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**Cynthia M. Barstow** (July 2020)  
344 Isenberg School of Management,  
UMass, Amherst, MA 01003  
413-545-6549 [cbarstow@isenberg.umass.edu](mailto:cbarstow@isenberg.umass.edu)

### **Marketing Lecturer**

University of Massachusetts, Amherst, MA 1995 - present

Spring: "Influencer Marketing" Mktg 497F 2020  
Spring: "Advertising & Promotion Strategy Mktg 422 2020  
Spring: "Sustainable Product Innovation" Mgmt. 497 Biomimicry/Systems 2015-Present  
Fall: "Sustainable Marketing 491/591C" SOM Marketing & Online 2012 - Present  
Fall: "Consumer Behavior 410" SOM Marketing 2010 – 2014, Spring 2019  
Spring: "Fundamentals of Marketing 301" SOM Marketing 2011 – Present  
Both: "Protect Our Breasts: Interdisciplinary Isenberg Business" 2011 - Present  
Spring: "Retail Management" 2016  
Spring: "Endocrine Disruptors in the Marketplace 597" (Co-listed Biology 597) 2013-2015  
Fall: "Applied Marketing 397" Plant, Soil and Insect Sciences 1999 - 2011  
Spring: "Marketing Strategies" MBA 2014  
Spring: "New Ventures 292" SOM Marketing 2012  
Spring: "Food Marketing" Resource Economics 2003 - 2010  
Spring: "Managing Your Own Business" Resource Economics 2011  
Spring: "Consumer Marketing 141" Stockbridge School of Agriculture 1995 – 2012  
Fall: "Food Merchandising" Resource Economics, 2008 - 2010  
Both: "Marketing for Sustainability" SOM MBA Program 2008, 2011  
Both: Commonwealth College Dean's Book, UMass 2002 - 2008

### **Executive Director**

Protect Our Breasts, Amherst, MA 2011 – present

Interdisciplinary experiential learning course, run as a non-governmental organization, dedicated to sharing scientific discoveries and safer alternatives to everyday toxins found in products on grocery store shelves that contribute to breast cancer.

### **Industry Leader**

*Industry Presentations:*

- What's with All the Plastic? Safer Packaging is Sustainable Packaging, Expo East (Sept. 2019)
- Big Thinking for Sustainable Packaging, Expo West (March 2019)
- State of the Industry: Disrupting for Good in 2018 and Beyond, Expo East (Sept. 2018)
- Organic Blockchain Revolution, Expo East (Sept. 2018)
- Sounds Good, but What About the Chemicals?, Expo East 2017, Baltimore, MD (Sept. 2017)
- Toxins in Products Retailer Staff Training, Cambridge, MA (November 2016)
- Packaging Imperatives: Where We Are & Where We... Expo West, Anaheim, CA (March 2016)
- Future of Millennials Purchasing Values: Toxin Awareness Expo West, Anaheim, CA (March 2015)
- Is Your Store Full of Toxins? SOHO Natural Products Expo, Orlando, FL (Dec. 2014)
- Endocrine Disruptors: What Your Customers Want ..., Expo East, Baltimore, MD (Sept. 2014)
- What's Next: Trends in Organic, All Things Organic, Expo East, Baltimore, MD (Sept. 2013)
- Fourth Annual American Council for Medicinally Active Plants (June 2013)
- Organic Entrepreneurship, Slow Living Summit, Brattleboro, VT (June 2012)
- Mentoring, Women in Naturals Anaheim, Expo West, CA (March 2012)
- The New Generation of Organic, The Organic Summit, Baltimore, MD (October 2011)
- Online & In-Store Classroom, Expo East, Boston, MA (October 2010)
- Social Media Savvy for Seafood, International Seafood Show, Boston, MA (March 2010)

