2013 Morven Summer Institute, University of Virginia
PLAC 5500: Farmers Markets and Applied Food Systems Research

Instructors:
Tanya Denckla Cobb, Department of Urban and Environmental Planning and Institute for Environmental Negotiation, 2015 Ivy Road, (434) 924-1970, td6n@virginia.edu
Paul Freedman, Department of Politics, S491 Gibson Hall, (434) 924-1372, freedman@virginia.edu

Course Description:
This seminar provides an introduction to food systems research with a focus on farmers markets. Students will gain practical experience in applied data gathering and analysis, building a set of skills that can be applied in studying farmers markets throughout the Commonwealth and beyond. A roster of guest lecturers, developed in collaboration with the Farmers Market Coalition, will include researchers, policy makers, farmers market managers, and farmers. Students who complete this seminar are eligible an internship with a Virginia farmers market. Interns will be paired with a market by the Virginia Farmers Market Managers Association.

Assignments:
- Homework and in-class assignments: 25%
- Market Exercise: 15%
- Class attendance and participation: 15%
- Final Presentation: 10%
- Final Project: 35%

Course Outline:

Tuesday, May 28: Introductions, Food Systems Research

Wednesday, May 29: Food Systems, Food Justice and Farmers Markets
Presenter: Carla Jones, Institute for Public Health Innovation

Readings:
American Planning Association 2007, “Policy Guide on Community and Regional Food Planning” APA Planning a Healthy Food System (link)
Jefferson Public Citizens Team Report
Virginia Farm to Table Plan.
Thursday, May 30: Measuring Markets, SNAP, and the Charlottesville City Market

Presenters:
- Stephanie Anderegg-Maloy, City Market Master, Charlottesville City Market
- Cecile Gorham, Matt Baer, and Kyle Gardiner; Market Central, Charlottesville

Readings:
Winne, Mark. 2008. “Closing the Food Gap: Resetting the Table in the Land of Plenty.” ch. 3.
http://www.vdacs.virginia.gov/vagrown/frmsmkt-resources.shtml
http://marketcentralonline.org/snap-and-debit-information
http://wholesomewave.org/dvcp/
Charlottesville City Market background materials.

Friday, May 31: Local Foods, Local Markets

Presenters:
- Bernie Prince, FRESHFARM Markets, Farmers Market Coalition
- Carla Jones, Institute for Public Health Innovation

Readings:

Saturday, June 1: Charlottesville City Market Field Trip and Research Exercise (6AM-1PM)
Readings: Alkon, ch. 5-7, epilogue.

Monday, June 3: Measures, Tools, Methods, and the Farm Bill

Presenter: Darlene Wolnik, Independent researcher and farmers market analyst

Readings:
Tuesday, June 4: Observing and Sampling
Readings:

Wednesday, June 5: Surveying and Interviewing
Readings:

Thursday, June 6: Identifying Challenges, Envisioning the Future
Readings:
USDA. 2013. “The Role of Food Hubs in Local Food Marketing.”
University of Virginia

George, Daniel R. Jennifer L. Kraschnewski, and Liza Kovniak. 2011. “Public Health Potential of Farmers' Markets on Medical Center Campuses: A Case Study from Penn State Milton S. Hershey Medical Center.”

Friday, June 7: Farmers Markets in Perspective, Student work day
Presenter: Leanne DuBois, Virginia Department of Agriculture and Consumer Services
Readings: none

Saturday, June 8: Student Project Presentations [morning session]