

# Nominees for Committees

Members' Assembly 2023

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## Extended Standards Committee

### Anne Flohr



Demeter Germany proposed my nomination for the (Extended) Standards Committee whilst my colleague Jörg Hütter, with whom I work closely on an everyday basis, has been a member of the Permanent Standards Committee for several years already.

Our reason for nominating me as a second German representative was that we felt there is a significant amount of standards work to do at BFDI level and only few of the BFDI members worldwide have resources they can contribute to this task. Within Germany, we work on standards development with two full-time staff. Hence, we felt the responsibility to contribute our share.

Jörg and I share the German standards work with Jörg responsible for standards development in agriculture and me in the area of processing. Hence, what I can contribute to the committee is a solid knowledge of our biodynamic principles, and standards, in particular when it comes to processing. My analytical and systematic thinking is helpful in standards work and my training in international law enables me to understand and structure law-like texts, which is an asset when it comes to standards.

I am a team player and appreciate the collaborative spirit within the committee and I would gladly support its work to the best of my abilities.

### Walaa Mohamed



I am Walaa Mohamed, From Egypt - Africa, work for more than 19 years in the field of Organic and Biodynamic agriculture development through advisory, training, and latest but not least inspection and certifications.

The future of the biodynamic movement, inspired by people from agriculture, processing, trade, science, and citizens, is characterized by both internal and external openness. This movement is striving towards connecting with other movements and engaging in honest and open dialogues with society.

I would like to support the Federation to bridge languages and culture barriers under different climatic and cultural conditions also to support the Extended Standards Committee and Social Responsibility Committee to represent different cultures, in agriculture and especially in social development.

It is become necessity to the BFDI to gain support from different cultures to meet the worldwide needs and to strengthen the world-wide Demeter movement.

### Jasmin Peschke



As nutrition scientist and responsible for the Nutrition Department at the Section for Agriculture I'm committed both to biodynamics, dynamic nutrition and sustainable food systems.

In my work I promote a responsible eating culture and support a self-determined diet for one's own health but also for the health of the earth.

I'm convinced that a healthy diet is based on healthy food, and healthy food can only be produced on healthy soil but also in healthy economic and trading conditions. For this we need food of high, biodynamic quality for serving human nutrition and development of all human properties (physical, physiological, soul and spiritual). My motivation is to contribute with my knowledge and experience to the high and reliable standards of Demeter production and processing, and my aim is to bring in the mentioned aspects and to steadily consider and assess new products and improved processing methods in order to facilitate development.

I have been an "external expert" of the Demeter International Standards Committee (SC) since 2016 and was 2020 elected as member of the extended group of the SC.

## Adriano Zago

I am an agronomist and oenologist working in education and consultancy for viticulture, winemaking, and agriculture. I have studied and worked in Italy, France, India, New Zealand... For the past 20 years I have been promoting biodynamic agricultural principles, tools, and techniques on an international level, working with very small wineries and farms, as well as bigger ones in very diverse geographical, economic, social and human contexts.

Being an agronomist and oenologist, I am able to follow different approaches and views, always focusing on my expertise and experiences.

Short- and long-term effective results make a huge difference and that is why I chose to work with biodynamic agriculture from the beginning: being this the only agricultural method that allows me to rely on a sound and shared experience of self-evident changes in soil structure, plant's health, wine and food quality, as well as business social and economic welfare and market value.

I am ready to share my experience developed on an international level in order to help the Federation for its strategic development. I think it's becoming more and more important to have a precise and UpToDate perspective on the production standards. I think that they are the focus point between the needs of producers, consumers, and that of Demeter.

## Social Responsibility Committee

### Eva Ramirez



I work as an auditor for Demeter Spain.

I'm a responsible person who like working in teams. I'm hardworking and use to do my job in time; I'm reliable and flexible to adapt to the different needs of others and situations. I'm used to work in different atmospheres. I am a very optimistic person who believe nothing is impossible, you only need to find the way to make it possible.

I've been working for an union trade in Spain for more than 10 years in different programs in order to improve labour and social conditions for workers in the agricultural and processing sector and also to intervene in enterprises that have had bad social and labour practices.

I worked mainly with foreigner workers in intensive agriculture, in greenhouses in Almería, which use to be the most vulnerable in the production chain.

