



Escaping Poverty Traps
*Connecting the Chronically Poor
to Economic Growth*

Gene Kahn serves as an Officer and Vice President of Sustainable Development for General Mills, Inc. Gene is a pioneer in the Organic Food & Farming movement. He founded Cascadian Farm Inc. in 1971, after leaving the University of Washington's Graduate School of English Literature. Gene continuously led the company as President & CEO for 32 years. He took this vertically integrated farm business from its inception as a small organic farm to a major producer of branded, certified, organic products, known as Small Planet Foods. He learned the food business from various corporate partnerships he led, including Welch's National Grape Cooperative, and Trefoil LLC, a partnership with the General Electric Pension Fund and Roy Disney. Gene is an internationally recognized speaker and educator in issues relating to organic and sustainable agriculture. He currently serves on several Boards of Directors including: the Frontier Natural Products Cooperative, Smith Nursery, USDA's National Vegetable Initiative and the Washington State Governors' Sustainability Panel. Gene Kahn was a founding member on the USDA National Organic Standards Board and was instrumental in establishing the Washington State Organic Standard Program.