



# Shepherd Ogden

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## Selected Professional Experience

### Present

Jefferson County (WV) Development Authority      Charles Town, West Virginia  
*Agricultural Development Officer*

Responsible for programs and services that increase the viability of Jefferson County agriculture, including the development of high value and value added crops and products as well as increasing the "utilization ratio" of local production. Also responsible for management of the Charles Town (WV) farmers market and consulting with Jefferson County farmers on a wide range of production, marketing and management issues.

### 2010 – Present

Shepherd University      Shepherdstown, West Virginia  
*Adjunct Professor – Shepherd Institute of Environmental Science*

### Courses Taught:

Fall 2010:      Dimensions of Environmental Science (ENVS 201).  
Spring 2011:      Sustainable Agriculture (ENVS 341). Also taught in Fall 2003 (below).

### 2008 – Present

Just So Consulting      Bakerton, West Virginia  
*Principal*

Launch phase consulting for businesses wanting to enter the organic marketplace, especially in the agricultural and food sectors. Areas of expertise include marketing, advertising, public relations, product development and market research. Also available for strategic planning, including preparation of written business plans and venture capital acquisition. Location 1.5 hours west of Washington DC provides coverage of events and issues in DC for small businesses and non profits in the policy arenas of food system and climate change.

### 2007

SafeLawns Foundation      Maine / Washington, DC  
*Executive Director*

SafeLawns Foundation, Inc. was formed for the purpose of developing and promoting the use of ecologically sustainable management methods for private and public landscapes through research and education. Responsible for organizing the corporation, determining long term strategy and establishing a presence in Washington, DC. (See: [www.safelawns.org](http://www.safelawns.org))

**2006**

Heritage Organics  
*Managing Director*

Doylestown, Pennsylvania

The mission of Heritage Organics is to preserve the working landscape of the Mid-Atlantic region by finding or creating profitable agriculturally related businesses in and around Bucks County, PA. Responsible for identifying opportunities, developing and implementing business plans and locating personnel to manage these entities as subsidiaries. Also responsible for building relationships among landowners, food producers, distributors, institutional buyers and consumers. While in this job, managed the rescue of a large nursery operation and helped found the Bucks County Foodshed Alliance, operator of a very successful farmers market..

**2004-2005**

The Rodale Institute  
*Project Director – Online Training*

Kutztown, Pennsylvania

Managed development of an online economic modeling tool to help conventional commodity grain farmers transition to more profitable organic production, as well as a self-paced online training course to help them acquire the necessary management skills. Funded by a \$3 million USDA partnership award, which through my efforts was increased to \$3.5 million. Also responsible for presenting the program to farmer, consumer and government agency meetings. (See [http://www.rodaleinstitute.org/Crop\\_conversion](http://www.rodaleinstitute.org/Crop_conversion))

**2003**

Shepherd College  
*Adjunct Professor – Shepherd Institute of Environmental Science*

Shepherdstown, West Virginia

Responsible for teaching Environmental Science 341 *Sustainable Agriculture* and for mentoring students in creation of long term plan for a research and practicum garden on three college owned acres behind *Popodicon*, the college President's residence on Shepherd Grade Road.

**1996 - 2002**

The Intervale Foundation  
*Member Farmer, Mentor*

Burlington, Vermont

Through The Cook's Garden's research and development programs, provided mentor support and technology development to new farmers as part of the Intervale regional sustainability and agricultural incubator projects. (See: <http://www.intervale.org>) Established and managed seed variety trial gardens containing more than 1200 accessions of food and flower crops.

**1999 - 2000**

Green Mountain College  
*Adjunct Professor – Environmental Studies*

Poultney, Vermont

Taught seminar course in *Advanced Organic Agriculture*, and acted as consultant for planning and creation of curriculum integrated college farm and garden operation, as well the green college consortium which eventually became The Eco League (<http://www.ecoleague.org>). Now assisting in creation of a graduate program in *Sustainable Food Systems* for launch in 2012.

