

Erica Campbell
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Education

Master of Science, Community Development and Applied Economics, University of Vermont, 2009 - Coursework focused on agricultural economics and regional food systems

Bachelor of Arts, Holistic Studies, Vermont College of Norwich University, 1998

Professional Experience

Co-founder and Partner, [InCommon Group](#), January 2024 - Present

- Co-leading a community-first food systems consulting firm that specializes in strategic planning, research, facilitation, community development, policy, and strategic communications.
- Current and past clients include: Big Picture Ranch, Coastal Enterprises Inc., Vermont Agency of Agriculture, Food & Markets, Food Animal Concerns Trust, Salvation Farms, Poughkeepsie Farm Project, the Carrot Project, Health Care without Harm, Vermont Grass Farmers Association, Oregon Farm to Institution Collaborative, HEAL Food Alliance, and Toohnii Binaneest'a' Altaas'ei Alliance.

Policy & Education Director, Kiss the Ground / Regenerate America, November 2021 - April 2024

- Directed [Regenerate America](#), a national farm bill coalition with 125 organizations
- Developed a coalition structure to enable collective action, including working groups, [Steering Committee](#), [Farmer Leadership Council](#), and [Science Advisory](#)
- Developed a campaign strategic plan and tracked measurable goals
- Led the collaborative development of a [farm bill policy platform](#), developed policy proposals, and advocated for the coalition's [prioritized proposals](#)
- Helped develop coalition toolkits (social media assets, calls to action, talking points)
- Gained 30,000 public supporters and activated them to contact Congress and send letters to the editor
- Co-created a [campaign video](#) with multiple cut-downs, receiving 1 million views
- Wrote coalition and public supporter correspondence
- Spoke at events and conferences around the country
- Helped secure press coverage (e.g., [Time](#), [Successful Farming](#), [E&E News](#), [Sourcing Journal](#), [Forbes](#), [The Hill](#), [Politico](#))
- Led three farmer & coalition member DC fly-ins for meetings with 65 different Senate and House offices ; developed solid relationships with offices that resulted in three bipartisan and bicameral marker bill introductions
- Worked with House Ag Chairman on a regenerative agriculture hearing, helped produce a [video](#) that was shown at the hearing, and made a [follow-up video](#)
- Worked with House Oversight hearing on regenerative agriculture ([video clip here](#))
- Worked with farmers around the country to speak at farm bill field hearings, and co-produced short-form video content (clips from [AZ](#), [CA](#), [NM](#) and [OH](#))
- Collaboratively developed recommendations for the USDA (including the [IRA conservation funding](#) and and for the White House Hunger, Nutrition, and Health
- Supervised staff and several consultants, managed program and campaign budget, and helped fundraise
- Led Kiss the Ground's Education team, and supported Kiss the Ground's storytelling and public engagement initiatives, including the development of resources for consumers

Outreach Representative and Policy Advisor, U.S. Senator Bernie Sanders, Burlington, VT, January 2017 – September 2021

- Issue areas: agriculture, nutrition, small business, rural and economic development, and transportation
- Policy duties: drafted bills such as [Universal School Meals](#), helped coordinate appropriations' requests, drafted farm bill amendments, worked with committee staff and member offices, collaborated with advocacy organizations
- Outreach duties: provided federal information to constituent groups, drafted press statements, assisted constituents with federal programs, secured federal waivers, held events and forums, public speaking, outreach visits (including visiting over 150 farms)
- Collaborated with the Senator's health care staff on advancing food is medicine policy
- Worked with NGOs, trade associations, rural development entities, state government and federal agencies including USDA offices to promote, troubleshoot, and implement federal nutrition & agriculture programs
- Produced seventeen short videos including: [Food security is essential to good health](#), [Family farms are crucial to rural economy](#), [Farmers can help address climate change](#), [Why are there so few Black Farmers in America?](#) [The forest industry is important to rural economies and the environment](#), , [SNAP](#), [universal school meals](#), and [Our Dairy Farmers Deserve a Fair Price](#).

