica, Trinidad and Tobago, Indonesia, Tanzania and Ethiopia. He presently teaches Agroecology at Dalhousie University and the Fujian Agriculture and Forestry University in Fuzhou, China. Recently, in co-operation with his colleague in China, he has published a textbook on *Agroecology in China*, which should be available in North America soon. His major research interest at present is on the development of camelina as the next big oilseed crop for Canada.



DR. EDITH CALLAGHAN

Dr. Edith Callaghan is a Professor at the F.C. Manning School of Business, Acadia University. She teaches in the School of Business and in the Environment and Sustainability Studies program. Her focus is on business strategy, corporate social responsibility, ethics, sustainable community development, and community engagement. She is currently working on research projects that examine values-based food purchasing and understanding the power of community engagement for sustainable community development and rejuvenation. As an active community member she is a board member of The Center for Rural Sustainability, an advisor for FarmWorks, and the Chair of the Nova Scotia Food Policy Council. Edith has been trained and registered by Natural Step Canada as a Natural Step Associate.



ROSARIA CAMPBELL

Rosaria Campbell works as a curriculum coordinator for Extended Learning at the Dalhousie University Faculty of Agriculture. In this role she is responsible for curriculum assessment, design and development for adult learning programs in agriculture and related fields. She also does program research, needs assessment and idea development for the Extended Learning group. Rosaria holds a B.Sc. Agr. in Animal Science from McGill University and an M.Sc. in Ruminant Nutrition from the University of Manitoba. Also a writer and editor, she holds a B.A. in English from St. Mary's University and is a member of the Writers' Federation of Nova Scotia.

MR. GREG CURWIN

Mr. Gregg Curwin is an entrepreneur with over 20 years of experience in healthcare innovation industries, including medical devices, biologics, and health-related retail. He has consulted for hospitals and governments in the broad area of health design, with a recent focus on the role of food production in disease prevention. Gregg is a past board member of Partners for Care, and initiative of Halifax's Capital District Health Authority, and is a co-founder of the Food Alliance of Nova Scotia. He holds a Bachelor of Commerce from Saint Mary's University in Halifax.



DR. LAURETTE DUBÉ

Dr. Laurette Dubé is Full Professor and holds the James McGill Chair of consumer and lifestyle psychology and marketing at the Desautels Faculty of Management of McGill University, which she joined in 1995. She is also the founding chair and scientific director of the McGill Center for Convergence of Health and Economics, a unique initiative to promote convergence between academic disciplines, innovations, and initiatives by individuals, communities, enterprises and governments at all levels to tackle the most pressing societal problem through systemic change. Her lifetime research interest bears on the study of effects and behavioral economic processes underlying consumption and lifestyle behavior and how such knowledge can inspire more effective health and marketing innovations. At the top of the discipline of marketing in Canada and among the world leaders in her areas of expertise, she has made outstanding theoretical contributions while working creatively and rigorously on issues of managerial and social significance. Laurette received her Ph.D. in marketing from Cornell University, Ithaca, New York, U.S.A. (1990). She holds a research career award jointly funded by the Canadian Institutes of Health Research and the Social Sciences and Humanities Research Council of Canada. She is a Fellow of the Royal Society of Canada.



DR. STEVEN DUKESHIRE

Dr. Steven Dukeshire joined Dalhousie University (then NSAC) eight years ago where he teaches first year psychology and sociology. He is a born and raised Nova Scotian, who in the Maritime tradition, moved to Ontario to complete his education at the University of Waterloo before returning back home. His educational background is primarily in health psychology and decision making. Upon arriving at Dalhousie University (NSAC), he embarked on two separate research streams, one examining factors that influence food shoppers' decisions at point of purchase and the other examining alternative methods of food production and distribution. Recently, Steven's research has evolved to assessing the impact of the food system itself on consumer decision making and how the opacity of today's food system influences consumer thinking. In particular, he is interested in how purchasing a product without direct knowledge of where it comes from or how it is made involves a leap of faith and trust in the food system. Steven views front of package information, branding, and alternative food production systems as ways consumers may obtain the information they need to make informed dietary decisions and to (re)gain trust that the food they choose is healthy and safe.



