“Let me cordially warn you, at the opening of [this so-called class], that I haven’t the remotest intention of posing as a lecturer. Lecturing is presumable a form of teaching; and presumably a teacher is somebody who knows. I never did, and still don’t, know. What has always fascinated me is not teaching, but learning; and I assure you that if [the responsibilities related to becoming a “professor” hadn’t so entangled me] I should now be somewhere else. Let me also assure you that I feel extremely glad to be here; and that I heartily hope you won’t feel extremely sorry.”

e.e. Cummings, i, six nonlectures

“I cannot teach anybody anything, I can only make them think.”

Socrates

“I don’t even make them think, I provide them things to think about and together we discover new things and ways of thinking.”

Alfonso Morales, PhD
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Office: Music Hall 104
Phone: 263-4848
E-mail: morales1@wisc.edu

Overview

Elements of food systems and marketplaces have been the purview of entire disciplines. Horticulture, Agriculture, Sociology, Economics, Rural Sociology, Planning, Law, Political Science, Anthropology – so many disciplines were founded on food-related transaction. However, the “industrialization” of food displaced intellectual concerns to the margins of some disciplines and condensed the concerns of other disciplines focusing them on supporting the burgeoning “industrial” food sector. Roughly between 1910-20s (the introduction of public policy using marketplaces and for food safety and related concerns; and the application of regression analysis to food production) and the 1970s (back to the farm, food safety, etc), food safety improved and productivity increased. However, the prior intellectual fecundity associated with food studies disappeared until a generation of farmers with different roots, rural and urban,
renewed our general interest in food *per se*, slowly supplying scholars with a
nourishing mixture of concerns that reinvigorated various disciplinary interests
and stimulated emergent interests in various disciplines. Since the 1970s authors
and community organizations have introduced food-related activities throughout
society, and further, scholars and community members have reunited themselves
to policy makers in reconstructing a century-old political interest in the food
system. My task here is to give you some sense of this intellectual landscape,
with an emphasis on contemporary community and regional food systems
(CRFS) as exemplified in the UW AFRI funded project on CRFS.

We can never fully conceptualize food systems or markets (context will usually
make clear when I use the term markets for marketplaces vs. markets in the
economic sense of a price clearing mechanism) because context matters and
varies and we cannot judge them fully because success is not reducible to a
single metric. Like the proverbial elephant, food systems and marketplaces
implicate virtually every sub-discipline of planning and most every other social
science, inclusive of manifestations in law, business and health (and vice versa).
Physical design, regulations and enforcement, community and economic
development, health and sustainability, transportation, all intersect in
marketplaces, with respect to the food system and in what some call
“geoponica.”¹

Mostly delivered by private means, markets and the food system serve the
greatest variety of public and private goals. Our study of the food system will
introduce us to people in many contexts, working with food in many ways, and
we will consider the “industrial” food system, but will focus mostly on alternative
policies, programs and plans intended to improve CRFS. Food system activities
synthesize many concerns and they are difficult to delimit, thus our interest in
them risks leaving some complaining that we do not know what we *really* want to
study.

Alas, here we go.

*Learning Objectives*

The course has three broad learning objectives, to develop content knowledge of
food systems and markets, to make connections in the broad community of food
systems planning, and to make food system/marketplace contributions to the
community, as required in class and as you determine what that means to you.
The field we study is constantly changing and is becoming populated with
innovative arguments for and against creative new examples of food systems
practices. New legal devices, business models, production practices, social
organizations, and etc. are emerging and it will be up to you to discover the latest
innovations in what you want to know.

¹ *ge•o•pon•i•ca* \[jee,uh,’pon,ik,ah\] -noun: agricultural pursuits in the broadest sense, including but
not limited to the art and science of agriculture
By the end of class students will have improved their knowledge of:

- The Food System and the urban/regional ecosystem
- Food system assessment
- At least one alternative program, policy, or plan intended to improve CRFS
- Food system planning
- Grant writing
- Their own particular interests in the food system

By the end of class students will have contributed to:

- The UW-AFRI CRFS project
- The Food Glossary project
- The public’s knowledge of the food system

Starting the first day of class you will begin to develop an individual learning plan for yourself. This will help you identify what you know and what you want to learn.

*Class Webpage*

[https://sites.google.com/a/wisc.edu/urpl711/](https://sites.google.com/a/wisc.edu/urpl711/)

*Class Meetings*

This course will be structured as a seminar. I will lecture, but each week we will begin the day with a ten-minute discussion of recent food-related news.

You can expect to lead at least one discussion of a reading. The following is a guide:

- The argument made in the reading
- The readings’ relative significance
- The methods and data
- Some critique of the reading
- Pose two questions to stimulate discussion.

