



Bio – Tera Johnson

Tera Johnson is a serial entrepreneur whose mission is to create the next generation of regenerative food and farming businesses. The founder of teraswhey®, Tera participated in the full arc of creating to selling a successful investor-financed company. Now the founder of the Food Finance Institute “FFI”, at the University of Wisconsin-Extension and and winner of the [Chancellor’s 2017 Wisconsin Idea Award](#), Tera is a frequent speaker, teacher and financial consultant to sustainable food and farming businesses, social venture funds, and investors.

FFI recently launched the first component of its learning platform, a podcast series called [Edible-Alpha™](#) that features Tera interviewing a wide range of food entrepreneurs, funders and technical assistance providers on how to make money in food. FFI also [trains technical assistance providers](#) to work with food businesses to build financially viable enterprises using financial and operational business model metrics, market research data, and best practices in financial management and leadership.

Tera currently serves as the Board President of Slow Money WI, on the selection committee for the [Nutrition Capital Network](#), and on other corporate boards. In 2014, Madison Magazine recognized her on their [M-List of leading Innovators](#) in the city. Her business was named the 2010 Innovator of the Year by WEDC. She received the Dairy Business Innovation Center’s Innovation Zone Award in 2010 and the Wisconsin Department of Commerce and the WEN network named her company a Wisconsin Company to Watch. Her factory received the 2009 gold medal in the Green Building category from the Associated Builders and Contractors of WI.