

# Zachary Herrnstadt

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**Examining the intersection of community food systems, food policy, and access to fresh, local, sustainably grown and culturally appropriate food through a food justice lens.**

## AREAS OF SPECIALIZATION

Sustainable Food Systems

Data Analysis

Rural Sociology

Food Access and Outreach

Grant Writing

Food Policy Analysis

## EDUCATION

**2012-2014** Master of Science – Community Food and Agricultural Systems, Michigan State University

**1999-2003** Bachelor of Science – English and Environmental Studies, Iowa State University,  
Graduated with distinction, Phi Beta Kappa

## EXPERIENCE

**2019-Present** SNAP-Ed Program Coordinator and Research Associate – Arnold School of Public Health,  
University of South Carolina

*915 Greene St., Columbia, SC 29201*

- Support South Carolina communities in starting and sustaining local food policy councils through training, research and technical assistance rooted in equity and inclusion.
- Create and conduct readiness and needs assessments of communities interested in starting local food policy councils.
- Create toolkits and guides detailing best practices for food policy councils.
- Provide guidance and implementation assistance to local food policy councils in 1) conducting community food assessments and focus groups with SNAP-eligible populations, and 2) determining appropriate policy, systems, and environmental change strategies to employ based on assessment and focus group findings.
- Coordinate communication and shared programming among South Carolina State Food Policy Council and local food policy councils throughout the state.
- Data dissemination through policy briefs, empirical articles, and white papers.

**2018-2019** Program Manager, Health Education Specialist II – Center for Healthy Communities,  
California State University, Chico

*25 Main St. #101, Chico, CA 95926*

- Program management including supervision of university student staff to plan, conduct, and evaluate food systems programming utilizing current research-based science, health education strategies and population data.
- Conduct impact evaluations and grant-writing activities.
- Supervise staff with planning, conducting, and evaluating intervention programs.
- Assess health needs of specific communities and audiences.
- Develop and implement a variety of education curricula, workshops and activities.
- Establish solid partnerships and collaborations with city, county and regional organizations to expand nutrition education.
- Train county staff on nutrition materials, subject matter, and motivational strategies.
- Evaluate and provide recommendations for improvement on the quality and effectiveness of existing and potential food policies, materials and programs.
- Provide training and technical assistance to SNAP-outreach subcontractors, answering programmatic and fiscal questions where appropriate.
- Develop and maintain website to support outreach, education, and dissemination.
- Serve as Policy Lead on SNAP-outreach team.

**2017-2018** Program Assistant – Center for Healthy Communities, California State University, Chico

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- Developed and provided regional farmers with the educational tools and resources necessary to implement good agricultural practices and develop on-farm food safety plans compliant with FDA's Food Safety Modernization Act.
- Provided regional farmers with technical assistance in implementing on-farm food safety plans.
- Facilitated food safety workshops for regional farmers.
- Presented research findings to academic audiences.
- Developed and wrote grant proposals with the grant writing team.

**2014-2016 Government Relations and Policy Communications Associate – Wisconsin Farmers Union (WFU)**

108 South Webster St. Ste. 201, Madison, WI 53703

- Advocated for family farmers and rural communities by presenting WFU policy positions and priorities to legislators and agency officials. Policy areas of focus included: sustainable agricultural practices, transparency in food labeling, competition and market concentration in commodity markets, domestic and international trade, water quality and quantity, farmland preservation, conservation and sustainability, renewable energy, and global warming.
- Communicated policy positions via press releases, newspaper op-eds, issue briefs, newsletter articles, and website updates.
- Created and curated a weekly e-newsletter distributed to WFU members, state and federal legislators, state officials and media outlets highlighting organizational positions on proposed legislation.
- Facilitated the grassroots food policy development process within the organization.
- Researched existing and proposed state and federal laws and policies.
- Wrote testimony for and testified in front of the Wisconsin State Legislature and state agencies.
- Communicated complex state and federal policies and their implications to WFU members.
- Developed materials and training resources to help diverse stakeholders (policy makers, community members, academics, state officials, etc.) engage effectively in the democratic process.
- Responded to media inquiries regarding WFU's policy positions.

**2012-2014 Project Coordinator – Michigan State University**

Department of Community Sustainability; Natural Resource Building, 480 Wilson Road, Room 151, East Lansing, MI 48824

- Conducted research for a USDA funded Specialty Crop Research Initiative focused on examining consumer preferences for various bird damage-control techniques utilized by fruit growers as well as the potential effects these methods may have on marketing.
- Organized, recruited, conducted, and analyzed focus groups.
- Conducted literature reviews.
- Created an online survey administered nationwide and conducted quantitative analyses.
- Authored public outreach and peer-reviewed empirical articles detailing research findings.

## PUBLICATIONS

### Peer-Reviewed Journal Articles

Kornbluh, M., Hallum, S., Wende, M., Ray, J., **Herrnstadt, Z.**, Kaczynski, A. (2021). Applying a geographic lens to food insecurity: Examining disparities in food access between Historically Black College Universities and Non-Historically Black College and Universities. *American Journal of Health Promotion*.

Kornbluh, M., Bell, S., Vierra, K., **Herrnstadt, Z.** (2021). Resistance Capital: Cultural capital as a gateway to college persistence for minority and first generation college students. *Journal of Adolescent Research*. DOI: 10.1177/07435584211006920

Kornbluh, M., Bell, S., Vierra, K. & **Herrnstadt, Z.** (2021). Spaces of resistance: Examining the relationship between cross-cultural leadership programming and school engagement. *Journal of Adolescent Research*.

