



## **Who Is Behind Certified Humane®?**

The staff, board of directors, and Scientific Committee of Humane Farm Animal Care brings extensive experience of the natural foods industry, animal science, veterinary care, and animal welfare to their work on the Certified Humane Raised & Handled® program.

### **THE STAFF**

***Adele Douglass Jolley, Founder and CEO***, created HFAC in 2003. Ms. Douglass now directs all programs and activities of Humane Farm Animal Care, including managing producer relationships and serving as media spokesperson. As a result of her years showing businesses how humane farm animal care can meet bottom-line business interests, she serves as an invited participant on numerous industry animal welfare committees including for the Food Marketing Institute, National Council of Chain Restaurants, and Burger King.

In 2003, Ms. Douglass was a keynote speaker at the Animal Welfare Conference of the American Meat Institute. She also serves on the Boards of The Center for Food Safety and the Center for Technology Assessment. In 2006, Ms. Douglass received the ASPCA's Lifetime Achievement Award. In addition, Ms. Douglass was one of the 15 winners of the 2007 Purpose Prize. According to Civic Ventures, the San Francisco-based nonprofit organization that awards it, the Purpose Prize recognizes individuals age 60 and over who have "the passion and creativity to discover new opportunities, the experience to come up with practical solutions, and the determination to make lasting change." In 2008, Ms. Douglass was chosen to be an Ashoka Fellow.

Prior to her position with Humane Farm Animal Care, Douglass initiated the Free Farmed Program for Farm Animal Services. Ms. Douglass was director of the American Humane Association's Washington, D.C., office for 13 years. She advanced the organization's legislative agenda to protect both children and animals, represented AHA at national conferences and developed tools to increase grassroots lobbying. Ms. Douglass gained her expertise on legislative matters as a staff member for former U.S. Representative Bill Green (R-NY).

***Mimi Dale Stein, Executive Director***, graduated from Syracuse University with a BS in Nutrition and Human Resources. Ms. Stein has 15 years of experience in working on developing and managing traceability systems as well as certification programs and compliance. Ms. Stein has formulated and licensed regionally marketed products. Additionally, Ms. Stein was also the director of outreach for the Virginia Organic & Producers Association, she spent several years organizing events and seminars, attracting notable speakers, and helping the concept of sustainable agriculture become a profitable reality for many local Virginia farmers.

As an active volunteer in her community she help start up the Loudoun Animal Protection Society, a non-profit companion animal rescue, participated in the Master Food Volunteer program for Loudoun County and has served on the boards for Mountainside Montessori in Marshall, the Middleburg Business & Professional Association and as well as an advisor to the Loudoun Heritage Farm Museum. Currently she is an active member of the Middleburg Museum Foundation and a special appointee by the Mayor of Middleburg to the Pink Box Advisory Board.

***Alaina Furman, Certification Program Manager***, graduated in 2009 from Longwood University with a BA in History, minoring in French. Since then, she has worked in both for-profit and non-profit environments, with a strong desire towards the latter as a career. Though a native of Virginia, Ms. Furman lived from June 2013 to May 2014 in southeastern Minnesota, where she experienced farm life first-hand and observed various methods of raising farm animals. At Humane Farm Animal Care, she puts her love for animals and passion for mission-based work to good use, as well as her skills in organized research and detailed analysis, managing filing systems and maintaining relationships with producers.

***Harley Rosenbaum, Operations & Outreach***, graduated in 2004 from Sarah Lawrence College with a BA in Liberal Arts and attended Oxford University's Wadham College in 2002. For over 10 years, Ms. Rosenbaum worked for a Certified Humane® farm in Virginia managing the animal products' database and the traceability program along with graphic design, website development, and special events' coordination. Ms. Rosenbaum has done many graphics projects for local animal welfare organizations and community groups such as the Middleburg Business & Professional Association for which she was recognized with their annual appreciation award. Harley was also a past recipient of Leesburg Today's 40 Under 40 Award for up and coming business and community leaders. At Humane Farm Animal Care, Ms. Rosenbaum applies her experiences to a variety of projects including essential program support, development and maintenance of the Certified Humane® Where to Buy App, HFAC's website, as well as fund raising and data management.

***Lindsey Turner, Inspection Coordinator & Social Media Manager***, studied Political Science at George Mason University and has over 15 years of experience in corporate administration and management. From her childhood participation in the 4H program in rural Culpeper, Virginia, to managing a Certified Humane® butcher shop and grocery, Mrs. Turner has had a passion for animal husbandry and the ethics of sustainable and humane food standards. She applies this passion to her work at Humane Farm Animal Care where she monitors producer compliance with all of the HFAC standards, and she manages Social Media.

