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Contact: Sandra Marquardt, 301-592-0077, sandra@sustainablefoodtrade.org

Sustainable Food Trade Association Board Elects Nature's Path Foods Sustainability Manager Jason Boyce as Board President

SFTA expands board to bring fresh perspectives and broader representation of members

New Castle, VA (February 11, 2015) – The Sustainable Food Trade Association (SFTA) Board of Directors proudly announced it elected Jason Boyce, Nature's Path Foods' Sustainability Manager, as the new SFTA board president at its February 4 board meeting prior to the Organicology conference in Portland, OR.

The board also elected Jim Pierce (Oregon Tilth), Vice President; Bri Saseen (Chico Natural Foods Co-op), Treasurer; and Peter Golbitz, (Agromeris, LLC), Secretary. Rounding out the Executive Team are Jonathan Reinbold, Organic Valley, and Hansel New, So Delicious® Dairy Free.

Reinbold, as well as Hannah La Luzerne, Wholesum Harvest, were newly elected to the board, while Saseen and Britt Lundgren, Stonyfield Farm, were re-elected. Continuing board members are: Diana Chapman, PCC Natural Markets; Natalie Reitman-White, Organically Grown Company; and Shauna Sadowski, Annie's, Inc.

The SFTA board voted to increase the number of board members to 14, and appointed Kelly Hoell, Good Company; Michelle Suess, LifeSource Natural Foods; and Tessa Young, Organic Trade Association.

"We are excited about our new leadership, and believe our expanded board brings fresh perspectives and a broader representation of SFTA members," states Katherine DiMatteo, SFTA Executive Director.

"I am privileged to become the new SFTA board president," said Boyce. "Sustainability should be at the forefront of every company's business model, and organic companies are leading the way. I look forward to helping guide the SFTA's direction as we expand our outreach, education and networking opportunities that will help the companies meet their sustainability goals."

Cecil Wright and Isabelle Reining have left the board. Wright was one of the SFTA founders, and a very involved and insightful vice president since 2008. SFTA sincerely thanks both Wright and Reining for their many years of service and support.

In 2014 the organization launched the Green Fleet Working Group, was an active co-organizer of the recent Organicology conference, continued to offer its popular online and hands-on webinars and trainings, introduced on-site "Learning Forums," engaged with new collaborators, and revised its tools to help members manage and utilize the results of their annual reporting more easily. SFTA also released its second annual *Member Sustainability Progress Report*, complete with mini-case studies. Its work in 2015 will focus on what the organic food industry can do to mitigate the harmful effects of climate change. In addition, the organization will offer mentoring and consulting services. See SFTA's recent Annual Report and infographic.

About the [Sustainable Food Trade Association](#)
The Sustainable Food Trade Association is a trade association for the organic food industry that represents mission-aligned companies in North America. We provide support to our members in creating and implementing innovative, sustainable business practices across the supply chain, from farm to retail. For details, read our [2014 Annual Report](#).

About Jason Boyce, [Nature's Path Foods](#)
Jason Boyce is Sustainability Manager with Nature's Path Foods, a leader in the organic food sector for 30 years. In support of their mission to always leave the earth better then they found it, at Nature's Path Foods Jason champions the progressive company's ambitious sustainability goals which include a path to zero waste and carbon neutrality by 2020. Obtaining his MBA in Sustainable Business in 2008, Jason has worked on numerous food system sustainability projects such as launching the Ocean Wise program, and working with the Sustainable Food Trade Association in their development of an organic industry Code of Conduct for suppliers and supply chain partners.