Organic Valley sustainability chief to lead food trade group’s board

Reps from organic brands Amy’s Kitchen, Annie’s also newly elected to trade group’s board

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The Sustainable Food Trade Association (SFTA) said Monday Jonathan Reinbold, sustainability program manager at leading organic food brand Organic Valley, has been elected as its board’s president.

The New Castle, Va.-based trade group was formed in 2008 by U.S. organic food companies in an effort to transition the organic food industry into more of a sustainable food system by measuring, analyzing, and reporting their sustainability activities.

Last year, Reinbold helped spearhead a solar community partnership that will enable La Farge, Wis.-based Organic Valley, the nation’s largest, organic farmer-owned cooperative, to become the world’s largest food company to source all its electricity from renewable sources by 2019.

Meanwhile, SFTA said several industry reps were elected, re-elected or appointed to its board during the most recent annual meeting, including Renaud des Rosiers, sustainability manager at organic packaged food manufacturer, Amy’s Kitchen, who was elected as vice president of the board, and board secretary Peter Golbitz of Agromeris LLC, who was re-elected for another term.

Other SFTA officer appointments to the nine-member board include treasurer Bri Saseen of Chico Natural Foods Co-op, and Derek Singer of Stonyfield Farm, the world’s largest producer of organic yogurt.

Newly elected board members include:

- Tiffany Tran, senior sustainability analyst at Annie’s Inc., the flagship organic brand of General Mills
- Shandy Carroll, sustainability manager at organic honey producer, GloryBee
- Manuel Gorrin, sustainability and stewardship manager at Nature’s Path Foods, North America’s largest organic breakfast and snack food company

The board also appointed Nova Sayers, senior business development manager at organic certification agency, NSF International.

“The combination of continuing and new board members brings both stability and renewed strength to the SFTA board as it begins to develop its 2020-2025 strategic plan,” said Katherine DiMatteo, SFTA executive director.

The SFTA said in its 2017 Sustainability Progress Report, published in September, that 75 percent of its reporting members’ sales in 2016 were certified-organic.