

Kevin Murphy
Owner/Founder
Food-Chain Communications, LLC
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Kevin Murphy is the owner and founder of Food-Chain Communications, a marketing organization devoted to helping food-chain stakeholders communicate more effectively within our modern food system.

Food-Chain Communications offers its clients eight pillars of business:

1. Strategic Marketing
2. Creative
3. Sales & Promotion (both consultation and actual selling)
4. Crisis Planning
5. Custom Publishing
6. Involvement Marketing (events, roundtables, etc.)
7. Public Speaking
8. New Products (such as *Farmer Goes to Market*)

Murphy began Food-Chain Communications after a 14 year tenure at Vance Publishing Corporation where he served in sales, becoming one of only two sales representatives in the 75-year history of the company to achieve \$3,000,000.00 within a single business year.

Murphy then served as marketing manager, director of market development and finally, brand director over the 20+ food properties Vance owned. His responsibilities carried him up and down the food-chain interacting with people from production agriculture all the way through to grocery retailing and foodservice. It was here that Murphy adopted a “full-chain view” and began to see the disconnect a product encounters on its path to the consumer.

Murphy speaks passionately about the need for better communication within the food-chain and has taken his message to such organizations as:

- National Grocers Association
- Alltech’s International Feed Symposium
- Academy of Veterinary Consultants
- National Council of Chain Restaurants (Food Safety Task Force)
- Animal Agricultural Alliance
- American Association of Bovine Practitioners

- Beef Quality Assurance
- National Cattleman's Beef Association (Executive Board)
- Professional Dairy Producers of Wisconsin
- American Registry of Professional Animal Scientists
- Beef Improvement Federation
- Michigan State University
- Tillamook County Creamery Association
- American Farmers for the Advancement and Conservation of Technology
- National Grain & Feed Association

Murphy graduated from Central Missouri State University with a B.S. in journalism. He has more than 20 years of communications experience and has published articles on subjects ranging from mergers/acquisitions to the Catholic faith.

Kevin and his wife, Linda, live in Lee's Summit, Mo., with their five children.