***Laura Vermillion, Administrative Coordinator & Consumer Relations***, grew up in rural Northern Virginia and developed an affinity and appreciation for all animals at a very young age. She attended Lord Fairfax College and remained in the area to pursue her career in retail management. Laura ran several local businesses in the community which earned her a nomination for the coveted Visit Loudoun Tourism Award, recognizing her for excellence in customer service. Before joining Humane Farm Animal Care, Ms. Vermillion managed a prestigious animal products boutique where she quickly became known in the community as their go-to food and nutrition specialist.

***Heather Pechtl, Program Assistant and Inspector***, graduated in 2019 from The Ohio State University with a B.S. in Agriculture, majoring in Animal Science with a minor in Psychology. During her undergraduate education, Ms. Pechtl conducted an international case study on the welfare of dual-purpose cattle in Central America. She wrote her research thesis on ruminant behavior and nutrition to address sustainable agriculture. The same study has since been published in the Journal of Animal Science. Ms. Pechtl served as the president of an organization dedicated to animal welfare science and ethology, in addition to competing and placing at the Intercollegiate Animal Welfare Judging/Assessment Contest. Ms. Pechtl has completed coursework specific to animal welfare and behavior from both her own undergraduate institution and the University of Edinburgh.

## **BOARD OF DIRECTORS**

The HFAC Board of Directors includes members with experience and expertise in animal welfare, natural and organic foods, meat and poultry production and marketing, communications, public policy and financial management.

*Adele Douglass Jolley, CEO, HFAC – see above*

**Jim Emerman**, is executive vice president of Civic Ventures, where he developed and directs The Purpose Prize and the Encore Leadership Network. The Purpose Prize is a \$17 million program designed to recognize and invest in social entrepreneurs who are working after the age of 60 to solve important problems in their communities, the country and the world. He is also the staff director of the Encore Leadership Network, a group of nationally known leaders from the nonprofit, corporate, and public sectors, including academic institutions and think tanks and the philanthropic sector, which are helping establish "encore careers" as a new stage of work of personal and social significance in the second half of life. Prior to joining Civic Ventures, Mr. Emerman was the chief operating officer of the American Society on Aging, managing a 53- year-old organization which focuses on developing leadership and disseminating knowledge and skills to professionals who are facing the challenges of a diverse aging society.

**Patricia A. Forkan**, Retired, former senior Envoy/Executive Branch, Humane Society of the United States. Ms. Forkan's efforts include coordinating The HSUS' 100-point "Change Agenda for Animals." Forkan is a member of the Trade and Environment Policy Advisory Committee, working closely with the U.S. Trade Representative and the Environmental Protection Agency advising them on the environmental provisions of free trade agreement and World Trade Organization negotiations.

One of Forkan's specific areas of expertise is the protection of marine mammals, particularly whales and dolphins. Under her leadership, The HSUS and other organizations achieved a moratorium on commercial whaling and the creation of the dolphin-safe tuna label. She represents HSI and The HSUS at the annual International Whaling Commission meetings and has also served as a member of the U.S. delegation to the IWC. Forkan has also been instrumental in the passage of many laws affecting animals in the U.S., including the Humane Slaughter Act, the Wild Horse and Burro Act, and amendments to the Animal Welfare Act.

Ms. Forkan has 27 years of experience in management, marketing, and international trade. While at the HSUS, Forkan has developed and overseen many programs and departments, including video, public relations, government affairs, disaster and state legislation. She served as an executive vice president for 12 years and served as senior vice president for External Affairs, International and president of Humane Society International. In that capacity, Forkan focused on international policy affecting animals, especially marine mammals, farm animals, and animal fighting.

Forkan received a bachelor's degree in political science from Pennsylvania State University in 1966. She has done graduate work at American University in political science and attended a special course for executives in non-profit management at Harvard University. She has been listed in Who's Who in American Women and Who's Who in America.

**Carol Jenkins**, is founding president of The Women's Media Center and a founding member of the board of directors. An Emmy-award-winning former news anchor and correspondent who covered presidential politics as well as international issues, Ms. Jenkins leads WMC's online publication and its advocacy initiatives. As media and political analyst she has appeared as a guest and in debates on MSNBC, among other outlets. Her commentary, which she writes for the WMC Web site at [www.womensmediacenter.com](http://www.womensmediacenter.com), has appeared in The Nation.com, Television Week, and other print and online sources.

