

Temra Costa

2011

Summary

Temra Costa is an author and sustainable food systems professional with over one decade of experience working with farms, businesses, nonprofit organizations, government agencies, and eaters to create innovative programs and communication materials to build the sustainable food movement.

Professional Experience

Consultant and Public Speaker, Jan. 2010 - Present

- As a consultant for businesses, T. Costa does research and analysis, outreach, marketing and communications, event planning, sustainable procurement, grant writing and fundraising. Primary client: Clif Bar & Company, Emeryville, CA
- As a published author, Ms. Costa travels and speaks frequently on the subject of sustainable food and farming. She writes and creates various forms of educational media on the subject including radio, print and web-based communications.

Program Director, Community Alliance with Family Farmers (CAFF), Aug. 2007 - Aug. 2009

- Created and executed marketing and communications plans for the statewide local food buying initiative Buy Fresh Buy Local (BFBL), a campaign that is part of a national network.
- Directed expansion of BFBL from one to six regions in California; raised \$1.5 million with team; managed four (4) staff in various regions; represented organization at five (5) conferences per year; in charge of contract management, grant writing and reporting.
- Directed creation of innovative marketing tools – web, print, and e-communications – engaging over 500,000 Californians per year in sustainable and local foods consumption.

Buy Fresh Buy Local Manager, CAFF, Oct. 2006 - Aug. 2007

- Managed outreach and communications to more than 2,000 members including: farmers, restaurants, retailers, wholesalers, the general public and institutions.
- Event planning and coordination of six (6) events per year.
- Produced educational collateral such as the “Local Food Guide,” monthly e-newsletter, and other materials to expand brand identity of BFBL throughout the Bay Area.
- Consulted with businesses on sustainable food procurement initiatives and local food supply chain logistics.

Sacramento Valley Coordinator, CAFF, June 2003 - Oct. 2006

- Implemented BFBL for the Sacramento Valley region by securing start-up funds and key supporters.
- Composed feasibility report for a sustainable food distribution hub in the Sacramento Valley that was funded by USDA and piloted.
- Consulted with businesses on sustainable food procurement initiatives and supply chain logistics.

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Education

University of Wisconsin, Madison, B.S. Natural Sciences, December 2002
Major: International Agriculture and Natural Resources. Minor: Women's Studies

Computer

Proficient at Microsoft Office Suite, Mac and PC
Advanced knowledge of PowerPoint, PageMaker, Illustrator

Languages

English, native; Spanish, advanced communication and writing

Select Publications

Costa, Temra. "Farmer Jane: Women Changing the Way We Eat." Layton, UT: Gibbs Smith, 2010.

Costa, Temra. "From the Soil to the Salad Bar: Making the Farm Connection." Davis, CA: CAFF, First and Second Editions, 2006, 2007

Select Presentations

Women, Food and Agriculture Network Annual Conference, Des Moines, Jan. 2011
- T. Costa Keynote on "Women Changing the Way We Eat"

Fresno Metro Ministry, Community Gardening Conference, Fresno, CA Jun. 2010
- T. Costa Keynote on community gardens and local eating

APPEAL annual meeting, San Francisco, CA Jun. 2010
- T. Costa Keynote on policy recommendations for healthier eating and lifestyle

Ecological Farming Conference, Asilomar, CA, Jan. 2008
- T. Costa presented on sustainable food branding resources and initiatives to increase local food sales

Ecological Farming Conference, Asilomar, CA, Jan. 2007
- T. Costa presented "On Farm Education: Utilizing and Incorporating Agriculture in the Educational System"

Solano County Youth Obesity Summit, Fairfield, CA, Feb. 2006
- T. Costa presented "Farm-to-School: Bridging the Gap Between Farm-to-School Programs and the Obesity Epidemic"

Awards & Recognition

2010 - Selected Delegate, Terra Madre, Turin, Italy
2009 - Selected Delegate, Women in Sustainable Agriculture Tour, India
2009 - Woman of Change Award, Sacramento, CA
2008 - Fellowship Recipient, Roots of Change, CA
2006 - Selected Delegate, 4th World Water Forum, Mexico City
2006 - Selected Delegate, Terra Madre, Turin, Italy