Many of them have problems with their work contract, labour conditions or social needs, as family reunification or legal documents.

It is because of that experience I know quite well legal requirements, in Spain, of course, and the ways some enterprises use to avoid good practice with their employees and the main social problems in the agricultural sector, so I have the skill to detect labour problems in companies.

I have experience doing social audits in Spain so it's also a good reason to contribute this knowledge to the Social Responsibility Committee. At that moment, I had the opportunity to interview many workers in farms and packaging or processing warehouse and also people in charge of different companies.

I also have experience by the side of the companies because I was working in several of them at certifications department, including task of social responsibility.

I hope this experience can contribute to give a point about needs and difficulties of farms workers in Spain and cooperate giving a reference about how to do in others countries.

### Walaa Mohamed

*(please see above)*

## Advisory Research and Training Committee

### Daniel Björklund Jonsson



I am 49 years old and live outside of Stockholm, Sweden. My background is 12 years at Kristofferskolan, a Waldorf school in Stockholm. I am a biodynamic gardener since 1999, after finishing the three year biodynamic training program at Skillebyholm, Järna. After graduation I started a biodynamic garden and plant shop in Gothenburg from scratch. After six intense years I moved closer to Stockholm to start a garden education at a youth prison (National Board of Institutional Care is an independent Swedish government agency, delivers individually tailored compulsory care for young people with psychosocial problems and with substance abuse) for the interns to grow food and take care of the prison park along with taking classes in gardening. During my time at the youth prison I was active as a board member of the Biodynamic Association.

In 2009 I started to work at Skillebyholm with development of the first governmental funded biodynamic training program in Sweden in collaboration with Södertälje municipality and Södertälje adult education. After a few years I took over the role as CEO of Skillebyholm, a position held by Thomas Lüthi since he started the biodynamic training.

I have been in the board of the Swedish biodynamic research institute as long as I can remember. Education and research belong together and it is important that we have the latest results from biodynamic research when we educate biodynamic gardeners.

### Jaison J Jerome



The interest and reason to continue as a member of the ART committee of BFDI, in my previous tenure, I had good experiences to be one of the members of the ART committee by sharing my thoughts and opinions in different discussions, based on my experiences.

I had worked with certification bodies like IMO India for several years, so I am having the experience to guide any projects funded by BFDI to establish any certification system for certifying biodynamic projects of their country. The committee has already given me the responsibility, to accompany BFDI funded project of MDA of Malaysia and to establish the PGS system of certification for biodynamic practices.

Since I have completed a Post Graduate degree (Master's) in agricultural science and done field research, it is very well possible for me to associate with biodynamic research. The ART committee is also involved in encouraging research in Biodynamic Agriculture, which is very critical at this point, especially with the new generation looking for facts and figures to accept any new concepts. So, I have greater opportunities to support such good efforts of BFDI throughout the world.

Since I have been involved in training small farmers, big landowners, NGO staff, and professors and lecturers at some Agriculture Universities within India and in a few other countries for the past 25 years, I have the expertise and knowledge to conduct a complete biodynamic agriculture course and training programs. So, through this committee during this tenure, it will be possible for me to assist in propagating the principles and methods of Biodynamic Agriculture by conducting biodynamic agriculture courses in different countries based on the need to train farmers and trainers.

Similarly, I have been involved in consulting several small and big projects within India, and in some countries, I am having the skill and knowledge to guide and train anyone as a consultant or advisor in the field of biodynamic agriculture especially in tropical agriculture and horticulture.

Moreover, I have good experiences in producing all the biodynamic preparations for several years at Kurinji farms. it is possible for me to establish biodynamic preparation plant production in any part of the world and supports them to sustain.



## Klaus Merckens



I have been a member of the BFDI ART Committee since 2020. I would like to continue my work in this committee with the aim of supporting the Federation in these areas.

Supporting biodynamic development worldwide has been part of my work for a long time. In many countries I have supported and will continue to support Demeter and Biodynamic initiatives. These activities are complemented by professional work in other areas, such as sustainable water management in Latin America and Southern Europe or training initiatives in Africa and partly in Asia. I would like to bring this experience of the international biodynamic movement into the work of the ART Committee at BFDI.

