



**National Milk
Producers Federation**



**U.S. Dairy
Export Council®**



JAIME A. CASTANEDA

Jaime Castaneda is currently the Senior Vice President of Strategic Initiatives and Trade Policy for the National Milk Producer Federation (NMPF) in Arlington, VA. In this position, he is responsible for leading the National Milk Producers Federation in a number of domestic policy initiatives. In addition, Mr. Castaneda handles International Trade Affairs for the U.S. Dairy Export Council (USDEC) and international Trade negotiations for the U.S. dairy industry. In that capacity, Jaime serves as a private sector Advisor to United States Trade Representative Ambassador Mike Froman and USDA Secretary Tom Vilsack on Advisory Committees, and regularly provides guidance to the Administration on a number of policy issues.

Since March 2012, Jaime has also served as Executive Director of the Consortium for Common Food Names. In this position, Jaime works with food organizations in the United States and around the world defending the rights of consumers, buyers and producers to continue the use of a variety of generic food names.

Jaime has over 30 years of experience in food and agriculture. His background also includes an extensive knowledge of U.S. agricultural policy including jobs with the US Department of Agriculture, the National Center for Food and Agricultural Policy and in marketing with the U.S. poultry and oilseed industries as well as the Agricultural Division of a leading U.S. Pharmaceutical company.

RESUME

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PROFESSIONAL EXPERIENCE

- 2010 to Present** Senior Vice President, Strategic Initiatives and Trade, National Milk Producers Federation, Arlington, Virginia. Responsible for leading the development of Public (domestic and international) and Economic Policy for the National Milk Producers Federation (NMPF). Coordinate the lobbying efforts of NMPF staff for the 2007 Farm Bill and lead the development of the Margin Insurance Program establish in the 2013 Farm Bill. Also, responsible for handling International Trade Affairs for NMPF. In that capacity, I am currently the chief staff member representing the U.S. dairy industry before USDA, USTR and foreign countries on all international matters. I also serve as a private sector Advisor to United States Trade Representative Ambassador Mike Froman and USDA Secretary Tom Vilsack
- 2012 to Present** Executive Director, Consortium for Common Food Names, Arlington, VA. Responsible for managing and directing an international organization with members from around the world working with government officials and food organizations in defending the rights of consumers, buyers and producers to continue the use of a variety of generic food names.
- 2005 to 2010** Vice President Government Relations and Trade, National Milk Producers Federation. Responsible for leading government relations efforts and developing economic and domestic policy for the National Milk Producers Federation (NMPF). Coordinate the lobbying efforts of NMPF staff and interact regularly with Congressional staff as well as Federal and State Government Agencies contacts to advance NMPF legislative and/or regulatory priorities.
- 1999 to 2005** Vice President Trade Policy, National Milk Producers Federation, Arlington, Virginia. Responsible for developing trade policy affecting U.S. domestic as well as International Trade for both National Milk Producers Federation (NMPF) and the U.S. Dairy Export Council (USDEC), where the two organizations share goals. Chair the U.S. delegation before the Pan-American Dairy Federation and the International Dairy Federation Standing Committee in Economics and Dairy Policies.

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PROFESSIONAL EXPERIENCE

- 1996 to 1999** Trade Policy Officer, Foreign Agricultural Service, USDA, Washington, D.C. Serve as lead trade officer on U.S.-Canadian agricultural issues, NAFTA, and the negotiations of the Free Trade Area of the Americas (FTAA); prepare analyses, position papers, and background material; coordinate and develop positions within FAS and the Trade Policy Staff

Committee (TPSC).

- 1996 to 1997** Program Support Lead, Foreign Agricultural Service, USDA, Washington, D.C.
Managed program support and market development for U.S. oilseed and product exports. Monitored and estimated the impact of domestic and foreign government policies on global markets. Examined market potential in allocating funds for concessional and commercial export promotion programs. Conducted market potential analysis for strategic planning initiatives.
- 1992 to 1996** Agricultural Economist, Economic Research Service, USDA, Washington, D.C.
Responsible for direction and management of oilseed section. Duties included forecasting global production, consumption, and trade for various oilseeds and products. Represented ERS in monthly interagency commodity updating and forecasting sessions. Contributed regularly to publications and conduct analysis on topics relevant to increased understanding of the international oilseed market.
- 1990 to 1992** Research Associate, National Center for Food and Agricultural Policy, Resources for the Future (RFF), Washington, D.C.
Duties included research, analysis and outreach in agricultural policy, including legislation affecting trade and domestic issues. Conducted short and long-term research, evaluation, and analysis of the proposed North American Free Trade Agreement and the possible outcome of the GATT Uruguay Round.
- 1991** Consultant, Inter-American Bank for Development (IDB). Conducted policy, supervision and economic evaluation of Latin American projects involving regional agricultural development, macroeconomic policies, natural resource management and cost-benefit analysis.
- 1989** Department Manager, Perdue Inc. Food Processing Plant, Georgetown, Delaware. Duties included quality control, market research, and management of labor and analysis of the poultry industry.

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PROFESSIONAL EXPERIENCE

- 1987 to 1989** Graduate Research Assistant, University of Tennessee, Knoxville. Responsible for research and teaching. Developed concept and proposal for exploring the international relationship between citrus markets in North and South America.
- 1982 to 1986** Sales/Marketing Manager, Pfizer Inc., Chemical/Veterinary Division, Lima, Peru. Managed the sales and marketing of the agricultural (chemicals & veterinary) department in Peru and regions of Chile and Bolivia. In charge of testing and evaluating new products for the company.

EDUCATION: Master of Science Degree, University of Tennessee, Knoxville.
Major: Agricultural Economics, Agribusiness.
Graduated May 1989.
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Thesis: Orange Bearing Acreage and Brazilian Orange Juice Trade: The Impact on the U.S. Citrus Industry.