Florence Reed believes that when people work together, things change for the better. This belief led her to serve as a Peace Corps volunteer in Panama in the early nineties. In 1997, Reed founded Sustainable Harvest International (SHI), a nonprofit organization dedicated to working with rural Central American communities to implement sustainable farming practices. As president of the organization, Reed divides her time between overseeing programs in Central America and gathering resources in the United States, bringing together farmers and donors to create a better future. In recent years she has received two honorary doctorates for her work, along with many awards such as the Yves Rocher Women of the Earth award, Traditional Home Classic Woman award, Garden Club of America's Distinguished Service Award and etown e-chievement award. In 2009, Florence was painted by artist Robert Shetterly as part of his renowned Americans Who Tell The Truth portrait series. In November 2011, Florence was named a Woodrow Wilson Visiting Fellow by The Council of Independent Colleges and in June 2012, Florence was presented with the National Peace Corps Association's prestigious Shriver Award for Distinguished Humanitarian Service.