

Spring 2017
SUST 364 – Growers’ Market Practicum

Instructor: Jessica Rowland
Location: Mitchell Hall XXX
Time: Tuesday/Thursday
Office: Castetter Hall
Office Hours: Monday/ Wednesday
Website: <http://sust.unm.edu>
Readings: All readings and web resources are available on *UNM Learn*

Course description: In this course we will explore the sustainability of regional and local food systems, with a specific focus on New Mexico’s foodsheds. We will examine the trajectory of US growers’ markets and the economic and social benefits of direct and intermediate market sales. We’ll also discuss various logistical aspects of markets (and events in general) including feasibility, management, marketing, health and safety, funding, vendor relations, and customer expectations, and will develop and manage the spring Lobo Growers’ Market event in conjunction with the 9th Annual UNM Sustainability Expo. 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 food system. 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 logistical aspects of successfully coordinating an inclusive community event. 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%
Sustainability Expo Team Project	30%
Expo Planning Exercises	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%		
A-	90-93	B-	80-83%	C-	70-73%	D-	60-63%		C/NC not allowed

Attendance & Participation (10%): This class requires your participation and team work, so it is expected that you show up on time and participate in 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 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 completed 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.

Sustainability Expo Team Project (30%): Throughout the semester, students will work in committees that plan and execute all aspects of the Lobo Growers’ Market and the 9th Annual UNM Sustainability Expo. The project will give you a chance to inspire and influence those around you, raise awareness about food systems and sustainability, and lead by example. Student teams will work on aspects of marketing, vendor relations, logistics and education. There will be 6 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 Expo will be due after the event. Both team and individual progress reports will be collected throughout the planning stages.

Expo Planning Exercises (15%): We will complete a number of planning worksheets and activities as we work through the logistics of organizing the Sustainability Expo. All exercises (completed either as a group in class or on your own) will be graded based on completeness and creativity, on a ✓-/✓/ ✓+ scale (1, 2, or 3 points, respectively). Some 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 growers’ market or sustainability-related community event.

CLASS POLICIES

Academic Honesty: At UNM, 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: It is expected that students visit the *UNM Learn* course website regularly to stay up to date with course material. 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 48 hours of receipt.

TITLE IX: In an effort to meet obligations under Title IX, UNM faculty, Teaching Assistants, and Graduate Assistants are considered “responsible employees” by the Department of Education. This means that any report of gender discrimination (which includes sexual harassment, sexual misconduct and sexual violence) that is made to a faculty member, TA, or GA must be reported to the Title IX Coordinator at the [Office of Equal Opportunity](#) (OEO). Please note that UNM has three offices where you can confidentially discuss any incidents or concerns: [LoboRESPECT Advocacy Center](#), [Women’s Resource Center](#) and the [LGBTQ Resource Center](#). The staff in these offices are specially trained advocates and do not share information with the OEO without a student’s signed permission.

Schedule:

