Concept

In one concerted dialogue, learn how agriculture, climate change, public health, environment, urbanization, land preservation, and design systemically relate. This panel features leading thinkers in farming, agricultural policy, food business and public health; the panelists will share their thoughts on how landscape architects can apply their skills and provide services to create a more sustainable and just food system.

Learning Objectives

1. Discuss agriculture in relation to the built environment, energy futures, healthcare initiatives, natural resources, and landscape architecture.
2. Understand farmer training, economic systems, policy issues, and distribution when considering productive urban agriculture.
3. Clearly identify the leadership role for landscape architecture in the food and agriculture space beyond the urban farm or rooftop garden.

Biographies

Maisie Ganzler joined Bon Appétit Management Company in 1994 and has since been instrumental in shaping our overall strategic direction. Maisie oversees Bon Appétit’s culinary development and purchasing policy efforts as well as leads the marketing and communications initiatives. Additionally, Maisie is cofounder and president of the Bon Appétit Management Company Foundation, whose mission is to educate people about how their food choices affect the global environment and local economies. In 1999, Maisie helped develop the Farm to Fork program, a groundbreaking company-wide initiative to buy locally, and has since helped create and launch a number of Bon Appétit’s other progressive sustainable initiatives and purchasing policies, among them the Circle of Responsibility program in 2003, farm-animal antibiotics reduction in 2002, and the Eat Local Challenge and cage-free shell eggs in 2005. Most recently, Maisie has been focused on farmworker rights. She is on the steering committee of the Equitable Food Initiative, a new, integrated labor standards initiative led by United Farm Workers, Pesticide Action Network, and the Consumer Federation of America; she served from 20010-2013 on the board of Food Alliance, North America’s most comprehensive third-party certification for the production, processing, and distribution of sustainable food. She was named a Silicon Valley Woman of Influence in 2012. Maisie graduated from Cornell University’s School of Hotel Administration.

While Bob Martin will tell you modestly that he’s not an academic or a scientist, his extensive expertise in public policy and knowledge of agriculture, environmental and health issues ultimately brought him to the Center for a Livable Future in 2011 in the role of Senior Policy Advisor. During his years working for members of Congress from the Midwest, Bob gained a knack for strategizing and “bringing the right people together,” he says. Previously, Bob worked for the Pew Charitable Trusts, where he served as a senior officer at the Pew Environment Group following the dissemination of his work as Executive Director of the Pew Commission on Industrial Farm Animal Production. Bob worked closely with staff at the Center and other experts from JHSPH on the Commission, which was a joint venture of Pew and JHSPH.
Frederick L. Kirschenmann, a longtime leader in sustainable agriculture, shares an appointment as Distinguished Fellow for the Leopold Center for and as President of Stone Barns Center for Food and Agriculture. He also oversees management of his family's 3,500-acre certified organic farm in North Dakota and is a professor in the ISU Department of Religion and Philosophy. Kirschenmann holds a doctorate in philosophy from the University of Chicago, and has written extensively about ethics and agriculture. He has held numerous appointments, including the National Commission on Industrial Farm Animal Production operated by the Johns Hopkins School of Public Health and funded by Pew Charitable Trusts, and was a member of the first NOSB. He helped found Farm Verified Organic, Inc., an international agency which expanded to provide both ICS and FVO certification. His recent book, *Cultivating an Ecological Conscience: Essays from a Farmer Philosopher*, (pub. 2010, edited by Constance L. Falk), follows his writing on farming, philosophy and sustainability. He was IOIA’s first AGM speaker in 1993.

Tim Griffin is an Associate Professor at the Friedman School of Nutrition Science and Policy, Tufts University. At Friedman, he directs the interdisciplinary graduate program, Agriculture, Food and the Environment, and teaches classes on U.S. agriculture, and agricultural science and policy. He also serves on the steering committee for the university-wide graduate program, Water: Systems, Science and Society, and the Tufts Institute for the Environment. His current research focuses on barriers and incentives for regional food systems, and conservation practices in agricultural systems. Before coming to the Friedman School in 2008, he was Research Agronomist with USDA-Agriculture Research Service in Orono, ME, from 2000 to 2008. He conducted research on many aspects of agricultural production in the Northeast U.S.

Ken Kaplan's career as an academic and a strategic advisor in design includes 20 years of design teaching and research at Columbia, Harvard, and MIT. A recent project at MIT emphasized the integral link between food and health, and introduced him to a range of organizations involved with both. Building on this platform, he is developing similar projects to explore and demonstrate the food-health connection. Currently, as the Senior Health Systems Advisor to the Sociotechnical Systems Research Center at MIT, Ken works on Post-Traumatic Stress Innovations, the Center's analysis of post-traumatic stress in the U.S. military. He also develops projects that apply a systems-based approach to understanding and reintegrating the domains of food, health, the environment, and the economy.

Outline

1. **Introduction to the three themes of the discussion**
   a. The future of agriculture and food
   b. The foodshed concept
   c. How can landscape architects assume a leadership role in defining a sustainable food future?

2. **Panelist introductions**

3. **The future of food and agriculture**
   a. Who’s going to farm?
   b. What land will we farm on?
   c. How will we farm differently?
4. **The concept of the foodshed and regional food sourcing**
   a. What is a foodshed and what is regional sourcing?
   b. Planning for a foodshed
   c. Creating a foodshed and defining the relationship with the built environment

5. **How can landscape architects assume a leadership role in creating a sustainable food future?**