**Herrnstadt, Z.**, Howard, P. H., Oh, C. O., & Lindell, C. A. (2016). Consumer preferences for 'natural' agricultural practices: Assessing methods to manage bird pests. *Renewable Agriculture and Food Systems*, 31(6), 516.

Oh, C. O., **Herrnstadt, Z.**, & Howard, P. H. (2015). Consumer willingness to pay for bird management practices in fruit crops. *Agroecology and Sustainable Food Systems*, 39(7), 782-797.

### Book Review

**Herrnstadt, Zachary.** 2014. Local Food Systems in Old Industrial Regions: Concepts, Spatial Context, and Local Practices. Neil Reid, Jay D. Gatrell, and Paula S. Ross. *Journal of Agriculture and Human Values*. 31(1), 163-164.

### Outreach Articles

**Herrnstadt, Zachary.** 2019. From the Field: Challenges and opportunities in on-farm food safety. *Food Safety Magazine*. June/July.

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**Herrnstadt, Zachary.** 2013. Consumer Reactions to Bird Management Practices on Fruit Crops.

<https://www.msu.edu/~howardp/ConsumerReactionsBirdMgmt.pdf>

### Op-eds

**Herrnstadt, Zachary.** "Seed industry consolidation is bad news for family farms." *Cap Times* [Madison, WI] 21 Sept. 2014:

(Also published in: *LaCross Tribune* [LaCross, WI], *Chippewa Herald* [Chippewa Falls, WI], *Winona Daily News* [Winona, WI], and *Agriview* [WI])

**Herrnstadt, Zachary.** "Expanding voucher program hurts rural students." *Cap Times* [Madison, WI] 31 Jan. 2015: (Also published in: *Agriview* [WI], *Country Today* [WI])

**Herrnstadt, Zachary.** "BadgerCare compromise would help beginning farmers." *Green Bay Press Gazette* [Green Bay, WI] 24 April, 2015:

(Also published in: *Cap Times* [Madison, WI], *Agriview* [WI], *Country Today* [WI])

**Herrnstadt, Zachary.** "Competition in farming is waning." *Milwaukee Journal Sentinel* [Milwaukee, WI] 7 Nov. 2015: (Also published in: *Green Bay Press Gazette* [Green Bay, WI], *Chippewa Herald* [Chippewa Falls, WI], *Tomah Journal* [Tomah, WI], *LaCrosse Tribune* [LaCrosse, WI], *Superior Telegram* [Superior, WI]).

**Herrnstadt, Zachary.** "Ag industry consolidation means less control for farmers." *Des Moines Register* [Des Moines, IA] 7 Sept. 2016:

### MEDIA INTERVIEWS

"Wisconsin Farmers Union supports Wisconsin's farmers." *8 O'clock Buzz*. WORT 89.9FM Madison. 24 June 2015.

"Industry consolidation hurting Wisconsin farmers." *Central Time*. Wisconsin Public Radio. 12 Nov. 2015.

<http://wpr.prod.acquia-sites.com/farm-group-industry-consolidation-hurting-wisconsin-farmers>.

### CONFERENCE PRESENTATIONS

Draper, C, E. Dryer, **Z. Herrnstadt**, A. Page. 2019. "Increasing Access to Healthy Foods through Health Clinics and Local Food Policy Councils." Presented at the South Carolina Office of Rural Health Conference, Charleston, SC. October.

Bianco, S, P. Doyle, N. Stamper, S. McQuaid, **Z. Herrnstadt**. 2017. "Enhancing Agricultural Safety Year-Round: Good Agricultural Practices (EASY GAP)." Presented at the Agricultural Research Institute P.I. Meeting, Sacramento, CA. September.

Howard, PH, **Z. Herrnstadt**. 2015. "Falconry as an Agritourism Attraction?" Presented at the Annual Meeting of the Agriculture, Food, and Human Values Society, Pittsburgh, PA. June.

Howard, PH., C. Oh, **Z. Herrnstadt**. 2014. "Are Consumers Willing to Pay More for 'Natural' Agricultural Production Practices?" Presented at the Annual Meeting of the Rural Sociological Society, New Orleans, LA. August.

Lindell, C.A., S. Schwiff, P. Curtis, P. Howard, K. Steensma, G. Linz, J. Boulanger, N. Rothwell, J. Carroll, C. Oh, C. Burrows, M. Longstroth, C. Kaiser, D. Lusch, S. Weiferich, H. Henrichs, D. Leigh, M. Shave, R. Eaton, **Z. Herrnstadt**, A. Anderson. 2014. "Bird Management in Fruit Crops: Economic, Consumer and Biological Perspectives." Presented at the Annual Meeting of the American Society for Horticultural Science, Orlando, FL. July.

**Herrnstadt, Z.**, PH. Howard. 2013. "For the Birds? The Impacts of Disclosing Bird Management Practices in Fruit Crops." Presented at the Annual Meeting of the Agriculture, Food, and Human Values Society, East Lansing, MI. June.

### SKILLS

Ability to work efficiently, responsibly, and ethically with diverse groups of people.

Superior oral and written communication skills.

*Zachary Herrstadt*

Experience utilizing diverse media outlets to reach broad audiences.  
Qualitative and quantitative research and policy analysis.  
Proficient in Excel, Cascade 3.0, NVivo, SPSS, and R.