Field trips and guest lecturers will supplement our class activities and discussions. It is a good idea to bring your laptop to class.

At root, this course is about you refining your professional interests in markets and food systems. Given we all have different interests, we have a need for *respectful but critical* engagement with one another. Keep in mind that seminars are places where you are *expected* to question one another’s ideas, state
reasons for agreement for disagreement, and help one another learn. We should be grateful to those who help us sharpen our views by disagreeing with us.

Useful glossaries and links:

Sustainable Agriculture
Food Safety http://www.allfoodbusiness.com/food safety_glossary.php
And
http://foodsafety.unl.edu/haccp/start/glossary.html
http://www.fda.gov/Safety/Recalls/default.htm

General food http://nourishedkitchen.com/real-food-glossary/
News: http://www.foodmanufacturing.com/

Bibliographic Resources

Zotero – secure access for class.
Zotero’s own FAQ and support forums: http://www.zotero.org/support/
Zotero tips and tricks: http://ideophone.org/12-zotero-tips-and-techniques/
UW-Madison Zotero consultants: http://library.wisc.edu/citation-managers/zotero/index.html#consultants

Course Requirements

Participation is assumed – excellence expected. This means that you come to class having completed assignments and readings.

There are very few assigned readings. The field is changing rapidly and I can’t keep up. I do supply you some recommended readings and a list of books (I have others in my office). Thankfully folks tell me about interesting readings, ordinances, and activities and I will share them. However, I expect you to find an additional 40-60 pages of reading each week (reasonable variation is fine), associated with your particular interests. I expect a 3-5 paragraph summary of the basics, thesis or research question or policy, methods, findings, implications and I will randomly request a few of you to discuss your summaries in class and email these summaries following class.

Graded Activities

The first problem associated with any field is identifying, learning, and mapping the conceptual apparatus, the language, or the ideas/behavior associated with
that field. The first course requirement addresses this problem in two parts, each requiring some research and some writing, which is how one comes to know the “language game” of interest.

1. Food and Markets Glossary – There are two parts to this assignment. First, each student will contribute 5 entries to a glossary. The contributions will be to the Wiki found at:

   http://foodglossary.pbworks.com/w/page/31253712/FrontPage

   Second, each student will also review 10 entries for clarity and comprehensiveness. Entries should be as short as possible, but will probably require two brief paragraphs. Include references and examples as necessary.

   Sign on ASAP – mark your selected entries with your initials and a –e for entry or a –c for checked, e.g. Food System, am-e, or market, am-c. Due October 4

2. Community Presentation – this is a presentation you make to a community group of your choice. You will identify a group, decided on a food-related topic, schedule and deliver a 10-15 minute presentation. Any Church group, civic organization, school or other non-UW organization is fine. (Potential audiences found in: http://www.thedailypage.com/annualmanual/) I expect you to submit your presentation and three (short, hand written) evaluations from attendees of the lecture – the form follows this syllabus. Due November 30

3. Class presentation – this presentation is an academic presentation you make in class of about 20 minutes with 20 minutes of discussion. This presentation should describe your academic interest in the food system, lay out the intellectual antecedents of that interest, and describe the research questions you think people should be pursuing and why. This is not a policy talk, policy implications are fine, but this is a talk on the academic/research questions and findings associated with your interests, how do you know what you know and what does that imply for what you want to know. Due when you want – the sooner the better, but note my absences.

4. AFRI Assignment – This assignment will support the work of the UW USDA-AFRI project, found at http://www.community-food.org/ This will be a literature review, or other work as deemed useful to the project. (How to manual, how to permits, city annotations and reviews, work with a community organization, etc.) It’s likely that the work will be with organizations in Los Angeles, Denver, Kansas City, Cedar Rapids, Chicago, and Madison. Due December 6.

5. Final Paper. This assignment is described after the course schedule, due dates are in the syllabus.

Required Readings:
You can find required readings from academic journals using Findit on the library webpage.

Other course readings will be emailed to you or found at the UW-google site. If you are interested in a book I suggest below, you look at abe.com or Amazon for used copies.

A list of recommended books is provided at the end of the syllabus.