**1995**

VOCA/USAID

Czech Republic

*Specialist, Sustainable Agriculture*

Conducted one month lecture and seminar series organized by Czech Deputy Minister of Agriculture, and funded by Volunteers in Overseas Cooperative Assistance (VOCA) and USAID. Traveled 3,000 km and made over 20 presentations as well as numerous press appearances in support of the sustainable agricultural movement in the Czech Republic.

**1983 - 2002**

The Cook's Garden, Inc.

Londonderry, Vermont

*Founder, President, CEO*

Took an existing organic market gardening and nursery / garden center operation and turned it into one of the USA's most respected mail order seed companies. Grew sales from \$25,000 in 1983 to just over \$1,000,000 in 2002. Was personally responsible for creation of all business plans, venture funding proposals, market analyses and marketing materials, product selection, testing and long term research and development as well as production, operations, staff management and budgeting. Cook's Garden was a pioneer in both the "mixed greens" market, and the sale of certified organic seed in the USA. It also developed new market channels for direct marketing of seed, with its first internet e-commerce website in 1995.

**Selected Professional Affiliations****2004-2011** Future Harvest / CASA*Board of Directors 2011 – 2014*

The Chesapeake Alliance for Sustainable Agriculture is one of the few such organizations that is organized on a watershed model rather than as a state association. West Virginia delegate.

**1980 - 2002** Northeast Organic Farmers Association*Member, Vermont Chapter*

As an active grower-member of the organization, gave numerous workshops to different state chapters (VT, NY, CT, MA, NJ) on direct marketing to consumers, both on-farm and by mail / internet as well as production techniques for high value specialty vegetable crops. Keynote speaker at annual meeting of groups in West Virginia, Minnesota, New York, and Vermont.

**2000 - 2010** Slow Food International*Member, DC Chapter*

When the founders of Slow Food International came to the US in 2002 to organize the American chapters, one of their first stops was our Intervale trial gardens. When Slow Food DC toured the Eastern Panhandle in June 2010, we made sure that our two gardens in Jefferson County were the first stops.

**1985 - Present** Garden Writers Association*Board of Directors 1986-92*

The GWA reaches over 38 million consumers via both print and broadcast media. During my tenure on the board, we hired its first full time Executive Director and grew its membership from less than 800 members to more 1300 members.

**1980 – 1988** VT Small Fruit & Vegetable Growers*Board of Directors 1983-86*

During my tenure on the board, we developed the Vermont "Good 'n' Fresh" campaign to promote local fruit and vegetable production. Even after leaving the board, and the organization I stayed active in promotion and was incidental in creation of the Vermont Fresh Network.

## Education

<b>Present</b>	Green Mountain College	MSES Program (2012 graduation)	<b>GPA:</b> 3.84
<b>2010</b>	Shepherd University	<b>Degree:</b> Regents Bachelor of Arts	<b>GPA:</b> 4.0
<b>1978-1980</b>	University of Massachusetts / Amherst		
<b>1969-1970</b>	University of Vermont / Burlington		
<b>1967-1968</b>	West Virginia University / Morgantown		

## Selected Media Affiliations

### 2003 - 2004

The American Gardener magazine  
*Consultant, Contributing Editor* Alexandria, Virginia

### 1994 - 2002

Encyclopedia Britannica  
*Correspondent, Horticulture & Environment* Chicago, Illinois

### 1990 - 1993

National Gardening magazine  
*Editor at Large* Burlington, Vermont

### 1988 - 1990

Organic Gardening magazine  
*Contributing Editor* Emmaus, Pennsylvania

### 1988 - 2009

Over the course of twenty years was featured in four cover stories in different magazines, and placed more than 50 articles in a wide range of media, most of which promoted our business of specialty vegetables / seed production.

## Selected Publications (Books)

<b>1999</b>	<i>Straight Ahead Organic</i>	Chelsea Green, White River Junction, VT
<b>1997</b>	<i>The New American Kitchen Garden</i>	NAOC, Minneapolis, MN
<b>1995</b>	<i>Step by Step Organic Flower Gardening</i>	HarperCollins, New York, NY
<b>1992</b>	<i>Step by Step Organic Vegetable Gardening</i>	HarperCollins, New York, NY
<b>1989</b>	<i>The Cook's Garden</i>	Rodale Press, Emmaus, PA