

∞ Juli Brussell ∞  
572 County Rd 2100 E  
Casey IL 62420  
H O M E (217) 923-5190 ∞ fax (217) 923-5706  
c e l l (217) 273-5007  
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**Personal Goal:** To promote and serve the needs of people with an agricultural and food system that sustains the environment and all citizens, with integrity and dedication.

#### **Proven Abilities and achievements**

##### **Public Policy, Management, and Agriculture**

- ◆ Supervised Sustainable Agriculture program at WI Department of Agriculture; administered budget, advisory council, and staff and developed program policy.
- .. Provide budget, resource development, and administration for Community Food and Farming Systems Program at Illinois Stewardship Alliance.
- .. Serve on Board of Directors, including Policy and Communications committees, for Organic Farming Research Foundation at national level.
- .. Developing Sustainable Food Policy Council for Illinois as statewide initiative.
- .. With husband, received the R. J. Volmer award as “Illinois Sustainable Farmers of the Year” in 1999 from the Illinois Department of Agriculture.
- ◆ Shaped agricultural policy at state and federal levels, focusing on sustainable agriculture research and technology impacts.
- .. Chaired the research committee for the National Campaign for Sustainable Agriculture and for the Midwest Sustainable Agriculture Working Group.
- ◆ Serve on IL state task forces for agriculture, including Illinois Small Farm Task Force and ad-hoc Biotechnology and Value-Added Task Force for IL Council on Food and Agriculture Research.
- ◆ Served as delegate to the Illinois Agricultural Assembly in 2000 and 2002.
- .. Develop policy statements and recommendations for Illinois sustainable agriculture.

##### **Sustainable Food Systems Development**

- ◆ Conducted research on product development, processing and market channels for sustainable and alternative agricultural products.
- .. Advise sustainable farmers and others regarding enterprise development.
- ◆ Analyze entrepreneurial business start-ups in sustainable agricultural production and marketing.
- ◆ Launched sustainable food systems program at non-profit organization.
- .. Wrote and published analysis of statewide barriers to direct marketing by Illinois farmers.
- ◆ Fostered farmer cooperative development in Illinois, Wisconsin, Indiana, and Missouri.
- ◆ Certified as Agricultural Entrepreneur NXLevelL trainer in 2000 and 2001.
- .. Explored community food security needs in IL with Hunger Task Force and other organizations on steering committee for IL Food Security Summit in 2001,2002, and 2003.

##### **Communication and Training**

- .. Provide timely and appropriate information to farmers and others through multiple media channels, including websites, publications, radio interviews, video, press releases, news articles, scientific reports, and survey results.
- ◆ Design and conduct workshops and seminars on topics including agricultural enterprise development, food systems, and agricultural marketing for multiple target audiences.
- ◆ Write articles, resource guides, manuals, and other publications for public distribution.
- ◆ Teach college students in off-campus food systems programs and cultural geography courses.

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- ◆ Develop curriculum and present courses for Organic Agriculture University.
- ◆ Develop workshops for small and mid-sized family farmers on alternative enterprises and sustainable food systems.
- ◆ Collaborate on policy and training initiatives for limited-resource farmers.
- ◆ Taught geography courses for Eastern Illinois University.

### Career Summary

#### **Owner/Chief Consultant <sup>3/4</sup> *The Farm Gate* 1995 - present**

A consulting agency specializing in enterprise development and grant consulting for clients involved with sustainable food and agricultural systems.

#### ☛ **Community Food and Farming Systems Program Director**

Illinois Stewardship Alliance — June 2002-present

#### ☛ **Sustainable Foods Marketing Project Coordinator**

Illinois Stewardship Alliance — February 1998-June 2002

#### ☛ **Small Farm Enterprise Project Coordinator**

University of Illinois — October 2000 – May 2003

Department of Natural Resources and Environmental Sciences

#### ☛ **Visiting Research Specialist, Specialty Livestock marketing**

University of Illinois at Urbana-Champaign — August 1999-November 2000

Department of Agricultural and Consumer Economics

#### **Agricultural Research and technology Policy Project Leader /Policy & Outreach Director**

Consortium for Sustainable Agriculture, Research and Education (CSARE)

Center for Rural Affairs <sup>3/4</sup> March 1995 - December 1997

#### **Hydrogeologist †† Agricultural Chemical Cleanup Program**

Wisconsin Dept. of Agriculture, Trade and Consumer Protection — June 1995 - March 1996

#### **Director †† Sustainable Agriculture Program**

Wisconsin Dept. of Agriculture, Trade and Consumer Protection — March 1993 - June 1995

#### **Hydrogeologist †† Environmental Quality Unit**

Wisconsin Department of Natural Resources <sup>3/4</sup> May 1992 - March 1993

#### **Technical Editor †† *Earth Magazine* [International distribution]**

Kalmbach Publishing Corporation <sup>3/4</sup> April 1991 - May 1992

#### **Conservation Specialist †† Manager, Upper Fox River Watershed**

Waukesha County Land Conservation Department — February 1990 - April 1991

#### **Program & Policy Planning Analyst †† Water Resources**

Wisconsin Department of Natural Resources <sup>3/4</sup> May 1989 - February 1990

#### **Lecturer †† Dept. of Geosciences**

University of Wisconsin-Milwaukee <sup>3/4</sup> May 1986 - May 1989

### Education

**Master of Science.** University of Wisconsin-Madison. 1995.

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**Thesis: “Alternative Marketing — Value-added, On-Farm Processing and Direct Marketing: Building a More sustainable Food system”**

**ABD, doctorate** in geology. University of Wisconsin-Milwaukee. 1984-1991.

65 graduate credits as double major in geology and archaeology: doctoral concentration included soils, paleoecology, paleoclimatology, geomorphology, and Pleistocene geology.

