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USACM Hires Executive Director

Michelle McGrath takes the lead at Cider Association

Denver, CO – The United States Association of Cider Makers announces Michelle McGrath as Executive Director.

Michelle is the former Executive Director of Gorge Grown Food Network, a non-profit with a mission to build a thriving local food system for the two-state, five-county region known as the Columbia River Gorge. During her time with GGFN, Michelle worked closely with hundreds of consumers, orchardists, ranchers, farmers, chefs and value-added producers to seek shared solutions to barriers impeding market success and to encourage farmer collaboration throughout the region. She oversaw the completion of a regional value-added needs assessment, expanded training resources for fledgling value-added producers and coordinated educational producer conferences and workshops. After leaving GGFN, McGrath worked for the Oregon Environmental Council as the Grassroots Engagement & Membership Director.

McGrath holds a Master of Science degree from University of California, San Diego, and a graduate certificate in Sustainable Business from Pinchot University. Prior to GGFN, McGrath was a research biologist intrigued by the complexity of sustainable seafood. She lives in Portland, Oregon.

USACM Board of Directors President, Mike Beck of Uncle John's Hard Cider, says, "We are thrilled to have Michelle as our first Executive Director and are confident she will be a great fit and be instrumental in helping grow and lead the organization into the future."

Michelle's main goals will include hosting a successful CiderCon 2017, developing a member benefits program, implementing a strategic plan for the future, and growing the association membership. She can be reached directly at: Michelle@ciderassociation.org

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The USACM is an organization of cider and perry producers in the United States. It gathers and shares information about cider production, regulations and cider apple growing to help members improve their operations, raise awareness and advance cider in the market. The organization was founded in February, 2013 at "CiderCon," the annual gathering of Cider Makers from across the world.



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