



MARA FLEISHMAN

*Food Systems Leader with Specialization in
School Food Reform*

CONTACT

mara@chefannfoundation.org
(617) 448 9351
chefannfoundation.org

SPEAKING & WRITING TOPICS

- Sustainable Business Practices
- Sustainable Food Systems
- School Food Reform
- School Food Innovation
- Emerging Food Markets
- Childhood Health and Wellness
- Parent Advocacy for Childhood Health Initiatives
- NGO/Corporate Partnerships That Work

ABOUT MARA

In 2001, Mara Fleishman turned her passion for healthy and sustainable food into a career by leading marketing efforts on the East Coast and in Europe for Whole Foods Market. For nearly 13 years, she worked to raise awareness of the importance of eating fresh, healthy, sustainable food. After a move to Boulder, Colorado, Fleishman decided to join her kindergartener for lunch at school one day. Shocked by the highly processed, high-sugar lunch that she and her daughter were served, she began her crusade to reform school food. While Fleishman worked with a small group of concerned parents and administrators to change their local school food program, she was also working on WFM's first national initiative to support school food reform, then in her role as Global Director of Partnerships.

In 2013, Fleishman left her position with Whole Foods Market to work on school food reform in a full-time capacity as the CEO of the Chef Ann Foundation. With three kids ranging from ages eight to eighteen, Mara brings a parent's awareness to her work, writing, and speaking about school food through that lens.

In all, Fleishman has nearly 20 years of experience working on food issues that effect the sustainability of our planet and our people. She is well known in the sustainable food community and challenges audiences across the country to rethink how food fits into the larger picture.

WRITING AND SPEAKING EXPERIENCE

Writing and Media Samples

- [Interview with Mara Fleishman: School Lunches Are As Important As Ever, Food Tank, 2020](#)
- [Colorado Chefs Tackle the Real School Food Challenge, 2019](#)
- [Interview with Mara Fleishman: School Food as "More than Filling Bellies", 2018](#)
- [How Parents Can Advocate for Healthy School Food, 2017](#)
- [Project Produce Aims to Prevent Childhood Obesity by Helping Schools Teach Youngsters to Eat Well, 2016](#)
- [Why the Natural Products Industry Should Care About School Food Reform, 2016](#)
- [The Road to School Food Change, 2015](#)
- [Can Parents Change Their School Food?, 2014](#)
- [Learning Lunchrooms: We Can Change School Food But Can We Change the Ideology? Food Tank, 2015](#)
- [Healthy School Food on the Congressional Chopping Block, 2015](#)

MARA FLEISHMAN

*Food Systems Leader with Specialization in
School Food Reform*

Prior Speaking Engagements

- Action for Healthy Kids. Lakewood, CO 2019. "[Colorado School Food: Get Educated, Energized, and Engaged: Parent Workshop](#)"
- Startup Grind, Boulder, CO 2019. "[Galvanize Boulder: Fireside Chat](#)"
- Food Tank Annual Summit. Washington, D.C. 2018. "[Cultivating the Food and Agriculture Movement](#)"
- Healthy Food Fuels Hungry Minds, Harvard. Cambridge, MA 2016 "[School Food Trucks, Changing the Paradigm](#)"
- Esca Bona, Austin, TX 2016 "[How Reducing Animal Protein in School Food Can Create Impact](#)"
- Google Food Lab, Mountain View, CA 2016 "[Learning Lunchrooms, The Next Step in School Food Reform](#)"
- New CO, Boulder, CO 2016 "[How NGO/Private Partnerships Thrive](#)"
- Healthy Food Fuels Hungry Minds, Harvard. Cambridge, MA 2015 "[A Primer for Parents: How to Engage with School Nutrition Departments](#)"

AUDIO, VIDEO, AND PRODUCTION EXPERIENCE

Video Productions

- [Real School Food Challenge KDVR-TV FOX LIVE](#)
- [Talking #RealSchoolFood with Al Roker](#)
- [Mom's Picks at Whole Foods](#)
- [Changing School Food: a Resource for Parents and Advocates](#)

Audio Podcasts

- [How to Advocate for Your Child's School Food Program](#)
- [Effective Natural Deodorant is No Secret](#)
- [Choosing Supplements for Kids](#)
- [Beat the Bugs](#)

Production

Mara created the concept for, and produced, "The Secret Ingredient," an online cooking show for Whole Foods Market that focused on unique ingredients and how to use them. Over 100 episodes were created.

AWARDS & RECOGNITIONS

- [These Entrepreneurs are Taking a Systems Approach to Food Challenges, 2019](#)
- [Women Leading the Front Range Culinary Scene, 2019](#)
- [50 Women Changing the Way We Eat, 2017](#)
- [How Boulder Became Ground Zero for School Lunch Reform, 2017](#)
- Whole Foods Market Regional All Star Award, 2005
- Whole Foods Market Global All Star Award, 2004

BOARDS

- [CIA's Healthy Kids Collaborative](#)
- [Google Food Lab](#)
- [Grove Foundation](#)
- [Feed the Truth](#)
- [Food System 6](#)
- [Kitchen Community Foundation](#)
- [Naturally Boulder](#)