Class	Date	Topic	Read & Discuss	Assignment Due
I. The Context of the Foodshed				
1	T 1/17	Introduction	-Syllabus	
2	R 1/19	Setting the Scene: From Industrial Food to Sustainable Agriculture	-Wilde, 2013 -Horrihan, 2002 -Foley, 2011 -SARE, 2010	
3	T 1/24	Local & Regional Food Systems: Economic, Social & Environmental Benefits	-Martinez, 2010 -Low, 2015 -Born, 2006 -Winne, 2012	Blog Milestone #1: Brainstorm Topic (in class)
4	R 1/26	Assessing the Sustainability of Food Systems	-Sabaté, 2014 -Weber, 2008 -Godfray, 2010 -IOM/NRC, 2015	Case Study of a Growers' Market
5	T 1/31	Overview: UNM Sustainability Expo & Lobo Growers' Market	-FMMS v.1, ch#1 -NMFMA	
6	R 2/2	Sustainability Expo Committee Planning Session 1: In-Class Work Day	-FMMS v.1 ch #16	Expo Project: Brainstorming Session
7	T 2/7	Introduction to New Mexico's Food System	-DNM pgs. 5-18 -Uchanski, 2014 -Farm to Table, 2014	
8	R 2/9	Local Farms & Ranches; Local Value-Added Producers	-DNM pgs. 19-37 -ATTRA, 2006 -SVEDC	Blog Milestone #2: Draft Outline
9	T 2/14	Sustainable Food in Schools & Universities	-Real Food Challenge -FoodCorps -Street Food Institute	Contact Lists of Local Farms and Ranches & Value-Added Producers
10	R 2/16	Sustainability Expo Committee Planning Session 2: In-Class Work Day		Expo Project: Team Outline
	2/17-2/18	<i>New Mexico Organic Farming Conference</i>		
II. Expo Logistics				
	M 2/20	<i>Food & Farms Day at the Legislature</i>		
11	T 2/21	Managing a Growers' Market & More	-Los Ranchos Typical Market Manager Functions	Blog Milestone #3: Final Outline
12	R 2/23	The Feasibility Study: Event Analysis, Site Assessment, Finances & Vendor Recruitment	-FMMS v.1, ch #5-8	Feasibility Study
13	T 2/28	Envisioning the Market: Organization, Management, Rules & Bylaws	-FMMS v.1, ch #2, 9-11&13 -Los Ranchos Bylaws	Strategic Planning (in class)
14	R 3/2	Creating an Identity: Marketing & Logos	-FMMS v.1, ch #15 -FMMS v.3, ch #7	Design a Marketing Campaign (in class)
15	T 3/7	Risk Management: Health & Safety; Regulations & Permits; GAP Certification	-NMFMA Guidelines -WSFMA 2.3 -NM Food Permit	Blog Milestone #4: Rough Draft
16	R 3/9	Sustainability Expo Committee Planning Session 3: In-Class Work Day		

Class	Date	Topic	Read & Discuss	Assignment Due
II. Expo Logistics Continued				
X	3/12 – 19	<i>SPRING BREAK – no class</i>		Relax and have fun!
17	T 3/21	Sustainability Expo Committee Planning Session 4: In-Class Work Day		<u>Expo Project:</u> Progress Report #1
18	R 3/23	Basic Record Keeping; Assessing Event Success	-FMMS v.1, ch #12 -WSFMA 2.1-2.2	Design Market Assessment for Expo
19	T 3/28	Blog Presentations		<u>Blog Milestone #5:</u> Final Blog Due! 5-Minute Presentation
20	R 3/30	Blog Presentations Continued		5-Minute Presentation
21	T 4/4	Sustainability Expo Committee Planning Session 5: In-Class Work Day		<u>Expo Project:</u> Progress Report #2
22	R 4/6	The Farmer's Perspective		
23	T 4/11	Vendor Recruitment & Relations	-FMMS v.1 ch #14 -FMMS v.2, ch #6 -FMMS v.3, ch #10-11	Design a Vendor Survey for Expo
24	R 4/13	Customer Relations, Habits & Expectations	-FMMS v.2, ch #8 -FMMS v.3, ch #8	Design a Customer Survey for Expo
25	T 4/18	Sustainability Expo Committee Planning Session 6: In-Class Work Day		-Market Assessment -Vendor Survey -Customer Survey
26	R 4/20	<i>9th Annual UNM Sustainability Expo</i>		<i>No formal class meeting!</i>
III. Event Debriefing & Course Wrap-Up				
27	T 4/25	Sustainability Expo Debriefing		Reflection Paper on Success of the Expo
28	R 4/27	The Future: Viability & Challenges of the Expo	-SWOT Analysis	SWOT Analysis
29	T 5/2	Food Access, Food Insecurity & Community Health	-FMMS v.1, ch #4 -Feeding America, 2106 -Coleman-Jensen, 2016	
30	R 5/4	Course Wrap-up & Evaluation; Local Exchange	-Building a Future with Farmers, 2011 -Greenhorns, 2010	

**This reading list is subject to modifications at the discretion of the instructor.*