

University of Virginia

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:

Denckla Cobb, Tanya. 2011. *Reclaiming Our Food: How the Grassroots Food Movement Is Changing the Way We Eat*. North Adams, MA: Storey Publishing, intro, ch. 2, 3, 4.

American Planning Association 2010. "Principles of a Healthy, Sustainable, Food System."

American Planning Association 2007, "Policy Guide on Community and Regional Food Planning"

APA Planning a Healthy Food System ([link](#))

Berry, Wendell. 1990. "The Pleasures of Eating." From, *What Are People For?* New York: North Point Press.

Alkon, Alison Hope. 2013. *Black, White and Green: Farmers Markets, Race, and the Green Economy* Athens, GA: University of Georgia Press. ch. 1, 2[skim], 3, 4.

Pyle, Jane. 1971. "Farmers' Markets in the United States: Functional Anachronisms." *The Geographical Review* 61(2):167-197.

Jefferson Public Citizens Team Report

Virginia Farm to Table Plan.

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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.

Brown, Allison. 2001. "Counting Farmers Markets." *The Geographical Review* 91(4):655-74 [skim].

Brown, Allison. 2002. "Farmers market research 1940-2000: An inventory and review." *American Journal of Alternative Agriculture* 17(4):167-176.

Briggs, Suzanne. 2012. "A Survey of Farmers Market SNAP Incentive Programs: Lessons, Challenges and Trends." Farmers Market Coalition.

USDA Food and Nutrition Service, 2013. "Nutrition Assistance in Farmers Markets: Understanding Current Operations." ch. 1, 5, 6.

<http://www.fns.usda.gov/snap/ebt/fm.htm>

<http://www.vdacs.virginia.gov/vagrown/frmsmkt-resources.shtml>

<http://marketcentralonline.org/snap-and-debit-information>

<http://wholesomewave.org/dvcp/>

Fair Food Network. 2012. *DoubleUpFoodBucks Evaluation Report*.

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:

Stephenson, Garry O. 2008. *Farmers' Markets: Success, Failure, and Management Ecology*. Amherst, NY: Cambria Press., chapter 4. Connecting Farmers' Market Size and Management Organization. pp. 85-106.

Stephenson, Garry et al. 2008. "I'm Getting Desperate': What We Know About Farmers' Markets That Fail." *Renewable Agriculture and Food Systems* 23(3):188-99.

Alonso, Abel D. and Martin A. O'Neill. 2010. "A Comparative Study of Farmers' Markets Visitors' Needs and Wants: the Case of Alabama." pp. 290-298.

Hughes, David W., Cheryl Brown, Stacy Miller, and Tom McConnell. 2008. "Evaluating the Economic Impact of Farmers' Markets Using an Opportunity Cost Framework." pp. 253-265.

Flaccavento, Anthony. 2011. "Is Local Food Affordable for Ordinary Folks? A Comparison of Farmers Markets and Supermarkets in Nineteen Communities in the Southeast."

Stephenson, Garry and Richard McCarthy. "Measuring the Mob" (presentation plus Q&A).

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:

McCarthy, Richard. 2011. "A Social, Economic, and Human Capital Evaluation of Farmers Markets." Federal Reserve Bank of San Francisco Research and Education Conference, Arlington, VA.

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- Smith, Lynne T. et al. 2004. "Qualitative Assessment of Participant Utilization and Satisfaction with the Seattle Senior Farmers' Market Nutrition Pilot Program." *Preventing Chronic Disease: Public Health Research, Practice and Policy*. p. 1-10.
- Stephenson, Garry O. 2008. *Farmers' Markets: Success, Failure, and Management Ecology*. Amherst, NY: Cambria Press, & "Appendix: Research Methods," pp. 187-197.
- Denckla Cobb, Tanya. 2011. *Reclaiming Our Food: How the Grassroots Food Movement Is Changing the Way We Eat*. North Adams, MA: Storey Publishing, ch. 1, 5-8.
- IAP2 Principles.
- Burley, David and Darlene Wolnik. "Using Farmers Markets as an Organizing Strategy," (unpublished manuscript).
<http://www.helpingpublicmarketsgrow.com/market-descriptions.html>
- Imhoff, Daniel. 2011. "Farm Bill 101." *The Nation*. October 3, pp. 27-29.
- Farmers Market Coalition. 2013. "Farmers Market Promotion Program Policy Brief."
http://sustainableagriculture.net/blog/2013_senate_house_markup
<http://www.ewg.org/farmbill2013/farm-bill-politics>
<http://farmersmarketcoalition.org/203-farm-bill-update-fmpp>

Tuesday, June 4: Observing and Sampling

Readings:

- Singleton, Royce A. Jr., and Bruce C. Straits. 2009. *Approaches to Social Research*, 5th edition. Oxford: Oxford University Press, ch. 11.
- Johnson, Janet Buttolph, H.T. Reynolds, and Jason D. Mycoff. 2007. *Political Science Research Methods*, Sixth Edition. Washington, D.C.: CQ Press, ch. 7 (pp. 209-26 only).
- Rossman, Gretchen B. and Sharon F. Rallis. 1998. *Learning in the Field: An Introduction to Qualitative Research Gathering Data in the Field*, ch. 5, "Gathering Data in the Field."
- Bickman, Roger and Debra J. Rog. 2009. *The SAGE Handbook of Applied Social Research Methods*, Thousand Oaks, CA: Sage Publications, ch. 1, "Applied Research Design: A Practical Approach."
- Velasquez, Cesar. Catherine and Eastman and John Masiunas. 2005. "An Assessment of Illinois Farmers' Market Patrons' Perceptions of Locally-Grown Vegetables," pp 17-25.

Wednesday, June 5: Surveying and Interviewing

Readings:

- Johnson, Janet Buttolph, H.T. Reynolds, and Jason D. Mycoff. 2007. *Political Science Research Methods*, Sixth Edition. Washington, D.C.: CQ Press, ch. 10.
- Converse, Jean M. and Stanley Presser. 1986. *Survey Questions*, chs. 1-2.
- USDA. 2009. "National Farmers Market Manager Survey 2006." pp. 1-8.
- Daley, Christine Makosky, et. al. 2010. "Using Focus Groups in Community-Based Participatory Research: Challenges and Resolutions." *Qualitative Health Research* 20(5):697-706.

Thursday, June 6: Identifying Challenges, Envisioning the Future

Readings:

- Francis, Mark and Lucas Griffith. 2011. "The Meaning and Design of Farmers' Markets as Public Space: An Issue- Based Case Study." *Landscape Journal* 30(2):261-79.
- Project for Public Spaces. 2013. "Farmers Markets as a Strategy to Improve Access to Healthy Food for Low-Income Families and Communities."
- USDA. 2013. "The Role of Food Hubs in Local Food Marketing."
- Russell, Natalie. 2011. "Seven Problems Solved by the Local Food Hub." *Edible Blue Ridge* (Winter).

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- Health Care Without Harm. 2007. "Farmers Markets and CSAs on Hospital Grounds." pp. 1-4.
- 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."
- Markowitz, Lisa. 2010. "Expanding Access and Alternatives: Building Farmers' Markets in Low-Income Communities." *Food and Foodways*. pp. 66-80.
- Union of Concerned Scientists. 2011. "Market Forces: Creating Jobs through Public Investment in Local and Regional Food Systems."

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]

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