DR. JIM DUSTON

Dr. Jim Duston is a Professor in the Department of Plant and Animal Sciences at the Dalhousie University Faculty of Agriculture. He received his B.Sc. (Honours) in Applied Biology in 1982 from the University of Bath (UK), and his Ph.D. in Fish Physiology in 1987 from the University of Aston in Birmingham (UK). He came to Canada in 1987. Most of his research, which has been conducted in collaboration with commercial aquaculture industry, has been on the environmental physiology of salmonids and striped bass. Jim is the coordinator of the Aquaculture Centre at the Dalhousie University Agricultural Campus and teaches part of the B.Sc. (Agr.) Aquaculture Major program. He also serve on the editorial board of two respectable journals: *North American Journal of Aquaculture* and *Aquaculture*.



DR. DINAND EKKEL

Dr. Dinand Ekkel studied Animal Sciences at Wageningen University. He graduated in 1988 and obtained his Ph.D. in 1996 at the Veterinary Faculty of Utrecht University, with a thesis on the behaviour and welfare of pigs. Afterwards he worked as a senior scientist at Wageningen University and Research Centre for many years. Since 2006 he has worked at the Professional University CAH Vilentum in Dronten and Almere, teaching Animal Welfare and Animal Health. He became Program Director of the educational innovation program “Green Knowledge for Citizens” and with this program he broadened his knowledge of the relationship between the environment and the health and wellbeing of humans. Since 2011 he has been Professor of the Chair for Natural and Healthy Living of CAH Vilentum Almere, studying the contribution of the green environment, food and animals to the health and wellbeing of humans.



MR. PHIL FERRARO

Phil Ferraro has been serving as PEI ADAPT Council’s Executive Director since it was formed in 1999. He has over twenty five years of experience as an educator and leader in the fields of sustainable land use planning, community development, social enterprise, and ecological approaches to food production. His Masters degree in Social Ecology included a thesis on creating food and energy self-reliance in Northern climates, with studies in aquaponics, agriculture, sustainable community development and social responsibility. In 1995, he founded the Institute for Bioregional Studies Ltd. (IBS). The Institute offers consultation services in social responsibility and scenario planning, and sustainable community development. In 2012 Phil started “PEI Farm Works Investment Cooperative,” a social enterprise with a mission to connect

local people to investment opportunities that can help to increase sustainable, local food production and have a positive impact on the regional economy.

MS. ELLEN GUSTAFSON

Ms. Ellen Gustafson is a sustainable food system activist, innovator and social entrepreneur. She is the Co-Founder of Food Tank: the Food Think Tank, a new organization that is highlighting innovative ideas in agriculture and food systems that help alleviate hunger, obesity and poverty.

As an early innovator in the social entrepreneurship field and now a system-change thought leader in the food movement, Ellen speaks to a new way to look at problems and solutions. Ellen founded the 30 Project and Change Dinner campaigns, which connected hunger and obesity issues over the dinner table and are now part of Food Tank. She is also the Co-Founder of FEED Projects, LLC, a



charitable company that creates consumer products which help feed the world, and Co-Founder and former Executive Director of FEED's non-profit partner, the FEED Foundation. Under Ellen's leadership, FEED provided more than 65 million school meals to children around the world—at no cost to them. Previously, Ellen was a U.S. Spokesperson for the U.N. World Food Program, a terrorism research reporter in the ABC News Investigative Unit and a research associate for the Military Fellows at the Council on Foreign Relations. She has a B.A. in International Politics from Columbia University and is pursuing a Master's Degree in Food Studies at New York University. Amongst her many public speaking accomplishments, Ellen has given multiple TED talks, keynoted to the Italian Parliament, lectured at Harvard, New York University, Columbia University, The U.S. Naval Academy, Feeding America, and Davos.

MS. CHRISTINE JOHNSON

Ms. Christine Johnson completed her B.Sc. in Human Nutrition with Honours from St. Francis Xavier University (St.F.X.) in 2000. She went on to complete an M.Sc. in Applied Human Nutrition and the Dietetic Internship Education Program at Mount Saint Vincent University, graduating in 2004. Her thesis research focused on the capacity building experiences of women involved in participatory research related to the cost and affordability of a nutritious diet. Before returning to St.F.X. as a faculty member she worked as a research assistant and project coordinator with the Nova Scotia Participatory Food Security Projects, which she is still actively involved with today.



Christine's current research focuses largely on community-university partnerships for food security. Her research has been internally and externally funded and includes recent funding from the Canadian Foundation for Dietetic Research and SSHRC's CURA funding to co-lead Activating Change Together for Community Food Security (<http://www.foodsecurityresearchcentre.ca/cura/>). Christine is actively involved in many local,

regional and national nutrition and food security groups and was recognized for her leadership in community engaged scholarship by receiving the St.F.X. University Outreach Award in December 2008.