Ms. Jenkins enjoyed a 30-year, award-winning tenure with several New York City news departments, including 23 years at WNBC-TV, where she co-anchored the pivotal 6 p.m. newscast. She was most identified with her reporting of national political stories, including from the floor of Democratic and Republican national conventions that yielded Presidents Carter, Reagan, Bush, and Clinton. From South Africa she reported on the release of Nelson Mandela from 27 years in prison, and anchored and co-produced an Emmy-nominated prime time special on apartheid. She hosted her own daily talk show, Carol Jenkins Live, on WNYW-TV.

Carol Jenkins is the author, with her daughter Elizabeth Gardner Hines, of *Black Titan, A.G. Gaston and the Making of a Black American Millionaire*. The life story of Ms. Jenkins' uncle, the book was selected by the Black Caucus of the American Library Association as one of the best nonfiction books of 2004. She is an executive producer of the PBS documentary, *What I Want My Words to Do to You*, which won The Freedom of Expression Award at the Sundance Film Festival in 2003.

**Barbara Kazdan**, Director of Creative Initiatives for Generations of Hope Development Corporation (GHDC). The former director of Ashoka-US, the US community of the global organization that selected leading social entrepreneurs solving longstanding critical societal needs. As the US Director, she selected and engaged leading social entrepreneurs in building a valued robust learning community in the US. Prior to Ashoka-US, as a social entrepreneur, Kazdan founded InFOCUS, an international primary eye care development program which helped medically underserved children and adults' access affordable eye care in their own communities. Prior to InFOCUS, Kazdan founded the Houston READ Commission. This leading mayoral literacy agency became one of national prominence. It forged public-private partnerships to pioneer instructional strategies and transformed adult literacy services at 12 technology-assisted learning centers.

Ms. Kazdan helped shape federal policy to direct literacy resources to community-based initiatives, organized an award winning literacy awareness campaign, established a 10 city demonstration project that became a national initiative and was appointed to various state and local literacy task forces. Ms. Kazdan has a BA from the University of Michigan and attended the Jones Graduate School of Administration at Rice University. In addition to being a board member of HFAC, she is a board member of the Media and Policy Center Foundation.

**Andrew Kimbrell**, is a public interest attorney, activist, and author. He has been involved in public interest legal activity in numerous areas of technology, human health, and the environment. After working for eight years as the policy director at the Foundation for Economic Trends, Mr. Kimbrell established the International Center for Technology Assessment (CTA) in 1994 and the Center for Food Safety (CFS) in 1997.

Mr. Kimbrell has written several books and given numerous public lectures on a variety of issues. He has been featured on radio and television programs across the country, including The Today Show, the CBS Morning Show, Crossfire, Headlines on Trial, and Good Morning America. He has also lectured at dozens of universities throughout the country and has testified before congressional and regulatory hearings.

**Luiz Mazzon**, is the Global Programs Director for Certified Humane®. Since 2016, with the creation of the Instituto Certified Humane office based in Brazil, he is responsible for overseeing the expansion of the Certified Humane program® in Latin America and the Far East, with clients in countries such as Mexico, India, Brazil, Malaysia, Colombia, Chile and Singapore. Under Luiz Mazzon's direction, HFAC is also establishing a presence in China backed by financial support from Open Philanthropy.

For the past 25 years, Mazzon has worked in management, international business, marketing and consulting in Latin America, Southeast Asia and Europe with two multinational European companies (Ecocert and Campari) and two major consulting firms (Accenture and PricewaterhouseCoopers).

Mazzon graduated in Business Administration and Law, with a master's degree in international economics and management from Bocconi University in Italy and a master's degree in finance from Getúlio Vargas Foundation in Brazil. He has exceptional experience in animal welfare systems and has helped to create change in some challenging business areas.

**Daniel Nowland**, is the Head of Technical for Jamie Oliver Limited, where he manages all food purchased, developed or associated with any Jamie Oliver business. Nowland has a great deal of knowledge and experience across a wide range of product areas including meat and poultry processing, fish and prepared foods. Meat and animal welfare are special areas of interest and he has developed and grown animal welfare initiatives working globally with farmers, processors and retailers. Nowland has worked closely with world renowned chef and campaigner Jamie Oliver for several years as his specialist in food manufacturing, meat processing and agriculture, covering a variety of continents, for both retail and food service operations.

Prior to his work with Jamie Oliver, Nowland worked as a Food Technologist, NPD Manager, and Business Developer for a large meat processor in the UK. Nowland also worked as a Food Trends Analyst for retailer Marks and Spencer doing national and international research. Mr. Nowland has a BSc (Hons) from Bournemouth University in Food Production, Development and Retail.

