

## PURE Stakeholder Advisory Board

The **Stakeholder Advisory Board (SAB)** will provide the Executive Committee with strategic feedback from stakeholders regarding the project's progress. The SAB contributes to the overall fine-tuning of the project to improve outputs and to ensure that they are compatible with stakeholder needs and priorities, be they commercial and economic or societal.

Name	Organism	Field
Paul BOL	GLOBAL G.A.P. <a href="http://www.globalgap.org">http://www.globalgap.org</a>	Food retail
Pete B. GOODELL	University of California - Kearney Agricultural Research and Extension Center <a href="http://www.uckac.edu/">http://www.uckac.edu/</a>	Academic
Thierry MERCKLING	AGRAQUEST <a href="http://www.agraquest.com/">http://www.agraquest.com/</a>	Industrial agricultural
Claudia MICHEL	European Crop Protection Association (ECPA) <a href="http://www.ecpa.eu/">http://www.ecpa.eu/</a>	Industrial agricultural
Kathryn MITCHEL	Linking Environment And Farming (LEAF UK) <a href="http://www.leafuk.org">http://www.leafuk.org</a>	Farmer organization
Luc PEETERS	COPA - COGECA <a href="http://www.copa-cogeca.be">http://www.copa-cogeca.be</a>	Farmer organization
François VEILLERETTE	PAN Europe <a href="http://www.pan-europe.info/">http://www.pan-europe.info/</a>	Civil society
Stephen WRATTEN	Lincoln University <a href="http://www.lincoln.ac.nz/">http://www.lincoln.ac.nz/</a>	Academic