- Organics in a Slowing Economy, Expo East, Boston, MA (October 2009)
- The Meaning of Organic, Global Food & Style Expo, Chicago, IL (April 2008)
- Future Harvest Keynote, Hagerstown, MD (January 2008)
- NASULG: Food Systems Leadership Institute, Burlington, VT (June 2007)
- Communicating the Organic Benefit, All Things Organic, Chicago, IL (May 2007)
- Organic Trade Association Board Meeting, Rutland, VT (July 2006)
- IQPC Marketing Natural & Organic Products, San Diego, CA (January 2005)
- “Setting the Table” Northeast SARE Conference, Burlington, VT (October 2004)
- Organic Training Conference, Albany, NY (February 2004)
- American Society for Horticulture Sciences Conference, Providence, RI (October 2003)
- Society for Nutrition Education Conference, Philadelphia, PA (May 2003)
- Natural Products Expo West, Anaheim, CA (March 2003)
- The Future of Food & Farming Conference, Wilmington, DE (December 2002)
- Tufts University’s Eco-Labels Conference, Boston, MA (November 2002)
- Green Festival, San Francisco, CA (November 2002)
- The Soul of Agriculture Conference, Durham, NH (October 2002)

*Industry Honors:* Seventh Generation “Women Driving Change” Fall 2018  
 New Hope Network Influencer Fall 2017 & 2018  
 New Hope Network Women in Naturals Mentor Spring 2012

*Board of Trustees:* Agricultural Justice Project Advisory Council 2007 – 2013  
 Biodynamic Farmland Conservation Trust 1993 – 2010  
 Protected Harvest National IPM Certification Program 2005 – 2007  
 Northeast Sustainable Ag Working Group 1999 – 2005  
 New England Small Farm Institute 2001 – 2004

### **Seed to Shelf/President**

[www.seedtoshelf.com](http://www.seedtoshelf.com)

Amherst, MA 2006 – Present

- Real Pickles, Greenfield, MA (2015/2016/2017)
- Gaia Herbs, Inc. Brevard, NC (2012/2013/2008)
- American Herbal Products Association, Boulder, CO (2012)
- Mama Chia Beverages, San Diego, CA (2011)
- International Programs, Organic Trade Association, Brattleboro, VT (2011)
- Australis Aquaculture, Turners Falls, MA (2011)
- Bar Harbor Seafood, Whiting, ME (2011)
- Quality Certification Services, Gainesville, FL (2011)
- Cyclops Frozen Greek Yogurt, New Zealand (2010)
- CSRWire, Springfield, MA (2009)
- MegaFoods, Boston, MA (2009)
- The Tea Room, American County, Napa, CA (2009)
- Bee Raw Honey, Brooklyn, NY (2009)
- Agricultural Justice Eco-label Project, RAFI, Pittsboro, NC (2008)
- Pennsylvania State Apple Eco-label Project, Biglerville, PA (2007)
- Ambassador Organics Biodynamic Foods – Carol Moseley Braun, Chicago, IL (2006)
- Hot Mama’s Foods, Northampton, MA (2006)
- Chang Naturals, Amherst, MA (2006/2007)
- Thompson Organic Chocolates, Meriden, CT (2006)
- Wolf & Associates, New Castle, VA (2006)
- Sustainable Sourcing, Great Barrington, MA (2006)
- Sandon Local Farmers’ Retail Operation, Hadley, MA (2006)

## **Natural Products Marketing Consultant**

Amherst, MA 1993 – 2006

- Vermont Dairy – Department of Food & Agriculture, Burlington, VT
- World Wildlife Fund/WPVG/UAUW Healthy Grown/Protected Harvest, Antigo, WI
- New England Forestry Foundation North Quabbin, MA
- Red Tomato, Canton, MA
- The IPM Institute of North America, Madison, WI
- Sustainable Agricultural Technologies, Hampshire College, Amherst, MA
- Community Involved In Sustaining Agriculture, Deerfield, MA
- Franklin County Herb Growers, CDC, Greenfield, MA
- Northeast Sustainable Agriculture Working Group (NESAWG), Belchertown, MA
- Massachusetts Watershed Initiative, EOE, Boston, MA
- W.K. Kellogg Foundation/Fires of Hope Project, Amherst, MA
- Laboratories for Natural Products, Aromatic and Medicinal Plants, Amherst, MA
- Pan American Botanicals, Hadley, MA
- Citizen Planning Training Collaborative, Amherst, MA
- University of Massachusetts Outreach & Extension, Amherst, MA
- University of Massachusetts College of Food & Natural Resources, Amherst, MA
- University of Massachusetts Amherst Campus Strategic Planning, Amherst, MA