## Humane Farm Animal Care Scientific Committee

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<i>Kenneth E. Anderson, PhD</i>	North Carolina State University, USA
<i>Michael Appleby, PhD</i>	World Animal Protection, USA
<i>Richard Blatchford, PhD</i>	University of California, Davis, USA
<i>Elisabetta Canali, PhD</i>	Università degli Studi, Milan, Italy
<i>Sylvie Cloutier, PhD</i>	Associate Director of Assessment, Canadian Council on Animal Care, Ottawa, Canada
<i>Brenda Coe, PhD</i>	Pennsylvania State University, USA
<i>Hans Coetzee, PhD</i>	Iowa State University, USA
<i>Luiz Dematte, DVM, PhD</i>	Industrial Director of Korin Ltd, and General Coordinator of Mokiti Okada Foundation, Brazil
<i>Inma Estéves, PhD</i>	Research Professor, Neiker-Tecnalia University, Spain
<i>Anne Fanatico, PhD</i>	Appalachian State University, USA
<i>Valentina Ferrante, PhD</i>	University of Milan, Italy
<i>Trent Gilbery, MS</i>	North Dakota State University, USA
<i>Alan Goldberg, PhD</i>	The Johns Hopkins University, USA
<i>Temple Grandin, PhD</i>	Colorado State University, USA
<i>Thomas G. Hartsock, PhD</i>	University of Maryland, USA
<i>Jörg Hartung, DVM</i>	Institute of Animal Hygiene, Welfare and Farm Animal Behavior University of Veterinary Medicine, Hanover, Germany
<i>Brittany Howell, PhD</i>	Fort Hays State University, USA
<i>Pam Hullinger, DVM, MPVM</i>	University of California Lawrence Livermore National Laboratory, USA
<i>Joy Mench, PhD</i>	University of California, Davis, USA
<i>Suzanne Millman, PhD</i>	Iowa State University College of Veterinary Medicine, USA
<i>Malcolm Mitchell, PhD</i>	SRUC, Scotland's Rural College, Scotland
<i>Priya Motupalli, PhD</i>	IKEA Food Global Sustainable Sourcing Specialist, Sweden

***Ruth Newberry, PhD*** Associate Professor, Norwegian University of Life Sciences; Adjunct Professor, Washington State University, USA

***Abdullah Ozen, PhD*** Professor, Firat University, Elazig, Turkey

***Edmond Pajor, PhD*** University of Calgary, Alberta, Canada

***Jose Peralta, PhD, DVM*** Western University of Health Science, College of Veterinary Medicine, Pomona California, USA

***Rosangela Poletto, DVM, PhD*** Professor, Instituto Federal do Rio Grande do Sul, Brazil

***Martin Potter, PhD*** Animal Welfare Consultant, Member of FAWT, UK and Advising Member of EIG, UK

***Mohan Raj, PhD*** Honorary Visiting Fellow, School of Veterinary Sciences, Bristol University, Bristol, UK

***Jean-Loup Rault, PhD*** Institute of Animal Husbandry and Animal Welfare at Vetmeduni, Vienna, Austria

***Karen Schwean-Lardner, PhD*** University of Saskatchewan, Canada

***J.K. Shearer, PhD*** Iowa State University, USA

***Marilyn M. Simunich, DVM*** Director, Animal Health Laboratory, Division of Animal Industries, Idaho State Dept. of Agriculture, USA

***Carolyn Stull, PhD*** Chairman, Scientific Committee University of California, Davis, USA

***Janice Swanson, PhD*** Michigan State University, USA

***William VanDresser, DVM*** Retired Extension Veterinarian, USA

***Andreia De Paula Vieira, DVM, PhD*** Animal Welfare Scientist, Universidade de São Paulo, Brazil

***Daniel M. Weary, PhD*** Professor and NSERC Industrial Research Chair, Animal Welfare Program, University of British Columbia, Canada

***Julia Wrathall, PhD*** Director, Farm Animals Division, RSPCA, West Sussex, UK

***Adroaldo Zanella, PhD*** Professor, Dept. Medicina Veterinária Preventiva e Saúde Animal / FMVZ Universidade de São Paulo, Pirassununga/SP, Brazil

## **SPECIAL VOLUNTEERS**

**Paula & Samuel Barrett**  
Presque Isle, Maine

**Victoria Foulides**  
Belleville, New Jersey

**Mary Geraghty**  
Alexandria, Virginia

**Evan Haupt**  
Long Island, NY

**Caryn Ginsberg**  
Inspired Raw Design  
Arlington, Virginia

**Joanne Irving, PhD**  
Bethesda, Maryland

**Nora Letaif**  
Oakton, Virginia

**Harrison Douglass**  
South Riding, VA

**Jane Quilter**  
Reston, Virginia