DR. KATHLEEN KEVANY

Dr. Kathleen Kevany has fulfilled wide ranging posts as the Director of cross-cultural organizations and community-building consortiums, such as Vibrant Communities. She has also been a Program Consultant in the Government of Ontario. Kathleen has focused her working life on the study and enhancement of human capabilities and compassion. She holds a Masters in counseling and cross-cultural relations and a Doctorate in community building and learning from the University of Toronto. She held a post-doctoral fellowship at the United Nations University in Tokyo and has taught at a number of colleges and universities. As an Assistant Professor in Business and Social Sciences with the Faculty of Agriculture at Dalhousie



University in Truro, Kathleen teaches Leadership and Social Action as well as a course in Communications and Conflict Resolution. She also is the Director of Extended Learning and Associate Director of the Rural Research Centre. Her recent research has been on factors that mediate rural well-being and she is conducting studies in shared actualization and social transformation.

DR. JORDAN L. LABEL

Dr. Jordan LeBel is an Associate Professor in the Department of Marketing at the John Molson School of Business (Concordia University) in Montreal where he teaches Food Marketing and Experience Design and Marketing. He is the director of the Luc Beaugard Center of Excellence in Communications Research. He draws from his past in the foodservice industry as inspiration for his research, which focuses on the role and definition of pleasure in consumers' food choices. Jordan is a founding member of Concordia's Food Culture Research Group and he is a member of the Concordia Centre for Sensory Studies. He writes the branded column "Parlons plaisirS" for *Le Must*, an independent French consumer-focused food magazine in Quebec. He is the co-spokesperson and head of the jury for the newly created DUX award program recognizing the food industry's efforts to move towards a healthier food supply. He has consulted on the development of national and local communication campaigns for food manufacturers both in Canada and in the United States. He has won numerous teaching awards, including the 3M National Teaching Fellowship. He co-developed and teaches the award-winning online course "Marketing Yourself." He currently



serves as Vice-President of the Board of Directors of Youth Employment Services, a Montreal-based non-profit organization that each year helps over 4,500 young people find employment and launch their career.

DR. PHILLIP LEE WING

Dr. Phillip Lee Wing is the President of The Food Development Group (FDG), a technical support and product development company located in Toronto. After graduating with a Ph.D. from the Food Science Department at the University of British Columbia, he joined CPC International, then later led a research group at Weston Ltd. in Toronto. With more than twenty five years in the food industry and over seventeen years as the owner of FDG, he has conducted projects for all types of companies in the food sector, ranging from multinationals to start-up entrepreneurs. He is the Chair of the Baking Association of Canada (Ontario Section), as well as the Past President of the Canadian Institute of Food Science and Technology (CIFST) National.

DR. JI LU

Prior to becoming a faculty member in the Faculty of Agriculture of Dalhousie University (formerly NSAC), Dr. Ji Lu received his Ph.D. in Marketing from McGill University in 2011. His research primarily focuses on food consumption and eating behaviours. In the context of healthy eating promotion, he has been studying social-cultural influences, personalities, lifestyles, and contextual and environmental factors that moderate consumers' food choice and eating patterns. Ji's research is rooted in psychological theories of food-related decision making, and he takes a "brain to society" approach in studying consumers' everyday food choices. One stream of his research has contributed to the understanding of the individual "brain" guiding food choice, including the perceptions, attitudes, emotions, and motivations that are related to eating behavior. Another stream of his work studied various social factors that influence eating patterns, including culture differences, dietary beliefs, lifestyle choices, and the marketing environment. Beyond the food consumption area, he is eager to extend his research to any lifestyle behaviors that are related to self-control and that may have health or societal impacts, such as increasing physical activity and cutting back household energy consumption.



DR. DEREK H. LYNCH

Dr. Derek Lynch is an Associate Professor, and since 2005, Canada Research Chair (CRC) in Organic Agriculture at the Dalhousie University Faculty of Agriculture (DFA). Derek is currently president-elect of the Canadian Society of Agronomy. His academic and prior consulting career, experience in sustainable agriculture and resource management includes training in both agronomy (B.Sc., M.Sc. from McGill University) and soil science (Ph.D. from University of Guelph). Managing highly interdisciplinary and collaborative research projects has been a defining characteristic of Derek's very active CRC research program, which spans sectors as diverse as organic dairying, field crops and blueberry production. A significant proportion of his research is conducted in



partnership with commercial organic farms and an assessment of the environmental or ecological impact of the production system is a common feature. His research has resulted in forty five peer-reviewed publications, invitations to deliver thirty five invited talks nationally and internationally, and completed or ongoing training of three postdoctoral fellows, five Ph.D. and ten M.Sc. students. Derek teaches on soil and nutrient management at the undergraduate and graduate level at DFA. He has served for many years on national sector committees such as the Organic Value Chain Round Table and was closely involved in the drafting of the Canadian certified organic production standards now referenced within federal regulations.

