

Susan Teton Campbell – Bio – 2015

In 1991, the passion for Susan Teton Campbell's life work was ignited when she read *Diet for a New America* by John Robbins. Bringing her extensive marketing and media expertise to the Robbins' organization, EarthSave International, Susan created and promoted the award-winning Healthy School Lunch Program (HSLP).

Collaborating with top nutritional and environmental experts in government, business, and academia, Susan created a curriculum that motivated students nationwide to make healthier food choices. In 1997, with funding from the American Cancer Society and the USDA, Campbell took her program to Hawaii, inspiring the state to be the first in the nation to create plant based alternatives for school menus. When the Physician's Committee for Responsible Medicine rated the health of meals at American schools in 1998, the HSLP was in three of the top 10.

As part of the HSLP, Susan co-authored *The Healthy School Lunch Action Guide*, a 184-page resource manual published by EarthSave International in 1994. The guide was sold/distributed to teachers and parents across the country while Susan went on a national tour, speaking to thousands of parents, administrators, government agencies and associations (National Food Service Association). The tour included numerous TV and radio appearances.

Following her tenure at EarthSave, Susan, with key members of the Natural Products Industry, formed a Washington D.C. lobby for natural food and supplement manufacturers, retailers, and distributors. In collaboration with New Hope Media, Susan envisioned and founded the Natural Products Council, spearheading a national marketing campaign, featuring celebrities such as Paul McCartney, Woody Harrelson, Kevin Nealon, and Ed Begley, Jr.

In 1998 she collaborated with Citizens For Health (Boulder, CO), to launch a national campaign, *Let's Keep Organic, Organic*. The campaign broke U.S. Department of Agriculture records for consumer letters received. The result was a rewrite of the policy that set national organic labeling standards.

In 1998, with a Rockefeller grant, Susan founded Spirit In Action (SIA), Inc., an organization, which exists to make the health and welfare of children the overriding consideration in all government, corporate, and individual decisions. SIA's projects bring awareness to the interplay of nutrition, environment,

economic, social, and cultural factors that impact American youth.

In 2001, after years of studying with notable nutrition/health professionals, Susan took her nutrition knowledge into the kitchen when she created menu plans for retreats put on by Byron Katie International. The success of the food program led her to head up the sales and marketing efforts for 'The Schools for The Work of Byron Katie, during the launch for her first best seller, "Loving What Is".

Recognizing that most people know what healthy food is, but lack the skills to prepare it, she went on to develop recipes and menu plans for large resorts and celebrities, actively teaching food service personnel and private chefs. Following a one year In 2003-2005 she launched her "functional food" style to become an instructor for home chef and professional culinary students at Laguna Culinary Arts, in Laguna Beach, CA.

Relocating to Maui, Hawaii in 2005, Susan launched her multi media company, to produce media products for nutrition culinary education. Her first media project is a culinary practice combining the best of the essential dietary components of the Centenarian Cultures – a healthy combination of raw, cooked and cultured foods. Essential Cuisine, A Journey From Seed to Soul is produced in a 6 Set DVD format (23 cooking shows) and an e-book under the brand "Chef Teton". (www.chefteton.com). The set is sold and distributed online, in Whole Food Markets, Amazon, and Internet distributors worldwide.

Convinced that food is a significant factor in the rising epidemic of youth related health issues, Susan also produced Teens Teaching Teens, a 9 segment DVD cooking show starring 16 yr old Landon Bell. (www.teensteachingteens.com).

Susan holds nutrition, culinary and education certifications from Body Ecology Diet, Raw Living Foods, Ayurvedic Cooking, WSET Wine Pairing, and Experiential Education (Ropes Course) – "Team Building In the Kitchen", The Work of Byron Katie and recently completed the Avatar Master, Professional and Wizard Courses in 2009.

Locally on Maui, is the wellness chef for the 2009, 2010, 2011 Maui County Agricultural Festival sponsored by the Maui County Farm Bureau. She was the executive

chef for the seven-day Agricultural Design Conference hosted by Maui Aloha Aina Association, and is a regular speaker/teacher for various organizations like the Farmers Union, Vegetarian Society, and the American Heart Association.

Susan was a co-founder of the Slow Food Maui Convivium, a previous board member of the Maui Food Technology Center (funded by Maui County) and is currently VP of the Hawaii Farmers Union, Maui Chapter.

Susan is a seasoned educator, author, producer, public speaker and media guest. She holds private retreats on Maui with her Essential Cuisine format, aligning the body, mind, soul and Earth.

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