Farm to Plate Director, Vermont Sustainable Jobs Fund, Montpelier, VT, 2011 – 2017

- Oversaw the implementation of Vermont's [Farm to Plate Strategic Plan](#) using collective impact principles
- Developed and coordinated a [food system network](#) of over 350 organizations and agencies working together for a more equitable, sustainable, and viable regional food system
- Helped grow farm to school, farm to institution, and farm to retailer initiatives, and advanced food as medicine and healthy food in health care across Vermont
- Helped address food security and connect food insecure Vermonters to fresh, local, affordable, and culturally appropriate food
- Helped develop and implement key strategies to "close the loop" on food waste
- Supported coordinated technical assistance & financing for farms and food businesses
- Developed local food campaigns
- Coordinated shared learning opportunities such as facilitation trainings, performance metrics trainings, and DEIB (diversity, equity, inclusion, and belonging) trainings
- Co-developed a [performance measurement system](#) for tracking goals, annually evaluated results and reported progress to the public
- Presented and testified to the Vermont Legislature, assisted with media inquiries and press releases, and helped craft social media content
- Managed staff and consultants; planned shared agendas, empowered emerging leaders, and facilitated meetings
- Trained in the Principles of Dialogue Education by Global Learning Partners and the Results-based Accountability performance management system
- Supported VSJF with governance board meetings and overall organizational development

Program Manager, Center for an Agricultural Economy, Hardwick, VT, 2010 –2011

- Led the development of the [Regional Food Systems Plan for Vermont's Northeast Kingdom](#)
- Supported farm to school efforts and initiatives
- Helped launch the [Vermont Food Venture Center](#), a food hub and business accelerator

Integrated Planner, RSG, Inc., Burlington, VT, 2008 –2010

- Developed long range and strategic plans, analyzed policies, developed performance management systems, and conducted research for federal, state, and regional agencies, primarily in transportation and land use planning

Graduate Research Fellow, UVM Transportation Research Center, Burlington, VT, 2007 – 2008

- Led a quantitative analysis of multi-modal transportation

Policy Intern, Vermont Agency of Agriculture, Food, and Markets, Montpelier, VT, 2007 – 2008

- Helped research a fair trade milk study resulting in Keep Local Farms initiative

Research and Program Evaluator, University of Vermont John Dewey Project on Progressive Education, Burlington, VT, 1999 – 2006

- Conducted qualitative and quantitative research and evaluated experiential education, farm to school, and agriculture education programs

Produce & Cheese Manager, State Street Market, Montpelier, VT 1997 - 1999

- Purchased from dozens of local farms, grew local food offerings

Service and Other Relevant Experience

Design Team Member, **Nutrient Density Alliance**, 2024 - present

Board of Directors, **Waterbury Land Initiative**, 2021 - 2022

Board of Directors, **Vermont Council on Rural Development**, 2017 – 2021

Board of Advisors, **University of Vermont College of Agriculture and Life Sciences and Cooperative Extension**, 2017 – 2021

Advisor, **Sodexo's Vermont First Initiative**, 2015 - 2017

Nutrition Incentive Project Advisor, **Green Mountain Farm to School**, 2014 - 2016

Leadership Committee and Policy Working Group Chair, **American Planning Association Food Systems Division**, 2014 – 2017

Food System Planning Work Group Chair, **Northeast Sustainable Agriculture Working Group (NESAWG)**, 2013 – 2016

Network Design & Leadership Team, **Food Solutions New England**, 2012 – 2016

Member and advisor, **Vermont Farm to School Network**, 2010 - 2017

Commissioner, **Duxbury Planning Commission**, 2010 – 2015

Co-founder, **Waterbury-Duxbury Food Council**, 2006-2012

- Led a local food policy council that developed successful farm to school programs, started community gardens, and grew the local food economy

Select Publications

Co-author (2022) [Essex County Food System & Farmland Protection Plan](#), Essex County, NY

Co-author (2017) [The critical role of information sharing to the value proposition of a food systems network](#). Public Management Review.