JOLENE MACEACHERN

Ms. Jolene MacEachern works as a program manager for Extended Learning at the Dalhousie University Faculty of Agriculture. In this role she is responsible for needs assessment and project management for adult learning programs in agriculture and related fields. A third generation, Cape Breton Dutch dairy farmer, she holds a B.Sc. Agr. in Agricultural Economics from Dalhousie University. With her husband Lauchie she operates a dairy farm in Masstown, Nova Scotia. Jolene is passionate about feeding the world in a healthy manner.

DR. LESLIE MACLAREN

Dr. Leslie MacLaren is a professor in the Department of Plant and Animal Sciences, on administrative leave from the position of Associate Dean Academic in the Faculty of Agriculture, Dalhousie University. A reproductive physiologist, her more recent focus has been collaboration with other agricultural leaders and scientists addressing two broad objectives: linking agriculture, food and health across sectors for the benefit of society, and building our capacity in agriculture to mitigate the influences of climate change so that we may sustainably meet the world's food needs in future. Leslie was co-president and vice president academic of the Nova Scotia Agricultural College until its merger with Dalhousie University in 2012, a time characterized not only by complex governance change but also by student-focused improvements in academic services, high enrolment growth and internationalization of the campus. Prior to becoming VP Academic in 2005, she was the college's first Dean of Research. Dr. MacLaren has been a professor at the Truro campus since completion of her NSERC-Industry postdoctoral fellowship at the University of Guelph in 1994. Her university education began at Guelph with a B.Sc. (Agr.) in Animal Science in 1981, and then continued with an M.Sc. in Animal Genetics at the University of Alberta and a Ph.D. in Animal Physiology at the University of California, Davis.



MR. SHANE PATELAKIS

In his 17-year career, Shane Patelakis has acquired a diverse range of experience in industry, government, entrepreneurship, technology development and mentorship. Shane has both a B.Sc. (Acadia, 1996) and an M.Sc. (Dalhousie, 1999) in Food Science and Technology. In 2006 he was awarded the Business Development Bank of Canada's Young Entrepreneur Award for most promising new start-up and West Jet's Creative Mind Award for Canada. In 2010 he became a Certified International Trade Professional through the Forum for International Trade Training (FITT). Shane began his professional career in 1998 as a Food Scientist at PEI's BioFoodTech Centre where he led more than 70 value-added projects ranging from value-added agri-bio/seafood projects to development of extraction processes for novel plant bioactives. In 2001, he was assigned to the Atlantic Canada Opportunities Agency where he performed project technical assessments during the first round of the Atlantic Innovation Fund. Shane was later seconded to various private international companies involved in the development and commercialization of valued-added seafood products, cosmeceuticals, and nutraceuticals, to assist them in establishing operations from Maritime Provinces. In 2004, Shane started up his own bio-science firm, Progressive BioActives Inc. As President and CEO, he led product research and development activities and raised more than \$3 million to commercialize a pilot production plant to produce the company's natural antibiotic replacement for livestock and aquaculture. In 2006, Shane acquired licensing rights to a novel USA nutraceutical spray-drying technology and raised over \$1.5 M to capitalize his second start-up, Maritime Pulse Drying Inc. (MPD). In 2009, as Senior Planning & Development Officer at the Nova Scotia Department of Agriculture, Shane was tasked to develop and foster a business-



focused approach to assist industry clients strengthen, fund and position themselves to capture new and expanding markets. In spring of 2012 Shane was seconded to the new Perennia Innovation Centre as the Director of Business Development to lead the integration of divisional business operations, the development of corporate policy, and the recruitment of tenants for their innovation suites.

DR. BALAKRISHNAN PRITHIVIRAJ

Dr. Balakrishnan (Raj) Prithiviraj is an Associate Professor and Plant Stress Physiology Research Chair at the Dalhousie University Faculty of Agriculture. He holds a B.Sc. in Agriculture from Annamalai University in India an M.Sc. and Ph. D. in Mycology and Plant Pathology from Banaras Hindu University in India. His research interests are in marine bio-products in plant and animal health, plant-microbe interactions, and natural anti-infective compounds, and his research collaborations include a number of industry, university and government researchers from Canada and the U.S. Raj has published widely in a number of international journals, has given presentations at, and participated in, many international conferences, and published three book chapters. He is a member of the Nova Scotia Institute of Agrologists, the American Association for Advancement of Science, the American Society of Plant Biologists, the Indian Phytopathological Society, and the Indian Society of Cell Biology.



