

Spring 2015
SUST 364 – Growers’ Market Practicum

- Instructor:** Jessica Rowland
Location: Mitchell Hall XXX
Time: Tuesday/Thursday 2:00-3:15 pm
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Office Hours: Monday/ Wednesday 1:00-3:00 pm, or by appointment
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Readings:
1. Bioneers, *Dreaming New Mexico (DNM)*
 2. UC Small Farm Center, *The Farmers’ Market Management Series v.1 (FMMS)*
 3. Additional readings and web resources on *UNM Learn* (<https://learn.unm.edu/>)

Course description: The USDA National Farmers Market Directory estimates that there are currently 8,268 farmers’ markets in operation in the United States. Of those, 1,864 operate year-round! As consumers realize the benefits of both eating and buying locally, farmers’ markets are becoming progressively more popular. In this course we will explore New Mexico’s foodsheds, as well as examine the history of US growers’ markets, their economic and social benefits, and various logistical aspects including feasibility, management, marketing, health and safety, funding, vendor relations, and customer expectations. We will work on developing the on-campus Lobo Growers’ Market and using it and other local farmers’ markets as “sustainability learning laboratories.” In addition to engaging in research and team projects, students will meet community members and participate in field trips to farms, markets, co-ops, commercial kitchens and restaurants to gain a better understanding of the local food value chain.

Course objectives: This course is suited for students who are interested in building and strengthening our local foodshed. Students will research and implement all practical aspects of organizing and managing an on-campus growers’ market, and will leave the class with resources that cover all logistical aspects of successfully coordinating a growers’ market. Students will also contribute a unique written piece to the *ABQ Stew: New Mexico’s Food for Thought* blog, which will be used as a public web resource.

Grading: Your grade will be determined from the following:

Attendance & Participation	10%
Local Food Field Trips	15%
<i>ABQ Stew</i> Blog	30%
Lobo Growers’ Market Team Project	30%
Growers’ Market Planning Worksheets	15%

A+	> 99%	B+	87-89.9%	C+	77-79.9%	D+	67-69.9%	F	< 60%
A	93-99%	B	83-87%	C	73-77%	D	63-67%	C/NC not allowed	
A-	90-93	B-	80-83%	C-	70-73%	D-	60-63%		

Attendance & Participation (10%): This class requires your active participation and team work, so it is required that you show up on time and participate in all discussions and activities. Everyone is vital to the success of this class; your perspectives, knowledge, and enthusiasm are valuable and necessary to make the class a good experience for all involved. You may be called upon to lead the discussion about an assigned reading or exercise – please be prepared! You have the option of purchasing hardcopies of the Bioneers’ *Dreaming New Mexico (DNM)* and the UC Small Farm Center’s *The Farmers’ Market Management Series v.1 (FMMS)*. All readings and web resources are available on *UNM Learn* and are organized in folders that correspond to the topics in the syllabus.

Local Food Fieldtrips (15%): As a part of the course, we will follow the movement of food from farm to market, from farm to commercial kitchen to market, and from farm to restaurant or co-op. We will meet local growers, value-added producers, restaurateurs, distributors and customers at the growers' markets. Our visits to farms, markets, restaurants and commercial kitchens will allow you to begin to understand the needs and circumstances of the people that growers' markets serve – both the producers and the customers. Field trips will mainly be done as a class, although some may be done on your own if necessary. Students will receive full credit for attending 3 field trips. One field trip *must* be to a winter growers' market.

ABQ Stew Blog (30%): As a part of the course, you will develop a compelling blog (600-800 words) for our *ABQ Stew: New Mexico's Food for Thought* blog site (<http://abqstew.com>). You will work on this piece throughout the semester, get in-class feedback on it, present the content to the class, and ultimately post it on the blog. You can write about any topic that falls under sustainable food and agriculture. Some suggestions are: an interview or "day in the life" of someone in the local foodshed/value chain, your take on a current food-related issue, a description of a challenge we face on campus or in the community (and potential solutions), a 'how-to' guide on a sustainable topic, etc. There will be a number of milestones throughout the semester, including outlines, drafts and opportunities for student feedback. The final entries will be posted to our public blog, which will be used as a web-based resource for those interested in learning more about New Mexico's foodsheds.

