



RICHARD McCARTHY

Author, community development specialist, food movement leader

Richard McCarthy is an author, speaker and community development specialist who sees food as a pivotal organizing tool. Devoted to the theory that behavior change comes first, he has recently published his first book with co-author Tsuyoshi Sekihara of Niigata, Japan: *KUNI, A Japanese Vision and Practice for Urban-Rural Reconnection* on North Atlantic Books.

He serves as the President for the newly-formed World Farmers Markets Coalition based in Rome in order to grow the capacity of farmers markets internationally. He also serves on the board of Slow Food International to support the organization's protein transition, and to cultivate thematic communities, like Slow Beans, the Earth Markets, Slow Wine, and others.

Founder of the New Orleans practitioners' think tank devoted to public markets for public good — Market Umbrella and its flagship Crescent City Farmers Market in 1995, he played a pivotal role in rebuilding the regional food community after the 2005 Hurricane Katrina disaster. For six years, he brought an ethos of joy with justice to Slow Food USA where he served as its Executive Director. He also served as President and co-founder of the US Farmers Market Coalition, where he played a pivotal role in the piloting and expanding the use of health incentive programs in farmers markets, the development of the USDA Farmers Markets Promotion Program, and the GusNIP.

Born in Europe, raised in New Orleans, educated in the United Kingdom, he lives with his family in both urban and rural New York. He received his BA from Richmond University in London, and his Msc from the London School of Economics. A lifelong vegetarian, he devotes countless hours to gardening and cooking. He works as a consultant to NGOs and INGOs.

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