MR. BRIAN RANKINE

Brian has worked for Capital Health in Halifax for 24 years, initially as Director Business Development and most recently as Director of Managed Services. His career included developing the not for profit entity “Partners for Care” (PfC) focusing on commercial and social enterprises. Under PfC the VG (Victoria General) Farmers Market was created four years ago and operates year-round every Friday. In summer it is located in the front of the Victoria General Hospital site. In winter it operates in the main cafeteria. Additional developments include the Mindful Mango Café located in Bayer’s Rd. Centre, providing “healthy food” while employing individuals living with mental health illnesses. In 2012, the Common Roots Urban Farm was founded at the former site of the QE High School. The primary objective of Common Roots is to teach people how to grow healthy food, particularly those whose income limits the purchase of healthy food. With now over one hundred and twenty plots and more to come, individuals and groups grow products with the aid of an onsite farmer and many volunteers. The Urban Farm team is now planning how to convert other green space into edible landscapes in the upcoming years. Brian also leads the transition to healthy food only within the district’s retail food operations. Healthy food is a primary element of healthy people.



MR. ERIC RITCHIE

As Agriculture Manager North America, Corporate Social Responsibility for McCain Foods (Canada), Eric Ritchie is responsible for farm food safety and sustainability of raw agricultural commodities, including potatoes, onions, sweet potatoes and various other vegetable crops. A native of Bath, New Brunswick, Mr. Ritchie earned a Bachelor of Science degree in Agriculture from Dalhousie University in 1989. He is currently enrolled in a Master of Science in Sustainable Food Systems program from Green Mountain College in Vermont. Joining McCain Foods in 1989, Eric held a wide range of positions with the manufacturing group, from waste treatment to production and maintenance to plant services. In 1997 he joined the agriculture group as senior supervisor of Valley Farms. In 2004 he was promoted to extension agronomist. He transferred to McCain Foods USA, Inc. in 2007 as



Agriculture Manager before returning to Canada in 2011 in his current role. Eric was awarded a Nuffield Agricultural Scholarship in 2005. As a scholar he was able to investigate agricultural marketing and trade issues, review technical aspects related to production farming, and experience both social and cultural differences with host families through international travel.

DR. H.P. VASANTHA RUPASINGHE

Dr. Vasantha Rupasinghe is an Associate Professor and Canada Research Chair in Fruit Bioactives and BioProducts at the Faculty of Agriculture of Dalhousie University. He also serves as the chair of the Canadian Institute of Food Science and Technology (CIFST) Atlantic Section. At the Dalhousie Agricultural Campus, he has developed a new research program in the emerging area of medicinal biochemistry of fruit bioactives and value-added fruit processing. His research team has been using human cell culture and experimental animal systems to investigate the disease fighting properties and mode of action of unique bioactives present in cool climate fruits and fruit processing wastes.



DR. BRUCE RATHGEBER

Dr. Bruce Rathgeber received his B.Sc. in Agriculture from the Department of Animal & Poultry Science at the University of Saskatchewan. He went on to work for Shaver Poultry Breeding Farms and then with Cuddy Chicks before entering an M.Sc. program in the Poultry Science Department at the University of Arkansas. He returned to the University of Saskatchewan to earn a Ph.D. in Food Science. Bruce became



a faculty member in the Department of Plant & Animal Sciences at the Nova Scotia Agricultural College in 2000. After six years in this position he joined Agriculture & Agri-Food Canada as a Research Scientist, and has remained at the Dalhousie Agricultural Campus. His current research interests include projects that focus on the influence of production practices, bird nutrition and genetic background on product safety and quality, including both meat and eggs.

DR. CHIBUIKE UDENIGWE

Dr. Chibuike Udenigwe is an Assistant Professor in the Department of Environmental Sciences at the Faculty of Agriculture, Dalhousie University. He has a diverse background, with academic degrees in food science, human nutrition, chemistry and biochemistry. His research program in food biosciences is focused on linking the structure and health-related function of bioactive food-based polymers with the goal of enhancing the value of underutilized agri-food resources, thereby promoting agri-based economies and positively impacting the health of Canadians. Dr. Udenigwe has co-authored over 40 papers in peer-reviewed journals and books, serves on journal editorial boards, and has received prestigious recognition for excellence, including the International Union of Food Science and Technology Young Scientist Award.