Lobo Growers' Market Team Project (30%): Throughout the semester, students will work in committees that plan and execute all aspects of the UNM Lobo Growers' Market. The growers' market project will give you a chance to inspire and influence those around you, raise awareness about local food systems, and lead by example. Student teams will work on aspects of marketing, vendor relations, logistics and education. There will be 5 full class periods allotted for the teams to meet, brainstorm, and work on the projects. Students will engage in cross-reporting throughout the semester, so that peers are well informed of the challenges *and* successes each committee encounters during the planning process. This will also allow time for critique and discussion of each committee's work. A committee debriefing presentation and personal reflection paper on the Lobo Growers' Market will be due after the event. Both team and individual progress reports will be collected throughout the planning stages.

Growers' Market Planning Worksheets (15%): We will complete a number of planning worksheets as we work through the logistics of organizing a growers' market. All worksheets will be graded based on completeness and creativity, on a ✓-/✓/ ✓+ scale (1, 2, or 3 points, respectively). Some of our class periods will be more like laboratory sessions, where you will have the opportunity to perform online research and group work. At the end of the course, these worksheets (along with the readings) will serve as your resource for organizing a new growers' market or developing an existing one.

CLASS POLICIES

Academic Honesty: At UNM, academic honesty is considered one of the cornerstones of academic development. All UNM policies regarding academic honesty apply to this course. Academic honesty includes, but is not limited to, 1) plagiarism (claiming credit for the words or works of another, taken from any source – print, Internet, or electronic database – or failing to cite the source), 2) fabricating information or citations, 3) facilitating acts of academic dishonesty by others, or 4) submitting the work of another person or 5) submitting work previously used for another course. Students should communicate and act, both in class interactions and in assigned coursework, in a manner directed by personal integrity, honesty, and respect for self and others. Any incident of blatant academic dishonesty will result in the instructor reporting the student to the Dean of Students Office and potentially a failing grade in the class or expulsion from the university.

Internet and email responsibility: Visit the *UNM Learn* course website regularly to stay up to date with readings and assignments. Check your UNM email account, as the instructor will use this account to keep in touch regarding course requirements, field trips or other updates. If you regularly use another email address, forward your UNM mail to that account. As a courtesy to the instructor, please observe proper *netiquette*. Instructor responses to student emails can be expected within 24-48 hours of receipt.

Schedule:

