



Tamar Haspel – Journalist, Washington Post. Tamar has been on the food and science beat for the best part of two decades. She writes a monthly Washington Post column, *Unearthed*, which covers food supply issues: biotech, pesticides, food additives, antibiotics, organics, nutrition, and food policy. When she's tired of the heavy lifting of journalism, she helps her husband on their oyster farm, Barnstable Oyster. (That's the bio Tamar gave us, I'm going to add that she recently won the prestigious James Beard Foundation for her "Unearthed" column in the Washington Post).



J.J. Jones – Center for Food Integrity. J.J. has enjoyed a career in agricultural communications and marketing that began during his experiences as an active member of both 4-H and FFA. J.J. has organized and led over 30 international trade missions on behalf of farmers, ranchers and agribusinesses throughout Asia, Europe and the Americas, and has facilitated conferences and conventions and presented to groups as small as 5 and as large as 50,000. J.J. is no stranger to food and agriculture and feels a sense of purpose in working with clients to share their story. J.J. received degrees in Animal Science and Industry as well as International Agriculture from Kansas State University.



Vance Crowe -- Director of Millennial Engagement at Monsanto in St. Louis, Missouri. Vance is a former Communications Strategist for the World Bank Group, a returned U.S. Peace Corps Volunteer stationed in Kenya, a former communications coordinator at a National Public Radio (NPR) affiliate in Northern California and was a deckhand on an eco-tourism ship that traveled in the Western Hemisphere. Vance holds an undergraduate degree in communications from Marquette University and a Master's Degree in Cross-Cultural Negotiations from the Seton Hall School of Diplomacy.



Karl Haro von Mogel -- Director, Biology Fortified Inc. Karl earned his Ph.D. in Plant Breeding and Plant Genetics at the University of Wisconsin-Madison, studying the genetics of sweet corn. He also obtained a minor in Life Science Communication and co-founded Biology Fortified, Inc., a non-profit organization dedicated to educating and engaging the public on important topics in plant genetics and agriculture. Karl just completed his first Post-Doc with the USDA where he improved our understanding of the cucumber genome. He is passionate about helping people to understand how crops have changed and the importance of these changes in the future. He also keeps bees and makes awesome shirts.



Joy Rumble – Assistant Professor, Department of Agricultural Education and Communication University of Florida. Dr. Rumble focuses her efforts in the Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) where she conducts research and outreach initiatives around effective communication of agricultural issues. Her research concentrates on consumer perceptions of agriculture and has included studies examining perceptions of local food, food safety, GMOs, livestock legislation, and transparent communication in the livestock industry. Joy graduated from the University of Florida in May 2013 with her Ph.D. Prior to attending the University of Florida, Joy obtained her MS in Agricultural Communication and a BS in Animal Science from The Ohio State University.



Curt Hannah – Professor, Horticultural Sciences Department, University of Florida. Curt grew up on a typical Midwestern farm in central Indiana. He received his undergraduate degree in Biochemistry at Purdue University and a Master of Science in Genetics also at Purdue. He then attended the University of Wisconsin, received a Ph.D in Genetics in 1973 and then joined the faculty at the University of Florida as a biochemical geneticist. His research focuses on metabolism in the cereal seed and the generation of variants that can be used in the sweet corn and the cereal seed industries. Both transgenic and non-transgenic approaches have given rise to variant genes now on the market in sweet corns and under commercial testing in field corns. He remains active in the family farming operations in Indiana that now produce approximately 13,000 hogs per year.



Keith Schneider, Professor, Food Science and Human Nutrition, University of Florida. Keith received his undergraduate degree from UF, and his Master's from the University of South Florida's College of Public Health where he worked in the area of food safety microbiology. He returned to the University of Florida in the fall of 2000, taking a position in the Department of Food Science and Human Nutrition specializing in food safety microbiology. His current research focuses on produce safety, examining pathogen survival and intervention strategies for *Salmonella*, *E. coli* O157:H7 and other foodborne pathogens. His extension outreach activities such as generating educational materials, conducting training workshops as well as outreach in Florida and around the country.



Kevin M. Folta -- Professor and the Chairman, Horticultural Sciences Department at the University of Florida. Kevin's laboratory examines fundamental light signal transduction and its application to control plant growth, metabolism and development, with focus on high-value crop traits. His group also uses state-of-the-art genomics approaches to identify novel genes that control important traits (such as flavor and disease resistance) in small fruits. A key part of his program is communicating science to non-scientific audiences, and training scientists how to perform public outreach in scientific or controversial topics. BS/MS Northern Illinois University 1989/1992, Ph.D. University of Illinois at Chicago, 1998.