**Grades**

Final course grade is on 100-point scale:

<table>
<thead>
<tr>
<th>Grades are calculated as follows:</th>
<th>Your final grade is based on the following scale:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wiki entries</td>
<td>A</td>
</tr>
<tr>
<td>15% 3 points each</td>
<td>93 – 100</td>
</tr>
<tr>
<td>Class Presentation</td>
<td>A/B</td>
</tr>
<tr>
<td>10% 0-10 points</td>
<td>92 – 87</td>
</tr>
<tr>
<td>Community Presentation</td>
<td>B</td>
</tr>
<tr>
<td>20% 0 OR 20 points</td>
<td>86 – 82</td>
</tr>
<tr>
<td>AFRI Assignment</td>
<td>B/C</td>
</tr>
<tr>
<td>20% 0-20 points</td>
<td>81 – 76</td>
</tr>
<tr>
<td>Final Paper</td>
<td>C</td>
</tr>
<tr>
<td>35% 0-20 points</td>
<td>Produce better work!</td>
</tr>
</tbody>
</table>

**Summary Class Schedule with Assignment Due Dates**

Field Trip days are days we will not meet in class – you are expected to use the time over the course of the semester to visit Community Ground Works or some other appropriate site(s) appropriate to your interests.

September 6   Oxford Test and Introduction to USDA AFRI grant and etc.

September 13  Historical Considerations – food news discussion  
**Produce and review Wiki entries – completed entries by October 4.**


Table of contents.

September 20 Systems Thinking; Planning and the Food System – food news discussion

Produce and review Wiki entries – completed entries by October 4

Identify community group for Community Presentation


http://www.planning.org/thenewplanner/2008/spr/pdf/PlannersGuidetotheFoodSystem.pdf


http://www.ias.unu.edu/binaries/UNUIAS_UrbanReport2.pdf


http://www.springerlink.com/content/0867224412167001/fulltext.pdf


http://www.planning.org/nationalcenters/health/foodprinciples.htm


September 27 Production – food news discussion
Identify community group for Community Presentation
Don’t forget, write/review Wiki entries


October 4 Production – food news discussion
Paper topic/thesis statement/brief outline due today.
All Wiki entries completed by today

October 11 Distribution – food news discussion
Tell us which community group you’ll be presenting for.


October 18 Distribution – food news discussion Check in with your AFRI Assignment provider if you have not

Cleveland Urban Agriculture Summary Profile. Date, Author Unknown


AN AGRARIAN URBANIST OVERLAY FOR CENTRAL CITY REDEVELOPMENT: A Proposal by the Mid-Ohio Regional Planning Commission. Date Unknown.


Other Urban Food Resources
Urban Farming Businesses Article about their CEO and operations: http://under30ceo.com/viraj-puri-and-gotham-greens-the-great-taste-of-urban-agriculture/
Gotham Greens - http://gothamgreens.com/
Farmed Here – Chicago - http://farmedhere.com/

“Hot Cheetos and Takis” http://www.youtube.com/watch?v=7YLy4j8EZIk

October 25 Class presentations (Alfonso in Spain)

November 1 Processing, Transportation, Logistics – food news discussion
AFRI outline due today.

WisDOT Prioritized Multimodal Freight Network Analysis 2012: Food and Kindred Products. 

Food Processing & Quality Control: Community and Regional Food Systems Project, UW-Madison.


November 8 Processing, Transportation, Logistics
Paper outline due today.

November 15 Class/Community presentations (Alfonso in China)
Summary of Community Presentation due by email today
http://www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELPRDC5097180

http://www.springerlink.com/content/v15v162kp6623279/fulltext.pdf

http://www.metaether.org/words/articles/articles/opening%20spaces%20through%20relocalization.pdf

http://www.academia.edu/1339270/Sisters_of_the_Soil_Urban_Gardening_as_Resistance_in_Detroit


_Equity Group: Framing of Justice Work_, Alfonso Morales, from USDA sponsored conference, Making good food work for all, Detroit, 2011.

November 21-23 Thanksgiving Break

December 6 Public Health and Waste – food news discussion  
AFRI Assignment due today


ChangeLabSolutions, Understanding Healthy Procurement: Using Government’s Purchasing Power to Increase Access to Healthy Food, 2011  
http://changelabsolutions.org/publications/understanding-healthy-procurement

December 13 Food Assessments and Grant writing – food news discussion

December 19 Final Papers Due by email by NOON.

December 19 Final Paper due at NOON!

I reserve the right to make changes in the syllabus according to need or opportunity.

Suggested Books

Over the last few years I have read the following books. You can consider them recommended readings. They each have something of interest, even if I have quibbles with each one. I suggest you Google them and read reviews to find books of interest to you. Those marked with a * are salient to various kinds of planners. Many deliver the same basic message.

