

JOHN W. ALLEN
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Jack Allen was a member of the Departments of Marketing, Broad School of Business, and Agricultural Economics at Michigan State University. He led the Food Industry Management Program for most of his academic career. In 2000, he was awarded the John D. and Dortha Withrow prize, the highest honor accorded by the business school for teaching and scholarship.

Following his teaching career, Jack was a Market Developer with Michigan State University/USAID's *Partnerships for Food Industry Development: Fruits & Vegetables*. He worked with project teams in Guatemala, Ghana, India, Nicaragua and South Africa to link small-scale produce farmers to the global marketplace in sustainable business relationships.

Allen's broad professional activities and study concern how food companies innovate to meet consumers' increasing expectations for quality, convenience, variety and safety of food. He has served as a facilitator in the Produce Marketing Association's annual Leadership Symposia. Fresh fruit and vegetables are a primary focus, given their increasing role in providing healthy, enjoyable eating experience for consumers.

As part of Jack's involvement with the Meat Industry, he served for seventeen years as a member of the Board of Directors, Hormel Foods Corporation, as well as consulting with meat processors and retailers. Allen is a former Director of the International Stockmen's Educational Foundation. He was inducted into the Meat Industry Hall of Fame in 2012.

Jack has extensive international experience, having taught food marketing at the Universities of Stockholm and Helsinki. He also consulted for food marketing projects in Argentina, Uruguay, the U.K., France, Germany, Hungary, Mexico, Romania, Ukraine, Japan, South Africa, and Albania.

Allen holds the doctorate degree from Cornell University, where he taught in the Food Industry Management Program. Upon graduation, he was appointed Director of Retailer Relations for the American Meat Institute. He served as an officer in the U.S. Marine Corps in Korea and Japan.