Class	Date	Topic	Read & Discuss	Assignment Due
I. The Context of the Foodshed				
1	T 1/13	Introduction	-Syllabus	
2	R 1/15	Setting the Scene: Industrial Food or Sustainable Agriculture? <i>Guest Speaker: Tiffany Terry - MRCOG</i>	-Horriagan, 2002 -Foley, 2011 -SARE, 2010	
3	T 1/20	Local Food Systems: Economic, Social & Environmental Benefits	-Halweil, 2002 -USDA ERS, 2010 -Winne, 2012	Blog Milestone #1: Brainstorm Topic
4	R 1/22	A History of Growers' Markets	-FMMS v.1, ch#1 -Winne, 2008 - ch#3	Case Study of a Growers' Market
5	T 1/27	Growers' Markets in New Mexico <i>Guest Speaker: Jedrek Lamb - New Mexico Farmers' Marketing Association</i>	-Website: NMFMA	
	W 1/28	<i>Food & Farms Day at the Legislature</i>		
6	R 1/29	Lobo Growers' Market (LGM) Committee Planning Session: In-Class Work Day	-FMMS v.1 ch #16	LGM Project: Brainstorming Session
7	T 2/3	Introduction to New Mexico's Foodsheds <i>Guest Speaker: Food Corps</i>	-DNM pgs. 5-18 -Website: KYF²	Blog Milestone #2: Draft Outline
8	R 2/5	Local Farms & Ranches; Local Value-Added Producers	-DNM pgs. 19-37 -ATTRA, 2006 -Website: SVEDC	Contact Lists of Local Farms and Ranches & Value-Added Producers
9	T 2/10	Sustainable Food in Schools & Universities <i>Guest Speaker: Pat Hannan - Chartwells</i>	-Websites: Real Food Challenge FoodCorps Street Food Institute	
	W 2/11	<i>Ag Collaborative Meeting – Land Link Mixer</i>		
10	R 2/12	Lobo Growers' Market Committee Planning Session: In-Class Work Day		LGM Project: Team Outline
II. Growers' Market Logistics				
11	T 2/17	Managing a Growers' Market <i>Guest Speaker: Gina Meyers - Manager, Downtown Growers' Market</i>	-Los Ranchos Typical Market Manager Functions	Blog Milestone #3: Final Outline
12	R 2/19	The Feasibility Study: Market Analysis, Site Assessment, Finances & Vendor Recruitment	-FMMS v.1, ch #5-8	Feasibility Study
	2/20-2/21	<i>New Mexico Organic Farming Conference</i>		
13	T 2/24	Envisioning the Market: Organization, Management, Rules & Bylaws	-FMMS v.1, ch #2, 9-11&13 -Los Ranchos Bylaws	Strategic Planning
14	R 2/26	Creating an Identity: Marketing & Logos	-FMMS v.1, ch #15 -FMMS v.3, ch #7	Design a Marketing Campaign for LGM
15	T 3/3	Risk Management: Health & Safety; Regulations & Permits; GAP Certification	-NMFMA Guidelines -WSFMA 2.3 -NM Food Permit	Blog Milestone #4: Rough Draft
16	R 3/5	Lobo Growers' Market Committee Planning Session: In-Class Work Day		LGM Project: Team Progress Report #1
	3/7 – 15	SPRING BREAK – no class		Relax and have fun!

Class	Date	Topic	Read & Discuss	Assignment Due
II. Growers' Market Logistics Continued				
17	T 3/17	Local Food Marketing & Education <i>Guest Speaker: Sarah Wentzel-Fisher - edible Santa Fe, NYFC</i>	-Websites: edible Santa Fe -NYFC	
18	R 3/19	Basic Record Keeping; Assessing Market Success	-FMMS v.1, ch #12 -WSFMA 2.1-2.2	Design Market Assessment for LGM
19	T 3/24	Blog Presentations		Blog Milestone #5: Final Blog Due! 5-Minute Presentation
20	R 3/26	Blog Presentations Continued		5-Minute Presentation
21	T 3/31	Lobo Growers' Market Committee Planning Session: In-Class Work Day		LGM Project: Team Progress Report #2
22	R 4/2	The Farmer's Perspective <i>Guest Speaker: Ric Murphy - Grower, Sol Harvest Farm</i>	-Website: Sol Harvest Farm	
23	T 4/7	Vendor Recruitment & Relations	-FMMS v.1 ch #14 -FMMS v.2, ch #6 -FMMS v.3, ch #10-11	Design a Vendor Survey for LGM
24	R 4/9	Customer Relations, Habits & Expectations	-FMMS v.2, ch #8 -FMMS v.3, ch #8	Design a Customer Survey for LGM
25	T 4/14	Food Access, Food Insecurity & Community Health <i>Guest Speaker: Anzia Bennett - AgriCultura Network & La Cosecha CSA</i>	-FMMS v.1, ch #4 -USDA Fact Sheets -UCS, 2013	
26	R 4/16	Lobo Growers' Market Committee Planning Session: In-Class Work Day		-Market Assessment -Vendor Survey -Customer Survey
27	T 4/21	Hold the 7 th Annual UNM Sustainability Expo & Lobo Growers' Market		<i>No formal class meeting!</i>
III. Market Debriefing & Course Wrap-Up				
28	R 4/23	Lobo Growers' Market Debriefing		Reflection Paper on Success of the Market
29	T 4/28	The Future: Viability & Challenges of an On-Campus Market	-SWOT Analysis	Campus Growers' Market & SWOT Analysis
30	R 4/30	Course Wrap-up & Evaluation; Local Exchange	-Building a Future with Farmers, 2011 -Greenhorns, 2010	