*Allen, Patricia. Together at the Table
Astyk and Newton. A Nation of Farmers
*Barlett, Peggy. Urban Place: Reconnecting with the Natural World
Berger, Drosscape: Wasting Land in Urban America
Blatt, Harvey. America’s Food
*Corum, et al. The New Farmer’s Market
Counihan and Van Esterik. Food and Culture
Desrochers and Shimizu The locavore’s dilemma in praise of the 10,000-mile diet
*Dewar and Watson. Urban Markets
*Feldt, Barbara. Garden Your City
Franck, Food and the City
*Hinrichs and Lyson. Remaking the North American Food System
Katz, S.E. The Revolution Will Not Be Microwaved
Kingsolver, Barbara. Animal, Vegetable, Miracle
*Koc, et al. For Hunger Proof Cities
Lang and Heasman. Food Wars
*Lawson, Laura. City Bountiful
Lyson, Thomas. Civic Agriculture
*Mougeot, Luc. Agropolis
*Mougeot, Luc. Growing Better Cities
Nestle, Marion. Food Politics
The recommended readings may help you fill in the food system from other disciplinary perspectives. Pick and choose between them as you see fit. Your recommendations for other readings are welcome for the next iteration of this class.

THANKS FOR THE CLASS, HAVE A GREAT BREAK!!

URPL 590: Markets and Food Systems – Final Paper Assignment

You have three options for this final paper assignment. You may work with me on research for a publication, or you may write a paper that represents progress toward your Masters project or thesis; this might mean continuing work you’ve been doing; or it could mean initiating research that will be ongoing; your third option is to write a “standard” term paper on an issue related to public markets and food systems. If you choose to work with me you will select from a number of projects that I currently writing about. Contingent on your contribution you could become a co-author of that article.
University of Wisconsin-Madison

I will work with up to five students. Review the topics below (both the * and non * topics could change) and contact me soon. Our first meeting should be no later than September 22.

For those of you choosing the term paper option select a topic from those below the list of my topics or come up with one on your own. These topics are broad, refine them as suits your interests. Topics are due October 14, including a one-paragraph description of the topic and a four-sentence outline of your thesis and supporting sub-theses. The final paper should be about 3000 words long, not inclusive of notes, graphics, or references. Further instructions follow the list of topics.

Morales research (* top priorities, but the list could change):

* Agriprenuer/Modular and Sustainable Poultry Production in MN (finish the paper I have)
* Chicago, The Resurrection Project integration of gardens and housing and etc.
* Meta analysis of food assessments (find and analyze these)
* History of marketplaces (primary research required here and work with my existing ideas)
* Analysis of citations given to street vendors in New York City (partial database complete, work with GIS, literature review needed)
* Micro politics of locating and developing marketplaces: The Case of the Westside Market (partial draft of paper, more basic research and writing)
* Interstate food law
* Denver Urban Gardens research and proposal
* Production research

General Research Topics in Food Systems and Markets:

Food systems and/or markets in other countries
Creating markets/planning for food systems or markets
Food policy councils
Community gardening
Health and the food system/diet related issues and etc.
Schools and food/Food and institutional buying
Farm to market and the question of scale
Food waste
Community kitchens
Urban food deserts
Wal-mart, Whole Foods and the evolution of (organic) retail
Community organizations, markets and food systems
Urban agriculture
Measurement problems in food and markets
If you choose to write a term paper:

Overview
The purpose of the assignment is both to learn about the intervention/policy and relevant literature, and also to critically evaluate it. Every intervention/policy has strengths and limitations; your paper is not an advocacy piece, but rather, a considered review of the topic. Advocating for a policy based on your ideas is fine, but it’s even better when your advocacy is founded on a critical assessment of the policy options and followed up by a complete argument for your position.

Paper Components
The paper should follow a typical paper format with a thesis and three subtheses, and etc. I can provide you a model I use. In any case the paper should cover three things:

1. Description of the problem/opportunity, including background, context, magnitude, place in the larger system(s) of ideas/behaviors.
2. Short overview of relevant existing interventions and community resources/strengths.
3. Proposed intervention or policy.

Note that the intervention or policy you propose may have multiple components; however, for the purposes of this paper, I want you to focus the bulk of the discussion in-depth on one central element. You should outline the other components and how they fit together. Also, in choosing interventions, consider tradeoffs between broad/general strategies with broad, general results, vs. focused strategies with more limited but potentially more direct results.

- Describe the intervention/policy and state its goals concisely in bullet form
- Review relevant literature. Non-peer reviewed sources may be used to supplement peer-reviewed sources.
- Use literature and critical thought to discuss your strategy in terms of the following criteria.* Where information is not available, you may speculate.
  - Effectiveness
  - Feasibility
  - Cost feasibility
  - Sustainability
  - Ethical acceptability
  - Political will
  - Social will
  - Potential for unintended benefits
  - Potential for unintended risks
- Summarize key barriers and what it would take to institute your proposed intervention
- Optional: briefly suggest an evaluation strategy

4. Discussion and conclusions.