

## American Origin Products, Geographical Indications, and Rural Development

### Panel 3:

*American Origin Products: Producers Tell Their Story*

Thursday, June 19, 2:30 – 5:00 p.m. EDT

George D. Aiken Center, Room 102

Food Systems Graduate Program

University of Vermont, Burlington, Vermont

2:30 – welcome

*Beth Barham, Center for Advanced Spatial Technologies, University of Arkansas*

2:40 – introductory remarks

*Roger Allbee, past director of the Vermont Agency of Agriculture & Food Markets*

3:00 Maple Sugar: A North American Origin Product

*Jacques Couture, Immediate Past Chair, Vermont Maple Sugar Makers' Association*

3:30 New Mexico Native Chiles: An Ancient Product with a Modern Future

*Isaura Andaluz, Executive Director, Cuatro Puertas*

4:00 Maine Lobster: How to Protect the Name of a Famous Catch?

*Patrice McCarron, Executive Director, Maine Lobstermen's Association*

4:30 Q&A

5:00 Conclude

Three ways to participate (see [www.aopcentral.us/aop-panel-series.html](http://www.aopcentral.us/aop-panel-series.html)):

- In-person
- Live streaming
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American Origin Products Research Foundation

American Origin Products Association

## Speakers

**Isaura Andaluz** — is passionate about food, bees and seeds. Through her consulting work in community economic development, she has worked on diverse agricultural projects with farmers, ranchers and seed savers. Isaura is a co-founder of Cuatro Puertas, which is guardian to the largest collection of native and drought-tolerant seeds in New Mexico. She works on developing new recipes and conducting food tastings at farmers markets for “forgotten” foods. Most recently she’s working on protecting New Mexico’s native chiles. Isaura also co-founded Slow Food Rio Grande, served on the board of the NM Farmers’ Marketing Association, and helped to organize the Save NM Seeds Coalition.

**Dr. Elizabeth Barham**— will moderate the panel. She is nationally and internationally known for her research on labels of origin, or geographical indications, as catalysts for rural development. She holds MS and Ph.D. degrees in Development Sociology from Cornell University. She served as the first Vice President for North America of oriGIn (<http://www.origin-gi.com/>), the international network of origin product producer groups, and currently serves as a member of the Territorial Designations Committee of the government of Quebec, Canada (<http://www.cartvquebec.com/en>). She works with the Center for Advanced Spatial Technologies, U of Arkansas (<http://www.cast.uark.edu>) and the American Origin Products Research Foundation (<http://www.aopr.org>) on realizing the full rural development potential of origin products in the U.S.

**Jacques Couture** — Jacques Couture — and his wife, Pauline, own and operate a 450 acre diversified agricultural enterprise in Westfield, VT about 5 miles from the Canadian border. They manage dairy and beef cattle, hay and forage crops, timber, a 7,500 tap maple sugaring operation, and a Bed & Breakfast. Jacques is immediate past Chairman of the board of the Vermont Maple Sugar Makers’ Association, Past President of the VT Maple Foundation, and the International Maple Syrup Institute. He also serves on other boards including the Westfield Selectboard, Community National Bank, and Cooperative Insurance Company, a Vermont Company serving members in Vermont and New Hampshire. Past appointments include serving as one of the Vermont representatives on the Northeast Dairy Compact Commission and the Vermont State Committee of the USDA Farm Service Agency.

**Patrice McCarron** — has been with the Maine Lobstermen’s Association as Executive Director since 2000. She has extensive knowledge of the lobster industry and travels throughout coastal Maine conducting education and outreach with the industry. She acts as the industry liaison for state and federal policy issues working closely with the Maine Department of Marine Resources, National Marine Fisheries Service, state Legislature and Congressional delegation. She serves on several boards including the Lobster Research, Education and Development Fund; Island Institute; Maine Lobster Promotion Council; and Atlantic Large Whale Take Reduction Team. She is also President of the Maine Lobstermen’s Community Alliance. Ms. McCarron formerly served as executive director to the Gulf of Maine Lobster Foundation, worked on fisheries issues for the New England Aquarium and was Director of the Marine Environmental Research Institute’s Resource Center.