

JURORS AND ADVISORS FOR THE PRIZE, "Our Daily Bread, What Does It REALLY Cost?" 2006

Malaika Edwards – People's Grocery

Malaika Edwards is a co-founder of the People's Grocery, a mobile natural foods market, garden, and youth business training program in West Oakland, CA. Peoples Grocery is working to find creative solutions to the food needs of West Oakland by building a local food system and a local economy. Malaika is a recipient of the Jefferson Award for Public Service, Food & Wine Magazine Tastemakers Award and the Flyaway Productions 10 Women award. She was chosen by Utne Reader, San Francisco Magazine and Organic Style Magazine as a young visionary and environmental leader. Malaika's life goal is to create positive change through love, service, and creative expression.

Margaret Shockley Gandy – East West Healing Arts Center

Margaret Shockley, N.C., East West Healing Arts Center, has 18 years of clinical nutritional experience in alternative Chinese medical and indigenous diets. Her whole-foods based nutritional counseling is informed by traditional cultural cuisines and nutrition science, avoiding the one-diet-one-supplement-fits-all mistakes. She has successfully worked with clients from infancy to elder years, providing the guidance to transition into food choices and lifestyles that support health and well-being.

Jonathan M. Harris -- Global Development and Environment Institute, Tufts University

Jonathan M. Harris, Director, Theory and Education Program at GDAE, is the author of *Environmental and Natural Resource Economics: A Contemporary Approach* (Houghton Mifflin, 2002). He is co-editor of the *Frontier Issues in Economic Thought, Volumes A Survey of Sustainable Development, A Survey of Ecological Economics, and Human Well-Being and Economic Goals*. He is also editor of *Rethinking Sustainability: Power, Knowledge, and Institutions*; author of "*World Agriculture and the Environment*"; and co-author of environmental teaching modules in microeconomics and macroeconomics. Dr. Harris has served as Adjunct Associate Professor of International Economics at Tufts University's Fletcher School of Law and Diplomacy, and as consultant and lecturer at the Brown University Watson Institute International Scholars of the Environment Program and the University of the Middle East. He holds a B.A. from Harvard University and a Ph.D. from Boston University.

Johann A. Klaassen (Juror Fore Person), First Affirmative Financial Network, LLC

Johann A. Klaassen PhD, AIF is Vice President of Managed Account Programs for First Affirmative Financial Network, LLC (<https://www.firstaffirmative.com>). He joined First Affirmative in mid-2001, and is responsible for program support to Network Advisers for both the Fairways and Efficiencies programs. He has held Series 6 (Investment Company Products/Variable Contracts Representative), 63 (Uniform Securities Agent) and 65 (Uniform Investment Advisor) licenses.

Before joining First Affirmative, Johann worked as an Investor Services Representative with T. Rowe Price. Previously, he served on the faculties of the University of Central Arkansas, Webster University, Millikin University, University of Idaho and Washington University in St. Louis, including teaching courses in environmental ethics and bio-medical ethics. He currently serves on the adjunct faculty of Regis University's Professional MBA program, teaching an online course for the "MBAs for MDs" program entitled "Ethical and Legal Issues in Healthcare." Johann's scholarly articles have appeared in such journals as *Philosophy and Literature*, *Journal of Social Philosophy*, and *Journal of Value Inquiry*; he has presented papers to international conferences in Helsinki, Las Vegas and Tampa, among others.

Johann earned a BA in liberal arts (the Great Books Program) from St. John's College in Santa Fe, New Mexico and a PhD in ethics and social philosophy from Washington University in St. Louis.

Ken Meter-- Crossroads Resource Center

Ken Meter is a farm and food systems analyst with Crossroads Resource Center (<http://www.crcworks.org/>) and is the originator of the "Finding Food in Farm Country" studies that have been applied in California, Iowa, Hawaii and Minnesota. He has taught economics at University of Minnesota and Kennedy School of Government. Ken is the co-founder of a regional investment fund and coordinates public process to define indicators for city of Minneapolis' sustainability plan.

Vickie Peck – Vickie Peck and Associates

Based in New Mexico, Vickie Peck holds a Ph.D. in microbiology and molecular genetics. She consults with private, governmental, academic and nonprofit clients in the areas of infectious diseases, public health, and sustainability. She is a partner and director of research (a.k.a the 'yeast doctor') at Anasazi Fields Winery, a boutique winery that produces fine, dry table wines from New Mexico's fruits and berries. The winery is committed to sustainable agriculture, water resources, and rural communities.

Lance Pierce – Consultant

Lance Pierce is a consultant in international development, social enterprise, and corporate responsibility whose current clients include the World Bank. He is concurrently an associate with the research group at Harvard Business School working on a project examining how global corporations are using values frameworks to create new opportunities through strategically managing their social and environmental impact.

Lance has served as Director, Corporate Issues Management for Fortune 20 Altria Group, leading a team working on community economic impact, stakeholder engagement, policy development, and human rights in the supply chain. He was also a senior project leader in the launch of a new venture serving the \$2.3 trillion socially responsible investor market for AFP, the world's third largest news agency.

He began his career in international development having been principal of a consultancy working with the United Nations and leading NGOs, acting as Deputy Director of a global civil society network focused on knowledge transfer for urban development, and serving as a Peace Corps volunteer at the time of the "People Power" revolution in the Philippines.