**Bachelor of Science in Geosciences.** University of Wisconsin-Milwaukee — Magna cum Laude. 1984.

**Wisconsin Teaching Certification.** 1984 — Broad-field Science, grades 7-12.

#### **Relevant Coursework/Training**

- ◆ Holistic Management Educator Training. December 2002 through present.
- ◆ NXLevel Entrepreneurial Business Plan Training for Trainers, Including Agricultural entrepreneurship. 2000 and 2001.
- ◆ Organic Retail management training. 2001.
- ◆ Organic Farm and Processing inspector’s training. 1998.
- ◆ Effective Media Training. 1997.
- ◆ ToolBox: Foundation grant-writing. 1997.
- .. Cheese-making Short Course. University of WI-Madison.1995.
- .. Farm Credit Mediation Training. 1994.
- ◆ Certified Public Managers Program. University of Wisconsin-Madison. 1994.
- ◆ Total Quality Management trainer. 1993-1994.
- ◆ Small Business Management Courses. University of Wisconsin-Madison. 1993.

#### **AWARDS AND HONORS**

- Graduate School Fellow: University of Wisconsin-Milwaukee.
- Kettle Moraine Geological Society Scholarship
- Geography Dept. Student of the Year Award: University of Wisconsin
- UW Foundation Scholarship

#### **PROFESSIONAL ORGANIZATIONS and Service**

- 2001-2004 (current), Board of Directors, Organic Farming Research Foundation.
- 2000-2004 (current), Steering Committee, Scientific Congress on Organic Agriculture Research.
- 1999-2004 (current) Steering Committee, Illinois Small Farm Task Force.
- 1998-2004 (current), Illinois Council on Food and Agriculture Research (C-FAR) – Rural Economic Development Working Group.
- 2000 and 2002-Elected delegate to the Illinois State Agricultural Assembly.
- 1999-2000 Illinois Council on Food and Agriculture Research Ad-hoc Committee on Biotechnology and Value-added Agriculture.
- 2001, 2002, and 2003 Steering Committee, IL Food Security Summit

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- 1997-2000, Board of Directors, Organic Farmers Information and Education Foundation.
- 1998, Board of Directors, Illinois Chapter, Organic Crop Improvement Association.

## **FARMING and related EXPERIENCE**

### **Casey, Illinois. 1997 <sup>3</sup>/<sub>4</sub> present.**

**500-Acre Farm** Produce organic and conventional row and forage crops, cover crops, and beef cattle. Trained in grazing management and grass-based livestock systems.

**International Service--Citizens Network for Foreign Affairs.** May-June 2000. Served as volunteer in western Ukraine working with limited-resource women farmers interested in organic agriculture.

**Upper Midwest Organic Farming Conference** staff and presenter 1994-2003

### **USDA Sustainable Agriculture, Research and Education Program (SARE)**

1999 — Served as external reviewer.

1997-1998 — Served on North Central Region Chapter Three PDP Grant Review Committee.

1996 — Participated as SARE Chapter Three Extension Training team for Wisconsin.

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### **Midwest Sustainable Agriculture Working Group**

1995-1997, Chaired Research Committee

### **National Campaign for Sustainable Agriculture**

1996-1997, Chaired Research Committee

### **Michael Fields Agricultural Institute <sup>3</sup>/<sub>4</sub> Urban/Rural Conference**

Presenter and Steering Committee, 1994 –1998.

## **Recent Publications**

- *Starting a Farmer's Market in Illinois* (draft, 2002)
- *Illinois Directory of Specialty Livestock Processors* (University of IL May 2000)
- *Small to Mid-sized Meat Processors in Illinois* (University of IL Research Report, July 2000)
- *Putting Local Food on the Table in Illinois: Barriers and Opportunities for Value-Added Agricultural Enterprises and Direct Marketing by Illinois Farmers.* (December 1999)
- *From Field to Table: An Illinois Resource Guide for Farmers and People Looking for Great, Fresh Food* (December 1999)
- *Rural Research Report: Market-Driven Success Stories of Farmers: Collaborative and Innovative Strategies for Increasing Rural Sustainability.* (Institute for Rural Affairs: Western Illinois University, Summer 1998)
- *Organic Agriculture – A Primer for Extension Agents.* (1997)
- *Alternative Marketing—Value-added, On-Farm Processing and Direct Marketing: Building a More Sustainable*

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*Food System* (MS Thesis, 1995)

References available upon request.