



---

**For Immediate Release**

Contact: Amanda Raster  
Sustainability Standards Development Manager  
[amanda@leonardoacademy.org](mailto:amanda@leonardoacademy.org)  
608-280-0255

## **Three New Members Selected for Open Seats on National Sustainable Agriculture Standards Committee, User Category**

**Madison, WI, May 15, 2009** – Leonardo Academy announces the appointment of three new members to the Sustainable Agriculture Standards Committee, within the User Interest Category.

Constance Jackson of the Corn Refiners Association brings nearly 20 years of experience in environmental, conservation, biotechnology, trade, economics, sustainability, labor, social concerns and public relations programming, as well as experience in biofuels standards development. John Allan, American Frozen Food Institute, brings extensive expertise in food microbiology and food safety, international food policy and trade, certification, modern genetic technologies, Good Agricultural Practices and regulatory affairs. Jesse Singerman, President of Prairie Ventures and consultant for the wholesale and retail sectors, contributes 30 years of experience with sustainability concepts; sustainable business development; product merchandising, procurement and handling guidelines and trends in sustainable agriculture. These individuals will be replacing Steve Lomax of the Corn Refiners Association, Theodore Johnson of Freshblooms/Delaware Valley Floral Group and Diane Holdorf, Kellogg Corporation.

The User Interest category includes individuals or representatives of entities that use agricultural products--including retailers and restaurants, food service companies, product handlers, processors, distributors and manufacturers of goods using agricultural products. Applications were due for submission to Leonardo Academy by May 11th; both new applicants and individuals who submitted applications for the previous Standards Committee selections were considered.

###

### **About Leonardo Academy**

Leonardo Academy is a charitable organization dedicated to advancing sustainability and environmental stewardship. We develop and distribute strategies, metrics, standards, and information. We provide education and help companies, organizations, families, and individuals increase sustainability. We strive to put the competitive market to work on improving the environment. We are a Think and Do Tank with an interdisciplinary approach that makes sustainability practical for everyone.