



Sustainable food certifier names Pirog, Dennis to board

by *Sustainable Food News*
March 7, 2011

Sustainable agriculture certification group, Food Alliance, on Monday said Alison Dennis, executive director of the Center for Global Leadership in Sustainability at Portland State University, and Rick Pirog, associate director of the Leopold Center for Sustainable Agriculture at Iowa State University, have been elected to its board of directors.

Third-party certifier Food Alliance, based in Portland, Ore., has certified 384 farms, ranches and food processors in 27 states - raising beef, lamb, pork, dairy products, grains, legumes, and a wide variety of fruits and vegetables - for sustainable agricultural and production practices.

These include safe and fair working conditions, reduction of pesticide use and toxicity, healthy and humane care for livestock, no genetically modified crops or livestock and no hormones or non-therapeutic antibiotics.

The certification requires continuous improvement in social and environmental management practices.

Businesses that meet Food Alliance's standards, as determined by a third-party site inspection, are allowed to use the non-profit's green eco-label to claim social and environmental responsibility, which differentiates products and can strength brands.

Dennis is recognized regionally and nationally as a sustainable business thought leader and practitioner on issues ranging from food systems to triple-bottom-line business to corporate culture development.

Prior to joining Portland State, Dennis served as director of sustainability for Burgerville, a Pacific Northwest restaurant company, where she oversaw the company's supply chain, sustainable programs and corporate social responsibility efforts.

Pirog joined the Leopold Center for Sustainable Agriculture at Iowa State University in 1990.

He is the Program Leader for the Center's Marketing and Food Systems Initiative, and became associate director in February 2007.

Pirog also directs the Value Chain Partnerships (VCP) project, an Iowa-based network of food and agriculture working groups that provides technical assistance to farmer-led food businesses in Iowa.