Elizabeth Tuckermanty -- Nutritionist

Elizabeth Tuckermanty, Ph. D. Nutritionist, has worked in sustainable food systems and community food security for 10 years. She has more than 24 years in teaching in universities as well as private consulting, trade associations, health non-profits and for the federal government.

Arlin S. Wasserman -- Principal, Changing Tastes, and Co-Founder, Robin Hood Center

Arlin Wasserman, MPH MS, is the founder and principal of Changing Tastes, a consultancy that provides strategic planning, economic development and marketing strategy insights to Fortune 100 and start-up food companies, foundations, faith-based, and nonprofit organizations working to issues of public health, food, environment and community development (<http://www.foodandsocietyfellows.org>). Arlin is also a co-founder of The Robin Hood Center, a not-for-profit organized to create and manage branded food enterprises for the benefit of charities focusing on the alleviation of hunger and poverty.

Wasserman is a past recipient of a national Food and Society Policy Fellowship through which he explored new agricultural business models that create value through evoking a "taste of place." His presentations and articles on the connection between location, flavor, and economic development have reached public health professionals, agricultural interests, culinary professionals, policy makers and the popular press. In 2003, Wasserman was invited to speak before the European Union Parliament on industry and consumer trends in the United States food system and world trade negotiations.

ADVISORS TO THE PRIZE

Sara Olsen, Social Venture Technology Group

Sara Olsen is the founder of Social Venture Technology Group (www.svtgroup.net), which helps clients develop and implement valuations of their environmental and social impact, or "non-financial valuation." SVT is developing an open source platform for the collection and synthesis of impact assessment approaches, and has helped spearhead Xigi.net, an online, collaborative forum that tracks the flow of money to deals with both social or environmental and financial returns. Sara is also currently helping launch Environmental Capital Group (www.environmentalcapitalgroup.com), a newly formed firm that helps large institutional investors measure the environmental impact of their investments.

Sara has lectured and taught workshops on non-financial performance assessment internationally, including most recently at the Schwab Foundation Entrepreneurs' Summit at the World Economic Forum in 2006. She is co-author of papers on non-financial metrics including "A Framework for SROI Analysis" (2005), "Social Return on Investment: A Standard" (California Management Review, May, 2004), and "The Double Bottom Line Methods Catalog" (The Rockefeller Foundation, February 2004). She is an advisor to Calvert Foundation's new Social Enterprise Fund, Important Gifts.com, Mobile Media, and was a member of the 2004 methodology committee for the Fast Company Social Capitalist Awards. In 1999, Sara co-founded the Global Social Venture Competition (www.socialvc.net). She holds an M.B.A. from U.C. Berkeley, a M.A.S.W. from the University of Chicago, and a B.A. from Dartmouth College.

Deborah Groban Olson – Capital Ownership Group

Deborah Groban Olson, esq., ED of the Capital Ownership Group, based out of Kent State University (<http://cog.kent.edu/>). COG's mission is to create, build, and serve a coalition that promotes broad ownership of productive capital; reduces inequality of income and wealth; increases sustainable economic development; expands opportunities for people to realize their productive and creative potential; stabilizes local communities by improving living standards; and enhances the quality of life for all.

L. Hunter Lovins – Sustainability Expert

L. Hunter Lovins is a world-renowned sustainability expert (<http://www.natcapsolutions.org/>). A founding professor of business at the Presidio School of Management, she also teaches engineering at the University of Colorado. Lovins is President of Natural Capitalism Solutions, and a partner in Origo, global business advisors. She has received the Right Livelihood Award (Alternative Nobel Prize) and was named Time Magazine's Hero of the Planet in 2000. She has co-authored ten books and hundreds of papers, including the 1999 best seller, *Natural Capitalism*. She has consulted for scores of governments and communities worldwide, including, the Pentagon, USEPA, DOE, USAID and other agencies. Her corporate clients include such multi-national companies as the International Finance Corporation, Royal Dutch Shell, and General Electric. She also serves as an advisor to the Afghan Minister of Energy.

Moderator to the Juror Forum during the Juror Deliberation Process:

Paul Sheldon, M.A. – Teacher and Human Development Consultant

Paul Sheldon, M.A. teaches the Sustainable Management and Implementation of Sustainable Business Practices courses at www.presidiomba.org, and is a private development consultant specializing in non-profit fund raising, board development and philanthropic advising. He serves as an Underwriting Consultant in the home office of California's State Workers' Compensation Insurance Fund — a \$3 billion/year, non-profit insurance company. He is also Senior Consultant to Natural Capitalism Solutions (www.natcapsolutions.org), and serves on Advisory boards for Commonweal Institute and Sustainable Ventures. Paul helped to organize the Rocky Mountain Institute, the Los Angeles-based TreePeople, Friends of the Los Angeles River, and many other progressive and environmental organizations, and has served as a motivational consultant to General Motors, Bank of America, Muzak, and the City of Aspen Colorado. Paul is a former Board member of Colorado Mountain College, the City of Aspen Planning and Zoning Commission, the Aspen Lodging Association, and several Chambers of Commerce in Colorado and California, and received B.A. and M.A. degrees in Human Development from Pacific Oaks College in Pasadena, CA. He lives with his wife, Anne, and their dog, Tiqa, in Mill Valley, California.