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The Plant Based Food Institute (PBFI) is the sister nonprofit of the Plant Based Food Association (PBFA), the first and only membership trade association for the plant-based foods industry. PBFI works to empower plant-based food companies to prioritize sustainably sourced ingredients, and connect them with North American farmers and suppliers to shorten and strengthen their supply chains. We strengthen sustainable, plant-based supply networks by facilitating the adoption of regenerative agricultural practices that promote biodiversity, nutrition, and soil health. We promote equity across our food system by helping plant-based companies support and improve livelihoods for diverse and historically marginalized farmers, workers, and communities.

Carl Jorgensen is an Agriculture Consultant at the Plant Based Foods Institute, where he coordinates the Sustainable Sourcing Initiative. He was a Director at Daymon Worldwide, developing major retailers’ organic and natural private brands. He ran a USDA-accredited organic certification agency, was CEO of an organic food importer and distributor, and co-founder of a company offering the world’s first commercial test to detect GMOs in foods. He owned an organic farm in Iowa.

Carl has a BA from Penn State and an MS from Drexel University, and graduated from the UCLA Anderson Graduate School of Management’s Advanced Retail Strategy certificate program.