## **Author/Speaker**

*The Eco-Foods Guide: What's Good for the Earth is Good for You!*

New Society Publishers, released October 2002

- BookSense 76 selection March/April 2003

Appearances:

2002-3 *Television*: Good Day Atlanta

News 12 NYC Cable

News 12 ABC

Fox 5

Westchester NYC

Asheville, NC

2002-3 *Radio*: Shopping Smart

Community Connections

Living Naturally with Gary Null

Shelley Schlender/Morning Show

Claire Cummins/Morning Show

EcoTalk Radio with Randy Larsen

Tom Pope Show

The Green Hour with Harry O.

The Joanie Greggains Show

Paula Gordon Show

B.T. & Kelly Morning Show

The Deborah Ray Show

Boston Sunday Review

Jim Zoppo & Moe Lauzier

The Business of Being Healthy

Earthwatch Radio

The Mark Johnson Show

The Woodstock Roundtable

Carolyn Craft's Inner Wisdom

Rachel Maddow/Morning Show

Bob Paquette/Morning Show

WOR Radio Network NY, NY

WPLJ (ABC) AM NY, NY

WBAI, NY, NY

KGUN, Boulder, CO

KPFA, Berkeley, CA

KCFR/Pacifica Network, Chico, CA

Powernomics Network, Washington D.C.

LIVE 105/KITS-FM, San Francisco, CA

KGO Newstalk, San Francisco, CA

WGUN, Atlanta, GA

Cities 97, Minneapolis, MN

Healthy Talk Radio Network, Clearwater, FL

WBCN-FM Boston, MA

WRKO The Talk Station, Boston, MA

WBIX-FM, Boston, MA

Madison, WI

WDEV Radio Vermont, Burlington, VT

WDST-FM, Woodstock, NY

Wisdom Radio Network, Bluefield, WV

The River, Northampton, MA

WFCR, Amherst, MA

Trade Publication Articles:

<i>Natural Foods Merchandiser</i>	2005-2009
<i>Natural Farmer</i>	March 2006
<i>Natural Grocery Buyer</i>	Fall 2005
<i>Progressive Grocer</i>	March 2003
<i>Produce Reporter</i>	October 2006

Consumer Publications Articles:

<i>Vegetarian Times</i>	April 2006
<i>Mother Earth News</i>	April/May 2004

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**Partner/Managing Editor**

TaylorMade Publishing, New York, New York 1989-1991  
... *NOW in NY* (circ: 25,000) and *Knife & Fork* (circ: 900,000).

**Vice President of Marketing**

The Riese Organization, New York, New York 1988-1989  
... \$3 billion restaurant company with in-house ad agency ... 300+ restaurants in Manhattan.

**Director of Advertising & Creative Services**

Capital Cities/ABC, Inc., WABC Talkradio 77AM New York, New York 1985-1988  
... Station position, programming, sports (NY Yankees and NY Jets) and sales projects.

**Director of Development/Promotion**

Public Broadcasting, WLIW TV/21; Long Island, New York 1981-1985  
Public Broadcasting; WCNY TV/FM Syracuse, New York 1979-1981

*Education*

Masters of Science	Plant, Soil & Insect Sciences Sustainable Agriculture Marketing University of Massachusetts, Amherst, MA
Bachelors of Science	Newhouse Communications School Public Relations & Speech Syracuse University, Syracuse, NY
Associates	Stockbridge School of Agriculture Fruit & Vegetables University of Massachusetts, Amherst, MA