As an accredited, internationally active Demeter advisor I am also actively involved in coordinating advisory services on an international level.

The current dynamic development, even under challenging conditions, requires well organised and professionally competent advisory services. The ART Committee has the important task of supporting this development professionally and competently. For the BFDI, it is essential to create a framework in which highly competent and professional advice is available to initiatives interested in conversion. On the other hand, I would like to contribute to ensuring that the experience gained in consultancy is fed back into training and research. Coordination and exchange with other committees as Int. Marketing and Standards shall also be a focus and may benefit from the consultants' experience.

## Maja Kolar



For the past 10 years I have been actively involved in the Biodynamic movement at local, national and international levels.

I am an agronomist, consultant, certifier and lecturer in organic and biodynamic agriculture.

In recent years I have gained experience in developing and leading various educational programmes, workshops and trainings in several countries.

A study of Goethean Science, which I have been doing for the last four years, has opened new eyes to observe and connect with nature and biodynamic agriculture. It has given me an awareness of the complexity of both the practical and spiritual aspects of biodynamics and a new

source of inspiration on how to translate this complexity into a language that students, children, and farmers can understand. In the process I have also learned that biodynamic research speaks a different language from the current natural science in which I was trained.

Working with farmers from different contexts allows me to practice my counselling skills and helps me to better understand their challenges and motivations for working with the resources of nature.

It is a privilege for me to work in a multicultural environment and I enjoy understanding the challenges of education and advisory in different countries. I like to work in a team and enjoy a fruitful discussion that leads to innovative solutions.

I am open to new impulses and willing to network and collaborate with other people in the field of education, research and consultancy.

I believe that only in a deep and respectful connection with nature and each other can we face the challenges of today and transform them into the solutions of tomorrow.

## Naglaa Ahmed



Since I joined organic agriculture initiative 2011, my contribution extended not only to run development project in rural area but also to study and design training programs that serve sustainable agriculture and participate in changing mindsets of the Egyptian farmer in some areas.

The activities applied are complemented by professional work in other areas i.e. organic input supplies centres, farmers field schools, many different demo plots, lessons learned, contributions to produce knowledge technical products like videos to suit the current challenges, presenting the model of PGS (Participatory Guarantee System), moving to rural areas locations for well understanding of the behaviours, needs, challenges and opportunities.

Running different practices in different areas, learning from others, co-creating knowledge and experiences from and to the field, participating in different conferences in

similar countries and COP27.

In addition to my master study in the field of Education for sustainable development using ICT core topic education of non- educated groups like farmers. I would like to bring all these cognitive experiences into the work of Advisory, Research and Training committee of BFDI.

As I'm managing and excursing many different international projects, I'm also closely to coordination tasks at the international level.

The current dynamic challenges with locally worldwide lead to that many ideas and movements interested in conversion, requires well shaped framework professionally leaded. The Advisory, Research and Training Committee has the important role to enable the development process to be excursed professionally and upscale.

## Simone Helmle



Agriculture needs courageous and empowered, collegial and spiritual women and men, all over the world. So it would be an honour and pleasure for me to be an active part of the ART-Committee. Educational work is personally very important to me. I am currently doing this at the Freie Landbauschule Bodensee e.V. in Germany, where we are asking questions about contemporary learning and biodynamic content through the conceptualisation of a biodynamic master class.

My particular focus is on biodynamic training and adult education, trainer-the-trainer, development of empathic training methods, and participant-centred quality of trainings. Giving participants the experience to grow beyond themselves includes to work with the content, to work artistically and socially and it means to trust in participant's competences. That might be what we name "to unfold individual potentials". All these imply close collaboration with trainees and trainers, and all these imply close collaboration with biodynamic research and advisory work.

I am regularly liaising with the Section and Demeter International on challenges of learning and training that we address internationally. Two of the outcomes were the International Trainer Conferences 2019 and 2022. Here we took into consideration a diverse range of initiatives, courses, and participants, with regard to their access to biodynamic farming, tools and information, skills and knowledge. The conference-team trusted in the mutual power of listening, talking, working-groups, exchange, and spirituality. And we trust that we can work together on issues in all the diversity and concerns of farm schools, vocational training, introductory courses, online-courses, and courses on university level.

