

About Lisa Kivirist

Lisa Kivirist embodies the growing “ecopreneuring” movement: innovative entrepreneurs who successfully blend business with making the world a better place. A Senior Fellow, Endowed Chair in Agricultural Systems at the Minnesota Institute for Sustainable Agriculture at the University of Minnesota and a Kellogg Food & Community Fellow, Lisa’s work focuses on championing rural leadership opportunities amongst female farmers and food-based entrepreneurs. Lisa founded and directs the In Her Boots Project, an award-winning initiative of the Midwest Organic and Sustainable Education Service designed to support women farmers and food businesses by providing networking and training. She also launched and leads “Soil Sisters: A Celebration of Wisconsin Farms & Rural Life,” the largest women-farmer led event of its kind in the country.

Lisa is co-author, with her husband, John Ivanko, of **Homemade for Sale**, **Farmstead Chef**, **Edible Earth**, the award-winning, **ECOpreneuring** as well as **Rural Renaissance**. An advocate for cottage food entrepreneurs, Kivirist served as a plaintiff in the successful lawsuit against the State of Wisconsin that led to a judge declaring the ban on the sale of homemade baked goods to be unconstitutional. Her latest book **Soil Sisters: A Toolkit for Women Growing Food** supports women farmers with agriculture business training through a gender lens.

In addition to feature writing for publications such as *Living the Country Life*, *Mother Earth News*, *MaryJanes Farm* and *Edible Madison*, Lisa is a lead writer for Renewing the Countryside, a non-profit organization showcasing rural entrepreneurial and agricultural success stories and contributed to **Renewing the Countryside: Wisconsin**. She also works with the organization on farmer-led training program for businesses looking to diversify into on-farm food service like pizza farms and farm-to-table dinners.

An engaging national public speaker and workshop facilitator, Kivirist has keynoted and conducted small group sessions on topics related to women farmers, local food, green business, rural entrepreneurship and food business start-ups, women entrepreneurship and sustainable living issues at a variety of venues, including the National Farmers Union Women’s Conference, National Women in Sustainable Agriculture Conference, Mother Earth News Fairs, the Midwest Renewable Energy Association Energy Fair, the MOSES Organic Farming Conference, and numerous colleges, universities, libraries, and for a wide range of organizations.

Lisa runs the award-winning Inn Serendipity® Bed & Breakfast and Farm with her family in southwest Wisconsin. The Inn is completely powered by renewable energy and considered among the “Top Ten Eco-Destinations in North America.” She shares her farm with her husband, their son, and millions of ladybugs. See: www.innserendipity.com