Co-author (2016) [Sustaining Agriculture: Agriculture & Food System Planning](#), VSJF

Co-author (2014) [Are Independent Retailers Viable Distribution Channels for Local Foods?](#) Agriculture and Applied Economics Association.

Co-author (2012) *Farm to Plate Strategic Plan*. Vermont Sustainable Jobs Fund, Montpelier, VT

Author (2011) [Regional Food Systems Plan for Vermont's Northeast Kingdom](#). Northeastern Vermont Regional Development Corporation, St. Johnsbury, VT

Co-author (2011) [Performance Measurement Considerations in Congestion Management Networks: Evidence from Four Cases](#). Public Performance Management Review.

Co-author (2009) *Vermont Long Range Transportation Business Plan*

Author (2009) *Pupil Transportation: Factors Affecting Mode Choice and the Amount of Parent-Driven Trips to School*. Transportation Research Board, Washington, DC

Co-author (2006) [The Practice of Service-Learning in Local School-Community Contexts. Educational Policy](#). 20(5). 683-717.

Co-author (2002) *Vital Results of Service Learning: Linking Students and Community in Vermont Schools*. Community Works Press, Brattleboro, VT

Select Presentations, Facilitation, Public Speaking Engagements

Speaker, [Seeds of Hope podcast. Making Sense of Regenerative and Organic Agriculture](#) (2025)

Plenary Speaker, *Gathering of Good Graziers, Amherst, MA* (2024)

Speaker, *Prairie Band Potawatomi Nation rural cinema series* (2024)

Farm bill panel moderator, *Food Systems and Regenerative Agriculture Summit, Chicago* (2023)

Speaker, *Farm to Future podcast, Lobbying Congress to Heal America's Soils*, (2023)

Plenary Speaker, *International Agritourism Conference, Burlington, VT* (2022)

Panel Speaker, *Food Tank's Food Sustainability Summit at Natural Products Expo East* (2022)

Speaker, *Vermont School Nutrition Association Annual Conference* (2018 & 2019)

Produce Prescription Programs: Primary Care's Role in Increasing Fruit & Vegetable Access. Workshop facilitator at Primary Care and Public Health Conference, Essex, VT (2016)

Expanding Nutrition Incentives through Regional Collaboration. Workshop facilitator at Food Solutions New England Summit, Hartford, CT (2016)

Food System Assessment Tools and Metrics. Webinar Presenter for Growing Food Connections and the American Farmland Trust (2016)

Healthy People, Healthy Economies: Finding a Common Language. Workshop presentation at the New Partners for Smart Growth Conference, Portland, OR (2016)

Management of Goal Directed Networks. Panelist at international conference, Goal Directed Networks. ESADE Business School, Barcelona, Spain (2016)

Regional and Local Food: Communicating to your Markets. Presentation at the Northeast Sustainable Agriculture Working Group Annual Conference. Saratoga Springs, NY (2015)

Measuring Collective Impact in a Food System, Joint 2014 Annual Meetings and Conference of the Association for the Study of Food and Society and the Agriculture, Food and Human Values Society, Burlington, VT (2014)

The Power of Networks to Generate Collective Impact. Plenary panelist and workshop presenter at the Vermont Non-profit Conference. Fairlee, Vermont (2013)

Governance Networks in Vermont's Food System. Presenter at the American Association of Public Administration (ASPA) Annual Conference. New Orleans, LA (2013)

Plenary speaker, Natural Resources Conservation Service Annual Conference (2012)

Select Awards

Real Food Challenge Campaign Ally Award, 2013 – Campaign Ally award from the Real Food Challenge, a national non-profit organization working to bring more sustainable food into college cafeterias.

Vermont Rising Stars Award, 2013 – Awarded by Vermont Business Magazine