I embrace the diversity of initiatives and their respective needs. Our work is concerned with empowering people and farms. In many countries biodynamic is still like a seed - young, powerful, and growing. Advisory work, research and training all overlap and it is important to recognise the benefit of the combination of and exchange between these fields. I would greatly enjoy working with the Committee to support international, national, and local initiatives in training, research and advisory, and advising the board and member assembly of the Biodynamic Federation – Demeter International.

## Valentina Carla Campa



I am an agronomist and I have been collaborating with the Italian Biodynamic Agriculture Association for 10 years, in the last three years I have also been a member of the association's board.

It is a very rewarding experience because I have seen the biodynamic association grow in all areas, that of training, dissemination and research. An experience that was enriched by participation in the ART committee which was the opportunity to gain experience at an international level as well.

I currently have a collaboration with the University of Florence for research in the economic field which is part of the DIFFER project, one of the two ministerial projects in progress, of which the Biodynamic Association is a partner. Both of these two projects are an opportunity to involve biodynamic farms and research institutions at the same time. Professor Alessandro Piccolo is directly involved in the ministerial project Circular Models, who plays a central role in the research work we carry out as an association for biodynamic

agriculture in Italy. A research project in biodynamic agriculture was recently approved as part of the rural development plan of the Tuscany Region, an important result for our association, because in this period in our Italian context we find strong resistance at an institutional level.

The experience on the board of the biodynamic association is an important experience at the working group level and I hope to be able to continue to bring my contribution in this sense also to ART. In Italy the biodynamic association is working strenuously to maintain a balance between the two areas that distinguish biodynamic agriculture, the cultural and the technical agronomic one and I believe that this important work can be a strength to be shared in ART. The Italian board to which I belong is firmly convinced that the relationship between the international federation and the different countries must always be strengthened.

We are pleased that in the last two years researcher Nadia El Hage Scialabba has also joined our board, who is already actively collaborating with the international federation and who played a central role in the organization and coordination of our conference held in January 2023 in Rome at the University in which Jean Michel Florin also participated with his own speech.

## Ximena Milicevic



I would like to contribute to the ART committee, on the one hand, the learning that I have done in the process that has been in the last three years to collaboratively develop this committee and, on the other hand, to put at the service of my abilities, especially collaborative work and analytical skills, that is, to contribute in problem solving and decision making based on the learning done.

In addition, the fact that I was able to be part of the organizing group for the Federation's Assembly of Members in Chile, and later to attend the meeting of advisors in Dornach, as well as to participate in recent international biodynamic and anthroposophic meetings, and also to participate in the conference of trainers in Latin America, and to listen to the experiences of conferences on other continents, has further broadened my view of the biodynamic and anthroposophic movement

worldwide.

From my work in the area of training and on the board of the Biodynamic Association of Chile I have developed my teaching/learning skills and also leadership and coordination of groups in an organic way, which added to my training as an agronomist and my field activities, in the field, allow me to make available to this committee my experiences connected with the economic, cultural and environmental reality of my country.

My participation as a delegate in the Council of the Americas also broadens my view of the development of biodynamics in this continent and the exchange of experiences that enrich learning, I think it is important to be present in this committee.

Finally, my training and work as a Waldorf teacher is a continuous path of study, research and deepening in anthroposophy, which is basic today to be able to develop a committee that wants to look strongly at the foundation of biodynamic agriculture that we want to put into practice today.

## Olivier Clisson



I am a farmer and baker on a small farm of about 20 ha (5ha of cereals transformed into bread, 7 cows, fruits) in the west of France for 16 years, I was previously a trainer, responsible for the professional diploma (necessary to become an organic farmer) in a training center for adults for 6 years. My international opening started at the age of 21 when I decided to study history in Ireland for 2 years to join my Irish wife. She then accompanied me to France where we raised our two children. I had the opportunity to do several internships abroad in the agricultural field (Tablehurst Farm near Emmerson College, Sussex, England; two trips with agri students to Lake St Jean, Quebec; case study in Cornwall, England with Soil Association; intervention at the forum circuits courts, Pinheiral, Brazil).

I am an elected administrator of the MABD since 2014, more particularly active in the pole "training, advice". Since the second session of the BPREA ABD training in Segré (west of France) in 2016, I am coordinator for the MABD and intervene on the "farmers course".

I am one of the 4 French members of the Circle of Representatives of the Agricultural Section of the Goetheanum since February 2019. I have been participating in the Dornach World Congress since 2015 and have been weaving links with the biodynamic world at the international level ever since. I had the honour to represent France at the general assembly of BFDI in November 2022 in Chile.

I am a member of the ART committee since 2020 where we have been able, in spite of the absence of physical meetings, to evaluate requests for aid from countries in the fields of research, training or consulting. We also do a follow-up/support work to the projects that have been selected. Our small team has had a lot of work to clarify the missions, to define the evaluation criteria of the projects, to participate in other different projects (according to our expertise). Despite this, our place within the international biodynamic community still needs to be clarified and affirmed. Our specificity among the other international actors (research institutes, agricultural association, advisors, training organizations, etc.) must be made clear to all, always according to the principle of subsidiarity. This is to be even more effective.

But within BFDI itself, it is also possible that our position may change. That our position at the confluence of new research contributions, new learner expectations, and new challenges faced by counsellors, could enlighten the debates that animate BFDI, including by translating them into the terms of standards. Would it be possible to have the possibility to address the certification committee on a new subject for example, or to issue advisory comments on the motions being validated?

I wish to continue my involvement in this ART committee for the next 3 years, feeling that the work is not yet completed.

## Nelson Jacomel Junior



We are heading to the future for the art, the resilience and the transcendence.

In our family we have a long-lasting relationship with agriculture despite living in a city. As a child in a family of 4 other brothers usually we visit our relatives specially when there was any field work. So when time came I decided studying earth sciences as a continuation of my childhood.

Then, to be a farmer came to be a side-line of a work in a cooperative, managing a farm, being a government official, and returning to a small piece of land in the year 2000. Having worked with soil, plants and animals and knowing somethings about farming I still am in a "farmer-to-be" mood. Biodynamic agriculture touched me during the 1980s

through a Waldorf School where our children studied and we supported as parents from cleaning used tiles and lumber for a new classroom, preparing the Michael festival and bazaars to funding the required budget.

Recently an article at Das Goetheanum called my attention (again) of us as human being as the best instrument to perceive, to sense, the world at large (CW 353). During my professional life each time I contacted farmers a living question came from them, eg, "how do we enhance animal care", "can we plant quinoa", "do you have seeds", "we should have a PGS".

If I can be of service to the ART committee I intend to have these persons women and men, farmers, who have guided me up to today as counsellors. From them the correct question will come.



## Membership Committee

### Daphne Amory



It is humbling work of listening collectively, identifying organizational leverage points, and recognizing human nuances that may help to shape and shift organizations towards their highest potential of representing the whole of biodynamics.

Through the on-going work of the Membership Committee, I hope to be able to continue to represent and serve as the BFDI strengthens the relevant voice of biodynamics in the world.

### Juan Martin Richter



Since the founding of the Biodynamic Federation, I have been a member of the Membership Committee. Along the way we have established ourselves as a harmonious working group, perceiving the needs of the member organisations of the Federation and assisting the development of young organisations. Personally I have learnt a lot and we have done a first round of pioneering work in shaping the mission of the Membership Committee. I think it is important for this committee and its members to continue their work for a further period in order to consolidate the work done so far. That is why I would like to continue to be a member of this committee.

I have been a member of the board of the Biodynamic Association of Argentina for several years, and for the last year I have been president. From this position I can contribute my experience in the the development of this institution in the Latin American context, not only from an institutional point of view, but also from the farmer's side, as I am always in direct contact with field activities, at the moment with medicinal plants, seeds and preparations.

Teaching on biodynamic agriculture courses and advising biodynamic agriculture enterprises has also given me tools in dealing with people and social dynamics.

I think it is important to work with member organisations and those that want to join, listening to their needs and developing tools with them that facilitate development from their own strength and reality. From a strengthening of the identity of member organisations, from their sustained and independent development, encouraging and opening up to participation, I believe that the great individuality of the Federation will be strengthened, broad, inclusive, democratic and transparent.

### Yap Kim Fay



Biodynamic farmer since 2019. Owner of Fayfarm, a biodynamic farm "in conversion to DEMETER" (<https://fayfarmraub.com/>).

I am the Co-founder of the Malaysia Demeter Association and Co-author of "A practical application of Biodynamic Agriculture in Malaysia" and have held the position as President of the Malaysia Demeter Association MDA (<https://mydemeter.org/>) since its inception in 2019.

I am also a member of the PGS Exchange Group under the BFDI and a regular trainer for Biodynamic workshops conducted by MDA. Attended twice the Biodynamic Agriculture Conference at the Goetheanum in 2020 and 2023 and had visited the FiBL and many biodynamic farms in Germany.

Fayfarm was a major venue for the first Asia Pacific Biodynamic Conference (APBC) held in Raub, Malaysia in October 2022 and we hosted and personally met 150 delegates from 19 countries who participated in the first Asia Pacific Biodynamic Conference.

I can bring forth experiences and skills acquired in my 35 years of direct involvement with non-profit organisations. I was the Founder-President of the Lions Club of Raub in 1989. Cabinet treasurer for Lions Clubs International District 308B for 2004/2005. (<https://www.lionsclubs.org/en>) and acted as Adviser to numerous local charitable non-profit organisations, schools, and societies.

Professionally I am a Chartered Accountant, Government Approved Companies Auditor, Licensed Tax Consultant and Chartered Secretary with the following professional qualifications. Fellow of the Institute of Chartered Accountants of England and Wales (ICAEW), Association of Chartered Certified Accountants UK (ACCA), Certified Practising Accountants Australia (CPA). Member of Chartered Accountants of Australia and New Zealand (CAANZ), Malaysia Institute of Accountants and Institute of Chartered Secretaries and Administrators UK (ICSA). Doctor of Business Administration -Southern Cross University Australia.

I am proficient in English, Malay, Mandarin and a few Chinese dialects.

As at now, there are only 4-member Biodynamic bodies in the Asian continent where Biodynamics and "Demeter" are virtually unknown and confined only to an exclusive small, privileged group. There are vast opportunities to spread the biodynamic Impulse far and wide as originally envisaged by Rudolf Steiner.

## Helen van Zyl



I re-established Biodynamic Agricultural Association of South Africa from 2007 and was the Chair of BDAASA from 2009 until 2013. I have facilitated the two-year diploma training in Biodynamics in cooperation with Crossfields UK for the past 10 years.

I am passionate about Africa and other southern hemisphere countries connecting to organisations like the Federation so that they inform and represent their agricultural and practical needs. In return they can contribute & share their own cultural & local knowledge with the global movement. A broader representation is asked of us as we move forward to make biodynamics a truly global movement. There are numerous challenges and barriers in Africa. Yet the resilience and wisdom of its people grows. Their interest in biodynamics is noteworthy and deeply relevant.

I have served in the MC for almost 3 years and offer to stand for a maximum of another 3 years. After this it will indeed be time to have a representative from another country in the continent.

## Jean-Michel Florin



For 35 years I have been working for the Mouvement de l'Agriculture BioDynamique (MABD) in France. I began alone in this association and developed step by step all the different aspects of a biodynamic association with more and more colleagues (we are now 16 co-workers in MABD) providing: information, magazine and books, training and advisory, research communication...

So I know from personal experience all the steps and also the challenges to run a self-financed association. I can understand the situation of different associations in different stages of development and help them to make the next step needed.

Since 2010 as co-leader of the Section of Agriculture, I gained more international experience supporting the development of biodynamics in some countries and regional groups. I got a global picture of the biodynamic movement with its broad diversity in all regions of the world and in different

cultures. This gave me the possibility to understand more and more the different needs in different cultural contexts.

I also want to help in developing the best procedures and the best open attitude to welcome new members. In my daily work for biodynamic agriculture and development of a new relationship to nature, I work with such different people in so many different regions of the world, I think I have developed some skills of openness and empathy for the needs of others. I would like to bring my skills specially in the fields of helping to welcome the new members and accompanying them to go through the current challenges. Another needed skill is to mediate between different points of view and to understand them so that we can find a middle way, without fighting but with inclusion of all interested associations.

One skill I try to develop is also to overcome every European-centered view to develop biodynamic agriculture rooted in every region of the world. One specific aspect I would like to support is to help to build step by step a strong inclusive biodynamic movement worldwide.

# Trademark Committee

## Klaus Scharf



As the Head of Finance and Administration, I joined Demeter Germany in May 2020 and was able to familiarise myself with the various tasks of this position. It quickly became clear to me that protecting the Demeter brand, as a valuable asset, deserves my attention.

I was already able to fend off some attacks on the brand, partly in close coordination with the Federation. Most of these were made in ignorance of the legal situation and rarely with malicious intent. Therefore tact in following up is necessary.

With a renewed appointment to the Trademark Committee, I would like to support the Federation's strategy of establishing one coherent brand at global scale with harmonised guidelines for use under different (framework) conditions.

For trademark infringements, I would like to help set up a common database that documents trademark infringements and their countermeasures, which can be used to help with future infringements and develop a trademark protection system with the knowledge gained.

## Rafaella Mellano



In recent years, I have participated in the Trademark Committee. I brought my experience as the Commercial Director of an organic and Demeter farmers' cooperative. Our organisation exports all over the world and I was able to participate in trade fairs in several countries. This gave me an insight into the Demeter market around the world, the needs of both customers such as distributors and industry who demand biodynamic products. I was able to collaborate with important structures and evaluate all export difficulties in the food sector. I have followed the conversion of farms and processors to biodynamic by supporting employees and promoting the biodynamic culture on the farm. For more than 10 years, I have worked as a volunteer with the Association for Biodynamic Agriculture Italy in order to organise conferences, workshops and research.

All the above has given me a privileged insight into the evolution of markets.

## Susanna Kuffer



I am now working for ELIANT and the FondsGoetheanum, a Swiss information booklet on the inputs of the anthroposophic working fields such as biodynamic agriculture, Anthroposophic Medicine and Steiner Waldorf pedagogy. This booklet is published once a year, in 2023 on biodynamic agriculture and in 2024 on the DOK trial.

From 1995 to 2011, I was managing director of Demeter Switzerland and had the privilege of working for the first 7 years with the pioneer Fritz Baumgartner, then president of the biodynamic association in Switzerland.

I assisted in the founding of Demeter International in 1997 and was a member of the board from 1997 to 2018, responsible for finances from 2000 and for the trademarks from 2006.

In 2006 when I took over responsibility for the trademarks, the Board decided that we needed a brand strategy, the first since Demeter International took over responsibility for the trademarks from the Forschungsring. The Members' Assembly approved the strategy on the condition that an experienced trademark lawyer would review it and submit his assessment to the Board. This is how we met Bernard Volken, who is still our trademark lawyer today.

From 2006 to 2012 we had to deal with a lot of opposition and misuse, filing many appeals. The cost a lot of money but was worth it, because from 2013 onwards, the oppositions, misuses and objections decreased, with Demeter becoming a strong brand.

## Paul Reidl



Paul has been practicing law for over 40 years. He represents clients in trademark law matters in both the United States and overseas. He is a frequent litigator before Federal courts and the Trademark Trial and Appeal Board. He has also testified as a trademark expert on numerous occasions.

Before starting his own firm in 2009, he was Associate General Counsel with E&J Gallo Winery for 18 years. Prior tot hat, he was a litigator with Crowell & Moring in Washington D.C.

In 2006, Paul was President of the global association of trademark owners and practitioners, The International Trademark Association. He was a faculty member of the Practising Law Institute from 1999-2010 and is a frequent speaker and writer on trademark issues.

Over the years, he has conducted many training sessions on wine trademarks for the USP to Examining Attorneys. He has been a guest lecturer on trademark law at George Washington University.

Paul is currently on the Trademark Committee of the Federation and is a member of the Board of Directors of the United States chapter of the International Wine Lawyers' Association (AIDV). He recently published his first book, a biography of his grandfather: Vell, Vell, Vell: The Life of a Twentieth Century American Immigrant.

Paul received his B.A. (in political science and speech communication, with a minor in theology) in 1977 and a J.D. in 1980 from George Washington University, where he was a member of Phi Beta Kappa and the Law Review. While in law school, he taught Speech Communication at the University for three years.

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